

Report on the produced communication materials and tools

Deliverable 7.2. of the LEEAN-CET project

Responsible partner: EnEffect

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EXECUTIVE SUMMARY

The communication and dissemination activities under the LEEAN-CET project support its central mission: strengthening sustainable local governance and accelerating the clean energy transition across Central and Southeast Europe. By promoting the European Energy Award (eea) methodology and ensuring strong visibility for project concepts, activities, and results, the communication strategy aims to engage municipalities, national and regional authorities, energy agencies, experts, and community stakeholders throughout the full project cycle. This approach reinforces the project's objective to build robust local energy management structures, develop high-quality clean energy action plans, and advance investment concepts aligned with EU climate and energy targets.

1. INTRODUCTION

The dissemination efforts focus on providing a coherent, recognisable, and accessible set of communication tools, enabling partners to raise awareness about the project's activities, promote stakeholder engagement, and facilitate knowledge exchange across the five participating countries. Guided by the project's visual identity and LIFE Programme visibility requirements, these tools support the rollout of local capacity-building activities, training programmes, exchange formats, and events with municipalities.

To ensure consistency and high-quality outreach, LEEAN-CET has produced a comprehensive suite of communication materials, including a unified visual identity, project presentation templates, a roll-up banner, poster and flyer, social media channels, and a coordinated press release for project launch. Each material was designed to enhance recognition of the project across platforms and to support

partners in communicating the benefits of adopting the eea methodology, engaging with the capacity-building platform, and participating in the project's activities.
Together, these communication resources form the foundation of a structured and impactful dissemination approach, contributing to broad visibility, strong partner coordination, and effective promotion of the project's goals at local, national, and international levels.

2. VISUAL IDENTITY

The visual identity of LEEAN-CET was developed to ensure a coherent and recognisable representation of the project across all communication and dissemination activities. The identity establishes a unified framework that supports partners in producing consistent, high-quality materials while complying with the visibility requirements of the LIFE Programme.
The visual identity package includes the project logo, colour palette, typography guidance, and layout principles for all project materials. These elements form the basis for all communication tools – including the roll-up banner, poster, flyer, PowerPoint and Word template, and digital content – ensuring visual coherence in both print and online channels.
A key component of the visual identity is the mandatory integration of the LIFE Programme funding logo and disclaimer. In accordance with CINEA rules, all materials prominently include the "Co-funded by the European Union" emblem alongside the standard funding disclaimer.
The project logo and visual elements are designed for clear visibility and ease of use across languages and formats. The colour palette and approved fonts (Calibri, Arial or Times New Roman, used consistently within each document) enable partners to maintain a unified look across all communication outputs. To support this, editable templates have been shared with all partners, ensuring seamless application of the visual identity in their own dissemination activities.



Figure 1. Visual identity for LEEAN-CET Project

3. PRINT MATERIALS

To support the communication and dissemination activities of the LEEAN-CET project, a set of high-quality print materials has been developed, ensuring consistent visual presentation across all partner countries. All materials are designed in line with the project's visual identity and adhere to the LIFE Programme visibility requirements, including the mandatory funding logo and disclaimer.

These print materials provide clear, accessible, and visually coherent tools for promoting the project at local, national, and international events. They are available in multiple language versions to ensure effective use in all participating regions.

3.1 Roll-up design

The LEEAN-CET roll-up banner is produced in a high-quality, ready-to-print format that all project partners can easily use during events and stakeholder engagements. Designed as an impactful visual tool, it highlights the project's main objectives, geographic scope, key impact indicators, and partner consortium.

The roll-up is available in **six language versions** – English, Bulgarian, and Ukrainian, Hungarian, Croatian and Slovenian – ensuring visibility at a wide range of events such as conferences, workshops, municipal meetings, capacity-building sessions, and international forums.



Figure 2. English roll-up



Figure 3. Bulgarian roll-up



Figure 4. Ukrainian roll-up







Figure 5. Hungarian roll-up *Figure 6. Croatian roll-up* *Figure 7. Slovenian roll-up*

3.2 Flyer

A project flyer has been developed to present a concise overview of the LEEAN-CET concept, objectives, activities, and expected results. It follows the unified visual identity and uses the project colour palette, logo.

To support communication in all participating regions, the flyer is also available in **six language versions**: **English, Bulgarian, Ukrainian, Hungarian, Croatian, Slovenian**.

It is prepared in both digital format and print-ready resolution, allowing flexible use during events and stakeholder outreach.



Figure 8. English flyer



Figure 9. Bulgarian flyer



Figure 10. Ukrainian flyer



Figure 11. Hungarian flyer



Figure 12. Croatian flyer



Figure 13. Slovenian flyer

3.3 Poster

The LEEAN-CET poster provides a clear visual introduction to the project, highlighting its mission and core themes. It applies the colour palette, typography, and design elements established in the project's visual identity, ensuring coherence with all other communication tools.

Like the other print materials, the poster has been produced in **six language versions**: **English, Bulgarian, Ukrainian**, **Hungarian, Croatian and Slovenian** allowing partners to display it at events, offices, training locations, and municipal venues in all participating countries.



Figure 14. English poster



Figure 15. Bulgarian poster



Figure 16. Ukrainian poster



Figure 17. Hungarian poster



Figure 18. Croatian poster

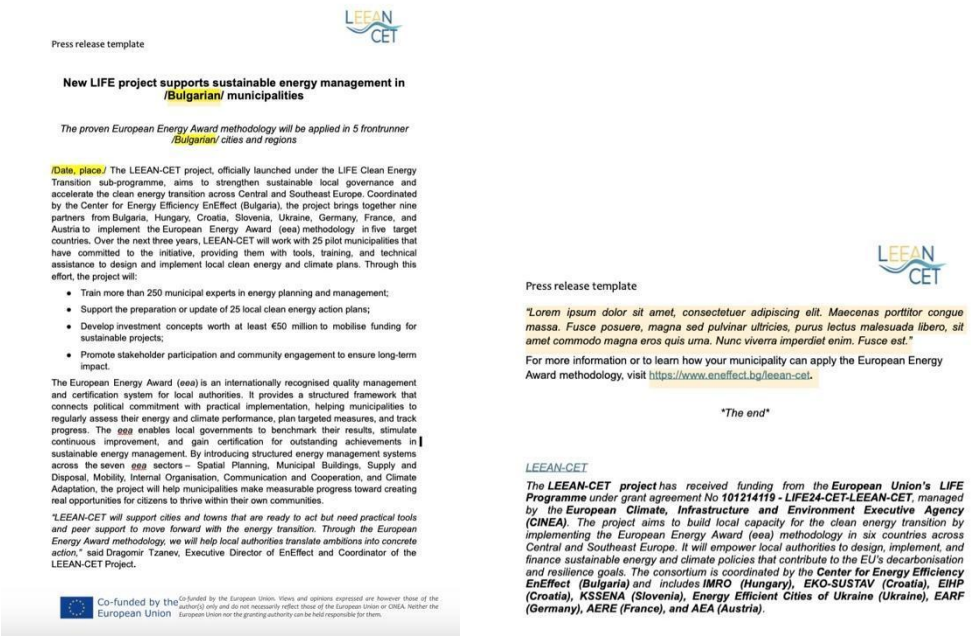


Figure 19. Slovenian poster

4. PRESS RELEASE

To support partners in preparing clear, consistent, and high-quality communication across all participating countries, the LEEAN-CET project has developed a standard press release template. The template provides a structured format and guidance on how to communicate project-related news such as events, milestones, national activities, municipal achievements, or other relevant updates.

The template follows the project's visual identity guidelines and includes all mandatory LIFE Programme visibility elements, such as the EU funding logo, the standard disclaimer, and the grant agreement reference. Its structure demonstrates how partners should present project activities, ensuring alignment with the project's key messages and communication standards.



Press release template

New LIFE project supports sustainable energy management in /Bulgarian/ municipalities

The proven European Energy Award methodology will be applied in 5 frontrunner /Bulgarian/ cities and regions

/Date, place./ The LEEAN-CET project, officially launched under the LIFE Clean Energy Transition sub-programme, aims to strengthen sustainable local governance and accelerate the clean energy transition across Central and Southeast Europe. Coordinated by the Center for Energy Efficiency EnEffect (Bulgaria), the project brings together nine partners from Bulgaria, Hungary, Croatia, Slovenia, Ukraine, Germany, France, and Austria to implement the European Energy Award (eea) methodology in five target countries. Over the next three years, LEEAN-CET will work with 25 pilot municipalities that have committed to the initiative, providing them with tools, training, and technical assistance to design and implement local clean energy and climate plans. Through this effort, the project will:

- Train more than 250 municipal experts in energy planning and management;
- Support the preparation or update of 25 local clean energy action plans;
- Develop investment concepts worth at least €50 million to mobilise funding for sustainable projects;
- Promote stakeholder participation and community engagement to ensure long-term impact.

The European Energy Award (*eea*) is an internationally recognised quality management and certification system for local authorities. It provides a structured framework that connects political commitment with practical implementation, helping municipalities to regularly assess their energy and climate performance, plan targeted measures, and track progress. The *eea* enables local governments to benchmark their results, stimulate continuous improvement, and gain certification for outstanding achievements in sustainable energy management. By introducing structured energy management systems across the seven *eea* sectors – Spatial Planning, Municipal Buildings, Supply and Disposal, Mobility, Internal Organisation, Communication and Cooperation, and Climate Adaptation, the project will help municipalities make measurable progress toward creating real opportunities for citizens to thrive within their own communities.

"LEEAN-CET will support cities and towns that are ready to act but need practical tools and peer support to move forward with the energy transition. Through the European Energy Award methodology, we will help local authorities translate ambitions into concrete action," said Dragomir Tzanev, Executive Director of EnEffect and Coordinator of the LEEAN-CET Project.

Co-funded by the European Union. Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

Press release template

"Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna. Nunc viverra imperdiet enim. Fusce est."

For more information or to learn how your municipality can apply the European Energy Award methodology, visit https://www.eneffect.bg/leean-cet.

The end

LEEAN-CET

*The **LEEAN-CET project** has received funding from the **European Union's LIFE Programme** under grant agreement No **101214119 - LIFE24-CET-LEEAN-CET**, managed by the **European Climate, Infrastructure and Environment Executive Agency (CINEA)**. The project aims to build local capacity for the clean energy transition by implementing the European Energy Award (eea) methodology in six countries across Central and Southeast Europe. It will empower local authorities to design, implement, and finance sustainable energy and climate policies that contribute to the EU's decarbonisation and resilience goals. The consortium is coordinated by the **Center for Energy Efficiency EnEffect (Bulgaria)** and includes **IMRO (Hungary), EKO-SUSTAV (Croatia), EIHP (Croatia), KSSENA (Slovenia), Energy Efficient Cities of Ukraine (Ukraine), EARF (Germany), AERE (France), and AEA (Austria)**.*

Figure 20. Press release template

The press release template contains:

- a headline and subheadline structure adaptable to national contexts;
- a flexible introduction with placeholders for country names, event locations, and dates;
- a core narrative describing the project's objectives and methodology, which partners can retain or tailor depending on the focus;
- editable sections for specific results, quotes, or local achievements;
- a standardised closing section presenting the project, consortium, and funding information.

5. POWERPOINT PRESENTATION TEMPLATE

A dedicated PowerPoint template has been created to support partners in preparing clear and visually aligned presentations for events, trainings, municipal meetings, technical sessions, and internal consortium activities. The template incorporates the project logo, colour palette, and approved typography, ensuring visual consistency across all slides.

It includes predefined layouts for:

- introductory slides
- agenda and content sections
- data and visual elements
- partner and consortium information
- closing slides with mandatory partner list

The template is provided in an editable format, allowing partners to adapt it to their specific communication needs while maintaining the overall project identity.



Figure 21. PowerPoint presentation template

6. SOCIAL MEDIA CHANNELS

To ensure wide visibility and regular updates on project activities, the LEEAN-CET project has established dedicated social media channels that follow the project's visual identity and LIFE Programme visibility requirements. These channels serve as primary digital communication tools, supporting outreach to municipalities, energy agencies, stakeholders, and the broader public.

6.1 Facebook page

The project's Facebook page has been created using an existing channel previously associated with the EXCITE project. This approach ensures continuity in audience reach and allows the consortium to build on an already engaged community. The page now features the updated LEEAN-CET branding and is used for publishing project news, announcements, event promotions, partner activities, and visual content.
All posts apply the project's visual identity elements and include the mandatory funding disclaimer when required. The Facebook page plays a central role in communicating

with local and regional stakeholders, particularly municipalities participating in the project's capacity-building activities.
https://www.facebook.com/leeancet/

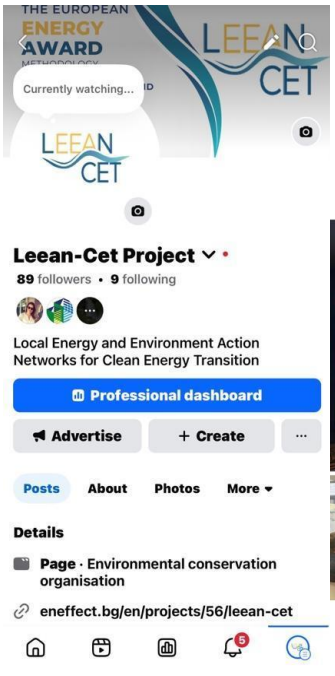


Figure 22. Facebook post

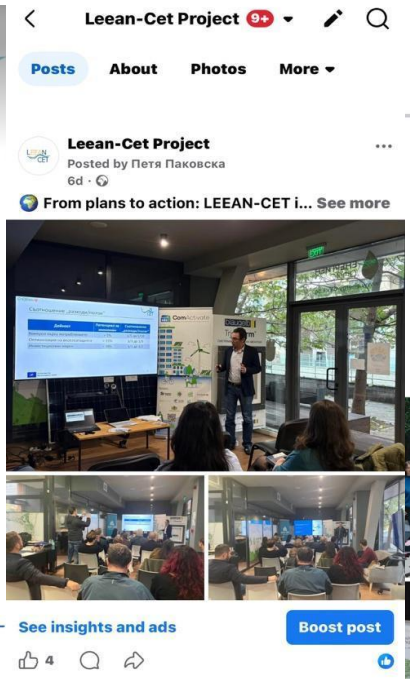


Figure 23. Facebook post

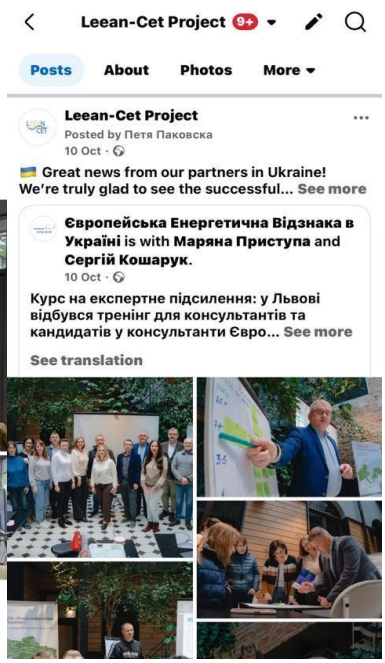


Figure 24. Facebook post

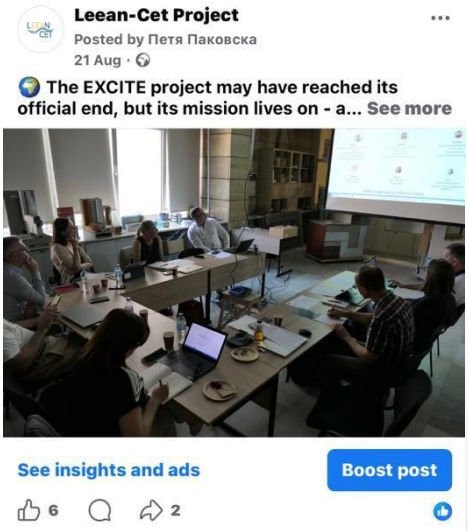


Figure 25. Facebook launch post



Figure 26. Cover image for Facebook

6.2 LinkedIn page

A new, dedicated LinkedIn page has been set up for LEEAN-CET to reach professional audiences, including policymakers, municipal officials, energy experts, and European networks. The page provides a platform for sharing project milestones, technical updates, training activities, and key achievements. It supports the project's strategy to engage expert communities and strengthen cross-country visibility.

Both social media channels ensure ongoing dissemination throughout the project's duration and are used consistently by partners to amplify project messages and increase the visibility of national and international activities.
https://www.linkedin.com/company/leean-cet/?viewAsMember=true

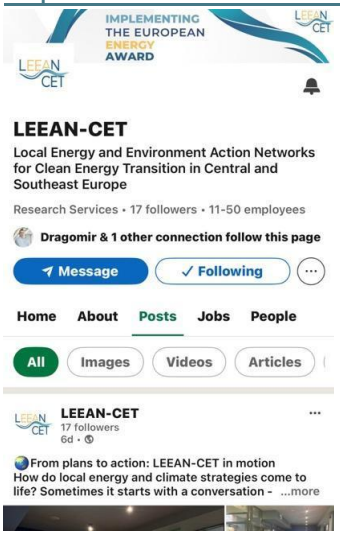






Figure 27. LinkedIn home page *Figure 28. LinkedIn page post* *Figure 29. LinkedIn page post*

7. WEBSITE

The consortium has adopted a decentralised approach to online visibility, with each partner publishing a dedicated project page on their institutional website. This ensures that information about the project is accessible from multiple national and regional entry points. Each partner page typically includes a summary of the project's objectives, key activities, participating countries, and main expected outcomes. These pages act as valuable reference points for local stakeholders, municipal representatives, and national audiences who seek information about the project in their own language environments.

As communication activities progress, the consortium may develop a central online platform to host project outputs such as training materials, event information, and methodological resources. Until then, the network of partner-hosted project pages ensures continuous visibility, facilitates stakeholder engagement, and supports dissemination across all participating countries.

https://www.eneffect.bg/en/projects/56/leean-cet

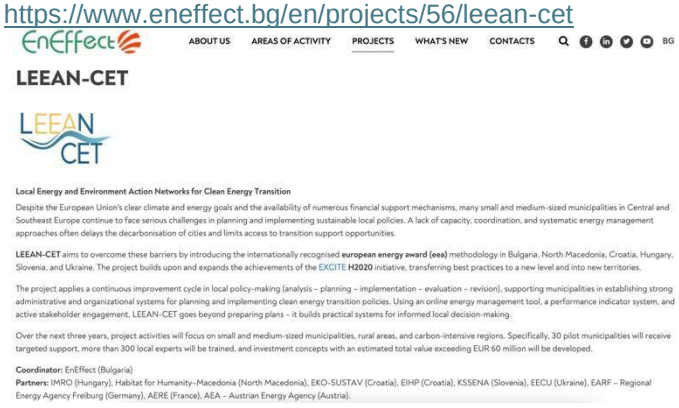


Figure 30. Bulgarian project website page

https://enefcities.org.ua/diyalnist/proekty/leean-cet



Figure 31. Ukrainian website project page

https://www.imro.hu/en/shaping-attitude/projects/running-projects/

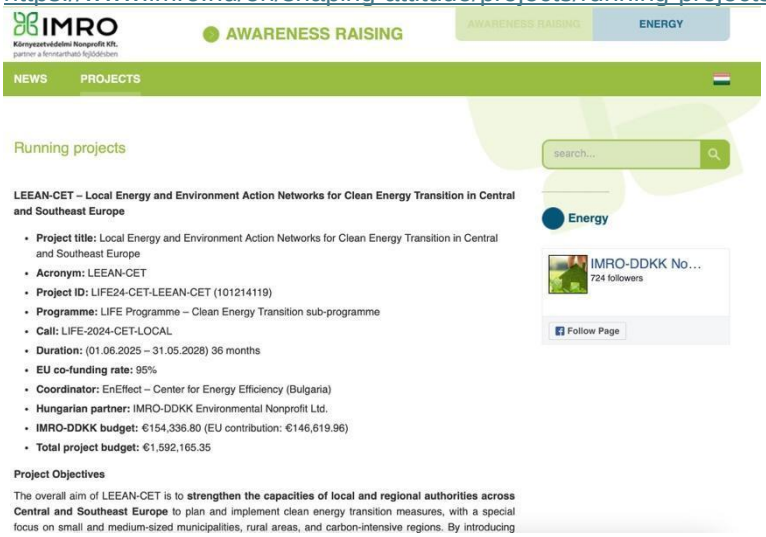


Figure 32. Hungarian website project page

https://kssena.si/leean-cet/



Figure 33. Slovenian website project page

https://www.eko-sustav.com/l/odrzan-kick-off-life-projekta-leean-cet-u-sofiji-bugarska/



Figure 34. Croatian website project page

https://energieagentur-regio-freiburg.eu/projekt-leean-cet/



Figure 35. Germany website project page

https://www.energyagency.at/leean-cet



Figure 36. Austrian website project page

CONCLUSION

The development of the communication and dissemination materials under the LEEAN-CET project provides a solid foundation for ensuring visibility, consistency, and stakeholder engagement across all participating countries. Through a unified visual identity, a set of print materials, standardised presentation and document templates, a multi-language press release template, and dedicated social media channels, the project has established clear and coherent tools to support effective communication throughout its duration.

These materials enable partners to promote project activities in a coordinated manner, while allowing flexibility for national contexts through the availability of multiple language versions. The decentralised online presence – supported by project pages on partners' institutional websites – ensures continuous visibility even in the absence of a standalone project website, in line with the LIFE Programme guidelines. As the project advances, the forthcoming capacity-building platform will further strengthen digital outreach by hosting training content, learning modules, and resources for municipalities.

Together, these communication tools contribute to a harmonised and professional presentation of LEEAN-CET, facilitating engagement with municipal stakeholders, national authorities, and the broader expert community. They will continue to support the project's objectives by enhancing awareness, enabling knowledge exchange, and reinforcing the project's role in promoting structured local energy management across Central and Southeast Europe.

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