



LIFE – LOOP, Local Ownership Of Power

Communication and dissemination plan

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REVISION HISTORY

Revision	Date	Author	Organisation	Description
1	Dec/22	Antonia	REScoop.eu	Content review
2	Jan/23	Anna	Energy Cities	Content review

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STATEMENT OF ORIGINALITY

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Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both

PROJECT INFORMATION

- Project name: LIFE LOOP – Energy Communities – Local Ownership of Power
- Grant agreement number: 101077085
- Project duration: 2022–2025
- Project coordinator: Energy Cities



Table of contents

1. Mission.....	3
2. Vision.....	3
3. Governance	4
3.1. Gender-just communication.....	4
4. Why, who, what.....	5
4.1. Background.....	5
4.2. Communication objectives	6
4.3. Target audiences.....	7
4.4. Messaging.....	12
5. Visual identity.....	13
5.1. Project logo	13
5.2. Color scheme and typography.....	15
5.3. Visual elements.....	17
5.4. Templates.....	20
5.5. Branding guidelines.....	21
5.6. Disclaimer.....	21
6. Implementation.....	21
6.1. Project communications	21
6.2. Local level communications	24
6.3. Spreading lessons learned.....	27
6.4. Training and accreditation programme	28
6.5. Outreach and events.....	29
7. Monitoring.....	33
Annex: basic guidelines for partners	36



1. Mission

Although both citizen energy cooperatives and local authorities have been front-runners of the energy transition, there are still many obstacles when it comes to fully unlocking a 100% community-led renewable energy transition. Due to different internal and external factors many municipalities do not yet give priority to clean community energy. As a result they lag behind when it comes to developing renewable infrastructure, capacities, and support. On the other hand, the community approach is not always valued by citizens, especially in the regions LIFE LOOP is targeting. There is therefore an urgent need to raise awareness of the benefits of community energy and build capacity to enable new initiatives.

We are confident that a wide dissemination of the LIFE LOOP project can be a catalyzing factor for putting people at the heart of the clean energy transition of the region.

A good communication and dissemination strategy will raise the interest of individual citizens, energy communities, local authorities, small and medium companies and existing citizen energy initiatives. Mobilizing a wide set of stakeholders and triggering new initiatives can ensure the long-term sustainability of the project results.

2. Vision

This project, with its combination of EU-wide and local communication activities will actively involve municipalities, energy cooperatives, citizens and other key stakeholders – first in the three pilot areas of Crete, Zagreb and Bistrita, then in the replication sites in Sardinia in Italy, Gabrovo in Bulgaria, Tulcea in Romania as well as in Cyprus.

Both EU-wide communications and local campaigning by our lighthouse examples will showcase the many benefits of municipalities, citizens and SMEs working together. These actors have access to a range of valuable and diverse resources. Citizen-led energy initiatives have the capacity to engage local communities, to mobilize local capital, to access translocal specialized networks and to utilize a wide spectrum of capacities and skills. Local authorities, formally representing the local communities, can also mobilize local action in different ways, access and distribute public money and specialized networks, access land and roofs, and develop strategies and supportive local policies. In this context, LIFE LOOP aims to empower local and regional governments, citizens and other local stakeholders to work together to develop projects and achieve community energy objectives through new partnerships.





The project's communication and dissemination activities will be of great help to increase our policy impact both through our advocacy work and the evidence our pilots will produce during the project's lifetime. LIFE LOOP will contribute to the wider vision promoted by the EU. Already in 2019, for the first time, the adopted Clean Energy Package (CEP), acknowledged citizen participation in the energy market, through Renewable Energy Communities (RECs) and Citizen Energy Communities (CECs) respectively. Today, the European Commission, as part of the REPowerEU and the EU Solar Strategy, is looking to maximize the potential for energy communities to contribute towards the replacement of gas and fossil fuels by local renewable energy production. It announced the creation of 1 Renewable Energy Community per municipality across the EU by 2025, for municipalities that have more than 10,000 inhabitants.

3. Governance

REScoop.eu and Energy Cities will drive the communication and dissemination of the project in tandem. In order to maximize the impact of this, all consortium partners will be encouraged to echo the project focused messages to the local communities of their area. For local campaigning, each local partner will develop the most appropriate and targeted communication activities for their region. REScoop.eu and Energy Cities will support partners by offering template materials, guidance and advice.

3.1. Gender-just communication

One of the main instruments for gender mainstreaming in energy communities (and beyond) is gender-just or gender-sensitive communication. Gender-sensitive language is gender equality made manifest through language (EIGE Gender Equality Glossary and Thesaurus). Gender equality in language is attained when women and men, and people of all genders are addressed through language as persons of equal value, dignity, integrity and respect.

In its communication LIFE LOOP will consciously and consistently aim to make its language inclusive and transformative by:

- recognising and challenging stereotypes;
- being inclusive and avoiding omission and making others invisible by casting male as the generic norm in public life;
- being respectful and avoiding subordination and trivialisation (i.e. language that paints one gender, often women, as inferior, or belittles them).

To ensure that the communication of the project is gender-just, we will invite our LIFE LOOP team to always ask themselves if they fall into any of these categories when communicating, and if so to think



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of a different way to express themselves. This will take place in gender-focused training for the partners.

Among the general tips, we will specifically urge our partners to a) give the floor to women and people of all genders in an equal manner in their communication (blogs, videos, campaigns, etc.) b) avoid the use of 'he' as the neutral term or the unknown in their communication, and c) to avoid using stereotypical images, that only depict men as part of energy communities, for instance.

4. Why, who, what

4.1. Background

Europe is in the grip of a geopolitical, energy price, energy security and social crisis in addition to the climate crisis. Confronted with soaring energy bills, many European households and municipalities are struggling with energy bills this winter and they feel disempowered by the way our energy system and the economics and politics surrounding it are currently organized. The need for a clean energy transition is thus paramount. To reduce the existential threat of climate change, it is urgently required to reduce energy needs and enable a rapid shift away from fossil fuels to renewable energy. The benefits are manifold: clean energy not only often outperforms fossil fuel-based sources of generation, but it also provides much-needed stimulus to employment and the economy, as municipalities, regions and national governments look for a path out of the pandemic. Issues around energy democracy and justice are also significant, with many households struggling to keep energy at a comfortable level and/or to pay their energy bills. Energy communities providing affordable energy services are a vital step towards redressing this balance, making the people-driven energy transition a reality. Equity and accessibility must be embedded into this approach to enable everyone to participate, which in turn will maximize the social, environmental and economic benefits of this important movement.

The potential of community energy is there. [By 2050, around 45% of renewable energy production in Europe could be in the hands of citizens](#), about a quarter of this could come through participation in an energy community. A recent YouGov study showed that across Europe, [86% of people questioned said they would support new wind and solar projects near to where they live](#) and [61% of those questioned said they would be likely to join an energy cooperative if one was set up in their local area](#). Energy communities are already creating social cohesion and spaces to educate people on issues around energy and democracy, triggering behavioral change, energy savings and carbon reduction through a deeper and more conscious involvement with the energy system.

However, today, still many barriers are faced by energy communities. National governments still lack recognition or strategy for supporting energy communities. The current policy landscape is unstable,



mainly consisting of market-based incentive structures, particularly for renewable production. National governments are not appropriately transposing, or have not yet transposed, the community energy definitions into national law, they don't assess the barriers as they are supposed to and they don't create enabling frameworks for energy communities to play on a level playing field. Moreover, energy communities often face resistance from grid operators that put overburden and restrictive regulation on energy communities (e.g. strict licensing requirements, connection rules and tariffs). In addition to the legal and regulatory barriers identified above, there are also political, economic and social barriers connected to the development of energy communities. For example, there is a lack of funding mechanisms for citizen-led initiatives, making it difficult for fledgling energy communities to launch their first projects.

In order to fully unlock the community energy potential, we need to strengthen networks and partnerships, raise awareness, lobby for enabling policy frameworks and build capacity on the ground. The LIFE LOOP communication activities will contribute to the upscaling of energy communities.

4.2. Communication objectives

Three **main objectives** of LIFE LOOP communication activities:

- To raise awareness about the concept, potential and benefits of energy communities and
- Trigger direct collaboration between cities, citizens and other local players on the topic of local sustainable energy
- To build verifiable and certified capacity around community energy.

We will share the stories and experiences from the project with a broad and appropriate range of audiences. This will ensure that the tools, lessons and recommendations regarding the collaboration between local and regional authorities and energy communities are widely shared at the European level and in the project's target countries. The planned communication and dissemination activities will be **connected to the project's capacity building and replication activities**. LIFE LOOP will communicate relevant key resources and tools developed by the project, and through this, **establish LIFE LOOP as a unique learning hub** that gathers expertise of the different stakeholders of energy communities. We will build further on existing community energy expert initiatives and platforms such as the EU Energy Communities Repository and the Energy Community Platform and will specifically focus on the collaboration between local authorities and local groups in our target region. We aim to maximize high quality engagement with stakeholders at both the EU and local levels through multiple channels.



Specific objectives:

- **Give visibility** to pioneering community energy activities happening in Greece, Croatia, Romania, Italy, Bulgaria and Cyprus, notably by sharing practices and results and stories about the people involved, from already established energy communities in Europe.
- **Ease the learning path** of followers by disseminating our learnings, methodologies, failures and solutions through a variety of channels
- **Show policy makers of all governance levels the added value** of public authority–citizen collaboration and why they should support the community energy model
- Encourage local policy makers to make **community–driven energy** part and parcel of their **municipal strategy** (SEAPs/, SECAPs, etc) and governance (e.g. include quantitative and qualitative targets, as well as actions for gender justice, democratic processes and social inclusion).
- **Engage** relevant stakeholders for dissemination and exploitation of outputs.
- **Highlight** the added value from EU–funded projects

4.3. Target audiences

The **primary target audiences** for the communication activities are:

- Citizens and civil society organisations with an interest in climate justice and energy matters in the project’ s focus area
- Local and regional authorities in the project’ s focus area
- Existing citizen initiatives & energy communities already involved in the project’ s focus area

We will implement targeted messaging per audience group.

LIFE LOOP activities and results will be of interest for the following stakeholders, identified as

secondary target audiences:

- Energy agencies in the project’ s focus area
- EU and target country policymakers and EU stakeholders
- National and European city networks;
- National federations or (in)formal networks of energy cooperatives
- Other EU funded projects on community–driven energy
- National governments and agencies beyond the project’ s focus area

Geographical scope:

Communication and dissemination will cover the whole of Europe with a particular focus on the countries of our pilot cities (Croatia, Greece and Romania) and the satellites (Romania, Italy, Bulgaria and Cyprus).



FIGURE 1 – MAP SHOWING THE GEOGRAPHICAL SCOPE OF THE LIFE LOOP PROJECT

Target audience	Role	Message	Tools and activities	Dissemination type
Citizens and civil society organisations with a vested interest in climate justice and energy matters	Citizens are the ultimate end stakeholder. By raising awareness about the possible starting points/ideas to overcome challenges, they could feel empowered to start or join an energy community.	There are many benefits to starting an energy community: LIFE LOOP will guide you in connecting with your local government and others to lead a community energy project with enthusiasm and success.	<ul style="list-style-type: none"> ▪ LIFE LOOP web page ▪ Social media ▪ LIFE LOOP video ▪ project brochure ▪ press articles (Outreach will be amplified by using established communication)	Inform

<p>National and European city networks</p>	<p>City networks have a great dissemination potential and usually offer spaces for knowledge sharing and inspiration.</p>	<p>Local governments have a big role to play in producing renewable and efficient energy in joint ownership with citizens and local companies. LIFE LOOP capacity-building, matchmaking and accreditation on energy communities will enable your members to maximise benefits and fulfil their potential.</p>	<p>channels of project partners)</p>	
<p>National federations and (in)formal networks of energy cooperatives</p>	<p>Federations and networks of energy cooperatives have a great dissemination potential and usually offer spaces for knowledge sharing and inspiration.</p>	<p>We need to move from cooperatives as an investment tool to energy communities as a full energy market player with shared ownership amongst many different stakeholders. LIFE LOOP provides knowledge, tools, stories and answers to cooperative challenges.</p>		
<p>National governments and agencies beyond the project's focus area</p>	<p>Through the broad networks of Energy Cities and REScoop.eu, other national governments and energy agencies will get informed by and get the chance to</p>	<p>You play a key role in empowering communities to take ownership and benefit from renewable energy production. Through LIFE LOOP you can get evidence from the</p>		

	<p>react to the results of the LIFE LOOP projects. This might trigger developments and create favorable community energy frameworks in their respective countries.</p>	<p>ground on what works best and tools to engage and upskill anybody wanting to get involved.</p>		
<p>Other EU funded projects</p>	<p>The consortium partners are involved in or connected to a wide range of like-minded EU funded projects. Connecting with these projects can increase impact and reach.</p>	<p>You too want to advance the energy justice and clean energy movement. LIFE LOOP puts the spotlight on partnership building between cities and citizens. Let's join forces, share solutions and raise our voice.</p>	<ul style="list-style-type: none"> ▪ LIFE LOOP webpage ▪ Social media ▪ video ▪ project brochure ▪ press articles ▪ events 	<p>Consult</p>
<p>Civil society organisations with a vested interest in climate justice and energy matters, but not yet involved in a community energy project.</p>	<p>The replicators of the LIFE LOOP results. Energy Cities and REScoop.eu are connected to EU community energy networks (Community Power Coalition, Right to Energy coalition, Energy savings coalition, The Covenant of Mayors for Climate and Energy, The Energy Communities Repository)</p>	<p>Find useful tools and ways to partner with your local government. Together with the municipality you can design a project that benefits everybody! LIFE LOOP is a learning hub!</p>	<ul style="list-style-type: none"> ▪ LIFE LOOP webpage ▪ Social media ▪ video ▪ project brochure ▪ press articles ▪ Policy – recommendations ▪ EU and national events (incl final event in Brussels) ▪ Stakeholder meetings (e.g. Right to Energy Coalition, Community Power Coalition) 	<p>Involve</p>



<p>Existing citizen initiatives & energy communities already involved in the target countries</p>	<p>They are a key target group as they are directly involved in the project activities. The success of the project depends on a fruitful collaboration with them.</p>	<p>Your experience and knowledge are precious for building long-lasting partnerships and tools. Contribute and use LIFE LOOP as a learning hub (to share solutions and raise your profile at the EU level).</p>	<ul style="list-style-type: none"> ▪ LIFE LOOP webpage ▪ Social media ▪ LIFE LOOP video and subtitled “We Power” video ▪ press articles ▪ (EU and) national events ▪ Citizens – cities dialogues 	<p>Empower</p>
<p>Local and regional authorities in target countries (Croatia, Greece Romania, Italy, Bulgaria and Cyprus)</p>	<p>They are a key target group as they are directly involved in the project activities. The success of the project depends on a fruitful collaboration with them.</p>	<p>Energy communities are a fantastic way to advance on your local energy and climate (and also social and economic) objectives. Discover the many benefits, access free tools and see how it has worked elsewhere.</p>	<ul style="list-style-type: none"> ▪ Training and accreditation programme ▪ Survey on barriers & potentials ▪ Short leaflet for citizens ▪ Local promotional posters 	
<p>Citizens in the pilots and satellites not yet involved in any initiative</p>	<p>Through LIFE LOOP we wish to directly involve the citizens of the pilots and satellites (replication) in community energy projects.</p>	<p>Energy communities are a fantastic way to share clean energy. Discover the many benefits and see how it has worked elsewhere.</p>	<ul style="list-style-type: none"> ▪ Banners on the cities’ official websites ▪ – Articles in the municipal gazette / local journal 	

TABLE 1 – TARGET AUDIENCES, THEIR ROLE, THE TARGET COMMUNICATIONS ACTIVITIES AND LEVEL OF ENGAGEMENT

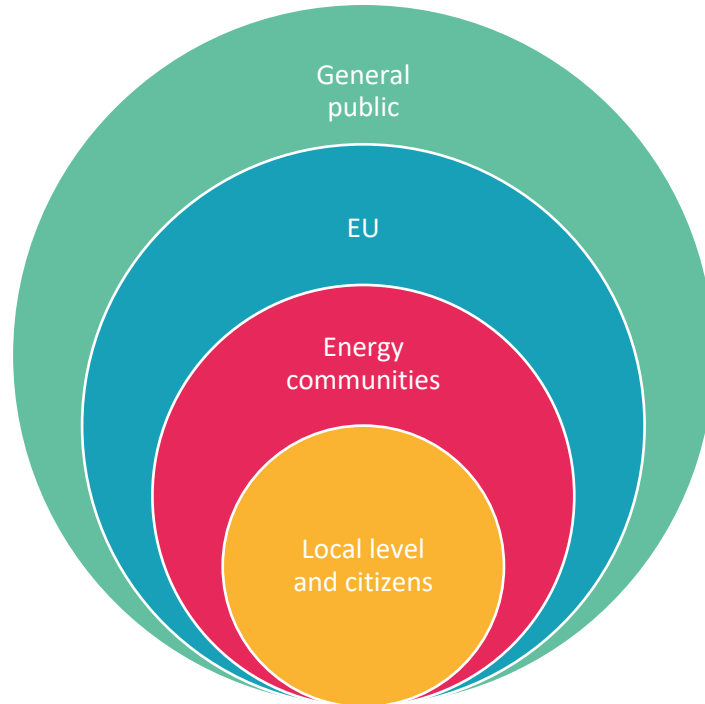


FIGURE 2 – SCHEMATIC OVERVIEW OF THE LIFE LOOP TARGET AREAS

4.4. Messaging

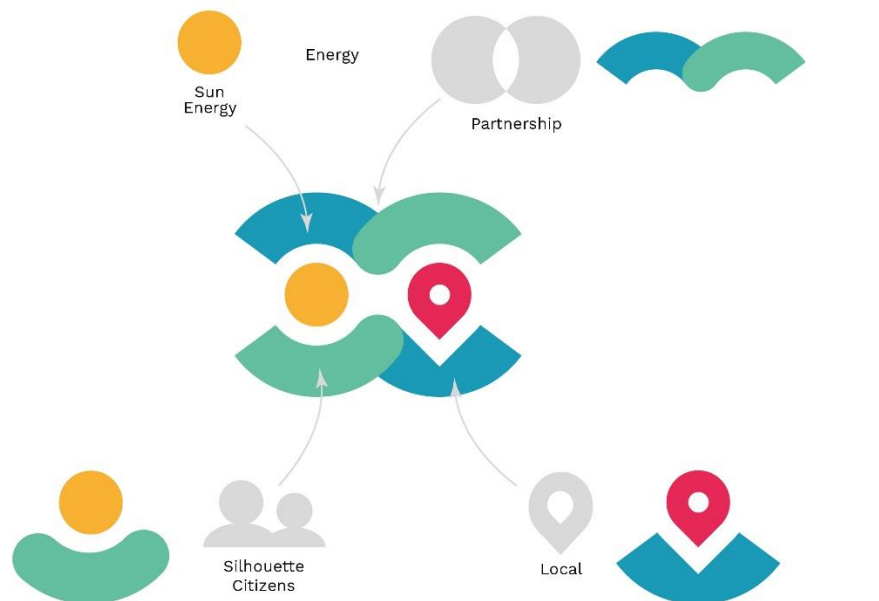
- LIFE LOOP connects local authorities and their citizens around community energy projects: citizens gain ownership of the energy transition in their neighborhood and local authorities advance on their local energy and climate targets.
- The project will provide policy makers with evidence from the ground to frame the political agenda on renewable community energy in the European Eastern Mediterranean, Adriatic States, Romania, Bulgaria, Serbia and Kosovo.
- Our narrative invites citizens and local authorities to imagine a new energy system as an alternative to large, polluting energy monopolies that control the systems of power and money. In place of this outdated and damaging model is one of community-owned, renewable energy production, that is socially innovative and economically beneficial to our local communities.
- Energy communities are crucial to achieving the EU's climate and energy goals, and the EU Green Deal. However, many obstacles still exist today related to unhelpful or missing regulations.
- Energy communities keep money in the local economy. Energy communities use local energy sources and involve local citizens. This way, they keep money within the local community that would otherwise flow out to external investors. In addition, energy communities stimulate local employment and boost the local economy.

- Energy communities foster social acceptance for renewable energy. Local opposition to renewable energy projects (typically wind turbines) decreases when citizens are given the opportunity to invest in, co-decide the location and scale, and co-own the production of installations. This is especially true when local citizens are involved from the very start of the project, share in the profits, and have access to clean energy at a fair price
- Energy communities promote energy resilience. Energy communities build a local, integrated and responsible energy system with energy efficiency as one of the cornerstones. Through energy communities, LIFE LOOP will encourage more energy-efficient behaviour regardless of wealth.
- Energy communities contribute to a just energy transition, promoting the meaningful participation of people of all genders on equal terms, as active actors and beneficiaries of the energy transition. This helps to improve quality of life for all.
- Gender-just energy communities are more effective and have a wider scope of activities, safeguarding in this way higher citizen participation, increased trust and social acceptance, and a successful energy transition.
- Through LIFE LOOP, local authorities can access tailored training to help them start new partnerships and projects, advancing their local energy, climate and social objectives.
- Energy communities are more successful when a varied set of stakeholders come together to build and design the energy project together.

5. Visual identity

5.1. Project logo

Concept:





LOGO:



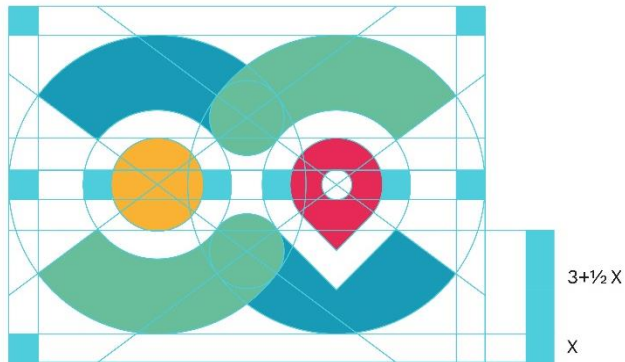
LOGO + BASELINE:



ALTERNATIVE LOGOS:



COMPOSITION AND MEASURES:



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LOGO FREE SPACE:



LOGO UNACCEPTABLE USE:



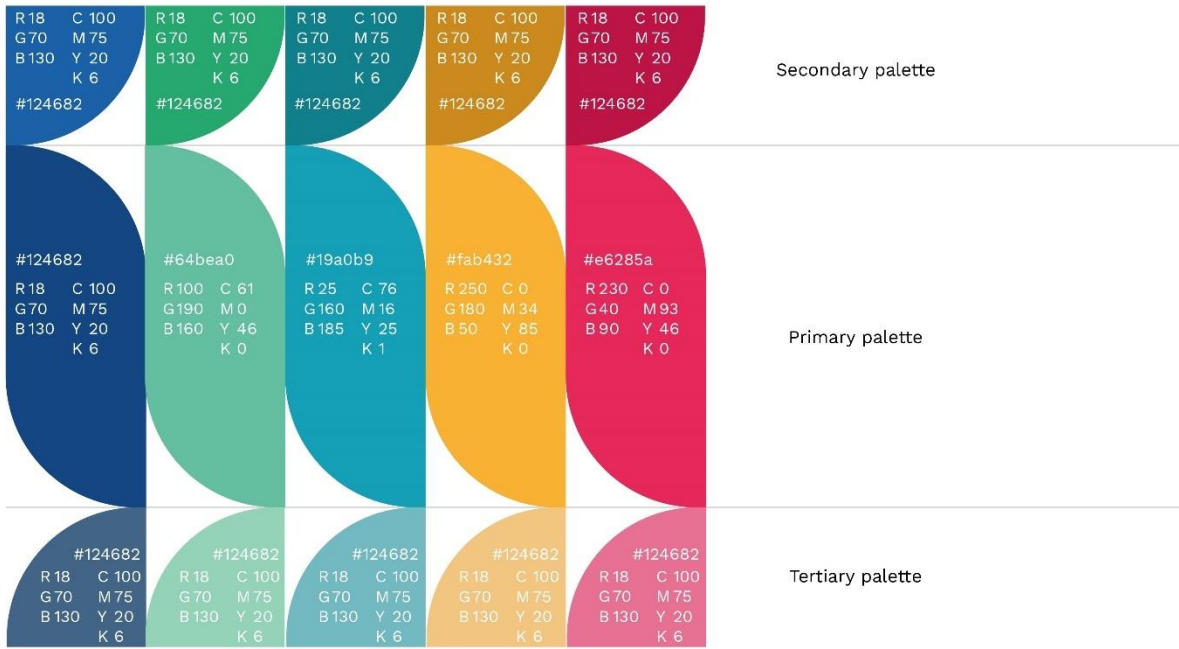
5.2. Color scheme and typography

COLOR PALETTE:

- Dark Blue: #124682
- Green: #64bea0
- Light blue: #19a0b9
- Yellow: #fab432
- Red: #e6285a



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PRIMARY FONT: MANROPE: <https://fonts.google.com/specimen/Manrope?query=Manrope+>

SECONDARY FONT: MS P Gothic

Manrope

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Extra Light

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Medium

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Primary font



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Manrope

Manrope Bold **Title example**

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Manrope Light

Manrope Bold **Lorem ipsum dolor sit amet**

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Manrope Regular

MS PGothic

MS PGothic Bold **Title example**

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MS PGothic regular

MS PGothic Bold **Lorem ipsum dolor sit amet**

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Secondary font

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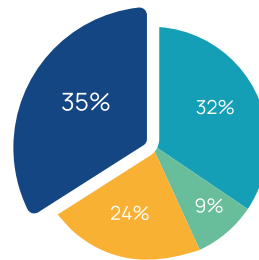
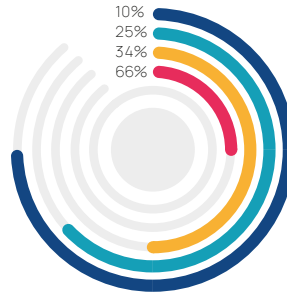
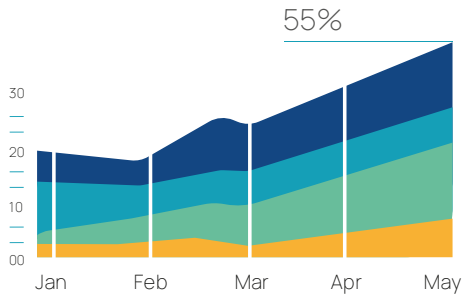
5.3. Visual elements

PATTERNS:



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CHARTS:



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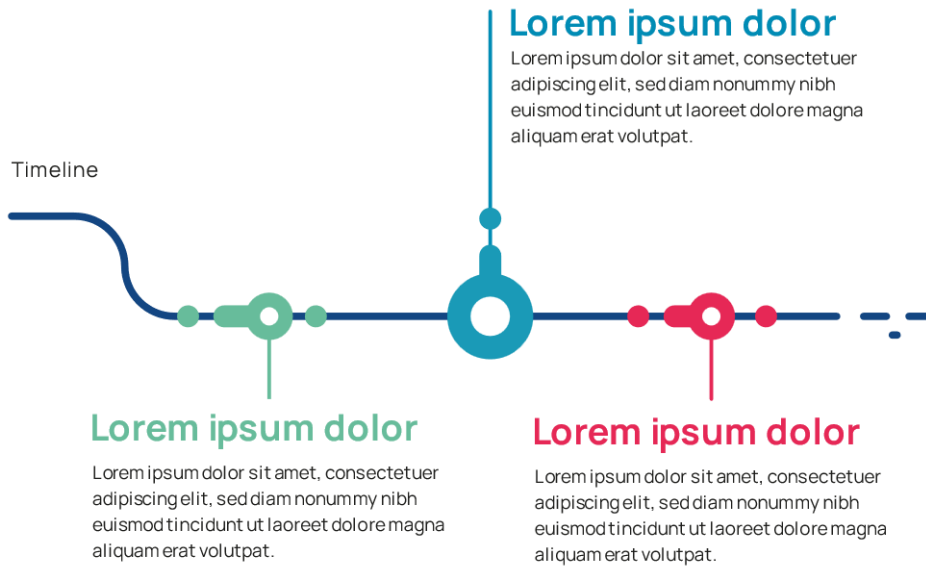
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TIMELINE:



ICONS:



Community



Family



Collaboration



House renovation



Focus



Chart/Statistics



Paper



Local



Project



Budget



Temperature



Building



Building max



Building industry



Building Efficiency



Solar power



Electricity



Boiler



Wind power



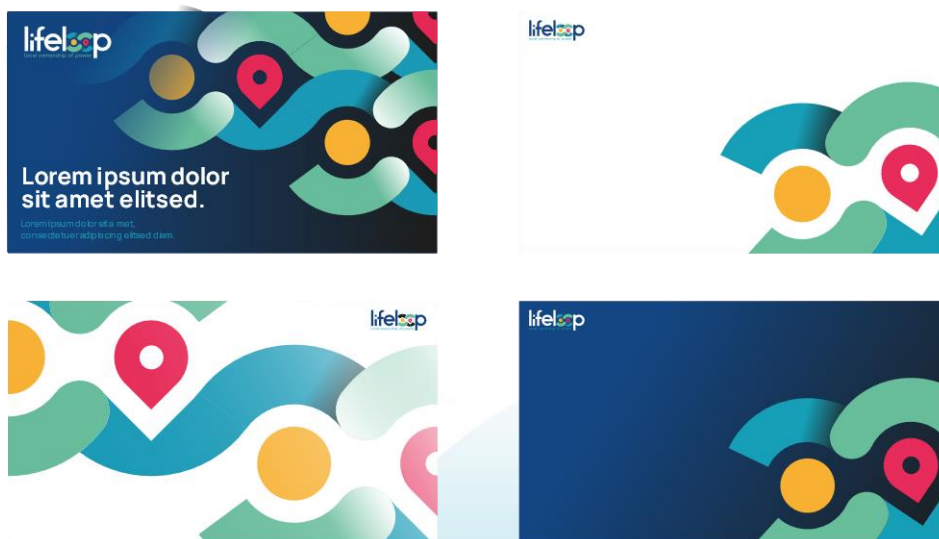
5.4. Templates

A power point template, word template and social media card templates are available on the LIFE LOOP google drive working space. All templates are in line with the visual identity of the LIFE LOOP project. Partners are encouraged to use the templates for their communication and dissemination activities.

WORD TEMPLATE:



POWERPOINT TEMPLATE:



5.5. Branding guidelines

The branding guidelines are available on the [LIFE LOOP google drive working space](#). The LIFE LOOP branding guidelines clearly define the rules and standards that communicate how LIFE LOOP should be represented to other external stakeholders. They ensure consistency and demonstrate what the LIFE LOOP is, what the project does, and what it stands for.

5.6. Disclaimer

Any dissemination of results (in any form, including electronic) must:

- display the EU emblem and
- include the following text:

“THIS PROJECT HAS RECEIVED FUNDING FROM THE EUROPEAN UNION’S LIFE PROGRAMME UNDER GRANT AGREEMENT No 101077085 ”

Any promotional material must indicate: **“THIS PUBLICATION REFLECTS ONLY THE AUTHOR’S VIEW. THE EUROPEAN COMMISSION IS NOT RESPONSIBLE FOR ANY USE THAT MAY BE MADE OF THE INFORMATION IT CONTAINS.”**

All intellectual property rights are owned by the LIFE LOOP consortium members and are protected by the applicable laws. Reproduction is not authorised without prior written agreement. The commercial use of any information contained in this document may require a license from the owner of that information.

We will place the LIFE logo whenever possible in the communication materials (brochure, local leaflets, banner, video...) with a funding acknowledgement sentence. The EU funding will also be mentioned in the articles part of the EU and national media work, in the registration form for project events, etc.

6. Implementation

6.1. Project communications

PROJECT WEBSITE

For LIFE LOOP we plan to create a project website that is embedded in the existing website of WP4 leader Energy Cities. Instead of creating a fully new web presence, we will take advantage not only of an existing IT infrastructure but also benefit from the well established audience and referencing of Energy Cities. This will entail budgetary savings and efficiency as well as it ensures sustainability after the end of the project.

The website will be similar [to this one](#), with a type and number of navigation tabs adapted to the needs of LIFE LOOP. The related direct URL will be lifeloop.energy-cities.eu or www.energy-cities.eu/lifeloop.



This project has received funding from the European Union’s LIFE programme under grant agreement No 101077085

In addition to this, and for a stronger neutrality when promoting the website on leaflets, presentations etc., we could buy a specific domain name (e.g. www.lifeloopcommunities.eu) that would redirect towards the original ENC sub-site.

This sub-site will serve as the central information hub for the project and all the public deliverables. However, LIFE LOOP matchmaking tool will have to be published on a separate website (e.g. [Energy Community Platform](#)). We will make sure that a link to the tool is contained on the project website (on the Energy Cities website) and that a reference to the project is made on the REScoop.eu website in relation to the tool.

Target audience	Task	Timeframe	Task leader	Contributor
All target groups	T4.1	Month 6	ENC	All partners

TABLE 2: PROJECT WEBSITE

SOCIAL MEDIA

Partners’ social media accounts on Twitter, Facebook and LinkedIn – in particular Energy Cities’ and REScoop.eu’s – will be used to share information about the project on a regular basis, using the main project hashtag **#LifeLoopEU**. This hashtag will also be important for tracking any project-related posts. Other more generic hashtags that can be used are: **#energycommunities** **#CommunityEnergy** and the official LIFE hashtag **#LIFEprogramme**. Attractive visuals and engaging posts about the project’s framework, aims and results in order to establish a continuous online dialogue about LIFE LOOP.

Social media messages could cover:

- Upcoming activities and events
- Live posting of event activities
- Information about project pilots and partners
- Website promotion
- Interesting technical and specific content related to the project focus.
- Sharing of experience
- Learning opportunities
- Latest policy developments around community energy at EU and target country level
- Policy insights from the project

- Sharing of relevant related content (from project partners, EU institutions, the LIFE programme, NGOs...).
- Supporting messages from other EU funded projects in the same topic area

The social media campaigning will make use of the existing social media networks of all partners. A mapping exercise of the different social networks of partners was organised in M1 of the project.

Target audience	Task	Timeframe	Task leader	Contributor
All target groups	T4.1	Month 1 – 36	RESC	All partners

TABLE 3: SOCIAL MEDIA

VIDEO

We will create a video explaining the benefits of cities–citizens collaboration in community energy projects. The video will be illustrated by European examples.

The video will be published on YouTube and disseminated through the partner’s various channels.

Target audience	Task	Timeframe	Task leader	Contributor
All target groups	T4.1	Month 6 (March 2023)	RESC	All partners

TABLE 4: VIDEO

PROJECT PRESENTATION BROCHURE

A project presentation brochure will be produced in the first phase of the project to inform relevant target groups about its objectives and expected impacts. The brochure will be available in a digital format on the project’s website.

Target audience	Task	Timeframe	Task leader	Contributor
All target groups	T4.1	Month 6 (March 2023)	RESC	All partners

TABLE 5: PROJECT PRESENTATION BROCHURE

6.2. Local level communications

Energy Cities and RESCoop.eu will organise bilateral meetings with each pilot. Each of those calls should involve not only the LIFE LOOP partner, but also someone in charge of communications in the pilot (e.g. someone from the municipal communication department, if available). The meeting would allow for mapping the communication channels usually used by the partner as well as key communication moments in a year. Based on that, WP4 leaders can then provide guidance for the planning and implementation of outreach activities related to LIFE LOOP.

SHORT LEAFLET FOR CITIZENS

A leaflet will be created to explain the concept of energy communities, how they work and what benefits they have. The leaflet will also include local best practice examples.

Target audience	Task	Timeframe	Task leader	Contributor
Citizens and local and regional authorities in pilots and satellites.	T4.4	Month 6 – 12 (March–September 2023)	ENC	Pilots and satellites

TABLE 6: LEAFLET FOR CITIZENS

LOCAL PROMOTIONAL POSTERS

Posters will be created for each LIFE LOOP city in the local language. The poster will give visibility to the cities’ community energy engagement. It aims to trigger citizens’ interest in joining community energy projects in their livinghood.

Target audience	Task	Timeframe	Task leader	Contributor
Citizens and local and regional authorities in pilots and satellites.	T4.4	Month 6 – 12 (March–September 2023)	ENC	Pilots and satellites

TABLE 7: POSTERS

SUBTITLES OF THE “WE THE POWER” VIDEO

In April 2022, REScoop.eu launched the ‘We the Power’ video produced by Patagonia to spotlight the growing community energy movement across Europe. It aims to demonstrate the advantages to people and the planet that the clean energy transformation could bring. The 30-minute video features the stories of community energy pioneers from all over Europe.

LIFE LOOP will make subtitles in Croatian, Bulgarian and Romanian.

Target audience	Task	Timeframe	Task leader	Contributor
Citizens and local and regional authorities in pilots and satellites.	T4.4	Month 6 – 12 (March–September 2023)	RESC	Pilots and satellites

TABLE 8: SUBTITLES ‘WE THE POWER’

BANNERS ON THE MUNICIPALITIES’ OFFICIAL WEBSITES

A LIFE LOOP banner will be created for the involved municipalities website to give visibility to the project and the LIFE funding programme. The banner aims to encourage citizens to learn more about community energy through the LIFE LOOP project.

Target audience	Task	Timeframe	Task leader	Contributor
Citizens and local and regional authorities in pilots and satellites.	T4.4	Month 6 – 12 (March–September 2023)	ENC	Pilots and satellites

TABLE 9: BANNER ON MUNICIPALITIES’ WEBSITES

ARTICLES IN THE MUNICIPAL GAZETTE / LOCAL JOURNAL

At least 1 article per pilot and satellite city will be published to explain the concept and benefits of energy communities, showcasing each municipality’s participation in the project. Moreover, the article will aim to trigger curiosity about energy communities and encourage citizens to learn more through the LIFE LOOP project. This activity will target local stakeholders.

Target audience	Task	Timeframe	Task leader	Contributor
Citizens and local and regional authorities in pilots and satellites.	T4.4	Month 6 – 12 (March–September 2023)	ENC	Pilots and satellites

TABLE 10: ARTICLES IN LOCAL MEDIA

COMMUNITY ENGAGEMENT ACTIVITIES

Community engagement activities will be organised in the project’s target cities. In Zagreb, for example, community energy events will be organised in city districts. Citizens who participate will be offered a) pre-decision support for residential solar, b) group purchasing for solar installations and c) support in establishing a community group as a formal or non-formal entity. Community groups will support group purchasing for solar installations by households, support tenants from multi apartment buildings, and/or will support members in crowd investing for public buildings (using a range of community-based financing models such as the sell and lease back model used in Vienna). Moreover, a city-wide solar campaign will run during the duration of the project – this will consist of solar tours around city districts in spring and autumn, and will cover all city districts and local committees. Public performances will be done in cooperation with local committee councils. An annual solar festival will be organized.

Another example is Crete, where alongside the Just Transition Hub, a series of community energy roadshows will be organised, aiming to stimulate local communities to actively be involved in the energy communities with the support of municipalities.

A full list of engagement activities in the pilot and satellite cities will be mapped during bilateral meetings.

Target audience	Task	Timeframe	Task leader	Contributor
Citizens and local and regional authorities in the project’s area	T4.4	Month 12 – 36 (September 2023 – September 2025)	Pilot and satellite cities	ZEZ, RESc, ENC

TABLE 11: COMMUNITY ENGAGEMENT ACTIVITIES

6.3. Spreading lessons learned

PRESS AND MEDIA WORK

At least 5 articles will be published in European and national journals and media platforms to raise awareness around city and citizen partnerships for energy communities and give visibility to the project and LIFE programme. Content will be collected from all project partners. Energy Cities will draft articles and outsource the placement to a specialised public relations agency.

A preliminary list of relevant EU media can be found below.

- Euractiv
- Foresight DK
- Energy Monitor
- Politico
- Energypost
- European Energy journal
- Horizon Magazine
- Mayors of Europe
- The Mayor
- Green European Journal
- Cities Today
- The Parliament Magazine

The list of selected national media will be established together with national partners.

Target audience	Task	Timeframe	Task leader	Contributor
Citizens and local and regional authorities in the project’s area, national and EU policy makers	Task 4.2	Month 12–36 (September 2023 – September 2025)	ENC	All partners

TABLE 12: EU PRESS ARTICLES

CITIZENS – CITIES DIALOGUES

We will organise a series of live chats in English, with citizens and authority officials involved in energy communities, as a European sharing of experience project, allowing for direct exchanges between speakers and the audience. We will organise one dialogue per pilot region. This will be designed as a follow-up of the capacity-building workshops (work package 2). We will promote the recordings of the



sessions and make the transcriptions of the dialogues available to a broader audience by getting them translated in languages of the project’s cities.

Target audience	Task	Timeframe	Task leader	Contributor
Citizens and local and regional authorities in target countries	T4.3	Month 6 – 12 (March–Sept 2023)	ENC	Pilots and satellites

TABLE 13: CITIZENS AND CITIES DIALOGUES

6.4. Training and accreditation programme

A Community Energy Friendly accreditation will be developed and trialed during LIFE LOOP. It will enable interested municipalities to attend a short online training session outlining the key opportunities and competencies needed to support new community energy projects. Participants will have access to the toolkit and asset matchmaking tools developed in the LIFE LOOP project. After completing the training programme and signing a charter, the municipalities will receive a badge to use on their website and other communication channels to strengthen visibility and recognition of local community energy projects at European level.

The accreditation programme will get a focused communication strategy and outreach. The main focus will be to develop an attractive training and award programme that will engage a selected group of municipalities in the duration of the project. However, the idea of the programme is to be embedded in Energy Cities and REScoop.eu networks, so it can be further rolled-out in Europe after the LIFE LOOP project.

Target audience	Task	Timeframe	Task leader	Contributor
Local and regional authorities in the EU	T4.5	Month 18 – 36 (March 2024 – September 2025)	RESC	All partners

TABLE 14: TRAINING AND ACCREDITATION PROGRAMME

6.5. Outreach and events

NATIONAL POLICY RECOMMENDATIONS

The project will publish a set of policy briefings based on project results. Those will include specific provisions to national frameworks in targeted countries to support National governments in shaping the specifics around the energy communities framework. We will implement an agile approach, meaning that the time frame can move and recommendations will be published and promoted whenever it corresponds to the national policy developments. REScoop.eu and Energy Cities will support the municipalities in the interpretation and implementation of the EU transposition directives, designing frameworks to support all stakeholders (citizens, local authorities, SMEs) to set up community energy projects.

Target audience	Task	Timeframe	Task leader	Contributor
Local, regional and national authorities in the EU	T4.6	Month 27 – 36 (December 2024 – September 2025)	RESC	All partners

TABLE 15: NATIONAL POLICY RECOMMENDATIONS

OUTREACH VIA RELATED PROJECTS

In the table below, we have identified a preliminary list of projects that might be supportive of our messages and could therefore act as replicators. As target groups are similar, we could reach out to them to see if there are potential opportunities for cross-promotion of our content in order to maximise the impact of our communication actions. Further ambassadors or influencers in the focus countries will be identified with the support of national partners in order to reach out to different communities.

The list below is not exhaustive and will be regularly updated.

Name and EU Fund	Consortium Partner and Focus	Link with LIFE LOOP
Community Energy – ECF	ENC. & RESC. EU advocacy on pushing for national mapping of RES potential and coordinated planning with national authorities. Community power coalition activities. A common communications guide with REScoop.eu	LIFE LOOP will use national RES potential mapping to explore capacity and will support community power coalition activities. It will also use the communications guide as part of the community energy toolkit.

<p>SCCALE 203050</p>	<p>RESC. Sustainable Collective Citizen Action for a Local Europe (SCCALE) 2030/50 intends to bring Europe closer to its citizens by fostering the creation of energy communities, taking full advantage of the favourable EU legal framework on citizen energy.</p>	<p>LIFE LOOP will make use of and enhance SCCALE's one-stop-shop: a platform that community energy groups and others can use to receive all useful information on how to set up, fund and operate a community energy project, tailored to different needs and contexts.</p>
<p>POWER POOR</p>	<p>RESC. The aim of POWERPOOR is to contribute to energy saving and efficiency and tackle energy poverty through targeted mentoring, RES project development (e.g., energy communities) and the development of innovative financing mechanisms.</p>	<p>The project is setting up municipal Energy Poverty Alleviation Offices in several EU countries which LIFE LOOP is also targeting (Greece, Croatia). Citizens will receive advice, support and tools to reduce fuel poverty. We will work with this project to integrate community energy as a tool to tackle energy poverty, lead to energy savings and economic benefits. We will utilize financing instruments developed through this project for energy communities.</p>
<p>Empower – H2020</p>	<p>ENC. An in-depth, wide-scale and systematic peer-to-peer learning programme among at least 100 local public authorities, to replicate innovative best practices in municipal energy, and developing ambitious energy transition plans.</p>	<p>We will link with this network to share and replicate best practice examples.</p>
<p>Power Up – H2020</p>	<p>ENC. Empowering local authorities to lead the transition towards low-carbon, resilient and more liveable cities.</p>	<p>We will link with this network to share and replicate best practice examples.</p>

Balkan Solar Roofs – EUKI	ENC. Working with three cities in Serbia, Croatia and Bosnia Herzegovina to enable 500 new solar roofs to be installed by 2024.	Energy Cities as BSR coordinator will ensure that LIFE LOOP strengthens and expands capacity building activities in these areas. The project will use BSR communication tools, such as a bespoke online poster facility to maximise community participation.
SOL4ALL (funded by EIT)	ZEZ. “SOL4ALL” aims to accelerate the transformation and regeneration of cities in Croatia through a community-led solar revolution by delivering 1 000 solar PV systems to urban households.	LIFE LOOP will share and replicate this approach in other participating areas, reducing costs through bulk purchasing and installation of solar PV systems.
Accelerator for Cities – EIT	ZEZ. The aim of the project is to accelerate the energy transition of selected and motivated local authorities in Croatia.	LIFE LOOP will use this experience in Croatia to tailor activities and enhance replication by local authorities.
EIB/ELENA – PVMax	REGEA. Aims for 87m € investment in integrated PV systems in Croatia by 2024. Provides expert assistance (technical, financial, legal) to all kinds of potential investors (private, public, physical persons).	LIFE LOOP will enable energy communities to invest in integrated PV systems. Without LOOP most of these investments will be realized but without an energy community component.
IEE/MLEI	Zagreb. The ZagEE project (2013– 2017) aimed to retrofit 87 public buildings in Zagreb. The continuation of this project is focused on the energy retrofit of buildings, including PV systems.	LIFE LOOP will enable the inclusion of energy communities as co-investors in the energy retrofit of public buildings owned by the City of Zagreb.
LIFE ACCE	RESC. The project LIFE ACCE, which stands for Access to Capital for Community Energy,	LIFE LOOP will communicate about the tools explored and analysed in the ACCE project (f.e. Public procurement) to the

	aims to develop and scale up collective financing tools for energy cooperatives across Europe.	project's target audiences. Those tools can also be featured in the Toolbox.
LIFE TANDEMS	RESC. TANDEMS brings together three European regions working towards the same goal: the empowerment and facilitation of citizens to participate in the clean energy transition: the province of Antwerp in Flanders, Belgium, the region of Achterhoek in provincie Gelderland in the Netherlands and 2 municipalities, Burgas and Gabrovo, in diverse regions in Bulgaria.	TANDEMS and LIFE LOOP have similar audiences. Therefore, possible synergies (f.e. Policy events) will be explored.

TABLE 16 – MAPPING OF RELATED EU FUNDED PROJECTS

SUMMARY REPORT & EU POLICY RECOMMENDATIONS

REScoop.eu and Energy Cities are closely following the changing policy landscape and through their networks collect good and bad practices of local implementation. A summary report of the main lessons learned and recommendations will be issued targeting policy makers at European and local level.

Whenever the consortium gets in touch with other European Commission services such as DG Clima, ENER or others, CINEA will be informed beforehand.

Target audience	Task	Timeframe	Task leader	Contributor
European policy makers	T4.6	Month 27 – 36 (December 2024 – September 2025)	RESC	All partners

TABLE 17: LIFE LOOP SYNTHESIS REPORT



PARTICIPATION IN (POLICY) EVENTS

REScoop.eu will organise two project-related workshops at the EU Sustainable Energy Week (EUSEW). A LIFE LOOP session will be organised to facilitate exchange between community energy groups and local authorities. In 2023, an application will be submitted in partnership with the SCCALE203050 project. Moreover, partners will be encouraged to participate in EU and national events as it will enable project learnings sharing and further disseminate the policy recommendations and gather feedback from stakeholders at large. All events need to be communicated with the Communication WP leader in advance, in order to ensure proper promotion of the event.

Target audience	Task	Timeframe	Task leader	Contributor
All target groups	T4.6	Month 6 – 36 (March 2023, September 2025)	RESC	All partners

TABLE 18: POLICY EVENTS

FINAL DISSEMINATION EVENT

A final dissemination event in Brussels will be organised targeting at least 100 participants from all relevant stakeholders' groups. This event will showcase the project's achievements and possible next steps, promote policy recommendations and the community energy friendly accreditation to engage more cities in the programme after the end of the project.

Target audience	Task	Timeframe	Task leader	Contributor
All target groups, with focus on policy makers	T4.6	Month 36 (September 2025)	RESC	All partners

TABLE 19: LIFE LOOP FINAL EVENT

7. Monitoring

The impacts and effectiveness of the C&D strategy will be subject to continuous monitoring. The results of progress will be reflected in the next versions of the dissemination and communication plans.

INDICATORS

We will evaluate communication activities' impacts through the following key indicators:

- Number of articles published;
- Number of participants in events (learning relays, webinars, workshops etc...);

- Traffic on the project website;
- Statistics for downloads of the project’s publications on the project website and the partner’s websites;
- Engagement on social media messages using the project’s hashtag
- Number of cities accredited

This set of qualitative and quantitative check points should allow us to properly monitor and evaluate LIFE LOOP’s communication activities, and to adjust them if need be. We will share information on the performance of the communication activities in the framework of the project reporting and regularly update the partners at project meetings.

TOOLS

For digital communications tools (website, social media), we will use dedicated web and social media analytics and software tools measuring both outreach and engagement related to the project’s hashtag.

To monitor and evaluate local communication activities, local project partners will be asked to provide the above-mentioned figures. WP4 leaders REScoop.eu and Energy Cities will collect the data and consolidate it in a single monitoring file. The reporting and monitoring file will be constantly updated and is available to all consortium partners on the [project’s shared GDrive](#).

Continuous dialogue between WP4 leaders (REScoop.eu and Energy Cities) and partners will be ensured through:

- The project mailing list;
- Project meetings will include updates on communication activities;
- Monitoring table for events and media activities;
- Google analytics and social media analytics tools to monitor website and social media performance.

SMART GOALS

What	Amount	Means of verification
Project communications		
Communication and Dissemination plan published and revised	3	English report that gives an overview of target groups, objectives, communication activities, brand guide and results. 1 main C&D,



		two iterations.
Visitors project website	2000 per year	Amount of visitors measured through the website's analytics tool Wsistat
Project presentation brochure Downloads	500	Amount of downloads Measured through embedding of bit.ly link
People viewing the project presentation video	1000 views	Amount of views on YouTube and social media
Social media reach	100.000 people reached	Reach of the social media messages using the LIFE LOOP hashtag collected through social media analytics
Local level communications		
Leaflet for citizens	1000	A copy (or digital version) of each leaflet produced will be collected and stored by ENC
Promotional posters	90	10 posters per LIFE LOOP city (3 pilots and 6 satellites). A copy (or digital version) of each poster produced will be collected and stored by ENC
Subtitles "we the power"	5	5 new languages added to the we the power subtitles list (YouTube)
Banners on the municipalities' official websites	9	Banners published on the municipalities' websites (link)
Articles in the municipal gazette / local journal	9	Articles published in the local journal (offline copy or online link)
Solar tours in Zagreb	2	Participants lists
Community energy roadshows in Crete	2	Participants lists
Spreading lessons learned		
Number of participants Citizens – Cities dialogues	75	Participants lists
Municipalities achieve Community Energy Friendly accreditation	50	No. authorities accredited and listed on LIFE LOOP accreditation portal.
Community Energy Friendly accreditation programme –	1	Charter (explaining the rights and responsibilities of authorities engaging

Charter		in the accreditation Programme published on LIFE LOOP accreditation portal
LIFE LOOP EU press articles	5	Articles online placed and published (link)
Outreach and events		
National policy recommendations for improving framework on energy communities and community energy	10	No. recommendations prepared for adoption to respective national governments.
Synthesis report with policy Recommendations (EU)	1	Project report published on LIFE LOOP project site
People participating in final event	100	Participant' s list
LIFE LOOP represented in European Sustainable Energy Week	2	Two submitted EUSEW applications

Annex: basic guidelines for partners

All partners have certain responsibilities when it comes to communication and dissemination activities. Here are some guidelines that partners should keep in mind when communicating about the LIFE LOOP project.

1. Keep track of your communication and dissemination activities

- Use the [online monitoring excel](#) to list down all activities
- Whenever you talk about LIFE LOOP in your local media or online articles, let REScoop.eu and Energy Cities know and make sure to put the article in our [WP4 folder](#).
- Every event and project activity organised by your organisation should be properly documented.
 - Take pictures and add them in the [WP4 folder](#). Pictures should be of good quality, preferably taken with a digital camera or a good mobile phone camera. Resolution should be suitable for online and, if possible, also for print (300 dpi would be ideal). Don' t forget to name the picture and provide credits!
 - Remember to mention that pictures will be taken and will be used for communication purposes.
 - Store the participants list, presentations (if any) and a summary of the event/main outcomes in our [WP4 folder](#).

2. Visibility and branding

- Make sure to include a short description of LIFE LOOP on your organisation' s website together with the project' s logo, the EU emblem, the LIFE disclaimer and the link to the project website.



- For each communication output (except for social media), the LIFE disclaimer should be mentioned: **“This project has received funding from the European Union’s LIFE programme under grant agreement No 101077085 ”**
- Follow @energycities and @REScoopEU on social media with your organisation’s account and also with your private ones if you use them for work-related purposes. You can find a full list of [partner’s social media accounts here](#).
- Every time you post on social media about the project, make sure you tag Energy Cities and REScoop.eu and use #LifeLoopEU together with other relevant # such as #energycommunities #CommunityEnergy and the official LIFE hashtag #LIFEprogramme.

3. Dissemination opportunities

- Do you think an event could be potentially good to present the project’s activities and results? Contact REScoop.eu and Energy Cities.
- After attending an external event to present LIFE LOOP, fill in [the events monitoring file](#).
- Remember to use the branded PPT and word template.
- Do you know additional programmes, projects or organisations that could be interested in LIFE LOOP? Let REScoop.eu and Energy Cities know!

4. Reporting workstream

EVENTS AT EU/NATIONAL LEVEL

Step 1: I identify an interesting event and I add it to the [monitoring file under “Agenda 2023”](#)

Step 2: I attend an event and:

1. I fill in the [event report template](#) with some take-aways
2. I upload any proof documents in a folder created in [“Uploaded event proofs”](#)
3. I add my event to the monitoring file under [“Events participation”](#).

ARTICLES AND SOCIAL MEDIA

I publish an article or post on Social media

- I upload any proof documents in the [media folder](#)
- I add all info to the [respective page on the reporting excel](#)

LOCAL-LEVEL COMMUNICATIONS

I communicate locally with specific comms materials:

1. I upload any proof documents in the [“Upload local comms proof”](#) folder (individual folders per pilot)
2. I add all info to the [“local comms”](#) page on the reporting excel

