



# reaLIFEstandards

## Deliverable 6.1 – Communication strategy

Brussels, April 2023

This communication and dissemination strategy contains an overview of communications tasks, deliverables, milestones, and responsibilities for the project realLIFEstandards (RLS) – WP 6. realLIFEstandards is a joint project between ECOS and ANEC.

### Project summary

The full title of this project is: **Environmental and consumer stakeholder contribution to robust and real-life representative standards that support the EU clean energy transition.**

Technical standards have a broad impact on the safety and well-being of citizens and the environment. Therefore, it is necessary to ensure that the participation of societal stakeholders in the development of standards is strengthened.

Ensuring civil society participation in EU standards-making is fundamental to deliver standards that can support Europe's climate and energy goals. Standardisation plays a key role in supporting EU legislation on the clean energy transition, in particular on the ecodesign and energy labelling regulations, as well as on energy management and audits in the context of the energy efficiency directive. These policies are crucial for the implementation of the EU's 2030 energy and climate framework and its 2050 climate neutrality objective.

To ensure regulations can deliver the energy savings they were designed to bring about and to adequately implement the Energy Efficiency First principle, appropriate, repeatable, reproducible standardised test methods are needed. They should account for real-life usage reflecting average end-user behaviour and be robust to deter circumvention.

The goal of realLIFEstandards is two-fold:

- to ensure the effective participation of environmental and consumer stakeholders in standardisation
- to promote the integration of environmental and consumer interests in standards underpinning the clean energy transition.

In the framework of this action, project partners will participate in the technical work within the European and International Standardisation Organisations to provide expertise, understand and challenge industrial interests and influence the drafting of standardisation deliverables.

The project will directly foster civil society participation in standards-making, pushing for a more inclusive standardisation system, by raising awareness on the importance of environmentally robust standards that account for consumer expectations.

## Work Package 6 summary

Led by ECOS, WP6 will set up and implement the communication and dissemination strategy of the project, including drafting of a dissemination and communication plan, creation of a logo, capacity building on ecodesign standardisation and outreach through newsletter articles, website updates, mailings to members, social media updates, events, and media outreach.

## Communications objectives

This communications and dissemination plan aims to guide the project consortium in its promotion of the activities of the realLIFEstandards project.

The plan will take into account the identification of different target audiences, communication channels, and the need for key messages that can be tailored to different audiences and channels.

All communications will be branded with a unique visual identity developed for this project. The visual identity will be reminiscent of the branding of ECOS and ANEC.

## Deliverables and timeline

Task	Deliverable	Details	Deadline	Responsible
T6.1	D1: Dissemination and communication plan	<ul style="list-style-type: none"> <li>Objectives</li> <li>Main messages</li> <li>Tools</li> <li>Dissemination measures</li> <li>Target audiences</li> <li>Tailored messaging</li> </ul>	End of April 2023 (M2)  Mid-term update and revision expected	ECOS
T6.2	D2: Visual identity and D3: webpage	<ul style="list-style-type: none"> <li>Visual identity (including logo, document templates and other visuals)</li> <li>Dedicated page on ECOS website, which will describe the project's work and act as an online hub for all project communication and activities. To be linked to alongside project summary on ANEC's website.</li> </ul>	Visual identity due end of May 2023 (M3)  Website due end of June 2023 (M4)	ECOS
T6.3	Informing and mobilising members and partners	<ul style="list-style-type: none"> <li>Provide members and partners (at national and international level) with the tools they need to raise awareness of this project and its activities</li> </ul>	D6.5: Final publishable report due end of Dec 2025 (M34)	ECOS, ANEC
T6.4	Communication activities through ECOS and ANEC channels	<ul style="list-style-type: none"> <li>Via website, articles and social media posts with a focus on impact and successes.</li> <li>Possibility for targeted press outreach via press releases or op-</li> </ul>		ECOS, ANEC

		<p>eds, when useful, to reach a more general audience.</p> <ul style="list-style-type: none"> <li>• General awareness raising of the importance of standardisation in the field of the energy transition</li> <li>• Amplification of project messaging via related campaigns, e.g. Coolproducts and Right to Repair</li> </ul>		
T6.5	D4: Capacity building	<ul style="list-style-type: none"> <li>• Empower civil society to engage in standards-making, both by reinforcing capacity of ECOS/ANEC technical experts, and by aiming to reach a wider audience (ECOS/ANEC members)</li> <li>• Targeted online webinar (designed as one or a series of interactive and practical sessions)</li> </ul>	Due by Febr 2025 (M24)	ECOS, ANEC

## Funding statement

The below funding statement will be included on all project-related communications.

*“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.”*

More information: [https://cinea.ec.europa.eu/programmes/life/communication-and-gdpr-rules\\_en](https://cinea.ec.europa.eu/programmes/life/communication-and-gdpr-rules_en)

## GDPR

Concerning the email contacts that we will gather for the mailing list, a consent form, together with a clear information sheet (according with the article 13 GDPR) will be implemented for the project.

reaLIFEstandards will collect personal, non-sensitive data through publicly available resources. Based on this approach, potential participants will be contacted using the ‘opt-in’ e-mail method. The target audience will also be provided with the opportunity to unsubscribe at any time.

Consent for image and sound capture will be requested on an ad-hoc basis from those to whom it applies.

## Messages

This project aims to promote the importance of robust standards underpinning ambitious policies, and highlight the importance of civil society organisations, like ECOS and ANEC, in the process of their development. Environmental and consumer interests must be considered with transparency throughout the standardisation process, otherwise standards bodies risk developing standards that are not fit for purpose.

So, the projects key communications messages will centre around these overarching themes:

- How standards are developed, and why they are important for the EU's clean energy transition (particularly related to ecodesign, energy labelling, energy audits, and energy management systems).
- The role of civil society, including ECOS and ANEC, is essential in standards development.
- We need environmentally robust standards that account for consumer needs. Such standards could be instrumental for the EU energy transition, as long as they are developed in a transparent and inclusive way.
- Aim to foster and strengthen civil society participation in, and knowledge of, standards-making.

## Audience

We are targeting both international and national audiences, in the primary language of the project (English). We aim to engage these audiences using a range of tailored tools, starting with general information about the project and its existence (collected on the website), through to more targeted communications like press releases and articles promoting specific successes and activities, including a webinar for capacity building of environment and consumer NGOs.

### Target audiences:

- Standardisers
- European Union (Commission, Council, and Parliament) policymakers
- Civil society (e.g., environment and consumer organisations) – including ECOS and ANEC members and partners
- Industry
- Journalists
- Academics
- Technical experts

## Channels and tools

**Visual identity and templates:** a logo, branded documents, and visual identity guidelines will be developed and used for all communications (e.g., administrative/internal documents, press releases, presentations, website).

**Website:** A dedicated web page will be built on the ECOS website, and should also be linked to on the ANEC website. This page will act as a hub for all project activities and communications materials.

**Communication materials:** Production of an online leaflet and infographic promoting key messages of the project.

**Social media:** Project activities will primarily be promoted and amplified via the Twitter and LinkedIn pages of ECOS and ANEC. This can be supplemented by the social media pages of related campaigns, including Coolproducts and Right to Repair. As well as those of ECOS/ANEC members, and other project partners.

**Newsletters:** ECOS and ANEC newsletters reach more than 1,000 recipients each. Articles about the project will be featured at key points during the project.

**Press releases:** Press releases and the possibility of a strategically placed op-ed article will help to promote the project to a more general audience.

**Events:** There will be a capacity building webinar organised to promote standards-making to a wider audience – including ECOS and ANEC members.

**Mailings:** Targeted mailings to different audiences on specific issues of relevance to them.

**Presentations:** External presentations and participation in targeted events and meetings.

## Evaluation

Topic	Possible KPIs	Targets
Visual identity and templates	<ul style="list-style-type: none"> <li>• Delivery of logo</li> <li>• Delivery of visual identity (including templates)</li> </ul>	Deliver visual identity
Website	<ul style="list-style-type: none"> <li>• Delivery of website</li> <li>• Web traffic (audience and activity)</li> </ul>	Deliver website
Communication materials	<ul style="list-style-type: none"> <li>• Delivery of leaflet and infographic</li> <li>• Website downloads</li> </ul>	Deliver leaflet and infographic
Social media	<ul style="list-style-type: none"> <li>• Number of posts</li> <li>• Number of impressions</li> <li>• Number of shares/retweets</li> <li>• Number of clicks</li> </ul>	At least one post on social media per quarter
Newsletters	<ul style="list-style-type: none"> <li>• Number of articles</li> <li>• Number of recipients</li> <li>• Number of opens</li> <li>• Number of clicks</li> </ul>	At least 3 articles per year
Press releases	<ul style="list-style-type: none"> <li>• Number of press releases</li> <li>• Number of press mentions</li> </ul>	At least two press releases
Events	<ul style="list-style-type: none"> <li>• Number of events</li> <li>• Number of registrants/participants</li> </ul>	At least one capacity building webinar targeting 50 people
Mailings	<ul style="list-style-type: none"> <li>• Number of mailings</li> <li>• Number of recipients</li> <li>• Number of opens</li> <li>• Number of clicks</li> </ul>	At least 4 mailings during the project
Presentations	<ul style="list-style-type: none"> <li>• Number of presentations given</li> </ul>	At least 4 presentations given