



Communication Plan

Project title: Access to Renewable and Efficient Energy in Municipalities Vayk and Spitak

Project objective:

1) Decrease/save energy resulting in decrease of CO² emissions in pilot areas by:

- Improving energy efficiency of selected residential and public buildings by implementing energy saving measures.
- Encouraging residents to adopt energy saving behavior and attitude

2) Create access and increase use of renewable energy sources in pilot areas by.

- Installing PV solar panels for addressing lighting system upgrades of entrances, staircases and courtyards of selected residential buildings.
- Providing hot water through installation of solar water heaters and Install PV solar panels for energy usage and generation of selected public building.

Project implementer: Habitat for Humanity Armenia

Project implementing partners: Spitak Municipality, Vayk Municipality

Project time frame: 4 years; Dec 2014-Dec, 2018

Project financed by European Union Financed by EU Commission within SUDeP (Sustainable Urban Demonstration) Programme under the Covenant of Mayors¹.

¹Vayk and Spitak Municipalities municipalities have signed the “Covenant of Mayors” in 2014. The European Commission launched the “Covenant of Mayors” in 2008 to support the efforts deployed by local authorities in the implementation of sustainable energy policies. The Covenant is open to all cities deciding to join. Covenant of Mayors signatory towns and cities formally commit themselves to go beyond the objectives of EU energy policy in terms of at least 20% reduction of greenhouse emissions by 2020 through the implementation of Sustainable Energy Action Plans (SEAP).



1. General Communication objectives

- Raise public awareness about relevant energy saving technologies, including renewables, and how to use energy wisely, also negative impact of CO² to our environment.
- Promote behavioral and attitude change towards energy efficiency in the home and school/work environment.
- Promote replication within the municipalities and nationally by sharing experiences and results.
- Raise awareness and knowledge about the Covenant of Mayors and the importance of implementing SEAPs in the pilot communities.
- Increase the Project visibility in the country.

2. Target audiences

- A. Tenants of residential buildings
- B. Schools (public buildings) –children, staff
- C. General public

3. Specific communication objective for each target audience

Target audience A: Tenants of residential buildings

Specific objectives:

Communicate with the tenants to present the Project, discuss detailed planned activities for their buildings, also periodically discuss energy saving and efficiency issues and find solutions to replicate within their individual housing units, buildings and communities, together celebrate buildings work completion through knowledge sharing community forums and events.

The Project sustainable financial models will be introduced to the tenants during the forums.

Expected results:

- The tenants will change their behavior and attitude towards energy efficiency, which will reduce energy losses. The tenants will pay attention on energy efficiency buying home electronic equipment.
- The tenants will understand the efficiency of the Project and will be engaged in the Project having their own investments through money pay back mechanisms.



- The tenants will use energy efficient technologies, also renewable during their home renovations.
- Energy saved, decreased Co² emissions.

Target audience B. Schools—children, staff

Specific objectives:

Introduce the Project major results implementing energy efficiency technologies, including renewables; also promote behavior and attitude change towards energy efficiency in the schools/work place through sharing Success stories by School visits, Media interactions, Building Completion Ceremonies.

Expected results:

- The Project visibility will be raised.
- The people awareness will be raised on energy efficiency and renewable energy.
- The people behavior and attitude will be changed towards energy efficiency.
- Energy saved, decreased Co² emissions.

Target audience C: Public

Specific objective:

Raise public awareness on residential energy efficiency/saving technologies, including renewables, and how to use energy wisely at their homes/work places, also negative impact of Co² emissions on the environment through Media interaction and Public Events (Energy days, Celebration of Building completion).

Expected results:

- People will start using energy efficiency/saving technologies, including renewable during their home renovation process widely.
- People will change their behavior towards energy efficiency; they will know how to choose/buy energy efficient electronic equipment for their homes and how effectively use them.
- Energy saved decreased Co² emissions.

4. Message for each target audience

Target audience A: Tenants of residential buildings

- a) We offer to work with us to improve your comfort and reduce your monthly energy consumptions for long time.



- b) You can save energy losses yourselves by following five easy ways. 1) Use energy efficient light bulbs; 2) buy energy efficient home electronics with the sign of A; 3) don't spend energy when you don't need it; 4) use energy efficient technologies when you do your home renovation; 5) use solar energy.
- c) Your investment today will help you to have savings in your monthly energy bills later.
- d) Your investment today will support other people later to reduce their energy consumptions.
- e) You will/have courtyard and entrance lighting with no energy cost: using solar energy.

Target audience B. Schools–children, staff

- a) You can be part of keeping our environment clean: don't spend energy when you don't need it.
- b) You can have swimming pool without any energy cost: just using solar energy.
- c) You'll have comfortable rooms with new windows and doors without blowing.

Target audience C: Public

- a) We offer to work with us to improve your comfort and reduce your monthly energy consumptions for long time.
- b) You can save energy losses yourselves by following five easy ways. 1) Use energy efficient light bulbs; 2) buy energy efficient home electronics with the sign of A; 3) don't spend energy when you don't need it; 4) use energy efficient technologies when you do your home renovation; 5) use solar energy.
- c) Your investment today will help you to have savings in your monthly energy bills later.
- d) Partner with us and do energy efficient upgrades in your residential buildings: it will save your home energy consumptions up 50 %.

5. Communication tools for each target audience.

Social Media

Social Media will help us to reach general public. Social media will lead to good level of audience engagement with low cost. We'll use Facebook (<https://www.facebook.com/pages/Habitat-Armenia/57401752642>), Twitter(<https://twitter.com/HFHARM>), Youtube (<https://www.youtube.com/channel/UCItJ2mxnFkjbDz94JSsJog>) pages and blog (<http://habitatarm.blogspot.com/>) of HFH Armenia. We'll do monthly updates about the Project activities with pictures, stories; sharing the Project videoclips and Press Releases, articles, news; creating Public events, sharing Project information with the Media via their Social Media pages.



Website

We'll use HFH Armenia's existing website (www.habitat.am), will create special page for the project. We'll provide the people most updated information/news about the Project and its activities.

Project leaflet

Project leaflet will be prepared and distributed among tenants and schools staff. The leaflet will provide the tenants basic information about energy efficient technologies, also renewable energy and rules how to manage their behavior and attitude towards energy efficiency. The leaflet will promote tenants engagement having their investment to the Project. The leaflets will be distributed among the tenants during Knowledge sharing forums and events.

Poster

Posters will be created for the targeted residential and public buildings (schools) to show the specific work (with pictures) should be done with targeted messages to the tenants, school children and staff. Each building will have its Poster where we can see the planned specific activities with construction graphs with before and after pictures. Posters will be put on buildings' Announcement desk.

Video clips

Short video clips up 3 min. (interviews with tenants, public events, school visits, etc.) will be prepared to share project news and activities to the public. These will be made using smartphone, camera and uploaded in Social media pages, Facebook, YouTube and Blog.

One Professional video clip up 7 min. will be prepared to tell annual successful stories/tangible improvements in the buildings with the quotes by the affected tenants and school children, staff. The video will be shown during Press briefing, will be shared via Social Media pages and website.

Newspapers, Magazine, TV & Radio

Strengthen individual relationship with the journalists to share project milestones, stories to the public, also be invited by local media/radio to talk about the Project and tangible changes. The tenants of the residential buildings will be motivated to engage in energy efficient activities.

Stories will be prepared with before and after pictures about the changes, quotes by the people who are affected and share the stories with the journalists during press briefings or Media meetings annually. Annual Press briefing will be organized.

The journalists will be invited in the Project Major events to cover news.

Events

The Project Opening Ceremony will be organized to announce the start of the Project. Project partners, media will be invited.

Public events will be organized to speak more about the Project, energy efficiency and renewable energy engaging the tenants, school children/staff and public. Annually 1 public event will be organized in each pilot city within EU Energy days (Celebration of Buildings Completion, study visits to the schools, essay/game <http://www.alliantenergykids.com/EnergyBasics/http://www.alliantenergykids.com/FunandGames/CoolProjects/> competitions on energy efficiency in the schools) to show tangible improvements and promote tenants engagement).

Promotional items

Project banners will be prepared and will be used during public and media events. T-shirts will be prepared and used for public events.

Pens, notebook, folders, table flags will be designed and printed.

6. Create a calendar of activities

		2015									
	Tasks and Activities	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
1	Social Media										
	Monthly updates on Social Media pages: FB, Twitter, YouTube, Blog. Create FB group and page in the blog with the name of "Residential energy efficiency and renewable energy".										
2	Website										
	Create Project page on HFH Armenia website										
	Periodically update the Page										
3	Project leaflet										
	Prepare leaflet for the tenants, design, printing (distribute during Knowledge sharing forums and events, 300 copy)										
4	Poster										
	Prepare poster for the tenants and school children/staff (selected buildings), design, printing (20 copy)										
	Share the posters via buildings' Announcement desk										
6	Video clips										
	Prepare short clips up 3 min. (up 5 video clips)										

	and share the clips via Social Media pages										
	Prepare video clip up 7 min. about successful stories/tangible improvements about the process, tenants engagement										
7	Newspapers, Magazine, TV & Radio										
	Form and strengthen partnership with the Newspapers, organize individual meetings										
	Organize annual press briefing/media meeting (s) to share milestones, success stories/tangible improvements with pictures/videos.										
	Publish total 4-5 articles/news via Newspapers (online and offline), Magazines; 1-2 news (or taking part in Programs) via TV&Radio										
8	Public events										
	Organize Project Opening Ceremony with the Media invitation and key partners										
	Organize Energy Dayevent in Spitak(school visits, Celebration of the buildings' work completion, essay competition (locally and FB), etc.)										
	Organize Energy day event in Vayk										
9	Promotional items (banner, T-shirt, pens, notebooks, folders, EU&HFH Armenia table flags, etc.)										
	Design and print project roll-up banner										
	Design and print T-shirt (200 copy)										
	Design and print pens, notebooks, folders, flag (100 copy each)										

Indicators

Articles/news

Media reach

Event participants

Publication (leaflet, and poster) disseminated

#Website page visitors

#Social media reach



Resources

7. Human Resources

Inhouse

Project Manager
Project PR & Communications Manager
Project Assistant

Outsourcing

Printing & Design Company
Media & PR agency
Photographer

8. Financial resources

Annual expenses -2015

Item	Planned Costs (euro)	Actual Costs (AMD)
Leaflet, design printing (300 copy x 2 page)	250 euro	
Poster (20 copy x 1 page)	74 euro	
Agreement with Agencies (preparing videos, articles, photographer, design services, social media advertisements)	1200 euro	
Opening Ceremony (meeting room, coffee break)	1200 euro	654,500 - Marriott
Organize Energy day event in Spitak	1500 euro	
Organize Energy day event in Vayk	1500 euro	
Promotional items printing (1 roll up banner, banner, 200 T-shirts, 100 pens, 100 folders, 100 notebooks, table flags)	1000 euro	
Total	6724 euro	