# Communication & Dissemination Draft for Proposals

Before writing the proposal, we recommend that you take a glance to out [RDI Projects Communication Tool](https://rdi.upc.edu/ca/ssri/eina-de-comunicacio-de-projectes/).

[In 4-5 lines, explain **why** it is important to communicate this project to society.]

*This project will change the creation process of wind energy, making it cheaper and thus more accessible to a lot of citizens around Catalunya. It is essential to spread the contribution of this project to the areas where wind energy is a possible alternative for homes, buildings and industry, and to improve the wind energy culture of their inhabitants.*

[**Target audiences**. Fulfill a table[[1]](#footnote-1) like this:]

|  |  |  |
| --- | --- | --- |
| **Citizen groups** | *Adults from Barcelona and Lleida municipalities that don’t use clean energy* | *Young people from all areas of Catalunya* |
| **Social entities** | *NGOs pro clean energies* | *Environmental entities* |
| **Companies** | *Catalan middle and small energetic companies* | *Catalan clean energy lobbies and hubs* |
| **Administrations** | *Pro energy transition political groups* | *Local administrations and major entities (like Diputació de Barcelona)* |
| **Research groups** | *Catalan and Spanish groups (field clean energy)* | *European academic networks (clean energy)* |

[**Objectives**. 5-10 objectives. They must be SMART[[2]](#footnote-2). Every objective will be related with a key performance indicator (explained above).]

*The objectives of the communication and dissemination plan will be:*

1. *Foster the online visibility of the project/consortium*
2. *Disseminate our work among all research groups related with wind and clean energies.*
3. *Keep the consortium members informed of the ongoing activities.*
4. *Interact with companies interested in adopting the technology generated by the project.*
5. *Be able to explain the project to non-expert audiences.*
6. *Raise awareness of wind energy technologies.*

[**Resources**. 5-10 lines. Make an approximation of the human and material resources that you anticipate that will be necessary for the implementation of the future communication plan, and also of those resources that your research group, department or university[[3]](#footnote-3) already has.]

*In order to define and implement the communication plan of the project, we estimate to require a communication team of 2 people, 2 laptops, 1 video camera and 1 audio recorder. We would also need the services of graphic identity and logo design of the project, and budget for creating and maintaining a website. Our research group has already 1 laptop and our university offers free design and website service to ongoing RDI projects.*

[**Actions** and **Channels**. Having in mind the target audiences, objectives and resources that you have, it is time to choose the best channels to use and the actions for achieving them. Usually, in a communication plan, these two sections come apart, but in the proposal the best option is to visually summarize them with objectives and KPIs[[4]](#footnote-4).]

|  |  |  |
| --- | --- | --- |
| **Action / Channel/s** | **Objective/s** | **KPIs** |
| *Website* | *1, 3, 6* | *250 visits/month* |
| *Blog / Website* | *1, 5, 6* | *25 posts, 50 visits/month* |
| *Newsletter* | *1, 2, 4, 6* | *100 subscribers, 25% opening rate* |
| *Internal newsletter* | *3* | *9 newsletters, 75% opening rate* |
| *Mini video (animation) / Website, Events & Social Media* | *1, 5, 6* | *1000 views, 100 likes, 50 shares, 3 languages* |
| *Brochure / Website, events & Social media* | *1, 2, 5, 6* | *1000 impressions, 3 languages* |
| *Adults social media engagement / Twitter* | *1, 2, 5, 6* | *500 adult followers**250 stakeholder followers* |
| *Young’s social media engagement / Instagram* | *1, 5, 6* | *500 young followers* |
| *Professionals social media engagement / LinkedIn* | *1, 2, 4, 6* | *500 followers from energy industry and academia* |

[**Evaluation**. Explain all the methods that will be taken to calculate the quantitative and qualitative impact of the communication actions].

* *Quantitative impact: Google Analytics, Statistics of social media, Estimate impact of media publications, etc.*
* *Qualitative impact: satisfaction surveys (for example after events or among subscribers of a newsletter), focus group with conference participants, etc.*
1. Insert more columns or rows if necessary. [↑](#footnote-ref-1)
2. Specific, Measurable, Achievable, Realistic and Time-focused [↑](#footnote-ref-2)
3. More information about UPC’s communication services for RDI projects: <https://rdi.upc.edu/ca/ssri/comunicacio-projectes/recursos-upc/> [↑](#footnote-ref-3)
4. Key Performance Indicator [↑](#footnote-ref-4)