CIRO PROJECT

COMMUNICATION PLAN

INTRODUCING THE IMPORTANCE OF THE COMING EUROPEAN "GREEN" ENERGY MODEL IN SCHOOL EDUCATION

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1.Outline/ abstract

We are currently facing environmental and energy problems such as climate change and the reduction of fossil fuel reserves. Students must know these challenges and look for opportunities and solutions to reduce the environmental impact of man on earth in favour of sustainability.

We must be prepared for the anticipated energy change with efficient use of renewable energies such as solar, wind, hydro, geothermal or tidal energy. This requires the use of energy storage systems that stabilize the intermittent energy sources (solar, wind) since in many cases the electricity production is not produced at the same time as the demand. Hydrogen produced by the renewable route plays a key role in this energy scheme.

According to data from "Fuel Cell Today" (2010), the fuel cell industry (electricity production technology based on hydrogen) foresees a growth potential of up to 500,000 direct jobs, in 2020 within the EU.

The lack of knowledge on this subject, the need to raise awareness and train future workers in this field makes Ciro a strategic project. With it, participating students will benefit significantly, since it will allow them to address these problems in a practical and innovative way.

Our objective is to promote knowledge, skills, and capabilities on climate change, sustainability, renewable energies, energy storage systems (with emphasis on hydrogen technologies) and the final applications of these technologies. Promotes the training of teachers and awareness of students between 14 and 17 years in these concepts. Its aim is to generate restlessness and proactivity (in students) for the improvement of air quality and the reduction of climate change either to pursue higher education in these subjects (university / professional training) or to apply it to their daily life, through practices that benefit sustainability.

Ciro proposes a direct international collaboration (4 participating EEMM) between ARIEMA and CRES, a company specializing in learning and knowledge technologies (CCS) and 3 educational centres (IES Diego de Guzmán, Jesús Nazareno School and Städtisches Heriburg-Gymnasium).

Fundamental collaboration for the configuration of content and training tools aimed at environmental challenges at European level.

The project will define the interests, knowledge, and competencies of the teachers, then the students must learn in this area and subsequently, the contents and tools that Ciro will use to teach this training will be established.

The project consists of three intellectual products:

- O1 Development of Ciro training content and creation of a Moodle platform for materials generated during the project and its use as support for teaching in the

classrooms. Here a training activity will be carried out focused on the "training of trainers" to create a group of professors trained to program and execute training in the scope of the Ciro project.

- O2 Development of innovative training materials for classroom use. Digital didactic game based on creating a sustainable city and two didactic kits to experiment, manage and practice with these technologies.

- O3 Ciro Competition: the students, guided by their teachers, will test their knowledge. It has 3 tests and is divided into 2 stages:

  1. At a distance where participants will develop an innovative project based on reducing climate change and improving air quality in their city
  2. On the face of their projects, they will receive training on interpersonal skills (entrepreneurship, leadership, innovation, and motivation), develop the commercial plan and defend in a debate why their projects are strategic and should be implemented in their cities. The face-to-face stage of the competition will take place during the C2 training activity in Huelva (Spain).

Ciro will guarantee the impact, use, and continuity of the results of the project. It will share:

1) the process (social networks, platforms, participatory instrumental services)

2) training resources generated

3) results: intellectual products and informative publications, through social networks, blogs, wikis, web, etwinning platforms, SCIENTIX, School Education Gateway, Teacher Academy publications in press, etc.

It will generate direct impact in the early formation of students in the field of climate change, air quality, sustainability, renewable energy, energy storage systems (hydrogen) and the applications of these systems, generating a formative "germ", expandable and easy to integrate by EU agents, favoring the deployment of energy technologies that propitiate a low carbon economy.

2.Introduction

The communication and dissemination activities of the Ciro Project links all work packages of the Ciro Project and addresses the various levels of stakeholder engagement.

The main goal of this dissemination plan is intended to understand how to reach our target stakeholders in the most effective and engaging way. Ciro Project has a potentially large number of stakeholders and so it is essential that there is good dissemination of information both internally and externally adapted to each group.

The main purposes of this document are to formalize the dissemination and communication actions planned for the project, to provide guidelines on the approach and to set out the key dates associated with the planned dissemination and communication actions, to ensure that the information is shared with the appropriate audience on a timely basis and by the most effective means.

More specifically, the objectives of the dissemination and communication plan are:

- To establish and maintain mechanisms for effective and timely communication;
- To inform the stakeholders of the progress of the project and encourage interactions between stakeholders;
- To coordinate all levels and types of communication in relation to the project;
- To establish objectives for the dissemination activities and to collect feedback on their results.
- To generate credibility and transparency to the sectors involved in the project, society in general and financing entities.
- To contribute to build and expand the capacity of the consortium network.
- To raise awareness about the coming European “green” energy model and the necessity of train teachers an students on renewable energies, energy storage systems…
- To increase the visibility of participating entities.
- We intend this document as a living document, which will be continuously updated and enriched with the forthcoming contribution from partners. Furthermore, the dissemination and communication plan will be adopted during the project development.

Widespread dissemination of Ciro’s activities and results are a crucial element for the success of this project and are seen as instrumental in exploiting the deployment of the project outcomes and the impact on the end users as a whole. This plan addresses different dissemination and communication tools to specific targets to encourage an

effective and continuous information flow, involving as wide a community as possible, as well as increasing the value of achieved results at local, national and European level.

In addition, specific materials will be developed and disseminated, along with timelines tied to specific other milestones in the integration and piloting efforts.

The plan has been developed to take a dynamic, integrated and innovative approach to stakeholder engagement; it will create relevant informative and appealing content that will attract, engage and draw stakeholders to the Ciro website through the use of web 2.0 technologies –videos, social media, Etwinnning, SCIENTIX, Teacher Academy, didactic kits…

The communication plan identifies each stakeholder group classifying them into internal or external stakeholders. However, they will also be specifically targeted to ensure that individuals and departments not directly related to the project are kept up to date of significant events. The consortium will organize a multiplier event to which international key stakeholders related to school education (teachers and students) and companies will attend.

The Communication plan will be coordinated and executed by Ariema, coordinator of Ciro Project. Release of project information will need to be approved in advance by the consortium. This will ensure that no intellectual property, research results or strategically important decisions are compromised by untimely or incorrect communication.

This plan underpins the Ciro dissemination strategy of:

- Identifying and deploying the most effective dissemination methods and communication tools to reach target audiences (e.g. structured briefings, social media, scientific papers, case stories, etc.).
- Achieving high visibility of Ciro across the whole value chain.
- Establishing and benefiting from an effective network of early adopters and stakeholders and growing a community of interest in the participating countries and elsewhere in Europe.
- Educating stakeholders on the value of the solution in economic terms.
- Embedding project results in the practices of participants to contribute to the project's sustainability.
- Attracting additional funding and potential investment opportunities.

There are three distinct phases as part of the project lifecycle; phase 1 activity will be highly focused on creating awareness and feedback implementation to grow the stakeholder community; phase 2 will involve the development of the training activities

C1 and C2; phase 3 will be focused on activities linked to sharing the project findings and further commitment around society with a focus on organizing a campaign towards potential schools, trainers, and stakeholders, in general, based on the activities developed during the project life (as illustrated in Figure 1).

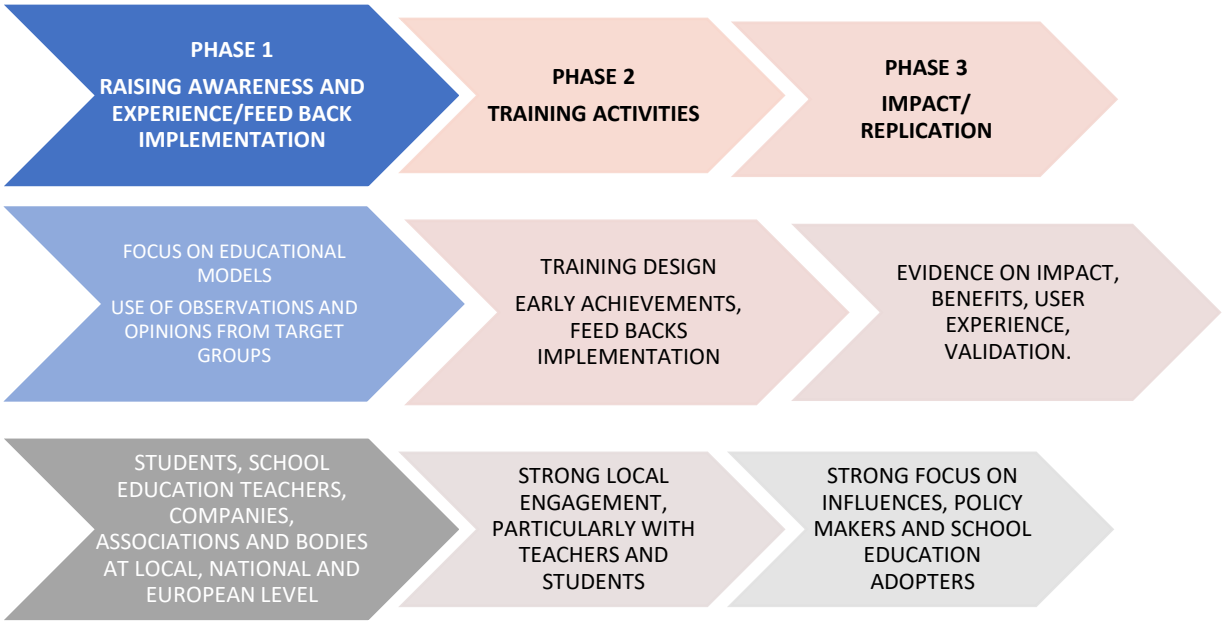

FIGURE 1. The evolving type and nature of content over the project life cycle

Many different types of dissemination tools will be examined and tested, and from these, ones will be selected that best match with the goals and budgets for Ciro Project.

Dissemination strategies range from “passive” to “active”. Passive strategies do not require the stakeholder to actively engage, they can remain a passive recipient of Ciro information. Whereas active strategies require them to commit their own time to actively engage with Ciro information products or Ciro partners or other stakeholders. Likewise, stakeholder involvement in dissemination and impact creation ranges from “low” to “high”.

A low level of involvement may simply take the form of receiving and reading our final report. High-level involvement may take the form of regular community activity or attendance at a stakeholder multiplier event. Our initial strategy envisages engaging stakeholders while in passive activities with low involvement (getting leads from our website, sending information about the project…) while establishing pathways for them to become more involved and take ownership of the various Ciro outputs, commenting on deliverables up to participation in focused meetings and the multiplier event.

By structuring our dissemination around a range of stakeholder involvement methods, we aim to make it scalable. Here scalable means hundreds of users can remain passive recipients of information but can easily move to higher forms of involvement via the website with information adapted to each step of the customer journey and hence become engaged in more active dissemination strategies such as meetings.

These activities will be a meaningful part of formulating a baseline and trends along with a roadmap of development and the creation of impact from Ciro. Our stakeholder involvement techniques should not be viewed only as convenient tools for public relations or winning acceptance for decisions taken by the core members of Ciro. Instead, they form a method for disseminating the results of our work and providing pathways for feedback. This community building will realize an improved impact on the efforts across all work packages.

The communications will be led and managed by ARIEMA under **COMMUNICATION AND DISSEMINATION OF PROJECT RESULTS** of the Ciro Project which ensure a coordinated, consistent and strategic approach across all strands of activities.

3. Stakeholder Engagement

Dissemination work of the Ciro Project will be aimed at growing a wide network of stakeholders.

Identification of the major stakeholder groups and analysis and identification of mechanisms for stakeholder engagement and coordination will be an ongoing activity particularly throughout the initial phase of the project.

3.1 Stakeholder Groups

Ciro aims to engage with the full value chain of stakeholders, which can be can be broadly categorized into two categories (see Table 1)

Categories Types of Stakeholders

The stakeholder group is classified into internal or external stakeholders.

Internal stakeholders are those who are directly involved in the Project including the National Authority and all project partners.

The external stakeholders are those indirectly participate in the Project, we will define them later.

The Table describes the purpose of communicating with each stakeholder, the types of information released and the channels used. It is important to note that whenever relevant the communication effort will be targeted beyond European boundaries in order to maximize the chances for the exploitation of the project results.

Each of these stakeholder groups will consist of members that will have different priorities for involvement in the project and as such require different levels of engagement.

Stakeholders	Purpose	Channels and leading partners
Internal		
EC – Spanish National Authority (SEPIE)	Ensure the SEPIE and EC has up to date information on the state of the project and achievements for its dissemination purposes.	Project factsheet and reports updated when is been required. **ARIEMA Energía y Medioambiente S.L.**
Project partners	Ensure that relevant departments at partner institutions are aware and informed of the project and can disseminate correct information when approached.	Project information updated regularly by mail and website. **ARIEMA Energía y Medioambiente S.L.**
External		
Students	Involve a representative group of students (min. 92). These students will act as motivational agents to other students to participate in the Ciro program.	Participating in Ciro competition Learning through didactic kits and games. Sharing their opinions through interviews and surveys about their actual knowledge and attitude of renewable energies, storage systems, and climate change. **All partners.**
Teachers	Involve a representative group of at least 35 teachers. Ciro intends that other schools, similar to the project partners, receive information about the project and its achievements. They can incorporate into their training offer the alternative training method that Ciro Project proposes.	Sharing their opinion through surveys and comments in Ciro forum. Participation in C1. Participation of partner members in meetings related to school education. **All partners.**
Partners network	CPartners and contacts to the participant entities of the project are professionals in the field of 1) Education 2) Renewable energies and energy storage systems. Most of the Ciro partners are schools which will increase the widespread scope and impact of the project's information and results.	Press releases and project presentations will always mention Erasmus+ support. Participation of partner members in meetings related to school education. Invitation affiliated members and contacts to multiplier event. **All partners.**

Stakeholders	Purpose	Channels and leading partners
Public administrations	Keep public administrations not already involved in the development of the project updated on project achievements and obtain their feedback on regulatory strategy. One of the Ciro project aims is to raise awareness in the various public administrations on the need to include the Ciro concepts into the training contents for secondary education.	Press releases and project presentations will always mention Erasmus+ support. Invitation public administrations to multiplier event. **All partners.**
National organizations supporting: **1) Education** **2) Climate change, Renewable Energies and Energy Storage**	Present the achievements of the project to Associations, National Platforms and National Funding bodies.	Networking activities by the partners. **All partners.**
External expert panel	Composed by teachers, and experts from entities specialized in climate change, renewable energies and energy storage systems. Ensure they are correctly informed of the potential of Ciro Project and proposed improvements.	Networking activities. **All partners.**
Specialized media	Exploit the access to the above stakeholders of specialized media to release significant news	Press releases. Media factsheets. **All partners.**
Society	Ciro project aims to present society that much of the skills are required for the next European "Green" energy model and how a new methodology could improve the awareness and knowledge of young people (students) and how they can use this knowledge to improve their cities.	Press releases. Media factsheets. **All partners.**

Table 1: Stakeholder categories identified through ongoing stakeholder analysis

The external groups have access to a wide range of information and resources to assist them in understanding the broad outcomes of this project. Ciro will disseminate the importance of

establishing a common training of the next European “Green” Energy model in School Education through different target groups: teachers and students.

Therefore ongoing engagement with these stakeholders and involvement in dissemination activities is critical to the final outcomes of the project.

3.1.1 Stakeholder Database

A database of contacts will be established across the project consortium containing stakeholders and interested partners segmented according to potential information needs and interests. The database will be continuously added to with new contacts during the lifetime of the project by the individual dissemination leads for each partner so as to provide a platform for regular involvement of stakeholders in their areas of interest. Web 2.0 technologies will be important in building online communities and linking to other stakeholder communities.

Contacts for the database will be collected by:

- Invitations to subscribe to the Ciro international network in LinkedIn
- Other social networks: Facebook and Twitter.
- Current contacts of the participant entities with interest in the Ciro objectives.
- Access to new contacts and audiences through presentations and attendance at events.

3.2 Dissemination Stages

Early dissemination strategies are being targeted at raising awareness in the various stakeholder groups about the Ciro project generally and its intended outcomes and aligning messages and tools to reach key stakeholder groups in the most appropriate way.

To this end, the project website is being developed and an extensive supporting social media, email list developed and collated through the stakeholder database. A series of local campaigns will be developed in association with the consortium communication leads to proactively extend the stakeholder network and monitor, evaluate and refine the use of the various tools and channels to reach key audiences.

The second phase of the dissemination strategy will see continued rising of awareness and provide access to the early outputs of the project through provision of the training program for teachers and the training materials, didactic kits and the game for students. Furthermore, this phase will provide briefing documents and concise articles in the media.

The third stage of the dissemination strategy actively engages stakeholder groups in commenting upon the outputs from the pilot through their active participation. A *multiplier*

event will be hosted to enable direct dissemination to key stakeholders. Similarly, the project will be actively presented at numerous related conferences. This engagement will be actively pursued throughout the duration of the project. The aim is to ensure the widest dissemination of the project outcomes to all levels of stakeholders. It is also aimed at ensuring the sustainability of Ciro service, post the project's funding period and guides the consortium towards successful joint exploitation of results. In this stage active alliances with other projects, EU member states and international stakeholders will be a priority to generate broader awareness of the project across a multiplier value chain.

Timelines for these stages are described in Table 2.

Phase	Description	Start month	End month
1	Project feedback and awareness	1	30
2	Highlight Project pilot achievements and training materials and activities	12	30
3	Results & Replication	24	---

Table 2: Dissemination stages timeline

3.3 Targeting Stakeholder Groups

All stakeholder groups are able to access the Ciro project public information and sign-up as individuals to receive the Ciro communications and newsfeeds. However, it is important that each group receives information relevant to their requirements as well as to their preferred level and method of engagement. Thus, individual users in the external stakeholder group may choose only to receive information that is delivered to them either directly or via a contact within one of the other stakeholder groups, e.g. their local representative organization.

To reach all stakeholder groups a wide range of materials is being developed.

These include:

- Online access, to read and understand brief articles about the Ciro project and updates on progress.
- Information requested through surveys to identify training methods used in schools, actual knowledge about climate change, renewable energies and hydrogen technologies…
- Short regular contributions to other organization/project newsfeeds/ newsletters and invitation for them to contribute with Ciro Project.
- Encouragement of active engagement with our online media (website, Twitter, etc.) and provision of information to these media and project by relevant stakeholder groups and individuals.

- Ability to comment and feedback on the Ciro program.
- Online access to full documents and media releases available on the website as well as pushed to members of the Ciro online media lists.
- Development of organizational collaborations with other projects, groups, and bodies undertaking work and research in this area.
- Conducting Ciro multiplier event and gathering of international actors in the area of school education to disseminate the findings of the project and assist in ensuring sustainability.

4. Dissemination Tools

To ensure that the information about the Ciro project is disseminated as widely as possible to the range of stakeholders in the most appropriate format for their requirements, there are a number of tools being employed.

These tools will be continuously examined and evaluated to ensure maximum impact. The tools combine a mixture of pull approaches, maximizing the use of web 2.0 technologies and more traditional routes such as the international event. Each of these and their outcome measures are detailed in the sections below. The outcome measures will be evaluated and reported to the project consortium and EU funders at regular periods.

4.1 Project Logo and Strapline

The project consortium selected a project logo complete with the strapline "*Introducing the importance of the coming European "green" energy model in School Education*" that will serve as the project's identity throughout the duration of the project, as well as beyond. Creating Ciro as a 'strong' brand is a key element of the project's dissemination and exploitation activities.

CIRO

Introducing the importance of the coming European "green" energy model in School Education

4.2 Website and resources

The Ciro Project website is the central and front-facing public area for profiling the project and as such is one of the first access points for our stakeholder engagement and dissemination. The

aim is to establish a visually attractive and informative web site early in the project life cycle to ensure global visibility, and accessibility to information to meet the various needs of the visitor.

The website is available at the URL: www.ciroproject.com

The website will be designed to present general information on the project such as news and events with links to external websites and partner organizations and at the same time enable the presentation of further information items and digital documents for downloads such as key project deliverables or for consultation.

In order to maximize the efficiency of the dissemination effort and reduce costs, the Project web site will centralize the delivery of communication materials. The web site will include dedicated areas for internal partners with information of their entities and a space defined as “press room” in which all the documents generated by the partners will be shared. A repository of all relevant project information to be disclosed will be made available through this web site. ARIEMA will take care of the design and the performance of the Web site.

We will use search engine optimization (SEO) to make the site easy to find. There will also be an in-depth examination of control of indexation of contents through internet search engines. and social media optimization to make it easy to share content directly from the website. A ‘subscribe’ facility will enable visitors to sign up to be involved in the Ciro international network and be an important mechanism to capture email contacts to grow the Ciro stakeholder community and solicit further engagement and retention.

The intention is to optimize the web page for two main reasons. The first reason is to get good search engine optimization with specific keywords such as “education in green energy”, “school education in renewable energies” … and taking in account different tips like call of action, landing pages… The second reason is to accompany potential collaborators in its stages of the “customer” journey (awareness/investigation/decisión/action). In short, establishing a web strategy according to the inbound marketing methodology.

4.2.1 Ciro program published online

The Ciro training materials for trainers will be published and available in a free Moodle from the website and the results of the Ciro competition will be available on the web site. If a public comment is requested prior to finalization, draft versions of these contents can be made available online for public comment also.

Notification of availability or publication of these materials will be automated through the use of social media and via mail.

4.2.2 Direct feeds

Direct feeds are a simple method for staying informed about news and information updates on a website. For specific direct feeds are currently available for sign-up from the Ciro website. These are Twitter, Facebook, LinkedIn, and email sign up.

4.3 Partner websites

Ciro Project Partners will contribute to the dissemination of Ciro project through their own websites, forums and another mechanism where Ciro could be disseminated, like newsletters.

4.4 Social Media

Social media provides a powerful tool for engaging and motivating audiences and will form a significant part of our dissemination activity, we will try to capture and attract a new audience. A social media policy will be produced, following discussion and agreement with consortium partners.

Twitter: Ciro project twitter profile has been established (@Ciroproyect). Interested stakeholders can sign up to follow the feed providing headlines, links, event updates, news, and developments posted on the web page. It will also be used to facilitate conversations with a range of other schools and organizations.

Consortium partners, project advisory board partners, and other key stakeholders will be encouraged to tweet about Ciro through their own organization's Twitter account (where this exists).

Facebook: in progress

Twitter: @CiroProject

LinkedIn: https://www.linkedin.com/groups/13599533

Multimedia: The intention is to capture Ciro videos, and photos to share online. These might be partners talking about particular aspects of the projects, photos taken in the training activities.

These elements will be embedded in the Ciro website.

4.5 Exploiting links with other EU initiatives and EU networks

As part of developing our stakeholder database, existing key contacts, networks and involvement in other European projects are being identified and explored through our consortium partners as well as with our Project Advisory Board, when this is established for other potential routes of dissemination. The intention is to utilize the many existing network groups that members are part of across Europe to ensure knowledge exchange and experiences and grow a larger community of potential adopters, spread information by Word of mouth is still an important point in marketing.

We will also set up links to other European projects that have close affinity/synergy to the work of Ciro project, and specific projects that consortium partners are engaged with that provide networking opportunities for dissemination and potential linkages for exploitation and knowledge sharing.

4.6 Workshops and Multiplier Event

The consortium will hold a final multiplier event to which school education stakeholders and enterprises will be invited. Key representatives from stakeholder groups from across Europe and internationally will be invited to participate as well as explore the involvement of other relevant European funded projects in the Erasmus + School education program to exchange experiences and maximize impact.

Besides this dissemination activity, and in order to be efficient, the consortium will leverage already existing conferences and meetings to disseminate its results whenever possible running exclusive dissemination sessions.

The project team will aim to publish the results of the project at relevant conferences. Details of upcoming and past events, along with copies of conference presentations will be available on the website for future reference.

4.7 Supporting Local and European Events & Targeted Campaigns

Ciro project will look to support activities and events across Europe that resonates well with our own objectives. This includes, for example, running targeted campaigns at the local and regional level to drive awareness as well as supporting initiatives related to school education.

4.8 Press Releases

Critical points as well as the keywords of the project will be used to write press releases and are scheduled where possible to coincide with local activities to ensure relevance and interest. The project team will prepare press releases and feature articles to be upload to the Ciro website, share via social media and sent to relevant media contacts maintained within the project stakeholder database via mail.

4.9 Erasmus+ Project Results Platform

The Erasmus+ Project Results Platform is a dissemination platform developed by the European Commission for Erasmus+. It offers a comprehensive overview of projects funded under the program and highlights best practices. The platform serves as a useful tool in disseminating the outcomes of your project and makes available any tangible resources, products, deliverables and outputs which have resulted from funded projects.

4.10 Presentations and promotional material to support dissemination

The Ciro Project team will also take advantage of other opportunities that may arise to disseminate information about the project goals, progress, and outcomes to the stakeholder and other interested groups or organizations. Through the creation and use of a standardized project presentation), it will be possible to create and maintain the Ciro brand. Additional support material such as exhibition pop-ups and project leaflets has been produced for partners to use as part of their dissemination activities and focus group work.

Every six months all members consortium will be asked about its publications and its forecast about new publications related to Ciro project.

A project brochure and a flyer will be created and made available to each of the partner organizations and on the website for printing and distribution.

5. Metrics and status

Ongoing measurement and evaluation of the various dissemination tools and stakeholder engagement and campaign activity is a key component of the communications activity to enable us to refine methodology and approach.

The metrics and role of each dissemination tool are summarised in Table 1 below and is based on benchmarking and baselining involvement and developing month by month increase on metrics. In addition, a dissemination report provides a repository to capture details of the communication activities undertaken by the partners.

The following table also includes the status of the activities performed periodically. This is a live document that will be updated annually.

Table 1. Metrics and Status

Tool / Channel	Content	Metric	Expected results
Website	News, events, information downloads; feedback; consultation	No. of unique visitors; no. of downloads;	Running and 24 news on the internet
Twitter **Facebook** **LinkedIn**	News, events, information	No. of followers; No. of uses; quality of content shared	3 tweets/entrances per month
Press Release	As required e.g. Launch of the project; transnational meetings; launch of Ciro platform; Course material	Media coverage and exposure	6 press releases
Journals	Research papers; publications technical articles; health, social care, social inclusion themes	No. of journal papers submitted, published	38 informative publications (newspapers online/offline)and media appearances 5 publications and/or interviews on the radio/ tv

6. Reporting

The data collected in relation to all elements described in the section: Dissemination Tools above will be collated and briefly reported to the project team meetings. ARIEMA, as work package leader for dissemination, should be informed of all activities to feed them into the activity recording and updated communications plans.

Full reporting of the outcome measures above will occur annually and be provided to the funders as part of the annual project reviews.

7. Acknowledgement

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