



*A cross-border region where rivers
connect, not divide*



CO-EMEP – Improvement of cooperation for better energy management and
reduction of energy poverty in HU-HR cross-border area
(HUHR/1901/3.1.1/0019)

Common design and communication strategy

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1. Introduction

Energy poverty is a widespread problem across Europe nowadays, as between 50 and 125 million people are unable to afford proper indoor thermal and/or cooling comfort. Furthermore, only few European countries have an official definition for energy poverty even though many Member States acknowledge the scale of this socio-economic situation and its negative impact translated into severe health issues and social isolation.

In Croatia and Hungary there is no official definition of energy poverty, however the problem of energy poverty has been recognized at the national level. Local and regional governments in the HU-HR cross-border area have the legal obligation to develop various energy efficiency and sustainable energy and climate action plans, but they usually neglect the energy poverty problem in those documents. Energy agencies were usually the ones that were dealing with this issue along with national energy related institutions but it has not been attempted to lower the definition of the problem to local or regional level and try to connect relevant stakeholders dealing with it on a daily basis. Therefore, the project CO-EMEP aims to extend the cooperation of relevant range of stakeholders including also new actors when it comes to the problem of energy poverty.

Further, since the definition of the term energy poverty includes several components it is important to include relevant stakeholders of different knowledge to contribute to the development of energy poverty definition which is the first activity which should be implemented within the project. In order for project partners to include various stakeholders in the implementation of project activities it is very important to have an effective communication strategy so all project partners will be actively involved in the planning and implementation of all communication activities. The main objective of the development of this document is to develop an effective and common communication strategy which will be applicable to both project partners.

Each project partner will make sure to reach the target audience through the different available communication channels (including institutional webpages and social media, joint activities with external stakeholders, etc). Lead beneficiary, ie. Medjimurje Energy Agency Ltd. (LB) will be in charge of coordinating the communication activities, monitoring the performance and implementation of the activities towards the planned results. Zala County Government (B1) will as project partner provide support in the development and implementation of the project communication strategy.

Communication will play a strategic role in achieving the project's objectives. The planned communication activities will help to raise awareness about the project as well as to engage key stakeholders and utilise external expertise in the delivery of project

outputs. As a result, a better understanding about the project outputs and increased involvement of the relevant stakeholders in project activities is expected. Another result expected from the communication efforts is the good transferability of the project results and their adoption by municipalities outside the partnership.

Table 1 – CO-EMEP project activities

A1	Project administration and management
A2	Information and publicity
A3	Defining the concept and the term energy poverty with development of guidelines on energy poverty mitigation planning
A4	Identification of problematic sectors with organisation of thematic workshops and info days
A5	Development of a comprehensive online energy management tool
A6	Pilot actions through developing 10 energy audits and measurements of identified energy poor households

As it can be seen in the Table 1 the project consist of two general activities related to management and communication and four thematic activities where the role of external experts will be crucial.

The expected results of CO-EMEP project are the following:

- raising awareness of the public institutions in the cross-border area on the issue of energy poverty;
- capacity building and skills improvement of the cross-border local and regional governments in better energy planning and management to reduce energy poverty;
- capacity building of cross-border social institutions on energy poverty issue;
- raising awareness of the affected household owners on better energy management to avoid energy poverty;
- enhance institutional capacity and make the public administration more efficient.

Project outputs are the following:

- analysis of existing local, regional and national legal regulations as well as strategic documents related to energy, energy poverty and social welfare system on both sides of the cross-border area;

- guidelines for regional and local planners on including energy poverty mitigation measures in future plans and strategic documents;
- public call for interested households to assess their energy poverty risk and/or stage;
- guidelines for enhancing energy efficiency in households who face the problem of energy poverty;
- info days and workshops for general public and social institutions in the cross-border area to enhance their knowledge on the energy poverty issue and possible mitigation measures;
- workshops for planners on regional and local level for enhancing their capacity in energy management and planning;
- analysis of funding possibilities for private house owners in the cross-border area;
- analysis of available technical solutions for enhancing energy efficiency in the cross-border area;
- comprehensive online energy management tool for wide range of potential users;
- 10 energy audits (5 HU + 5 HR) and measurements of general building characteristics for 5 identified households on each side of the cross-border area followed by detailed plans for enhancing energy efficiency.

The deliverables of communication activities will be:

- project common design and communication strategy;
- CO-EMEP branding – logo, templates;
- CO-EMEP webpage within LBs homepage;
- publications: project leaflet, guidelines on enhancing energy efficiency in households;
- public events: 2 cross-border conferences – opening and closing;
- targeted events: 6 work group meetings, 2 workshops for general public and social welfare institutions, 2 workshops for planners on regional and local level, 2 cross-border info days for energy experts, regional and public authorities and social welfare institutions;
- project poster;
- press articles in online and printed media;

- promotional material and gifts: linen bags, USB sticks, pens, water saver perlators and five minutes hourglasses;
- 2 TV coverages of the project progress, 2 press conferences;
- LBs Facebook account.

Key Target Groups:

- local and regional public authorities;
- local and regional energy and development agencies;
- social institutions;
- general public.

Communication related activities play very important role in the CO-EMEP project, since the key of the project is the involvement of important stakeholders from energy and social welfare sector into the implementation of project activities and development of key project outputs, as well as building cooperation networks among relevant stakeholders. Therefore, significant communication effort will be done towards awareness raising, motivation and inclusion of different stakeholders and target groups into CO-EMEP project activities.

Due to all mentioned above, this document is designed to support the overall and specific communication and visibility objectives of the project and specifically it aims at detailing the structure and the goals of the project communication strategy and common design of project working tools.

2. Communication strategy

Communication is a vital element of a well-managed project. To ensure quality communication it is necessary to develop a relevant communication strategy. Communication strategy of CO-EMEP project is outlined through three sub-chapters: communication to ensure internal involvement of project partners, communication to ensure external involvement in output development and final communication to ensure transfer outputs to new target audiences.

The communication strategy of CO-EMEP project aims to raise awareness of the project, its activities and ambitions, as well as the network and services, and highlight the impact which they have on the research and education community. This should be done through clear messaging and positioning statements, the production and publishing of engaging content to address key stakeholders, and communication delivery through integrated, measurable and collaborative channels.

Furthermore, the communication strategy of CO-EMEP project is planned for several targets:

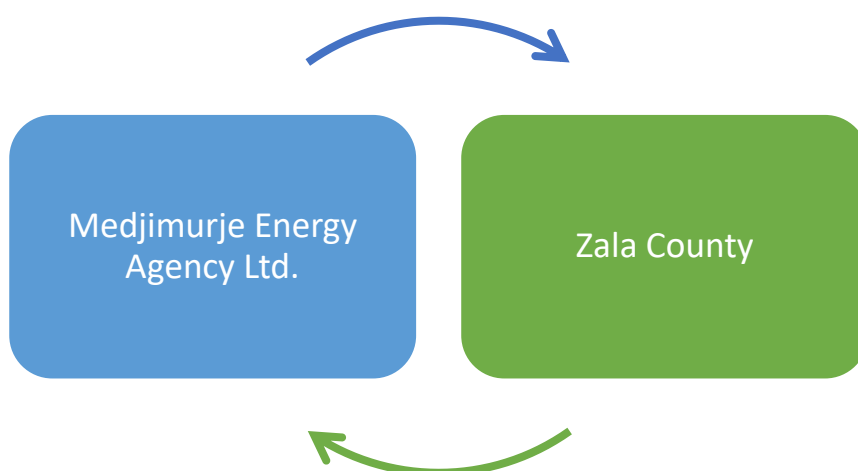
- to involve those actors (local, national and international) that can have an impact on the policies and on the practices (administration, authorization) which are promoting the importance of energy poverty mitigation planning on all levels – local, regional, national and EU;
- to spread, through the findings, new knowledge, events and initiatives, outputs and results achieved by CO-EMEP to stakeholders and citizens, with a special focus on energy poverty and energy management in households.

2.1. Communication to ensure internal involvement of all project partners

First level communication (internal communication) has to ensure involvement and commitment of all partners in the CO-EMEP project. This level of communication is intended to ensure an effective exchange and share of information between the partners (frequent exchange of emails, phone/mobile calls in case of urgent situation, etc.) as well as an effective and shared management of the knowledge generated by the project's activities. Internal communication refers to the almost constant interactions within the project partnership. With this regard, the purpose of the project's internal communication is to define the communication requirements for the project and how information will be distributed. We need to define: how the information will be communicated – meetings, email, telephone, etc.; when information will be distributed – the frequency of project communications both formal and informal and who is responsible for communicating what type of project information.

Due to small number of involved project partners (two partners) this level should be implemented in an effective way without any problems. Regardless of the number of entities involved, any communication can face some challenges and milestones which should be identified in time. Taking into account the internal communication needs of the CO-EMEP partnership, the following milestones can be defined: collaboration, time management, capacity and team building, transparency and access to information.

Figure 1 – Project partnership and information exchange



The role of Medjimurje Energy Agency Ltd. (Lead Beneficiary – LB) is essential in this level of communication since they are the expert in the field covered by the project, ie. energy management and energy poverty. They are obliged to provide full support to Zala County (Beneficiary – B1) not only as a project leader but also as an expert in the relevant field so that B1 can independently carry out project activities in Hungarian cross-border area.

After the project approval by the Joint Secretariat (JS) in Interreg V-A Hungary-Croatia Co-operation Programme 2014-2020, initial project documentation and key information was distributed within the partnership. During the kick-off meeting project partners clarified the roles, responsibilities and timeframes on activities so it can be assumed that the project partners are familiar with the milestones of the project, with their responsibilities and expected contribution. Nevertheless, achieving the project objectives can be ensured only by cohesive organisation of partners' efforts and contributions.

The main objectives of the internal communication will be to facilitate a smooth information flow within the partnership, to facilitate and activate effective collaboration between the project partners, to coordinate their efforts, to motivate and engage all team members ensuring their involvement in delivering project results. The final

objective of this level of communication is to develop appropriate communication activities and mechanisms for a smooth and effective communication exchange.

The following tools and activities are planned to ensure efficient internal communication:

- start-up activities (signature of the Subsidy Contract between the JS and the LP, Partnership Agreement signed, kick-off meeting organization and implementation);
- project management and coordination (project team set up, reporting);
- financial management.

The partnership agreement concluded between project partners set up the formal rules of implementation, as well as rules for management of conflicts, risks and contingencies, accordingly to the programme regulation.

Regular project partners meetings will be a tool which enables direct face-to-face communication of partners, discussing the activities and plans, resolving possible problems and conflicts and defining next steps toward efficient implementation. In addition to physical meetings, the virtual meetings will be organized if needed. All face-to-face and possible virtual meetings will be documented through minutes and/or recordings.

In order to enhance project management and communication of project partners and to facilitate sharing of documents, the LB will, if necessary, identify and establish different free digital tools for documents and events sharing. In addition, the day-to-day exchange of e-mails and phone calls is encouraged among partners. Project team members and contact persons are clearly established within each partner.

Communication of the consortium towards the Managing Authorities (MA) and the Joint Secretariat (JS) is guaranteed through the LB. LB will define project manager who will have the task to coordinate all project activities, inform the JS about project changes and collect the partner's inputs under request of the project management tools.

Target audience:

- direct: all project partners;
- indirect: JS, Managing Authority (MA), Control Bodies/First Level Control (CB/FLC).

The main expected result of efficient internal communication is the implementation of project activities in terms of timing and quality, in order to achieve the planned project results and outputs. To reach this, active involvement and motivation of all project partners is essential.

All partners must have the same level of information, be involved towards the aims of the project and clearly know their responsibilities and tasks.

Partners responsibility:

- create communication materials according to project activities and results and provide it to the other partners;
- disseminate the communication materials via its own website and other relevant channels (e.g. social media);
- publish all project relevant information on Facebook and other social media if relevant.

2.2. Communication to ensure external involvement in output development

Activities on communication to ensure external involvement (external communication) in output development are crucial for successful implementation of the CO-EMEP project since communication with the targeted audiences is important in all phases of the output implementation.

The main communication challenge here is to achieve the planned outputs, where the involvement (i.e. communication) with external actors (stakeholders and end-users) is essential. The project partners also need to work closely with external actors in order to ensure joint efforts at project level.

In the following figure we can see how the information will be exchanged between project partners and external actors. Each project partner will communicate and cooperate with relevant external actors in their country and all results will be jointly processed by project partners in order to make the project results applicable in the cross-border area.

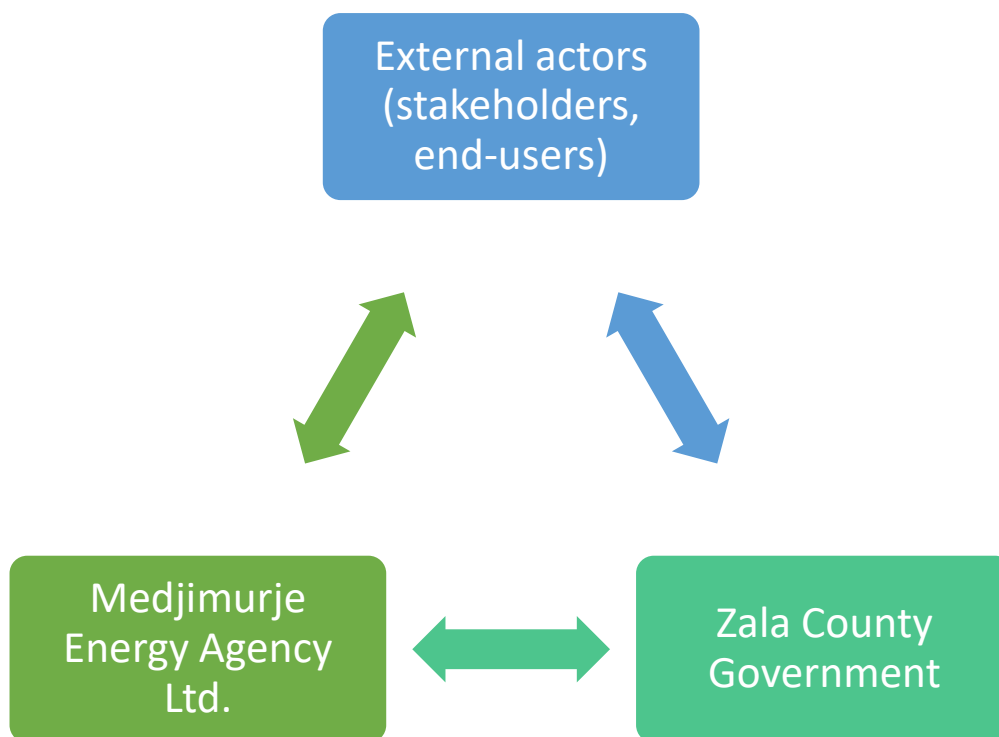


Figure 2 – Information exchange between project partners and external actors

The expected result of communication measures on this level will be that the stakeholders and end-users will have better understanding about the output and understand the importance of their contribution to deliver project results. The external communication aims to motivate the involved stakeholders and end-users to actively engage in the delivery of project outputs.

Project partners will communicate with external stakeholders in order to make them contribute to the development of project outputs:

- local and regional public authorities develop strategic documents which include energy efficiency measures so with their experience and insights project partners can identify crucial milestones in including energy poverty measures in these documents which will help them in development of guidelines for local and regional planners, their involvement will also be ensured by participation in project workshops planned within activity A4;
- local and regional development and energy agencies employ experts in energy field who have great knowledge about the situation in energy sector on local, regional, national and EU level and best practices examples which will be most beneficial for development of definition of the energy poverty term both in Croatia and in Hungary; the results of this cooperation will then be transferred to the HU-HR cross-border local and regional authorities, their involvement will

be also ensured by participation in project workshops planned within activity A4 and work group meetings planned within activity A3;

- social welfare institutions and other interested associations who are working with wide range of people who suffer the consequence of energy poverty so they are the key link between project partners and end users which means that they should be more informed on this issue so that they could share relevant information with the needed and help them improve their living standard, their involvement will be also ensured by participation in project workshops planned within activity A4 and work group meetings planned within activity A3;
- home owners who suffer the consequences of energy poverty in their homes will be directly included in the implementation of activity A6 since they will get expert support and advices on how to increase energy efficiency, improve their living standard – in this way they will become demonstrative example within the project on how energy poor households can manage to recover from energy poverty, their involvement will be also ensured by participation in project workshops planned within activity A4.

Target audience:

- stakeholders: local and regional authorities, local and regional energy and development agencies, social welfare institutions;
- end-users: home-owners facing the problem of energy poverty.

Expected results of the external communication are:

- to raise the awareness and increase the knowledge of the key stakeholders about the CO-EMEP project through partners dissemination channels, local events, workshops, meetings and conferences;
- to influence attitude and behaviour of the stakeholders, especially local and regional authorities and social welfare institutions through workshops and educational activities in order to raise awareness of the importance of reducing energy poverty at the political level;
- to influence attitude and behaviour of the end-users in order to increase their motivation and encourage the usage of online energy management tool developed through the CO-EMEP project.

2.3. Communication to transfer outputs to new target audiences

All project partners should be involved in this communication activities in order to transfer outputs to new target audiences not only in Interreg V-A Hungary-Croatia Co-operation Programme 2014-2020 area but also in a wider geographical area. Within CO-EMEP project partners will implement various activities in order to show and allow the new target audiences to experience what the project is about, what it is doing and why.

This communication will include the following communication tools: TV coverages of project progress, project leaflet, short news on social media and on partners home pages, organization of conferences and other project events. It can be said that this level of communication is crucial for creating project's image and identity and significantly contributes to project's recognition beyond programme area.

The main objectives for communication activities to transfer outputs to new target audiences:

- to make relevant stakeholders aware of the problem of energy poverty and distinguished it from the problem of poverty in general which will consequently affect their behaviour change;
- to raise awareness and increase knowledge of local and regional public authorities, sectorial agencies and other important stakeholders on the importance of energy poverty mitigation planning and encouraging measures to reduce energy poverty by including them in relevant plans and strategic documents developed on multi-level – local, regional, national and EU level;
- to influence attitude and behaviour of target groups and decision makers towards actively participating in revision of energy plans and involvement of local stakeholders in defining energy poverty mitigation measures.

Target audience beyond the regions involved:

- general public, sectorial agencies, citizen support groups and associations;
- citizens;
- other decision makers that are not involved in the CO-EMEP project.

Expected results:

- ensure impact on development and implementation of new and innovative energy poverty policies through a revision of existing energy plans and strategic documents;

- involvement of home owners in the process of energy poverty mitigation planning;
- ensure impact on development of new frameworks for development of citizens investments in energy refurbishment of their homes addressing legal, institutional and economic barriers;
- all regional stakeholders are well informed about implemented project activities;
- regions outside the project partnerships informed about key results of project CO-EMEP;
- project results will be shared also with other relevant projects;
- regions outside the project partnerships can benefit from CO-EMEP results and lessons-learned, i.e. implement the participatory methods or similar strategies within their region.

3. Activities

The overall objective of communication activities of the CO-EMEP project is to carry out a comprehensive and coherent communication effort, to ensure optimal project outreach to additional target groups not directly involved in the project partnership.

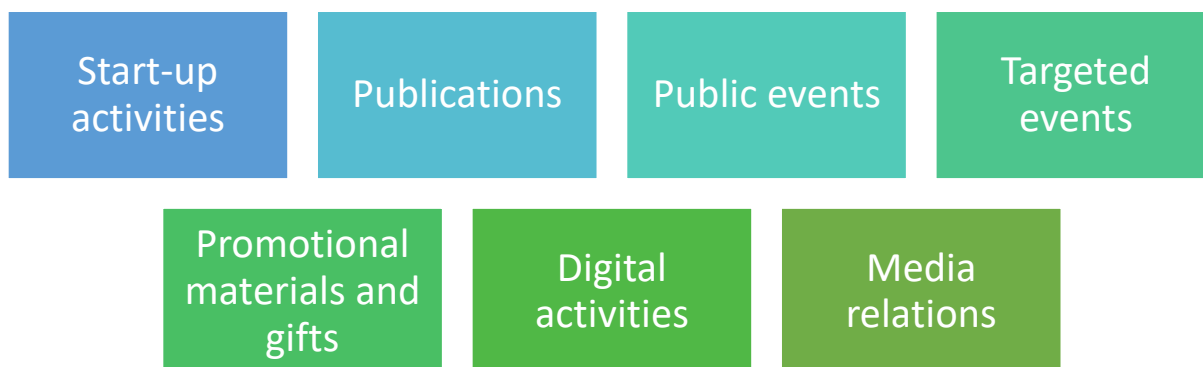


Figure 3 – Communication activities of CO-EMEP project

The communication activities and relevant communication tools are described in the following sub-chapters, in line with the planned activities of the CO-EMEP project.

3.1. Start-up activities

Start-up communication activities define four main outputs that need to be finalised in order to start with full communication tasks: communication strategy, visual identity, project templates material, project web page (within LB's and B1's homepage) and project poster.

In addition, each project partner will assign person who will perform planned communication activities throughout the project implementation period.

3.1.1. Communication strategy

Communication strategy of CO-EMEP project will define main communication priorities, activities and tools towards all defined target groups and other relevant stakeholders, together with the key messages that project partners want to communicate with them.

Communication strategy will be used within the partnership to understand what (and how) communication contributes to the project's success.

LB will have the main role in development of communication strategy and in monitoring its progress and the achievements.

3.1.2. Visual identity, project templates, project web page and project poster

Visual identity and project templates will be developed for use in all communication activities of CO-EMEP project, with included visibility elements of Interreg V-A Hungary-Croatia Co-operation Programme 2014-2020 (The European Union logo, Programme logo and slogan).

Templates/working tools for press releases, internal documents, presentations, posters and all other communication with local and regional stakeholders will be defined by LB and sent to B1.

The project logo is an essential element of the project visual identity. The CO-EMEP project logo will appear on all public documents, publications, websites and all promotional materials during the project implementation, in order to increase visibility of the project and to facilitate the branding of communication products.



Figure 4 – The project logo

CO-EMEP web page will be developed as a sub-page within partner's homepages. The web pages will contain all relevant information about the project, news related to activities within the project, project events and participation of project partners in public events. The pilots developed within the project will be presented there also. The links to project subpages: <https://www.menea.hr/co-emep/> (LB) and <https://www.zala.hu/hu/onkormanyzat/megyei-projektek/CO-EMEP-2> (B1).

Project subpages will be the main source of information for external visitors, stakeholders and wider public, towards increasing awareness and knowledge. The project subpage within LBs webpage will be in Croatian, Hungarian and English language so it will be accessible to wider range of stakeholders and within B1s it will

be in Hungarian language. In the following figure we can see the structure of project webpage within LBs webpage.

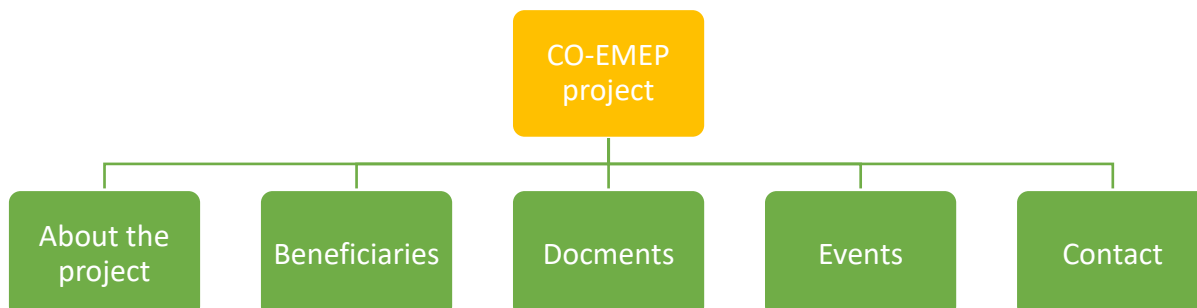


Figure 5 – The structure of CO-EMEP subpage within LB's homepage

Project poster is one of the key visibility elements of the CO-EMEP project. LB will prepare the design of the poster in Croatian and Hungarian language and both partners will print the poster in their language and place it in front of their offices.

LB will also print additional poster in order to use it on project events organized within the project in order to increase the visibility of the project.



Program prekogranične suradnje
Mađarska-Hrvatska

Prekogranična regija- gdje rijeke spajaju, a ne razdvajaju

Akronim:	CO-EMEP
Kratki opis projekta:	Projekt CO-EMEP je usmjeren na poboljšanje suradnje svih relevantnih dionika radi zajedničkog rješavanja problema energetske siromaštva te povećanje kapaciteta i vještina svih uključenih lokalnih i regionalnih javnih institucija s ciljem smanjenja energetske siromaštva na mađarsko-hrvatskom prekograničnom području.
Glavni korisnik:	Međimurska energetska agencija d.o.o.
Korisnik:	Županija Zala
Ukupna vrijednost projekta:	173.450,13 €
Vrijednost financirana iz EU fondova:	147.432,61 €
Početak projekta:	01/07/2020
Završetak projekta:	28/02/2022

Interreg 
Evropski fond za regionalni razvoj

CO-EMEP

**Ovaj poster proizveden je uz financijsku pomoć Europske unije. Sadržaj ovog postera isključiva je odgovornost Međimurske energetske agencije d.o.o. i ni pod kojim uvjetima ne odražava stav Europske unije i/ili Upravljačkog tijela.

Figure 6 – The project poster in Croatian language

A cross-border region where rivers connect, not divide

The project poster in Croatian language



**Egy határon átnyúló régió, ahol a folyók
összekötnek, nem elválasztanak**

Rövid cím:	CO-EMEP
A projekt rövid leírása:	A projekt fő célkitűzése egy együttműködési hálózat létrehozása az energiahatékonyság területén tevékenykedő szereplők közreműködésével, közös megoldás kidolgozása az energiaszegénység problémájára, illetve a helyi és regionális közintézmények kapacitásának és készségeinek növelése annak érdekében, hogy csökkenjen az energiaszegénysége határmenti térségben.
Vezető kedvezményezett:	Muraköz Megyei Energia Ügynökség Kft.
Kedvezményezett:	Zala Megyei Önkormányzat
A projekt teljes költségvetése:	173.450,13 €
Európai Unió támogatás összege:	147.432,61 €
Projekt kezdete:	2020. 07. 01.
Projekt vége:	2022. 02. 28.

Figure 7 – The project poster in Hungarian language

3.2. Publications

Within CO-EMEP project two main publications will be developed: project leaflet and guidelines on enhancing energy efficiency in households.

In general, the publications are relevant communication tool that thanks to its high visibility and versatility can be used to promote the project towards a larger audience during all the type of events (public and thematic) organized within the project.

3.2.1. Project leaflet

The project leaflet will be developed in Croatian, Hungarian and English language. The format of the leaflet will be provided by LB and the contents will be developed in synergy with B1.

The leaflet will contain basic information about the project, the possibilities of energy poverty mitigation, energy efficiency enhancement in the observed sector (households) and the improvement of energy planning and management by the local and regional government.

***A cross-border region where rivers
connect, not divide***

With project leaflet in three languages the project idea will be transmitted to wide range of stakeholders.

3.2.2. Guidelines on enhancing energy efficiency in households

The guidelines will be produced to assist social welfare institutions in providing better advices to relevant stakeholders (energy poor households) but also for the household owners to enhance their knowledge on the subject and how to overcome the issue of energy poverty. They will be produced in Croatian and Hungarian language and the contents will be developed in synergy with B1.

With guidelines on enhancing energy efficiency in households in two languages all stakeholders, especially home owners will be reached in each participating country in their languages.

3.3. Public events

The public event which will be organized within the project include bilingual opening and closing project conference. LB will organize opening conference in Croatia in 1st reporting period and B1 closing conference in Hungary in 5th reporting period.

Since these events have in international character, they will be bilingual and the translation for all participants will be provided.

3.4. Targeted events

In addition to public events several targeted events within the project will be organized. Project partners will organize two cross-border info days for energy experts, regional and public authorities and social welfare institutions – one in each cross-border area which means that they will gather relevant stakeholders with interest in the project from both side of the border. These events will be organized jointly by both partners so Croatian and Hungarian language and the translation will be provided.

Each project partner will organize three work group meetings on their side of border where partners will cooperate with external experts (experts from the field of energy, local/regional authorities and social/legal welfare) in order to define the term of energy poverty and develop guidelines for regional and local planners to include the mitigation of energy poverty in their plans and strategic documents. Each partner will organize the work group meetings in their country so no translation will be needed.

Project partners will also organize thematic workshops, i.e. two workshops for general public and social welfare institutions and two workshops for planners on

regional and local level. Each partner will organize two thematic workshops in their country so no translation will be needed.

3.5. Promotional material and gifts

Project partners will produce relevant promotional material and gifts which will be distributed among target groups and other relevant stakeholders. The promotion material and gifts will include the following: linen bags, USBs and pens (LB) and water saver perlator and five minutes hourglass (B1). Green materials will be used as pre-requisite.

The promotional materials will be used at local events, workshops, conferences and other public events and distributed to citizens, partners and other stakeholders for the purpose of project promotion.

3.6. Digital activities

Digital activities will be an important tool in the communication strategy of the CO-EMEP project. Project partners will attract high number of members on social media and other online sources (home pages of other organizations and institutions outside of CO-EMEP partnership) which are the most widespread and cheapest way of advertising and promotion.

LB will constantly update the content related to CO-EMEP project on their Facebook account in order to reach a wider audience and ensure multiplier effects. The Facebook page of LB will target more general audience. Also posts in the national languages of the partner countries will be published to attract the attention of wider national audiences and to encourage interaction with the local project coordinators. Posts will also include visual materials such as photos and videos.

3.7. Media relations

Media relations include activities leading to the publication of information about the project, the subject area of research by the project and the main project results and achievements. The media relations activities will include general press releases and print media articles in local/national newspapers and magazines.

Since energy poverty is high interest topic, project partners will prepare targeted releases in occasion of the main produced outputs and implemented activities.

Media releases and visits from local, regional and national media at the project events and activities are important for the promotion and visibility of the project and project results. During the opening and closing project conference and other relevant project events the local media will be invited to attend so project activities, outputs and results will be made visible to broader public.

LB will in cooperation with the local TV company produce two short films which will be broadcasted in the programme of a local television where the project activities, outputs and results will be present to target groups and broader public.

Project partners will also develop several press articles which they will then publish on their web pages but also in other online and/or printed media.

4. Common design

Common design refers to design of working tools, i.e. design of the templates for project documents which will be used and adopted along the project implementation. These working tools include template for PowerPoint presentations and template for Word documents (outputs in form of document, invitations and agendas, participation lists, meeting minutes, other).

According to Guidelines for Implementing Information and Publicity Requirements for the Projects in the Interreg V-A Hungary-Croatia Co-operation Programme 2014-2020 each template should include the European Union logo, the logo and the slogan of Interreg V-A Hungary-Croatia Co-operation Programme 2014-2020.

The design of project templates is visible in the following sub-chapters.

4.1. Template for PowerPoint presentations





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- ▶ [Text](#)



4.2. Template for Word documents

  <p><i>A cross-border region where rivers connect, not divide</i></p>  <p>CO-EMEP – Improvement of cooperation for better energy management and reduction of energy poverty in HU-HR cross-border area (HUHR/1901/3.1.1/0019)</p> <p>Name of the document</p> <p>**This document has been produced with the financial assistance of the European Union. The content of the document is the sole responsibility of _____ and can under no circumstances be regarded as reflecting the position of the European Union and/or the Managing Authority.</p> <p>Month, year</p>	  <p> </p>  <p><i>A cross-border region where rivers connect, not divide</i></p>
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A cross-border region where rivers connect, not divide



A cross-border region where rivers connect, not divide

5. Timeline

	2020.						2021.												2022.	
	1 st reporting period				2 nd reporting period				3 rd reporting period				4 th reporting period				5 th reporting period			
	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2
Communication strategy																				
CO-EMEP logo																				
CO-EMEP templates																				
CO-EMEP web page within LBs homepage																				
CO-EMEP poster																				
CO-EMEP leaflet																				
Guidelines on enhancing energy efficiency in households																				
Opening press conference																				
Closing press conference																				
Info-days																				
Work group meetings																				
Thematic workshops																				
Promotional material and gifts																				
Digital activities																				
Media relations																				

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