



Funded by the
European Union

Project Acronym: OSR-Coop

Grant Agreement number: 101076669

Project Title: One Stop Renovation Co-op

D6.1 Communication and Dissemination Plan

Revision: 4

Authors:

Srgjan Vidoeski (REScoop.eu)

REVISION HISTORY, STATEMENT OF ORIGINALITY and DISCLAIMER

Revision History

Revision	Date	Author	Organization	Description
1	07/04/2023	Srgjan Vidoeski	REScoop.eu	First final draft
2	18/05/2023	Srgjan Vidoeski	REScoop.eu	With feedback from partners
3	12/06/2023	Srgjan Vidoeski	REScoop.eu	Final version
4	02/07/2023	Manuel Nina	SNAP!	Final review

STATEMENT OF ORIGINALITY

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

DISCLAIMER

The information, documentation, and figures available in this deliverable are provided by the OSR-Coop project's consortium under EC grant agreement 101076669 and do not necessarily reflect the views of the European Commission. The European Commission is not liable for any use that may be made of the information contained herein.

Executive Summary

The “One Stop Renovation Co-op” (OSR-Coop) Project sees the further development and piloting of 3 cooperative One-stop shop (OSS) building renovation services into integrated services, with a focus on deep renovation for households. The project consortium consists of frontrunner cooperatives (Les7Vents, Energent, ECTC) that are already deploying home renovation services at their local level, in different contexts and geographical areas.

In their current services, the project partners involve and coordinate actors throughout the value chain, including energy advisors, architects, renovation practitioners, contractors, and ICT software engineers. Therefore, the project involves the identification of best cooperative practices in the areas of service actions, customer journey, ICT and data development, and business models. In the duration of the project work, an easily accessible replication toolkit and a training programme based on the incoming results will be created, in order for the European energy cooperatives and communities to learn from the project and get involved in the replication process.

The Communication and Dissemination Plan (C&D Plan) elaborated in this document contains the communication and dissemination strategy of the OSR-Coop Project. It outlines and highlight the main key points on how to manage and conduct the crucial C&D activities, all while serving the objectives of the project and strengthening its work flow and results. First, the C&D plan gives an overview of the main branding points that should be followed by all the project partners and presents the visual identity of the project, with its logo and other guidelines. Then, the plan dives into specific instructions on the tools, methods and channels that recommended to be used and how, for all the identified target groups and audiences.

Furthermore, the C&D plan highlights the ways of tracking, monitoring, and evaluating all the C&D activities and presents the dissemination tracker as a main monitoring tool. Finally, REScoop.eu as a work package leader encourages and supports the preparation of local C&D plan by the project partners, with the aim to further strengthen the activities and the brand of the OSR-Coop Project. In conclusion, the document is seen as a dynamic one and in a constant state of improvement and upgrade as the work of the project revolves, and at least one more official version will be formulated.

Table of Contents

REVISION HISTORY, STATEMENT OF ORIGINALITY and DISCLAIMER	2
Revision History	2
Executive Summary	3
Table of Contents	4
1. Introduction	5
2. Objectives and Management Structure	6
3. Communication and Dissemination Overview	8
Key branding points for any communication to stakeholders or the public:	9
4. Target Groups and Audiences	11
Households	11
Energy cooperatives and communities	12
Municipalities	13
Other local and regional actors	13
EU Institutions	14
EU thematic coalitions	15
EU NGOs and trade organizations	15
National governments and regulators	16
5. Tools and Activities Overview	17
6. Visual Identity and Branding	19
Key pointers from the branding guide:	21
7. Monitoring and Evaluation	22

1. Introduction

The “One Stop Renovation Co-op” (OSR-Coop) Project sees the further development and piloting of 3 cooperative One-stop shop (OSS) building renovation services into integrated services, with a focus on deep renovation for households. For all 3000+ European citizen energy cooperatives and communities to be able to learn from the project and to support replication of the developed model, an easily accessible replication toolkit and training is to be created and disseminated within this project throughout Europe.

The project consortium consists of frontrunner cooperatives that are already deploying home renovation services at the local level, and in a variety of contexts and geographical areas (Belgium, Ireland, France). In their current services, the cooperatives involve and coordinate actors throughout the value chain, including energy advisors, architects, renovation practitioners, contractors, and ICT software engineers. The project involves the identification of best cooperative practices in the areas of service actions, customer journey, ICT and data development, and business models. After mapping out and analyzing them, the project will then incorporate the best practices into financially viable and cooperatively-run integrated renovation services, with a focus on deep home renovation.

Through well-planned communications and social marketing, the project partners can leverage from the greater levels of householder trust, necessary to undertake deep renovation activities. The involvement of REScoop EU provides a European wide network of energy cooperatives with organizational capacity to replicate the services integrated into one-stop shops within the frames of the project. This communication and dissemination plan is meant to support that process and provide necessary tools and methods to achieve best possible results and outreach,

2. Objectives and Management Structure

The main objective of this Communication and Dissemination Plan (C&D plan) is to serve as a guiding tool for any OSR-Coop Project activities concerning communication and dissemination, of all the project results and output. The plan represents a roadmap available to all the partners to consult when communicating to different target audiences, throughout the duration of the project. The communication and dissemination strategy and approaches presented in this document embody the overall strategy of the project, and consider the interests and objectives of the project and the project partners.

From an internal point of view, each of the project partners has a say in the C&D plan and its activities, and each project partner is responsible for their own local communication and dissemination plans and activities, for the entire duration of the OSR-Coop Project. Nevertheless, the overall internal management of the communication and dissemination strategy embedded into this plan and related activities is responsibility of REScoop.eu as a work package leader in the WP6 of the project, dedicated to the implementation of the C&D plan in its entirety. In consultations with all project partners, REScoop EU monitors and adjusts the C&D plan accordingly, based on any current project development, needs, and changing circumstances.

From an external point of view, managing the communication and dissemination processes is done by REScoop EU in coordination with SNAP! as a project coordinator. On the other hand, each of the project partners manages their own local target audiences supported by REScoop EU and following the concrete guidelines provided below, approved by all the project partners. Furthermore, the structure of the C&D plan is designed in a way that serves as a guide and a toolkit for all the project activities concerning communication and dissemination of results. The plan includes key elements for a coherent C&D strategy, proposes tools and methods, and identifies the crucial target audiences. Additionally, the plan offers guidelines on how to address selected target audiences, which tools to use, how to adjust the timing of the planned activities, and what would be the expected objective from each interaction and activity towards them (*to whom, how, when*).

Aside from tools and guidelines, this plan also provides concrete numbers that have to be achieved with each of the target audiences in order for the C&D strategy to be properly measured and the plan adjusted if needed. The impacts and effectiveness of the C&D strategy will be subject to continuous monitoring through dedicated web and social media analytics of the project partners' input.

Furthermore, software tools that are measuring online and social media outreach and engagement will be used too. Qualitative feedback will also be collected from physical events (workshops, trainings) and any other online direct interaction (webinars, social media).

Following the main C&D strategy of the project embodied through the structure of this plan, dedicated C&D strategies for each country in which the OSR-Coop model is to be tested (Ireland, Belgium, and France) are meant to be integrated into the local C&D plans in the duration of the project activities, and for the purpose of the local context. Therefore, collaboration with and among the consortium partners is fundamental for maximizing the knowledge transfer and shareable results.

Finally, receiving regular feedback directly from each of project partners of the effectiveness of the C&D activities, but also through engaging with any of the stakeholders, will allow REScoop EU to re-asses and adjust the C&D strategy accordingly. Hence, any data collection method and any qualitative feedback gathered are important tools to be used for managing the C&D activities and monitoring the effectiveness of the plan, throughout the project duration.

To sum up, through well-defined objectives and management structure, the OSR-Coop Communication and Dissemination Plan is to be implemented at a European, national, and local levels, in the duration of the project and beyond.

The C&D strategy and the CDP follows clearly defined objectives and management structure. At the central level, the WP6 leader REScoop EU, in coordination with the project coordinator SNAP!, manages the official communications of the project and external relations with European stakeholders.

At the national and local level, the project partners are responsible to design their own local C&D plans with strategies, activities, and content for their local context and for their respective countries and languages. These will serve as extensions to the main C&D plan of the project.

In order for them to be successful, the local C&D plans should be tailored to the respective local and national target audiences, and the project partners should ask for and expect support from the WP6 leader REScoop EU in preparing and adjusting them if needed. Other academic and technical partners, with their extended networks and communities, will act as multipliers of the C&D activities carried out under the WP6.

3. Communication and Dissemination Overview

The overall aim of the communication and dissemination processes is to share updates and results coming out of the OSR-Coop Project in a consistent way, with an emphasis of the importance of citizen-led renovation one-stop shops and services. The specific methods and messages towards the identified target audiences are further explained in the sections of this plan. REScoop EU, as a leading partner in WP5 and WP6, should provide additional support upon request and guidelines to the partners wherever needed and asked for, on a day-to-day basis. This is done with the purpose of having a successful realization of all the C&D activities within the frames of OSR-Coop Project.

The main subject of the external communication activities done by the OSR-Coop Project are the target audiences, which include stakeholders from European, national, and local levels. With the start of the project, the main target audiences have already been identified. In the section below please find appropriate approaches towards the main and most important target audiences, with proposed messaging and respective tools. Their importance and the project's specific approach to them is to be regularly monitored and re-evaluated, in coordination with each of the project partners.

Furthermore, each project partner should reach out to REScoop EU for assistance in mapping out their own local target audiences and stakeholders when needed, and to tailor the project messages further down to them. For any doubts on the messaging and the proposed approach the project partners should and have to receive support from REScoop EU. If modifications in the approach to any of the target audiences are needed and agreed upon by the project consortium, they should be reflected in this document and adjusted accordingly or specified in the respective local C&D plans,

In order to provide a clearer connection to the REScoop EU network, the OSR-Coop Project will have its own project-specific sub-website extended from the official REScoop EU website. Furthermore, the project will use the social media of the federation to promote its activities and establish a social media presence, in order to take advantage of the already established and well-known social media sites of REScoop EU. The website section dedicated to the OSR-Coop Project must follow the branding guidelines created for the overall visual identity of the project, explained below in its dedicated section. Moreover, each of the project partners must share the project sub-website link on a visible place on their own website and play an active role in the dissemination and communication processes, including the activation of their own network and engaging their social media with updates from the project.

The sub-website for the OSR-Coop Project has to contain all the necessary project information, details about the project partners and their work, the background of the project, as well as regular updates and news on the project activities. The content of the sub-website is done in English as the official language of the project activities, including the posts on the social media of REScoop EU under the official project hashtag: **#osrcoop**. Any other posts or news that would be targeting local audiences and shared on the websites and social media of the project partners, can be written in their respective local languages.

Key branding points for any communication to stakeholders or the public:

- *Always use the templates and logo formats available from the visual identity package prepared by REScoop.eu*
- *In any written text, always refer to and style the name of the project as “OSR-Coop”, “OSR-Coop Project”, or “the OSR-Coop Project” without translating the title*
- *The logo of the project must be showcased and visible on each of the partners websites and social media channels*
- *When communicating via social media with updates and information on the project, use the appropriate project hashtag format consider as official: #osrcoop*
- *Official language of all the overall project C&D activities is English, and anything posted on the official REScoop EU social media platforms of the project sub-website has to be done in English*
- *Anything posted on the project partners’ websites or social media concerning the OSR-Coop project can be done in other local languages when needed, in order to fit the respective local context and address the specific local audiences*
- *When a piece of writing prepared or published by REScoop.eu needs to be translated into another language to fit the context of the project partner needs, please make sure to provide a translation as faithful as possible to the original text and its meaning*
- *Each partner is responsible to make sure GDPR rules are ensured whenever they organize a local event or communicate about the OSR-Coop Project*

- *Each partner must do regular updates to the list of C&D project activities (the dissemination tracker), for the purpose of collecting, monitoring, and evaluating the progress, using the tools and methods proposed by the WP6 leader REScoop EU*
- *If the project partners are not sure about any other specificities regarding the C&D plan and activities, or are in doubt about a concrete example, it is always better to first consult and ask for support from REScoop.eu as the WP6 leader*

To highlight, information sharing is vital for feeding into the website and social media, but also useful to guide the advocacy activities. Each of the project partners should involve their communication teams to disseminate the produced knowledge, results, and processes of OSR-Coop Project at national and local level. With joint partners' efforts and by following these provided guidelines, the C&D activities will be coherent and represent well the project.

4. Target Groups and Audiences

The target groups represent the specific groups of people, organizations, institutions, and other stakeholders, subject to the OSR-Coop project work and the project's C&D activities. The target audiences include both the target groups that are directly impacted by the project's activities, but also other groups of people that have indirect benefits or any other type of impact from the project's activities.

Both the target groups and the target audiences are crucial segment of the C&D plan. While calculating the project's impact and outreach at the inception of the project, the project partners mapped out a number of target groups and target audiences. The specific target groups that are also a central part of the wider target audiences of the project C&D activities have been given a more concrete attention, with proposed approaches and channels of communication, with the most important ones presented below.

Households

The households are one of the main and central target groups of the project activities and the project's C&D plan. The households are considered as a local target audience, and as such the approach in which they are to be reached is customized based on the local context in which the partners work in. Moreover, the ways of how to work on reaching them should be a focal point of the local C&D plans prepared by the project partners.

That means that the households are to be targeted directly through the channels (websites, social media, social marketing, events, webinars, information meetings) of ECTC, ENER, and 7VEN, and not through the channels of the OSR-Coop project directly, or through REScoop EU as a federation.

The households need to be approached in the country language and through channels with branding of the service being delivered in their area, with the logo and visual branding of the OSR-Coop project attached to any promotional activity as well. One good example of reaching out the local households is through disseminating promotional material on the renovation services offered in their area, aside from the social media and any other type of online presence.

Energy cooperatives and communities

The energy cooperatives and communities are one of the principal target groups and target audiences of the OSR-Coop project, as they are the potential replicators of the OSR-Coop project model of one-stop shops. Contrary to the local households, which are meant to be reached primarily through the local channels of the project partners and directly within their local context, the energy cooperatives and communities are a major target group primarily reached by REScoop EU as a federation, with assistance from the other project partners.

The work package 5 (WP5) dedicated to the process of replicating the OSR-Coop project' results directly targets the energy cooperatives as final beneficiaries. Therefore, the main tools of reaching the energy cooperatives and communities are also the deliverables under WP5, led by REScoop EU:

- Replication toolkit, which includes a guidance manual and educational materials
- Replication training, consisted of training modules meant to transfer the knowledge gained through the project's work

Most of the C&D activities targeting the energy cooperatives and communities are to be conducted through:

- Project sub-website and social media posts
- REScoop.eu website and social media
- OSR-Coop community of practice
- REScoop.eu events, working groups, and other EU projects
- OSR-Coop final event
- Partner network of Energy Cities (municipalities)
- Connecting with the FEDARENE (energy agencies and regions)
- Connecting with Housing Europe (social and cooperative housing) networks
- Through the Community Energy Repository

Municipalities

Municipalities are another vital target group and a target audience for the OSR-Coop project as they can be important partners in delivering household renovation services.

The local policy-makers can support replication of the services, and the following tools are addressing them:

- Replication toolkit (guidance manual and educational material)
- Informative webinar designed for policy-makers and stakeholders

The C&D activities targeting the municipalities use the following channels:

- Project website and social media
- REScoop EU website and social media
- Partner network of Energy Cities (municipalities)
- Connecting with the FEDARENE (energy agencies and regions)
- Connecting with Housing Europe (social and cooperative housing) networks
- OSR-Coop final event

Other local and regional actors

Other important target audiences are the other local and regional actors. These include SME's, social housing providers, regulators, DSO's, regional energy agencies, etc. As these actors are potentially interested in, or part of, energy cooperatives and or communities, they are considered as a target audience of great interest.

The tools that should be utilized to reach them are the following:

- Replication toolkit (guidance manual and educational material)
- Informative webinar designed for policy makers and stakeholders

The channels for communicating with the other local and regional actors are:

- Project website and social media
- REScoop EU and other consortium members' website, social media and events.
- OSR-Coop final event

EU Institutions

As legal and regulatory barriers can impact the viability and replicability of the business model, the EU institutions are an important target audience. The C&D plan proposes the following tools and channels for addressing the relevant EU institutions, listed below.

Proposed tools:

- Overview of legal and regulatory barriers
- Where relevant recommendations to improve EU policies, funds and programmes
- Informative webinar for policy makers and stakeholders

Proposed channels:

- Project website and social media
- REScoop.eu website and social media
- OSR-Coop final event

EU thematic coalitions

Although the project only has a minor policy-related aspect, members of coalitions such as the Right to Energy Coalition, the Community Power Coalition, and the Energy Savings Coalition, could potentially be interested in the results or the effects of the OSR-Coop model. Therefore, the C&D plan specifies tools and channels to reach them out as well.

Proposed tools for reaching the thematic coalitions:

- Overview of legal and regulatory barriers
- Where relevant recommendations to improve EU policies, funds and programs
- Informative webinar for policy makers and stakeholders

Proposed channels to be used:

- Project website and social media
- REScoop EU website and social media
- OSR-Coop final event

EU NGOs and trade organizations

Similar to the thematic coalitions, some NGOs and trade organizations (around buildings or building materials) could be interested in the OSR-Coop results and the overall work done throughout the project duration. The tools and channels listed below are named as the most appropriate in addressing the EU NGO's and trade organizations.

Proposed tools:

- Overview of legal and regulatory barriers
- Where relevant recommendations to improve EU policies, funds and programs
- Informative webinar for policy makers and stakeholders

Proposed channels:

- Project website and social media
- REScoop EU website and social media
- OSR-Coop project final event

National governments and regulators

Depending on the legal and regulatory barriers experienced during the work on the OSR-Coop project, national governments and regulators can be an important target group and audience. As such, the C&D plan highlights some tools and channels for addressing them.

Proposed tools:

- Overview of legal and regulatory barriers
- Relevant recommendations to improve national level policies, funds, and programs

Proposed channels:

- Project website and social media
- Consortium partner websites, social media, and events.

5. Tools and Activities Overview

The C&D activities of the project strive to improve the body of knowledge around the concept of the OSR-Coop Project and its objectives, and to inform the targeted audiences on the project's activities and results. In order to achieve that, the C&D plan aims to reach the prime target audiences of potential replicators (energy cooperatives and communities), relevant EU and national level policy makers, regulators, and other stakeholders (as outlined in the draft CDP) accordingly, as presented in the tables below.

Overview of C&D activities and project workshops / events / outreach to target groups					
WP	Description	Target Group	Month/Duration	Location + Partners	Participants
WP2	Coordination meetings	Renovation stakeholders (contractors, designers/architects/engineers, finance providers, assessors, etc.)	1-18	Virtual or physical, all testing partners	1-5 per meeting
WP3	Challenge meetings	Renovation stakeholders (contractors, designers/architects/engineers, finance providers, assessors, etc.)	11-34	Virtual	1-5 per meeting
WP4	Coordination meetings	Renovation stakeholders (contractors, designers/architects/engineers, finance providers, assessors, etc.)	11-34	Virtual or physical, all testing partners	20-40 per partner
WP4	Face to face meetings	Potential clients (households)	11-34	Virtual or physical, all testing partners	50-100 per partner
WP5	Community of practice	Energy communities and cooperatives (potential replicators)	6-36	Virtual, all consortia partners	5 - 10
WP5	Replication training	Energy communities and cooperatives (potential replicators)	30-36	Physical or Virtual, all consortia partners	13 - 20
WP6	Informative webinar(s)	Target audiences as identified in the CDP	24-36	Virtual	30 - 70
WP6	Final policy event	Target audiences as identified in the CDP, focus on EU policy related stakeholders	30-36	Physical or virtual	40 - 70

Overview of C&D tools and related outreach indicators		
Tool	Description	Target outreach indicators
Visual identity	A coordinated identity including the design of a logo, graphic elements and templates.	N/A
Website	Our website will host content in English, and link to the websites of the consortium partners and vice versa.	10000 page views over the website lifetime
Social media	Press and news releases focusing on project progress, milestones and events	On average 400 impressions per social media post
Press and news releases	Press and news releases focusing on project progress, milestones and events	At least 3 press and news releases
Blogs and op-eds	Articles written by the project consortium on home renovation and related policies responding to key project milestones, relevant European and national events/news and opportunities in national or EU policy development.	At least 3 articles/interviews in the duration of the project
Articles and interviews for media distribution	Independent articles on project topics.	At least 1 article/interview
Participation in events and speaking engagements	Events (see CDP table above) are a place to share our project progress and gather feedback from stakeholders at large.	1 event per consortium country and 2 EU level events
Consortium (online) communication assets	The consortium has a good reach among target audiences	Over 100 stakeholders reached during project duration

6. Visual Identity and Branding

The visual identity and the branding of the project is decided upon by the project consortium and executed by REScoop.eu as the WP leader. The logo and the colors that have been selected by voting, associate the project with the words “collaboration”, “renovation”, “helping hand”, “energy efficiency”, among similar others. REScoop.eu has provided the project partners with a visual identity and branding package that must be used and followed by the project partners, and it includes the following products:

- *The logo of the project, in different formats and versions*
- *Social media assets*
- *Social media cards*
- *Document templates for Word and PowerPoint*
- *Detailed branding guide*

The logo of the OSR-Coop Project is available in several different variations and formats in order to fit different needs and different backgrounds. However, it is highly recommended for the horizontal long version and the stacked short version to be preferred whenever possible (*please do not use the images below as a logo, as they are a format just for showing them here, instead find the appropriate PNG files in the shared google drive project folder for WP6*):

Horizontal Long Logo:



Stacked Short Logo:



Key pointers from the branding guide:

- *Always try to use this full color version of the logo, on a white background - the best representation of the brand*
- *When it will not be possible to place the standard logo on a white background, you can use the black or white versions of the logo on a colored or photographic background, preferably monochromatic one*
- *Use the symbol / icon only and without the letters as secondary branding option when you would like to avoid the words, or for small / compact circular or square areas, like social media avatars*
- *Do not alter the logo files in any way, and when scaling the logo up or down please make sure to keep all the proportions as they are*
- *Use the appropriate templates for any documents you will produce for the sake of the project, with the pre-selected colors and fonts*
- *Check with REScoop.eu for any other specific details on the visual identity when in doubt*

7. Monitoring and Evaluation

The project partners are responsible for providing necessary information to REScoop.eu as leader of the WP6 about all the C&D activities they have implemented or intend to implement in their local communities and wider regional or national context, as part of the OSR-Coop Project.

Information sharing should be done through constant and regular communication, and as well as by noting down and tracking all the C&D activities each partner does in the list of events, a file shared between all the project partners. The file is called “Monitoring Tool / Dissemination Tracker”, located in the shared project folder under WP5.

The dissemination tracker is the primary and most important monitoring tool that serves the purpose of compiling and tracking all the C&D activities, of all the project partners, throughout the entire duration of the OSR-Coop Project. Its importance is crucial for reporting and evaluating purposes, and therefore it is mandatory for the project partners to fill it out regularly.

All partners are responsible for dissemination activities at the level and with the audience they directly engage with. The project partners are encouraged to suggest and exchange tips and suggestions between themselves, to ensure successful C&D activities and stronger visibility of the project and its brand.

The process of implementing the C&D plan relies on the promise for a continuous dialogue and exchange between the WP leader REScoop.eu and the rest of the project partners, through the following tools and methods:

- The project mailing list
- Regular C&D meetings and calls between the project partners, with updates on the communication activities;
- The Dissemination Tracker with all the monitoring tables for the project partners, with all the events and media activities;
- Google analytics and social media analytics tools to monitor website and social media performance.

The project partners through their communications' team / dedicated person will check and follow the communication activities and will evaluate their impacts through the following key indicators:

- Number of articles published
- Number of participants in events (learning relays, webinars, workshops, etc
- Traffic on the project website
- Statistics for downloads of the project's publications
- Social media engagement
- Number of readers of partners newsletters that include OSR-Coop Project information

These sets of tools, methods, and key indicators, should allow for the C&D plan to properly develop and for REScoop.eu to properly monitor and evaluate the project's communication activities. REScoop.eu will share information on the performance of the C&D plan and activities in the framework of the project reporting, and will regularly update the project partners on the progress or need for modifications.

The project partners should use any opportunity they deem appropriate to communicate and disseminate OSR-Coop project's activities and results, making sure they keep REScoop.eu informed and the activities noted in the tracker. Furthermore, for securing good quality of information and avoiding potential conflicts, the project partners should respect the general GDPR rules, provide good photos, and take consent from anyone that would be publicly mentioned.

Finally, the project partners are encouraged to collaborate and support each other in any type of offline or online C&D activities and events, to share insight and tips between themselves, and to exchange contacts and communication lists containing names of other organizations, partners, and media. In that way, the C&D plan, its activities, and the process of monitoring and evaluating, will have a guaranteed success, and with it – the project itself as well.