

Communicating LIFEPlanUp



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Tagline

For strong and inclusive energy & climate plans.

Project description

The overall aim of PlanUp project is to support the transformative long-term shift to a low carbon and resilient economy through the development and implementation of effective and ambitious EU2030 National Energy and Climate Plans.

PlanUp has a national focus on 5 target countries - Spain, Italy, Poland, Romania and Hungary. Analysis and resources produced during the project will be available and shared with decision makers, stakeholders and the public on the project's web platform. The project will also actively facilitate discussion on NECPs in the target countries through a series of workshops and roundtable events. Analyses from these events will be shared using the online platform to reach out to additional stakeholders to support awareness raising on existing and new low carbon pathway ideas, designed to decarbonise the Agriculture, Transport and Building sectors across Europe. Additional capacity building and sharing across civil society and regional / local initiatives such as the Covenant of Mayors Europe will be done through different mailing lists. The materials published by PlanUp will aim to inform and ensure consistency between the 2030 energy and climate plans and the EU mid-century decarbonisation strategy.

Specific objectives towards this goal are:

Objective 1: By 2020, the PlanUp platform will foster a dialogue between NGOs and local authorities (LRAs) in the 5 target countries to further the effective development and implementation of climate policies and ensure efficient coordination and information sharing across EU countries.

Objective 2: By 2021, 2030 national energy and climate plans (NECPs) in 5 MS (HU, IT, PL, RO and ES) are strong and effective tools for driving decarbonisation - replicating results of

best practices and quantitative modelling tools of existing EU projects.

Objective 3: By 2021, climate governance processes in the 5 target EU MS are strengthened

Through increased stakeholder involvement, inter alia of NGOs and LRAs, in the development and implementation of 2030 NCEPs.

Consortium

Coordinator: Carbon Market Watch

Partners: European Environmental Bureau (EEB), Transport & Environment (T&E), Energy Cities (ENC), Climact.

National affiliated: Polish Green Network (PL), ISD Fundatia (PL), Clean Air Action Group (HU), ADEPT (RO), GEC Bucovina (RO), Legambiente (IT), Ecodes (ES)

Statement of purpose

PlanUp communications will successfully implement the PlanUp project over a 3 year period from inception to final reporting. The following communication strategy aims to realise the appeal of the project content and leverage interactive opportunities for engagement. The core drivers within each communication activity for the project will be defined by:

- Effective engagement
- Responsiveness
- Content management
- Engagement and debate
- Multinational cooperation
- Impactfulness

The roll out of the project closely follows the policy timeline of the NECP national drafting and open consultation period (principally) within the 5 target countries (Poland, Hungary, Spain, Romania and Italy) and follow up after the final NECP submissions. This timeline also identifies the most opportunistic communication moments in the target country's national conversation on the issue. Close interaction with national affiliates' communication teams will improve the impact of time sensitive public messaging on specific topics.

The website will be hosted at planup.eu and launched on 31 January to coincide one month after the EU Member States' deadline for the NECP submission.

Careful attention is given to the PlanUp platform user accessibility, and the manageability of the separate project tools on the website. The front end user

experience needs to transition seamlessly for each visitor when any command action is carried out on the site. Keeping the platform user friendly and the content up to date, and moderating the debate requires daily input from the communication staff working on the project. To impact the user friendliness and reliability of the website, uploaded content must be handled efficiently, and response provided to the sender. This also applies to the moderation of debate comments which should be done rapidly by the communications team with regular attention to the website and the Disqus tool.

Communication objective:

PlanUp’s mission is to support rapid decarbonisation in Europe through fostering a dialogue between civil society and local authorities, and promoting good climate practices in transport, buildings and agriculture sectors. To this end, a shared platform is set up that hosts the “Debating Climate” tool and a “library” that contains all the relevant material to support the statements and recommendations made to national governments along the NECP development process. This content will be easily accessible on the platform and readily shared with stakeholders.

Representatives within local, regional and national political administrations will also be key for the successful delivery of ideas and results from the public participation up and down party channels. Individuals and organisations that are champions of the project (Quantity/Quality) will be key to help sharing the message across their own public channels. Therefore, simple but clever messaging that can easily be replicated and recited is vital. The following objectives and targets must be considered:

Stated outreach & stakeholders :

<i>Primary:</i>	<i>Secondary:</i>	<i>Tertiary:</i>
Regional and local officials	National media Engaged national/regional social media users (Twitter/Facebook)	General public
National civil servants	EU media	Bloggers
National NGOs	EU Civil Society	-
National/EU decisions maker/EP committee members (national focus)	Pan-European media EU/Climate/Energy -Trans/Build/Agri Bloggers	-

Others:

Global Institutions

- Food and Agriculture Organisation of the United Nations (FAO)
- United Nations Framework Convention on Climate Change (UNFCCC)
- Intergovernmental Panel for Climate Change (IPCC)
- International Institute for Sustainable Development (IISD)
- Organisation for Economic Co-operation and Development (OECD)
- International Energy Agency (IEA)
- European institutions

Research Community

- Academia corner of Covenant of Mayors Europe that is currently being relaunched

Private sector

- National sectoral associations for transport, buildings and agriculture
- European sectoral associations for transport, buildings and agriculture
- National and European Confederations of industries
- European Trade Union Confederation (ETUC)

Stakeholder mapping

For an effective delivery of PlanUp.eu communications, a comprehensive stakeholder contact mapping will be carried out. A full overview of social media handles for all relevant national, regional, and local stakeholders, as well as national NGOs, progressive industry, academia in the 5 focus countries is necessary to enhance the direct targeted messaging of publication findings, recommendations and publications, and commentary during intensified public debate around the final NECP submission in December 2019.

A document stored on Google drive includes a comprehensive list of Policy Makers, NGOs, academics and representatives of the industry sector at both european and national level that is regularly updated by the communication working group. See [here](#)

Key communication objectives:

- Build awareness of PlanUp project among a wide but defined audience and user groups in the 5 target MS.
- Secure the interest and engagement by multi-level cross sectoral stakeholders to the project.

- Influence specific policies or policymakers around the goal of increased ambition within National Energy and Climate Plans.
- Energise stakeholders around NECP related issues to deliver positive change in climate and energy decision making across Europe.

Key output related objectives:

- Time sensitive delivery of all publication outputs in relation to national NECP debate
- Comments and submissions meet a set quality threshold, content criteria, pre defined uploaded/submission process and response time
- Accuracy across all communication channels
- Information accessibility to users from multiple backgrounds
- Action driven content that provokes reaction and fosters debate
- Knowledge driven content that facilitates a best-practice community of information.

(more details on submission in the internal guideline document TBD)

Core outputs

Identity (pre-launch):

Development of a project identity

With a period of 3 years and multiple communication activities, the project requires a unique identity to be used throughout the project’s operational period and across all activities and deliverables. The branding should include the development of a logo and templates to be used for all our publications, tools and promotional materials.

Delivery date: December 2018

SWOT:

S: Confident name; Strong, fresh contemporary brand; Appealing and Engaging; Provocative	W: Recognition; Comprehension
O: Multiple audience exposure; Streamlined visual identity for Action outreach/Knowledge collection	T: Multiple audience exposure; Low engagement; Confusion; Resentment to

	national policymakers; Anti EU sentiment
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Analysis:

The identity of the project is key to representing the best practice approach PlanUp will take. The appeal of the brand must lend to multiple audiences, with variable degrees of interests. The project should be prepared to divide its POV between the 5 host countries. This is to acknowledge the cultural and demographic differences between the target EU Member States (MS). Public participation is understood differently in different countries, and the project should reflect how best to maximise each country’s potential.

[Development of promotional materials](#)

Promotional materials should be designed, developed and produced. The following promotional materials for the project are envisaged: 1500 bags, 1000 pencils, 3 roll-up banners and 2500 brochures with approximately 4 pages.

Delivery date: November 2018

SWOT:

S: Increased awareness; brand representation; catchy and useful gifts; message sharing with tag;	W: Supply options; delivery date; budget limitations; integrity of low carbon materials
O: Using and promoting bio print options; recycled material; promotional images; useful introduction to explain PlanUp.	T: Distribution in member states; misuse; impact of material

Analysis:

All promotional material should clearly introduce PlanUp.eu while reflecting the core value of the project to deliver strong and inclusive National Energy & Climate Plans. Limited availability of promotional material to cover the 5 target countries should be considered during the distribution phases envisaged during physical meetings ie. workshops/roundtables. Social media should attempt to increase the desirability and recognition of these materials. Tactful placement of these materials can increase the exposure through social media exposure.

Action with affiliates:

Sharing pictures of PlanUp consortium partners and affiliates carrying a project bag next to a place (recognisable or otherwise) that is hosting a low carbon initiative in a country, a good practice that we wish to highlight.

Web platform

The following key communication tools follow with launch date in brackets:

Development of a project website (pre-launch)

The project is hosted on an interactive website as its main online communication tool, called “PlanUp platform”. The website will provide information about the project, its objectives, progress and results (including videos, infographics and photos). This includes acquiring a suitable domain, site hosting, database setup, online theme as well as the content development of the website. Specifically, the website includes features that are spread across engagement and information tools.

Delivery date: 30 January 2019

SWOT:

S: Reflecting the character of the project; Interactive; Responsive; Accurate; Content up to date	W: Lack of translation budget; management and human resources
O: Multiple user rates and traffic time; Website is expandable beyond 5 target countries; new mainframe	T: Site orientation and signposting; Mothballs; ultra minimal; fresh content

Analysis:

An interactive and user-friendly website experience is required to accurately reflect the engagement priority of PlanUp, encouraging audiences to contribute content and comments. The reactivity from the operation and management team will be required to continually revise and maintain an active outward appearance. Shortfalls in translation will need to be overcome by the use of digitally created images and messages that circumvent language. Core areas of the site’s static content must be covered by target country languages.

PlanUp: Engagement

What is it?

The engagement side of the project is the principal commenting and feedback area for visitors of the web platform. To maximise this engagement, at strategically significant moments in national decision making, the project’s tools aim to encourage relevant stakeholders and public to engage. The project’s success is fundamentally reliant on successful capacity building, awareness raising and outreach.

How does it work in practice?

Using online forums through the debating climate channel, questions/quiz, thought provoking media content will be accessible in various locations across the website and social channels to garnish reaction and stimulate online traffic to other areas of the site from all those interested. Good practices of low-carbon policies will be developed with project partners and national affiliates and shared on the platform. To increase the potential positive exposure of the debates, social media will play a significant role in the outreach capabilities of the engagement activities and overall project awareness.

Deliverables:

- Toolkit on NECP engagement here
- Beginner's guide on EU policies [here](#)
- Training tool on the EU calculator here
- Online training guide on NECPs here

Engagement web tools:

[A discussion forum “Debating Climate”](#)

The website shall include a capacity sharing corner with a chat function as well as discussion forum “Debating Climate” to exchange on topics around the NECPs.

Delivery date: 31 January 2019

SWOT:

S: Power to engage; broad topic appeal; timely discussion in target states	W: Human resources requirements to drive fresh debate;lack of brand ambassadors to share debate
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O: Spread climate urgency messages; launch ahead of COP24 in Poland; using polling tools	T: Discussion topics fall beyond common understanding; lack of interest in the topic; momentum
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Analysis:

The debating climate initiative should appeal to a broad audience of stakeholders and public within and beyond the 5 target countries. Strategic delivery will be required ahead of every debate initiation, applying a carefully planned dissemination approach across social media and the contact database to collect impact. Management constraints ensures that the Debating Climate tool is efficient and staff friendly. An ongoing roll out of the climate debate will draw on experience with a number of online tools designed to improve the user experience. A central location on the PlanUp website will host all debate feeds and ‘Switches’ will be able available to translate the debate question or comment from English to native language of the country under comment.

Social tools: Twitter and Facebook, (see social media strategy below)

[A crowdsourcing database - PlanUp Country Map](#)

The crowdsourcing database ‘map tool’ incorporates collected results - aggregated geographically enabling users to gain information on effective measures, practices and policies in target sectors. The database should be made available on the PlanUp platform as an interactive map. Stakeholders will be able to input through a ‘share your info page’. The database will evolve and could extend to other sectors beyond the lifetime of the project.

Delivery date: March 2019

Internal deliverables:

- Interactive national focus mapping tool

SWOT:

S: Easy to access; responsive; innovative; playful look and feel signposting	W: Lack of marketing capital for online social sharing; interest in complex topics represented
O: NECP awareness raising with interactivity; useful for promotion on other areas of the platform	T: Insufficiently appealing content; not translated (flags/drop down search boxes useful to mitigate)

Analysis:

The database map is designed to facilitate a user friendly rapid information finding experience, with innovative features for displaying or choosing content of interest. Useful interlinks between the knowledge based content should be cross-promoted to ensure that platform content is shared and viewed. The CSDMap takes the form of a traditional online European map (with hover function - and drop down menu) that when the desired MS is selected the most important data is populated first, with additional national sectoral information and resources detailed below and available with internal links. Mobile version of this tool omits the map image and relies on only the drop down country search option. It will need to serve the same functionality for users viewing from various devices.

Social tools: Twitter, Facebook, Linkedin (see social media strategy below)

Engagement strategy

Outreach

Communication throughout the project will harvest engagement from stakeholders at significant moments throughout the three years by using:

- Emails to partners and affiliate comms teams
- mailing lists
- existing national networks
- affiliate national dissemination
- quarterly newsletter
- press statements
- OpEd placement in national media
- petition, questionnaires and quizzes

Approach

The PlanUp engagement timeline goes hand in hand with the EU's NECP delivery timeline (see below). With this in mind the tone of the communication in the first half of the project will be energetic and ambitiously sounding, to share and encourage all actors to contribute to the development of strong National Energy and Climate Plans. Strategically, however, the communications team will retain a flexibility on tone during the course of the 4 comms phases of the project (see workplan below). Critically comment on elements or entire plans maybe required if the MS' final submission does not meet stakeholders expectations.

Media strategy

Social media will be the main platform to drive engagement and raise awareness in the first year of the project. In addition, traditional national media outreach will be

done in cooperation with the national affiliates, following national debates on the NECPs and related issues.

A targeted outreach to both national and EU media will be carried out to gauge and attract interest, and share messaging on the context and development of each NECP.

Op-eds and news stories in established national and EU media will aim to advance the project's goal to engage and inform stakeholders, and beyond to the general public to increase awareness and downward pressure on relevant decision makers. Media appearances will aim to draw interest to the PlanUp website and related tools.

Journalist contact lists are set up in line with data protection rules. The PlanUp team in Brussels will be responsible for establishing and enhancing media relations at the EU level, and the national affiliates at the national level in their respective countries.

Media coverage will be tracked and collected on a [Google doc](#).

Sensitivity to language barriers is important to improve overall activity.

Supported messaging and delivery planning with national affiliates:

PlanUp will be launched with a joint press statement with our affiliates in the five target countries and languages (see [here](#)). Strategic Op-Ed placements as a follow up will aim to increase the national awareness to the topic and on the supporting affiliates.

Social media strategy

Hootsuite is a social media management platform used to support PlanUp social network integrations of Twitter, Facebook and Instagram.

PlanUp social media accounts should be able to answer the question “why is it important to have inclusive and ambitious 2030 climate and energy plans?” and to promote citizenship interest and involvement in them. In addition, all posts will aim for interaction, and combine information and calls-for-action. PlanUp team is strongly encouraged to use their own social media for promoting PlanUp as personal accounts are generally more interesting to follow than those of organisations.

All PlanUp social media accounts should also:

- Be fed by the resources created by the project.
- Promote PlanUp events when relevant.
 - Events are also opportunities to gather as much content for social media as possible. E.g. record interviews, take pictures, collect quotes from relevant stakeholders, etc.
- Be promoted when relevant on social media paid ads as well as Google Ads.

- Take into consideration the affiliates' input. PlanUp and the affiliates support one another's work. Affiliates must share the PlanUp contents when relevant for their country, just like PlanUp could share content from the affiliates when relevant for the project. Additionally, the affiliates will advise what kind of content is relevant to their countries in that point in time.
- Always respond when contacted via any social media channel.
- Follow the trends and find hooks even in events that do not necessarily directly relate to our work, linking them to our campaigns.
- Include native images, infographics and videos (30-60 sec with subtitles).
- Have a unified style across media, aiming for a future brand recognition.
- Add a "light the mood" post once a month reflecting PlanUp positions e.g. GIFs, quizzes, etc.).

Language barrier is one of the main challenges of the project. English isn't the first language in any of the 5 targeted countries and, on average, just between 20-30% of the total population understand it. Therefore, different approaches will be used for the different accounts (see below).

PlanUp's social media work will utilise 3 main channels: Facebook, Twitter and Instagram:

On Facebook, compelling communication materials will be produced to raise awareness on how the climate change inaction in Hungary, Poland, Romania, Spain and Italy, concretely on transport, building and agriculture, is currently affecting lives (health, wealth, wellbeing, employment, etc.); and how climate action is currently improving/benefiting people's lives somewhere else in those countries/Europe. The purpose of PlanUp Facebook account will be to reach the general public and therefore, it will be the main tool to promote the Debating Climate.

- All questions should be launched in the relevant national language and in English as a second language.
- The page will aim to have 2 new posts per week, one with a question, one with an answer from a national politician.
- Compelling content such as personal stories from people affected, examples from daily life, etc. will be published on Facebook, as well as examples of ways in which citizens are already contributing to the environment (transport, building and agriculture related)
- Other comments from experts will be also added onto the Debating Climate page of the website, together with a full answer from a politician; and will be shared on other PlanUp social media platforms.
- Pictures and videos uploaded on the PlanUp Facebook page should have a clean, simple and intuitive look that welcomes interaction.

On Twitter, the main target audience will be journalists, academics, and national, local and regional authorities. Main goal for Twitter will be to incentivise the participation in the multi-stakeholder platform, influence specific policies/policymakers, and promote events through calls-for-action. Twitter will, therefore, be the main social media channel for disseminating outputs as well as for the online advocacy actions.

- We aim to reach about 1000 followers by the end of the project and intend to keep expanding.
- Although the main language will be English, there will be some exceptions: when the post is relevant within one of the 5 targeted countries, and when there is a direct enquiry from a national journalist, politician, etc.; the tweet will be translated into the corresponding language.
- The Debating Climate will be also included on Twitter. When tweeting the questions, the correspondent hashtag will be used to follow the conversation.
- All PlanUp updates/new content will be promoted on Twitter. PlanUp Twitter account will follow experts, politicians, etc.; questions will be directly asked to them, and several lists will be made to follow the different countries' progress and to support initiatives in line with the PlanUp objectives.
- The aim is to tweet at least 3 times a week, alongside with retweets (though remembering that quality is more important than quantity); and media articles will be retweeted as long as they quote and/or support PlanUp's work.

On Instagram, visually compelling communication materials will be produced to raise awareness about the LIFE PlanUp project. The target audience of the PlanUp Instagram account will be to the general public.

- The account will aim to have 1 new post per week.
- Content produced in other LIFE PlanUp communication mediums, including the platform and the Debating Climate content will be disseminated, summarised and simplified on this social media, in the form of visual post and instagram stories.
- Pictures, videos and text uploaded on the PlanUp Instagram account should have a clean, simple and intuitive look that welcomes interaction.

Messaging:

- European climate and energy targets are achieved at home, not in Brussels.
- NECPs offer a critical opportunity for European Member States to develop and deliver ambitious climate and energy plans.
- An open and transparent national debate on the NECP submission process can truly yield ambitious results.
- NECPs are vitally important for Europe to deliver on its Paris Agreement commitments.

- With effective NECPs, EU and its Member States can scale up climate action which will allow the EU to ratchet up its ambition under international treaties.
- The right to public consultation is vital for a healthy, transparent and prosperous European democracy.

Plug ons:

PlanUp.eu - keeping **U** in the centre of the climate debate

Planup - Pollution down

PlanUp :-

- For low carbon agriculture
- For low carbon transport
- For smart climate-friendly buildings
- Be part of the debate
- Your country's plan for your future
- Debating climate initiative

PLANUP - starts and finishes with **Public Participation**

Don't be afraid to poke opinion:

Provocative early messages on national climate and energy plans will be selected along with questions to encourage deeper discussion across social and web channels. Engaging questions are prepared in advance to initiate input and debate throughout the project period. This engagement swell will fluctuate between target countries to reflect the timeline of the national debate.

PlanUp: Knowledge

What is it?

PlanUp Knowledge refers to the principle learning sections of the platform for all relevant documentation produced internally among partners or submitted to the project. The cataloguing of data and content uploads on the website should be rapidly searchable, accessible, easy to download as well as sign posted on the website for all interested users.

How does it work?

From various engagement pathways from social media, newsletters and mailing lists, stakeholders can find all published content as well as submit content of their own that will undergo internal review before being added to the site for public display. Written synopsis of key takeaways and final digital publications online will present the key findings and will be consistently available from each document. Material in the Knowledge sections will be permanently available in the resource library as well

as easily accessed from the PlanUp Map (crowdsourcing database) and policy monitoring portal, that will highlight specific best policy practices in MS and across target countries and sectors.

Knowledge web tools:

Resource library

The website shall include an interactive resource library to allow users to access all reports, briefings, communication tools and booklets developed in this project in an easily accessible/understandable format. The resource library will include options for users to add resources that will first be checked by the Planup project team before publishing. It will act as a one-stop access point to gather information on NECPs in the 5 focus countries.

Delivery date: January 2019

Deliverables:

- 3 sectoral good practices published
- 10 country assessment reports of draft NECPs
- 5 country briefs on the benefits of the good practice scenarios
- 5 national scoring cards on the sectoral policies in draft NECPs
- Report on climate and energy governance best practices
- 5 country briefs rating the implementation of sectoral policies

SWOT:

<p>S: Robust storage facility; user-friendly; ease in access needed data</p>	<p>W: Content will be multilingual on an English site; reduced access to information; exciting interface</p>
<p>O: Finding ways to integrate the library across the site, pop up library uploading</p>	<p>T: Overly technically subject material; fields incorrectly matched on the database; lacking enough submitted content:</p>

Analysis:

The resource library is a valuable element to the searchability and usefulness of the platform as a storage for all materials added to the platform on the site. The library needs to be accessible on the site with internal signposting required throughout. Search features function rapidly but seamlessly. Information on display will be displayed within other platform tools and have to be accurate and consistent. The

resource library will store the final pdf reports and analysis. Active content uploading at the beginning will be needed so that the site is not limited in the preliminary release phase of its operation.

Social tools: Links with social media to the library are created occasionally. Twitter can also be considered for additional exposure to the full ledger of content in the library. (see social media strategy)

Policy monitoring portal

The ‘policy monitoring portal’ will be hosted on the PlanUp platform and will include interactive country databases for 5 focal countries where assessments of climate and energy policy implementation can be found, and where CSOs and LRAs can exchange views via discussion fora. The information will be available in an accessible and easily understandable format, where users can find policies per sector and governance level. In the second half of the project, the portal will be extended to all EU countries.

Delivery date: September 2019

Internal deliverables:

- Policy Monitoring Portal with sectoral division through search functions date>tags/cats country choice, linked with useful map wires.

SWOT:

S: Focuses attention towards good or bad practice; responsive to target country	W: Accurately tracking and displaying content; user interest
O: Overlap between portal and CSD; facilitating deep dives; sectoral specifications to search functionality	T: Not enough content to link to; going beyond what's in the CSD; low user functionality

Analysis:

The PMP is responsive and appealing to user to stimulate interest in the plans. The PMP can be used to focus on sectoral policy monitoring to give more depth to the user experience between tools. Sectoral policy introductions should be considered within the project period to explain each sectoral policy under focus, in the form of article and OpEds, sectoral storytelling. Policy resources should be signposted within external articles towards the web post so that user knowledge sharing and learning opportunities are enhanced.

Social tools: Twitter, Facebook (see social media strategy above)

Knowledge strategy

The Knowledge section of the website will clearly display NECP related content and information.

All links and resources for documents within the Knowledge Hangout will be shared with editors along with press statements. Hyperlinks will penetrate throughout the projects written content.

Outreach

Communication throughout the project will harvest engagement from stakeholders at significant moments throughout the three years by using:

- email
- mailing lists
- existing national networks
- advocacy coalitions at EU and national level
- affiliate share and dissemination
- newsletter

Approach

Analysis of the NECPs will be produced by the policy team and distributed by the comms team throughout phase 2 of the project (see workplan below). This publication timeline will follow each MS's submission timeline. Other written resources including good practices and policy progress (Policy monitoring portal) are also delivered publically in phase 2 of the communications implementation.

Work plan

- **Phase 1:** Project Kick off, platform build, engagement foundations (July 2018 - January 2019):
- **Phase 2:** Share, discuss, engage, leverage recommendations into national stakeholder engagement and final NECPs (February 2019 - December 2019):
- **Phase 3:** Share content on final NECPs, promoting potential scaled up deployment (January 2020 - December 2020)
- **Phase 4:** Measure, analyse and report (January 2021 - July 2021)

Working with affiliates

Joint launch of PlanUp with national language and translation: [EN](#), [IT](#), [ES](#), [HU](#), [RO](#), [PL](#)

Interlinkages with other projects

Project name	Collaboration
EU Calculator	A link will be set-up to show the results of the EU CALC on the draft and final NECPS
Capacity sharing corner of the Covenant of Mayor	A two-way link will be set-up between the LIFE PLANUP and Covenant capacity-sharing corners to maximise outreach of the project and ensure visibility of the Covenant's resources. E-learning and other materials on the Covenant resource library will also be made available on the LIFE360 platform, and vice versa.

Extra resources:

- Human resources: In addition to the current team working on PlanUp project there is a potential need for internship support to help with the social media work.
- Consider Social Seeder style networking, ambassador sharing options.
- Use polling apps to help drive engagement in voting

Content and branding procedures:

Display of Life Logo

Any communication or publication created by the beneficiaries relating to the project, (brochures, leaflets, posters, presentations, electronic media etc) must:

- Indicate the receipt of funding from the EU, and display the LIFE logo.

- Audio-visual material should include an explicit and readable mention of the LIFE support (e.g. “With the contribution of the LIFE financial instrument of the European Community”).
- Durable goods must display the logo

High resolution logos are available at the [link here](#) to download and use for dissemination purposes.

Evaluating success:

- Add link to media content collection form
- Measurement or impact - policy outcome, public pressure
- National debate (parliament questions)
- National media coverage
- Regional engagement on the platform



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