



DISSEMINATION REPORT

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Organization Metropolitan City of Torino

2020TOGETHER

2020 Torino is getting there

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Short Description	
This document describes the communication activity during the first year of 2020Together project	

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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: Metropolitan City of Torino (CO1), Environment Park (CB2), Piedmont Region (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 first 12 month of the 2020Together project.

2 Communication goals

2020Together main communication goals are:

- to mobilize local stakeholders and public opinion on the opportunities arising from this project and from IEE programme;
- to help making the investment scenario more interesting for energy companies;
- to inform PP, stakeholders and citizens on project progress and results;
- to disseminate and share the experience at a local, national and international level;
- 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 6.1 - D6.1 - Dissemination plan

The Italian version of the Dissemination Plan (DP) was drafted within May 2014 and circulated among PP. The DP has been developed after a SWOT analysis of the project and includes indications on communication contents, key message, how to communicate, tools, target, budget and timetable.

An English summary is available too. Both documents are attached



3.2 Task 6.2 - Networking

Meetings for networking activity have been organised by CO1 with the responsible of the Elena project at the Metropolitan City of Milano (12.05.2014) and at the Province of Modena. Contacts by phone have been established with the Province of Chieti (Elena project), the Province of Teramo (Paride MLEI project) and the Region Marche (Marte MLEI project) for further cooperation. Provinces of Modena and of Teramo have been invited for the training session on EPC with municipalities (12.11.2014). CO1 is now planning the organization of further exchange with these local administrations. These activities are preliminary to the formal signature of a letter of adhesion by each member and the creation of a dedicated page on the website as provided by the project.

3.3 Task 6.3 - Dissemination

3.3.1 Task 6.3.1 - Project logo and documents templates

Different version of the project logo, the tool that gives a specific identity to the project, have been discussed among partner. The final approved version is:



The CP gives all the specifications for a correct use of project logo and the various documents template (letters, reports, PP presentations, etc.)

3.3.2 D6.3 - Project website and internal google drive

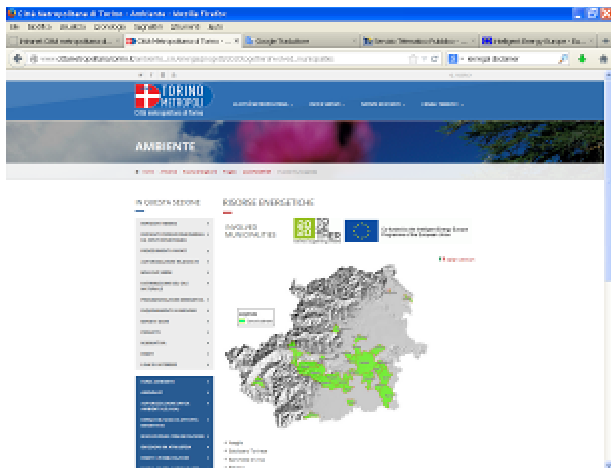
The 2020Together public website was created at the beginning of the project and made available in Italian and English version at:

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: involved municipalities, energy refurbishment intervention, project activities, news and events (where it is possible to read the newsletter).



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.



3.3.3 Task 6.3.4 - Project roll-up/poster

The project roll-up has been realised and exposed during main events: training on EPC for local authorities (task 2.2, November 12 2014), advisory board with stakeholders (task 1.2.5, April 17 2015), as it is possible to see in the following picture.



3.3.4 Task 6.3.5 Press Release and press articles

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 four press releases have been already launched. Before the real beginning of the project, February the 19th 2014, a press release has been launched by the City of Torino, CB4. Then, on May 12 2014, another p.r. was published by Environment Park, CB2. The Metropolitan City of Torino has launched it's press release on February 12 2015, on the occasion of the "Millumino di meno" day dedicated to energy savings, informing about the signature of the Agreement with the firsts 18 municipalities. On the 9th of March 2015 CB4 launched a presse release announcing the endorsement of the agreement between the City and the Metropolitan City of Torino.

The next press release it is scheduled by July, when the first tender call will be launched.

Since the beginning of the project 19 press articles have been published on web press.

In the following table the list of media outputs is reported.



Date	Topic	Media
19 Feb 2014	General presentation of the project – Turin City energy refurbishment intervention	Torino Click
21 Feb 2014	General presentation of the project – Turin City energy refurbishment intervention	Eco dale Città
15 Mar 2014	General presentation of the project - KOM	Info dall'UE
15 Apr 2014	Results from KOM - Municipalities meeting of may 5	Info dall'UE
2 Ott 2014	General presentation of the project	All News
05 Nov 2014	Municipalities EPC training event	Province of Teramo website
07 Nov 2014	Municipalities EPC training event	La Sentinella del Canavese
12 Nov 2014	General presentation of the project – Focus on Azeglio	La Sentinella
14 Nov 2014	General presentation of the project	Sant'Ambrogio web blog
21 Nov 2014	Municipalities EPC training event	Cronache da Palazzo Cisterna
6 Feb 2015	Signature of the Agreement with the firsts 18 municipalities	Cronache da Palazzo Cisterna
10 Feb 2015	Signature of the Agreement with the firsts 18 municipalities	News Spettacolo
15 Feb 2015	Signature of the Agreement with the firsts 18 municipalities	Info dall'UE
9 Mar 2015	Signature of the Agreement between Torino City and Metropolitan City of Torino	AND Kronos
10 Mar 2015	General presentation of the project	CittAgorà



Date	Topic	Media
22 Mar 2015	Meeting with Pinerolo Area municipalities	Laboratorio Smart – Lapis
15 Apr 2015	2020Together presentation at COMO webinar and at “Smart to Future Cities Conference“ in London	Info dall’UE
22 Apr 2015	Meeting with municipalities of Pinerolo territory	Eco del Chisone
22 Apr 2015	Meeting with municipalities of Pinerolo territory	Frequency (video interview)

3.3.5 D6.4 - Project flyer

During the Kick off Meeting, as suggested by the EASME Project Officer, it has been decided to postpone the publishing of the flyer at the end of the project, in order to disseminate the achievements obtained.

3.3.6 Task 6.3.7 - Project newsletter

The project foresees three newsletters, Italian versions, to be distributed periodically by email and website, one issue each 8 months. The main purpose of the newsletter is to provide up-to-date information to interested parties about the activities performed within the scope of the project. The content of each newsletter has been agreed upon and commonly accepted by PP on the basis of the most relevant results achieved during the considered period.

First issue was prepared by CO1 and CB2 and was released at month 10, in January 2015, in order to skip



the Christmas period, which would have made the dissemination less effective. It provided information on the activities performed during the first 9 months of the project, along with an overview of the preliminary results achieved.

The first newsletter has 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

3.4 Outputs

3.4.1 06.1 - Visibility at local, national level of the project activities and IEE programme

The 2020Together project has been presented during some other related national and international European projects meeting or events:

May 15th 2014 in Warsaw during the partners meeting of Cities on Power - Central Europe project



On October 15th CO1 mentioned 2020Together during an event organized by the Province of Vercelli in the framework of the Alpine Space Project SEAP-ALPS.



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

On 22nd of October 2014, CO1 mentioned 2020Together during the final conference of the project “Cities on Power” (co-funded by Central Europe Program), organized in Warsaw and attended by about 150 persons. Presentations of the event are available here: <http://www.citiesonpower.eu/en/a/Presentations-from-the-Cities-on-Power-Final-Conference>



On December 11 2014 CO1 was invited to make a presentation about 2020Together in the regional conference “Public Lightning: an opportunity for Municipalities” organized by Fondazione Ambiente with the support of the Chamber of Commerce of Torino. The presentation is available online at:

<http://www.provincia.torino.gov.it/ambiente/energia/progetti/2020TOGETHER/eventi>. About 120 people attended the conference:

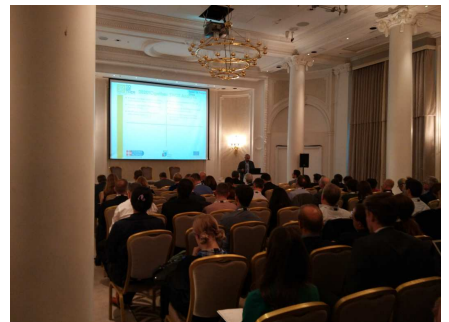
http://www.to.camcom.it/Page/t01/view_html?idp=19788

On the 22nd of April 2015 the project was the core presentation of a public meeting organized by the Lapis Association, gathering most of the Mayors of the “Pinerolese” area, on the south west part of the Metropolitan Area of Torino. About 30 mayors were present. (<http://www.laboratoriosmart.it/?p=160>)



On the 28th of April 2015 the project has been presented at the international conference “Smart to Future Cities Conference” in London, an important event on sustainable and smart development of urban areas:

<http://smarttofuture.com/>



On May 21st 2015 2020Together will be presented as an history case in Plovdiv (Bulgary) during the public conference “Monitoring process of Sustainable Energy Action Plans“ in the framework of the DATA4ACTION European project.

3.4.3 Webinars

A presentation of the project has been done during the webinars organized by the Covenant of Mayor Office, in collaboration with EASME, on the 25th of September 2014 and the 21st of April 2015: <http://www.covenantofmayors.eu/Webinars.html>



4 Table 1: situation of submitted tasks and deliverables at month 12

Task	Task name	Deliver.	Deliverable name	Dissemination level	Month of completion/n.r scheduled	Submission with this report	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 Ongoing – Webinar scheduled for June 10 2015. Signature of a letter of adhesion and creation of a dedicated page on project website foreseen by the end of 2015
6.3	Dissemination							
6.3.1	Project logo			PU	2 / 1	yes	Public website and intranet section	Achieved
6.3.2	Project Website	D6.3	Project Website	PU	4 / 1	yes		Achieved – constantly updated
6.3.3	Project notices			PU	After tender launch	no		Not yet started
6.3.4	Large project poster (kakemono roll-up)			PU	8 / 1	Yes, photo		Achieved



Task	Task name	Deliver.	Deliverable name	Dissemination level	Month of completion/ n.r scheduled	Submission with this report	Uploaded on the website	Comments
6.3.5	Press Releases			PU	1 / 3	Yes, 4		Achieved
6.3.6	Project flyer	D6.4	Project flyer	PU	12 / 1			Postponed to the end of the project accordingly with EASME officer input
6.3.7	Project newsletter			PU	8 (number 1) / 3	Yes	Yes	Achieved
		D6.2	Dissemination Report	PU	12-24 / 2		Yes	Achieved
		D6.5	Public report on "setting up an energy fund integrating ERDF"	PU	30 / 1			Not yet started
6.3.9	Final public report	D6.6	Final public report	PU	30 / 1			Not yet started

