



Dissemination

Sustainable Energy Planning 5



North Sea – Sustainable Energy Planning

WP 3.5, Dissemination

A condition for successful local energy strategies

Including roadmap

Period of publishing

June 2012

Organizations

Intercommunale Leiedal

IMOG

Authors

Dominiek Vandewiele (Intercommunale Leiedal) Author

Liesbeth Gesquiere (IMOG), Author

Femke Adriaens (Municipality of Tynaarlo/Province of Drenthe), Editor

This publication is part of the Interreg IVB project North Sea Sustainable Energy Planning. It is based on the synopsis report of Workpackage 3, activity 3.5 'Dissemination activities'

Activity Leader: IMOG and Intercommunale Leiedal

Authors: Dominiek Vandewiele (Intercommunale Leiedal), Liesbeth Gesquiere (IMOG)

Editor: Femke Adriaens (Province of Drenthe/Municipality of Tynaarlo)

Content

1.	Background	5
2.	Summary	7
3.	Dissemination as part of energy planning	9
3.1.	Introduction	9
3.2.	Definition	9
3.3.	Initiators of dissemination activities	9
3.4.	Stakeholders and target groups	9
3.5.	Five Good reasons to organize dissemination activities	10
4.	Dissemination further explained	12
4.1.	Introduction	12
4.2.	Type 1: Member oriented dissemination	12
4.3.	Type 2: Target group oriented dissemination	13
4.4.	Dissemination and level of participation	14
5.	Best practices in the North Sea SEP partnership	16
5.1.	Questionnaire	16
5.2.	Best practices of North Sea SEP partners	16
5.3.	Dissemination instruments	20
5.4.	The sequential relation between the two types of dissemination	21
6.	Dissemination profiles for sustainable energy planning	22
6.1.	Introduction	22
6.2.	Six parameters to profile dissemination	22
6.3.	North Sea SEP profile on dissemination activities on sustainable energy planning	23
7.	Road map for a dissemination strategy	24
7.1.	Introduction	24
7.2.	Roadmap	24
7.3.	Customizing your dissemination strategy	24
8.	Conclusion and recommendations	27
8.1.	General conclusion	27
8.2.	Recommendations	27

9. Literature	28
Appendix 1.	
North Sea SEP partners profile on dissemination activities on sustainable energy planning	31
Appendix 2 .	
Workplan Activity 3.5 Dissemination	37

1. Background

This report is the conclusion from a survey done within the North Sea Sustainable Energy Planning (North Sea SEP) project. It is a transnational EU project, partly funded within the North Sea Region Programme, Interreg IVB.

The North Sea SEP project objective is the sustainable development of energy self-sufficient regions. The project was initiated by a group of interested specialists from different fields: green industry, regional planning and regional and municipal development. The project mainly focuses on the specific challenges municipalities and provinces face in the field of renewable energy and energy efficiency. The development of regional energy strategies is an important part of the North Sea SEP project. The project aims to be holistic; it covers all of the aspects of energy planning that rural municipalities will encounter.

The North Sea SEP partnership

The partners in North Sea SEP represent public bodies, knowledge institutes, NGO's and commercial parties. They are located in the regions of Noord-Drenthe/Tynaarlo (NL), Kortrijk (BE), Osterholz (DE), Kronoberg (SE), Aberdeen City, Aberdeenshire and North East Moray (UK), Sydjylland (DK), Region Hannover (DE) Halland (SE) Oldenburg (DE) and Dundee (UK).

The regions participating in North Sea SEP work on two levels: regional and trans-nationally. The holistic approach is of importance for the North Sea SEP project and therefore conditions for successful energy plans include regional dissemination,

building up regional networks, economic analysis and development of financial agreements (business models). Additionally, the North Sea SEP project aims to develop tools to support regional success. The relationships between activities in the project are mapped in scheme 1 below. This report covers the activity 'building up new regional networks'. 10 regions participated by developing local networking activities and sharing their experience in order to produce trans-national recommendations and outputs.

North Sea SEP's holistic approach

North Sea SEP concept of energy planning is based on an holistic vision. In this vision energy planning is concerned with regional development as well as a renewable energy supply, and includes the involvement of citizens as well as strategic planning. The scheme below shows all themes of the NS-SEP project and how they are related. Strategies (centre) are the core to regional energy planning and steer local development. These strategies are encircled by (identifiable) local conditions requiring simultaneous attention. The outer circle shows the supporting tools and models: the focus is on sustainable strategies for the long term.

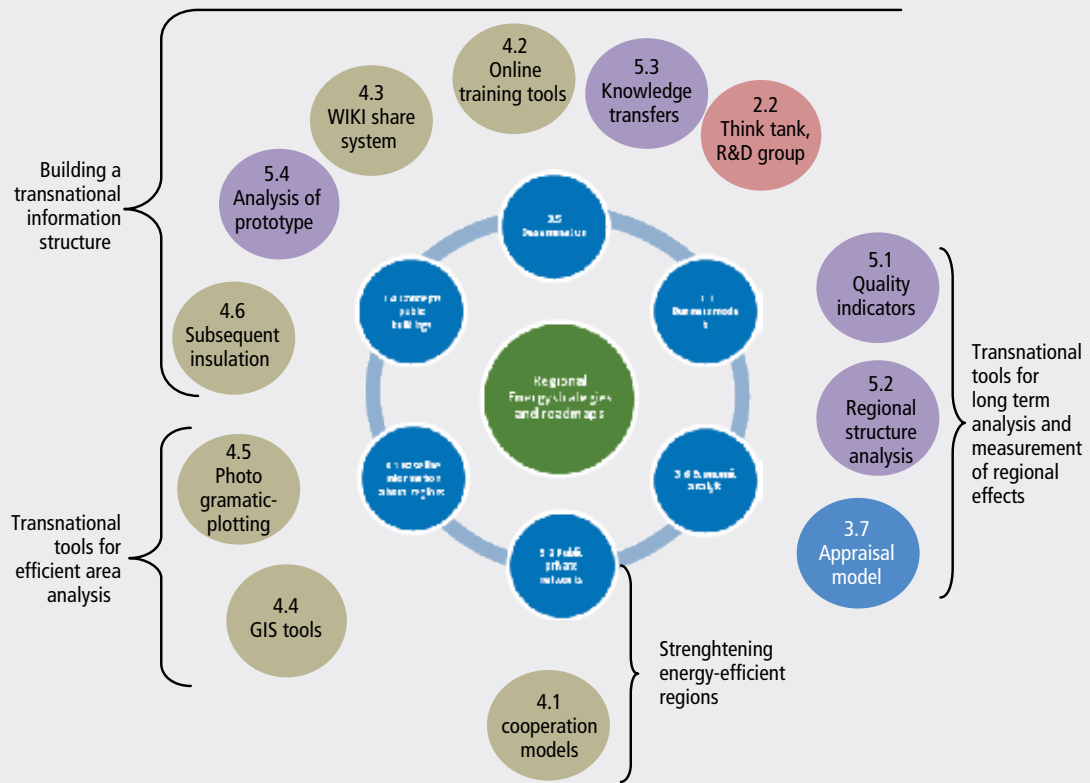


Figure 1
Structure of
North Sea SEP

2. Summary

Sustainable energy planning will change our landscape and the way we act.

It affects us all. That's why we need to ensure the necessary knowledge and information is spread to our target groups since they could be future partners. By involving all parties in society the potential for sustainable energy projects will increase.

The experiences of the partners in North Sea SEP regarding dissemination were gathered via a questionnaire and analyzed by the activity leaders IMOG and the region of Leiedal. The results are covered by this report. It contains an overview of best practices in the North Sea SEP partnership, recommendations and a roadmap for developing dissemination activities that best suit each region.

All partners were involved within this activity. This activity was undertaken between September 1st 2009 and December 31st 2012 - the full duration of the project. The activities took place in Kortrijk, Sydjylland, Osterholz, Hallands län, Noord Drenthe and Aberdeen.

Importance for energy planning

Dissemination is defined as: 'the purposeful diffusion of knowledge to partners, like network building, is an essential and strategic part of energy planning, (see WP 3.3.2 Final Report on Networking 'Creating a Climate for Solutions', NS-SEP). Correctly disseminated information, appropriately matched to the needs of audiences stimulates awareness amongst target groups. This in turn encourages

commitment for (sustainable) energy measures and explains why dissemination is an integral part of energy planning in North Sea SEP.

Best practices

The variety of possible dissemination activities is large and sometimes depends on creativity and custom-made work. A number of examples, such as an energy mobile and an innovation session are highlighted in this report.

Profiles

A number of local examples are studied and an overview of the types of dissemination activities are given in the survey. Six parameters are distinguished on the basis of the survey's findings. These are used to build dissemination profiles for the different regions showing how each one deals with and develops the dissemination activities; especially in relation to the selection of aspects for consideration.

Roadmap

A roadmap has been developed to help find the dissemination approach that best fits local needs based on the experiences in North Sea SEP. If you

want to practice customized dissemination, the following questions need to be answered:

- Who are the stakeholders and what are the target groups?
- How much time is available to work out an activity?
- How extensive are opportunities for actor involvement and participation? Or is it mostly about spreading knowledge?
- Is there enough knowledge within your own organization or is an internal focus on dissemination also needed?
- Are face to face meetings important and what target groups should be considered? (e.g. residents, neighbours, colleagues, youth, senior citizens, council members, experts, companies)
- Which actors are hard to reach and how to go about it?



3. Dissemination as part of energy planning

3.1. Introduction

Energy measures can dramatically influence our landscape. More often than not energy issues are the focus of heavy debates, dividing even small communities into factions 'for and 'against'. Therefore, when setting up energy strategies,

communication, awareness and knowledge of energy issues will always play significant roles. This paper provides examples and concrete aids for making the right choices in communication with your stakeholders and target groups.

3.2. Definition

A common way to describe dissemination is 'the purposeful diffusion of knowledge towards others'. In this case we are talking about knowledge concerning energy saving, energy efficiency,

renewable energy and meaning these issues have for other people and groups. The purpose can differ from raising awareness to increasing the active involvement of other parties within your project.

3.3. Initiators of dissemination activities

In the North Sea SEP project dissemination was expressed in various forms and was part of many activities:

- Dissemination activities concerning energy saving and efficiency towards target groups
- Workshops for optimizing the process of cooperation with stakeholders
- Building a knowledge base called 'the learning gateway'
- Knowledge transfer between international projects
- Publicity and communication

Public authorities and NGO's frequently initiate dissemination activities and they are also usually responsible for sustainable energy planning. Although this is the case in North Sea SEP (regional authorities or municipalities) it is also universities and environmental groups who initiate dissemination events.

3.4. Stakeholders and target groups

Who are 'others' (see definition) in the case of energy planning? Stakeholders are actors who have an interest in the local process of energy planning. They can be individuals, groups, organizations or members

who affect or can be affected by an organization's actions. For example; local energy advisors, energy companies, house owners or renters, customers, leaders of industry or environmental groups.

There is a two-way benefit when exchanging knowledge. On the one hand, target groups are considered to be important because they are part of the chain of actors needed for a successful implementation of energy measures. Sometimes they

need to be informed, or even convinced, of their interest in energy planning. On the other hand it is important to explore the needs and interests of the target group in order to find mutual gains.

3.5. Five Good reasons to organize dissemination activities

Some types of dissemination activities are an intrinsic part and an output of the process of building roadmaps, energy strategies and specific business models. The involvement of stakeholders¹ within the energy planning process² increases the knowledge amongst these stakeholders and actors. Dissemination can be used for different purposes in the process of energy planning.

Empowerment

To empower and involve stakeholders, it is important that they can translate energy issues to their own situation to form an opinion. Dissemination activities contribute well to that purpose if they are specifically designed for different target groups.

Dissemination can be considered a process. Different activities are often developed with the purpose of building capacity over a period of time. Effective examples are workshops, information markets, situation based meetings, information events for target groups (households, facility managers, installation companies). In addition, brochures, flyers, information sheets, or even an 'energy mobile' and the use of social media are equally successful forms of communication .

Raising awareness and interest

Energy planning has everything to do with cooperation; partners must be well aware of climate issues and the various aspects of energy reduction

- 1 target groups, local/regional governments and other public or private parties with an interest in sustainable energy
- 2 networking & cooperation, building energy models, energy strategies, financing models, roadmaps and planning instruments

Figure 1
North Sea SEP partners
visit the Energy Mobile
during a meeting in
Kortrijk in September
2011



measures. This is often not the case initially.

Dissemination stimulates stakeholders to open their minds. It is important to be well informed about possibilities and opportunities, and to be stimulated to act in a sustainable way.

Spreading information

Dissemination activities bring people together. A well planned activity can spread information and enthusiasm to other people. People start talking and this creates free publicity. Events may be interesting for the local press or a good meeting opportunity for local politicians.

Getting information from target groups and stakeholders

Interactive forms of dissemination activities can help policymakers to gain information about their target group. By letting people form opinions you access important sources of knowledge and creativity. If the needs and interests of the target group (companies, households, and policymakers) are clear then the strategy can be adapted to suit.

Connecting different parts of the process

Dissemination is central, connecting a range of different efforts in the field of energy planning. In fact, dissemination can be seen as the key to activate the biggest renewable source of energy - the people and their community.



4. Dissemination further explained

4.1. Introduction

When planning a dissemination event or when setting up a communication plan, it is good to realize beforehand that there are different ways to use dissemination.

4.2. Type 1: Member oriented dissemination

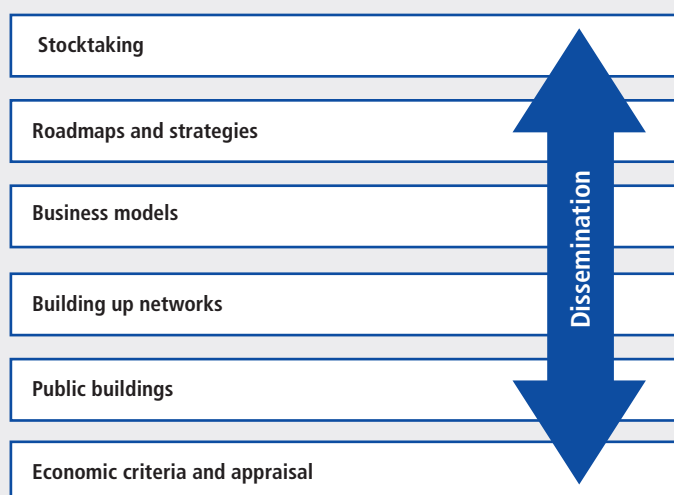
This type of dissemination aims at members in your network. It is likely they will participate in your project to some extent. The involvement of target groups, local/regional governments and other public or private stakeholders within the processes of networking & cooperation, building energy models, strategies, roadmaps and financing models increases the energy knowledge amongst these stakeholders and actors.

The goals of this type of dissemination could be:

- future development and implementation of energy strategies
- capacity building
- creating awareness.

This type of dissemination cuts across other activities concerning energy planning (see scheme below).

Figure 2
Dissemination
integrated in
other processes



Example
IMOG: Dissemination concerning public buildings
IMOG facilitates a network for facility managers of public buildings. This way a regional working group of the regional public property managers is established to share their knowledge in their own municipality with the neighbouring municipalities. They exchange experiences on new experiments and know-how. Experts can be invited in this regional working group to explain new green energy possibilities and CHP for different types of public buildings (public swimming pools, street lighting etc.).

4.3. Type 2: Target group oriented dissemination

The dissemination activity can be an independent activity uniting a range of activities to convince the general public and government officials/ professionals of the benefits of alternative energy systems. In this type of dissemination the level of participation is lower, but more oriented towards communication.

The goals of this type of dissemination could be:

- To create public awareness with stakeholders
- To involve stakeholders
- To communicate on the relevance of energy planning
- To involve the citizens

Activities like this create added value through the particular way in which the dissemination takes place using the development of specific types of instruments or objects. Such can be educational centres, toolkits, eco-services or mobile exhibitions.

Example of type I Dissemination
Regions in NS-SEP Dissemination during roadmaps and strategies
Different partners in North SEP involve the regional stakeholders (SME's, citizens, public authorities, project developers, planners and parties of the housing sector) during a participation process in which they discuss different options within energy strategies or roadmaps. This process could involve different workshops or discussion tables. For their preparation, the workshop invitees are introduced to the relevance and the principles of regional energy planning.

Example of type II dissemination
Eco- service IMOG
This contains the construction of an educational centre to demonstrate the new green energy techniques to different target groups. The eco service disseminates information about technological development and innovations. The possible target groups are municipal services, SME's, architects, project developers, schools etc.

Example of type II dissemination
IMOG's Energy mobile: an exhibition on wheels
IMOG developed an energy-mobile: an exhibition on wheels displaying energy saving potential and renewable sources. It is used for demonstrations in schools, municipalities and every variety of association. It is conceived as a trailer that can be borrowed by the target group and is easy to handle. The use of an 'energy-ambassador' to act as guide is also possible.

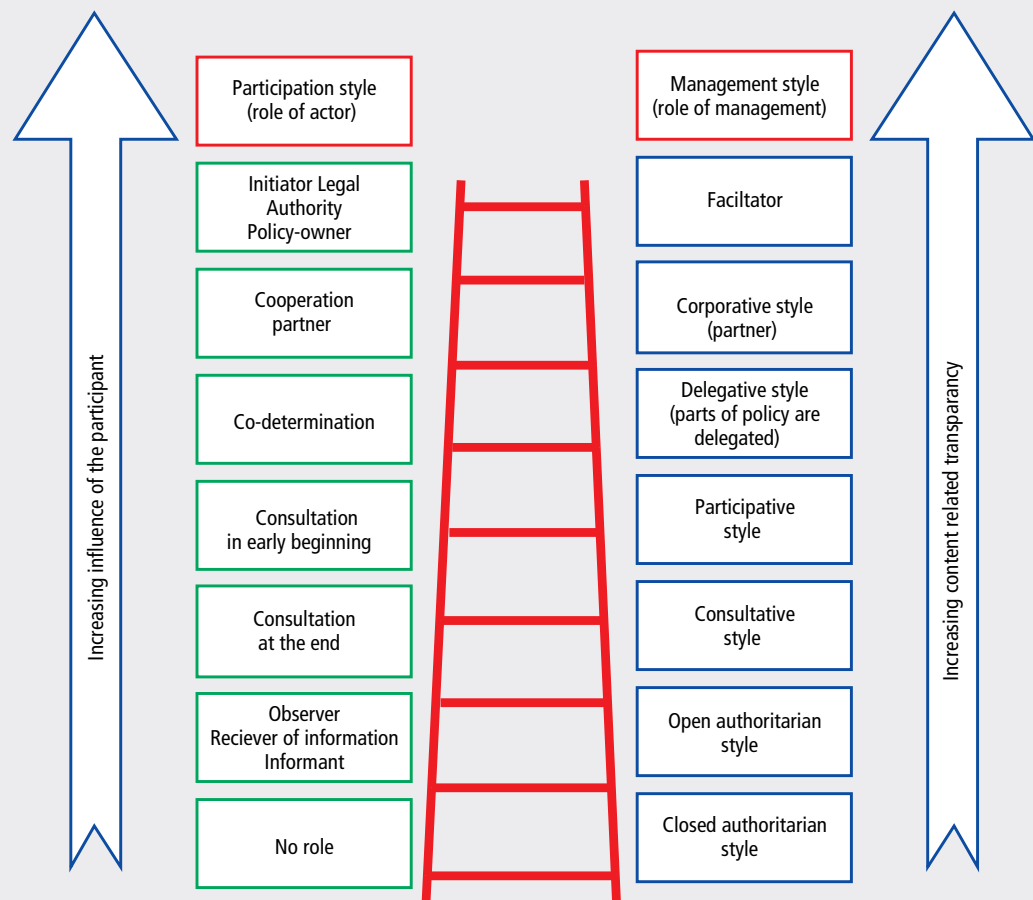
4.4. Dissemination and level of participation

Dissemination can be used to influence opinions and awareness. In this way actors may become sensitive to energy issues. The involvement of actors in the process of developing energy strategies can be the next step and participation can thus take place at different levels. The principle of involving citizens in the process of governmental policy making is worked out in a model called the Ladder of Participation. The first time this model was developed was in the late 1960s (see box on page 17). The model has since been used and developed in many contexts. In energy planning it is important to realize the reverse effect of participation. If you want the citizens to participate, it is equally important to look at the culture of your own organisation. A high level of participation requires a facilitating role and open mind. The level of participation is thus related to

the role and management style of the organizing authority. This relation is shown in a Ladder of Participation developed by Partners and Proper (2009). It is shown in the diagram below.

Both types of dissemination can be linked with the ladder of participation. Whereas the first type includes dissemination activities in order to consult or involve stakeholders, perhaps even to delegate power (the higher ranks of the ladder), the second type of dissemination focuses on sharing of information and influencing the opinion of citizens and stakeholders regarding sustainability and renewable energy issues (the lower ranks of the ladder). For both sender and receiver, it is important to be aware of the different rungs of participation.

Figure 3
Ladder of Participation
©Partners+Pröpper 2009,
translated by ROid, 2012



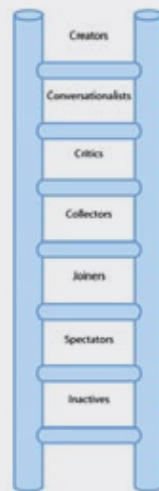
Background information Ladders of Participation

Originally, the Ladder of Citizen Participation was developed in 1969 by Sherry Arnstein. She defines citizen participation as the redistribution of power that enables the have-not citizens, presently excluded from the political and economic processes, to be deliberately included in the future. Sherry Arnstein categorized participation in eight levels and linked it to the amount of power delegated to the community.

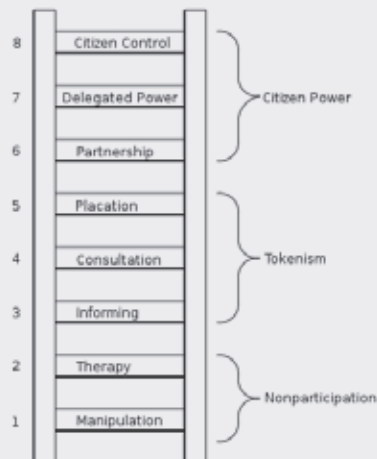
The bottom rungs of the ladder are (1) manipulation and (2) therapy. Their objective is not to enable people to participate in planning or conducting programs, but to 'educate' the participants. (3) Informing and (4) consultation are often preferred instruments of participation: citizens and stakeholders may hear and be heard. (5) Placation allows citizens and stakeholders to advise or plan ad infinitum but retains for power holders the right to judge the legitimacy or feasibility of the advice. Citizens and stakeholders can enter into a (6) partnership: Planning and decision-making responsibilities are shared e.g. through joint committees. (7) Delegated power and (8) citizen control, have-nots handle the entire job of planning, policy making and managing a programme. The way Arnstein describes the rungs, shows a clear critic and suspicion towards the 'authoritarian government', typical for those years. In general, over the last decades, public authorities have become more used to open participation and acknowledge they need truly involved citizens when they want to succeed, especially in planning for environmental issues.

A modern approach is developed in 2007 by Charlene Li and Josh Bernoff Forrester Research: the Social Technographics® ladder of participation. This ladder shows the participation of different groups in social media. The ladder is used as an analysis tool for marketers to profile their target groups. In 2010 the ladder was expanded with an extra rung for the group of ,conversationalists,; the group of people active on Twitter, Facebook or giving frequent status updates on Linked in.

Figure 4
Different forms of the
ladder of participation



The Social Technographics®
Ladder of participation,
Forrester Research 2007



The original Ladder
of participation,
Sherry Arnstein 1969

5. Best practices in the North Sea SEP partnership

5.1. Questionnaire

All partners were asked to give an overview of their dissemination activities so information could be gathered and different approaches visualized. The following questions were sent out:

- What type of information is shared with your networks, what is the purpose of dissemination, who is the target group?
- What type of dissemination instruments are used to increase knowledge amongst the network (e.g. papers, events, experts, discussions, studies)?
- Do you plan to disseminate knowledge in your network? What will be your approach? The results of the questionnaire were discussed on the North Sea SEP workshop in Kortrijk (BE), September 2011.

5.2. Best practices of North Sea SEP partners

After analysing the answers of the partners, we observed that the activities within the networks can also be divided into the two types described in the previous chapter:

5.2.1. Type 1: Member oriented dissemination

Here the network members mutually share information. The aim is to build know-how within the network. The purpose could be further collaboration between partners, learning from each other, knowledge building between partners, to create new projects or actions. A few examples:

Regional planners network REON (DE)

Information is shared between the network members. There is exchange of knowledge gained from experience with energy conservation and renewable energy projects in the municipalities. Members are regional planners and persons responsible for energy planning in the municipalities.

The role of REON is to make the knowledge and experience of the individual members available to the whole network.

Expert network Leiedal (BE)

The region of Leiedal facilitates a regional expert network. The members share information about the regional status quo. This information is based upon scientific studies. It appears to be very useful information allowing everybody to start with the same knowledge and analysis for the region. It is clear that not everybody had this knowledge (to begin with). Secondly information is shared concerning the possible priorities and actions for

the regional energy strategy. It is based upon best practices (Belgium and abroad). In doing so, the information used in the planning process will be that of experts on the one side and the experiences of regional stakeholders on the other.

Internal network Jade Hochschule (DE)

Within the Jade University network information is often shared amongst the members themselves.

Municipal expert network Tynaarlo (NL)

The municipality actively invited the citizen organization, local companies concerned with sustainability products, energy experts, designers and knowledge institutes to play an active role in the planning process of a sustainable neighbourhood. During meetings and events information about the projects and ambitions is shared and knowledge exchange takes place. Spreading information about innovations plays a central role.

Energy Valley network Smart Grids Tynaarlo (NL)

In this strategic network information about national policy and funding opportunities are shared. Dissemination of information takes place concerning economic impacts and global developments in the energy sector, on energy prices for example, new developments in China and successful companies. The members (frontrunners under the municipalities in the Northern provinces) commonly set the agenda for this network and there is no typical hierarchy.

Provincial network of energy officers (DEKO), Drenthe (NL)

Municipal environmental officers (province of Drenthe) are the members of this network. They share information on actual events, legislation, policy, subsidies, successful and less successful

activities. Dissemination of detailed information about energy planning plays a large role. It is also a target for the Province of Drenthe to give information to the municipalities on how the provincial policy should be implemented.

Energikontor Sydost (SE)

Dissemination efforts are adapted to the purposes of the network. These can deal with very different purposes such as calling for the attention of politicians or developing business opportunities.

Stakeholder network Middelfart (DK)

Talk, discussion, press release and papers. Targets are stakeholders.

Regional network Imog (BE)

Dissemination of information as an exchange of knowledge and experiences with regional stakeholders (municipal officers, local politicians, other inter-municipal organisations).

Edinburgh (UK)

Workshops take place in which speakers are asked to address specific topics of common interest from their point of view at a level appropriate to mixed audiences; sometimes just among network members, sometimes open to public or wider audiences; it is important to have summaries and action outcomes, even if it is only to specify requirements for further information or research. Planning meetings are organised for specific initiatives such as applications for funding and responses to consultations.

Impression of an Innovation session in Tynaarlo

The municipality of Tynaarlo invited experts and companies to explain innovations on renewable energy. This 'innovation gallery' was followed up by discussions to gain input for the plans.



5.2.2. Type 2: Target group oriented dissemination

This is a case of one-way communication: the network mainly shares information but does not retrieve feedback. The purpose could be purely to inform people: citizens, industry, but also decision makers and other stakeholders. It mainly concerns the information or results of a finished project or program. A few examples:

Jade Hochschule (DE)

Sometimes shares information to a diffuse audience. The output (press releases, events, etc.) is a very important measure for the success of the network (and not the feedback; but this is typical for all publicity promoted projects).

Researchers network Jade Hochschule (DE)

Jade is member of several regional networks. Through these networks scientists disseminate results of research projects. The aim is to develop the results from research into applied knowledge and theories.

Dundee College

Dundee College spreads information about the current provision of skills and training courses, gaps in provision and collaboration to enhance the available skills of the municipality. Dissemination is usually one way to target groups.

Energikontor Sydost

Dissemination efforts should be adapted to the purposes of the network. Informing the general public is one of the tasks and dissemination should be adapted to the purpose and target group.

U.A.N. (DE)

U.A.N. supports local authorities on environmental issues by providing target orientated information; establishing networks and working groups for exchanging experiences and sharing technical information on various energy issues.

IMOG

IMOG has a broad experience in spreading information to citizens and has developed different types of instruments to spread the information in an attractive way. One of the instruments is the energy mobile, described as best practice in the box below.





Best Practice Energy Mobile IMOOG

What is it?

The energy mobile is a mobile exhibition about energy saving measures and renewable energy to use on request in schools, municipalities, associations, etc. This energy mobile is constructed within an enclosed trailer and is easy to use, since it can be set up in a simply and quickly and it will be transported to where it is needed by IMOOG. This lowers the threshold for those that hire it. There will be trained energy ambassadors, who can accompany the energy-mobile when necessary. IMOOG has a long experience with a compost mobile. This concept served as an example for the construction and equipment of the energy mobile.

Dissemination concept of the Energy Mobile

The concept is based on 3 main themes, It is educational, informative and interactive, and scaled to fit the mobile. Extra movable demonstration modules are developed which can be used to experiment and to give some additional information. There is also an information desk with leaflets and information.

The themes are: 1. Preventing, 2. Saving, 3. Producing

Process

For the development of the energy mobile IMOOG worked together with Zonnwindt vzw. They are specialized in sensitization on energy and together with IMOOG worked out the content of the energy mobile. A mind map was drawn up to initiate the development of the mobile

For more information please contact IMOOG: koen.delie@imog.be or liesbeth.gesquiere@imog.be
+32 56 71 61 17

In North Sea SEP a brochure was designed with a roadmap of how to develop an energy mobile.



Example Isolation Campaign Leiedal

A Hat on your Roof

The campaign 'Muts op je dak' was part of the Eco Service project from IMOOG and Leiedal. 'A hat for your roof' aims at informing citizens about the possibilities of insulation.



Example capacity building

Learning Gateway

The Learning Gateway will be developed by Dundee College. It is a digital platform with information needed for a basic understanding of energy issues.

The target group is broad but also contains municipal workers who are responsible for energy issues and don't have special education in energy.

Example participation

Climate Street Party, HIER

The Climate Street Party is an initiative of HIER, a collective of different NGOs in The Netherlands. HIER works together with municipalities, citizens and housing corporations. Neighbors from a street can join the initiative where they are competing with other streets by earning points, for example, in saving energy. The Municipality of Tynaarlo stimulates the campaign by informing citizens in the local newsletter on sustainability 'The Green Profile'.



Example Hedensted Town Council Meetings

Windmills and Bio-digesters in the landscape are typical issues where the opinion of stakeholders may effect the potential, as Niels Rauf from the municipality of Hedensted explained during the North Sea SEP meeting about dissemination in Kortrijk.

Hedensted renewed the political process by including early hearings, by organizing a Town Council Meeting followed by discussions in political groups. This led to an energy strategy with commitment from most parties.

Citizens may be concerned about the impact of wind turbines and biogas plants in the landscape. Therefore, securing the acceptance of neighbours is important to avoid the NIMBY-effect (Not In My Back Yard).

Information alone is not enough – benefits for citizens, such as sharing the financial profits, should be included in projects.

5.3. Dissemination instruments

The techniques used for dissemination can be passive or active. These are linked to the 2 types of activities.

	Instruments			
	Active		Passive	
Type 1: member oriented	Collective, aiming at involving stakeholders: Events, Fairs, Information markets	Collective aiming at discussions: Events, Meetings, Energy forums, Bilateral discussions	Direct, printed: Newsletters, Papers, Formal invitations	Direct, digital: Email, E/newsletter
	Personal contacts: Face to face meetings, phone calls, kitchen-table talks	Collective aiming at learning by experience: Study visits, seminars	Sharing: Online sharing of documents and information	
Type 2: target group oriented	Group or individuals, aimed at learning by experience: Company visits, guiding tours, Mobile, Compost mobile	Aimed at forming a target group: Facebook, Twitter, Linked in	Topic based: Brochures, flyers,	News: Discussion papers, Press releases
	Collective, aimed at increasing knowledge: Courses, Lectures, Workshops	Collective aimed at gathering Conference	Indirect Press releases	

Scheme 2
Various instruments
to be used in different
dissemination strategies

A few experiences of 'active' techniques linked with dissemination between members from the North Sea SEP Partnership:

Dominiek Vandewiele, (Leiedal)

'We invite experts to meetings and energy forums. We share experiences at meetings and energy forums: best practices within the region. We established an energy forum to reach a broad range of stakeholders. We gave presentations on the project status and initiatives to the board of Leiedal and the conference of mayors'.

University of Edinburgh

'We organize workshops with speakers who address specific topics of common interest from a specific angle. We ensure the level is appropriate for a mixed audience; sometime just among network, sometimes open to public or wider audience. We also organise well chosen (perhaps provocative) speaker events and site visits.'

Wiebke Abeling and Silke Nolting, U.A.N. Hannover

'We organize workshops, site visits, and personal consultancies for local authorities and stakeholders. We spread information to different target groups by publishing newsletters on wind energy, climate change and other related topics. We offer training programs for municipal energy managers and local facility managers in Lower Saxony, helping to reduce energy consumption and energy costs.'

Dorinda Hijszeler: Municipality of Tynaarlo

'We participate in the 'week of sustainability'. This is a national initiative. In this week we organize workshops, excursions and lectures, energy and sustainability events, e.g. an information market in Town Hall.'

5.4. The sequential relation between the two types of dissemination

After analyzing the experiences of the partners, we observe that some partners share a similar sequence of dissemination activities.

Firstly, information is shared in smaller networks, between experts and stakeholders. Then information and knowledge is shared in broader networks, but still well controlled. The goal is still to receive feedback from the professionals. In this phase of the project, concepts become more fixed and there is less room for brainstorming. However, there is still an exchange of knowledge and building up know-how. When energy plans are finished, dissemination activities are oriented towards a broad public, or to interesting 'target groups'. Then the results are presented.

The number of persons targeted in dissemination activities increases over the duration of the project.

It must be said that not all partners share this pattern to the same extent. Some partners are more oriented towards a broad audience while other partners are more focussed on decision makers and local stakeholders, or on academic networks or industry.

A few experiences from the North Sea SEP partnership with the sequence of type 1 and type 2 dissemination:

U.A.N.

U.A.N. will shift its dissemination activities: 'not in the network but to the network'.

Leiedal

Leiedal first plans to continue the dissemination of information between network members, both active and passive (see question 2). When finished, Leiedal plans to present the regional energy strategy to a broad audience.

Jade

Jade will first try to broaden the perspective of the regional network. Furthermore we are co-initiating a new network on the level of regional planning.

Middelfart

There are some fruitful knowledge exchanges at local network meetings. Then there is more attention for talks, discussion, press releases and papers. The stakeholders are the target group for dissemination. Ultimately there will be a concluding seminar followed by political decision making and a press release.

Municipality of Tynaarlo

Dissemination in both the network and towards target groups will continue. A film called 'Roemers Odyssey' has been produced and will be used for future communication regarding the municipality's energy strategy and its importance. The film will be shown at a wide range of events and continuously in the Town Hall.

IMOG

IMOG will continue with activities such as the waste paper and energy paper workshops for citizens and municipal officers, newsletters, meetings with municipal officers and local politicians, guided tours in our installations for schools, training courses and company visits for 'masters in compost'. In the future we will set up more dissemination activities, especially towards citizens, regarding energy awareness. We will also set up a new network for 'master in energy' (for the energy mobile).

REON AG

REON AG will try to involve members as much as possible and try to stimulate bilateral discussions and cooperation.

Energikontor Sydost

The network will write articles in regional newspapers in order to stimulate the regional development.

6. Dissemination profiles for sustainable energy planning

6.1. Introduction

The two types of dissemination (member and target group oriented), combined with the two types of activities (active and passive) altogether lead to six

parameters that define the dissemination profile of the North Sea SEP partners. They were defined in the workshop of September 2011 in Kortrijk (BE).

6.2. Six parameters to profile dissemination

The parameters are:

Dissemination of information between members

The network members mutually share information. The aim is to build know how within the network and to that end discussions take place with network members. The purpose could be further collaboration between partners, learning from each other, knowledge building between partners, to create new projects or actions.

Dissemination of information towards target groups

Here we can observe a one-way form of communication: the network mostly shares information but does not retrieve feedback. The purpose could be to inform people: citizens, industry, but also decision makers and other stakeholders. It mainly concerns the information or results of a finished project or program.

Use of 'Active' techniques

Linked with dissemination of information between members. (E.g. meetings, events, talks, discussions, workshops, study visits...).

Use of 'Passive' techniques

Linked with dissemination of information between members. (E.g. E-newsletter, press releases, newsletters, email).

'Active' techniques

Linked with dissemination of information towards target groups. (E.g. training courses, conferences, lectures, workshops, company visits, energy mobile, events).

'Passive' techniques

Linked with dissemination of information towards target groups. (E.g. brochures, press releases, newspapers, website).

The applicability of the six parameters to the partners' work concerning sustainable energy planning is marked using a scale of 0 – 10.

0 = low rate

10 = high rate

The conclusions are drawn in radar charts.

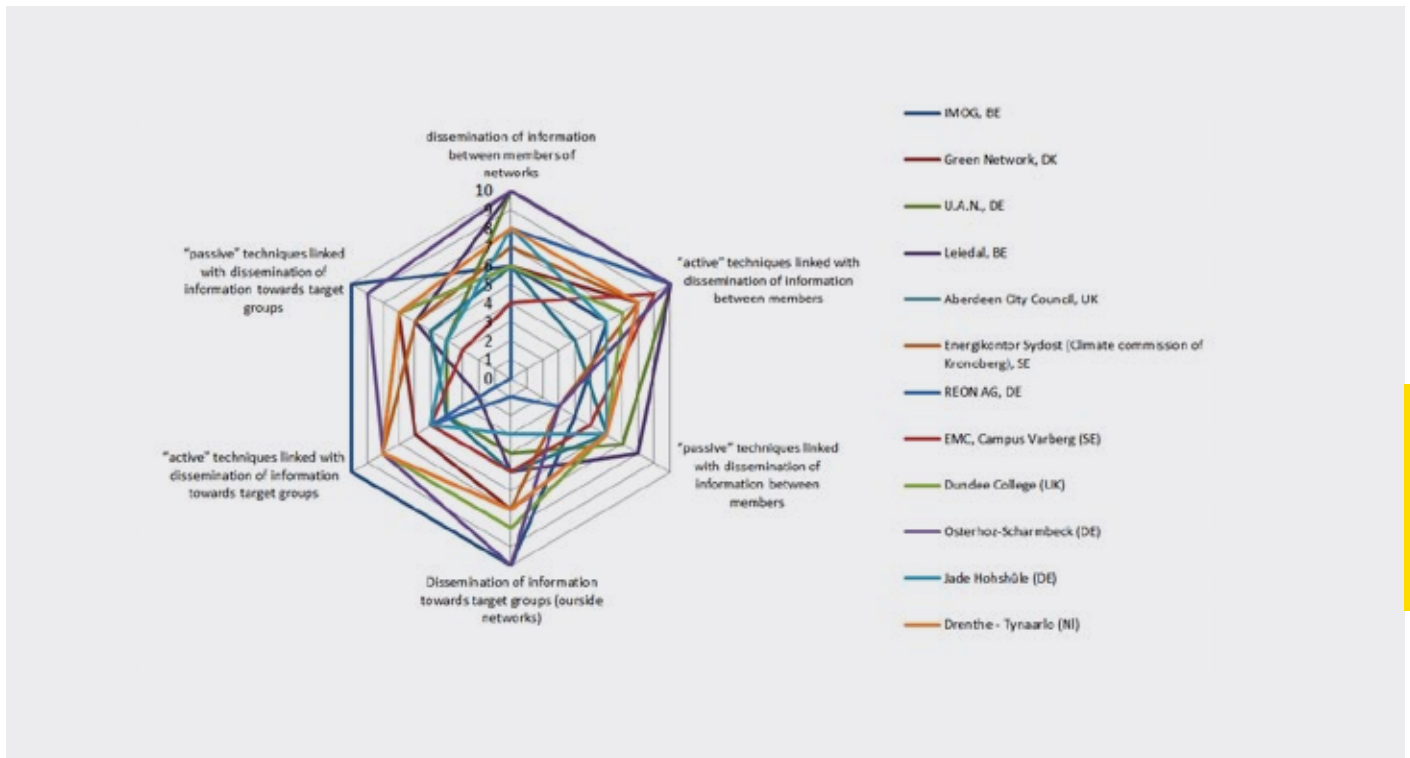


Figure 5
Dissemination profiles of the
North Sea SEP partners

6.3. North Sea SEP profile on dissemination activities on sustainable energy planning

There is apparently a complementarity between the North Sea SEP partners in their dissemination profile. It is important to notice that dissemination can vary, that uniformity does not have to be the starting point nor the goal. Some partners do orientate their dissemination activities towards target groups (e.g. training courses, conferences, lectures, workshops, company visits, energy mobile, events, brochures, press releases, newspapers, website...). Others disseminate within their network (e.g. meetings, events, talks, discussions, workshops, study visits...).

Some North Sea SEP partners prove to have a similar dissemination profile. It is here that exchange of knowledge and approaches on transnational level becomes very useful. But it proved to be useful too to position the own organisation against other organisations, and to be inspired by their dissemination initiatives.

7. Road map for a dissemination strategy

7.1. Introduction

Based on the parameters, we set up a decision chart (roadmap) for communication officers responsible for developing dissemination strategies.

7.2. Roadmap

The roadmap starts from the perspective of the initiator, usually a local or regional government.

7.3. Customizing your dissemination strategy

If you want to practice customized dissemination, the following basic steps are needed.

- Decide what kind of strategy you need and how you will use dissemination in your process. What are your goals?
- What communication and conditions are needed in your internal organization (Management Style, Ladder of Participation, see paragraph 2.3)
- Develop the right material of the right quality (a film, an energy mobile)
- Start organizing activities
- Pay attention to a follow up.

The following questions also need to be considered:

- Who are the stakeholders and target groups?
- How much time is available to work out an activity?
- To what extent do actors have the opportunity to be involved and participate or is it mainly about spreading knowledge?

- In your own organization, is there enough knowledge or is an internal focus on dissemination also needed?
- Are personal meetings important and which groups can be formed? (e.g. residents, neighbours, colleagues, youngsters, seniors, council members, experts, companies)

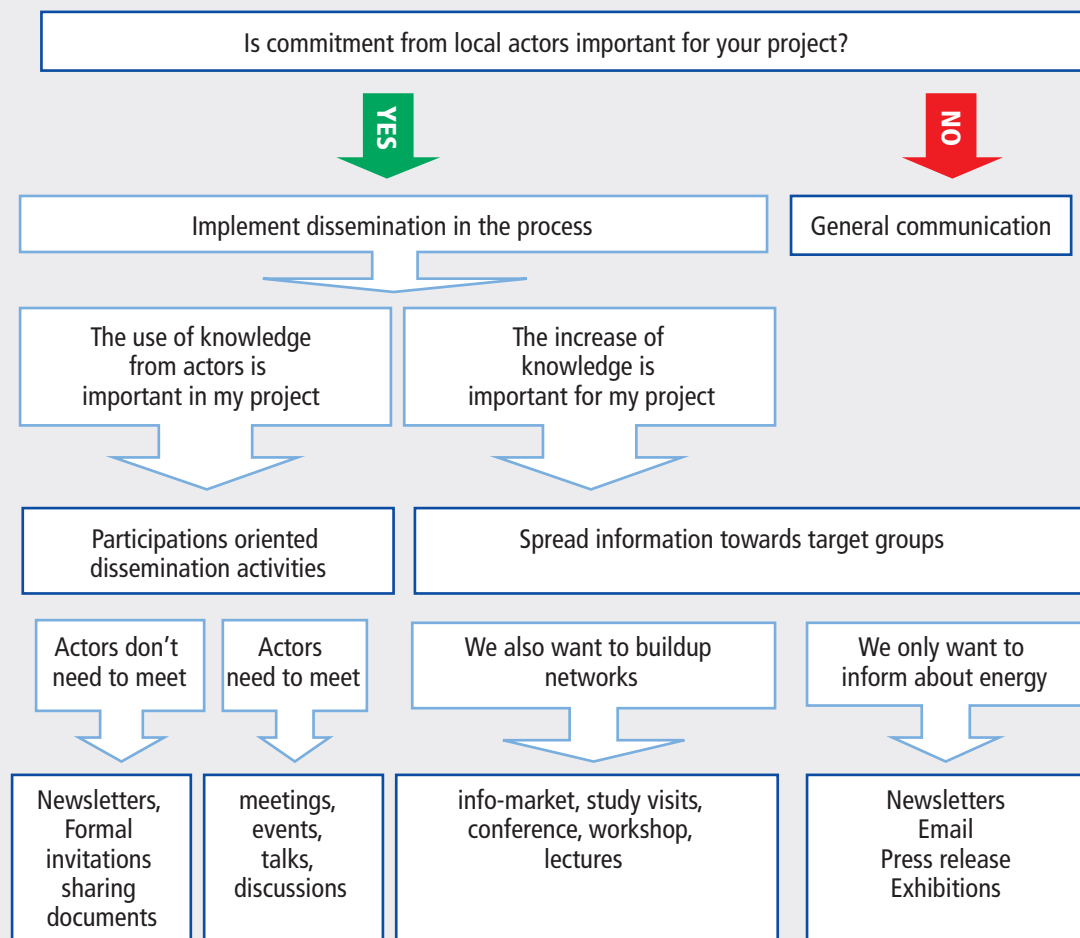


Figure 6
Roadmap
Dissemination

Example North Sea SEP

Pecha Kucha, a unique way of sharing information

During the North Sea SEP partner meeting in Kortrijk (September 2011) the activity leaders Leiedal and IMOG organized a 'pecha kucha' event focusing on dissemination. Pecha Kucha is a concept for short presentation. No more than 20 slides (usually visualizations) can be shown and only 20 seconds is allowed for each one. This forces the narrator to stick to the point. In Kortrijk different partners presented their view on dissemination in this way. Here are some of the highlights of what the partners said about dissemination:

Boris Schönfeldt from the municipality of Velje: flying in formation

Mr. Schönfeldt first pointed out some different perspectives of target groups:

- Citizens demand a steady supply
- Politicians want to promote green jobs
- Agriculture is a supplier of resources
- Companies actually request renewable energy.

With respect to different interests, someone has to start the "SEP". There is so much communication needed, the actors are very diverse and have different ideas. So dissemination and participation is needed to reach the goal of a joint strategy where all partners are 'flying in formation'.

Dominiek Vandewiele from the region of Kortrijk: the moving point on the horizon

'We are in a situation with stakeholders where implementation asks for a regional perspective. We follow different steps: a regional perspective, involvement of professionals and a regional action plan. The next step will be networks and platforms of different stakeholders and collaboration projects. We want to work towards a common point on the horizon, only, this point keeps moving!' There are many different actors in the control room.



Leiedal: dissemination is needed to give joint perspective for the control room



Municipality of Velje (DK): Dissemination is needed to be able to fly in formation.

8. Conclusion and recommendations

8.1. General conclusion

It can be said that, based on the experience of participating in North Sea SEP, spreading information concerning energy saving and efficiency, raising awareness and stimulating the level of participation is a common part of developing a regional energy-strategy in all regions. Dissemination is not only about spreading information but also concerns the future development and implementation of energy strategies, capacity building and the creation of awareness.

There are different types of dissemination and dissemination activities. Although the dissemination profiles of the partners show differences, they all mix member-oriented and target-group oriented dissemination. Plus they combine active and passive techniques. This leads to local optimization. The North Sea SEP project acted as a catalyst in the regions for innovative dissemination activities aiming at implementation of sustainable energy concepts.

8.2. Recommendations

Increase the focus on participation

Although dissemination is widespread within the North Sea SEP partnership, the level of 'real' participation as part of the energy plan remains low and is still mainly a task for the public authorities. An integrated approach should use different networks on all levels and include SME's, citizens, public authorities, project developers, planners and parties within the housing sector etc. Therefore it is necessary to improve the contribution of businesses in this development pertaining to deliver new corporation models that include energy business cases and models. Local energy corporations and private initiatives are already common in Denmark and Sweden, and a growing trend in regions like Osterholz and Drenthe. The testing of pilot collaboration models is necessary in combination with:

- the development of new methodologies at local level.
- trans-national evaluation and dissemination of models and cases.

Internal network

The internal network of your organization, such as colleagues, managers and councillors, are possible target groups with whom it is necessary to increase knowledge and awareness on energy issues.

Include dissemination in your process

Use 'target-to-target' activities, with 'Tupperware parties' as a reference:

- social bond – the safety of familiarity
- reciprocity – the mutual exchange of ideas and in this case value based opinions
- consistency – compatibility and uniformity

Each region requires a different approach. Take time for the analysis of actors and of interests. Keep the message simple in brochures and exhibitions and pay attention to the social function of events.

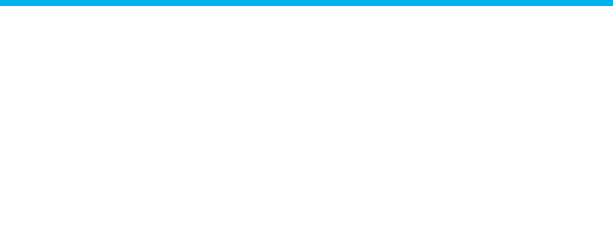
Seemingly un-organized target groups, such as citizens, can seem difficult to reach effectively. A neighbourhood approach might then be useful. For companies it is known that information will be more easily accepted if delivered by a colleague. Pay attention to the scale of your activity: regional, local, micro or individual.

9. Literature

Participation ladder:

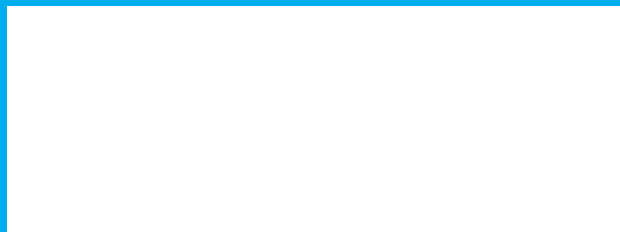
Igno Pröpper, De aanpak van Interactief beleid: elke situatie is anders, Coutinho, 2009





Appendix

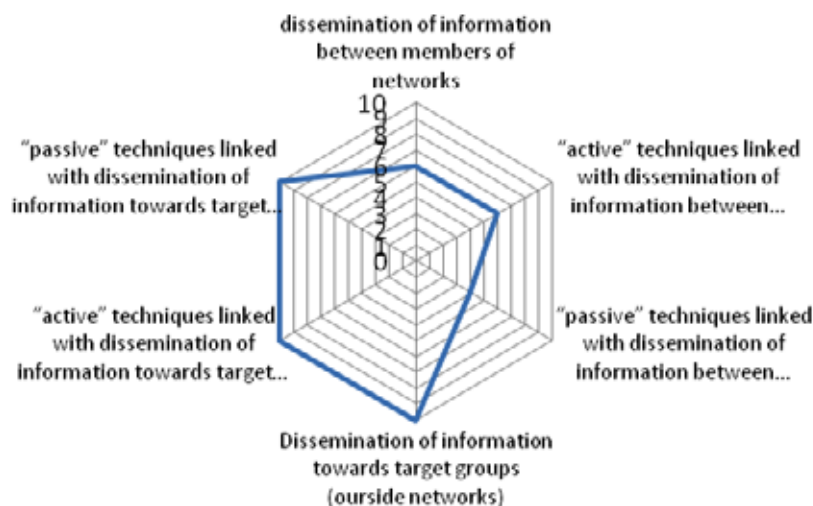




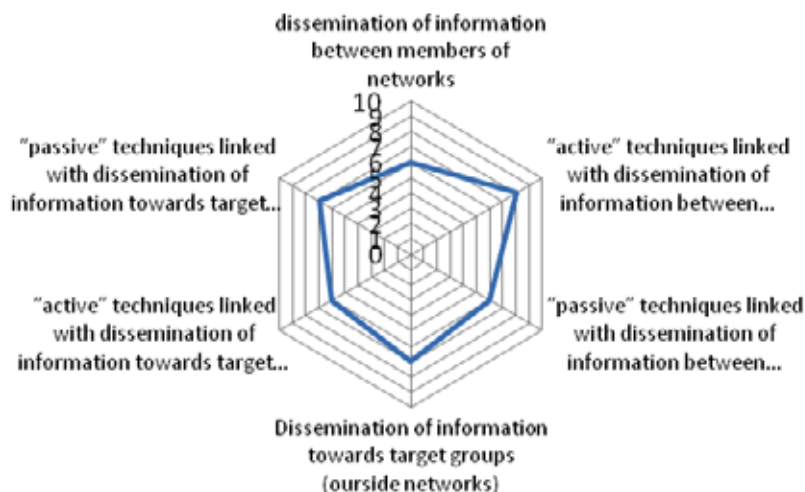
Appendix 1.

North Sea SEP partners profile on dissemination activities on sustainable energy planning

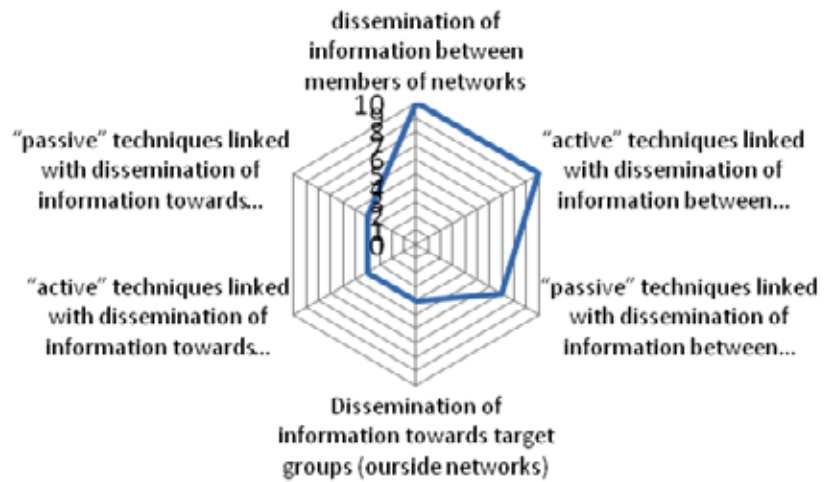
Dissemination profile on sustainable energy planning: IMOG, BE



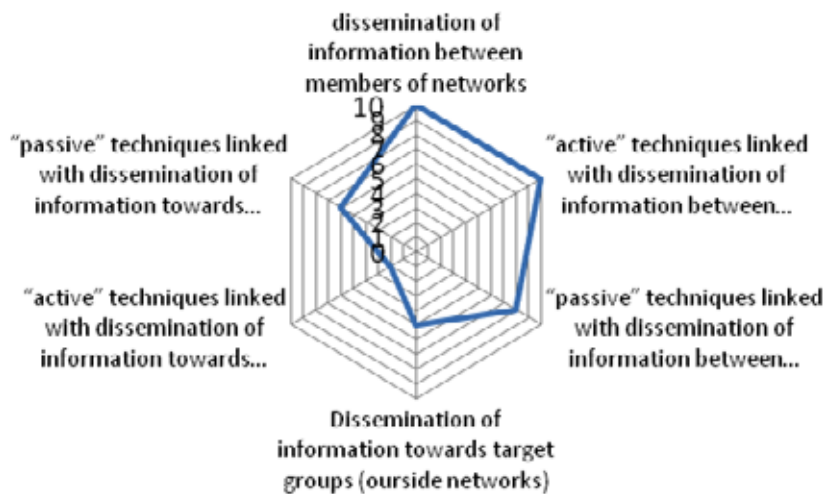
Dissemination profile on sustainable energy planning: Green Network, DK



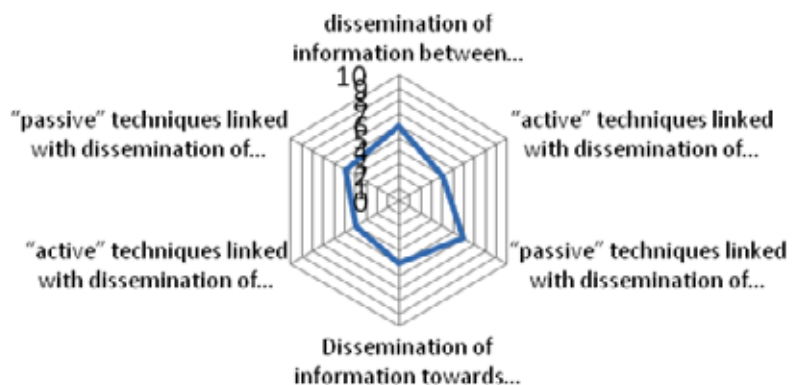
Dissemination profile on sustainable energy planning: U.A.N., DE



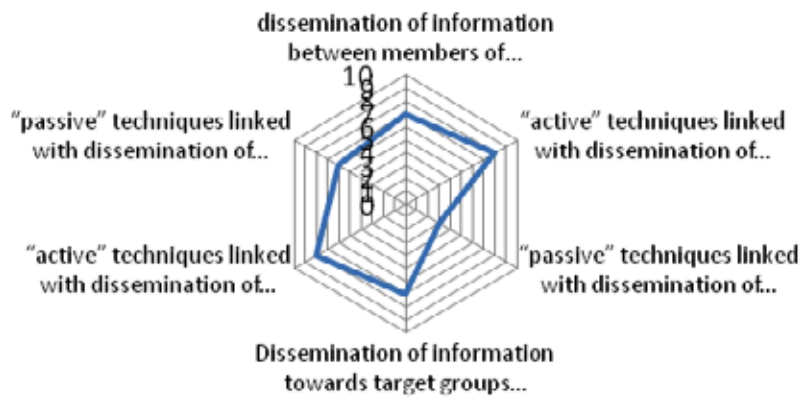
Dissemination profile on sustainable energy planning: Leiedal, BE



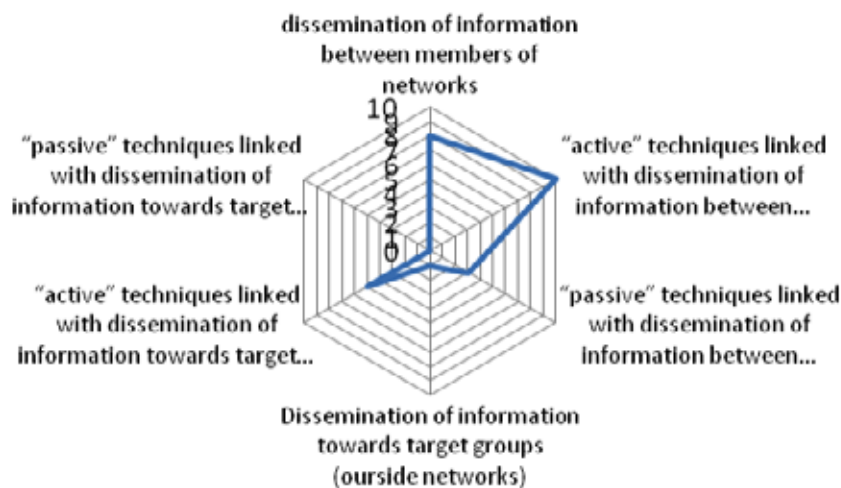
Dissemination profile on sustainable energy planning: Aberdeen City Council, UK



**Dissemination profile on sustainable energy planning: Energikontor Sydost
(Climate commission of Kronoberg), SE**



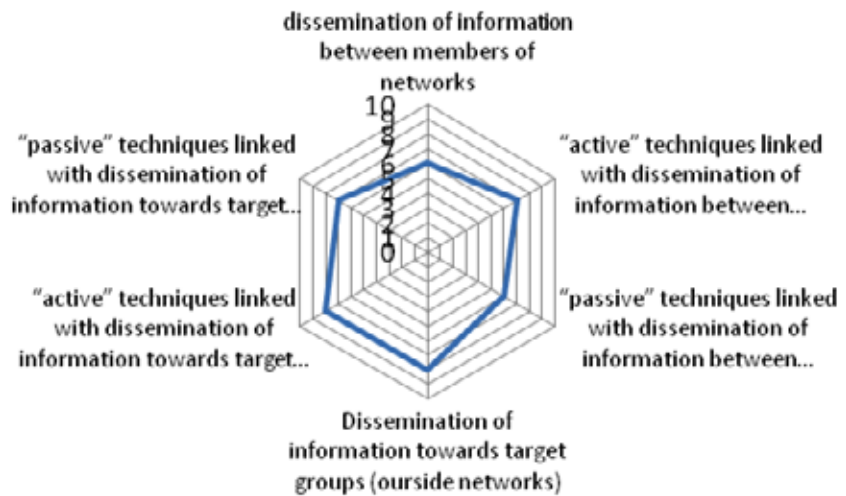
Dissemination profile on sustainable energy planning: REON AG, DE



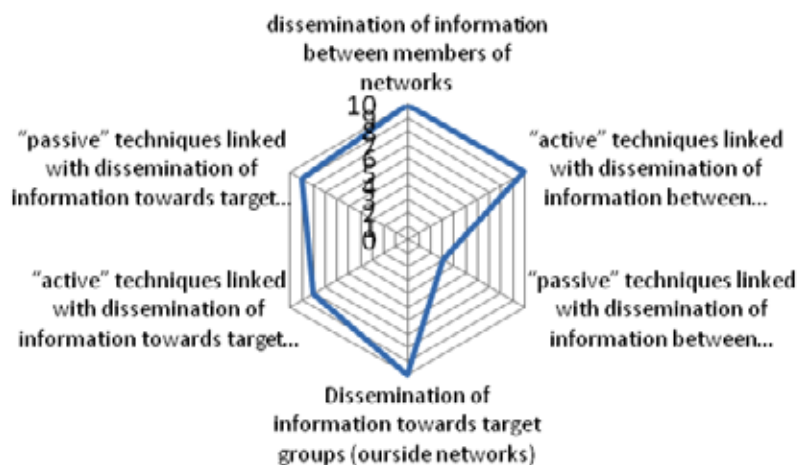
Dissemination profile on sustainable energy planning: EMC, Campus Varberg (SE)



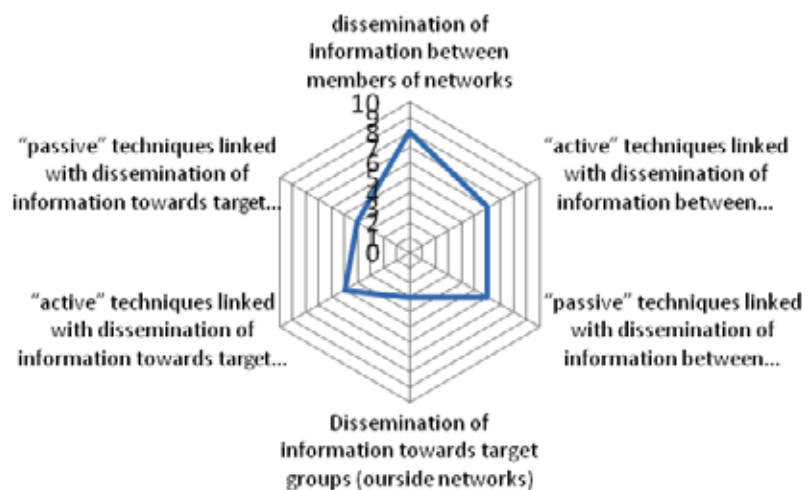
Dissemination profile on sustainable energy planningDundee College (UK)



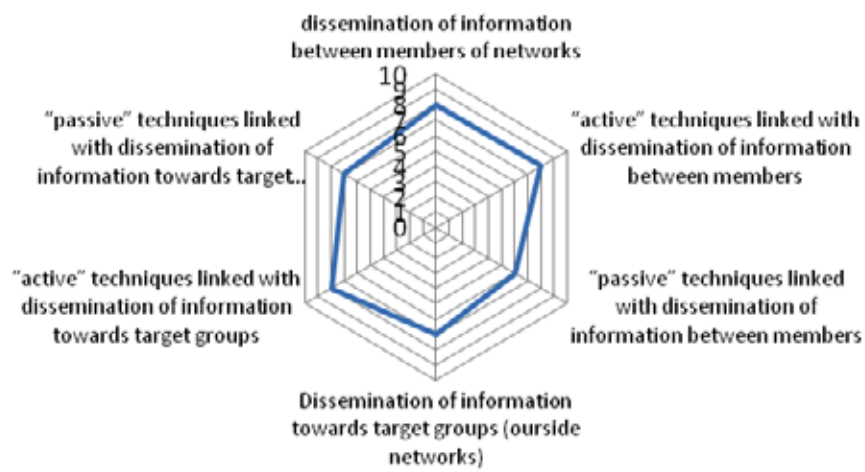
Dissemination profile on sustainable energy planning: Osterhoz-Scharmbeck (DE)



Dissemination profile on sustainable energy planning: Jade Hohshüle (DE)



Dissemination profile on sustainable energy planning: Drenthe - Tynaarlo (NI)





Appendix 2.

Workplan Activity 3.5

Dissemination

By the start of the activity, activity leaders Leiedal and IMOG set up a work plan.

WP3 deals with the development and implementation of energy strategies.

The WP3 consists of seven activities:

- Activity 3.1: Stocktaking
- Activity 3.2: Roadmaps and strategies
- Activity 3.3: Business models
- Activity 3.4: Public buildings
- Activity 3.5: Dissemination
- Activity 3.6: Concept of Economic Analyses
- Activity 3.7: North Sea Investment Appraisal Model

The survey, on which the report is based, contained the following steps:

- Step 1: theoretical framework and the development of a definition on dissemination.
- Step 2: inventory of different dissemination activities within the North Sea SEP partnership, by a questionnaire.
- Step 3: detection of different types and means of dissemination of the North Sea SEP partners.
- Step 4: discussion with North Sea SEP project partners.
- Step 5: gathering more detailed information on the types of dissemination in workshop and develop profiles per partner.
- Step 6: highlighting best practices.
- Step 7: developing a roadmap and recommendations.
- Step 8: drawing general conclusions, discussion with North Sea SEP project partners.



North Sea - Sustainable Energy Planning (SEP)

northseasep@atenekom.eu

www.northseasep.eu

Intercommunale Leiedal

President Kennedypark 10

B-8500 Kortrijk

Mr. Dominiek Vandewiele

www.leiedal.be

Province of Drenthe

Westerbrink 1

9405 BJ Assen

+31 592 365555

post@drenthe.nl

Contact: B. van Os

1 Regional Strategies

2 Business Models

3 Networking

4 Public Buildings

5 Dissemination

Assen, January 2013

Mr. B. Van Os, Province of Drenthe,

WP3 Leader North Sea SEP





provincie Drenthe



The Interreg IVB
North Sea Region
Programme

*Investing in the future by working together
for a sustainable and competitive region*

