



Euroheat & Power Communication Network 2016

Context

The heating and cooling sector, and district energy in particular, currently benefit from an unprecedented visibility level on the EU energy policy stage. After many years of intense lobbying, the European Commission published a strategy for heating and cooling, as part of a larger policy framework on the EU Energy Union.

For the district heating sector in general and for Euroheat & Power in particular, this development has created a virtuous circle effect wherein the increasing visibility of our industry at political level boosts our ability to influence policy, thereby further enhancing our profile in the policy community, and so on.

This tendency, combined with recent improvements in EHP's external communications practices, tools and resources (growing social media presence, new website with improved content and modern functionalities, positive European media coverage) amounts to an opportunity to significantly enhance the image and profile of DHC, not only in Brussels but around Europe. Achieving this will require more and better coordination of our industry's messages and communication activities

What can we do better together?

- ✓ Euroheat & Power takes on the initiative to **coordinate the “Communications Network”** (COMNET) made up of **communication specialists** from our member associations and companies, who accept to be actively involved in the group.
- ✓ We **exchange communication best practices**: various digital tools including social media, how we best reach target audiences in/from Brussels and at national/local level.
- ✓ COMNET members **get updates** on what goes on in Brussels from EHP secretariat (policy highlights, when/what messaging is needed) and explore how to link own communications to larger EU debates.
- ✓ We **get updates** from other COMNET members on communication challenges and success stories on local/national level.
- ✓ We **work together** to create better cohesion within our industry and we constantly **adapt our goals and actions** to match our expectations.

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What specific activities can we propose?

- ✓ **Increase visibility for our member organisations** by making available to EHP: corporate news, case studies/success stories, media library (imagery, videos, etc).
- ✓ **Connect and coordinate social media** activities: follow each other, reinforce same messages where possible, share information on hashtags / coordinate hashtags.
- ✓ **Help improve EHP media contacts** with national/specialised media interested in EU issues.
- ✓ **Share events calendars & details** in order to better plan communication activities (share information on speakers, brainstorm on current topics of interest to the industry...).
- ✓ **Share relevant resources:** articles, publications, reports, studies – preferably in English but not only.

How can we do it?

- ✓ **Kick-off face-to-face meeting** in September 2016 – hosted by Euroheat & Power and meant to allow networking and deciding on the COMNET organisation.
- ✓ **Regular web-meetings** / conference calls (frequency TBD by the group).
- ✓ Use of EHP **intranet group as online communication platform** for sharing documents, links, other resources.
- ✓ **Social media** interaction.