

Peer Powered Cities and Regions

Deliverable 6.11: Summary of Visual Communication Material

November 2017



The PROSPECT project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 752126.

Peer Powered Cities and Regions

GA#: 7521261

Funding type: CSA

 Scientific Coordinator – **Vlasios Oikonomou**,
IEECP, vlasis@ieecp.org


 Legal Coordinator – **Stelios Grafakos**,
IHS, s.grafakos@ihs.nl

Deliverable number (relative in WP)	6.11
Deliverable name:	Summary of Visual Communication Material
Focus of deliverable:	Visual communication tools
WP / WP number:	WP6 Dissemination and Communication of Results
Date:	November 2017
Dissemination level:	Internal: Dropbox; External: Public
Lead partner:	ENERGY CITIES
Participating partners:	UPRC, FEDARENE, IHS, IEECP
Responsible scientist/administrator:	Blandine Pidoux (ENERGY CITIES)
Author(s):	Blandine Pidoux (ENERGY CITIES), Vangelis Marinakis (UPRC), Desislava Yordanova (IHS), Mia Dragovic (IEECP), Elodie Bossio (FEDARENE)
Contact person:	Blandine Pidoux, blandine.pidoux@energy-cities.eu

Preface

PROSPECT aims to create an easy and replicable peer to peer learning programme for regional and local authorities to learn with and from each other on how to finance and implement their sustainable energy and climate action plans using innovative schemes. The learning programme has five (5) thematic modules, namely public buildings, private buildings, public lighting, transport, and cross-sectoral in which regional and local authorities, who can serve as mentors or mentees, will learn in two ways: through peer mentoring and study visits. The learning programme has three learning cycles; each learning cycle offers 5 peer mentoring and 5 study visit programmes.

Who We Are

No	Participant Name	Short Name	Country Code	Logo
1	Institute for Housing and Urban Development Studies BV	IHS	NL	
2	The European association of local authorities in energy transition	ENERGY CITIES	FR	
3	European Federation of Agencies and Regions for Energy and the Environment	FEDARENE	BE	
4	Institute for European Energy and Climate Policy Stichting	IEECP	NL	
5	EUROCITIES ASBL	EUROCITIES	BE	
6	University of Piraeus Research Center	UPRC	GR	
7	Climate-KIC GmbH	CLIMATE-KIC	DE	
8	Ober Oesterreich Energiesparverband	ESV	AT	
9	Agencia Regional de Energia para os Concelhos do Barreiro, Moita e Montijo	S.ENERGIA	PT	
10	Mesto Trnava	TRNAVA	SK	



The PROSPECT project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 752126.

Legal Notice:

The sole responsibility for the content of this publication lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither the EASME nor the European Commission is responsible for any use that may be made of the information contained therein.

All rights reserved; no part of this publication may be translated, reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical,

photocopying, re-cording or otherwise, without the written permission of the publisher.

Many of the designations used by manufacturers and sellers to distinguish their products are claimed as trademarks. The quotation of those designations in whatever way does not imply the conclusion that the use of those designations is legal without the content of the owner of the trademark.

Table of Contents

1	Introduction	1
2	Means of Visual Communication	2
2.1	Video & Infographics	2
2.2	PROSPECT Media	3
2.2.1	Social Media	3
2.2.2	Other Platforms and Web Portals (Cross Promotion)	5
2.3	Project Page on partners' website	8
2.4	Synergies	9
2.5	References to other websites.....	10
	Terminology.....	13

Figures

Figure 1: PROSPECT Video	2
Figure 2: PROSPECT LinkedIn Group.....	3
Figure 3: Partners' Posts in Twitter.....	4
Figure 4: PROSPECT page in partners' website	9

Tables

Table 1: Visual Communication means overview.....	1
Table 2: Social Media Accounts	4
Table 3: Media Platforms/ Web Portals	5
Table 4: PROSPECT Page on partners' website	8
Table 5: PROSPECT Synergies	9
Table 6: List of References.....	10





1 Introduction

PROSPECT envisages to achieve wide recognition mainly through the dissemination of its activities and the outcomes of the learning programme. The communication of results has several forms and is distributed via a variety of media since it has been realised that some activities have a greater impact than others, and thus, their value may differ.

The main scope of this deliverable (D6.11) is to emphasise on features of modern e-presence and e-communication tools so as to make available the PROSPECT progress and findings. Focus also will be given to the appropriate visualisation of outcomes in order to be easily understandable and usable by cities/regions, energy agencies and other public audiences as well. The e-presence and e-communication tools include online tools, media, channels, etc. that convey information about the learning programme and invite the target groups to participate. Several announcements are planned to take place in relevant websites and forums, regarding the PROSPECT activities, while articles will be produced, delivering its topics and results. Meanwhile, a number of platforms are used by a variety of EU funded projects in order to disseminate activities and outcomes through the EU community.

An overview of the main visual communication means is provided in the following table.

Table 1: Visual Communication means overview

Means of Visual Communication	June 2017 – November 2017
Video	
Infographics	✓
Social Media	 
Media Platforms	✓
Project Page on partners' website	✓
Synergies	✓
References to other sites	

2 Means of Visual Communication

This chapter presents the visual communication means which are planned to be used by the PROSPECT team in order to further promote the project and its activities. They contribute to the awareness raising by conveying PROSPECT message and through sharing and gathering feedback on key outcomes.

2.1 Infographics and Video

In order to efficiently communicate the activities and outcomes of the PROSPECT, special emphasis will be given to their appropriate visualisation. The aim is to present the information in an understandable way so as to easily draw the attention of the stakeholders and target groups.

Infographics

Studies show that 90% of the information someone remembers is based on visual impact. Moreover, given that we live in an age where literally billions of pieces of content are created every minute, it is obvious that a simple visual aid can make the brand stand out. Infographics are eye catching and thus they can increase brand recognition through the combination of images, colours and movement. Using a non-technical language is easier to connect with the audience and encourage them to share the material.

PROSPECT Infographic present key information about the project within a graphical environment. More specifically, the 1st PROSPECT Infographic has been developed, presenting the content of the learning programme (Appendix A). It should be noted that in the online version, placing the cursor over the several parts of the infographic, pop-up texts arise, providing relevant extra information.

Video

PROSPECT team supports the development of a Video since it has many benefits to offer to the dissemination of the project. The first PROSPECT Video includes information about the learning programme and it will be available by mid-December.



Figure 1: PROSPECT Video

2.2 PROSPECT Media

2.2.1 Social Media

Having a presence in Social Media is a way to foster brand awareness and global recognition since it has become an easily accessible platform to anyone with internet access thus having a global impact on communication. Moreover, Social Media serves as a relatively inexpensive platform for organisations to implement marketing campaigns and effectively disseminate outcomes and associated information. Social Media also allows, for instance, feedback from the stakeholders who check the related pages, and a variety of resources can be shared very easily, such as videos, website links and other material.

In this framework exploiting all the assets Social Media has to offer could be truly beneficial in successfully disseminating PROSPECT activities and outcomes. Social Media will be used in order to promote events, provide links with new publications or even inform users live about the progress of the events or workshops via live tweets.

For the time being PROSPECT has already a [Linkedin group](#) with which could be useful for sharing news and building up a network of PROSPECT contacts. This page will be used in order to establish a strong identity in the professional market and it will offer opportunities for discussion regarding the energy and climate projects as well as the innovative financing mechanisms.



Figure 2: PROSPECT LinkedIn Group

Regarding the Twitter platform, it could be valuable in building and maintaining awareness of PROSPECT and to encourage using the website and participation in the learning programme. The strategy that will be followed is not to create an individual account but promote news and information about the PROSPECT via the partners' profiles since they have already a great number of followers (not only in Twitter but also in Facebook and LinkedIn). All the posts related to the project will be accompanied by the hashtag **#PROSPECT_EE** and stakeholders will be encouraged to use it too.

A list of hashtags has been identified so as to further build up PROSPECT's reputation:

#CapacityBuilding

#P2PLearning

#PeerPower

#EUcities

#Financing

#EnergyTransition

#ClimateActions

#CovenantOfMayors

#financing



Figure 3: Partners' Posts in Twitter

The partners' social media have the following characteristics:

Table 2: Social Media Accounts

Partners	Twitter	Facebook	Linkedin
IHS	597 followers, Link	48,300 likes, Link	1,800 followers, Link
ENERGY CITIES	6,625 followers, Link	2,600 likes, Link	1,000 followers, Link
FEDARENE	1,987 followers, Link	100 likes, Link (new)	-
IEECP	56 followers, Link	-	76 followers, Link
EUROCITIES	14,900 followers, Link	-	3,660 followers, Link
UPRC	-	-	40 followers, Link
CLIMATE-KIC	23,700+ followers (+national twitter accounts), Link	96,760+likes (+national facebook pages), Link	10,200+ followers(+national pages), Link
ESV	-	650 likes, Link	-
S.ENERGIA	-	1,330 likes, Link	137 followers, Link
TRNAVA	296 followers, Link	19,200 likes, Link	followers, Link

2.2.2 Other Platforms and Web Portals (Cross Promotion)

In order to further disseminate the outcomes of PROSPECT and reach external interested parties, different dissemination platforms is planned to be used. Several platforms and forums will be explored and investigated, which could provide a common space to share ideas, facilitate collaboration, exchange of knowledge and increase visibility in specific target groups. After the first project results, PROSPECT will decide on which dissemination mean will follow and be active in, always in accordance to its needs.

In the following table the platforms and web portals that PROSPECT is going to exploit are presented.

Table 3: Media Platforms/ Web Portals

	Partner in charge
ManagEnergy	FEDARENE
BuildUP	ENERGY CITIES
EIP-SCC	EUROCITIES
SEI Forums	ENERGY CITIES
URBACT	ENERGY CITIES
TAIEX REGIO P2P	ENERGY CITIES
BALKAN GREEN ENERGY NEWS	ENERGY CITIES
Climate-L and Energy-L mailing lists (IISD)	UPRC
Capacity4dev	UPRC
Energypedia	UPRC
MyEuropa	UPRC

ManagEnergy (<https://ec.europa.eu/easme/en/managenergy-leaders-energy-transition>) is the European Commission initiative for helping regional and local energy agencies to become leaders in the energy transition and to increase sustainable energy investments in regions and cities. The focus of ManagEnergy is now on sustainable energy investments. A website, social media presence, and communication tools will inform sustainable energy actors on the most recent developments in the area of energy efficiency policies and financing opportunities.

The **BUILD UP** initiative (<http://www.buildup.eu/en>) was established to support EU Member States in implementing the Energy Performance of Buildings



Directive (EPBD). The BUILD UP web portal is intended to reap the benefits of Europe's collective intelligence on energy reduction in buildings for all relevant audiences. It will bring together new practitioners and professional associations while motivating them to exchange best working practices and knowledge and to transfer tools and resources.



The **European Innovation Partnership on Smart Cities and Communities (EIP-SCC)** (<http://eu-smartcities.eu/>) is an initiative supported by the European Commission bringing together cities, industry, SMEs, banks, research and other smart

city actors. Among its intentions is to reach the energy and climate targets, support in finding the right partners and solutions in order to achieve social, environmental and economic sustainability for cities and share knowledge to prevent mistakes being repeated.

The aim of **Sustainable Energy Investment Forums (SEI Forums)** is to work with national stakeholders in order to boost large-scale investment and financing for sustainable energy. SEI Forums is organising a series of events across the EU in order to showcase best practices in developing investment projects and programmes in sustainable energy, and engage dialogue with the financial sector, public authorities, and all stakeholders involved in delivering investments in sustainable energy.

URBACT programme (<http://urbact.eu/>) has been the European Territorial Cooperation programme aiming to foster sustainable integrated urban development in cities across Europe. URBACT's mission is to enable cities to work together and develop integrated solutions to common urban challenges, by networking, learning from one another's experiences, drawing lessons and identifying good practices to improve urban policies.



TAIEX REGIO PEER 2 PEER ([link](#)) is designed to share expertise between bodies that manage funding under the European Regional Development Fund (ERDF) and the Cohesion Fund. It helps public officials involved in the management of these funds to exchange knowledge, good practice and practical solutions to concrete problems thus improving their administrative capacity and ensuring better results for the EU investments.



The project **Balkan Green Energy News** (<https://balkangreenenergynews.com/>) is a free-of-charge online platform covering sustainable energy (renewable energy, energy efficiency), electric vehicles, environmental protection, waste and water management developments from

a selection of accurate, reliable and straight to the point news, policy actions and investment opportunities from the Balkan region countries. Its mission is to help stakeholders understand the changing regulatory environment and to get clear insights of those fast-growing markets by providing an overview of the most important and relevant news, facts and figures so they can be more actively involved in shaping outcomes.

In the current phase, the intention of the partners is to participate in SDG (Sustainable Development Goals) Knowledge Hub (www.iisd.org/), a platform which allows easy information diffuse.



This platform provides lists where stakeholders can subscribe in order to receive news about subjects in which they may be interested. Several news regarding PROSPECT activities and events are planned to be announced to an important number of stakeholders related to the fields of climate and energy policy through **ENERGY-L** and **CLIMATE-L** mailing lists. ENERGY-L and CLIMATE-L are community announcement lists for policy makers and practitioners involved in sustainable energy policy and climate change policy respectively.



In addition, an account in a relevant Public Group in European Commission website [capacity4dev.eu](http://www.europa.eu/capacity4dev/) (www.europa.eu/capacity4dev/) has been created. Capacity4dev is a knowledge

sharing platform for development cooperation which provides a common space to upload documents and create events that are relevant to the main theme of the group and thus expecting the public feedback. The platform enables learning and knowledge exchange through online groups where members can keep in touch with each other and share their work. Moreover, every week, interesting knowledge pieces are promoted and members can find easily interesting information related to their work from policy papers to educational stuff. PROSPECT account is available [here](#).

Energypedia (https://energypedia.info/wiki/Main_Page) is a wiki-based platform for collaborative knowledge exchange on renewable energy and energy efficiency issues. It offers the opportunity to share knowledge through uploading documents and deliverables, and also through publishing pages of projects and initiatives that are relevant to these two main issues. In order to further promote PROSPECT outcomes and deliverables, a *page* has been created. The particular Energypedia page will include a short description of PROSPECT, its objectives and general outcomes, and also links to the relevant reports and files.



MyEuropa platform is a meeting place for those working on European Projects, where experienced professionals can offer their services and where the thousands of potential beneficiaries of European Funds can find the right support and resources. My Europa platform is developed by the European Academy for education and social research and is based on the results of a research project of the European Projects Association. The networking community platform www.my-europa.eu is offering a different approach to developing projects by adopting innovative methodologies and techniques. My Europa is designed to overcome the difficulties in absorbing European funds in order to develop projects efficiently and with positive impacts on the European society. By means of different types of membership, My Europa is designed for users who would like to:

- Access the largest EU funds related network;

- Attend online courses in order to learn more about how to develop European projects;
- Broaden their knowledge in European project management;
- Stay up to date with the European affairs news;
- Interconnect with EU reality and get in contact with project management professionals;
- Share their projects ideas and build consortia with international projects partners;
- Join the thematic working groups related to EU funding opportunities; and
- Give the visibility of their organisation and use the platform as a user-friendly, simple and practical tool to manage and coordinate their structure.

The PROSPECT group on the platform can be found [here](#).

2.3 Project Page on partners' website

It is planned that each partner's website will host (or is already hosting) a page dedicated to the PROSPECT with information and news. In that way it is possible to increase the number of stakeholders since random visitors of the websites will be able to be informed about the project and maybe they would like to participate to the activities.

Table 4: PROSPECT Page on partners' website

Partner	PROSPECT page
IHS	https://www.ihs.nl/research/research_projects/prospect/
ENERGY CITIES	http://www.energy-cities.eu/prospect
FEDARENE	http://www.fedarene.org/projects/prospect-19848
IEECP	http://www.ieecp.org/project/prospect/
EUROCITIES	http://www.eurocities.eu/eurocities/projects/PROSPECT-peer-powered-cities-and-regions&tpl=home
UPRC	http://teeslab.unipi.gr/portfolio-item/peer-powered-cities-and-regions/
ESV	http://www.energiesparverband.at/english/projects/eu-projects.html
S.ENERGIA	http://www.senergia.pt/projetos/
TRNAVA	http://www.senergia.pt/projetos/#emcursoanc



Figure 4: PROSPECT page in partners' website

2.4 Synergies

Another feature of PROSPECT is the willingness to establish a continuous dialogue with other projects/organisations carrying out similar or related research and analysis and facilitate the collaboration so as to integrate with them. An exchange of information is envisaged in order to take stock of already produced analysis, avoid duplication of work and exploit synergies.

Whenever possible, PROSPECT partners' will attend the project meetings and participates in other projects' events or will seek the possibility to organise joint events. This integration and collaboration effort will not only strengthen the research and knowledge base for the research activities carried out in PROSPECT, but also open up possibilities of enhancing future cooperation.

Among these synergies are the following:

Table 5: PROSPECT Synergies

	Partner in charge
MEDNICE / Interreg-MED horizontal	ENERGY CITIES
Sharing cities	EUROCITIES
Green Digital Charter	EUROCITIES
CIVITAS vanguard	EUROCITIES
Empowering Project	FEDARENE

Partner in charge	
CES-MED	UPRC
EU-GCC Clean Energy Technology Network	UPRC
TRANSrisk	UPRC
SET-Nav	UPRC
Cities Network "Sustainable City"	UPRC

2.5 References to other websites

Moreover there is the intention to increase the number of websites that mention PROSPECT and link to the official website, announcing PROSPECT events, as well as the publication of reports and presenting PROSPECT's main aim and activities. For the time being, since the project is at its very beginning the references can be found mainly in the partners' websites.

Table 6: List of References

Organisation	Links	Short Description
IHS	https://www.ihs.nl/news_events/news/news_detail/news/13604-prospect-peer-powered-cities-and-regions/	objectives, role of IHS, project partners
IHS	https://www.ihs.nl/news_events/news/news_detail/news/12691-powering-up-sustainable-energy-plans-peer-learning-for-in-regional-and-local-authorities/	objectives, role of IHS, project partners, contact
IHS	https://www.ihs.nl/thematic_areas/urban_environment_sustainability_and_climate_change/advisory/	advisory
IHS	https://www.ihs.nl/about_ihs/ihs_staff/ihs_academic_staff/elena_marie_ensenado/	Marie Ensenado's contribution
ENERGY CITIES	http://www.energy-cities.eu/How-to-finance-your-SECAP-EU-wide-peer-to-peer-learning-with-PROSPECT	project information, SECAP financing options
Global Warming is Real	https://globalwarmingisreal.com/2017/09/21/eu-horizon-2020-program/	project information

Appendix A - Infographics

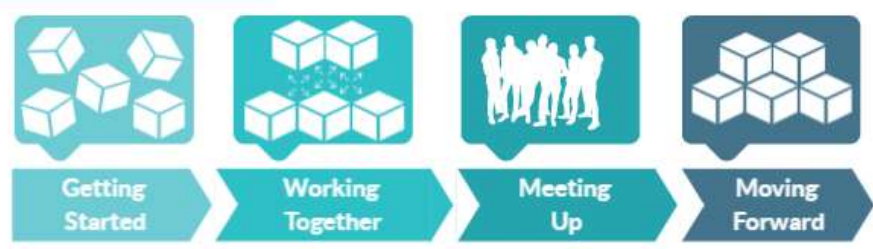




5 Thematic Learning Modules



Step by Step



The campaign is open from 8/1/2018 to 16/2/2018

<p>Join Now</p> <p>www.h2020prospect.eu</p>	<p>Contact Us</p> <p>info@h2020prospect.eu</p>	<p>Follow Us</p> 
--	--	---

The PROSPECT has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 752126.

The content of this page is for information purposes only. The relevant legal instruments and the text of the call shall take precedence over the information contained in this page. The European Commission or EASME does not accept responsibility for any use made of the information contained therein.



Terminology

Energy efficiency actions

- **Sustainable energy and climate actions:** These refer to actions that fall under the five (5) thematic modules of the PROSPECT learning programme; namely public buildings, private buildings, transport, public lighting and cross-sectoral.
- **Public buildings:** This covers buildings and facilities owned, managed, or controlled by public authorities. Facilities refer to energy consuming entities that are not buildings, such as wastewater treatment plants.
- **Private buildings:** This covers buildings owned, managed, or controlled by private individuals or corporations. This refers primarily to the tertiary sector (services), such as private companies, banks, commercial, and retail activities, hospitals, etc. and residential buildings, including social housing.
- **Transport:** This covers the provision of and management of mass transit systems by public authorities, as well as private transport.
- **Public lighting:** This covers the provision of public lighting (e.g. street lighting and traffic lights) owned or operated by public authorities. Non-municipal public lighting is under private buildings.
- **Cross-sectoral:** This covers all those interventions falling under two or more thematic modules; climate change adaptation; local electricity production (e.g. wind power, hydroelectric power, photovoltaic); and local heat/cold production (e.g. combined heat and power and district heating plant).

Innovative financing schemes

- **Citizens finance (crowdfunding and cooperatives):** A crowd-funding involves an open call, mostly through the internet, for the provision of financial resources either in form of donation or in exchange for some form of reward and/or voting rights. This can happen in combination with energy cooperatives, which are business models based on shared ownership and democratic decision-making procedures.
- **Energy Performance Contracting (EPC):** EPC is a method to implement energy efficiency projects, by which an ESCO (Energy Services Company) acts as a unique contractor and assures all of the steps of a project, from audit through installation up to operations and maintenance. The ESCO delivers a performance guarantee on the energy savings and takes responsibility for the end result. The EPC contract is the contractual agreement by which the output-drive results are agreed upon.
- **Green bonds:** Local government (or their agencies) can issue green bonds to fund their sustainable energy and climate actions. A green bond can operate as a normal bond, which is a debt that will be paid back, depending on the characteristics of the bond, with interest. These can be made attractive via tax-exemptions.

- **Guarantee funds:** These are loan guarantees provided to lenders which serve as buffers against first losses of non-payment by the borrowers.
- **Soft loans:** Soft loan schemes are loans below market rates and with longer payback periods derived from public funding to facilitate investments.
- **Revolving funds:** A Fund established to finance a continuing cycle of investments through initial amounts received from its shareholders, creditors or donors and later on through amounts received from reimbursements of provided funding or loans to projects. These recovered funds become available for further reinvestment in other projects under similar scope (e.g. revolving funds for sustainable energy will use the loans recovered funds to finance new sustainable energy projects).
- **Third party financing:** This refers solely to debt financing. The project financing comes from a third party, usually a financial institution or other investor, or the ESCO, which is not the user or customer.

Project & Investment Cycles

- **Bankable projects:** Project or proposal that has sufficient collateral, future cash flow, and high probability of success, to be accepted for funding by a financial institution or investor.
- **Investment cycle:** This refers to the stages of pre-financing or servicing/operations from the financial institution's perspective.
- **Pre-financing:** This includes origination (e.g. own funds, technical assistance, EU facilities e.g. PDA, ELENA), underwriting (determining value and risk, requiring final project information, accurate costs and savings, procurement and contracting approach), and the investment decision.
- **Post-financing includes (servicing and operations):** Investment administration (legal documentation), draw down of funds (the external financing entity's final inspection) and on-going servicing for the life of the investment (following the agreement).
- **Project cycle:** This refers to the stages of development, implementation, and monitoring of a sustainable energy and climate action project financed by an innovative financing scheme.

Learning Programme

- **Mentor:** An individual representing a local or regional authority who have had direct experience on or have a specific expertise in financing a sustainable energy and climate action through an innovative scheme and is willing to share insights to a mentee.
- **Mentee city/region/agency:** An individual representing a local or regional authority who would want to learn from an experienced or expert peer on financing a sustainable

energy and climate action using an innovative scheme and is interested to apply what they learned in their own context.

- **Peer mentoring:** A one-to-one relationship between a mentor and a mentee and is characterised by open ended counselling and joint problem solving.
- **Matched pair:** A pair of mentor and mentee who would participate in the peer learning programme through peer mentoring.
- **Peer mentoring visit:** This refers to an activity wherein the mentor visit the mentee to understand the learning context and carry out mentoring activities.
- **Peer group:** A group of more than two peers (maximum of seven) with similar learning needs and objectives who can participate in the learning programme via study visits with the support of a mentor and a facilitator.
- **Study visit:** An activity that involves a peer group observing first-hand how a mentor city or region has implemented its sustainable energy or climate action project using an innovative financing scheme and get insights and recommendations directly from the implementers.
- **Online peer learning:** A learning activity that involves virtual discussions wherein the matched pair or peer group can discuss their issues and challenges and work on how they can achieve their learning objectives.
- **Facilitator:** An individual who supports the interaction among the matched pair or peer group by establishing the purpose of the program, steering the discussions, and collecting feedback on the peer learning process. All partners in the PROSPECT consortium will act as facilitators.



PROSPECT