

DISSEMINATION REPORT

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2020TOGETHER

2020 Torino is getting there

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SHORT DESCRIPTION

This document describes the communication activity during the third year of 2020Together project (April 2016/March 2017)

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Dissemination Report

1 Introduction

2020Together is a IEE/MLEI european project, aimed to promote energy refurbishment of public building and lighthing by using Energy Performance Contract. The project is focused on a local level: the metropolitan area of Torino. Partners of the project are: Piedmont Region (CO1), Environment Park (CB2), Metropolitan City of Torino (CB3) and the City of Turin (CB4).

The dissemination of activities performed and results achieved represents one of the most important phases in a MLEI project involving many stakeholders, as 2020Together is. The main objective being to raise awareness towards any potentially interested parties and to ensure that the outcomes of the project are properly communicated and exploited.

In particular all PP must adequately communicate to the stakeholders, to others national and international institutions and to citizens the opportunities offered by this project: to enable investment that otherwise municipalities would not be able to support, to create jobs at the local level in the field of energy efficiency and renewable energy and to give benefits which can be enjoyed by all citizens.

Communication involves also a constant information on how the PP are acting to achieve the project goals and results reached. At the same time the Communication Plan aim is to promote, through the project 2020TOGETHER, European programs IEE / MLEI.

2020TOGETHER communication strategy is based on:

- a Communication Plan that covers all identified targets for the duration of the project, using a wide range of adequate tools;
- a networking action: with local administrations, with local energy enterprises and utilities, with others national Public Administrations already involved in similar projects to share information and best practises;

Thus, a number of dedicated activities have been realized or organized, in order to guarantee that the most relevant project outcomes are communicated to the widest audience possible, in the most effective way.



The purpose of this Final Dissemination Report is to report all the dissemination tools and activities which have been developed, implemented and applied during the third year of the 2020Together project.

2 Communication goals

2020Together main communication goals during the third year were:

- to continue mobilizing local stakeholders and public opinion on the opportunities arising from this project and from IEE programme;
- to communicate the scope of the project to ESCOs, making the investment scenario more interesting for them and attracting their participation to the tenders;
- to inform PP, stakeholders and citizens on project progress and results, concerning in particular the results of the first tender on public building involving 5 municipalities;
- to inform energy companies about the launch of the tender on energy refurbishment of public illumination in 6 municipalities;
- to realize the final publications and reports in order to disseminate and share the experience at a local, national and international level;
- to participate at national and international events in order to spread as much as possible the model and the results of the project;
- to get a profit from the communication feedback

3 Dissemination Deliverables and Tasks – WP6

In order to reach the 2020Together main communication goals, the following dissemination tools have been realized.

3.1 Task 6.2 - Networking

Project partners have continued the networking activity with similar projects:



Regione Marche: **Progetto Marte**

Provincia di Chieti: **Progetto ELENA**

Provincia di Milano: **Progetto ELENA**

Comune di Padova: **Progetto PadovaFIT**

Provincia di Matera: **Progetto FESTA**

Agenzia per l'Energia e lo Sviluppo Sostenibile Modena: **Progetto ELENA**

Consorzio per l'AREA di Ricerca Scientifica e Tecnologica di Trieste: **Progetto EMILIE**

Provincia di Teramo: **Progetto Paride**

Provincia di Girona (Spagna): **Progetto BEenerGITask**

3.2 Task 6.3 - Dissemination

3.2.1 D6.3 - Project website and internal google drive

The public 2020together web site has been kept up to date both in the Italian version and the English one:

http://www.cittametropolitana.torino.it/ambiente_cm/energia/progetti/2020together/index

The Internet represents at present one of the main communication media, allowing the dissemination of any kind of information to a wide audience in a fast and accessible way. The website Home Page represents the entry point for all website visitors, providing basic information about the project such as its scope and its main aim.



Here it is possible to find a description of the project and to access to four different sections: project investments, energy audits, project documents, events and newsletters (where it is possible to read the newsletters).

The website has been reached totally by 8.000 contacts.

For internal exchange of documents between PP a dedicated Google Drive account has been created. The private area represents the document repository of the project, in which all



relevant documents and information are stored; this ensured that any information on the project is available to any PP at any time is needed.

3.2.2 Task 6.3.5 - Press release, articles and social networks

Press releases in the case of 2020Together are an important tool for the dissemination of information to the public through the local press.

The project provides three press releases: one at the beginning of the project, one at midterm and the last at the launch of EOL tender. Even though, to the 7 press releases launched during the first and the second year, in the third year other 4 press release have been launched to promote the first tender call: 2 by TOMETRO and 2 by BOSCH Energy and Building Solutions (the building tender awarded). So we have today a **total of 11 press release**.

During the third year of the project 26 press articles have been published on web press. **From the beginning of the project 76 articles have totally been published.**

In the following table is reported the list of media outputs of this last period.

DATA	MEDIA	ARGOMENTO
22/09/16	World news	First tender adjudication
23/09/16	Envipark	First tender adjudication
24/09/16	Notizie Piemonte	First tender adjudication
24/09/16	Torino Flash	First tender adjudication
03/10/16	Egazette	First tender adjudication
15/10/16	Info dall'UE	First tender adjudication
16/10/16	Repubblica	First tender adjudication
01/11/16	Industria Italiana	First tender adjudication
22/11/16	Eco dalle Città	First tender sign
24/11/16	Eco graffi	First tender sign



DATA	MEDIA	ARGOMENTO
24/11/16	Italpresse	First tender sign
24/11/16	Casa&Clima	First tender sign
25/11/16	Eco Era	First tender sign
25/11/16	Newsletter EnviPark	First tender sign
25/11/16	InGenio	First tender sign
25/11/16	Info Impianti	First tender sign
25/11/16	Infobuildenergia	First tender sign
25/11/16	Sole 24 Ore	First tender sign
25/11/16	Studio OTS	First tender sign
28/11/16	Energia Plus	First tender sign
10/01/17	Quotidiano Canavese	PI tender launch
10/01/17	L'agenda News	PI tender launch
10/01/17	Financing credit	PI tender launch
10/01/17	Torino cq24	PI tender launch
11/01/17	Envipark	PI tender launch
23/02/17	Quotidiano Piemontese	PI tender launch

For the signature of the framework contract between Metropolitan City and BOSCH Energy and Building Solutions the 5 mayor of the municipalities involved in the tender have been interviewed: the interview is on Youtube:

<https://www.youtube.com/watch?v=jP7DZ0MqD18&feature=youtu.be>

Always concerning the first tender award we had 3 post on TOMETRO Facebook and 5 Tweet.



3.2.3 D6.4 - Project flyer

The project flyer, which contains main info on project activities and results has been printed in Italian and English. It is also available on the project website in 6 languages: Italian, English; French; Spanish, German and Polish.

3.2.4 D6.6 – Project Final Publication

In order to disseminate as much as possible the project process, the results and the recommendations useful for its replication, the final publication has been printed and published on the website in Italian and English.

3.2.5 Task 6.3.7 - Project newsletter

In January 2017 has been published the Newsletter 4 dedicated to the launch of public lighting tender and to the results of the public building tender.

The newsletters have been distributed by PP, in electronic format, to more than 3,500 persons, members of the Target Groups (see Dissemination Plan as reference) composed by:

- Local and Regional Public Authorities;
- Energy SMEs and Companies;
- Professional associations
- Partners' contact lists.



The newsletter is also available on the webpage, section news and events:

http://www.cittametropolitana.torino.it/ambiente_cm/energia/progetti/2020together/eventi

3.3 Outputs

3.3.1 O6.1 - Visibility at local, national level of the project activities and IEE programme

O6.6 – Dissemination at national/international level of aims and results of activities

The 2020Together project has been presented during 3 international and 1 national events and a webinar of the Covenant of Mayor:



- 19 September 2016 in Brussels during the Infoday on Horizon 2020 Program, dedicated to Energy Efficiency;
- 16 November 2016 in Barcelona during the European Utility week 2016;
- 15 December 2016 during the webinar organised by Covenant of Mayor “New Financing models for the energy retrofiting of building”;
- 19 January 2017 in Brussels during the event “Energy Efficiency finance market place”.
- 2 March 2017 in Trento “Financial Instruments for Energy Renovation Policies - FINERPOL”



Totally during the 3 years of implementation the project has been presented at **11 national and international events**.



4 **Table 1: situation of submitted tasks and deliverables at month 36 (March 2017)**

Task	Task name	Deliver.	Deliverable name	Dissemination level	Month of completion/n.r scheduled	Submission with this report / total	Uploaded on the website	Comments
6.1	Dissemination Plan	D6.1	Dissemination Plan	CO	2 / 1	Already submitted with Progress Report 1	Intranet section	Achieved
6.2	Networking							Meetings – Webinar on 10 th June 2015.
6.3	Dissemination							
		D6.2	Dissemination Report	PP	12-24-36 / 3	1 / 3	Yes	Achieved
6.3.1	Project logo			PU	2 / 1	yes	Public website and intranet section	Achieved
	Project Website	D6.3	Project Website	PU	4 / 1	yes		Achieved – constantly updated
6.3.3	Project notices			PU	Ongoing.	no (ongoing)		At the opening of building yards
6.3.4	Large project poster (kakemono roll-up)			PU	8 / 1	Already submitted with Progress Report 1		Achieved



Task	Task name	Deliver.	Deliverable name	Dissemination level	Month of completion/ n.r scheduled	Submission with this report / total	Uploaded on the website	Comments
6.3.5	Press Releases			PU	36 / 3	4 / 11		Achieved
6.3.6	Project flyer	D6.4	Project flyer	PU	36 / 1	Yes	Yes	Achieved
6.3.7	Project newsletter			PU	8-16-36/ 3	1 / 4	Yes	Achieved
		D6.5	Public report on "setting up an energy fund integrating ERDF"	PU	36 / 1	Yes	Yes	Achieved
	Final public report	D6.6	Final public report	PU	36 / 1	Yes	Yes	Achieved

