



PROJECT

PRO-ENERGY - PROMOTING ENERGY EFFICIENCY IN PUBLIC BUILDINGS OF THE BALKAN MEDITERRANEAN TERRITORY

Work Package:	2. Project Communication and Dissemination
Activity:	2.2 Project Website including social media
Activity Leader:	Development Agency of Evia
Deliverable:	2.1.2 Project Website including social media - Π2.1.2 Αναφορά Συνεισφοράς Αναπτυξιακής Εύβοιας Α.Ε. στα Μέσα Κοινωνικής Δικτύωσης του έργου PRO-ENERGY (Facebook, Twitter, LinkedIn)

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PRO-ENERGY



pro-energy-project.eu

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CONTENTS

IDENTIFICATION SHEET..... 5

INTRODUCTION..... 6

1. Development of the social media pages of the PRO-ENERGY project..... 8

1.1 Facebook Page 8

1.2 Twitter Page..... 10

1.3 LinkedIn Page 11

IDENTIFICATION SHEET

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INTRODUCTION

PRO-ENERGY is a transnational cooperation project, co-financed by the Cooperation Programme “Interreg V-B Balkan Mediterranean 2014-2020”, under Priority Axis 2, Specific Objective 2.2 Sustainable Territories. The project aims at promoting Energy Efficiency in public buildings in the Balkan Mediterranean territory and to create a practical framework of modelling and implementing energy investments interventions, through specific ICT monitoring and control systems, as well as through energy performance contracting (EPC). The specific objective of PRO-ENERGY is to reduce by more than 20% the energy spending in public buildings of the participating entities in one year after the implementation of pilot actions.

Based on the above, Work Package 2 (WP 2) “Project Communication and Dissemination” aims to disseminate & diffuse project results, to involve stakeholders in project activities& to ensure replicability & multiplier effects of the project; it includes the drafting of the Communication Plan (definition of stakeholders strategy, messages, channels, action plan, assessment), the implementation of the Action Plan (project identity, website, social media, brochures, events, e-Newsletters, videos), monitoring of action's plan implementation,& the design of the PRO-ENERGY roadmap for replicability of results/multiplier effects& the roadmap's consultation with local/regional/national/European stakeholders.

More specifically, Activity 2.2 “Project Website (including social media)” includes the support to the design and development of a four-language (Greek, English, Bulgarian and Albanian) website of the project, as well as the contribution of all partners with relevant content throughout the project.

In addition, it includes support in the design and development of pages on social media (Facebook, Twitter, LinkedIn) and continuous updating with content (in English) until the end of the project.

The current deliverable presents project pages that were developed on the social media and specifically on Facebook, Twitter and LinkedIn by the lead partner, Region of Epirus - Regional Unit of Thesprotia, on the basis of the instructions and methodological framework designed by PB2, Development Agency of Evia assisted by its technical consultant, aiming at:

- The promotion of the PRO-ENERGY project and its actions through the design and development of project pages on social media and through the promotion of project actions on these pages.
- Involvement of stakeholders through the connection with the project partners through the pages of social media.

1. Development of the social media pages of the PRO-ENERGY project

1.1 Facebook Page

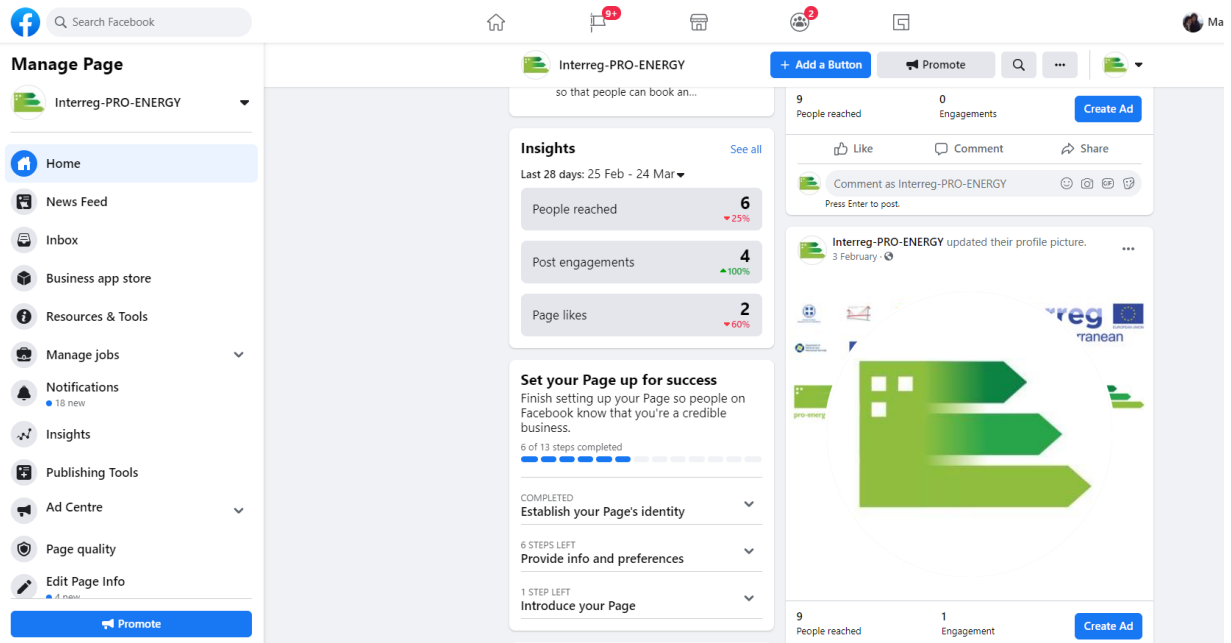
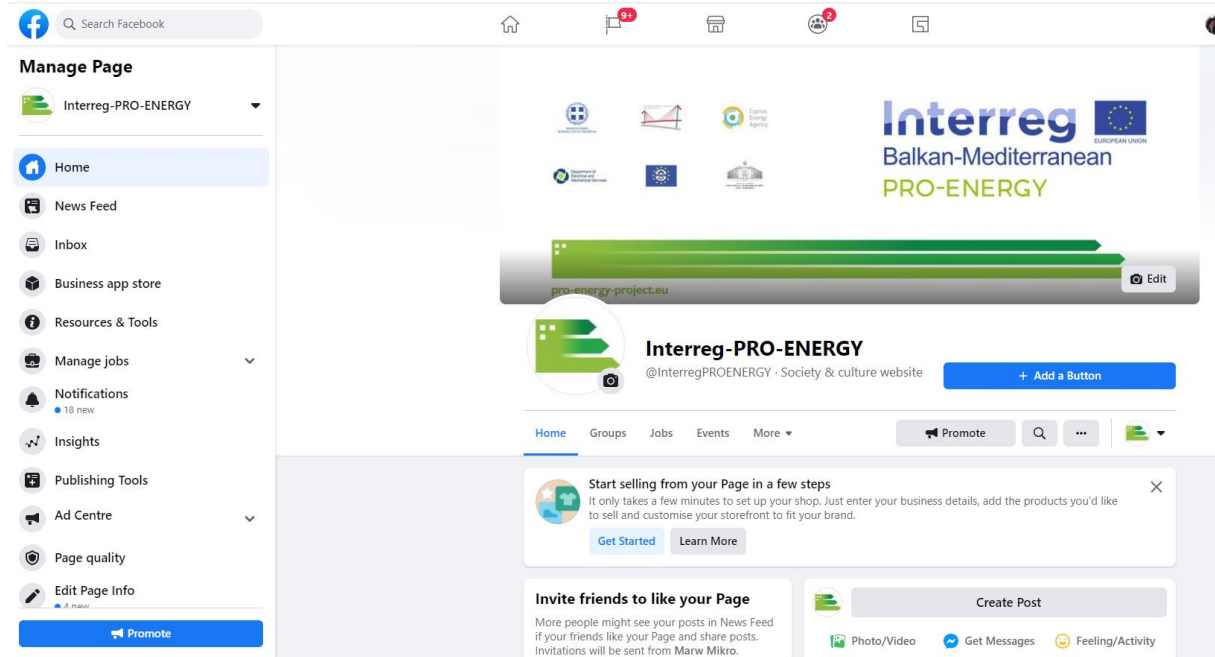
The Facebook page of the PRO-ENERGY project was developed by the lead partner, Region of Epirus - Regional Unit of Thesprotia, on the basis of the instructions, specifications and methodological framework designed by PB2, Development Agency of Evia assisted by its technical consultant and in coordination with the other partners.

The use of this type of social media was chosen with the aim of promoting the project and its actions to a wider audience that use this type of media.

For the development of the project page, the coordinator used all the material that was produced and forms part of the project identity (project logo, programme logo) in line also with the communication guidelines of the programme and the instructions of PB2.

The page is available on the following link: <https://www.facebook.com/InterregPROENERGY>
Below there are some pictures of the current page and relevant posts uploaded so far. The page will be updated frequently on the basis of the progress and future activities that will take place by the end of the project in order to promote further such action and enable the best possible involvement of interested stakeholders.

The screenshot displays the Facebook interface for the 'Interreg-PRO-ENERGY' page. On the left, the 'Manage Page' sidebar is visible, listing various management tools. The main content area shows a post from the page, including a video thumbnail and text. Below the post, there are engagement options such as 'Boost a post' and 'Get more messages'. The bottom of the post shows 8 people reached and 5 engagements.



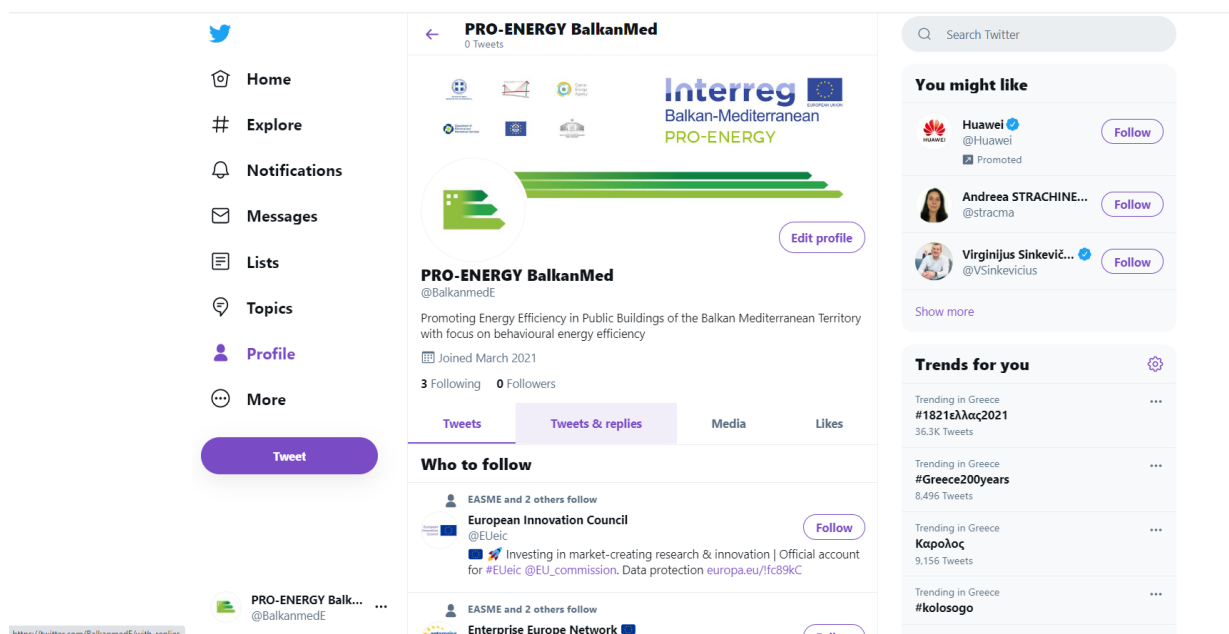
1.2 Twitter Page

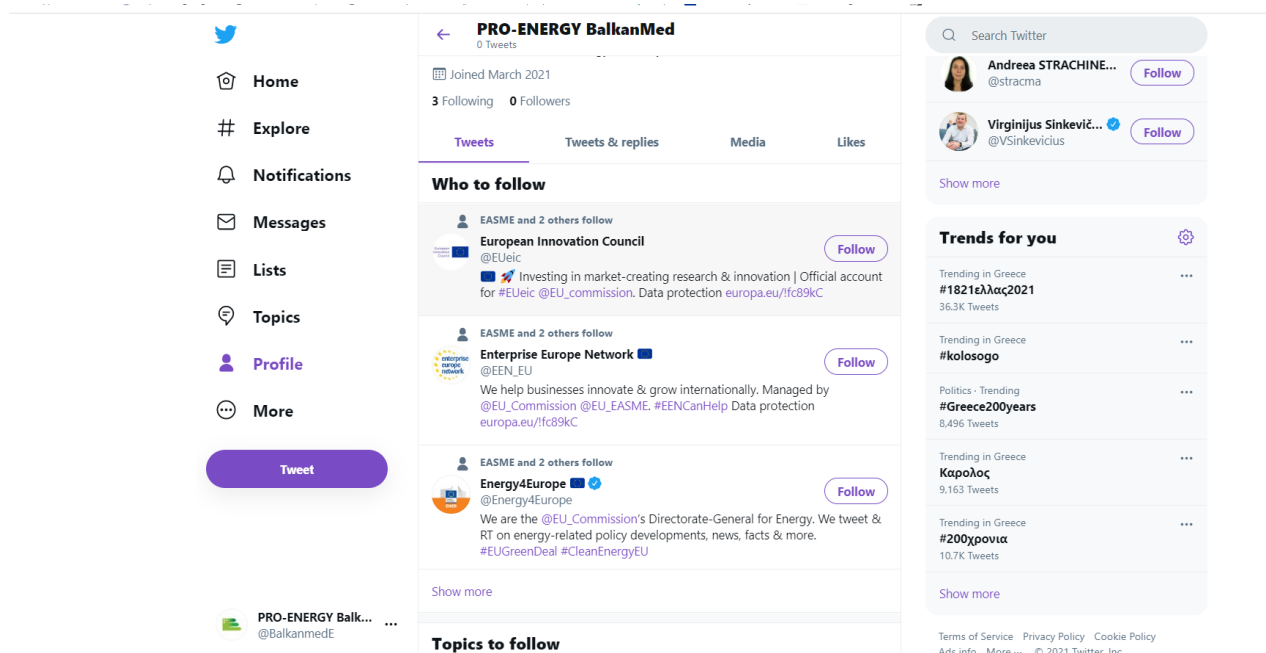
Similarly, the Twitter page of the PRO-ENERGY project was developed by the lead partner, Region of Epirus - Regional Unit of Thesprotia, on the basis of the instructions, specifications and methodological framework designed by PB2, Development Agency of Evia assisted by its technical consultant and in coordination with the other partners.

The use of this type of social media was chosen with the aim of promoting the project and its actions to a wider audience that use this type of media.

For the development of the project page, the coordinator used all the material that was produced and forms part of the project identity (project logo, programme logo) in line also with the communication guidelines of the programme and the instructions of PB2.

The page is available on the following link: <https://twitter.com/BalkanmedE>, as shown on the below snapshots. The page will be updated frequently on the basis of the progress and future activities that will take place by the end of the project in order to promote further such action and enable the best possible involvement of interested stakeholders.





1.3 LinkedIn Page

The LinkedIn page of the PRO-ENERGY project was developed by the lead partner, Region of Epirus - Regional Unit of Thesprotia, on the basis of the instructions, specifications and methodological framework designed by PB2, Development Agency of Evia assisted by its technical consultant and in coordination with the other partners.

The use of this type of social media was chosen with the aim of promoting the project and its actions to a wider audience that use this type of media.

For the development of the project page, the coordinator used all the material that was produced and forms part of the project identity (project logo, programme logo) in line also with the communication guidelines of the programme and the instructions of PB2.

The page is named after the project and more specifically: 'Interreg-PRO-ENERGY' and it is available on the following link: <https://www.linkedin.com/company/71569159/admin/> , as shown on the below snapshots.

The page will be updated frequently on the basis of the progress and future activities that will take place by the end of the project in order to promote further such action and enable the best possible involvement of interested stakeholders.

