Grant Agreement: 785125

Call identifier: H2020-EE-2017-CSA-PPI

Project full title: STEP-IN - Using Living Labs to roll out Sustainable Strategies for Energy Poor Individuals

STEP-IN

D6.1 Strategy and planning of communication activities

Deliverable lead beneficiary: ARTTIC

Authors: Stefanie Kirschke, Balazs Kern

Internal Technical Auditor	Name (Beneficiary short name)	Date of approval
Task leader	Balazs Kern (ARTTIC)	29.11.2018
WP leader	Thomas N. Mikkelsen (VaasaETT)	30.11.2018

Abstract: Report describing the measures to be taken to increase public awareness for the project and widely distribute project results to different target audiences.

Due date (according to DoA): 30.11.2018

Actual submission date: 30.11.2018

Publication date: 30.11.2018

Project start date: 01.06.2018   Project duration: 30 months

Dissemination Level

PU   Public

Table of Contents

Executive Summary

The main objective of the STEP-IN communication plan D6.1 is to ensure that the potential impact of the project and its results will be achieved at consumer, societal and policy levels.

The target groups and specific goals and measurements for each group are defined and described in detail in section 2.

Several communication activities necessary to communicate key project milestones and results to a wide range of audiences are outlined in section 3:

- STEP-IN visual identity and logo
- STEP-IN templates
- Public website
- Use of social media
- PR and communication material
- STEP-IN CMT for stakeholders
- STEP-IN events (energy cafés, workshops, summer schools, public conference)
- Scientific publications and presentations

Section 4 describes the key performance indicators (KPI) that will be applied to monitor the effectiveness of the communication measures.

1. Introduction

STEP-IN will develop an innovative global methodology for the effective analysis and tackling of energy poverty. The project will then prove this methodology by deploying tailor-made actions to support specific groups of vulnerable consumers in tackling energy poverty, by setting up a network of Living Labs across Europe. Furthermore, through engagement with local, national and EU stakeholder groups and experts it will define future policies for the reduction of energy poverty. It will assist vulnerable consumers in highly challenging situations including those living in low quality housing, rural areas and mountainous regions. The emphasis will be on ethical energy consumption, for example ensuring levels of comfort are maintained or improved while minimising rebound effects and limiting additional environmental impacts.

In order to support the completion of the abovementioned goals, STEP-IN will deploy a broad range of communication measures to maximise the impact of project results. STEP-IN will communicate the results and the project concept to raise awareness among the different stakeholder groups. The consortium is going to communicate the project progress and outcome in a way that will address target audiences during the complete project life cycle appropriately and to create sustainable impact.

2. Target groups and communication strategy

The communication plan establishes a comprehensive strategy for the communication of project relevant information and results to different target groups.

STEP-IN aims to deploy a broad range of communication measures to maximise the impact of project results. STEP-IN will communicate the results and the project concept to raise awareness among the different target and stakeholder groups. The consortium will communicate the project progress and outcome in a way that will appropriately address target audiences during the complete project life cycle and create sustainable impact.

2.1 The STEP-IN target groups

- **Local/regional authorities:** STEP-IN will present potential approaches for tackling energy poverty under comparable circumstances and will give access to project results.
- **Consumer and advocacy groups, and practitioners:** STEP-IN will present findings on innovative funding schemes (e.g. refurbishment schemes, alternative financial methods – time banking), and present potential approaches for tackling energy poverty under comparable circumstances.
- **EU and national policy makers and regulators:** STEP-IN will inform about policy issues addressed by the consortium, it will promote solutions adapted to all the specificities of the EU countries, it will connect to other energy poverty CSAs, thus enabling and participating in the dialogue.
- **Industrial representatives:** STEP-IN will enable them to participate information/awareness campaigns by inviting them to energy cafés.
- **Academia and Think Tanks:** STEP-IN will valorise the work of partners at international scale, and will share knowledge and practice and encourage exchanges and future collaborations
- **Wider European public:** STEP-IN will contribute to create and raise awareness of the issue of energy poverty and will present success stories.

2.2 Objectives and measures per target group

Target Group	Objectives	Communication measures
Local/Regional authorities	- To present potential approaches for tackling energy poverty under comparable circumstances - To give access to project results - To encourage cooperation between public authorities and stakeholders - To communicate the STEP-IN results to local/regional policy-makers and pressure the political agenda	- Public website - Social media accounts - Working group meetings - Presentations, panel discussions, round tables - Invitation to energy cafés
Consumer and advocacy groups, and practitioners	- To present potential approaches for tackling energy poverty under comparable circumstances - To present findings on Innovative funding schemes - Assuring the link between STEP-IN and other national, regional and local networks	- Working group meetings - Brochures and flyers - Social media accounts - Brokerage events - Invitation to energy cafés

Target Group	Objectives	Communication measures
EU and national policy makers and regulators	- To communicate the STEP-IN results to policy-makers across Europe - To formulate policy recommendations based on STEP-IN's findings within the EC - To promote solutions adapted to all the specificities of the EU countries - To inform about policy issues addressed by the consortium - Seeking support to connect to other energy poverty CSAs, thus enabling and participate in the dialogue	- Public website - Brochures and flyers - Social media accounts - Presentations, panel discussions, round tables - Invitation to energy cafés - Working group meetings - Events, such as Policy Information Days, European Parliament's Committee on Industry, Research and Energy, and others
Industrial representatives	- To present approaches to tackle the issue of energy poverty - To enable them to participate in information/awareness campaigns - To give insights on the drivers of consumer behaviour	- Brochures and flyers - Social media accounts - Working group meetings - Invitation to energy cafés
Academia and Think Tanks	- To share knowledge and practice - To encourage exchanges and future collaborations	- Peer reviewed publications - Satellite sessions at major conferences (e.g. WREC and PLEA) - Presentations, panel discussions, round tables, workshops - Working group meetings
Wider European Public	- To create and raise awareness of the issue of energy poverty - To communicate the project's results	- Public website - Social media accounts - Brochures and flyers - Press campaign to raise press attention / coverage - Project flyers in the national languages used in the Living Labs - Participation in the Citizens' Energy Forum

3. Communication tools and measures

3.1 STEP-IN visual identity

A project visual identity has been developed by a professional designer at project start. The objective of the STEP-IN visual identity is to provide the project with a recognisable and coherent image by visible elements, such as colour, form, and shape. The STEP-IN visual identity contains a project logo, colours, standardised templates, and the project website.

Further, the following considerations have been made when developing the project's visual identity:

- STEP-IN deals with energy poverty, a topic that can be stern, sad and discouraging.
- It has been decided to present the project in a positive, vibrant, active and versatile manner, in fact, completely opposite from the thematic topic.
- Therefore, vivid colours have been selected for the project visual identity: blue as strong, trustworthy colour; yellow for a human, friendly touch; green to represent positiveness and sustainability. The combination of the colours translates to a trustworthy, friendly, human project (approach) which is supportive and sustainable.

3.2 STEP-IN logo

Figure 1: STEP-IN logo without tagline

The following colours are being used for STEP-IN:

	RGB	16 / 95 / 176
	CMYK	91 / 61 / 0 / 0
	HEX	155faa

	RGB	237 / 186 / 43
	CMYK	7 / 27 / 89 / 1
	HEX	edba2b

	RGB	115 / 176 / 55
	CMYK	62 / 6 / 96 / 0
	HEX	73b037

	RGB	77 / 77 / 77
	CMYK	62 / 52 / 50 / 48
	HEX	4d4d4d

	RGB	151 / 171 / 186
	CMYK	45 / 25 / 21 / 3
	HEX	97abba

Figure 2: STEP-IN colours with codes

3.3 STEP-IN templates

PowerPoint and Word templates have been created, using the overall project visual identity. All partners are encouraged to make use of the project templates to ensure a coherent appearance when presenting the project.

Further templates, e.g. for publications, newsletter, etc. will be created in the course of the project as needed and requested by the project partners.

3.4 STEP-IN public website

The public website is the main entry point to the project and presents the project concept, the project´s mission, the consortium, the recent news and press releases, and upcoming and past events. A special section is devoted to the Living Labs.

The public website has been designed and established to reach all target groups. The website was launched at the end of November 2018 and can be reached at www.step-in-project.eu.

The website informs about the main objectives of STEP-IN and focuses on the central methodology, the Living Lab approach. The three Living Labs that will be carried out in the project are described in detail. The website features a dedicated Network of Interest section which lists all those stakeholders who support the project in one way or another. This section will explain the benefits of being a member of the Network and will provide the opportunity to potential new stakeholders to request to become members (requests will be evaluated by the consortium/stakeholder engagement team). After registration, a direct link to the Community Management Tool (CMT, see section 3.7) will be enabled. Here, stakeholders will be provided with more detailed information on the project and will be enabled to communicate and exchange knowledge and best practice in a password-protected workspace. Invitations to new stakeholders will be included to expand the network.

The website provides media relevant information in a dedicated media centre (for policy makers, press, authorities). Information about the STEP-IN consortium is provided in a Partners section, bringing to-gether detailed information and contact details for each of the project partners.
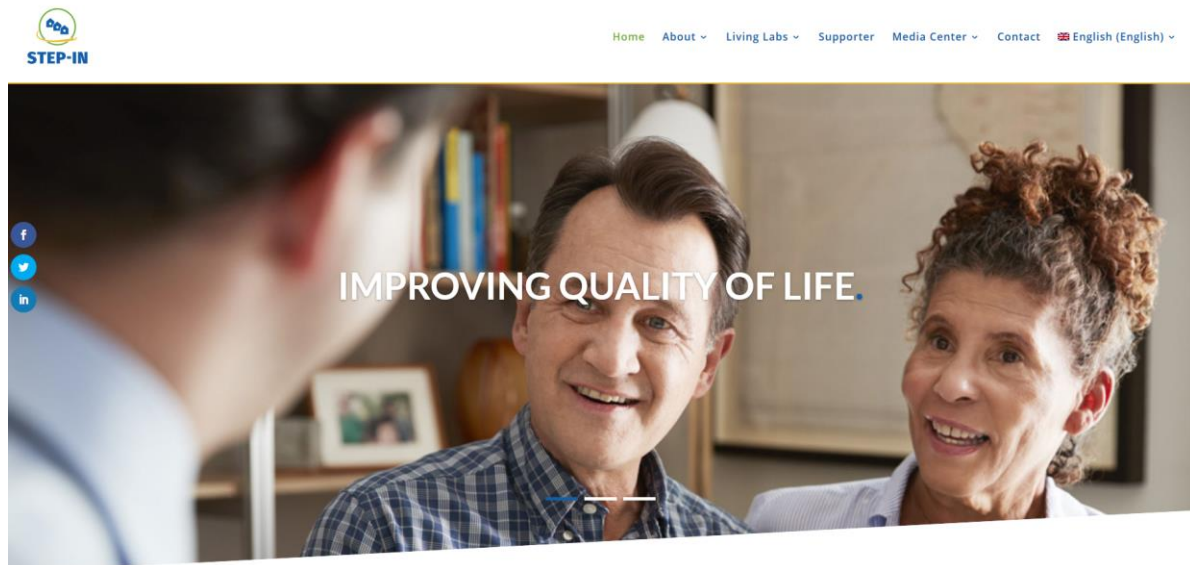
Figure 3: Header on the STEP-IN homepage

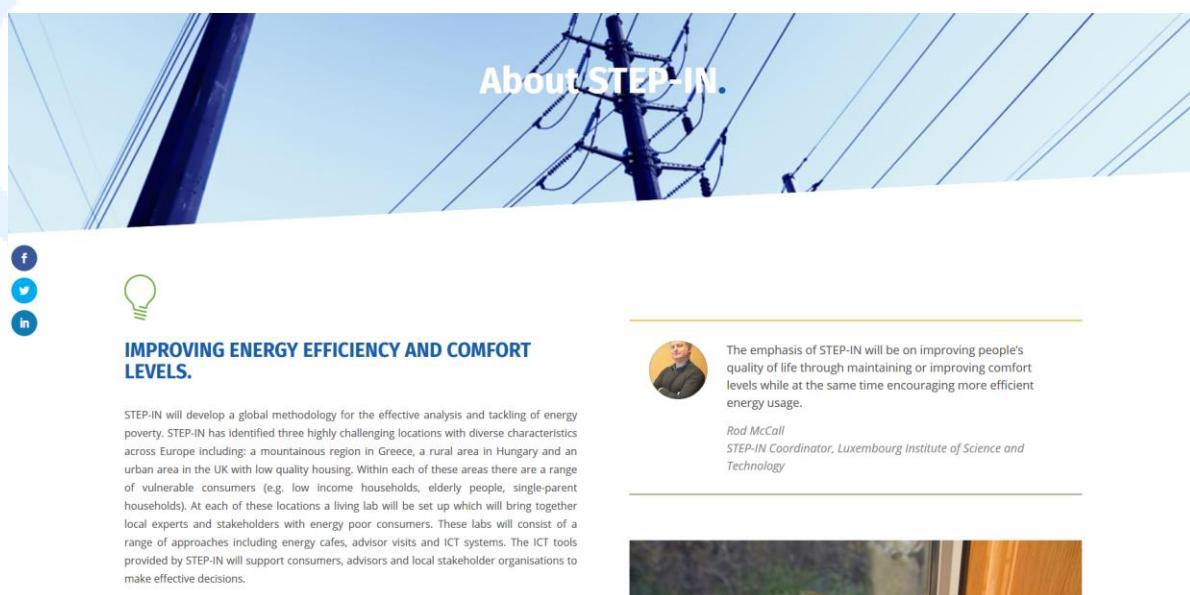*Figure 4: Page About STEP-IN*

The website will be managed and regularly updated by the Project Administrative Support Team (PAST).

3.5 Use of social media

Social media provides the opportunity to connect to the most different groups on a broad level in a very resource-conscious manner. To this end, STEP-IN will use different social media channels to reach out to the different target groups:

- Twitter: A Twitter account has been set up and will be used to communicate about project news, project publications, press releases, release of the website, launch of Living Labs, at project events, about involvement of important stakeholders, etc. The tool is being used to reach a wide range of target groups such as policy makers, consumer and advocacy groups, practitioners, industry, the scientific community, but also a wider interested public
- LinkedIn: A dedicated LinkedIn project page has been set up for STEP-IN. It focuses on the industrial, scientific and policy target groups.
- Facebook: A Facebook account will be created to reach consumers the project will work with in the Living Labs (and beyond).

In addition to the above-mentioned social media channels, others can be set up anytime based on the needs of the project and e.g. individual stakeholders or working groups.

3.6 PR and communication material

Flyers, newsletters, brochures, and posters for different target audiences, from the general public to industrial and policy stakeholders, will be produced. Special communication material will be produced in preparation of the STEP-IN events (see section 0). LIST and VaasaETT with the support of the PAST will coordinate the communication material and releases.

All communication material (including website, print, etc.) will contain the following information:
- Project logo;
- Project acronym;
- Mention of the EC and Horizon 2020 programme funding;
- EU disclaimer ("This publication reflects only the author's views and the European Commission or its delegated agency EASME is not responsible for any use that may be made of the information it contains")
- Main contact details for the project. This will typically be the coordinator and the PAST, but may be another contact person depending on the type and purpose of the communication material (e.g. relevant national partners for the different Living Labs);
- The address of the STEP-IN public website (www.step-in-project.eu)

Electronic material and copies/highlights of non-electronic material will be stored on the STEP-IN collaborative website and made available to all partners. The project partners will use this material for their own project communication activities.

All communication material will also be made available on the public website (see section 3.4) and will be distributed during STEP-IN project events and external events such as relevant conferences.

Public relations: A dedicated network for <u>media relations</u> will be created on the CMT to keep close contacts with the media/press and regularly feed them with the latest information related to the project developments and outcomes. The members of the consortium will also liaise with their own press departments to make sure that they are connected to this particular network and that they can relay the information released over the project lifetime, and therefore expand the outreach of the project's outcomes. A media specialist will be appointed to curate and moderate the network, therefore ensuring its sustainability.

When appropriate, STEP-IN will prepare carefully drafted <u>press releases</u>, ensuring efficient broadcasting of the results. In addition, summaries of results will be posted on the project website and, in keeping with international copyright laws, linked to an abstract or the full text of the peer-reviewed article.

Lead: VaasaETT and ARTTIC, supported by all

Political communication: Project results will be communicated to European policy makers via events (e.g. dinner debates of European Energy Forum) and white papers. As a number of key policy makers have already agreed to support STEP-IN it will be able to have an impact in terms of uptake and citations. Further, STEP-IN members will leverage on their existing contacts to local and regional authorities and will invite them to visit to the Living Labs and present the project findings, such as schemes used in other living labs, etc.

Lead: LIST and VaasaETT, supported by all

Project Flyers: A project flyer will be developed within the first year of the STEP-IN project. It will contain detailed information on the project and the consortium. It will be distributed among all partners and presented at conferences, open information days, symposia and other scientific and non-scientific events.

Lead: ARTTIC

Project rollup: For the participation in events, conferences, etc., a rollup will be designed and produced. The rollup will present the STEP-IN project, its concept and objectives as well as other relevant information. The rollup can also be made available as classical poster. Both, rollup and poster will be available in English language first, but can be translated to other languages, e.g. if needed for the Living Labs.

Lead: ARTTIC

Newsletter: In order to approach relevant stakeholders and provide them with latest project news on the project, the Living Labs or relevant events, a newsletter will be set up and distributed regularly. The newsletter will also include calls for action. Furthermore, links to the STEP-IN public website and social media accounts will be made.

Lead: VaasaETT, contributions by all partners

Stakeholder meetings: As appropriate, the consortium will organise 'Living Lab information days'. Stakeholders, such as representatives of local, national and European parliaments, welfare organisations, researchers, local and national press and other relevant multipliers will be invited to participate. All materials will be designed in a way which is comprehensible for a broad audience. For more detailed information, see section 3.8.2

Lead: UMAN, NTUA, ARIOSZ

Scientific publications: The partners of the STEP-IN consortium are regularly presenting at the most important conferences and publishing in renowned journals, e.g. Renewable & Sustainable Energy Reviews, Energy Policy, Renewable Energy, Energy and Buildings, Environmental Research Letters, Energy Economics, Ecological Economics and many others. To reach the widest scientific and non-scientific readership, STEP-IN partners will ensure open access to the project publications (see section 3.10).

Lead: LIST

Liaising with relevant projects: STEP-IN partners will leverage on and closely liaise with existing connections with other relevant projects and networks tackling energy poverty. Further connections with other projects and networks will be established in the course of the project. Especially with regards to information exchange and sharing best practices will create synergies stimulate and grow the living lab network, and finally contribute to the creation of a critical mass on the energy poverty issue. For this, representatives of the projects/networks may be invited to visit the STEP-IN Living Labs, as well as to common workshops. Common participation in relevant events, such as the Citizens Energy Forum, the European Sustainable Energy Week, European Utility Week, Eurelectric Annual Convention and the European Week of Regions and Cities is envisaged.

Lead: LIST, supported by VaasaETT and ARTTIC

Final Public Report: A short public brochure, summarising the results at project's end will be published and made available to all interested persons either printed or as digital copy.

Lead: LIST

3.7 STEP-IN CMT for stakeholders

The Community Management Tool (CMT) is an online platform designed for supporting professional communities in research and innovation domains linked to related projects in these fields. This platform has been developed by ARTTIC's ICT unit and provides a variety of features designed to facilitate networking between the community members, combining interactions in both the physical and virtual world, supporting the organisation, preparation and follow-up of physical workshops and facilitating social networking, online discussions and shared knowledge resources. For STEP-IN, CMT will be used to host the user community.

Within the first nine months of the project, a dedicated user community using the CMT will be set up. The CMT will facilitate ongoing stakeholder consultation, engagement and feedback loops (e.g. sharing research plans and early results, review and comment the project findings and upcoming project orientations). It will also contain a special area where stakeholders are granted access to detailed project information.

The CMT gives the consortium full control on content and its use.

3.8 STEP-IN events

3.8.1 Energy cafés

In all STEP-IN Living Labs, energy cafes will be set up. They will be cosy places within the Living Labs where informal exchange will be made possible. The energy cafés will involve different stakeholders i.e. consumers vulnerable to energy poverty, policy-makers, energy service companies, etc. Through the energy café qualitative information will be gathered and exchanged between the participants in order to offer advice on how to improve consumers' understanding of energy bills, how to cut costs on energy bills (e.g. through more informed purchase decisions, behavioural change, physical measures such as energy efficient appliances, refurbishment schemes, etc.), how to evaluate the impact and usefulness of the alternative technological and behavioural interventions, etc.

3.8.2 Workshops

To shape the STEP-IN methodology, the expertise and involvement of outside parties and experts is an important element. This is done through close collaboration, questionnaires, webinars, direct communication and actual workshops with the identified stakeholders – or a selected number of them.

This section describes the direct stakeholder engagement activities with feedback loops in the form of workshops to:

- Involve stakeholders and their expertise to form the Living Labs through best practices and lessons learnt elsewhere, including active knowledge sharing through the involvement of participants from the three living labs
- To iteratively measure, comment and suggest adjustments to the Living Labs activities
- To advocate, communicate and exploit the results of the activities in the Living Labs
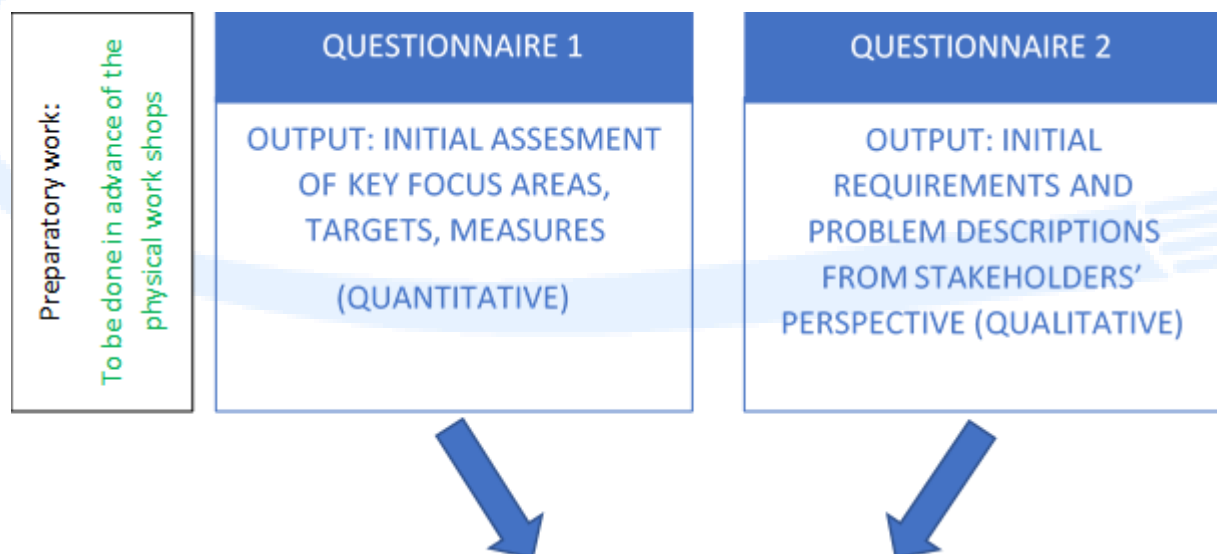
The workshops of the stakeholder participants will consist of a selected few people from each of the three Living Labs, who are able to represent the Living Labs as such + members of the sub groups/Working Groups[1] in the stakeholder network.

---

[1] Working Groups and their composition might be subject to change to reflect the dynamics of confirmed stakeholders.

This group forms the Stakeholder Representative Working Group, and this group needs to be able to communicate in English, written and spoken and have a good overall knowledge of the work in the groups. Drawing on the list of project partners and the supporting organisations, the participants of the Stakeholder Representative Working Group are selected by each group to represent them.

The Stakeholder Representative Working Group then consists of people from:

- Living Lab representatives (Lead: UMAN, NTUA, ARIOSZ; Role: Moderating the workshops, presenting approach and findings from the LL, collecting best practices from other relevant initiatives)
- Industrial representatives (Lead: E.ON; Role: bringing together relevant industry player, gathering information on best practices)
- Local/regional authorities (Lead: GMCA; Role: gathering insights and input from a regional/local policy perspective; forwarding information to be fed into local / regional political initiatives)
- Consumer and advocacy groups (Lead: ADICONSUM; Role: representing the consumer voice)
- Practitioners (Lead: UMAN; Role: facilitating the information exchange with relevant players from field operation)
- EU and national policymakers and regulators (Lead: VAASAETT, RAE; Role: Role: making aware European and national policy makers on the topic of energy poverty, gathering insights and input from a European policy perspective; providing information to be fed into political initiatives)
- Academia and think tanks (Lead: LIST; Role: presenting the project and its findings towards the academic community, gathering findings from related scientific research)
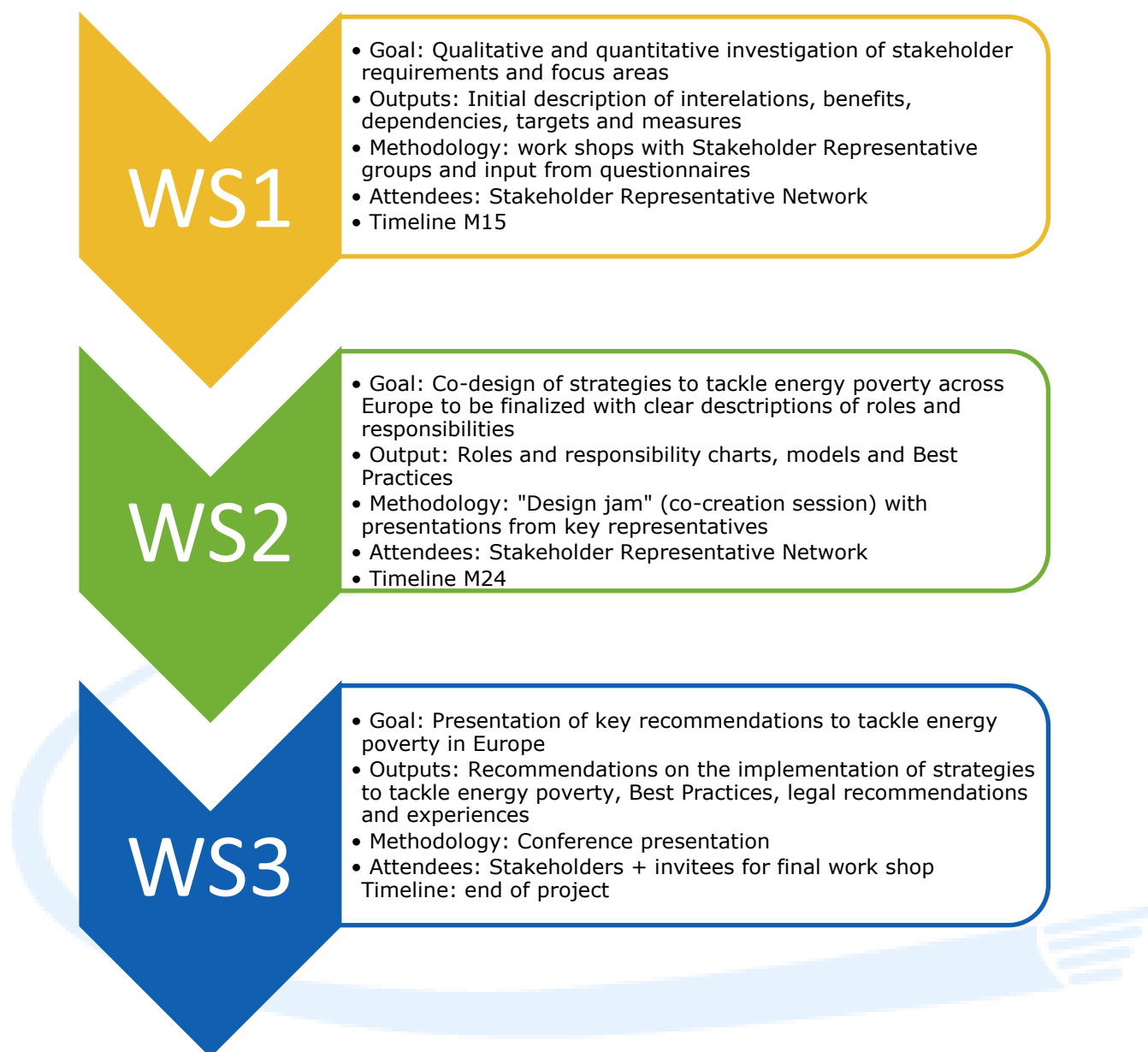
WS1
- Goal: Qualitative and quantitative investigation of stakeholder requirements and focus areas
- Outputs: Initial description of interelations, benefits, dependencies, targets and measures
- Methodology: work shops with Stakeholder Representative groups and input from questionnaires
- Attendees: Stakeholder Representative Network
- Timeline M15

WS2
- Goal: Co-design of strategies to tackle energy poverty across Europe to be finalized with clear desctriptions of roles and responsibilities
- Output: Roles and responsibility charts, models and Best Practices
- Methodology: "Design jam" (co-creation session) with presentations from key representatives
- Attendees: Stakeholder Representative Network
- Timeline M24

WS3
- Goal: Presentation of key recommendations to tackle energy poverty in Europe
- Outputs: Recommendations on the implementation of strategies to tackle energy poverty, Best Practices, legal recommendations and experiences
- Methodology: Conference presentation
- Attendees: Stakeholders + invitees for final work shop
  Timeline: end of project

Figure 5: Presentation of stakeholder engagement activities

3.8.3 Summer schools

STEP-IN will organise two summer schools, a total of 25-30 participants pro event is estimated. Each will be a 3-4 days event and they are intended to be large-scale public events which will contain a mixture of training sessions by ASSIST project trainers (e.g. for energy advisors or NGOs) and plenary sessions. They are also intended to provide those working in the field with best practice information from STEP-IN/external experts. Indicative date for the summer schools: M18 and M26.

3.8.4 National conference in Greece

A national conference will be organised by NTUA. The national conference will focus on the health and environmental problems associated with energy poverty and the actions needed to solve, or at least minimise, the problem of energy poverty. In addition, special sessions will be organised to present the results of the STEP-IN project, based on the findings of the three Living Labs in Manchester, Metsovo

and Transdanubia regions. The aim is to bring together state and local authorities and agencies, energy companies, citizen groups, NGOs and researchers. to discuss the most appropriate solutions so as to take people out of energy poverty. The meeting will take place at NTUA premises and is envisaged for Summer 2020. NTUA expects a total number of participants of up to 200.

3.8.5 Workshop targeting consumer organisations

A public conference for and with representatives of mainly European consumer organisations, and other European and national stakeholders will be organised. The event aims at showing the stakeholders the STEP-IN project and the pilot results and to present national best practices to tackle the problem of fuel poverty and how to involve vulnerable people. Further, representatives of other European projects tackling fuel poverty will be invited in order to actively contribute with presentations and in plenary sessions. The envisaged venue for the workshop is Rome, Italy, indicative timing for the event is M18.

3.8.6 Final Public workshop

A public workshop will be organised at the end of the project (M30) to present the project results to a broader audience. The workshop will presumably take place in Brussels to ensure an appropriate outreach to relevant stakeholders. The workshop may be organised as side-event to a thematically related event, if possible. Furthermore, representatives from other relevant EU and National projects will be approached to see if they wish to share their experience and results.

3.9 STEP-IN overall communication management

According to the Grant Agreement and as also described in D7.2 (Project management guidelines), partners who wish to publish information on or about the STEP-IN project must ensure that:

* There is no conflict of interest with other project partners, especially for the communication of knowledge and project results,
* There is no inconsistency with the project objectives, planning and communication policy,
* EU disclaimer ("This publication reflects only the author's views and the European Commission or its delegated agency EASME is not responsible for any use that may be made of the information it contains")
* Proper reference is given in any publication[2] related to the project. STEP-IN should be acknowledged by using the following statement:

  "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 785125"

The STEP-IN Project Administration Support Team will monitor that the above-mentioned requirements are met and advise the project partners as needed. Communication activities will be recorded on our internal web platform and reported as part of the periodic reporting process to the European Commission / EASME.

All communication material will contain the following information:
* Project logo
* Project acronym

---

[2] The term publication is intended for any material produced for presentation of the project's results outside of the consortium (e.g. flyer, public website, video, standard presentation of the project, specific presentations of the project results at an Industry' Fair, articles etc.). All require formal approval by the Consortium General Assembly.

- Mention of the EC and Horizon 2020 programme funding
- Main contact details for the project. This will typically be the Coordinator, but may be another contact person depending on the type and purpose of the communication material
- The address of the STEP-IN public website

3.10 Open Access policy for STEP-IN publications

STEP-IN will follow to a large extend Open Science principles in its Communication & Communication Strategy.

In this regard, the STEP-IN Consortium has adopted the "green model", providing open access to the publication after an embargo period of no more than six months within publication has elapsed. Granting access does not have to be directly via the publisher, the STEP-IN public website may serve as repository (self-archiving).
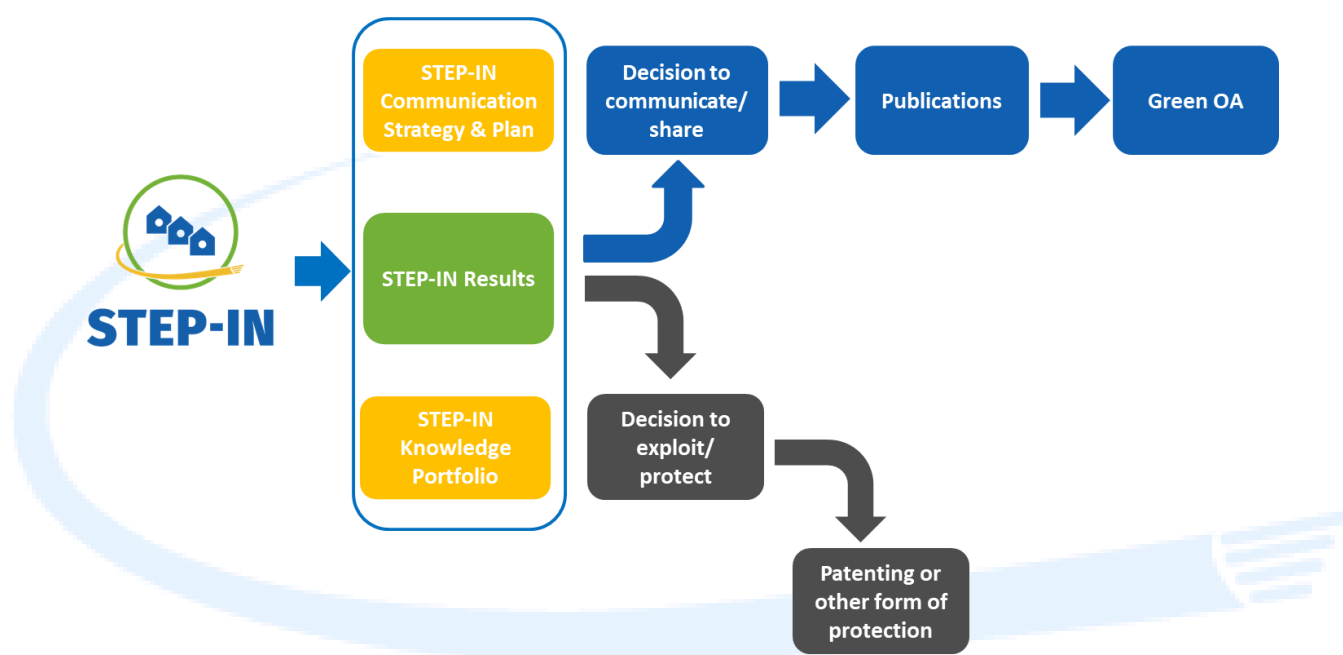

Figure 6: Showing the path to Green Open Access of scientific publications in STEP-IN

STEP-IN is initially not part of the Pilot Action of Open Research Data.

4. Monitoring of communication measures

In order to properly monitor the effectiveness of the communication tools and measures as described above, key performance indicators (KPI) have been defined. Communication activities will be measured against these KPIs regularly and throughout the whole project duration. The list below presents the KPIs which have been defined. This list is not exhaustive and may be adjusted in the further course of the project.

Measure	KPI	Target value
Public website	Unique visitors per month	25
	Number of page views per month	25
	Average time spent on website per visitor (in minutes)	1
	Number of news articles posted on website per month	1
Facebook	Number of new followers per month	2
	Number of posts per month	1
	Number of people reached per month	100
LinkedIn	Number of new contacts per month	1
	Number of posts per month	1
Twitter	Number of new followers per month	2
	Number of profile visits per month	25
	Number of tweets per month	2
	Number of mentions per month	2
	Average tweet impression per month	2,000
Press Release	Number of press releases per quarter	1
	Number summaries of results posted on website per quarter	1
Political communication	Participation in events involving policy makers per year	1
Flyer	Number of flyers distributed	2
Rollup	Number of (public) events where rollup will be shown per year	1
Newsletter	Number of newsletters distributed per year	3
	% of increase of recipients of the newsletter for the subsequent issue	5
	Number of responses to a newsletter (e.g. registration to CMT, feedback)	1
Stakeholder Meeting	Number of relevant external participants per stakeholder meeting	3
	Number of external presenters at stakeholder meeting	1
Scientific publication	Number of scientific publications per year	2
	Number of citations per publication	5
Liaising with relevant projects	Number of formally established connections with other projects per year	1
	Number of mutual participations in project events throughout the project's duration	3
Final public report	Number of persons receiving the publication	50
CMT for Stakeholders	Number of CMT registrations after 12 months	25
	New CMT members per quarter	5

Measure	KPI	Target value
	Number of active CMT users per month	2
Energy Cafes	Number of people visiting energy café per LL	20
	Number of people re-visiting energy cafes	10
Workshops	Number of participants per workshop	15
Summer school	Participants per summer school	20
	Number of trainings provided during summer school	2
National conference (GR)	Number of participants in the conference	100
	Number of STEP-IN presentations during conference	3
Consumer org. workshop	Number of participants in the event	50
	Number of consumer organisations attending	7
	Number of other relevant projects/initiatives attending	5
Final public conference	Number of participants in the event	30
	Number of other relevant projects/initiatives attending	5
	Number of recommendations produced	3

5. Conclusions

This deliverable presents the strategy for the communication in STEP-IN and provides an overview of the planned activities so far.

Main goal of all communication activities is to raise awareness among the relevant stakeholders of the project. Further stakeholders and target audiences will be addressed as well, to widely distribute the achieved results and by making use of tailored and appropriate measures. KPIs will be applied to monitor the effectiveness of the communication measures.

The present report is the first version of the STEP-IN strategy and planning of communication activities. The document is considered as "living document" and it will be regularly updated to reflect latest changes or new activities related to communication whenever necessary.

Communication activities are strongly connected and interdependent with other tasks of the project and will be aligned with the global project milestones.

Glossary

Abbreviation / acronym	Description
CMT	Community Management Tool
EASME	Executive Agency for SMEs
EU	European Union
KPI	Key Performance Indicator
PAST	Project Administration Support Team