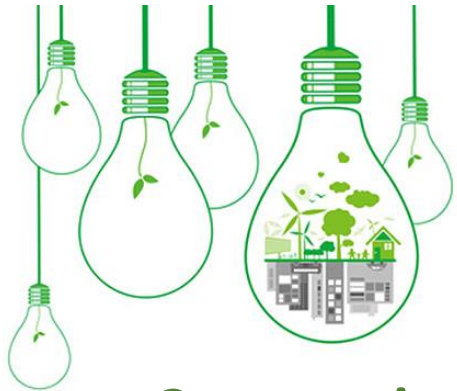


Renewable Energy, Energy Efficiency Programme



EEA 2014-2021

Informative Web Meeting

Wednesday 28.09.2020

Communication Plan of Programme Operator CRES - Communication Activities



ΚΑΠΕ
CRES

CENTRE FOR RENEWABLE
ENERGY SOURCES AND SAVING

Objective of the Communication Activities

According to EEA GR-Energy program, the main objectives of the Communication Activities can be summarized as:

- ✓ Provide good examples for the potential and need for **near-Zero Emissions Buildings**, and strengthening investments in the field of nZEB.
- ✓ **Informing the general public about the existence of the EEA Grants.**
- ✓ Increase **public awareness of innovative green solutions** and **social acceptance of GR-Energy Projects**, and promoting investments in the field of Energy Efficiency.



Content of PO Communication Plan

Table of Contents

1. PURPOSE OF THE PLAN
 2. OBJECTIVES
 3. STRATEGIC OVERVIEW AND SITUATION ANALYSIS
 4. TARGET GROUPS
 5. COMMUNICATION ACTIVITIES
 6. INTERNAL COMMUNICATION
 7. EVALUATION
- ANNEXES

The Communication Plan will be **reviewed** in relation to achievements and will be **updated** to include new activities and any modifications.



This allows to further specify objectives and to **tailor activities to the identified target groups**.

Target groups of the Communication Plan

The “GR-Energy” Projects will serve as **demonstration Projects** aiming to increase energy-efficient buildings and infrastructure in Greece, thereby increasing the overall well-being of the local communities in which buildings/infrastructures of the projects are integrated.



The main target groups, in accordance to their interest in the Projects are summarized as follows:

**General public: Citizens
/wider public, as end
users of public (and
residential) buildings**

“GR-Energy” will highlight the impacts of retrofit of public buildings that can improve quality of life by means of, for example, reduction of CO₂ emissions, reallocation of public money to local-development aspects as a result of energy costs' reductions, awareness of buildings' energy performance profiles, civil servants' services improvement, etc.

**Regional and local
public authorities**

These organizations have a strong influence on energy upgrade projects. “GR-Energy” aims to increase their interest in urban planning for the energy transition of cities and the implementation of energy upgrade projects for public buildings.

Target groups of the Communication Plan

Business Support Organizations, SMEs, Project's Partners

Considering their consultation role as “building energy efficiency experts” the program will enhance their exchanging with key decision makers and help them to take a stronger part in supporting and influencing decision makers towards public buildings energy renovation.

National public authorities

These actors are involved in National Energy Efficiency Action Plans, Buildings' Energy Efficiency Regulations, transposition of EU Directives (EPBD, EED), public buildings' 3% annual energy renovation plan. So, they are among key target groups that will be targeted as multipliers of program's results.

Communication activities

- ❖ The **EEA and Norway Grants** is the **brand name of the Financial Mechanism** and should be used in all communication.



- ❖ The **EEA Grants logo**, as well as a **statement for acknowledgment of EEA Grants support** has to be used on:
 - related publications,
 - promotion materials,
 - presentations,
 - events,
 - billboards at the site of each project,
 - commemorative plaques after the completion of the Projects etc.

Templates are available in the **Communication and Design Manual 2014-2021**. PPs have to use these templates for all their obligations under the Regulation on the implementation of the EEA and Norwegian Financial Mechanisms 2014-2021.

Communication activities

Τετάρτη, 09 Σεπτεμβρίου 2020

English

Sitemap Επικοινωνία

GR-ENERGY Website

CRES has created a website at <http://eeares.cres.gr/> in accordance to paragraph 2.2.4 of Annex 3 to the Regulation.

The GR-Energy website will be updated regularly, including information on the Call, on project tenders, on activities for bilateral relations, on the Projects, their progress and results, as well as program's requirements for Project Promoters.



Αρχική Σελίδα Το Πρόγραμμα Προσκλήσεις Ενδιαφέροντος Διμερείς Σχέσεις Helpdesk Νέα Σύνδεσμοι Μηχανισμός καταγγελιών



Ευρωπαϊκός Οικονομικός Χώρος (ΕΟΧ)
Χρηματοδοτικός Μηχανισμός 2014-2021: Ανανεώσιμες Πηγές Ενέργειας,
Ενεργειακή Αποδοτικότητα, Ενεργειακή Ασφάλεια

EEA GR - Energy

Το Πρόγραμμα «GR-Energy» του Χρηματοδοτικού Μηχανισμού Ευρωπαϊκού Οικονομικού Χώρου (XM ΕΟΧ) 2014-2021. Θεματική Περιοχή «Ανανεώσιμες Πηγές Ενέργειας, Ενεργειακή Αποδοτικότητα, Ενεργειακή Ασφάλεια», συγχρηματοδοτείται από τις χώρες ΕΟΧ-ΕΖΕΣ (Ισλανδία, Λιχτενστάιν και Νορβηγία) κατά 75% και από το Πρόγραμμα Δημοσίων Επενδύσεων της Ελληνικής Δημοκρατίας κατά 25%.

Το πρόγραμμα XM ΕΟΧ 2014-2021/ GR - Energy στοχεύει σε «ενέργεια χαμηλότερης έντασης άνθρακα και αυξημένη ασφάλεια εφοδιασμού» και επιδιώκει την «βελτίωση της Ενεργειακής Αποδοτικότητας» μέσω της βραχυπρόθεσμης και μεσοπρόθεσμης επίδρασης των ανωτέρω αποτελεσμάτων στους φορείς και τις ομάδες-στόχους. Ειδικότερα, οι Πράξεις του προγράμματος θα συμβάλλουν στη μείωση των εκπομπών CO₂, τη συνολική μείωση της κατανάλωσης ενέργειας, την αύξηση της παραγωγής ενέργειας από ΑΠΕ, την αύξηση των θέσεων εργασίας και τη βελτίωση της δυναμικής των τοπικών κοινωνιών.



Communication activities

■ Social media toolkit

Accounts in **Facebook**, **Twitter** and **LinkedIn**. The accounts will be updated regularly until the end of the program, sharing information on program's results and progress news.

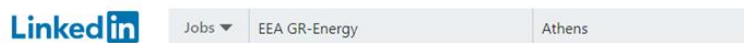
Target group: Media link to policy makers, stakeholders and general public



EEA GR-Energy
@eea_gr
Programme "GR-Energy" of the European Economic Area Financial Mechanism (EEA FM) 2014-2021
Πρόγραμμα "GR-Energy" του ΧΜ ΕΟΧ 2014-2021
eeares.cres.gr Joined February 2020
18 Following 2 Followers

Tweets Tweets & replies Media Likes

EEA GR-Energy @eea_gr · Jul 24
Το Κέντρο Ανανεώσιμων Πηγών και Εξοικονόμησης Ενέργειας (ΚΑΠΕ) ως Διαχειριστής του Προγράμματος ΕΕΑ 2014-21 "GR-ENERGY" ανακοινώνει την δημοσίευση της Ανοιχτής Πρόσκλησης για την Υποβολή Προτάσεων Πράξεων στο Πρόγραμμα. Για πληροφορίες επισκεφτείτε το:



EEA GR-Energy
Program Development
Pikermi, Attiki · 3 followers
European Economic Area Financial Mechanism (EEA FM) 2014-2021 Programme "GR-ENERGY"
[See jobs](#) [Follow](#)

About us

Το Πρόγραμμα Χρηματοδοτικού Μηχανισμού Ευρωπαϊκού Οικονομικού Χώρου (ΧΜ ΕΟΧ) 2014-2021, Θεματική Περιοχή «Ανανεώσιμες Πηγές Ενέργειας, Ενεργειακή Αποδοτικότητα, Ενεργειακή Ασφάλεια», συγχρηματοδοτείται από τις χώρες ΕΟΧ-ΕΖΕΣ (Ισλανδία, Λιχτενστάιν και Νορβηγία) κατά 75% και από το Πρόγραμμα Δημοσίων Επενδύσεων της Ελληνικής Δημοκρατίας κατά 25%.

The European Economic Area Financial Mechanism (EEA FM) 2014-2021 Programme, Programme Area



EEA GR-Energy
Αρχική σελίδα
Δημοσιεύσεις
Κριτικές
Φωτογραφίες
Πληροφορίες
Κοινότητα
[Δημιουργήστε Σελίδα](#)

Δημοσιεύσεις
EEA GR-Energy
24 Ιουλίου στις 6:59 π.μ. · 🌐
Το Κέντρο Ανανεώσιμων Πηγών και Εξοικονόμησης Ενέργειας (ΚΑΠΕ), ως Διαχειριστής του Προγράμματος (Programme Operator) με τίτλο: «Ανανεώσιμες Πηγές Ενέργειας, Ενεργειακή Αποδοτικότητα, Ενεργειακή Ασφάλεια» (Programme GR - Energy) με συνολικό προϋπολογισμό 10 εκ. € και με συγχρηματοδότηση από τον Χρηματοδοτικό Μηχανισμό Ευρωπαϊκού Οικονομικού Χώρου (ΧΜ - ΕΟΧ) 2014-21, καθώς και πόρους του Προγράμματος Δημοσίων Επενδύσεων (ΠΔΕ), ανακοινώνει την δημοσίευση της Ανοιχτής Πρόσκλησης... Δείτε περισσότερα

Κοινότητα Προβολή όλων

Communication activities

- **Contribution to projects communication and capitalization activities**

Coordination of Project Promoters with the aim of contributing to the communication and capitalization activities of the projects.

Target group: General public, SMEs, Local and Regional public authorities

- **Contribution to EEA Grants communication activities**

Updating online media with information and data contributing to the EEA communication activities.

- **CRES will organize or provide technical support in Workshops / seminars / training events / Kick-off meetings etc., contributing to the communication and capitalization activities of the projects.**

Evaluation of the Communication activities

The EVALUATION of the Communication activities is based on Indicators that are set to measure the effectiveness and efficiency of the activities. The following Indicators are included in the PO's Communication Plan:

Output	Indicator	Verification for the output indicator achieved
Program's website	People who visit the website (annually)	Statistics of the website's visits
Pages on Social Media (Facebook, Twitter, LinkedIn)	Number of followers	Follows on Facebook, Twitter and LinkedIn

Evaluation of the Communication activities

Output	Indicator	Verification for the output indicator achieved
Workshops on the Call for Project Proposals	People attending the workshops	Signatures on participant lists
Press releases for the Call for Project Proposals	People informed about the Call Notice	Views of the Call from the CRES website, the EEA Grants website, the electronic press and social media.
Informative material for increase of awareness about the projects results	People who will receive Informative material	Number of items (e.g. leaflets brochures, USB sticks and digital information, Project result booklet)
Promoting gifts for disseminating the ideas of Energy Efficiency	People who will receive promotional gifts	Number of items (e.g. pens, key-holders, caps, solar mobile phone chargers)

Communication Requirements

The Program Operator CRES is responsible for fulfilling the obligations laid down in:

- ✓ **Annex 3 'Information and Communication Requirements'** to the Regulation on the implementation of the EEA and Norwegian Financial Mechanisms 2014-2021
- ✓ **Communication and Design Manual EEA and Norway Grants 2014-2021** *provided by the FMC*

both for the Program Operator and for the Project Promoters.



Compliance with these rules is critical for the financing of the Projects!!!

Iceland 
Liechtenstein
Norway grants

Thank you!

