
NUR – New Urban Resources

Renewable Energies for Bethlehem

KICK OFF MEETING

Turin, 18th–19th April, 2018

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18th April Programm - MORNING

- WELCOME SPEECHES
- PARTNERS' PRESENTATION
 1. Technical activities:
 - *Ai Engineering Srl,*
 - *SiTI,*
 - *Municipality of Bethlehem*
 2. Start up and training:
 - *VIS + STS & University of Bethlehem*
 - *En.A.I.P. Piemonte*
 3. Awareness activities:
 - *COCOPA*
 4. Governance:
 - *Polytechnic of Turin,*
 - *Municipality of Turin*
- COMMUNICATION PLAN

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COMMUNICATION PLAN

1. Logo
2. Contents

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COMMUNICATION PLAN – LOGOS

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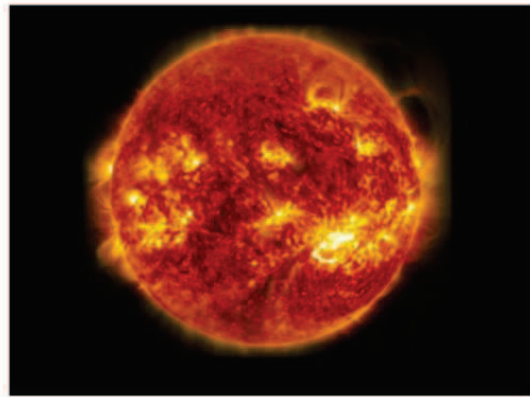


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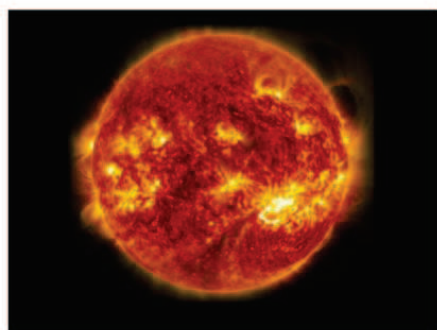
DIMENSIONE MINIMA

1

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+



a



DIMENSIONE MINIMA



b



DIMENSIONE MINIMA



2

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a



b



c



d



DIMENSIONE MINIMA



3

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OTHER PROPOSED LOGOS:

- SiTI
- AI Engineering

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COMMUNICATION PLAN – CONTENTS

- Index
- Tools

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COMMUNICATION PLAN – INDEX

1. Objective of the Project
2. General Communication Objectives
3. Target groups
4. Specific objectives for each target group, related to the action's objectives
5. Communication tools chosen
6. Team responsible for communication activities
7. Timetable
8. Budget required to implement the communication activities

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1. Objective of the Project

contribuire ad aumentare la capacità di autonomia energetica rinnovabile propria della Palestina



2. General Communication Objectives

sensibilizzare la popolazione locale verso un maggior utilizzo delle energie rinnovabili

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3. Target groups



- citizens
- young people /students,
- small entrepreneurs / artisans / technical workers
- company administrators
- policy makers
- teachers
- Investors, ...

4. Specific objectives for each target group, related to the action's objectives

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5. Communication **TOOLS** chosen

- Logo
- Report/letterhead
- Power Point
- Roll-up
- Brochure
- Social Media
- Videos
- Public awareness days
- Scientific publications
- ...



6. **Team responsible** for communication activities

- Torino (web page)
- COCOPA + VIS/ENAIP (facebook)
- Technical partner (layout, splash pages, link...)
- Torino/Polito (Publications)
- ...

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7. Timetable

8. Budget required to implement the communication activities



+ summary table

Example:

Nr	COMMUNICATION ACTIVITY	RESPONSIBLE PARTNER	RELATED WP	TARGET GROUP(S)	PURPOSE	ACHIEVEMENT INDICATOR	TIMETABLE	budget lines	BUDGET AMOUNT
1	Project logo	All partners		Specific & general public		website active and updated; 2000 hits throughout the project duration period			

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18th April Programm - EVENING

PRESENTATION AND DEBATE ABOUT:

1. budget
 - *cost items*
 - *for activities*
2. first year activities
3. different Work Packages
 - *WP1 Technical activities*
 - *WP2 Start up and training*
 - *WP3 Awareness activities*
 - *WP4 Governance*

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BUDGET

1. cost items
2. for activities

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FIRST YEAR ACTIVITIES

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WORK PACKAGES

1. WP1 Technical activities
2. WP2 Start up and training
3. WP3 Awareness activities
4. WP4 Governance

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PRESENTATION AND DEBATE ABOUT:

1. missions schedule
2. reporting
3. others topics

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MISSIONS SCHEDULE

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	Periodo	Dove	Oggetto	Linea budget	Attività	Annualità	Allocato a
1	18-19 Aprile 2018	Torino	Kick off meeting	2.1.2 / 2.1.18	0.1	Prima	Città Torino
2	Inizio Maggio 2018 <i>(Proposta da condividere: dal 5 all'10 maggio)</i>	Betlemme	Condivisione concept design albero e avvio tender Raccolta dati in campo per progettazione	2.1.9 / 2.1.13	1.2→1.5		Siti / Ai
3	Metà settembre 2018	Betlemme	Pianificazione evento Lighting Christmas Tree Avvio realizzazione impianti PV + interventi efficientamento	2.1.9 / 2.1.13 / 2.1.1	1.2→1.5		Siti / Città Torino/ Ai
4	Da fine novembre 2018 a inizio Dicembre 2018	Betlemme	Assistenza al montaggio albero Verifica avanzamento realizzazione impianti PV + interventi efficientamento + formazione comprensiva workshop PV	2.1.9 / 2.1.13	1.2→1.5		Siti / Ai
5	Inizio Dicembre 2018	Betlemme	Evento Lighting Christmas Tree (incluso evento sensibilizzazione c/o Bethlehem University)	5.6.2	3.5		VIS
6a	Primo semestre 2019	Torino	Scambio insegnanti (prima fase)	2.1.11	3.1	Seconda	COCOPA
6b	Secondo semestre 2019	Betlemme	Scambio insegnanti (seconda fase)	2.1.10	3.1		COCOPA
7	Secondo semestre 2019	Torino	TIEF 2019	5.6.1	4.8		Città Torino
8	Primo semestre 2020	Betlemme	Incontro politico-tecnico	2.1.12	4.2	Terza	COCOPA
9	Secondo semestre 2020	Torino	Seminario buone prassi internazionali (closure event)	5.2.4	4.3		COCOPA

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REPORTING

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OTHER TOPICS

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