



## **D7.2 – Communication Package**

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**July 2023**

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## 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This deliverable contains original unpublished work except where clearly indicated otherwise.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.

### Project information

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- **Project end date: 31 October 2025**
- **Project duration: 36 months**

## Document Information

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## Document Dissemination Level

Dissemination Level	
X	PU - Public
	PP - Restricted to other programme participants (including the EC)
	RE - Restricted to a group specified by the consortium (including the EC)
	CO - Confidential, only for members of the consortium (including the EC)

## Document history

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1.0	13 July 2023	First draft	BBEn
1.1	12 July 2023	Draft shared with official reviewer	BBEn, RES
1.2	26 July 2023	Final draft	BBEn



## Table of Contents

1. ABOUT THE PROJECT .....	6
2. INTRODUCTION.....	7
3. COMMUNICATION PACKAGE.....	8

## Abbreviations

<b>ACCE</b>	Access to Capital for Community Energy
<b>CEFS</b>	Community Energy Financing Scheme
<b>WP</b>	Work Package

# 1. About the project

The LIFE-CET ACCE (Access to Capital for Community Energy) will develop and scale up innovative and collective financing tools for energy communities. Building on lessons learned from the cooperative movement and implemented projects, the project partners are now looking to create adequate funding programmes to finance community energy projects in various European countries: Community Energy Financing Schemes (CEFS<sup>1</sup>). The final goal is to bring together national and regional funds to channel them towards adequate financing tools to support the growth of local projects.

The ACCE project marks another step in the successful energy cooperative work. The aim of the project is to build on existing learning to meet the need for capital to finance European community energy. The ACCE project aims at lowering the barriers with the aim of providing energy communities with access to financing, and therefore bridging the gap between banking sector and community energy. The principle of a “bicycle high-way” – a path free of obstacles for community energy projects to flourish and progress – will result in tools and conditions to trigger and unlock investments in energy community projects. The ACCE project envisages different types of financing schemes, such as revolving funds<sup>2</sup>.

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<sup>1</sup><https://www.rescoop.eu/eu-projects-acce#cefs>

<sup>2</sup>Financial mechanism where a specific project is funded through revenues generated a previous investment.

## 2. Introduction

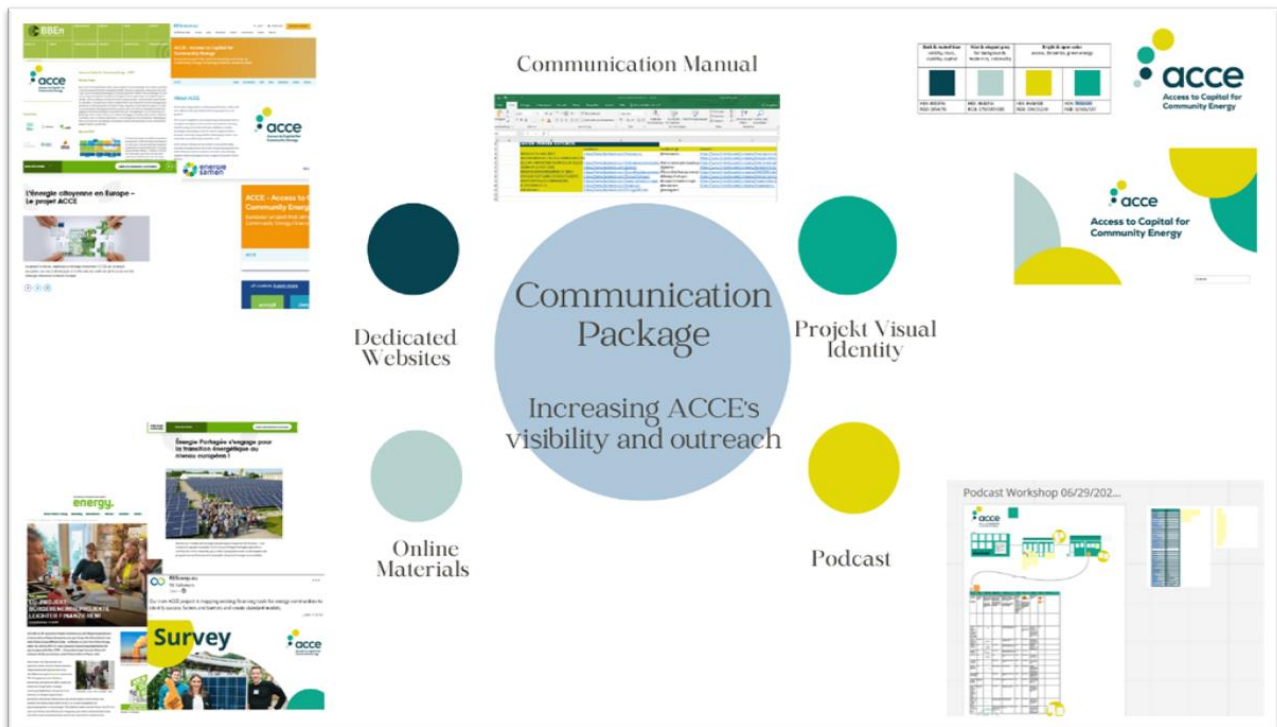
To ensure maximum visibility and effective dissemination of the ACCE's Communication Plan (Deliverable 7.1) and all activities within the ACCE project, we have developed a comprehensive Media and Communication Package (Deliverable 7.2) that is currently being implemented. Our efforts in WP7 are focused on establishing the most effective means of communicating the project's outcomes to its key target audiences. Our communication repository can be found here: [https://drive.google.com/drive/folders/14ldpv\\_7OMNSsxyNoVGm85ayS0EkDjYx](https://drive.google.com/drive/folders/14ldpv_7OMNSsxyNoVGm85ayS0EkDjYx)

The main objective of this document is to provide a detailed description of the communication tools being developed as part of the project. These tools include:

1. Communication Manual
2. Project Visual Identity
3. Websites
4. Presentation Flyer
5. Podcast Series

By implementing these communication tools, we aim to amplify the project's visibility, reach our target groups effectively, and foster knowledge sharing within the field of energy community financing and thus unlock investments in citizen's energy projects.

### 3. Communication Package



Name	Description and the communication goal	Source
<b>1. Communication Manual</b>	The Communication Manual serves as a comprehensive guideline designed to facilitate efficient communication and ensure consistent tracking of Key Performance Indicators (KPIs) among all our partners and stakeholders. This manual provides an overview of our communication activities and serves as a valuable resource for enhancing collaboration, promoting transparency, and achieving strategic objectives.	<a href="https://drive.google.com/drive/folders/143iil-IZIMbltgZ6DnXvJUXPFyxutUzjb">https://drive.google.com/drive/folders/143iil-IZIMbltgZ6DnXvJUXPFyxutUzjb</a>



	The partners are encouraged to utilize this content as a foundation for their own social media channels, and they are also empowered to contribute additional content whenever new milestones are achieved.	
<b>2. Project Visual Identity</b>	We have created a distinct logo and a standardized communication design in our templates that are used consistently throughout the project, ensuring a cohesive and recognizable visual identity. We also created a standard presentation, which is available to all project partners.	<a href="https://drive.google.com/drive/folders/1m-ZfSBOWd-QImQmDQGZhw6JHgvRf4ykMB">https://drive.google.com/drive/folders/1m-ZfSBOWd-QImQmDQGZhw6JHgvRf4ykMB</a>
<b>3.ACCE website merged with the website of REScoop.eu</b>	<p>As per the LIFE guidelines, the ACCE website is merged with the coordinator's website - REScoop.eu. The communication and dissemination partner is maintaining the website while the content is systematically relayed through the channels of the coordinator.</p> <p>A user-friendly website serves as a central hub for knowledge systematization and dissemination. This website will host all the main content generated by the project and will facilitate easy access and downloads for users.</p>	<a href="https://www.rescoop.eu/eu-projects-acce">https://www.rescoop.eu/eu-projects-acce</a>
<b>4.Partner Websites</b>	In addition to the ACCE website merged with the website of REScoop.eu, the project partners have also created additional sites dedicated to the project. The communication and dissemination partner provides the content. The partners are responsible for translating the material into their local language and keeping the websites up to date.	<p><b>Repository:</b> <a href="https://drive.google.com/drive/u/0/folders/11UAS_ulAC-qti4d70oFuEpGmyHUx0INP">https://drive.google.com/drive/u/0/folders/11UAS_ulAC-qti4d70oFuEpGmyHUx0INP</a></p> <p><b>Mirror Websites:</b> <a href="https://www.buendnis-buergerenergie.de/projekte/acce">https://www.buendnis-buergerenergie.de/projekte/acce</a></p> <p><a href="https://energie-partagee.org/decouvrir/energie-citoyenne/projet-acce-energie-citoyenne-en-europe/">https://energie-partagee.org/decouvrir/energie-citoyenne/projet-acce-energie-citoyenne-en-europe/</a></p>

		<p><a href="https://energiesamen.nu/pagina/163/europees-project-voor-financiering-acce">https://energiesamen.nu/pagina/163/europees-project-voor-financiering-acce</a></p> <p><a href="https://www.goienner.com/es/proyectos-europeos/acce/">https://www.goienner.com/es/proyectos-europeos/acce/</a></p> <p><a href="https://www.zez.coop/en/pri-stup-kapitalu-za-gradansku-energiju-acce/">https://www.zez.coop/en/pri-stup-kapitalu-za-gradansku-energiju-acce/</a></p> <p><a href="https://www.ecopower.be/over-ecopower/onderzoek-ontwikkeling/acce">https://www.ecopower.be/over-ecopower/onderzoek-ontwikkeling/acce</a></p> <p><a href="https://cooperativadeenergie.ro/en/european-projects-acee/">https://cooperativadeenergie.ro/en/european-projects-acee/</a></p>
<b>5. Flyer</b>	A concise and informative flyer has been developed to effectively communicate the objectives and expected impacts of the project to relevant target groups. The flyer will be disseminated at funding events and conferences, at citizen’s energy convents and further opportunities.	<a href="https://drive.google.com/drive/u/0/folders/1YIwmm-W68RBrBiaLdkrXPRacT1oo-lo9">https://drive.google.com/drive/u/0/folders/1YIwmm-W68RBrBiaLdkrXPRacT1oo-lo9</a>
<b>6. Podcasts</b>	As part of our communication strategy, we will develop a podcast series featuring interviews and stories highlighting the achievements of committed energy community financing schemes and successful examples of Community Energy Financing Schemes (CEFS). The content, formalities and purpose of the podcast and its individual episodes were developed with the help of a survey and finalized during a subsequent workshop. Among other things, we agreed to collaborate with existing podcasts to reach a broader audience. While each partner is ultimately responsible for the production of the episode they chose, guidance will be provided e.g., in the form of a handout detailing dos and don’ts of	<a href="https://miro.com/app/board/uXjVM8T2SeE=?share_link_id=45010753249">https://miro.com/app/board/uXjVM8T2SeE=?share_link_id=45010753249</a>

	<p>podcast production. Furthermore, partners producing episodes at similar times are encouraged to collaborate. For example, the two partners responsible for the episodes that will be launched in the last quarter of 2023 have agreed to a meeting where they will discuss their specific contents.</p>	
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Table 1 – Communication Package Overview

# Contacts

## Project partners

 RESCOOP.EU

### RESCOOP EU ASBL (RES)

European Federation of Citizen Energy Cooperatives  
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1030 Brussels  
Belgium



### BEDRIJFSBUREAU ENERGIE SAMEN BV (ENS)

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3502 HB Utrecht  
Netherlands



### ZELENA ENERGETSKA ZADRUGA ZA USLUGE (ZEZ)

Bukovačka 110  
10 000 Zagreb  
Croatia



### GOIENER S.COOP (GOI)

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Spain



### BÜNDNIS BÜRGERENERGIE EV (BBEn)

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Germany



### ENERGIE PARTAGÉE COOPERATIVE (EPC)

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### COOPERATIVA DE ENERGIE (CDE)

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### ECOPOWER (ECO)

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