

WidetheSEE



WIDE THE SEE



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Final WidetheSEE Conference

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FINAL WidetheSEE Project Conference

WIDETHESEE project is concluding its activities presenting to the South East Europe Community the main achieved outcomes, inter alia **"The Green Paper on Thermal Solar Energy"** which reports the **WIDETHESEE Consortium joint positions on procedures, policies, shortcomings and constraints, which slow the raise of Solar DHW Market in the SEE Countries and in the entire Europe.**

In addition a **Round Table of Renewable Energy Experts** will look to the integrated use of various Renewable and Save Energy technologies designed to build or renovate a **Zero-Energy House.**

To be informed about what has been performed within the **WIDETHESEE** project, all are kindly invited to attend the Final Conference in Budapest, **Benczúr Hotel, Benczúr Utca 35** on **20th June 2012.**

Presentations of all Participants

Dr.Roberta Calcina (SEE JTS) - [Perspectives within the South East Europe Programme.](#)

Eva Szabina Somossy (HEO) - [Utilization of Solar Thermal Energy in Hungary.](#)

Erno Kiss (President of the Hungarian Solar Cell & Solar Collector Association) - [Hungary a Solar Energy Power could be.](#)

Gino Verrocchi (Project Manager) - [The Green Paper: The WidetheSEE joint positions on DHW enhancement policies.](#)

Aim

The main objective of the project is to establish a transnational Consortium aiming to alleviate the disparities in the Domestic Hot Water (DHW) solar systems market between SEE countries with limited penetration and those ones with significant penetration by developing a framework of local and regional policies, instruments, administrative and financial measures based on the experience and the successful model of implementation in SEE countries with significant penetration. The communication plan is designed to support this aim.

Objectives

3.2 Objectives

- Raise awareness on the project among general public and of stakeholders
- Raise awareness on Thermal Solar Energy among stakeholders, house owners, installers and general public and inform them on “Wide the SEE by Succ Mod” project
- Raise awareness on Thermal Solar Energy among public bodies and local and regional policy makers
- Assure an efficient communication among the partners of “Wide the SEE by Succ Mod”
- Assure dissemination of project activities and achievements to public and private organisations and interest groups (stakeholders)

Target Groups

4 Target groups

The “Wide the SEE by Succ Mod” project 2009-2012 has identified the following target groups for its communication strategy. In different stages of project implementation, different target groups will be prioritised. In general, the following order applies:

1. DHW installers/assemblers and their associations;
2. Private House Owners and joint ownership's administrators and their Association;
3. Solar DHW experts: engineers, marketing experts, business consultants, Energy Agencies;
4. Schoolchildren, students and school bodies and organisations
5. Environmental Associations;
6. National, regional and local authorities;
7. General public and media in the partner countries
8. National and transnational institutions

Communication Strategy

Innovative and forward-looking: New media provide many opportunities for communication both with the general public and with specific target groups in the project. The project will utilize new media where appropriate as an integral part of the communication strategy.

Simple: The project aims to keep to clear, consistent and understandable messages to its different target groups.

Cooperative: In order to make best use of the resources available for the "Wide the SEE by Succ Mod"-Project 2009-2012, the project will try to involve different project bodies as well as beneficiaries in the communication strategy as much as possible.

Interactive: Communication in relation to information suggests that the process is interactive. The project will make an effort to listen to and incorporate feedback from its target groups in order to increase interest in the project and fine-tune its messages.

Targeted: A generic approach to communication could lead to important target groups not being addressed. The project will customise its communication efforts for each target group identified in order to ensure that the message reaches the relevant actors.

Inclusive: The states participating in the "Wide the SEE by Succ Mod" Project 2009-2012 are spread over a large territory. It is therefore important to provide access to information about the project to different target groups in the regions. Because of that, the project involves regional actors in its communication strategy.

Accountable: The project will demonstrate good value for money in its messages. In addition, the communication plan itself will be monitored and evaluated according to the project working plan.

Indicators

1	No of articles/appearances published in the press and in other media (including online media, TV, radio)		75,00
2	No of press conferences		6,00
3	Average of hits per month on the operation's website	>400+	350,00
4	No of publications produced (editions, specify: e.g. folder, newsletter, brochure, report, guideline, handbook), No of copies disseminated		15,00
5	No of transnational events implemented, no of participants involved		1,00
6	No of national events implemented, no of participants involved		11,00
7	No of regional events implemented, no of participants involved		9,00
8	No of study visits organised, no of participants involved		8,00
9	No of studies realised		8,00
10	No of guidelines produced		7,00
11	No of management plans developed (Workplans)	5	2,00
12	No of joint action plans produced		4,00
13	No of databases created or improved (stakeholder DB, wiki DB)	2	2,00
14	No of training events, seminars organised		22,00
15	No of participants involved in training events and seminars		110,00
16	No of individuals that participated in exchange schemes		30,00
17	No of promotion concepts		1,00
19	No of services developed (support services for implementation; consulting services)	2	4,00
21	No of person in charge for administration of projects	3	3,00
22	No of project meetings held	6	6,00
Project specif output indicators			
1	Solar DHW Green Paper published		1,00
2	Regional Solar DHW Raise Awareness campaign implemented	5,00	5,00

Indicators

1	No of permanent information sources / channels in operation (e.g. websites, regular publications) – website, FB	2	1,00
2	No of individuals reached directly through dissemination outputs in the co-operation area	█	800,00
3	No of administrative actors reached directly through dissemination outputs in the co-operation area	█	200,00
4	No of private sector actors reached directly through dissemination outputs in the co-operation area	█	100,00
6	No of advanced tools and methodologies adopted to increase the projects visibility among experts and wider communities, the public (additionally description necessary) Methodological guide, impact study, solar calculator (to be used as dissemination tools/docs)	3	2,00
7	No of common positions / agreements formulated (beneficiary framework applied by each partner) for 3 common position (6x training, 4x installation, 6x awareness)	16	12,00
8	No of common methodologies adopted (solar green paper, DHW training (operator qualification), DHW subvention and financial aid guide, DHW market announcement guideline, +1)	5	4,00
9	No of strategies adopted at governmental level (green paper strategy)	1	1,00
11	No of regional/local policies and instruments improved or developed (feedback from policy maker seminars)	6	6,00
12	No of common standards established (e.g. through new guidelines) training, awareness, installation	3	3,00
14	No of impact studies on environmental issues carried out (e.g. in pre-investment projects) All PP countries	9	9,00
15	No of pilot actions prepared (first application)	1	1,00
16	No of pilot actions implemented (first application), _IT, RO, SI, HU	4	4,00
18	No of staff members with increased capacity (awareness / knowledge / skills)	57	36,00
19	No of advanced tools and methodologies adopted to improve knowledge management within the partnership (additionally description necessary) Action assignment tool, activity analysis document, analytical budget absorption system, bilateral survey visit – monitoring & evaluation tool missing (RCR not yet released)	4	5,00
21	No of common management structures / systems established - SC	1	1,00
22	No of individuals benefiting directly from new / improved services	312	300,00
Project specif result indicators			
1	DHW system financial and funding procedures run (see results of installation campaign)		300,00
2	National DHW Installer qualification and training tools developed (training course (RO,IT,SI, HU,UA), VET training (RO,HR), e-learning platform (RO)	8	4,00

Tips

- Build up an efficient Communication Strategy
- Establish good communication inside the consortium
- Choose carefully and wisely the Stakeholders
- Check out permanent your indicators
- Large dissemination of the project achievements (all channels possible)

Thank you for your attention!

Dr. Eng Daniel Amariéi,

eGUTS