

Community based decentralised rEnewABle eNerGy systems and supporting structures for improving electricity Access in Low income countries



Communication & Dissemination Plan

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The partners involved in the project are

Lead Partner



Atlantic Technological University (Formerly Institute of Technology, Sligo-ITS)

Co-Partner



Malawi University of Applied Sciences (MUBAS)

EXECUTIVE SUMMARY

This report is prepared in the framework of the funded IRC and Department of Foreign Affairs COALESCE (Collaborative Alliances for Societal Challenges) programme, under Strand 2B: Better World Awards project - “Community Based Decentralised Renewable Energy Systems and Supporting Structures for Improving Electricity Access in Low Income Countries” (CEANGAL).

The CEANGAL project puts forward an ambitious adaptable and replicable model to support activities and know-how relevant to the selection, procurement, installation and ownership of renewable energy systems (RES), as well as providing supporting structures to ensure the continuous local operation and maintenance of these RES.

The CEANGAL framework achieves this by addressing the major issues currently hindering RES adoption in developing communities, through the contribution of significant Irish expertise and knowledge in the community RES sector, and working collaboratively with local knowledge partners and stakeholders to develop vital longstanding local funding, ownership and operational support hubs for community driven RES projects. Through research partnerships with Malawian researchers, the project concept and outcomes will be developed, demonstrated and validated in four pilot case sites located in currently underserved rural areas of Malawi (a country having one of the lowest access to electricity globally with 82% of population having no electricity access).

This report (Deliverable 5.1) is a key output of the Training, Communications and Dissemination work package (WP 5) and specifically Task 5.1, and presents the project’s “Communication and Dissemination Plan” in order to effectively disseminate and communicate the project and its outputs to all relevant stakeholders and target audience.

The communication plan will outline the processes, which will be employed by the project to ensure that the project efficiently and effectively contacts, engages and has the participation of the targeted stakeholders in the proposed project activities. The proposed action plans will contain specific actions for each partner carried out during the project lifetime to ensure the sustainability of the project outputs.

The development of the stakeholder communication and action plan is based on the main project implementation and dissemination objectives. The plan developed by the CEANGAL project team aims at:

- (a) Raising awareness and informing stakeholders and target audience about the research and developed framework /tools developed by the CEANGAL project;
- (b) Improving the potential appreciation and uptake of RES systems in communities by disseminating and communicating the service provisions afforded by the CEANGAL research outputs which will stimulate electrification of communities. Good practice examples from other similar environments, with emphasis on the economic, environmental and social impacts attainable with the adoption of RES will be used to support stakeholders’ acceptance.
- (d) Increase knowledge on the use and implementation of RES in targeted communities via stakeholder training and outreach programmes and the use of the project platform.

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The implementation of the strategy and action plan put forward in this report is therefore crucial for the success of the project and for the sustainability of its outputs in the long term.

The CEANGAL communication plan was developed taking into account the different recipients of the project's dissemination and communication activities by identifying the main target groups:

- ✓ Communities currently with no or low electricity accessibility
- ✓ Relevant NGOs operating in the renewable energy and rural electrification sectors
- ✓ Local and regional authorities and national bodies
- ✓ Scientific community (universities, research centres)
- ✓ Policy and decision makers at national, regional and local level

For the optimal organisation of the communication activities, the strategic plan is divided into three phases of implementation, following the respective stages of the CEANGAL project, which includes:

1. Communication and dissemination activities of project results and outputs
2. Training of the targeted end use stakeholders.
3. Monitoring activities in order to measure the impact of the project stakeholder communication and action plan

The first phase includes an overview of all dissemination opportunities identified through relevant communication tools such as event attendance (e.g. conferences, workshops, etc.), project publications (e.g. brochures, peer reviewed publications, news releases as and conference papers) and project presentations and community outreach events (e.g. to local stakeholders). These communication channels will also be complemented using physical outreach (using the local community and engagement centres), as well as using online activities based around the project website, and through social platforms (e.g. twitter). The communication and dissemination activities are designed to target the key audiences and stakeholders and maximize awareness of the project objectives and results.

The second phase of the stakeholder communication and action plan by the CEANGAL project involves the organisation of training events aimed at increasing the knowledge of community stakeholders in RES use and operation. Such trainings will be afforded through customised workshops and webinars tailored at identified community stakeholder groups and will provide more specific knowledge related to RES use in practice.

The third phase involves the monitoring of the project's communication plan and strategy. The communication actions will be monitored by the project team against specific key progress indicators at frequent intervals throughout the project. The project team shall valorise the progress of the project's communication strategy and provide relevant feedback to the IRC administration with respect to the effectiveness and the impact of dissemination and communication activities

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1.0 Project Description

Energy supply, and specifically electricity accessibility has been recognised as an important driver of economic growth and human development, and deemed essential to helping achieve global poverty reduction goals in low income countries globally. Goal 7 of the UN Sustainable Development Goals identifies the ‘universal access to affordable, reliable, sustainable, and modern energy for all’ as a target for the next 10 years. However, approximately 1 billion people globally have no access to electricity, the majority of whom are in Sub-Saharan Africa. Mechanisms which can be used to expand electricity access in such regions are therefore needed.

The CEANGAL project puts forward an ambitious adaptable and replicable model to support activities and know-how relevant to the selection, procurement, installation and ownership of renewable energy systems (RES), as well as providing supporting structures to ensure their continuous local operation and maintenance.

The CEANGAL framework achieves this by addressing the major issues currently hindering RES adoption in developing communities, through the contribution of significant Irish expertise and knowledge in the community RES sector, and working collaboratively with local knowledge partners and stakeholders to develop vital longstanding local funding, ownership and operational support hubs for community driven RES projects. Through research partnerships with Malawian researchers, the project concept and outcomes will be developed, demonstrated and validated in four pilot case sites located in currently underserved rural areas of Malawi (a country having one of the lowest access to electricity globally with 82% of population having no electricity access).

1.1 Main Objectives of the Project

The CEANGAL project has a practical innovation agenda that aims at providing replicable mechanisms to increase the uptake of community-based RES systems and sustained growth in electricity accessibility in LIC rural communities. The project will deliver several measurable, high impact, **strategic, societal, economic and organisational objectives** as below:

1. Develop an **adaptable framework focused on the concept of sustainable community-driven RES implementation** applicable in LIC communities. The CEANGAL framework will initially be refined and collaboratively developed with MUBAS. The framework will provide proven data-driven best practices, operational guidelines and considerations that should be covered to afford improved success in achieving RES acquisition and operation for prospective community driven electrification projects.
2. Develop an **integrated CEANGAL suite of tools**, with tools that will support the CEANGAL framework concept and provide tangible information, estimation and decision support tools with functionalities to afford a detailed knowledge of RES choices, their suitability to meet the local energy requirements, conditions and resources, and specific guides on the installation, operation and maintenance of several suitable RES. These tools will meet the project aim of reducing the currently observed lack of know-how and expertise on the operations and maintenance of RES.

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3. Provide improved **local competencies and know-how on RES systems, community driven RES projects implementation, and establishment of regional RES expertise hubs with capabilities for supporting communities** in achieving electricity accessibility goals through decentralised RES implementation.
4. Improve the overall **process economics** of RES acquisition, improvement of knowledge and overall **successful funding and purchase rates**, and facilitating significant uptake of community-based RES.
 - a. Collate and analyse relevant funding schemes and models utilisable to meet RES acquisition.
 - b. Afford cost effective decision making on potential RES, and different ownership models.
 - c. Achieving energy self-sufficiency, and identification of other potential energy carriers/uses.
5. Contribute to the goals of the Irish Government’s “A Better World” and “Global Ireland: Ireland’s Global Footprint to 2025” targets of creating a more equal and sustainable world by reaching those furthest behind, by **driving growth and development opportunities through improved electricity access in LIC communities**. This is expected to strengthen the operation of critical infrastructures and lead to the proliferation and growth of local industries.
6. Improve the **adoption and implementation** of the CEANGAL project solutions by the relevant community stakeholders.

2.0 Scope of the Stakeholder Communication and Dissemination Plan Document

The stakeholder communication strategy and action plan document provides an overview of the intended outputs and service offerings resulting from the CEANGAL project, the most relevant stakeholders and collaborations that could benefit from these outputs and the actions that will be put forward collectively and individually by each CEANGAL partner to promote the take-up (exploitation) of these outputs. This document is the first result of a process designed to last for project's duration. The document describes a plan to identifying key target stakeholders, mechanisms to engage them and guidelines for activities to guarantee future communication and subsequent exploitation of the project results.

2.1 Why is the Document Relevant?

The main rationale behind the communication and dissemination plan is to promote a reflection amongst CEANGAL partners on how the project could proactively seek opportunities to disseminate and communicate the project concept, approaches and outputs through their most relevant channels. Hence, during the first CEANGAL project meeting (virtual meeting, January 2021), the project partners deliberated on the communication approaches to be used, and directly provided ideas and written contributions to this document. The ultimate goal of the document is to ensure that the project and its outputs reach the intended audience in the targeted LIC and regions. The document will ensure that CEANGAL project and its activities are well positioned towards promoting its full dissemination and eventual exploitation.

2.2 Who is the Document targeted at?

The strategy and action plan document is primarily targeted at the CEANGAL project partners, as they are best placed to disseminate and communicate both the project results findings and further developing the stakeholder reach of the project.

2.3 Who manages the Communication Strategy and Action Plans?

The CEANGAL Lead Partner (Dr. Ehiase Ehimen, ATU) will ensure adherence to the stakeholder communication strategy and action plan document with support provided by Dr Unnikrishnan Brijitha-Madhavan (ATU) who is the Communications WP lead and responsible for overseeing the projects communications activities. All partners will however be responsible for the communication activities in their region and will oversee all related actions.

3.0 Stakeholder Engagement Strategy

3.1 Stakeholders Identification and Mapping

The identification and mapping process will identify which stakeholders need to be engaged, in order to achieve the highest impact for the project. The stakeholder engagement activities will be key for the execution of the different activities in WPs T1-4. The stakeholder outreach will mainly be carried out in the communication work package, WP 5, but will also be conducted through the other WPs. The stakeholders' selection is based on the primary objectives, the expected results and the impacts of the project, as well as the available resources, the objectives of the engagement, and the willingness or the ability of the stakeholders to engage and to be involved to the project. The participant selection strongly determines the results of an engagement process. Under the framework of an effective representation, this could further enhance the ability of better learning and trust between participants and future collaboration efforts, and that restrictive participant selection may lead to less favourable project results, and even to a resistance with the use of the project outputs.

Stakeholder mapping is a collaborative process of research, debate, and discussion that draws from multiple perspectives to determine a key list of relevant stakeholders drawn from across the entire stakeholder spectrum. Mapping can be categorized into three phases, presented following:

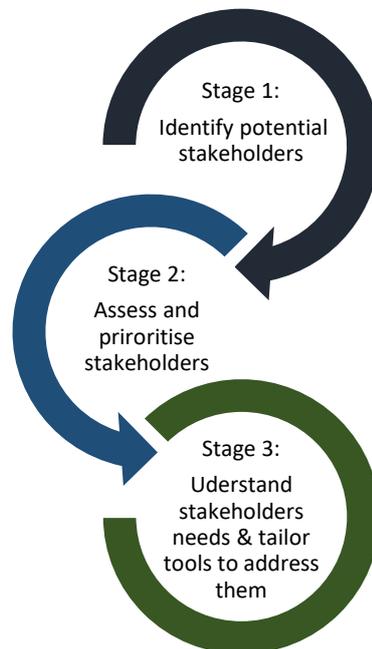


Figure 1: CEANGAL proposed stakeholders mapping process

The results from the above mentioned stages will be considered by the CEANGAL team in order to establish what level of engagement is required (especially with regards to the specific project and WP task in question), the timing and role of the engagement, and ultimately which methods of engagement are to be adopted for each one.

The plan will include the following information:

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<i>Project stakeholders</i>	Identification of those stakeholders already considered in the preparation of the project proposal and the initial stages of the work plan
<i>Stakeholder analysis</i>	Mapping where stakeholders are currently located and their potential contribution to, relevance and participation in, the project
<i>Stakeholder transition</i>	Identifying where stakeholders are not considered to be appropriately exploiting existing collaboration, and RES adoption and use opportunities in their regions.
<i>Stakeholder management</i>	Defining the potential actions needed to improve, expand or change the RES ownership and use potentials/or collaboration opportunities of the identified stakeholders within the map
<i>Plan review</i>	Setting out the process used to judge whether or not the engagement actions have been, or are likely to be successful, and whether any refinement of this plan is required
<i>Stakeholder feedback</i>	Following the stakeholder engagement activities, feedback on the CEANGAL approaches will be sought, and a more comprehensive list of wide spectrum stakeholders established.

3.1.1 Stage 1: Stakeholder identification

In this stage, carried out in the first six months of the project, the project team will identify stakeholders which may be able to not only contribute to the project but also to motivate them to become involved. In order to identify all the interested parties, it is essential to deliberate all entities who may have an interest in or benefit from the project. Stakeholders' involvement in the identification process itself is also sought with the purpose of defining and refining the scope of the issues being considered, and provide more comprehensive information about the relevant groups which might have a stake in those issues.

Communities currently with no, or very low energy accessibility/penetration will be the primary stakeholders focused on by the CEANGAL project. To further the project goals of providing a collaboration framework to facilitate the ownership and operation of RES, other related stakeholder groups i.e. NGOs working in the RES sphere, local authorities and financial institutions will also be engaged. This is since such stakeholders are crucial for the successful realisation of RES use goals in such communities.

The stakeholder identification process will be re-assessed frequently throughout the project, in order to ensure that no groups or entities have been omitted. This may involve identifying new stakeholders that need to be engaged, or as stakeholder needs and priorities change over the project implementation. At the proposal stages, initial stakeholders' selection followed an ex-ante approach (in which stakeholders are identified in advance). Here 3 communities spread across Malawi, as well as a Women's co-operative association were identified as potential groups for the adoption and testing of the CEANGAL's approach and solutions. The project will aim to expand this group, taking into consideration other communities or groups of relevance.

For the further identification of additional stakeholders, the key methods which will be used are:

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- Brainstorming and consulting with project partners and with other organisations that have been involved in similar activities
- Initiating self-selection by promoting the engagement process and encouraging individuals with an interest to come forward
- Using 'snowball sampling' techniques, whereby one stakeholder identifies further stakeholders until no additional new stakeholders are identified
- Utilising existing stakeholder lists and databases of the project partners in order to identify other groups, networks and agencies

The identification and selection of the CEANGAL stakeholders is based on the considered main relevant actors which the project team deem to have a role in affording or influencing RES uptake and implementation in the relevant low accessibility communities in Low income countries. This will also include actors that are involved in and/or have roles in planning, financing and regulation activities that might influence the actualisation and success of such approaches. An initial identification of the groups of associated stakeholders that are considered relevant to the project is presented following:

- National, Regional and Local Authorities. This stakeholder category includes the government bodies relevant to the areas of permissions, rural development, environment, and finance (i.e. funding) to be examined in the framework of the project.
- NGOs and Rural Development Organisations and Bodies.
- Relevant Financial Institutions
- Academic and Research Institutes/Organisations. This is especially in the fields of environmental, engineering, economics, social and legal studies.

Table 1 presents all the necessary details of the identified CEANGAL stakeholder groups, reasons to involve them and reasons why they might be willing to engage into the project.

Table 1: Identified CEANGAL stakeholder groups, reasons for engagement and interests/benefits

Stakeholder group	Reasons to involve in CEANGAL	Interests / benefits to CEANGAL
Communities with no electricity access	<ul style="list-style-type: none"> • Knowledge on RES ownership and use to improve electrification potential. • Access to know-how to operating community based RES • Improvement in processing and business opportunities through electrification 	<ul style="list-style-type: none"> • Provision of practical data and user requirements to develop a functional framework and tools that will support electrification schemes using RES. • Primary end users
National, Regional and Local Authorities	<ul style="list-style-type: none"> • Provision of access to data required. • Contribution of expertise. • Ensure usefulness & relevance of project outputs. 	<ul style="list-style-type: none"> • Opportunity to develop better project services based upon received knowledge. • End users. • Increasing awareness.

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	<ul style="list-style-type: none"> Promote wider adoption & replication of project outputs. Awareness raising. Adoption & replication of project outputs. Foster dissemination of results 	<ul style="list-style-type: none"> Enhancing project sustainability & profile. Identifying economically advantageous possibilities.
Academic bodies, Research and Technological Institutions.	<ul style="list-style-type: none"> Provision of access to relevant research results Foster research Sharing scientific expertise and provision of advise Evaluation & approval of project outputs Networking 	<ul style="list-style-type: none"> Publications New research opportunities Potential collaboration Networking
NGOs and Businesses operating in the RES sector (including associated technology providers)	<ul style="list-style-type: none"> Providing technical expertise to the project. Evaluation & validation of project outputs. Implementation & Replication of project outputs. 	<ul style="list-style-type: none"> End users. Increasing awareness. Enhancing sustainability of the businesses & profile. New business opportunities Market expansion. Identifying economically advantageous possibilities.

3.1.2 Stage 2: Assess, analyse and prioritise

The second stage of the stakeholder mapping process includes the assessment and analysis of stakeholders in order to prioritise them in relation their engagement to meet the project's activities. It is not necessary that each stakeholder engages at the same level, or at the same time with the project. They can be engaged at various stages of the project implementation. In order to determine which stakeholders are best to contribute to, and which therefore need to be involved in different project activities, it is important to take into account the relevance of stakeholders.

The proposed levels of stakeholder engagement are presented below (Figure 2).

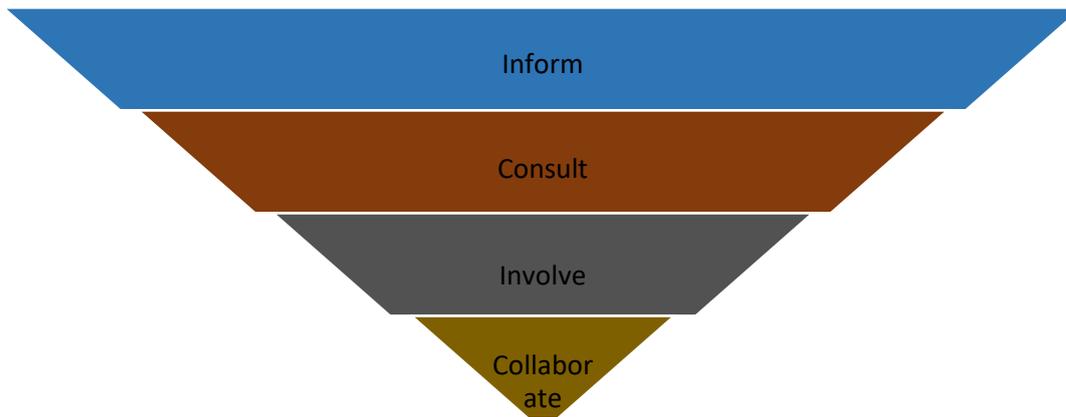


Figure 2: Levels of stakeholder engagement

The stakeholders influence presented in the Figure 3 (i.e. whether they can make useful contributions and positively influence the project, or if they will be affected by the project outcomes), against the stakeholder interest in the project. Stakeholders are plotted based on whether they have a high/low interest in, and high/low influence on, the project. Each of the four boxes represent a ‘level’ of engagement, ranging from the lowest level (‘inform’), through the middle levels (‘consult’ and ‘involve’) to the highest level (‘collaborate’) based on Figure 2:

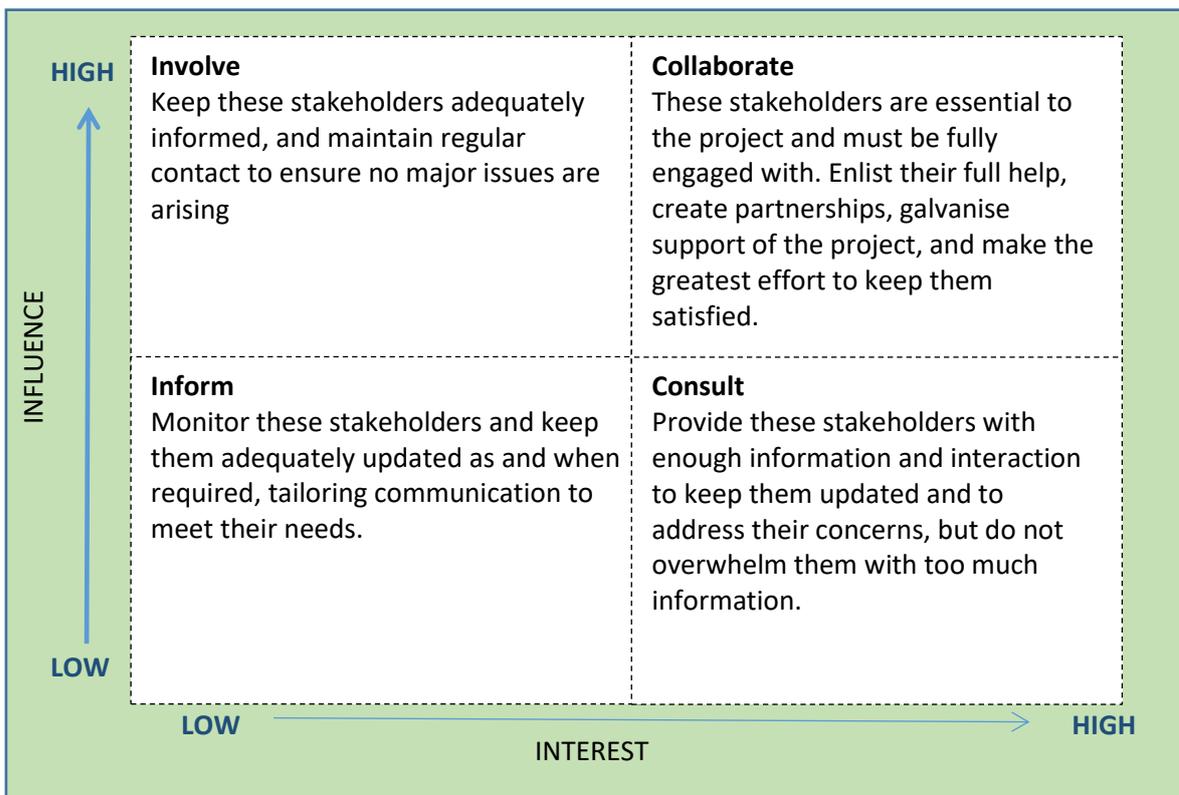


Figure 3: Plotting stakeholder influence against interest

- “**Collaborate**” box (high interest – high influence): Stakeholders represented in this box are those with which it is likely to be most beneficial for the project to engage. They are

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identified as potential suppliers of relevant information, permissions and resources, or may be significantly impacted by the final project outcomes.

- **“Involve”** box: Stakeholders here are highly influential, but have little interest in the project or low capacity/resources to engage. As a result, they may have significant influence over the success of the project, but may be difficult to engage throughout the project process. To address this issue, particular efforts may be necessary to engage this group in the project and therefore the efforts should be initiated as early as possible.
- **“Consult”** box: Stakeholders represented in this box are those that may have high interest but low influence in the project and although by definition they could support the project, they lack the capacity to significantly contribute to the project and produce beneficial impact. Nevertheless, they may prove particularly useful by forming alliances with other more influential stakeholders. These are often the marginal stakeholders which are usually ‘hard to reach’, and that might require special attention to ensure their engagement and to empower them to equally engage in the project process with more influential stakeholders.
- **“Inform”** box: Stakeholders represented here are those who may have little interest in, or influence over project outcomes. In general, there is less need to consider them in much detail or have particular efforts to engage with them when the project resources are limited.

By following this approach, it is possible to better tailor the appropriate levels of stakeholder engagement and type of engagement activities to the different stakeholder groups, as it is elaborated below:

- **Consult** : Stakeholders in this box should provide feedback, as well as, be informed and consulted on several projects issues such as the development and status updates of the CEANGAL framework and tools, the parameters considered for the model development, the methodologies applied to support RES uptake, and the decision making for the development of the local adaptation strategies. Care will be taken not overwhelm stakeholders with information outside of their area of expertise/interest.
- **Involve** : Stakeholders in this box should work directly with the project team throughout the project duration to ensure that their concerns and requirements are well understood, taken into consideration and, where appropriate, are satisfied through the project actions.
- **Collaborate** : Stakeholders here should work in partnership with the project, in relevant aspects of the decision making process. This includes inter alia any actions necessary for ensuring that these stakeholders remain fully satisfied, such as the development of alternative methods and the identification of preferred solutions or outcomes.
- **Inform**: Stakeholders in this box should be adequately updated with information on the project scope, problem addressed, objectives and outcomes to help them recognise the problem, assess the available alternatives, recognise opportunities and discover potential solutions. Information must always be tailored to the specific needs of each stakeholder group.

A summary of the potential benefits for stakeholders arising from their level of engagement in the project is presented in Table 2.

Table 2: Summary of potential benefits from stakeholder engagement in the CEANGAL project

BENEFITS OF ENGAGEMENT	LEVEL OF ENGAGEMENT			
	Inform	Consult	Involve	Collaborate
BENEFITS TO RESEARCH TEAMS	<p>Higher profile and enhanced reputation.</p> <p>Useful contacts for future engagement.</p> <p>Improved dissemination of results.</p> <p>Enhanced impact of research.</p> <p>Increased support of research outputs.</p>	<p>Improved chances of project success.</p> <p>Better knowledge and opportunities for learning.</p> <p>Better quality and related data.</p>	<p>More resources provided.</p> <p>Potential to improve project outputs.</p> <p>Refinement of the RES implementation strategies.</p>	<p>Improved research questions and guidance.</p> <p>Better analysis. Increased potential for the project to leave a legacy.</p>
BENEFITS TO STAKEHOLDERS	<p>Opportunities for learning.</p> <p>Better access to knowledge. Improved decision-making.</p> <p>Better economics and environmental impacts.</p> <p>Improved policies.</p>	<p>Access to better technologies and expertise.</p> <p>Business opportunities.</p> <p>Sense of inclusion and involvement.</p>	<p>Opportunity to be directly involved in the TIP development. Use of the platform.</p>	<p>Opportunity to influence and/or drive uptake of RES use in targeted communities.</p> <p>Improved innovation and research in the field of rural electrification and implementation of RES.</p> <p>A sense of ownership.</p>

3.1.3 Stage 3: Understanding stakeholders

When prioritising the identified stakeholders and considering how and when to engage with them, it is important to obtain a greater understanding of their motivations, interests, expertise and capacity to engage. Following, the key points, the project team will carefully consider and take into account the following during the process of understanding stakeholders:

- Existing relationships between the project and the stakeholders.

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- Knowledge that the different stakeholders possess and that may be relevant to the project.
- Potential positive or negative views of the stakeholders on the project and its outcomes. Potential for any conflict arising amongst stakeholders or between stakeholders and the project.
- Appropriate means of communication and need to be adapted in order to reach certain groups or individuals.
- Willingness to engage; if not, reasons and means for overcoming them. Barriers to participation and/or engagement.

In the engagement process, it is also helpful to try understanding relationships between stakeholders. The stakeholders could also be consulted for their views on the stakeholder mapping process (when appropriate) to ensure they agree with the view of the project team. The latter may also prove to be an effective method for establishing an open and transparent relationship.

The following table presents the different potential techniques selected by the CEANGAL project to engage each stakeholder group (Table 3).

Table 3: Potential CEANGAL Participation Techniques and Tools

Participation Technique	Targeted communities currently with no electricity access	Relevant national, regional and local authorities	NGOs and Rural Electrification support organisations	Academic and Research Institutes & Organisations
Information materials	X	X	X	X
Scientific reports			X	X
Project website	X	X	X	X
Questionnaires and surveys	X	X		
Project events	X	X	X	X
Training seminars	X	X		
CEANGAL Framework and Tools	X	X	X	X
CEANGAL Regional Expertise Hub	X	X	X	X
CEANGAL Community Engagement Centre	X			
Social network releases	X	X	X	X
Press releases	X	X	X	X

4.0 CEANGAL Stakeholders Communication Plan

4.1 Description and Objectives of the Communication Plan

A communication and dissemination plan is primarily a public relations plan, and may include some wider tools such as advertising and direct marketing (SPARC, 2014). An integrated plan has to be flexible and dynamic due to the fact that communication needs and priorities will likely change and will be prone to revision throughout the lifecycle of a project (Joubert, 2014).

The Communication Plan is important for a project because:

- It provides the project team with a planned, structured approach for the communication actions and ensures that all the key stakeholders are included where appropriate;
- It will make the communication efforts more effective and lasting.

In order to develop an effective communication plan it is essential to follow seven steps as described in Joubert (2014). These are:

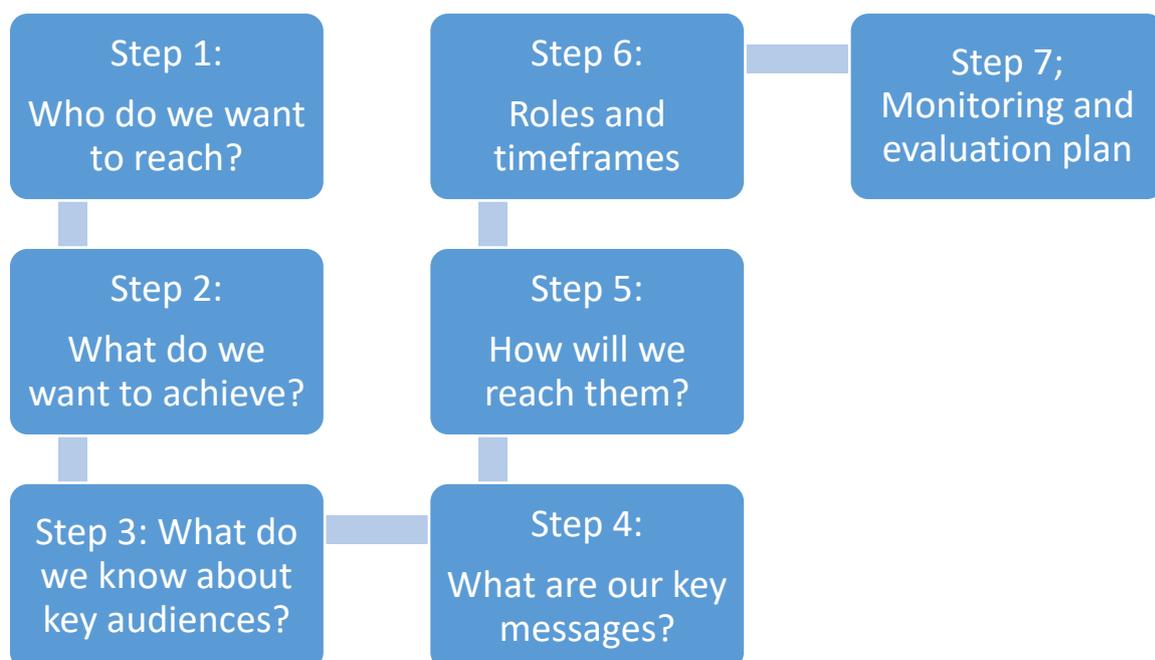


Figure 4: Communication plan steps (adapted from Joubert, 2014)

During the first step, it is necessary to identify all the key persons or groups that are related to the project and/or affected or can influence or may have interest in the project. At the second step, it is vital to understand “how can we get to know and understand them better?” (Joubert, 2014), and to create the ideal communication mechanism will be followed to achieve this. This means that different messages might be needed for different audiences and groups (i.e. public and stakeholders), as well as different tools and methods needed to reach each specific group. At the third step, it is important to understand and get to know better the key audience (Joubert, 2014).

At the fourth step, it has to be clarified the message that is intended to be disseminated with the communication plan (Joubert, 2014). At this point, the most important consideration is the language

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used to reach each targeted audience. During the fifth step, all the necessary activities, tools and materials used should be selected in order to achieve the communication goals (Joubert, 2014). At sixth and seventh step, it has to be identified who will do what and when and what is needed to implement the plan in terms of skills and expertise (Joubert, 2014)

These steps will form the basis of the formulation of the CEANGAL project communication plan.

The CEANGAL communication plan aims at an integrated dissemination and informative action that ensures the diffusion of the project at local and regional levels. Simultaneously, the communication plan aims to raise the awareness on potential community electrification pathways via community owned and operated RES. In order to achieve the best available results from the implementation of the communication plan the project team has identified the target groups of stakeholders that may have a significant role on the project's implementation actions.

4.1.1 Description of the CEANGAL communication plan

The communication plan developed and implemented for the CEANGAL project aims at an integrated dissemination and information strategy that promotes the project's expected results to the targeted community and co-operative groups in Low income regions, relevant NGO and support groups, and governing authorities

All dissemination and raising awareness measures of this communication plan are planned to cover the main dissemination needs throughout the project duration. At the same time, envisaged actions vary according to the target group, which will be periodically assessed and updated. As previously mentioned, in order to achieve the best communication results the project team has identified the target groups of stakeholders which may have a significant role for the project implementation. In specific, personalised information and communication will be followed with each target group separately, with specially adapted tools and communication activities tailored to the characteristics of each group.

4.2 CEANGAL Communication and Dissemination Activities

4.2.1 Overall Communication Policy and Rules

Communication activities in the CEANGAL project are deeply embedded with the intention that all results and outcomes of the Project are open for public access.

With the CEANGAL project co-funded by the IRC COALESCE programme in partnership with the Irish Department of Foreign Affairs, all dissemination activities related to the project and its results must acknowledge the funding provided.



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Specifically, for workshops, press releases, presentations, publications etc, the IRC logo as well as the accompanying Department of Foreign Affairs logo must be used. The logos should be clearly visible with colour used where possible.

In addition to the use of the funder’s logo, publications based on work funded by the carried out within the activities of the CENGAL project should acknowledge their affiliation and bear recognition of the funding programme. This is by adding acknowledgment statements, such as:

“The CEANGAL project (Project no. COALESCE/2021/41) is supported by funding provided by the Irish Research Council COALESCE programme and the Irish Department of Foreign Affairs”,

“The research leading to these results has received funding from Irish research Council (IRC) COALESCE (Collaborative Alliances for Societal Challenges) programme, under Strand 2B: Better World Awards, in partnership with the Department of Foreign Affairs)”

Furthermore, all dissemination materials must include:

- The project acronym, “CEANGAL”, and where possible the full project title “Community Based Decentralised Renewable Energy Systems and Supporting Structures for Improving Electricity Access in Low Income Countries”.
- The CEANGAL project logo (see project logo below)
- Mention of the project’s website URL (www.ceangalproject.com)
- The twitter handle **@CEANGAL22** should also be included, where possible.

4.2.2 Development of the CEANGAL project logo

A distinct common graphic identity for the project was defined to allow for better visibility and recognition, as well as to afford effective branding of the CEANGAL project. The rationale and basis for the logo development is provided in the Appendix 1 appended to this document.

The project logo (Figure 6) was developed and it will be included in all dissemination materials produced during and after the implementation of the project. The project Logo will be at a distinct point in all printed and electronic materials produced by the project.



Figure 5: CEANGAL project logo

Deliverable 5.1.: Communication and Dissemination Plan**4.2.3 Development and updating of the CEANGAL project website**

At the early stages of the project, an interactive website will be developed by the lead project partner (ATU) in order to disseminate all the information about the project. The website was launched at the virtual CEANGAL kick-off and information session in March 2022. Specifically, the project website will include:

- General information about the project (objectives, actions, progress, duration, area of implementation),
- The concept, approach and methodology followed for the implementation of the project
- Deliverable reports,
- Upcoming and past events (meetings, stakeholder engagement, training and piloting seminars, conferences etc.),
- Useful links,
- Project partners information,
- Contact details,
- Newsletter subscription form,
- On-line questionnaires (as developed in later stages of the project)
- The IRC and Department of Foreign Affairs logos
- The CEANGAL project Logo

The main objective of the development of the project website is to disseminate the aim of the project, and eventually the expected environmental and economic benefits and results from the project outputs and framework implementation on the targeted communities currently with no electricity access.

The project website content will be available mainly in English. However to increase the coverage of the website to different community and regional audiences some targeted content might be available in local regional African languages as deemed necessary for the stakeholder. The website will be fully operational after its launch and will be regularly updated (at least once a month) while it will be maintained for at least five (5) years after the project termination.

In addition to the project website, online social networking services will be used in order to further disseminate project results e.g. Facebook, Twitter and Google.

Timeline: 01/03/2022 – 01/03/2030

<i>Expected results</i>
Project website online within the first 3 months of the project initiation
Deliverables and project outputs available on the website

4.2.4 Project banners

Project banners are a common information tool which is used for communication and transmission of the important messages for the project in a simple and direct way. They also aim to increase the

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visibility of the project. For that reason, the partners will erect and maintain project banners at strategic places at their premises accessible and visible to the public.

The project banners will provide information for at least the following:

- the project title and objectives,
- the area of implementation,
- the project partnership (including institutions logos),
- its duration,
- the project funding acknowledgement, and
- the Irish Research Council (IRC) and Department of Foreign Affairs (DFA) logos.

The main objective of the current action is to inform the general public for the project actions, the expected results and benefits from the project implementation.

The banners will be produced and installed within the first six months of the project implementation and shall remain at their places for at least 1 year after the project termination. Furthermore, a set of additional banners or notice board posters will be installed at the areas where the implementation of selected measures (i.e. community engagement centres and targeted communities where demonstration activities will take place) will take place. The information provided through the banners and notice boards shall be written in the English or the regional language according to the place of their installation.

Timeline: 01/05/2022 – 01/09/2025

Expected results
At least 2 banners erected and displayed at ATU and MUBAS
≈ 12 posters placed in specific locations and in demonstration communities
Of which, ≈ 6 will be displayed in regional local languages in the targeted communities

4.2.5 Information materials and communication tools

Leaflets: The leaflets shall provide information on the project objectives and its findings and will be distributed to the audience of information and training events/seminars, the demonstration events and the scientific conference that will be organised by the project team as well as to any other event that the project team may participate. In addition, the project leaflets will be available for the public at the premises of the partner municipalities.

Newsletters: The newsletters shall contain information about the project progress, its findings, the next steps as well as announcements about forthcoming events. The newsletters will have electronic format (html) and will be sent to all target groups and involved stakeholders via email and available online through the project website. The aim of the newsletters is to keep interested parties informed about the progress and the events of the project. The newsletters will be sent to those

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that will be subscribed for receiving project informative material through the project website special form, as well as to the subscribers of the partners' mailing lists. Due to the low internet penetration rates of the targeted community stakeholders the newsletter will also be made available in print format and distributed in those communities. A newsletter will be produced every 9 months of the project (4 produced during the 36 month period).

Technical publications/presentations: The project findings will also be disseminated through publications in national and international scientific journals on the field as well as through presentations in national and international conferences. In both cases, the financial support from the IRC and the DFA will be acknowledged. The project's output may be presented in renewable energy related, rural electrification, regional development and/or sustainability conferences. These conferences offer a unique opportunity for researchers, policy makers, and businesses to share new research results, novel policy developments, and practical implementation experiences. This Activity will contribute towards further dissemination of the projects results to the scientific community.

Knowledge Exchange Webinars: The project team will facilitate three webinars sessions to inform the target stakeholders of the progress and main outputs of the project. The first will be focused on the project findings on current practices and stakeholders feedback. The second on the innovative solutions and framework provided by the project, and the third will address the findings from the demonstration activities as well as potential expansion opportunities which can be exploited by the project.

Media Work: a set of media-related dissemination activities are foreseen in order for the project to gain increased publicity and raise community awareness on the rural electrification through RES issue. These activities include preparation of articles for the press, press releases and announcements at the media (radio and TV), as well as, press conferences.

- Preparation of articles for the press will take place throughout the project duration in order to gain increased publicity, to maintain public interest during periods where no project events is planned and to promote community awareness of the CENGAL approaches and potential impacts.
- Press releases will be made for alerting the local media about upcoming events or after the realisation of the events in order to inform the public about events that have been recently organized. In particular, press releases will be made for the launching events, the demonstration events as well as for the national and transnational workshops.
- Announcements to radio and television stations might also be made to invite stakeholders and target groups to upcoming events, such as to the launching and piloting events and to the project workshops.

Timeline: 01/12/2021- 01/12/2024

Expected results
Attendance of ≥6 relevant conferences, seminars and trade events where the dissemination of the project activities will be carried out.

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Four (4) Electronic Newsletters produced during the project lifetime.
Three (3) dedicated webinars carried out by the research partners targeting regional communities, and relevant stakeholders.
At least 5 project publications targeted at different audiences (including scientific and more generalised publications).
Production of at least two sets of roll up banners and project posters
Press articles (>4)
Press releases (including through website)

4.2.6 Organisation of CEANGAL events**Project launch event**

Localised events will be organised during the first six months of the project initialization at the various partner institutions and regions in order to inform the relevant initial stakeholders, target groups and the general public about the CEANGAL project and to raise awareness on targeted rural electrification problems. The target audience will be informed on the objectives, actions and expected results of the project, as well as on community RES opportunities and its impacts on regional economies. The main goal of the organisation of the events is to involve the relevant stakeholders and target groups into the project from its early stages so as to achieve an effective cooperation with the project team, to promote the smooth implementation of the project and the wide acceptance and exploitation of the project results. The project team will aim to organise the events through the local contacts.

This will then lead to the organisation of the project kick-off meeting and launch event where all the approached stakeholders will congregate to facilitate the official commencement of the project. Here the project activities, objectives, timelines and impacts will be discussed. The project logo as well as the official website and social media pages will also be launched in this event.

The kick-off event was successfully held online on the 9th of March, 2022. The recording of the event can be viewed here:

<https://mailitsligo.sharepoint.com/:v:/s/CEANGAL/EeZrNPwtTKdCnpK8h2JXRQOB2yMxsV45wQwVbMGqKJRIVg?e=PLaMPs>

Timeline: 01/09/2021 – 1/09/2024

Expected Result
1 kick-off meeting event (web)

Organisation of training workshops

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A series of training seminars (1 in each targeted demonstration, ≥ 3 in total) on the use of the CEANGAL solutions will be conducted by the project.

Timeline: 01/12/2022-01/09/2024

<i>Expected results</i>
One (1) regional workshop in each demonstration community (at least 3 in total).

Networking with other projects and initiatives

The project team in order to achieve efficient transfer of know-how and experience and to foster its replication in similar contexts, a set of networking activities with other projects will implement. Such actions may include visits, meetings, exchange of information, participation in information platforms related to the project objectives etc. The exact context of the networking activities shall be identified, discussed and decided in the project meetings.

Timeline: 01/06/2022- 01/09/2024

<i>Expected results</i>
Networking with other projects (number of projects >3)
Information exchange with similar projects

4.3 Mechanism for Implementing CEANGAL Communication, Dissemination & Stakeholder Engagement

The dissemination and communication activities focused on the targeted CEANGAL project stakeholders will be pursued on four different levels: International, National and Regional, and on Individual Partner Levels. More details on potential communication, networking and collaboration mechanisms proposed for the four different identified levels will be deliberated and further refined during the course of the project for the different spatial based levels.

The spatially representative mechanisms which will be further identified and listed below by the different CEANGAL partners is expected to include a list of tentative events (conferences, workshops and seminars) were the concept, approaches and outputs of the CEANGAL project will be best communicated.

5.0 Conclusion

The stakeholder communication and dissemination plan is a key tool, which will guide the CEANGAL project partners with regards to aspects concerning the project dissemination and communication activities. This plan presents the mechanisms that will be employed to ensure that the targeted stakeholders are identified, recruited and kept abreast of the projects activities and results. It is developed as a living document, which will be continuously monitored, updated and reported throughout the lifetime of the project.

Project Number:

COALESCE/2021/41

Project Acronym:

CEANGAL

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