

Executive summary

The Dissemination and Communication plan and associated materials serve as a strategic communication plan that lays the foundations of how dissemination and communication activities should unfold in the SYNERGY project and help ensure that the project can create a significant impact on the broad energy industry, society, and all stakeholders involved.

This deliverable describes the strategic and tactical actions to accomplish awareness and engagement in the SYNERGY project. A number of tools and tasks are proposed to support the goal of establishing a long-lasting connection between the project beneficiaries, participants in the project, and other external stakeholders.

Besides tools and activities, the document describes a way in which all partners work together for a successful dissemination and communication process. It also explains what communication guidelines and procedures should be followed when reporting or disseminating an activity, and what is the role and tasks of the communication board in this project.

