



Co-funded by the Intelligent Energy Europe
Programme of the European Union

Deliverable 8.1

Communication Plan

EMSPI: Energy Management Standardization in Printing Industry

A. EMSPI Project / Background

MAIN OBJECTIVE OF THE EMSPI PROJECT

The EMSPI project —“Energy Management Standardization in Printing Industry”— promotes actions that will increase energy efficiency in European small- and medium-sized enterprises (SMEs) that are active in the printing industry.

The goal of the project is to secure maximum energy savings in the targeted SMEs by promoting the implementation of an Energy Management System based on the European standard EN 16001 and/or the global standard ISO 50001.

Experience shows that in spite of implementing potential energy savings measures to reduce energy consumption, many SMEs fail to obtain expected results, because a lack of organised, methodical management leads to uncontrolled energy consumption. The systematic approach proposed by this project offers a solution.

The objectives of the EMSPI project are as follows:

- To develop a specific adaptation of European standard EN 16001 and/or the global standard ISO 50001 for energy management in printing SMEs, facilitating the implementation of energy efficiency measures in the printing industry.
- To develop sector-specific implementation guidelines, including the use of existing approaches and tools (Green Marketing Plan, Sector Carbon Footprint Calculation...), in order to create systematic and continuous energy consumption savings in the medium and long term within a strategic and competitiveness-oriented framework;
- To implement the specific energy management standard at 100 SMEs (during the lifetime of the project) by using the previously developed guidelines for the printing industry.
- To identify barriers and opportunities for Energy Service Companies (ESCOs) in the printing industry across Europe;
- To enhance awareness of the benefits of energy efficiency tools among all the printing industry stakeholders in European countries;
- To train SME personnel as Energy Managers who will maintain energy savings and management procedures following implementation of the standard to save energy and costs;
- To strengthen the capabilities and skills of SME managers to achieve a “critical mass” or multiplier effect at industry level, in order to expand the developed set of tools and specific communication materials.

EMSPI focuses on energy savings in the printing industry, where there is a large untapped potential, building on successful previous IEE projects (such as EEI and BESS) and adding specific value in order to face new competitive challenges.

Key steps to achieve the expected outcomes:

- Update the energy diagnosis of the printing industry based on previous IEE projects;
- Analysis of results to develop an adapted specific Standard;
- Development of project materials;
- Gathering and selection of SMEs;
- Implementation of the adapted Energy Management System;
- Evaluation & Dissemination.

Major outputs & expected results

The project will produce the following major outputs:

- Tools and training materials for energy managers at printing SMEs:
 - Specific adaptation of the energy management standard EN 16001 and/or ISO 50001 for printing SMEs
 - Ad-hoc audit format for implementation of the Energy Management System;
 - Training materials for implementation of the Energy Management System;
 - Methods for energy analysis in the printing industry;
 - Performance indicators, including CO₂ footprint;
 - Manual for implementation of the Energy Management System;
 - Basic automatic templates.
- Guidelines to involve ESCOs: barriers and opportunities.
- A specific web page used by participating organizations, energy experts, SMEs, printing industry stakeholders;
- Dissemination actions (workshops, materials...);

Results:

In the short term, the following results are expected:

- Specific baseline audit energy management and potentials on energy efficiency improvement of 100 SMEs
- 100 SMEs with a fulfilled energy management system according to EN 16001 and/or ISO 50001.

B. EMSPI Project / Communication Strategy

MAIN OBJECTIVE OF THE COMMUNICATION STRATEGY

The **main goal of the communication strategy** is to disseminate the results and impact of the EMSPI project on a European and international scale.

SPECIFIC OBJECTIVES OF THE COMMUNICATION STRATEGY

- Support the training of Managers and staff of the 100 SMEs in which the guidelines and tools developed by EMSPI will be implemented.
- Create an updated database of private and public stakeholders and Media at the European and international levels.
- Disseminate the project results and impact among the database of private and public stakeholders and Media.
- Communicate the evolution and results of the dissemination workshops that will be organized during the life cycle of the project.
- Communicate the project's results and impact during technical events (seminars and conferences related to the issues addressed by the project).
- Submit a final evaluation and report on the impact of the communication strategy.

KEY MESSAGES

The different actions and activities of dissemination will be focused on spreading the following key messages:

- Show that EMSPI guidelines and tools contribute to decreasing energy consumption in the European printing industry.
- Explain how the achievements of the EMSPI project are the result of a strong cooperation among the project's partners and stakeholders.
- Explain how EMSPI project guidelines boost innovation among SMEs in Europe, and particularly within the printing industry.

TARGET AUDIENCES

The different actions and activities of dissemination will focus on the following key target groups:

- Managers and staff of the 100 SMEs in which the guidelines and tools developed by EMSPI will be implemented,
- Printing Industry enterprises in general,
- European, national and regional Printing Associations,
- Energy companies,
- Scientific and educational bodies related to the printing/graphic industry and to energy consumption
- Inspection and certification companies

The dissemination campaign will also be targeted to promote and raise interest in the project among European audiences in Brussels and through its contacts with European bodies and networks.

PARTNER'S COMMUNICATION TASKS

AIDO, as dissemination partner, will be in charge of the general implementation of the communication strategy as well as the organisation of the dissemination activities.

AIDO will also coordinate and evaluate the actions of each of the project partners, in the interest of achieving the objectives defined in the communication strategy and meeting all project deadlines.

Additionally, AIDO will draft the final evaluation and impact study of the communication strategy. In order to do so, throughout the duration of the project AIDO will store and classify all sorts of material, press articles, photographs, videos, etc. that refer to the EMPSI project and to the activities or actions carried out by its partners

All partners will contribute to the development and distribution of the dissemination materials. They will contribute by providing contents to:

- Produce and disseminate the web platform,
- Support the social media campaigns,
- Produce and disseminate newsletters, leaflets, a notice board, press releases, roller banners and presentations
- Produce and disseminate the final report on guidelines and tools.

Each partner will also be responsible for the organisation of the different workshops that will be held in their territory.

Apart from the production of dissemination material and the organisation of the different workshops, all partners will carry out dissemination activities on a regional and national level, using their own communication channels (own website, newsletters, press releases, leaflets, social media, etc.).

DISSEMINATION TOOLS

Tool. 1 - Web platform / Social media

The project website —a key point in communication planning— will be the main transnational discussion and information tool of the participants and the main means of dissemination among authorities and beneficiaries. An online platform will be activated where the beneficiaries and participants will be able to share experiences, documents, and suggestions, and to create opportunities for transnational contact.

Social networks: Wikipedia, Twitter, LinkedIn and Facebook.

Tool. 2 – The Project's visual identity

Visual identity plays a fundamental role in the communication planning. This is the overall image of the project in the minds of diverse stakeholders, target groups/ audiences.

The main goal of this task is to create the corporate branding of the project to build its identity according to its objectives and main values.

The implementation of this task includes:

- The creation of the EMSPI project's logo and selection of the colour palette.
- The creation of the visual identity guidelines. These guidelines will be a useful tool that will help partners to apply the project's graphic identity in a uniform way.

Tool. 3 - Dissemination material

Direct communication is complemented by other means, such as a corporate identity; online, print and audiovisual material (project factsheets, newsletters, roll-ups, etc.); and media relations.

The dissemination activities will be supported by the following dissemination deliverables:

Deliverable	Langs.	Issues	General features / Type of use
3.1 Newsletters	ALL	3	<p>The dissemination partner will lay-out three newsletters (A3 folded, colour, printed both sides), providing information about EMSPI project, its progress and results.</p> <p>To be distributed along the entire life cycle of the project in the different actions and activities which are part of the work plan, and the seminars and activities organized by third organizations in which the members of the EMSPI partnership will participate.</p> <p>This document will be made available online (on the project's website) to be disseminated among other stakeholders.</p> <p>This document will be translated in all languages of the Consortium members.</p>
3.2 Leaflets	ALL	2	<p>The dissemination partner will lay-out and print a two-page leaflet (A3, colour, folded and printed both sides), providing information about EMSPI project, its goals and the members of the Consortium.</p> <p>To be distributed along the entire life cycle of the project in the different actions and activities which are part of the work plan, and the seminars and activities organized by third organizations in which the members of the EMSPI partnership will participate.</p> <p>This document will be made available online (on the project's website) to be disseminated among other stakeholders.</p> <p>This document will be translated in all languages of the Consortium members.</p> <p>Number of copies per version: 500 copies (English version) / recto-verso. 250 copies (Other languages) / recto-verso</p>
3.3 Notice board	ALL	1	<p>This is a one-page leaflet (format A2/A1), summarising the project and describing the main goals and expected results of the project.</p> <p>This document will be translated in all languages of the Consortium members.</p>

			Number of copies: 2 copies per language version.
3.4 Press releases	EN	6	<p>A total of two articles per year (during the life cycle of the project) related to the issues of the EMSPI project, will be distributed among the database of the project's partners.</p> <p>The dissemination partner will be in charge of the pan-European media, while each partner will be in charge of its own regional and local media.</p> <p>Only one and common English version of this document will be available.</p> <p>This document will be made available online (on the project's website) to be disseminated among other stakeholders.</p> <p>The translation into local languages of this document will be the responsibility of the project's partners.</p>
3.5 Wikipedia profile	EN	1	<p>The dissemination partner will draft an article about the project on Wikipedia. The article will include: objectives of the project, target group, tools, results and partnership.</p> <p>Since its creation in 2001, Wikipedia has rapidly grown into one of the largest reference websites, attracting more than 21 million visitors monthly by 2014. There are more than 4,550,285 articles over 281 languages. Every day hundreds of thousands of visitors from around the world make thousands of edits and create thousands of new articles to enhance the knowledge contained in the Wikipedia encyclopaedia.</p>
3.6 Roller-banner	EN	2	<p>In order to complement the dissemination activities during public events, such as conferences and exhibitions, one banner per associated partner (roll-ups - 200x80 cm), in English, will be designed and produced.</p> <p>This deliverable will be produced and delivered at the beginning of the life cycle of the project.</p> <p>Only one and common English version of this document will be available.</p> <p>This document will be made available online (on the project's website) to be disseminated among other stakeholders.</p>
3.7 Presentations	EN	1	<p>The dissemination partner will create a PPT presentation (PowerPoint/Prezi template) that will include the main information about the project and its expected results.</p> <p>This tool will be distributed among the partners at the</p>

			<p>beginning of the life cycle of the project, and depending on its progress and the obtained results, the template will be modified.</p> <p>Only one and common English version of this document will be available.</p> <p>This document will made available online (on the project's website) to be disseminated among other stakeholders.</p> <p>The translation into local languages of this document is optional and would be the responsibility of the project's partners.</p>
3.8 Final report of guidelines and tools	EN	1	<p>The dissemination partner will produce a final report (8 - 16 pages) highlighting the approach and methodology of the EMSPI project, describing the implementation process in every participating region and the partners' conclusions and achievements.</p> <p>The final brochure will be distributed during the EMSPI final workshop and made available online to be disseminated among other stakeholders.</p> <p>Number of copies per version: 300 copies / recto-verso.</p> <p>Only one and common English version of this document will be available.</p> <p>This document will made available online (on the project's website) to be disseminated among other stakeholders.</p> <p>The translation/production into local languages of this document is optional and would be the responsibility of the project's partners.</p>

Tool. 4 - Dissemination workshops

A total of 5 national dissemination workshops will be organised, one in each country, with the goal of disseminating and communicating to the printing SMEs the objectives, tasks and/or achieved results of the project. These workshops will be organized in Spain, Germany, the Czech Republic, Denmark and The Netherlands in cooperation with the National Associations. They will be used for promoting energy efficiency within the printing sector. They will be also used for the selection of SMEs to participate in the implementation stage.

4.1 National participants selection workshops

Objective(s): Dissemination of the project tools, awareness and knowledge transfer about Energy Management in the Printing Industry Selection of SMEs participating in the project			Target group(s): Printing SMEs, National and/or Regional Associations
Months: 15-16	Duration: 1/2 day	Attendees: 20 per country / 100 in total Quantity of events: 5	Countries: Spain, Germany, Czech Republic, Denmark and The Netherlands

4.2 Training Implementation Workshop

Objective(s): Starting point of the implementation process in the SMEs. Selected Energy Managers (100) will attend 1 workshop with 2 different parts: Energy and EMS implementation guidelines workshops			Target group(s): Energy Managers of selected SMEs
Months: 17-18	Duration: 1 day	Attendees: 20 per country / 100 in total Quantity of events: 5	Countries: Spain, Germany, Czech Republic, Denmark and The Netherlands

4.3 Final Implementation Workshop

Objective(s): Review and assess the main findings and conclusions from this first batch of implementations. Participants will share findings and experiences in order to improve future implementation in other companies as well as their own EMS continuously, using this information as input for the project validation.			Target group(s): Energy Managers of selected SMEs
Months: 29-30	Duration: 1/2 day	Attendees: 20 per country / 100 in total Quantity of events: 5	Countries: Spain, Germany, Czech Republic, Denmark and The Netherlands

4.4 Validation workshops with stakeholders

Objective(s): Results will be presented to main stakeholders related to Energy Efficiency in the Printing Industry. Main conclusions and results will be incorporated into the project's website to facilitate dissemination.			Target group(s): National printing Associations, Energy agencies, Standard development organizations, ESCOs, Scientific & educational organizations, any other stakeholder involved in the printing industry.
Months: 29-30	Duration: 1/2 day	Attendees: 5-10 Quantity of events: 5	Countries: Spain, Germany, Czech Republic, Denmark and The Netherlands or a global European workshops

4.5 Workshops summary report

At the end of each workshop, the organising partner will draft a report on the outcome, which should include: photographs and video taken during the event, press releases, and any other dissemination material generated at the workshop.

ANNEX I. SCHEDULE

Tool	YEAR 01				YEAR 02				YEAR 03			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Quarter 1	Quarter 2	Quarter 3	Quarter 4
	Months 1-3	Months 4-6	Months 7-9	Months 10-12	Months 13-15	Months 16-18	Months 19-21	Months 22-24	Months 25-27	Months 28-30	Months 31-33	Months 34-36
1. Web platform / Social media	Design and production	Delivery	Management									Keep online >>
2. Project's visual identity	Design and production	Delivery	Distribution									Keep online >>
3. Dissemination material												
3.1 Newsletters												
3.1.1 - Issue 1	Design and production	Delivery	Distribution									
3.1.2 - Issue 2			Design and production	Delivery	Distribution							
3.1.3 - Issue 3						Design and production	Delivery	Distribution				Keep online >>
3.2 Leaflets												
3.2.1 - Issue 1	Design and production	Delivery	Distribution									Keep online >>
3.2.2 - Issue 2						Design and production	Delivery	Distribution				Keep online >>
3.3 Notice board												
3.3.1 - Single issue	Design and production	Delivery	Distribution									Keep online >>
3.4 Press releases												
3.4.1 - Release 1	Release 1											Keep online >>
3.4.2 - Release 2		Release 2										Keep online >>
3.4.3 - Release 3				Release 3								Keep online >>
3.4.4 - Release 4						Release 4						Keep online >>
3.4.5 - Release 5								Release 5				Keep online >>
3.4.6 - Release 6										Release 6		Keep online >>
3.5 Wikipedia profile												
3.5.1 - Single issue	Design and production	Release	Updating and upgrading									Keep online >>
3.6 Roller-banner												
3.6.1 - Single issue	Design and production	Delivery	Implementation									Keep online >>
3.7 Presentations												
3.7.1 - Issue 1	Design and production	Delivery	Implementation									Keep online >>
3.7.2 - Issue 2 (upgrade)						Upgrade	Delivery	Implementation				Keep online >>
3.8 Final brochure												
3.8.1 - Single issue								Design and production	Delivery	Distribution		Keep online >>
4. Dissemination workshops & reports												
4.1 - National participants selection workshops			Workshops organisation	Workshops celebration	Workshop reports							Keep online >>
4.2 - Training Implementation Workshop				Workshops organisation	Workshops celebration	Workshops reports						Keep online >>
4.3 - Final Implementation Workshop						Workshops organisation	Workshops celebration	Workshops reports				Keep online >>
4.4 - Validation workshops with stakeholders						Workshops organisation	Workshops celebration	Workshops reports				Keep online >>
4.5 - Workshop reports (after the workshop finalizing)												Keep online >>



Co-funded by the Intelligent Energy Europe
Programme of the European Union

ANNEX II. CORPORATE IDENTITY MANUAL



I. Terms and conditions of uses

The EMSPI Project logo may be used only if:

- Permission is requested and granted before the logo is used.
- It is not used in connection with objectives or activities which are incompatible with the aims and principles of the EMSPI project.
- The logo shall be used in its entirety without distorting, modifying or separating its component elements.
- Permission to use the EMSPI logo does not confer on those to whom it is granted any right of exclusive use, nor does it allow them to appropriate the logo, either by registration or any other means.
- Each case will be evaluated individually to ascertain whether it satisfies the criteria set out above.

II. Resquests for permission to use the EMSPI Project logo

Requests for permission should be submitted to the following e-mail addressse:

David Pérez Roselló (dperez@AIDO.es)

III. Placement of the logo

- Background features must not compromise the integrity and visibility of the logo.
- The logo is unalterable and inseparable in all its components and elements.
- In order to guarantee the branding visibility and integrity, the logo it should be soureounded by a clear space (protected area), which no other element (text or image) can overset upon.
- If the background would distort with the logo, the protection area around the logo should be white or marked with a flat colour.



IV. Co-branding

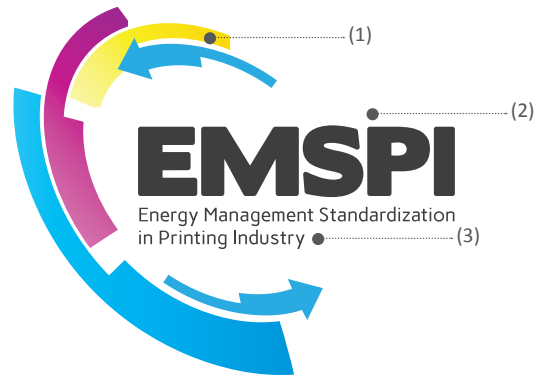
- For co-branding with members of the EMSPI Project partnership, make sure that the project's logo gains more notoriety among other logos.
- For co-branding with third organizations, make sure that all logos have equal and balanced visual weight and alignment.
- The protocol order of application should be evaluated individually.



V. Composition of the logo

The EMSPI Project logo is composed of the following three elements:

- (1) Graphism: representing the energy management cycle within the printing industry. Blue's arrows make reference to the cycle of energy.
- (2) Acronym of the project: will always be written in capital letters (EMSPI)
- (3) Current slogan of the project "Energy Management Standardization in Printing Industry".



VI. Colour palette

The four colours that integrate the Palette of the EMSPI logo represent the four main colours of the ink printing system :



C100 M0 Y0 K0
R0 G174 B239



C0 M100 Y0 K0
R236 G0 B140



C0 M0 Y100 K0
R255 G242 B0



C0 M0 Y0 K100
R0 G0 B0

The Graphic anagram has a gradient effect with the following features (apply for Adobe Illustrator CC):

- Type: linear
- Stroke: no apply
- Angle: 0°
- Opacity: 100%
- Location: 50%

VII. Types of fonts

The fonts that composes the EMSPI logo are the following:

Acronym: BorisBlackBloxx-Regular (no-effects)

A B C C H D E F G H I
J K L L L M N Ñ O P Q
R S T U V W X Y Z
a b c d e f g h i j k l l m
n ñ o p q r s t u v w x
y z + - ; , [] { } _ : .

Slogan: Carme regular (no-effects)

A B C C H D E F G H I J K L
L L M N Ñ O P Q R S T U V
W X Y Z
a b c d e f g h i j k l l m n ñ
o p q r s t u v w x y z + - ; ,
[] { } _ : .

VIII. Use of secondary typographies

It is also recommended the use of one of the following family fonts:

- EC Square Sans Pro - Medium
- Calibri
- Myriad
- Trebuchet
- Tahoma
- Verdana
- Garamond

IX. Standard logo's versions

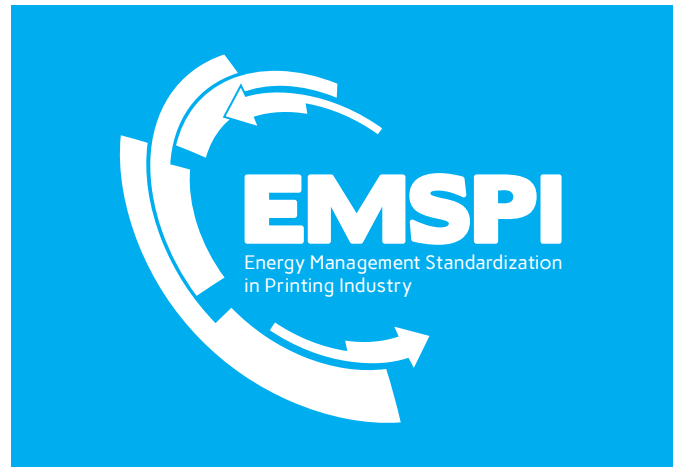
CMYK full-color printing (positive):



Black – for black & white printing (positive):



Negative versions:



X. Logo minimum sizes

In order to avoid visibility problems after the printing process, it is not recommended to reproduce the EMSPI logo smaller than 35 mm.

Only if necessary, can be omitted the use of the slogan within the logo (Ex: In the Header of the website, wherein the slogan could be highlighted in a different way).



XI. Additional elements

The graphism of the logo can be used separately, as a supporting image or background. But it must be represented respecting the colours and applications proposed for this Visual identity Manual.

This element can also be used as:

- “Favicon-icon” on the web site.
- Shadow effect (only recommended for web platforms and digital media)

