



EU4Energy

EU4Energy communications project

June 2017 to November 2019

Energy Panel meeting

Brussels, 27th November 2018

EU NEIGHBOURS
east





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Presentation

Brief overview:

- Objectives, context and themes;
- Main tools and tactics of the project;
- Energy efficiency theme – 2019.





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Objectives

Increase awareness
of **regional and
bilateral EU-funded
assistance in energy
field**

Illustrate
impact of
EU4Energy
assistance on
daily life

Increase
visibility of
EU4Energy actions
in EaP and C Asia

Enhance
understanding of
EU energy
cooperation





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Themes

Content grouped around core themes:

- Energy security and renewables: First half of 2018;
- Energy markets: Second half of 2018;
- Energy efficiency: First half of 2019;
- Flexible to integrate specific milestones (e.g. EUSEW).





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Main tools/tactics

Centered around www.EU4Energy.eu and social media:

- Daily [news alerts](#), [events](#) and opportunities;
- Regular social media outreach:
 - ([Facebook](#), [Instagram](#), [Twitter](#), [vKontakte](#));
- [Feature stories](#) published in local media;
- [Photo albums](#), [animated photo stories](#).





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Main tools/tactics II

Continued:

- Production: Infographics, factsheets, promo items:
- Media relations and outreach;
- Press tours to projects in the region;
- Production of project-focused video clips;
- Digital events ([photo contest](#), EUSEW June 2018).





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Main tools/tactics III

Content generation and dissemination:

- Web updates distributed to 9,000 subscribers;
- Web content syndicated to 300 local media outlets;
- 108k on Facebook, 2.5k on Instagram, 6k on Twitter;
- Sharing content with partners;
- Media relations and pitching of stories.





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Energy efficiency

First half of year 2019 – energy efficiency:

- Coordination, content provision/sharing of material:
 - Delegations, partners, projects, Commission, stakeholders;
- Daily news alerts and social media content;
- Feature stories (6), photos/animated photo stories;
- Factsheets: EE tips (X6), EU projects (X5).





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Energy efficiency II

Continued:

- Video clips release/promotion (6 of 11);
 - 11 clips (1'30'', 45'', 20''), each in three languages;
- Social media challenges “Babushka tips” (X2):
 - January and April 2019;
- EUSEW photo contest 2nd edition, June 2019.





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Energy efficiency III

Continued:

- Interactive EE exhibit (Ukraine/Moldova);
 - Set up exhibit at partner events in-country.
- Regional press tour (energy efficiency project);
- Coordinate actions around [EUSEW 2019](#);
 - 17th -21st June 2019.





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Useful links

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