



DISSEMINATION REPORT

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VERSION 01

Author

Barbara Girardi / Silvio De Nigris

Organization

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2020TOGETHER

2020 Torino is getting there

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Short Description	
This document describes the communication activity during the second year of 2020Together project (April 2015/March 2016)	

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Author	Barbara Girardi – barbara.girardi@regione.piemonte.it De Nigris Silvio - silvio.denigris@regione.piemonte.it

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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 second year of the 2020Together project.

2 Communication goals

2020Together main communication goals during the second 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;
- 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 6.2 - Networking

The 10th of June 2015, The Metropolitan City, together with all PPs, has organized a networking webinar with the participation of this projects:

Marte Project (Marche Region): experience on FESR

ENEA: national EPC guidelines;

Girona Project: experience on public building refurbishment;

Province of Chieti Elena project: experience on public lighting EPC;



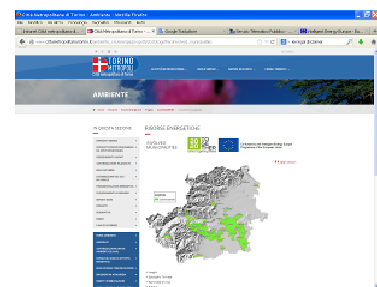
3.2 Task 6.3 - Dissemination

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: 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.

3.2.2 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 four press releases launched during the first year, in the second year other three press release have been launched to promote the first tender call: one by TOMETRO, one by Envipark and one by Unioncamere. So we have today a total of 7 press release.



During the second year of the project 26 press articles have been published on web press.

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

Date	Topic	Media
29 Dic 2015	First tender launch	Project Financing
30 Dic 2015	First tender launch	Cronache da Palazzo Cisterna
30 Dic 2015	First tender launch	Agenparl
30 Dic 2015	First tender launch	Lo Spiffero
04 Gen 2016	First tender launch	Torino oggi
05 Gen 2016	First tender launch	Torinoflash
05 Gen 2016	First tender launch	Evolmente
05 Gen 2016	First tender launch	Notizie Piemonte
13 Gen 2016	First tender launch	Eco del Chisone
15 Gen 2016	First tender launch	Europa e Cooperazione
18 Gen 2016	First tender launch	Notizie 24 ore
18 Gen 2016	First tender launch	Voce
19 Gen 2016	First tender launch	Sole 24ore
19 Gen 2016	First tender launch	Cronaca qui Torino
19 Gen 2016	First tender launch	Giornale Piemonte



Date	Topic	Media
19 Gen 2016	First tender launch	Info Build Energia
20 Gen 2016	First tender launch	Mole 24
20 Gen 2016	First tender launch	Greenplanner
20 Gen 2016	First tender launch	Ambient&Ambienti
21 Gen 2016	First tender launch	Casa&clima
21 Gen 2016	First tender launch	FAI informazione
21 Gen 2016	First tender launch	Il sostenibile
21 Gen 2016	First tender launch	Make me feed
22 Gen 2016	First tender launch	Luna Nuova
25 Gen 2016	First tender launch	Unione Ingegneri

On the 6th of April 2016 the project manager, Silvio De Nigris, has been interviewed by the website “Canale Energia/Energy Channel”. The interview is available at:

<http://www.canaleenergia.com/archivio-rubriche/105-efficienza/4040-efficienza-2020together-a-torino-la-pa-punta-sul-gioco-di-squadra.html>

Always concerning the first tender launch we had a post on TOMETRO Facebook and Twitter.

3.2.3 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.



3.2.4 Task 6.3.7 - Project newsletter

During the second year two newsletters have been published. Newsletter 2 (September 2016) was dedicated to the roundtable with ESCOs, the energy audits on buildings and to networking activities. Newsletter 3 (January 2016) has been focused on the first tender launch and to public lighting audits.



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 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:

- . June 9 2016 in Potenza, during a workshop on public buildings EPC – EMILIE project (MED Programme)
- . July 7 in Matera during a workshop on public buildings EPC organised by European project FESTA (Horizon 2020)
- . January 20 2016 during the event: “PPI: Lessons Learnt And Next Steps For The Systematization Of Smart Procurement In

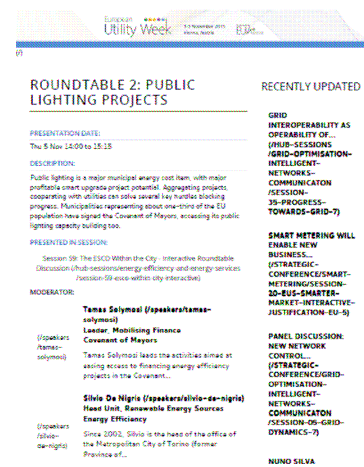


Europe', organised in Torino by partnership of PRO-LITE project;

3.3.2 06.6 – Dissemination at national/international level of aims and results of activities

. On May 21 2015, TOMETRO presented 2020Together as a case history during the conference “The Monitoring process of Sustainable Energy Action Plans” organized in Plovdiv in the framework of the project “Data4Actions” (co-funded by IEE Program), and attended by about 50 persons. Presentations of the event are available here: <http://data4action.eu/events/>

. On November 5 2015 TOMETRO spoke about the project during a roundtable organized in the framework of the international Conference “European Utility Week” organized in Vienna: <http://www.european-utility-week.com/>



4 Table 1: situation of submitted tasks and deliverables at month 24

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	D6.2						Meetings Ongoing – Webinar on 10 th June 2015. Signature of a letter of adhesion foreseen by the end of 2016
6.3	Dissemination							
		D6.2	Dissemination Report	PP	12-24 / 2	1 / 2	Yes	Achieved
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	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	1 / 3	3 / 7		Achieved
6.3.6	Project flyer	D6.4	Project flyer	PU	30 / 1	NO		Postponed to the end of the project accordingly with EASME officer input
6.3.7	Project newsletter			PU	8-16-24/ 3	2 / 3	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

