



Grant agreement no.: FP7-229947

## **INRES**

### **Insular regions cooperating for maximising the environmental and economic benefits from research in Renewable Energy Sources**

Seventh Framework Programme – Capacities (Regions of Knowledge)  
Support Action

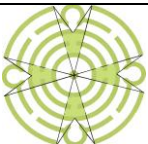

#### **Work package 5 (Dissemination & Communication) Deliverable 5.1 (Dissemination & communication plan and presentation of the running website)**

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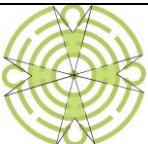

**Submission date:** March 2012

Dissemination level - Confidentiality		
<b>PU</b>	Public	X
<b>PP</b>	Restricted to other programme participants (including the Commission Services)	
<b>RE</b>	Restricted to a group specified by the consortium (including the Commission Services)	
<b>CO</b>	Confidential, only for members of the consortium (including the Commission Services)	

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## 1. Introduction

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The full title of the INRES project is INsular regions cooperation for maximising the environmental and economic benefits from the research in Renewable Energy Sources. It covers a period of 30 months from 1 Apr 2009 until 30 Oct 2011. The total budget is 982,000 EUR financed at a rate of 88% by the European Commission (Support Action, SP-4 Capacities, FP7-Regions-2008-1, grant agreement number 229947).

The project concerns the three European insular regions: Canary Islands (Spain), Crete (Greece), and Samso (Denmark). The topic is renewable energy sources (RES), and the main objectives of the project are (Annex 1):

- to analyze the state of the art among the partners,
- to build a network, and
- to implement a common action plan for developing renewable energy technologies that support the self-sustainability of the islands.

The expected results are:

- Trans-regional policy cooperation and learning.
- Acknowledgment and better exploitation of linkages between regions and increasing the potential of technology transfer dynamics beyond the regional dimension.
- Team building across regions.
- Sharing of knowledge.
- Networking among partner regions and with other European regions that have obtained good results from RES technologies implementation.

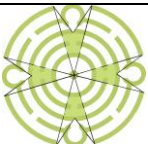

The consortium consists of three research driven clusters of three partners from each island region: a public authority, a research centre, and an enterprise. A tenth partner from Rome facilitates inter-regional communication and analysis.

## 2. Components and Tasks of the Plan

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In summary, the dissemination and communication strategy is based on the chronological progress of the project, as the deliverables feed into the dissemination activities. The scheduled project meetings form the skeleton of the strategy.

Thus, each project meeting will be joined with an inter-regional workshop, a meeting of the regional assessment committee (RAC), and a staff exchange (Table 1). For example, for the project meeting in Crete in 2010, Samso and Tenerife will try to bring staff or skilled craftsmen to Crete, so that everybody will be gathered, but doing different activities. As a part of the staff exchange we will set up a learning activity preferably on the Web.

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The plan contains six tasks T5.1 - T5.6 defined below. Table 1 (last page of this document) shows the relationships between the tasks.

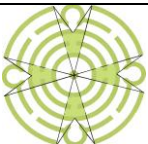

### **T5.1 Definition of a Communication and Dissemination Strategy**

The objectives are (grant agreement, Annex 1):

- To enlarge and reinforce the impact of the INRES actions to further regional key actors (public administrations, research institutions, sector relevant enterprises, scientific and industry experts, etc.) within the project regions;
- to define and implement an effective and well targeted information and communication campaign directed to the SMEs in order to encourage the adoption of RES innovative technologies;
- to participate to several workshops in different EU regions in order to create and multiply the learning opportunities for the regional clusters, partner in the project;
- to promote project objectives and achieved results to other regional key actors external to the network's geographic coverage;
- to enhance the impact and guarantee the maximum visibility of the project at European level; and
- to ensure the dissemination of project results and sustainability of the actions.

We will develop a network between the participant regions in order to share experiences and written material (educational, promotional). The project will thus organize three regional, and three inter-regional workshops. Furthermore we will organize exchanges for a number of staff members or local craftsmen. We have agreed on the following schedule.

- *2009 on Gran Canaria and Samso.* We have already had the kick-off meeting (Canarias) and a project meeting (Samso). At the Samso meeting the participants laid out the skeleton of the schedule.
- *April 2010 on Crete.* We plan to have the next meeting on 26 - 28 April 2010. On day 1 we will have a project meeting, on day 2 we organize an inter-regional workshop, and on day 3 we organize a meeting of the regional assessment committee (RAC). During the same period, we organize a staff exchange, and all the participants join in the inter-regional workshop on day 2.
- *Sep 2010 on Samso.* We repeat the same organization, where we bundle our project meeting on day 1 together with an inter-regional workshop on day 2, and an RAC meeting on day 3.
- *Mar 2011 on Canarias.* The same organization

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#### Target group

- Internal to the regions: public administrations, research institutions, relevant enterprises, scientific and industrial experts, skilled craftsmen.
- External to the regions: politicians, journalists, students, scientists.
- In SMEs: Owners, managers, technicians
- Between project partners: engineers, skilled craftsmen, managers, project managers, and development staff.

### T5.2 Creation of the project promotional material

The project leaflet will be on paper, and it will contain:

- The logo,
- a description of the activities,
- technologies already applied in the islands,
- technology foresight,
- contact details, and
- a reference to the website.

The regional representatives may translate it into their national language, if necessary. The logo appears in the header of this document. The round logo symbolizes a village square, an *agora*, where people meet to discuss, trade, and make arrangements for the future. It is available in several formats for Web and printing.

#### Target group

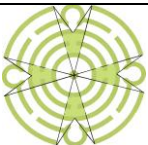

- website visitors
- readers of our promotional material
- readers of our deliverables
- EU databases

### T5.3 Website creation and administration

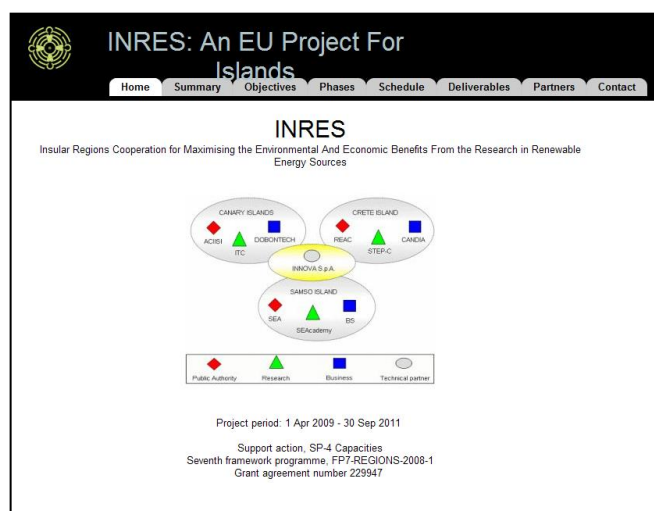
The **website** has been created and is up and running since May 2009<sup>1</sup>. It contains:

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<sup>1</sup> <http://www.inresproject.eu>

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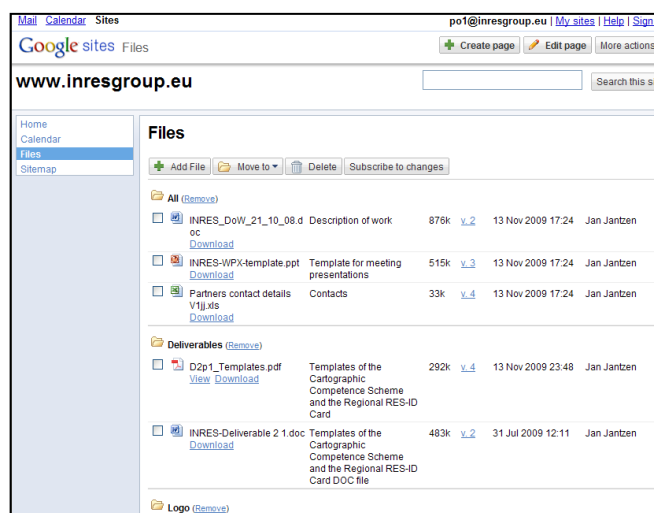
- Summary: description of INRES tasks and expected outcomes.
- Objectives: state of the art, network, action plan.
- Project phases: analysis, cross-learning and mentoring, and joint action plan diagram.
- Project schedule: Gantt chart of the project.
- Deliverables: including the list of public deliverables, with access to the PDF files.
- Partners: list of partners and access to their websites.
- Contact details of coordinator and webmaster.



The website should further include 'services' when these have materialised; these could be training activities. There is further an independent, **internal**, and password protected **website**<sup>2</sup>. It is for the project partners and their collaboration. It contains:

- Message board.
- Calendar, with start dates and end dates of INRES actions, as well as deadlines for deliverables.
- File upload area, including INRES relevant documents, such as minutes, presentations, deliverables and dissemination material.
- Mail list for the members.

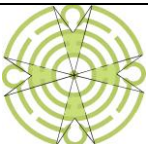

A mail list for subscribers will be created, so that for instance SMEs can be alerted of any news or requests.



We have further an educational server on which we intend to collect educational material. It contains the distance learning environment Moodle<sup>3</sup>. At our second INRES project meeting it turned out that all partners have Moodle, and that is a major opportunity to exchange teaching material and even courses.

<sup>2</sup> <http://www.inresgroup.eu>

<sup>3</sup> <http://seacourse.dk/moodle/>

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We have furthermore installed a so-called Wiki<sup>4</sup>, in which we can contribute web pages of learning material, as they are built. We plan to build an online handbook for renewable energy islands, and this will be used in connection with the staff exchanges planned.

#### Target group

- INRES partners and craftsmen
- politicians, journalists, students, scientists
- EU officers
- enterprises

#### T5.4 Database Creation and Management

A database of local players will be set up with input from the cartographic competence schemes (work package 2). It will be on the internal website, since it will contain personal information of our contacts. But it will be accessible to the project officer, who already has a user ID.

We will insert public information on a world climate action map<sup>5</sup>. It is intended for cities and municipalities with climate projects and buildings, and its objective is to educate, inform, and inspire.

#### Target group

- governments and municipalities
- renewable energy communities and projects
- enterprises
- potential travellers / visitors

#### T5.5 Performing Dissemination to Selected Target Groups

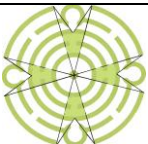

The partners will participate in a *main dissemination event* toward the end of the project. It will provide an opportunity to present the actions in the joint action plan (JAP) to a broad community.

Besides, partners commit themselves to participate in at least *three dissemination events*. Some of the events that are taken into consideration are:

- European Renewable Energy Policy Conference
- Renewable Energy Exhibition
- European Photovoltaic Solar Energy Conference and Exhibition

<sup>4</sup> <http://seacourse.dk/wiki>

<sup>5</sup> <http://www.climateactionmap.org>

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- European Energy Wind Conference and Exhibition
- UN Climate Change Conference

The participation will be decided during the course of the project. One candidate event is the *Week of Innovative Regions in Europe* which is held in Granada 15 - 17 Mar 2010, hosted by the Spanish government<sup>6</sup>. Here we plan to participate with a presentation and/or a poster.

The Spanish cluster of INRES has already presented the project at a workshop in the island of Martinique. The workshop was organized by the Conseil Régional de la Martinique and the European Commission (DG Regio, DG Research). The INRES project was selected as a Regions of Knowledge project with the participation of remote regions. A video was prepared, and it is available from the Internet<sup>7</sup>.

#### Target group

- participants to the event
- journalists

### T5.6 INRES Project Performance Assessment

The impact of INRES is to be measured by means of a survey among SMEs in two parts. Part one will be conducted early in the project, and SMEs will be asked:

- to express an opinion on the current RES policies,
- to assess the existing measures for encouraging the research transfer to SMEs, and
- whether the SMEs are aware of existing measures in other regions.

Part two will be conducted at the end of the project. It will be based on the same questions in order to evaluate the impact of INRES.

#### Target group

- SMEs
- other EU projects
- governments and municipalities



### 3. Expected Outcomes of the Plan

Looking back to the project objectives (Introduction), the plan is expected to contribute to trans-regional policy cooperation and learning, especially due to the staff exchange and the meetings. These

<sup>6</sup> <http://www.micinn.es/wire>

<sup>7</sup> <http://www.cognosfera.tv/index.php?id=174&modores=recientes&tag=&categoria=&tema=&pagina=&fecha>



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will naturally enhance the team building across regions. Due to the website and the reports there will be a sharing of knowledge, particularly through the use of web-based learning.

The networking with other European regions will be encouraged through the participation in external events, especially the main international event toward the end of the project.

