Province of Fryslân

**2013**

**Communication Plan**

communication template D2D



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Inhoud

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# 1 Introduction

The European Commission attaches increasing importance to good communication of its work and activities. This applies equally to the programs and projects that are subsidized with European funds. Partners directly involved in a project are expected to communicate about it effectively.

Apart from these requirements of the European Commission, communication is an important tool, which helps to achieve the project’s objectives. If well implemented, communication contributes to creation of the proper environment for the project to be successful. Means of communication are providing information, support, influencing behaviour, etc.

But communication is more than providing information to individuals or groups, setting up a website or publishing a newsletter. This plan is based on the following definition of communication: *"Communication is the systematic and repeated distribution (exchange) of messages to predefined groups, with the aim to influence what these groups know, think, and / or do."*

This outline shows how the Province of Fryslân as Lead Beneficiary plans to shape communication around the D2D (Development to Dissemination and vice versa) project. The Lead Beneficiary will perform communication at central level. The project partners, especially partners outside the Netherlands, will also play an important role in the communication about the project in their countries.

This communication plan is structured as follows: after the Introduction, Chapter 2 will begin with an overview of the project itself, while Chapter 3 contains an analysis of the initial situation. Chapter 4 contains what is communicated and with whom. In Chapter 5, the time schedule and budget are presented. Chapter 6 outlines an implementation plan.

# 2 The D2D Project

2.1 About the Project   
The D2D project takes place within the framework of the Interreg IVB North Sea Region Program. It will run for 1.5 years from 01-07-13 to 31-03-2015, and has a budget of € 700.000. This amount is mainly for knowledge exchange and activities. For communications, the amount available is € 126.000,-   
  
2.2 Project Aim   
The D2D project, which stands for “Development to Dissemination” and vice versa, builds on the results of the Cradle to Cradle Islands (C2CI) project. The main aim of the project is to create a process that enables small and locally developed innovations, achieved during the C2CI project and beyond, to be realized and commercialized across the regions of the North Sea. The D2D intends to provide the NSR with the means by which project results can be taken through a development process which will secure a viable, self-sustaining commercial future for them.

Via D2D project there is an opportunity to

1. further promote the results outside the project via commercializing the results beyond the islands both in terms of new Sustainable Products and Services options and Innovation Approaches; and
2. to create a special accelerator mechanism for the further implementation and dissemination of innovations via the D2D approach. It will be stimulated by the Samsø Award for excellent regional-local sustainable innovation and entrepreneurship.

2.3 Project organization  
  
**Province of Fryslân, Lead Beneficiary**The Province of Fryslân, which is a provincial government, acts as a Lead Beneficiary in the project.   
  
**The project partners**The partnership consists of nine partners: 3 Universities from Delft (NL) Aalborg (DK) and Lund (SE), Samsø Energy Academy (DK), provincial government Landkreis North Friesland (DE), Islands council Insel- und Halligkonferenz (DE), Public similar organisations such as IRRI - International Resources and Recycling Institute (UK) and Flanders InShape (BE).

Also 10 local communities from Municipality of Leeuwarden, City of Landskrona, Island Hven, Municipality of Vlieland, Highland and Island Enterprise region, Samsø Island, City of Kortrijk, Regio Uthlande Kreisstad Huzum, City of Aalborg and Copenhagen, Inseln und Halligen im Wattenmeer will cooperate in partnership, with the potential to become leaders in the field of sustainable innovation and entrepreneurship.  
  
**Activities**The activities in the project are grouped in 4 Work Packages (WP):

### WP 1: Project Management

The responsible partner for this WP 1 is Province of Fryslân. The tasks include the management of the project, including, planning, tracking and reports. The province has a good tracking record in managing Interreg projects. The province will organize the steering group meetings and set up an infrastructure for financial management. All this will be done in cooperation with the partners.

### WP 2: Publicity and Communication

For this WP the responsible partner is Province of Fryslân. A clear Communication Plan will be developed to bring D2D outcome to the network. The C2CI and Wisle network will be used to disseminate the entrepreneurial innovation. The strategy of the updated plan will be to deliver the message of entrepreneurial innovation and make it work in good practices and showcases. The message will be disseminated at special events, will be organized in incubator centers, exhibition, road shows and other events. TV & radio appearances are planned. The Websites will be used and social media will be developed.

### WP 3: D2D methodology development and testing

The responsible partner for this WP is Delft University of Technology. In this work package Universities and research institutes will lead the development and testing process. The D2D methodology is a new incubation process for commercialization that uses the power of a transnational partnership to help launch new SME’s and create jobs in the region.

### WP 4: Samsø Award Development

The responsible partner for this WP is Samsø Energy Academy. Beneficiaries that will cooperate in the development of Samsø Award are participating partners. An approach will be taken via a national mechanism with hundreds of city districts and universities competing in national schemes; this fits the emerging curricula of creative universities, which are now starting to focus on creative facilitation of sustainable innovation. No extra investment needed only award resources to stimulate competition. The new prize award in the D2D project is an award that will announce new frontrunners during awarding ceremony, annual meeting Interreg North Sea/North Sea commission.

**Interreg IVB Secretariat Viborg**The Interreg Secretariat in Viborg (DK) monitors and reviews progress of the project based on reports from the Lead Beneficiary to what extent the project is implemented under the project application. The Secretariat is responsible to the EU commission in Brussels.

## 2.4 Expected Results

* Ca. 200 relevant concepts for sustainable new Product Service Systems
* Ca. 20 new green businesses and new ventures
* After 4 years from the start of the D2D project: minimum ca. 200 structural new green jobs by the project alone; if the D2D Award mechanism is in place after the project, each year a multiplier of this amount can be expected in the involved North Sea countries and communities.
* 1 D2D website, to be continued by the Samsø Energy Academy, also after the project completion
* 2 large workshops Samsø Island (2 x 100 participants) – 2 reports (including recommendations on the self-sustaining D2D Samsø and national/local award mechanism)
* 10 D2D community workshops (10 x 25 participants) – 10 reports, including pre-study reports from staff and students of the involved local universities
* 1 D2D – how to do it Manual (plus presentations and small movies)
* 10 local university D2D educational courses (minors, with the potential for outsiders to be involved)
* 1 report on the organization of the Samsø Award
* 1 scientific end-report
* 5 conference papers
* 3 journal papers
* Several professional presentations on the D2D approach, examples and small movies on green PSS and new ventures
* 200 D2D trained staff and other stakeholders in 10 communities

# 3 Analysis of the initial situation

## 3.1 Background of the project

The predecessor of the D2D project, which is C2CI project, achieved excellent results in terms of C2C product concepts and new design of Sustainable Innovations. C2CI project results provide a solid background and very good opportunity to achieve more ambitious goals by commercializing the results and promoting the work to a wider audience.

However, although C2CI is considered a very successful project a number of issues have been neglected due to time and resource limitations.

The opportunity to further promote the results outside the project become via D2D project:

(1) to commercialize the results beyond the islands; (2) both in terms of new Sustainable Products and Services options and Innovation Approaches; and (3) to create a special accelerator mechanism for the further implementation and dissemination of innovations via the D2D approach.

## 3.2 D2D approach

D2D intends to create a process based on combined expertise, supported by an investment fund that will be an innovation in incubation for the NSR. D2D approach is focused on pooling together all existing knowledge, so to establish a transnational incubator facility. There has never been a transnational incubator facility available within Europe before. This brings with it strong advantages, specifically:

* the unique blend of market experience and expertise across different national economies;
* the means by which a range of different national (i.e. export) markets can be opened up for a product launch simultaneously by partners in the incubator;
* investment funding source to support the start-up investment requirement

## 3.3 Key actors

The following parties play an important role to achieve the results in the project:   
  
communities, population, local and regional decision makers   
On the islands participating in the project, selected C2CI pilot projects will take place, and introduce the Cradle to Cradle® concept where possible. It is therefore important that the decision makers of these islands and of the related mainland are motivated to support the success of the project. Island populations also play an important role. As the situation on ‘their’ island is something that is generally very close to their hearts, it is important to encourage information and involve the islanders in the plans.

Knowledge Institutions   
Delft University, Aalborg University and Lund University as well as IRRI and Samsø Academy play a major role in the project, because they will lead the activities in the field of D2D methodology development and Samsø Award mechanism development.

The other organizations participating in the project are either responsible for a specific pilot project or they are contributing special skills. All these institutions have a large network of international contacts, which may contribute to the dissemination of knowledge gained in the project.

Cradle to Cradle® networks   
Especially in the Netherlands an active Cradle to Cradle® movement is developing. Several networks are engaged in disseminating information on Cradle to Cradle® and organizing meetings (conferences, workshops, symposia) where various parties are brought together with the aim to share experience with Cradle to Cradle® and form a basis for future activities. These networks are important in relation to the dissemination of information about the project and generate interest to make contributions.

National and European politics

National and European politicians play an important role in the project because their support is needed to secure additional funds to implement the results of the project.

Companies

There are two different groups of companies; local entrepreneurs on the islands, and regional and national SME-companies. It is important to get local companies (e.g. entrepreneurs in tourism, catering industry, shops owners, and bicycle rentals) interested in the Cradle to Cradle® concept. Also of great importance is to interest regional and national SME’s to manufacture Cradle to Cradle® products that will find their way to the Islands.

This way, every partner will take care of the communication within the region.

## 3.4 Conclusion

Transforming the results of the C2CI project to another level via dissemination and economic development will maximize the benefits of the work that has already been done and increase the value of the results by making them available to a wider audience and applicable to new target groups. Further dissemination, development and promotion of the Cradle to Cradle® inspired innovations through the D2D project will play an important role.

Recent renewed attention to sustainable development and general acknowledgement that we ‘must change’– are significant support for communication. There is more interest for sustainability from companies now that they gain economical advantage. Based on this it can be expected that communication about the project will be received with interest.

## 3.5 Handling worldwide attention

The C2CI project received worldwide attention after its start. To handle this interest a secondary network, the C2CI Knowledge Exchange Network - Wisle - was created. The purpose of this network was to share and exchange information and benefits resulting from C2CI project with interested parties outside the partnership.

The C2CI and Wisle network will be used to disseminate the entrepreneurial innovation. The strategy of the updated communication plan will be to deliver the message of entrepreneurial innovation and make it work in good practices and showcases. The message will be disseminated at special events, will be organized in incubator centres, exhibition, road shows and other events. TV & radio appearances are planned. The Websites will be used and social media will be developed.

# 4 Communication about the D2D project

## 4.1 Objectives

The objectives for communication are to be drawn from the definition of communication;

*‘Communication is systematic and repeated sending messages to predefined groups with the aim to influence these groups in what they know, think, and / or do.’*

From that, the following communication objectives can be established:

* Spread out information about the D2D project
* Create basis for further dissemination, promotion and development of the C2C inspired innovations which resulted from C2CI project.
* Generate enthusiasm in several ways (financial, contributing pilot projects, implement innovative approaches into the education program, put additional funds to disposal) to contribute to the project, e.g. companies, schools, Funds, investors etc.

## 4.2 Strategy

**Principals**

* Communication needs to have a **continuous character**. Only repeated communication and spreading news about the D2D project will lead to the desired goal.
* **Communication meetings** in the project need to be used as effective as possible. Besides the use of web sites, newsletters, brochures etc. any news needs to be used to give attention to the project: the beginning (or end) of a pilot project, (partner) meetings, an important person visiting one of the islands, experts giving opinions about projects, gatherings during the project, other news about D2D that are relevant to the project, etc.
* A **message** is used in this project (see below). An abridged version of this message is the **slogan** (see below). A **fact box** can be mentioned on a newsletter etc. A **fact box** contains a short summary.
* The **Lead Beneficiary takes care of the communication on a central level**. Also towards Viborg and Brussels, the Lead Beneficiary acts as originator. This also includes the contacts with lobbyist organizations and politicians on national and European level. Concerning the contact with **local- and regional target groups,** the responsible for communications is with the diverse **Project partners**.
* The ‘**tone of voice**’ for communication is positive and precise to generate interest and enthusiasm; ‘here’s something new happening, something special’.
* Communication should be ‘sustainable’, looking at the character of the project. Meaning: no unnecessary printing. If print outs are required then use environmentally friendly paper and printing on demand. Communication via internet is preferred when possible.
* All expressions – via internet or printed – need to include the required logos. This means the logo from the European Union, the Regional Development Fund, the North Sea Commission and the phrase; *‘investing in the future by working together for a sustainable and competitive region’*. See for instructions <http://www.northsearegion.eu/ivb/home/> click on ‘downloads’ 🡪 ‘IVB Document Library’ 🡪 ‘Publicity and Communications. All expressions need to include the D2D logo as well. In the project the term D2D can be used.

When using (photographic) material or pictures from other sources, please cite the source as well

* Europe Day – Flying the EU flag

9 May is Europe Day. According to EC Regulation 1828/2006, the managing authorities of projects involved in Interreg programmes are obliged to fly the European flag in front of their premises for one week starting 9 May.

Europe Day symbolises peace and unity in Europe. It is celebrated in commemoration of the Schumann Declaration on 9 May 1950, which paved the way for the creation of the ECSC and is considered to be the founding moment of the European Union.

EC Regulation 1828/2006 can be found in the [Document Library](http://www.northsearegion.eu/ivb/documents/document-library/).  
Read more about Europe Day [here](http://europa.eu/abc/symbols/9-may/index_en.htm).

* The Lead Beneficiary and all other partners write an implementation plan on an annual basis for the following year. The Lead Beneficiary adds a schedule for communication on central level and the budget schedule for communications.
* An evaluation for communications will be held on an annually basis. As far as possible, the effects from communication will be inspected and a new implementation plan will be drawn up with adjustments to the previous plan if necessary.
* It is important that the different project partners disseminate clear information regarding the D2D concept.
* Generally, communications will be in English by the Lead Beneficiary since English is the project language. In consultation with other partners, it is possible that specific expressions, like a brochure about project activities, are translated and published. Communication about local activities under the project is generally done in the language of the participating partner.

**The Communication message**

* **The Message**

The D2D project is an Interreg IVB North Sea Region Project with 9 partners from six countries around the North Sea with the main goal to create a process that enables innovations developed during the C2CI project to be realized across the NSR.

* **Slogan**

This slogan is used for the project:

*The D2D project works towards clean and healthy future for the regions and communities in the North Sea through the implementation of innovations inspired by sustainable innovation**concepts.*

* **The Fact box**

The D2D project (‘Dissemination to Development’ and vice versa) is an Interreg IVB North Sea Region Project with 9 partners from six countries around the North Sea.

Leading vision: D2D concept as a sustainable innovation and business accelerator approach facilitating business incubation process via establishment of transnational incubation facility

Main goal: to create a process that enables innovations developed during the C2CI project to be realized across the NSR and beyond.

Project duration: from September 2013 to 31 March 2015.

Total budget: € 700.000 (50% European funding, 50% co financing by partners).

The partnership: Provincie Fryslân (Lead Beneficiary), Samsø Energy Academy (NL), Delft University of Technology (NL), International Resources and Recycling Institute – IRRI (UK), Lund University (SE), Landkreis North Friesland (DE), Insel-und Halligkonferenz (DE), Flanders inShape (BE), Aalborg University (DK).

Do you need more information or want to contribute to the project? Please, feel free to contact us or visit the website!

Website: [www.wisle.org](http://www.wisle.org)

Contact: [info@c2cislands.org](mailto:info@c2cislands.org)

## 4.3 Target groups

A target Group can be defined as: “Groups of people where a change will be implemented in know (information), find (opinion), and do (act).”

Target groups from the D2D project will be divided in:

* Internal target groups

i.e. project partners and involved organisations and authorities.

* External target groups

i.e. regional-, national- and European parties and press.

**Internal target groups**

* Project partners (9)
* Their organizations.

**External target groups**

**Regional**

* Communities from participating regions
* Islanders from participating islands
* Island authorities
* Organisations and entrepreneurs on the islands
* Other islands in the North Sea region
* Provincial authorities
* Universities, Schools
* Business organisation (tourism, etc)
* Entrepreneurs

**National**

* Ministeries, e.g. VROM, LNV in The Netherlands
* Consultancies
* Organisations related to water and energy
* Nature- and environmental organizations
* Cradle to Cradle® network
* Subsidy organizations (Agentschap NL, chamber of commerce)
* Large companies
* Education (Design education, environmental education, technical education)

**Europe**

* Interreg Secretariat Viborg
* DC Energy and transport
* DC Environment
* DC Regional politics (regio-info@ec.europa.eu)
* Lobbyists Brussels
* Other Interreg- Secretariats (Lille/Rostock)
* Other Interreg-projects
* European grant founding
* Island organisations network (Green Islands Network, Islenet)

**Media**

* Media on the islands
* National newspapers, magazines, radio, TV
* International press offices
* Media related to water, techniques, energy
* Related websites

**4.5 Communication matrix**

|  |  |  |  |
| --- | --- | --- | --- |
| W = Website | **Nws = Newsletter** | Bann = Banners | **Soc = Social media** |
| SP = Sharepoint | **Wv = Web video’s** | Exh = Exhibition | **Pres = Presentations radio & tv** |
| Fl = Flyer | **Pbr = Press release** | Gve = Give-aways | **Art = Scientific article** |
| Fo = Folder | **Pbz = Press visit** | Flm = Project film | **Rap = Reports** |
| Br = Brochure | **Brs = Beursdeelname** | Doc = Documentary Waste=Food |  |

| **Communication medium**  **Target group** | **W** | **SP** | **Fl** | **Fo** | **Br** | **Nws** | **Wv** | **Pbr** | **Pbz** | **Brs** | **Bann** | **Exh** | **Gve** | **Flm** | **Doc** | **Pres** | **Art** | **Rap** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Internal** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Project partners | X | X |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| organizations and managers | X |  |  |  |  | X | X |  |  |  |  |  |  |  |  |  |  |  |
| **External** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ***Regional*** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Islanders participating islands | X |  | X | X |  | X |  |  |  |  |  | X | X | X | X | X |  |  |
| Islands council | X |  | X | X |  | X | X |  |  |  |  | X | X | X | X | X |  |  |
| Local organizations/Entrepreneurs | X |  | X | X |  | X |  |  |  |  |  | X | X | X | X | X |  |  |
| Other islands in the region | X |  |  | X |  | X |  |  |  |  |  | X | X | X | X | X |  |  |
| Provincial council | X |  |  | X |  | X | X |  |  |  |  | X | X | X | X | X |  |  |
| Tourist organizations | X |  | X | X |  | X |  |  |  |  |  | X | X | X | X | X |  |  |
| Island schools and regional schools | X |  |  | X |  | X |  |  |  |  |  | X | x | X | X | X |  |  |
| ***National*** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Ministries VROM/LNV | X |  |  | X | X | X | X |  |  |  |  |  |  | X |  |  | X |  |
| Consultancies | X |  |  | X | X | X |  |  |  | X | X |  |  | X |  |  | X |  |
| Water and energy organizations | X |  |  | X | X | X |  |  |  | X | X |  |  | X |  |  | X |  |
| Nature- and environmental organizations | X |  |  | X | X | X |  |  |  | X | X |  |  | X |  |  | X |  |
| C2C-networks | X |  |  | X | X | X |  |  |  | X | X |  |  | X |  |  | X |  |
| Granting organizations (e.g. Agentschap NL) | X |  |  | X | X | X |  |  |  | X | X |  |  | X |  |  | X |  |
| Intermediaries companies (e.g. chamber of commerce) | X |  |  | X | X | X |  |  |  | X | X |  |  | X |  |  |  |  |
| Large companies(NL: DSM, Philips, Akzo) | X |  |  | X | X | X |  |  |  | X | X |  |  |  |  |  |  |  |
| Education (education design, technical, milieu) | X |  |  | X | X | X |  |  |  | X | X |  |  | X | X |  | X |  |
| ***Europe*** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Interreg IVB Secretariat Viborg | X |  |  |  |  | X | X |  |  |  | X |  |  |  |  |  |  | X |
| DC Energy/Transport | X |  |  |  |  | X | X |  |  |  |  |  |  |  |  |  |  |  |
| DC Milieu | X |  |  |  |  | X | X |  |  |  |  |  |  |  |  |  |  |  |
| DC Regional politics | X |  |  |  |  | X | X |  |  |  |  |  |  |  |  |  |  |  |
| Lobbyists Brussels | X |  |  |  |  | X | X |  |  |  |  |  |  |  |  |  |  |  |
| Other Interreg- Secretariats  (Lille, Rostock) | X |  |  |  |  | X |  |  |  |  |  |  |  |  |  |  |  |  |
| Other Interreg-projects | X |  |  |  |  | X |  |  |  |  |  |  |  |  |  |  |  |  |
| European grants founders  (IEE, KP7, Life, etc.) | X |  |  |  |  | X | X |  |  |  |  |  |  |  |  |  | X |  |
| Networks science/knowledge institutes | X |  |  |  | X | X | X |  |  |  |  |  |  |  |  |  | X |  |
| ***Worldwide*** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Individual interested people | X |  |  |  | X | X |  |  |  |  |  |  |  | X |  |  |  |  |
| Island networks (Green Islands Network, Islenet) | X |  |  |  | X | X | X |  |  |  |  |  |  | X |  |  |  |  |
| **Press/media** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Local en regional media | X |  |  |  | X | X | X | X | X |  |  |  |  |  |  |  |  |  |
| National newspapers, magazines, radio, TV | X |  |  |  | X | X | X | X | X |  |  |  |  |  |  |  |  |  |
| International press offices | X |  |  |  | X | X | X | X | X |  |  |  |  |  |  |  |  |  |
| Media related to water, techniques, energy, sustainability | X |  |  |  | X | X | X | X | X |  |  |  |  |  |  |  |  |  |
| Relevant websites | X |  |  |  |  | X | X | X | X |  |  |  |  |  |  |  |  |  |

# 5 Planning and budget

PM

Below mentioned schedule features a global planning of the communication, divided over the projects maturity. Known subjects are included.

Additional, the annual implementation plan applies as an update of the following chart.

# 6 Implementation plan

An implementation plan must be made by the partners for the project running years in which they indicate how to implement the communication procedure. The Lead Beneficiary is responsible for the whole project, but the partners are responsible for their local projects.

In this implementation plan needs to be included;

* + The responsible person for communicative activities
  + A short valuation of the communication in the previous year
  + Which communications medium will be used
  + For which target group
  + The timetable/schedule for the concerned year.

## Appendix 1 – Contact persons in the D2D project responsible for the communication

|  |  |  |  |
| --- | --- | --- | --- |
| **Partner** | **Name** | **Name contact person** | **e-mail address** |
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| 2 | Samsø Energy Academy | Mr. S. Hermansen | [info@energiakademiet.dk](mailto:info@energiakademiet.dk) |
| 3 | Delft University of Technology | Mr. J.C. Brezet | [j.c.brezet@tudelft.nl](mailto:j.c.brezet@tudelft.nl) |
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| 5 | Lund University | Mr. M. Backman | [mikael.backman@iiiee.lu.se](mailto:Mikael.backman@iiiee.lu.se) |
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## Appendix 2 - Relevant websites

[www.northsearegion.eu](http://www.northsearegion.eu)

[www.europa.eu](http://www.europa.eu)

[www.epea.com](http://www.epea.com)

<http://www.vpro.nl/programma/tegenlicht/afleveringen/30458986>

<http://www.rijksweb.nl>