

Deliverable D6.7

REPORT ON DISSEMINATION,
COMMUNICATION AND CAPACITY BUILDING
ACTIVITIES



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**Envisioning and Testing New Models of Sustainable
Energy Cooperation and Services in Industrial Parks**

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DELIVERABLE 6.7 – VERSION 1

WORK PACKAGE N° 6

Report on dissemination, communication and capacity building activities

Nature of the deliverable		
R	Document, report (excluding the periodic and final reports)	X
DEM	Demonstrator, pilot, prototype, plan designs	
DEC	Websites, patents filing, press & media actions, videos, etc.	
OTHER	Software, technical diagram, etc.	

Dissemination Level		
PU	Public, fully open, e.g. web	PU
CO	Confidential, restricted under conditions set out in Model Grant Agreement	
CI	Classified, information as referred to in Commission Decision 2001/844/EC	

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This report is part of the deliverables from a project called "S-PARCS" which has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 785134.

S-PARCS presents a sound concept for reducing energy costs and energy consumption in industrial parks, while, at the same time, increasing renewable on-site energy production. The pre-assessment of the seven "Lighthouse Parks" from Spain, Portugal, Italy, and Austria, which participate in the study, has shown a high potential for joint energy actions, many of which are transferrable to the community of S-PARCS Followers in the UK, Sweden, Turkey, Russia, Italy, Portugal, Austria and Norway.

5 research organisations, 1 engineering company and 1 industrial association will make their knowledge on suitable technologies, novel business models and cooperative action among companies available to the parks to help them develop an "energy cooperation plan" and the necessary skills to achieve a long-lasting sustainability impact. At the end of the project, all Lighthouse parks will be equipped with a free ICT tool supporting the decision-making processes on joint investments, at least 1 full feasibility study for the most promising cooperative project, as well as a strategy for longer-term actions. Improvements in the parks in terms of energy efficiency are likely to be superior to 10%. The project's impact, however, extends to the entire Follower Community, thanks to the identification of at least 20 viable cooperative energy solutions, which are to be widely disseminated. The identification of relevant financial, legal and organizational barriers to joint energy action in the parks – and ways of overcoming them - will make a valuable contribution to policy-making on regional, national and European level.

More information on the project can be found at <http://www.sparcs-h2020.eu/>

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Executive summary

This present deliverable gathers the list of all the dissemination and communication activities performed by the partners during the first period of the S-PARCS project.

At the beginning of the project, a Dissemination and Communication plan has been delivered (D6.2) to guide the partners in communicating and disseminating S-PARCS outputs.

In this deliverable, the main elements of the Dissemination and Communication plan have been updated thanks to a specific online tracker implemented by EQY and regularly filled in by the S-PARCS partners.

As a reminder, the target audiences of S-PARCS cover the industry sector as potential user of results, decision makers and the wider public. These audiences have been grouped into seven different categories, namely:

- ▶ Companies located in the industrial parks;
- ▶ Industrial Parks not involved in the project;
- ▶ Public administration;
- ▶ Investors (Renewable energy funds such as SUSI, local renewable energy cooperatives looking for investment opportunities);
- ▶ Technology Provider, Software Developer, Distribution System Operators, Incumbent Suppliers, Mobile Network Operators, utilities;
- ▶ Press & Media;
- ▶ General Public, environmental and social oriented Interest Groups.

All the information used for dissemination and communication purposes has to be tailored to these targeted audiences through specific dissemination channel, namely:

- ▶ The project website (<http://www.sparcs-h2020.eu/>);
- ▶ social media;
- ▶ Mass media (i.e. radio, television, newspapers, specialist and technical publications and Internet);
- ▶ events and the organisation of two project workshops.

In addition to the activities described in D6.2, a complete set of capacity building activities will be developed. However, activities are planned for the second part of the project and haven't been reported here.

As a conclusion of the first period activities, since only a few results are available for now, the list of communication and dissemination actions is rather limited. However, according to the Communication and Dissemination Plan, the activities will be increased during the second part of the project.

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1 INTRODUCTION

The success of S-PARCS project is strongly dependent on well-coordinated dissemination and exploitation activities. Therefore, S-PARCS partners have decided to include a specific work package for this purpose: WP6 “Capacity building, dissemination and exploitation” led by Euroquality (EQY).

The Communication and Dissemination Plan (D6.2) defines the identification and classification of the target audience, the dissemination methods and goals, the schedule and complementarity of the activities and the measures to assess the success of the dissemination activities. This document also addresses the confidentiality issues related to the disseminated and communication of project information. The main dissemination and communication objectives and goals are the following:

- ▶ To identify the main stakeholders of the project.
- ▶ To raise awareness of the target audiences, particularly the relevant stakeholders and market segments, about the objectives of the project, its results, its benefits, use and applicability.
- ▶ To get the necessary feedback to focus on the innovation needs of the sector.
- ▶ To seek the support of the general public, authorities, lobbies and policy makers.
- ▶ To foster collaborations with other stakeholders in the technical, commercial and corporative fields with the aim to share resources, achieve synergies and exchange information and knowledge.
- ▶ To promote agreements with commercial partners and investors.

The period concerned by the present report (from Month 1 to Month 18) has been mainly dedicated to the development of instruments and support mechanisms to overcome park-related barriers for energy cooperation (e.g. financial, organisational, cultural), and an online tool (the IAT) enabling industrial parks to execute an initial self-assessment for identifying unexploited potentials.

Therefore, the communication and dissemination efforts were mainly focused on having the project known by the widest audience possible. They will be intensified during the last phase of the project, the lessons learned by S-PARCS Lighthouse Parks will be exploited in a tailored multi-angle communication and dissemination strategy to foster a realignment of the EU industrial park landscape with respect to the joint and cooperative utilisation of energy, and thereby mutually benefitting both: efficiency and competitiveness.

According to D6.2, the main tools to be used in S-PARCS and reported in this deliverable are:

- ▶ Project Website;
- ▶ Participation in events;
- ▶ e-Newsletter;
- ▶ Articles;
- ▶ Policy briefs;
- ▶ Social media;
- ▶ Flyers.

2 Project website

2.1 Activities performed

A dedicated website has been created for widely spreading the S-PARCS project existence, updates and results.

The final version has been launched on January 2019 and is available at:

<https://www.sparcs-h2020.eu/>.

It contains several information related to the project context, the impacts, activities, partners etc. Presentation of the Industrial Parks involved in the project is available, as well as a section dedicated to the news and events.

A specific section for presenting the results has been designed to spread the deliverables and publications, as well as the communication material, available for download.

2.2 Results

From January 2019 to August 2019, the statistics of the S-PARCS website are the following:

- ▶ Users count visiting the website: 822
- ▶ Average visit time: around 3 minutes
- ▶ Languages and locations of visitors (top 7):

Country	N. of users
United States	279
Spain	114
France	69
Turkey	67
Italy	54
Austria	41
Portugal	37

A total of 11 news and events have been published.

10 deliverables and 3 communication supports (leaflet, poster and roll-up) are available on the “Results” section.

The table below compares the results with the objectives set in D6.2:

Indicator	Objective	Effective results
Number of users per month	300	Around 100
Average duration of visits	>2min	Around 3 minutes
No. of visits of the News section	20	Around 10/month

The average duration of the visits is excellent compared to the objectives. This means that the content of the website is attractive, and visitors want to read more about the project by surfing on the different pages and reading their content. However, the average number of

users per month is 3 times lower than expected. Corrective actions will have to be applied to reach the expectations (cf. 2.3 below).

2.3 Plan for the next period

The website will continue to be regularly updated with news and events, but also with the publication of the results on the dedicated page, including the deliverables and the publications.

If the content seems to be attractive, the number of users is still limited. Several improvement activities will be discussed between the partners so that website visibility will be increased.

Based on an analysis of the geographical origin of the users, it seems that important work has to be done to increase website visibility in the participating countries. Partners will assess the efficiency of translating the website (entirely or some pages only) in their languages for an increased participation of local stakeholders.

Wider promotion of the website updates could also be realised, especially when results are available. Communication on social media could constitute a good way of promoting the availability of results and will be encouraged.

3 Participation in events

3.1 Activities performed

All partners have been invited to participate to different events to promote the project. A list of planned events is regularly updated on the online tracker, as well as the reporting of the events. Any materials supporting the participation to the events is shared on the private area of the website. A biannual review of the past and future events is run during the consortium meeting.

3.2 Results

The project has been presented to 11 events within the first period, representing a total audience of 600 people reached. The majority reached is the Industrial parks (inside and outside the consortium) since 340 companies and parks have been impacted. Around 100 people from general public have been reached, 65 technologies providers, 50 investors, 30 press/media representatives and 25 policy makers/public administration.

A detailed presentation of the results is available hereafter:

#	Event name	Partner involved	Date	Location	Approximate number of audience reached						Origin of the audience	Comments on the impact of the activity	
					Companies in industrial parks	Other Industrial Parks	Public administration	Investors	General Public	Press & Media			Other technology Provider
1	World Sustainable Energy Days 2019	EI-JKU	27 Feb – 1st of March	Wels (Upper Austria)	50	50	10	50		5	50	International	There have been many fascinating and informative discussions on the topic with visitors from all around the world, which made it possible to spread the idea of S-PARCS beyond Europe.
2	Internationale Energiewirtschaftstagung an der TU Wien 2019	EI-JKU	13th-15th of February 2019	Vienna (AT)			5			30	10	European	Various representatives from the energy research and energy economy branche from the DACH region visited the IEWT 2019 and got the chance to get informed about S-PARCS
3	Contractors Meeting on "Energy Efficiency in the processing industries"	EI-JKU	8 February 2019	Brussels (Belgium)								European	
4	Meeting with Ponte a Egola companies		28 November 2018	San Romano (Pisa, Italy)	15					10	2	Local/Regional	

5	FReSMe Workshop	RINA-C	26/06/2018	Milan (Italy)								European	Networking with relevant EU stakeholders
6	DAPhNE final event	EHO0	12 June 2019	Vienna (AT)	20							European	Networking
7	transport logistic - international fair	EHO0	4th to 7th of June 2019	Munic (DE)	20	80				15		International	Networking
8	Austrian Logistics day	EHO0	26th-27th of June 2019	Linz (AT)	5	100				5		National	Networking
9	EU Sustainable Energy Week (EUSEW) - Energy Fair	RINA-C	June 19th, 2019	Brussels (Belgium)				10	25	1	5	European	
10	World Resources Forum	TECNALIA	24-27 Feb 2019	Antwerp (Belgium)								European	
11	AFV's Board of Directors	AFV	12/09/2019	Bilbao (Spain)					10			National	10 foundry managers of 10 foundry companies

The objective set up in the Communication and dissemination plan is to participate to at least 30 events. At midterm of the project, 50% of this objective is reached, which is satisfactory, especially considering the plan for an even more intense campaign during the second part of the project. An average number of 40 people per event has been reached which is also satisfactory.

3.3 Plan for the next period

The participation of the S-PARCS partners to events for promoting the project will keep going during the second period.

An even more intense communication campaign is planned for the last phase of the project to widely disseminate the project outputs. A special attention will be paid to reaching more public administration.

4 E-newsletter

4.1 Activities performed

Two newsletters have been produced by EQY, together with EI-JKU and the rest of the consortium. A first English version has been written and sent to partners for translations in German, Italian, Portuguese, Spanish, Turkish and French.

The first newsletter disseminated in January 2019 was dedicated to general presentation of the project. The second one, published in July 2019, presented the main results and deliverables available online, as well as the events attended by some S-PARCS partners.

The newsletters have been shared through different means:

- Partners networks: mails sent by each partner to their own network
- Mails sent directly to the subscribers of the mailing list (form filled on the website, with respect of GRPD): there are currently 34 subscribers.
- Direct views on the website
- Posts on LinkedIn and twitter.

4.2 Results

The newsletters are available on S-PARCS website:

- ▶ [Newsletter #1](#)
- ▶ [Newsletter #2](#)

4.3 Plan for the next period

Four additional newsletters will be distributed, in November 2019, March and September 2020 and February/March 2021.

The partners will encourage relevant contacts to subscribe directly to the newsletter in order to share the progress on the project more effectively.

5 Articles

5.1 Activities performed

Each partner has been encouraged to write and publish articles following the global communication strategy of each organisation.

5.2 Results

During the first period, 13 articles have been published, as summarized in the table hereafter:

#	Title of the article	Title of the journal/magazine/webzine	Partner(s) involved	Date of publication	Main type of audience	Audience of the journal/magazine/webzine (if available)	Origin of the audience
1	Nuovi modelli per la cooperazione energetica sostenibile nei parchi industriali	HI-TECH Ambiente	Cuoio-Depur	01/02/2019	Technology Providers/Software Developers/ Distributoin System Operator/Incubment suppliers/Mobile Network Operators/ Utilities	Companies related to waste and wastewater treatment	National
2	Conceria e depurazione: Roadmap 2019	È davvero una scelta sostenibile?	Cuoio-Depur	01/02/2019	Industrial Parks not involved in the project	Companies related to tanning	National
3	Addio al carbone, l'ambizioso progetto, l'ambiente sorride	La Nazione	Cuoio-Depur	4/12/2018	General Public	General Public	National
4	Un futuro low carbon per le conchiere, se ne parla oggi alla Cuoio-depur	Il Tirreno	Cuoio-Depur	28/11/2018	General Public	General Public	National
5	Modello energetico del Cuoio, pilota in europa	Cuoio.it	Cuoio-Depur	27/11/2018	General Public	General Public	Local/Regional
6	Energia da condividere: a	gonews.it	Cuoio-Depur	27/11/2018	General Public	General Public	Local/Regional

	Cuoiodepur si parla di S-PARCS						
7	Cooperazione energetica per ridurre i costi	luccaindiretta.it	Cuoio-Depur	27/11/2018	General Public	General Public	Local/Regional
8	Un futuro low carbon per il settore conciario	La Nazione	Cuoio-Depur	29/11/2018	General Public	General Public	Local/Regional
9	S-PARCS European project	Boletín Técnico de FEAF	AFV	1/3/2018	General Public	Fondry Industry companies	National
10	S-PARCS European project	Boletín Técnico de FEAF	AFV	01/06/2018	General Public	Fondry Industry companies	National
11	S-PARCS European project	Boletín Técnico de FEAF	AFV	01/12/2018	General Public	Fondry Industry companies	National
12	S-PARCS European project	Boletín Técnico de FEAF	AFV	01/06/2019	General Public	Fondry Industry companies	National
13	S-PARCS European project	FUNDIPRESS	AFV	01/02/2019	General Public	Fondry Industry companies	National

5.3 Plan for the next period

The publication of articles will be encouraged during the second period to reach a larger audience, having a specific attention on publishing articles in all participating countries and at European scale. This will be facilitated by the wide dissemination campaign planned in the third phase of the project.

6 Policy briefs

6.1 Activities performed

No policy briefs have been written nor published for now. A first issue was due for August 2019. However, its writing has been postponed to October 2019 so that a discussion about its content will take place during a consortium meeting, where all partners will be able to share their opinion.

6.2 Results

No result available so far.

6.3 Plan for the next period

One policy brief will be sent to policy makers in November 2019 to inform them about the first progresses of the S-PARCS project. A final policy brief will be distributed at the end of the project.

7 Social media

7.1 Activities performed

As planned in the Communication and Dissemination Plan, two social media have been selected for spreading the project outputs.

- ▶ LinkedIn, where a [special page](#) has been created;
- ▶ Twitter, where a hashtag (#sparcsh2020) has been created.

7.2 Results

As the partners of SPARCS all having wide LinkedIn networks, the partners have decided to use their own account to communicate on LinkedIn about the project. This is seen as a much way of using LinkedIn: more impacts at less costs. Therefore, no post has been published directly on the created LinkedIn page. The partners have shared some posts related to the S-PARCS project, to increase the visibility on newsletters or participation to events and consortium meetings. All posts are inviting the readers to go on the website, where the reader is invited to subscribe to the newsletter (with respect of GRPD).

Similarly, Twitter has been used to communicate on specific events related to the project.

The results are summarized in the table hereafter:

#	Purpose of the post	Social Media	Account ID	Partner(s) involved	Date of publication	Approximate number of people reached
1	Inform of the presence of S-PARCS at the World Sustainable Energy Days 2019	Twitter	Andrea K. @energy2art	EI-JKU	28/02/2019	
2	Newsletter shared	LinkedIn	Euroquality	EQY	04/03/2019	614
3	KOM post	LinkedIn	Yannick Lafon	EQY	23/03/2018	987
4	Consortium Meeting 2	LinkedIn	Yannick Lafon	EQY	30/11/2018	1365
5	Newsletter shared	LinkedIn	Francesco Spennati	Cuoio-Depur	8/3/2019	527
6	Raise awareness about S-PARCS	LinkedIn	RINA page:	RINA-C	8/2/2019	6766
7	Raise awareness about S-PARCS	Twitter	RINA account	RINA-C	8/2/2019	1325
8	Newsletter shared	Facebook	Alentejo Em Acção Adral	ADRAL	15/04/2019	160
9	Newsletter shared	Facebook	Alentejo Em Acção Adral	ADRAL	06/03/2019	387
10	Raise awareness about S-PARCS	Twitter	RINA account:	RINA-C	24/05/2019	943

In total, these posts have been read by more than 13.000 persons.

7.3 Plan for the next period

The results obtained so far confirm the huge potential of social media for communicating around the project, enabling to reach hundreds of people with very simple action.

An evaluation of the relevance of the dedicated LinkedIn page will be run by EQY, since it seems that using the hashtag #sparcsh2020 on LinkedIn as it is done on Twitter and asking partners to spread information on results more intensely might be more efficient. Twitter presence will also be stimulated to reach even larger audience.

8 Other activities

8.1 Activities performed

Some other activities have been performed, and especially:

- ▶ The creation of dissemination material, directly available on the website:
 - A [leaflet](#) (A4-A5)

- A [poster](#) (A3-A0)
- A [roll-up](#) for larger visibility
- ▶ A specific communication on RINA website on a [S-PARCS case study](#);
- ▶ Some visits of partners (especially KHAS) to follower parks, in August 2019.

8.2 Plan for the next period

Partners will be encouraged to initiate any kind of dissemination and communication activities that would be relevant.

The major additional activity to be performed regarding communication and dissemination will consist in creating the capacity building material as described in task 6.4 of the DoA. AFV is the appropriate leader for this task, since they have successfully implemented joint energy purchases with the members of the Spanish Foundry Association FEAF and offer training on energy cooperation for the companies in the sector.

To reach S-PARCS capacity building related objectives, capacity building will be done in onsite physical workshops (2 per year and per region, one day events) in which the park management, representatives of the park companies and representatives of the other Lighthouse Parks will be involved. The Follower park community will also be included in these workshops. In addition, and depending on the specific topic of the workshop, other stakeholders (e.g. policy makers, energy utilities) will be invited. We aim at involving 15-25 participants per workshop.

9 Conclusion

The implementation of the communication and dissemination plan has been correctly initiated, with a set of promising activities.

S-PARCS project has been introduced to several networks and stakeholders. Solid foundations have been built by the partners during the first 18 months.

However, as soon as more concrete results will be produced, the communication and dissemination campaign will have to be intensified and improvement measures will be taken to increase the limited impact of some activities. In particular, the website visibility will have to be increased, though, for instance, translation of some contents in project languages.

Capacity building material will be developed as planned and will represent a major output in terms of project dissemination during the last phase of the project.