

**Action Programme for
strengthening the Energy
Efficiency and Source Saving
by Sustainable Local
Development in European
Regions.**

Presentation by Ann McCarthy

SWS Group

Vienna, June 2006



- **Introduction to SWS Group**
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Who are SWS Group?



Shinagh House, Bandon, West Cork.
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Est 1957
Co-operative
210 employees
200 contract staff



SUBSIDIARIES & ASSOCIATES

SWS Environmental Services
SWS Forestry Services Ltd
SWS Marketing Services
SWS IT Services
SWS Financial Services Ltd
SW Corporate Services Ltd
SWS Accountants Ltd
SWS Property Services Ltd
Mid & West Cork Farm Relief Services Ltd
Cork District A.I. Services
Munster Cattle Breeding Society



Services

Environmental Services

Forestry Services

Corporate Services

Renewable Energy

Agricultural Services

Information Technology

Marketing Services

- Provides municipalities with instruments designed to implement and promote concrete energy and resource saving actions
- Adapt them to regional framework conditions
- Helps to Develop new approaches and implement them throughout the regions

- A co-ordinated and concentrated increase in energy efficiency, energy saving and the use of RES at municipal level
- Achieved through the development of a tool - kit of practical instruments that can be implemented and adapted in each partner region
- Sustainable local development through adapting existing problem-solving approaches

Action Programme
for Strengthening
the Energy Efficiency
and Source Saving
by Sustainable
Local Development
in European Regions



www.energyregio.net



Communications & Public Relations
Strategy for RFO

North EAST South West
INTERREG III C



- Website: www.energyregio.net
- Presentation of best practice projects
- Newsletters
- Exchange of experiences between regions
- Workshops with partner regions
- Awards Ceremony – European Conference

- Press releases (prepared by LPs and Regional Managers)
- Poster Series (3 x A0 posters in 5 languages)
- Two general and two regional flyers
- CD Rom

Communications Approach

- The development and maintenance of good relationships with different publics
- The public relations mix:
 - cannot work unless it is integrated with a quality campaign, willingness to be open to enquiries from prospective and current sub-project participants, design management.

- A Common Communication Strategy.
- To define a clear distinct campaign
That is attractive and relevant to target
Groups.
- To promote the approach of the RFO.
- Importance of Corporate Identity.
- Continuous development of the website

- Overall aim to provide various target groups with high quality information.
- To create awareness and provide accurate and reliable information.
- Importance of Simplicity & Consistency
- Ensure transparency in the implementation of the programme

- Keep your partners informed
- Share the decision making process
- Encourage Feedback
- Sub – project participants should be regarded in the same way
- Look to other INTERREG Projects

- Developing Credibility of your project
- Internal Communication
- Continuous Review of communications approach
- Raising Visibility

Recommendations

YOU'D HAVE BEEN DIRECTLY AT YOU

NEWS RELEASE

PRIV TRIGGER NUCLEAR MISSILE

Europe's first public relations training video called, 'Action Speak Louder than Words' is now at the centre of an international exchange of nuclear missiles. Decommissioned US Pershing & USSR 5020 missile casings have been emptied and inserted in world's first peaceful nuclear missile product comes boxed numbered certificate of authenticity and is available for buyers of any two videos from a four video public relations training package being launched (19/3/) by PRIV.

Working with BBC and Central TV the new PRIV package videos on 'Public Relations', 'Public Speaking', 'Interviews' and 'Corporate Image'. Each collector contributes to the Worldwide Memorial Fund For Dis

The introductory-level public relations video, 'Action Speak Louder than Words' actually shows Presidents Bush signing nuclear agreements with pens from the 1940s range, they subsequently shake hands and exchange the file's three years of research and development for the 'ultimate product endorsement'. The White House footage we felt, at last we've seen.' PRIV Managing Director, Paul Smith.

-----End-----

Further Information Contact Paul Smith, (081) 567.4655. Fax (081) 567.4683. THE SPECIALIST IN PUBLIC RELATIONS TRAINING FILMS PRIV LIMITED THE STUDIO, 18 BELUSH HAVEN, BAKING LODGESHAW W187E TEL: 0800-071791 8400 FAX: 071-792 1324

ORDER BEFORE FRIDAY 11 APRIL 1993
FREE LIMITED EDITION Memorial Film \$5.95
 (including a Crown Seal) from each set
\$5.95 includes all **VIDEO** videos
 OUR FREE STANDARD Parker Penner 200 Pen
 (not in the video and attach your business card
 to the address below) PLEASE ensure it is
 a Free Memorial Fund \$5 Parker Pen
 One Free Parker Penner with any 1 or 2
 Free pens is not required

TRAINING VIDEOS:
 Action Speak Louder than Words
 Speak the Truthful Public Speaker
 Interviewing Leaders & Companies
 Corporate Image - Image Matters for your success

THE WALL ST. JOURNAL
 Power 100, 600
 Date - 18 MAR
FRONT PAGE
 18 MAR
PEACEFUL, PENE, PRIV & Loud
PRIV that makes training video for public relations people is offering limited edition and tourist editions.

NUCLEAR ACTION

NUCLEAR ACTION

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The same press release or brochure can generate Entirely different editorial and press coverage.

