

ASPIRE Project – Dissemination Plan
Update: May 2007

Type of activity	Means of communication	Target group(s) addressed	Geographical scope	Timing	Responsible	Expected Output	Progress
ASPIRE project logo & branding	Easily recognisable logo and standard guidelines for all dissemination material to ensure consistency and professional appearance of all material produced within the project.	All	All	Logo & guidelines to be agreed by month 2.	CEP	ASPIRE logo & guidelines ASPIRE Powerpoint templates	Logo design complete 03/07 Template slides complete 03/07
Project website	Visual, statistical and descriptive information relating to each SEC; Regular progress reports; 'Highlights' of key deliverables; ASPIRE model downloads.	All	Local, Regional, National, European, International.	Project to be running by month 2, to continued for entire project lifetime and minimum 2 years following project end.	Overall website management – CEP Content - All	Dedicated ASPIRE project website available providing up to date information on project development.	Website launched April 07. Includes general overview of project & contact details. Information on most partner communities uploaded.
Project publicity material: <i>Brochures/leaflets</i>	Leaflets will include brief written and visual material highlighting the project concept, key facts relating to each partner and each SEC, contact details for further information (including project	All	Local, Regional, National, European, International.	Leaflets to be designed and approved by partners by month 8; brochures by month 10. Master text to be produced in	Design & print – CTI/CMS Providing content – All	Indicative numbers: <i>5000-8000 leaflets</i> <i>1500-2500 brochures</i>	

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	website). Project brochures will include more information pictures relating to each SEC.			English, leaflets translated into each partner's national language(s) for production.			
Project publicity material: <i>Press releases</i>	Press releases to highlight key project events. Will include written, TV and radio press.	Will aim to reach all key local and national stakeholders. Specifically focussed on local citizens & community groups, local authorities & developers, planners, architects & other stakeholders not directly involved in the SSBs.	Local, regional and national.	Press releases disseminated month 1 to highlight project kick-off. Regular press releases to be produced during project lifetime to mark key events/deliverables.	Producing press items - All Partners	Items published in press in each partner country at local, regional and national level. Indicative numbers: <i>Minimum 4 press items per country.</i>	
Project publicity material: <i>Articles in magazines/journals/ Newsletters/other websites</i>	Written reports to highlight project progress and results, promote replicability in other communities.	Local authority associations; European energy agencies; Conference of Peripheral & Maritime Regions and other European regional networks;	National, European.	Relevant publications and timings for submission to be identified by month 6. Articles to be submitted as appropriate between months 6 – 24.	Identifying opportunities and producing articles – All partners	Indicative numbers: <i>8 – 10 articles in magazine/journal articles/newsletters;</i> <i>Project highlighted on at least 10 other</i>	

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		National and European networks of architects, planners and developers.				<i>websites.</i>	
Project publicity material: <i>Other – pens, notebooks, display banners</i>	Other material that can be used to promote awareness of ASPIRE project through dissemination at events, workshops etc.	All	Local, regional, national, European.	Options for other publicity material to be identified by month 8. Material to be produced from month 9 onwards as required.	Design & production/printing - CEP	Range of publicity items to be available for dissemination. Indicative numbers: <i>Pens (500 – 1000)</i> <i>Notebooks (500 – 750)</i> <i>Banners (2 – 4)</i>	
ASPIRE Video	Audiovisual record of the communities represented by each partner, the application of the ASPIRE project. The video will be available on the project website as well as within the ASPIRE toolkit CD Rom.	All target groups, specifically other similar communities wishing to replicate the ASPIRE approach.	Local, regional, National, European	The contract for producing this video will be put to tender by month 3. The final video will be available by month 24 at the latest.	Sub-contracting video production – CEP Contribution of material – All partners	8 – 10 minute video edit summarising ASPIRE process.	
Attendance at relevant conferences and events;	Presentations and exhibitions relating to experience within the ASPIRE project;	Dependant upon nature of event. Target audiences envisaged	Dependant upon nature of events. Anticipated local, regional, national	Relevant events and campaigns to be identified	Identification of & participation in relevant events & networks - All		Exhibition at first EU Sustainable Energy Week – January 2007

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participation in campaigns & networks	promotion of replicability of ASPIRE model in other communities.	include other local authorities, energy agencies, local, national and EU policy makers, planners, developers & architects.	and European scope.	during project delivery.	partners.		
European event	Presentations and exhibitions highlighting project results and replicability of the ASPIRE model. Transmission by live Internet streaming to ensure widest possible audience.	Invitations distributed to representatives of all target groups. Specifically will target European policy makers, European politicians and other peripheral communities.	Local, Regional, National, European, International.	To be delivered between months 24 – 25.	Managing event organiser subcontract – CEP Disseminating information & attracting delegates – all partners	High profile one-day European event to highlight and disseminate information on ASPIRE project to European audience.	
Post-project dissemination plan	Written dissemination plan to describe activities to be undertaken by all partners during the 24 months following the end of the project, to ensure continued dissemination of project results and the ASPIRE model.	To ensure continued European, national and local awareness of ASPIRE project.	Local, Regional, National, European, International.	Plan to be developed from month 20 onwards and agreed by end month 22.	Preparing dissemination plan – CEP	Written dissemination plan outlining key actions to be taken following end of project.	