

Peer Powered Cities and Regions

D6.5: Presentations at EU and national level

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Peer Powered Cities and Regions

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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 GMBH	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	



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Table of Contents

1	Objectives	7
2	Overview of Presentations	8
2.1	Format	8
2.2	Geographical area	9
2.3	Dissemination level	11
2.4	Target groups	11
2.5	Project partners involved	12

Executive Summary

In its 42 months of existence, PROSPECT has been featured in numerous events and presentations across Europe through its partners. In total, the project was presented at **60 events**, exceeding the target goal of 55.

An analysis of these events has revealed the following:

- **Format:** most events (82%) took place physically.
- **Geographical area:** although many events (32%) took place in Brussels, Belgium, in the framework of wider EU events, project partners have tried – and managed – to promote the project further than the “EU bubble” and organised many events in other countries as well (18 countries in total, well balanced across European macro-regions).
- **Dissemination level:** most events (77%) had a European reach, held in English and attended by stakeholders from across Europe. Thanks to more target events, partners have managed to start a dialogue with some local and regional authorities that were less familiar with EU opportunities and programmes.
- **Target groups:** the main types of audiences that were targeted at events are: local authorities (23%), regional authorities (15%) and energy agencies (18%), which are also the main target groups of the project and beneficiaries of the learning programme.
- **Project partners involved:** the EU networks involved in the consortium have brought many opportunities for presentation of the project across Europe. FEDARENE, as WP6 leader, has been the leader in this regard, followed by the technical coordinator IEECP.

In conclusion, PROSPECT partners have managed to achieve a wide dissemination of the project across countries and target groups through a dynamic events strategy, allowing to achieve and surpass the set objective of 55 events.

1 Objectives

To ensure a wide outreach, partners used existing events for promotion of the project and learning programme, especially during its two first years of operation. It was indeed crucial to recruit mentors and mentees and the strategy was to get a speaking slot in many events to try reaching out to PROSPECT main target groups: public authorities and their energy agencies. Later in the project, the participation of partners in events allowed to share the project results with a wide audience and increase the visibility of the programme even further. Project partners organised an increasing number of PROSPECT-branded events to achieve these objectives.

Altogether the target number of presentations was set at 55 for the consortium. This objective was evidently exceeded as the number of presentations at events reached 60.

2 Overview of Presentations

In its 42 months of existence, PROSPECT has been featured in numerous events and presentations across Europe through its partners. In total, the project was presented at 60 events, whether these were PROSPECT dedicated events or broader conferences that included a PROSPECT presentation.

Below, we analyse these events according to several variables:

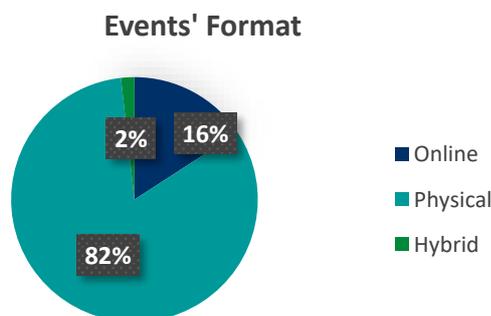
- Event format;
- Geographical area;
- Dissemination level;
- Target groups;
- And Project partners involved.

2.1 Format

Despite the impact of the Covid-19 pandemic in the last 9 months of the project (March – November 2020), forcing stakeholders across Europe to switch their events to a digital format, partners managed to organise and attend numerous physical events.

Format	Number of Events
Online	9
Physical	50
Hybrid (mix of online and physical)	1

A big majority of events (82%) were indeed physical events. Only 16% were webinars and online conferences, and one event combined the online and offline formats.



Physical events tend to be preferred to have a long-lasting impact on attendees and make sure speakers have their attention. Yet, the digital format has also allowed to spread further the knowledge gained through PROSPECT and reach people that would have not been able to travel to attend an event physically. Therefore, we conclude that the online/offline balance achieved is satisfactory.

2.2 Geographical area

Since most events took place physically, it is interesting to analyse the countries where these took place. The majority of events (32%) took place in Brussels, Belgium. This can easily be explained by the fact that PROSPECT was presented in numerous EU events all taking place in the capital of the European Union. In addition, the 4 EU networks that are part of the consortium (Climate KIC, Energy Cities, EUROCITIES and FEDARENE) all have offices in Brussels and thus organise many events there. Yet, project partners have tried to promote the project further than the “EU bubble” and organised many events in other countries as well.

Country	Number of Events
Albania	1
Austria	4
Belgium	18
Czech Republic	2
France	6
Germany	3
Greece	5
Hungary	1 ¹
Ireland	2
Italy	1
Latvia	1 ²
The Netherlands	2
Norway	1

¹ Online event but targeted Hungarian local authorities

² Hybrid event (mix of physical and online) which targeted Latvian local authorities

Poland	1 ³
Romania	1
Spain	1
Sweden	1
Switzerland	1
Online EU-wide events	8

As shown by the map below, the spread of events across European macro-regions is quite balanced. Although some EU countries are missing (Bulgaria, Croatia, Cyprus, Denmark, Estonia, Finland, Lithuania, Portugal, Slovakia) when comparing with the geographical origin of participants in the PROSPECT programme, we can see that the dissemination reached out to local authorities in this countries and this might be a result of events/presentations at EU level. Bulgaria had indeed 11 participants in the Peer Learning Programme, Croatia 9, Cyprus 2, Denmark 2, Estonia 2, Lithuania 1 and Portugal 25.

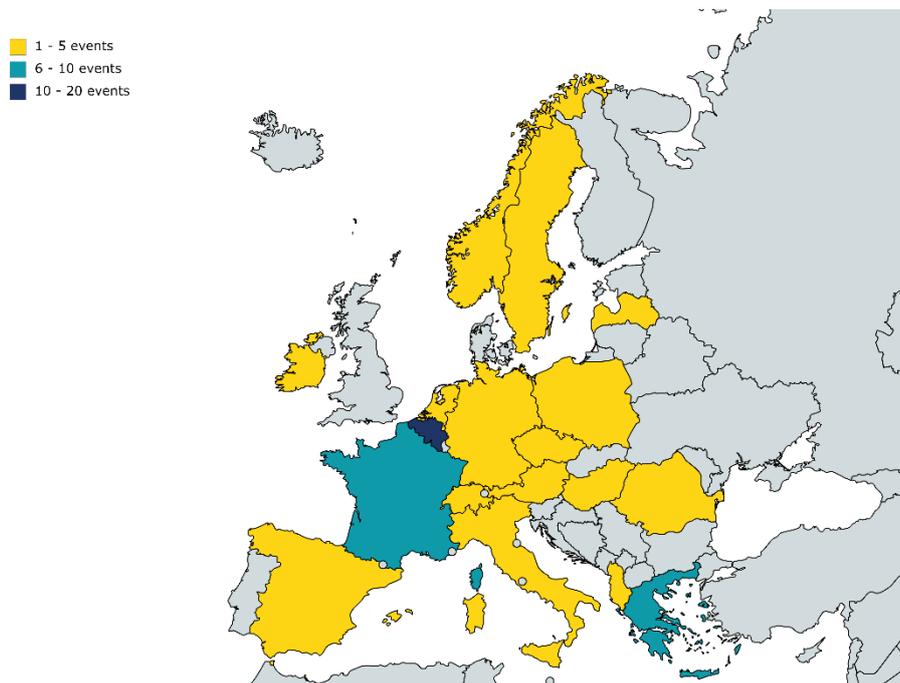


Figure 1: Number of presentations of the project per country

To have a clear picture, we also have to take into account the dissemination level of each event, analysed in the next section.

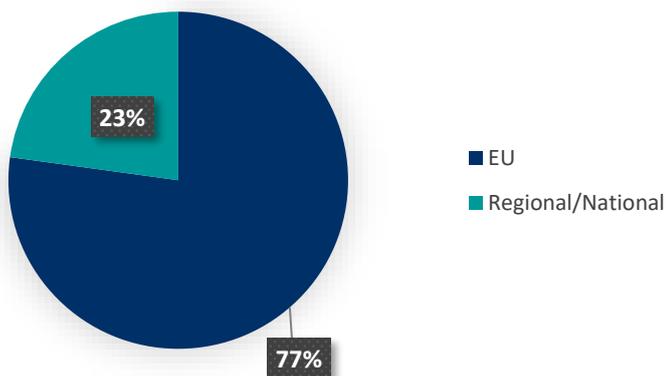
³ Online event but targeted Polish local authorities

2.3 Dissemination level

Most events attended and organised by PROSPECT partners had a European reach (77%), which means most of the time these events were held in English and targeted stakeholders from the whole European Union (sometimes even further). However, we have also tried to organise and join more targeted events to avoid reaching only people already familiar with European programmes and opportunities, but also start a dialogue with those local and regional authorities with less EU experience. This often implies the need for local events conducted in the national language.

Dissemination Level	Number of Events
EU	47
Regional/National	13

Events' Dissemination Level



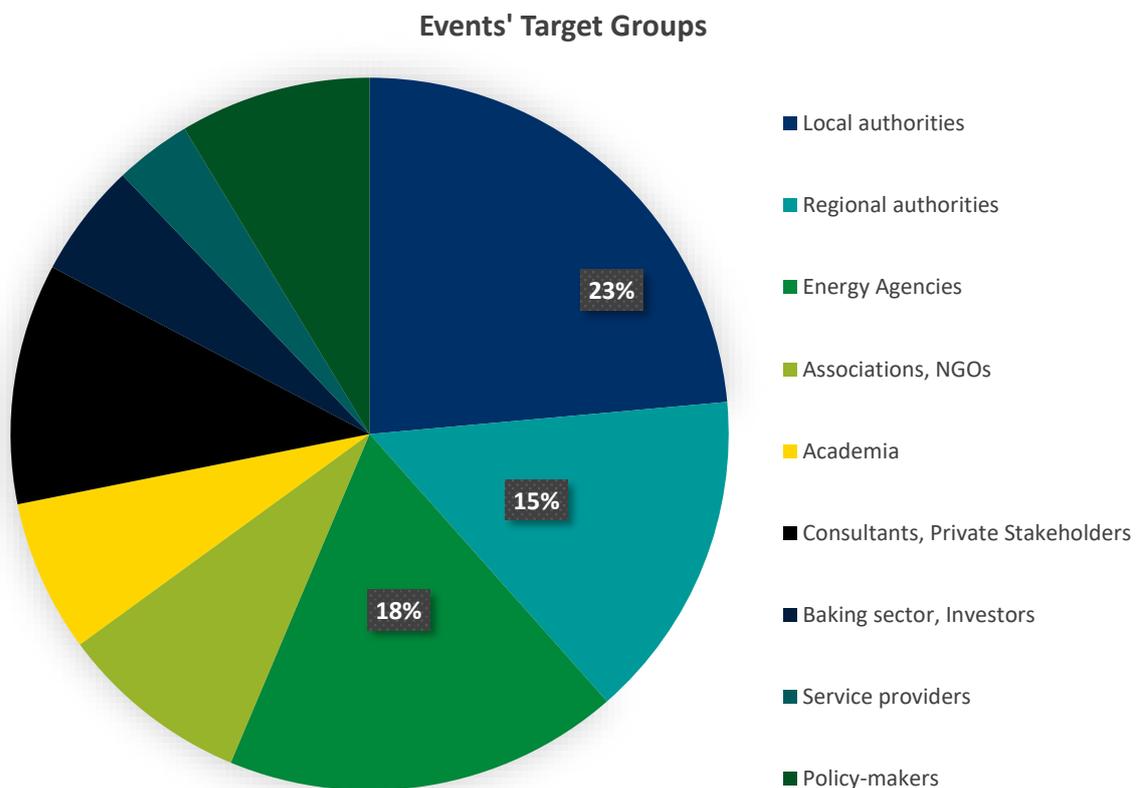
2.4 Target groups

Out of the 60 events that were organised, each group was targeted:

Target group type	Number of events targeting these groups
Local authorities	43 times
Regional authorities	26 times
Energy Agencies	31 times
Associations, NGOs	15 times
Academia	15 times
Consultants & private stakeholders	19 times

Banking sector & investors	9 times
Service providers	6 times
Policy-makers	15 times

As expected, the main types of audiences that were targeted at events are: local authorities (23%), regional authorities (15%) and energy agencies (18%), which are also the main target groups of the project and beneficiaries of the learning programme. The other stakeholders of the field are also important to further spread the visibility of the project, its main outcomes and lessons learnt. In addition, inviting various stakeholders has allowed local and regional authorities to network and connect with them, encouraging them to reach out to new target groups, expand their horizon, and ultimately their financing opportunities.

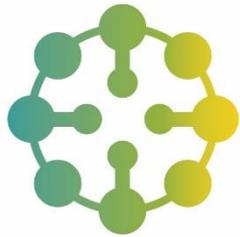


2.5 Project partners involved

Finally, the last table shows that most events were initiated by WP6 leader FEDARENE, who has managed to take advantage of its European position and network to promote the project across Europe. EUROCITIES has also taken a similar approach. As technical coordinator with a global view of the project, IEECP has joined many events to present PROSPECT.

Country	Number of Events
Climate KIC	2
Energy Cities	4
ESV	3
EUROCITIES	16
FEDARENE	27
IEECP	10
IHS	2
S.Energia	1
UPRC	6

NB: Some events are counted twice in this last table as a few events (6) were co-organised and co-presented by several project partners. This explains that the total number exceeds the 60 events organised. This team effort allowed to gather a bigger number of participants, from different regions and sectors.



PROSPECT