

**MASTERPIECE -
Multidisciplinary Approaches and Software
Technologies for Engagement, Recruitment
and Participation in Innovative Energy
Communities in Europe**

Deliverable 6.1

Communication, Dissemination and Engagement Plan

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| Title | Communication, social presence and awareness activities |
| Document description | Description of the strategy and work accomplished for raising awareness and promotion of the MASTERPIECE project. Including description of the website design and content in addition to the branding and visual work delivered as part of the communication material. |
| Task | T6.1 |
| Status | Final |
| WP | WP6 |
| Lead Partner | EXP |
| Partners Involved | ALL |
| Date | 30 /06/2023 |

| Revision history | Author | Delivery date | Summary of changes and comments |
|-------------------------|--------------|---------------|--|
| Version 01 | Malek Anouti | 26 /06 /2023 | Initial TOC and content for internal peer review |
| Version 03 | Malek Anouti | 30/06/2023 | Final version |
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1 EXECUTIVE SUMMARY

This document provides an overview of the Communication and Dissemination Work of Project MASTERPIECE. It highlights the communication, social presence, and awareness activities for the MASTERPIECE project. It also outlines a comprehensive strategy to effectively communicate and disseminate the project's activities and collaborations with various stakeholders, with the ultimate goal of supporting project exploitation.

The communication strategy aims to achieve several objectives. It seeks to provide detailed explanations of the project's objectives, target groups, and stakeholders, ensuring clear and concise communication. By identifying the channels for promotion and dissemination, the strategy aims to reach a wide audience and engage them in the project's progress. Regular updates and timely information will be shared through various communication channels to keep stakeholders informed and involved.

The document also presents a consistent visual identity designed for the MASTERPIECE project. It highlights the development process from the early stages to the finalization of the project's visual identity. The visual elements, including the logo and cohesive branding, have been designed to capture the essence of the project, with a focus on housing, consumer, prosumer, and community concepts. Marketing materials such as press releases, technical factsheets, brochures, and a PowerPoint presentation template have been created to maintain a consistent and professional visual identity. These materials will be used for project promotion during trade fairs, networking events, and other relevant occasions.

Furthermore, the document outlines the tools and platforms utilized to support communication and dissemination efforts. A dedicated project website has been developed to provide comprehensive information about the project, its partners, and the development path. Additionally, social media channels on Instagram, Twitter, and LinkedIn have been activated to provide multiple communication platforms for users providing updates, events, and important milestones. These platforms have been regularly updated with one post per week. Also, this activity of sharing on social media platforms will be an ongoing activity throughout the project to ensure the audience remains interested and informed about the latest news from the MASTERPIECE project.

In conclusion, the document emphasizes the strategic communication plan's primary focus on engaging the target audience to achieve the project's objectives. It highlights the consortium's commitment to investing significant joint efforts in communication, dissemination, and collaboration. By leveraging effective communication strategies, visual identity development, and the utilization of various tools and platforms, the MASTERPIECE project aims to successfully communicate its mission, engage a wide audience, and foster meaningful collaborations with stakeholders.

2 INTRODUCTION:

Deliverable 6.1, titled "Communication, Dissemination, and Engagement Plan," forms part of Task 6.1, which focuses on communication, social presence, and awareness activities for the MASTERPIECE project. The aim of this task is to raise awareness and continuously promote the project and its outcomes.

Efficient communication and dissemination are crucial for effectively conveying the activities and achievements of the MASTERPIECE project to the intended target audiences. This document outlines the project's communication toolkit, which includes marketing materials and various channels. It also provides guidance on how these materials should be utilized based on specific purposes, target groups, and occasions. The development of these materials and associated guidelines ensures the project maintains a consistent visual identity throughout its promotional efforts and collaboration initiatives.

Overall, this document offers a comprehensive overview of the project's communication, dissemination, and collaboration strategy. It highlights the tools that will be employed to achieve the project's objectives.

3 SCOPE AND OBJECTIVES

The following activities has been performed:

- 1) Establishing a MASTERPIECE identity with guidelines and templates for presentations and documents (to be used for any internal and external communication).
- 2) Developing a detailed strategic communication plan to ensure effectiveness of the project promotion.
- 3) Creating a project website, with project and partner's information that is updated with public reports and relevant new items.
- 4) Developing project profiles in different social networks (LinkedIn, Twitter, etc.) to increase the MASTERPIECE visibility to the public.
- 5) Initiating proactive participation and promotion among interest groups.
- 6) Creating promotion material consisting of roll-up, brochures and other printed materials for promotion.

4 PROJECT MARKETING

In order to promote its mission and engage a wide audience, MASTERPIECE has made significant involvement in communication and dissemination. The project has employed a variety of strategies and targeted activities, with a specific focus on social media, branding, visual work, and the creation of an informative website.

As part of its communication efforts, MASTERPIECE has developed a comprehensive set of marketing materials and templates that reflect the project's visual identity. This approach ensures that the project's activities are communicated consistently and systematically, allowing the target audience to easily recognize and understand the initiative. These standardized materials play a crucial role in facilitating effective promotion.

Experientia, the overseeing entity, is responsible for the development and maintenance of various marketing materials, templates, tools, and communication channels used both internally and externally within the project. All printed marketing materials adhere to the project's overarching visual identity, ensuring a cohesive and harmonious representation of the project's brand across all communication touchpoints.

4.1 Branding and Visual identity

We have dedicated considerable time and effort to developing a logo and cohesive visual identity that effectively encapsulate the essence of the project. Right from the start, all partners actively participated in the creation of the visual identity, engaging in the process from its early conceptualization to its finalization.

At the beginning of the visual identity development process, we presented an overview of the background and inspiration behind the visual identity. This allowed everyone involved to gain a deeper understanding of the design direction. Additionally, three main visual identity approaches were proposed, showcasing different design concepts and possibilities.

Following the presentation, a vote was conducted to select the most preferred logo among several logo sketches. The logo that received the highest number of votes was chosen as the representative symbol for the entire project. This logo became the cornerstone of the project's visual identity, setting the design tone for all subsequent branding elements and materials.

4.1.1 Logo

The logo (Figure 1) was carefully crafted to encompass the core concepts of housing, consumer, prosumer, and community. Additionally, it incorporates a subtle reference to rooftop solar installations. The design aims to visually communicate the project's focus on these key elements, capturing their essence in a symbolic and meaningful way.



Figure 1: MASTERPIECE logo



Figure 2: MASTERPIECE logo dimensions

2. Visual representation

Target: Role model - Rural



Renewable Energy



Social innovations



Micro-generation



Figure 3: MASTERPIECE visual representation

1. Visual representation

Target: Institutional -Urban



Accelerate citizen
involvement



Modular



Affidability

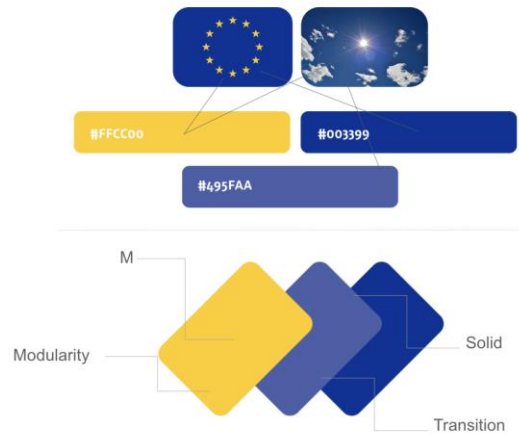


Figure 4: MASTERPIECE visual representation 2

4.1.2 Visual communication material

The MASTERPIECE symbol that was developed has played a significant role in establishing a strong visual identity for the project. This visual identity was carefully crafted through extensive graphic and visual research, ensuring its effectiveness and impact.

To enhance the promotion of the MASTERPIECE project, a range of communication materials have been developed. These materials are designed to effectively convey the project's objectives and engage with various stakeholders. The following communication materials have been produced:

1. **Front/back flyer** for offline events: This flyer is specifically designed to be distributed during offline events. It contains concise and impactful information about the project, capturing the attention of the audience and encouraging their further engagement.
2. **Roll-up** (Figure 5) for fairs or exhibition events: The roll-up serves as a visually appealing and informative display that can be used during fairs or exhibition events. It effectively showcases the key aspects of the MASTERPIECE project and attracts the attention of attendees.
3. **Brochure**: The MASTERPIECE Brochure is a comprehensive document that incorporates visual elements and engaging presentations. It serves as a tangible takeaway for interested individuals, providing detailed information about the project's purpose and encouraging further exploration. The brochure can be distributed at events, meetings, and conferences, enabling recipients to delve deeper into the project's offerings.
4. **PowerPoint presentation template**: To ensure consistency and professionalism in project presentations, a PowerPoint presentation template has been developed. This template aligns with the project's visual identity and provides a structured format for conveying information effectively during various engagements.

These material have been specifically designed to be used during conferences, and networking events. By utilizing these communication materials, the MASTERPIECE project aims to engage its target audience, raise awareness about the project's objectives, and facilitate meaningful interactions with stakeholders. These

materials are instrumental in creating a cohesive and impactful communication strategy, reinforcing the project's mission and fostering collaboration.

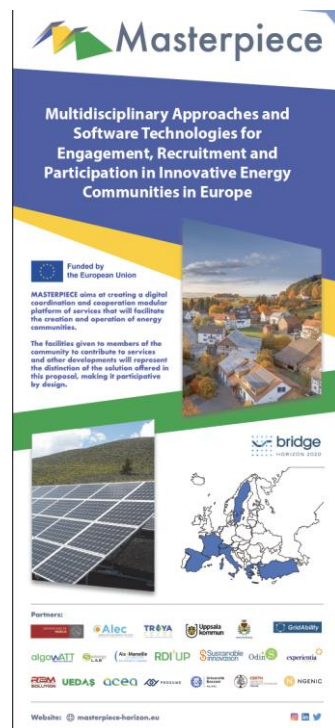


Figure 5: MASTERPIECE roll-up

5 WEBSITE

A significant aspect of our communication and dissemination work has revolved around the development of a dedicated website accessible through the URL: <https://masterpiece-horizon.eu/>. This platform serves as a central hub for providing clear and concise information about the MASTERPIECE project, including comprehensive details about the involved partners and the path of development we will undertake. Our aim has focused on publishing an intuitive and easily navigable website that offers visitors a holistic overview of the MASTERPIECE project and its various initiatives.

The MASTERPIECE website's homepage structure consists of five primary pages (Figure 6), each serving a distinct purpose and providing valuable insights into different aspects of the project. The following sections are designed to guide visitors through the website and ensure they can easily access the information they seek:

Overview: This section serves as an introductory gateway, offering a comprehensive overview of the project. It provides essential background information, outlines the deliverables, highlights the expected outcomes, and presents key milestones achieved. By delving into this section, readers can grasp the project's purpose, scope, and overall progress.

Resources: This section focuses on key aspects such as the Technology Readiness Level (TRL), Sustainability Impact Readiness Level (SIRL). By exploring this section, readers can gain insights into the MASTERPIECE project's technological advancements as well as the employed methods in its commitment to sustainability.

Pilots: In this dedicated section, readers will find detailed information about the four pilots implemented within the MASTERPIECE project. Each pilot is comprehensively presented, including its specific objectives, methodologies employed, and anticipated outcomes. This section offers readers a deeper understanding of how these pilots contribute to the overall goals

Intervention Program: This section provides a comprehensive description of the intervention program that lies at the core of the MASTERPIECE project. Readers will gain insights into the program's design, goals, and intended outcomes.

News: The final section is dedicated to providing the latest news and updates related to the project. Here, stakeholders and interested parties can stay informed about recent developments, notable achievements, and significant announcements. This section serves as a vital channel for maintaining engagement and keeping the audience up to date with the project's progress.

By structuring the website into these distinct sections, we aim to ensure visitors can easily navigate and access the desired information about the MASTERPIECE project. Whether it's gaining an overview of the project, exploring available resources, learning about the implemented pilots, understanding the intervention program, or staying up to date with the latest news, our website is designed to offer a comprehensive and engaging user experience.



Figure 6: MASTERPIECE website homepage

6 SOCIAL MEDIA

To ensure consistent and effective communication with target audiences and to showcase project discoveries, MASTERPIECE has implemented various social media channels as multiple platforms for communication:

LinkedIn: The project maintains an active presence on LinkedIn at <https://www.linkedin.com/company/masterpiece-eu/?viewAsMember=true>

This platform serves as a space to highlight ongoing announcements and engage with stakeholders. The project page is managed by Experientia and has been active for slightly over three years.

Twitter: MASTERPIECE utilizes Twitter, available at https://twitter.com/Masterpiece_EU to share concise updates from within the project and disseminate announcements from other stakeholders. The Twitter account also serves as a valuable communication tool during events, conferences, and consortium meetings.

Instagram: In order to broaden the project's reach, particularly among Instagram users who could potentially become European Commission participants, an Instagram account has been established. You can find the account at https://www.instagram.com/masterpiece_eu/ Regular updates are posted on a weekly basis to engage and inform the audience.

Regular updates regarding the project's progress, objectives, and ongoing activities are published on these social media channels. By maintaining a posting frequency of one to two posts per week, the aim is to keep the audience interested and well-informed about the latest news from MASTERPIECE. During this initial phase, the focus is on introducing the project's partners and sharing information about activities and events.

To efficiently manage the communication channels, the project utilizes the "Buffer" platform. This tool enables the planning and scheduling of posts across all social media channels, allowing for the creation of an effective monthly communication plan. By utilizing Buffer, the project can carefully organize and promptly publish content, ensuring a consistent and strategic online presence.

Through the use of these social media channels and associated platforms, MASTERPIECE aims to maintain regular and coherent communication with its target audiences, effectively disseminate project updates, and engage with stakeholders in a meaningful way.

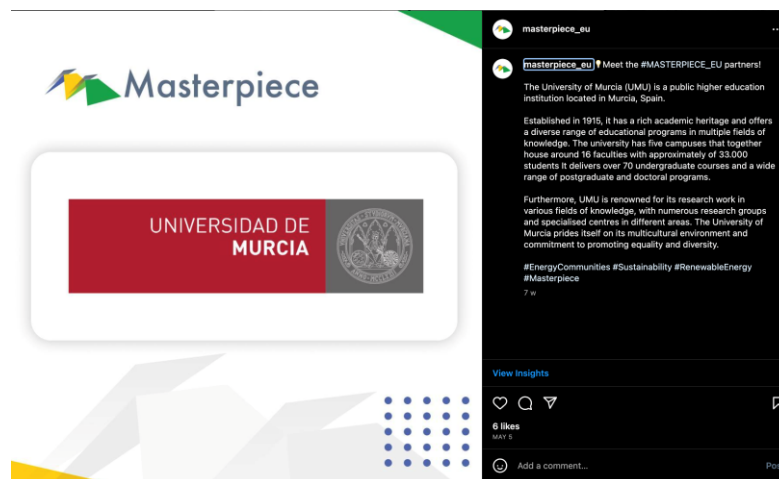


Figure 7: An Instagram post featuring one of the MASTERPIECE partners (UMU)



Figure 8: A Twitter post featuring MASTERPIECE launching

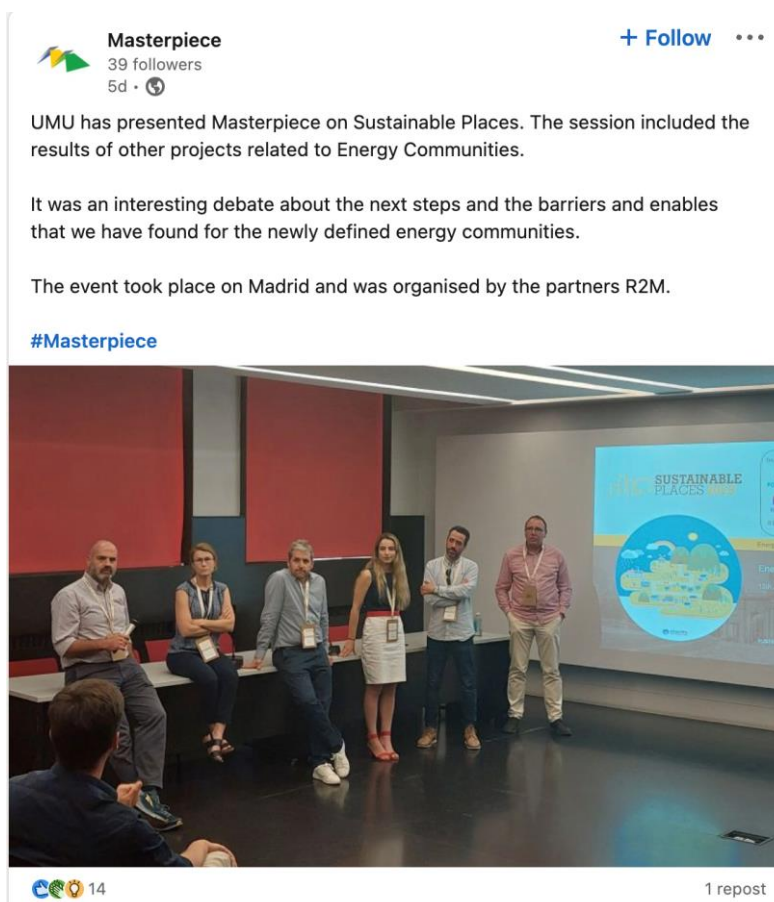


Figure 9: A LinkedIn post featuring MASTERPIECE participation in a conference

7 SUMMARY

In conclusion, this document serves as a comprehensive guide to the communication, dissemination, and collaboration strategies employed by the MASTERPIECE project. Its primary objective is to actively engage the target audience and successfully accomplish the project's goals. Therefore, it is crucial for the project consortium to carefully review and consider all the recommendations and guidelines outlined in this document.

The detailed marketing materials provided in this document are designed to assist the consortium in their communication endeavors, ensuring that they have the necessary tools to effectively reach their objectives. By utilizing these materials and following the proposed strategies, the consortium can enhance their communication efforts and maximize the project's impact.

It is imperative for the consortium to adhere to the communication plan and leverage the outlined resources to maintain a consistent and coherent approach throughout the project's lifespan. By doing so, the consortium can effectively disseminate information, engage stakeholders, and achieve their desired outcomes.

In summary, this document serves as a valuable resource for the MASTERPIECE project, offering comprehensive insights into communication, dissemination, and collaboration. By implementing the recommendations and utilizing the provided marketing materials, the consortium can strengthen their communication efforts and effectively work towards achieving the project's objectives.