

# Peer Powered Cities and Regions

## Deliverable 6.3: Summary of communication pack of PROSPECT

August 2020



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**Peer Powered Cities and Regions**

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 Scientific Coordinator – **Vlasios Oikonomou**,  
*IEECP*, [vlasis@ieecp.org](mailto:vlasis@ieecp.org)











 Legal Coordinator – **Stelios Grafakos**,  
*IHS*, [s.grafakos@ihs.nl](mailto:s.grafakos@ihs.nl)

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<b>Responsible scientist/administrator:</b>	<b>Vangelis Marinakis (UPRC)</b>
<b>Author(s):</b>	<b>Vangelis Marinakis, Dimitra Tzani, Katerina Papapostolou, Alexandros Flamos (UPRC), Mia Dragović Matosović (IEECP), Melissa Miklos (FEDARENE)</b>

## 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 ASBL	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

<b>1</b>	<b>Introduction .....</b>	<b>8</b>
<b>2</b>	<b>The website.....</b>	<b>9</b>
<b>2.1</b>	<b>General structure .....</b>	<b>9</b>
2.1.1	“Home” page .....	10
2.1.2	Get involved .....	11
2.1.3	Learning programme .....	13
2.1.4	Library .....	14
2.1.5	About .....	23
2.1.6	Help & Contact.....	26
<b>2.2</b>	<b>Analytics .....</b>	<b>29</b>
<b>3</b>	<b>Communication Pack.....</b>	<b>31</b>
3.1	The PROSPECT LOGO .....	31
3.2	The Graphic Guidelines Handbook.....	31
3.3	The templates .....	32
3.4	The PROSPECT standard presentation .....	36
3.5	The icons of the five modules .....	37
3.6	The learning Handbooks.....	38
3.7	The PROSPECT Leaflet.....	39
3.8	The peer-mentoring and study-visit booklets .....	41
3.9	The PROSPECT Postcards .....	41
3.10	The PROSPECT Roll-Up.....	42
3.11	The bespoke event Postcards.....	43
3.12	The PROSPECT Newsletter .....	44
3.13	Book Chapter about PROSPECT.....	45
3.14	Bespoke Graphics for innovative financing schemes .....	46
<b>4</b>	<b>Conclusion.....</b>	<b>48</b>

## Figures

Figure 1: Website structure .....	9
Figure 2: Menu bar .....	9
Figure 3: Footer and EU disclaimer .....	10
Figure 4 Elements of the “home” page .....	11
Figure 5 The application form links on the “Get involved” page .....	12
Figure 6 The PROSPECT Video and GDPR Compliance declaration.....	13
Figure 7 Graphical elements on the “Learning programme” page.....	14
Figure 8 The PROSPECT Database .....	15
Figure 9 Mentors Corner .....	16
Figure 10 Mentors Corner dedicated sections .....	16
Figure 11 PROSPECT Good Practices .....	17
Figure 12 The PROSPECT Recommendation - Decision Matrix Tool.....	18
Figure 13 The PROSPECT Replication Assessment and planning benchmark .....	18
Figure 14 PROSPECT Results Submenu.....	19
Figure 15 Download of the PROSPECT leaflet on the “Dissemination and Media” page .....	20
Figure 16 PROSPECT Postcards and Newsletter Archive.....	21
Figure 17 The PROSPECT Cross Promotion Submenu .....	22
Figure 18 PROSPECT Library Online Materials .....	23
Figure 19 Entries on the “News & Events” page .....	24
Figure 20 Keep in Touch with PROSPECT.....	25
Figure 21 Partner representation on the “Who we are” page .....	25
Figure 22 The thematic modules on the “About PROSPECT” page.....	26
Figure 23 Overview of the FAQ and Terminology categories.....	27
Figure 24 Example for an FAQ category .....	28
Figure 25 The PROSPECT helpdesk .....	29
Figure 26 PROSPECT Website Analytics – from creation through Jul 1, 2020 .....	30
Figure 27 PROSPECT Website Analytics – from creation through Jul 1, 2020 .....	30
Figure 28 PROSPECT Official Logo.....	31
Figure 29 PROSPECT Graphic Guidelines Handbook .....	31
Figure 30 PROSPECT Agenda Template.....	33
Figure 31 PROSPECT Commentaries Template .....	33

Figure 32 PROSPECT Deliverable Template .....	34
Figure 33 PROSPECT Discussion Brief Template.....	35
Figure 34 PROSPECT Policy Brief Template .....	35
Figure 35 PROSPECT Presentation Template .....	36
Figure 36 PROSPECT Working Document Template .....	36
Figure 37: PROSPECT power point template.....	37
Figure 38 POSPECT Icons of the Modules.....	38
Figure 39 The five Handbook covers .....	38
Figure 40 PROSPECT Leaflet – Inside.....	40
Figure 41 PROSPECT Leaflet - Outside.....	40
Figure 42 The PROSPECT Booklets for Study Visits and Peer Mentoring Activities.....	41
Figure 43 Postcard for PROSPECT Mentees .....	42
Figure 44: PROSPECT roll up banner .....	43
Figure 45 PROSPECT postcards for event promotion .....	44
Figure 47 The Newsletter of PROSPECT .....	45
Figure 48 Book Chapter dedicated to PROSPECT .....	46
Figure 49 Financing scheme infographics .....	47
Figure 50 Financing scheme infographics .....	47

## 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 communication tools, such as posters, logos etc.

The main scope of this deliverable (D6.3) is to present and analyse the performance of all the tasks related to the communication of results of the project. Certain guidelines were created and respected throughout the duration of PROSPECT, which will be described in the following pages too.



## 2 The website

### 2.1 General structure

The website content is structured in six main pages, three of which are further split in different subpages. The initially planned structure has been slightly altered during the development of the website for usability purposes. Below an overview of the structure:

Home	Get Involved	Learning Programme	Library	About	Help & Contact
			Participants' Database	News & Events	FAQs & Terminology
			Mentors' Corner	Keep in Touch with PROSPECT	Helpdesk
			Good Practices	Who we are	
			Recommendations-Decision Matrix	About PROSPECT	
			Replication Assessment and planning		
			Results		
			Dissemination & Media		
			Cross Promotion		
			Library Online Materials		
Menu					
Submenu					

**Figure 1: Website structure**

The next subchapters describe in detail the purpose and content of each of these pages and how visitors can interact with the project outcomes (cf. 2.1.1 to 2.1.6).

The top of each page shows the PROSPECT logo next to the menu bar which indicates to the visitor his current position in the website structure. As a design element, the menu bar is accompanied by an atmospheric picture individual for each page displayed over the full width of the screen.



**Figure 2: Menu bar**

At the bottom of each page, the menu bar is mirrored in the footer, so that visitors can easily navigate to a different content page when at the end of a page. Further, the disclaimer indicates the legal information for the project within the EU context. Social media icons facilitate the engagement of the visitor with the social media channels set up for the programme (LinkedIn and Twitter). The helpdesk sign links internally to the helpdesk page (cf. 2.1.6.2 for details).



Figure 3: Footer and EU disclaimer

### 2.1.1 “Home” page

The landing page of the PROSPECT website is the “home” page which introduces the learning programme and contains the dynamic elements of the website (map, news feed, infographic etc.). The page displays the following items:

- An introductory text describing PROSPECT;
- A direct Call-to-action linking to the “Get involved” page of the website and therefore to the application forms for mentors and mentees;
- A news section showcasing the latest news items;
- An Infographic which presenting the main outcomes of the project. The infographic is further analysed in a following section;
- A map of PROSPECT participants to underline the European scope of the project;
- The partners that comprise the PROSPECT consortium.

The content of the “home” page is intended to give the visitor an overview of the programme, raise interest in the content and show visitors how to enter the discussion on the topic of innovative financing for cities. The constantly updated dynamic elements ensure that visitors find a changing content on the main page, making it interesting for visitors to return to the website regularly.

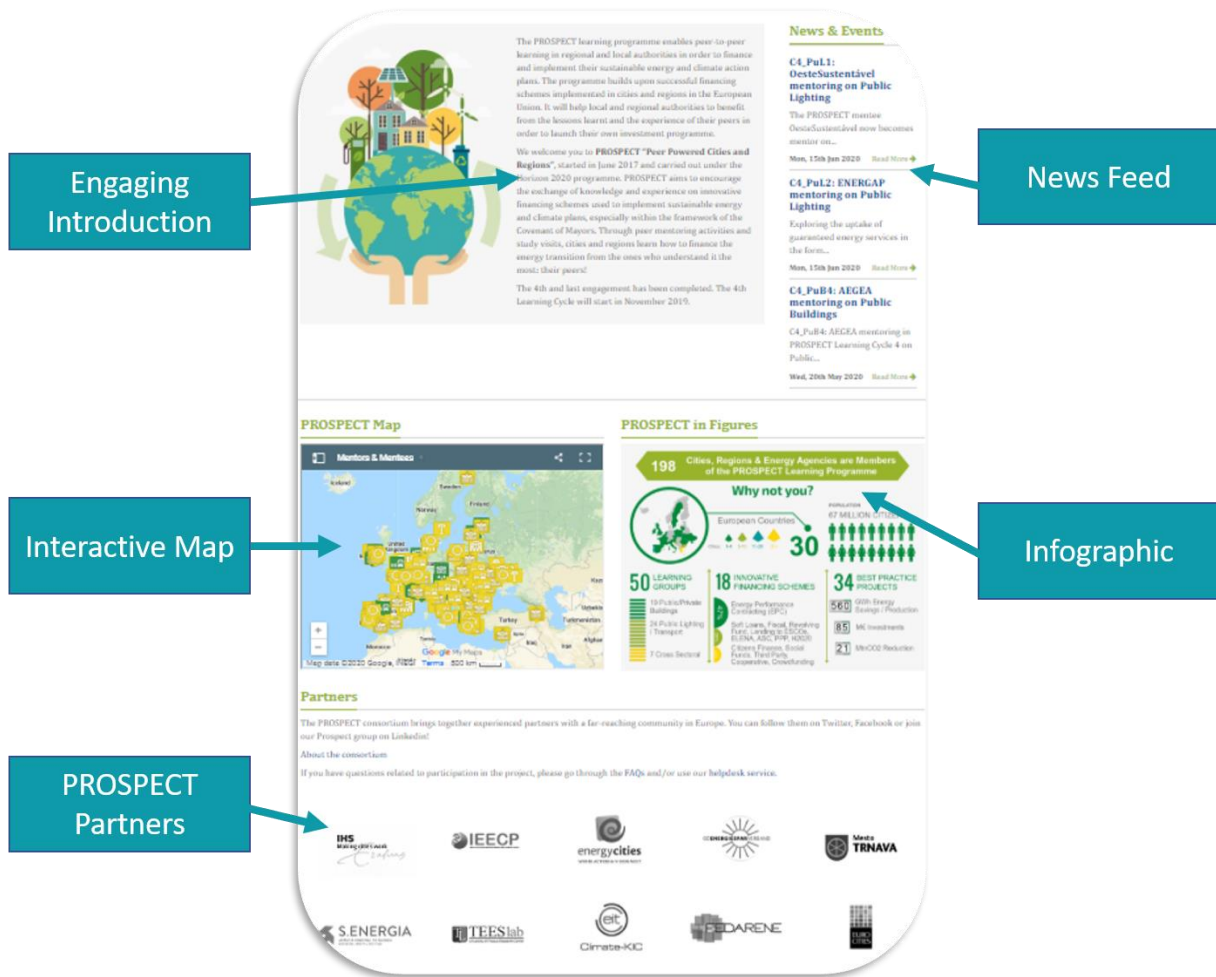


Figure 4 Elements of the “home” page

## 2.1.2 Get involved

The “Get involved” section of the website hosts the links to the application forms for mentors and mentees and provides practical information about the learning programme’s learning cycles, role descriptions of mentors and mentees, eligibility criteria for participation etc.

The application forms are hosted on Google (as Google forms) and were accessible during the respective engagement campaigns of each learning cycle. This solution was based on budgetary criteria: setting up an application form embedded in the website structure would have taken many resources and would not have allowed the same level of flexibility as Google Forms. This way, insights from each learning cycle can be included and the application forms were easily updated accordingly.

The “Get involved” page is the main engagement element of the website and serves information purposes at the same time. For this purpose, the PROSPECT introductory video has been embedded to the page, so that interested visitors can easily learn about PROSPECT and how to become engaged with the programme.

In addition, at the bottom of the page there is the projects GDPR compliance declaration.

## Get involved

### Join the learning programme

Applications for the PROSPECT peer-to-peer learning programme are now closed. The 4th and last learning cycle is currently taking place and will close by June 2020.

However, as PROSPECT is entering its last phase, the project team will be disseminating project results and organising several events in the coming months. Therefore, we advise you to:

- [Keep in touch with PROSPECT](#) to receive all latest news & events by email
- Check our [News and Events page](#) regularly

All local authorities, regions and their energy and climate agencies or municipal companies are welcomed to join PROSPECT events and webinars.

### Apply as a Mentor

A mentor is an individual who represents a team within an organisation which has expertise in using **innovative financing schemes** for implementation of **sustainable energy and climate action projects**. As a mentor, you will share your knowledge and be engaged in a meaningful relationship with one or more peers. You will also be supported by a facilitator from PROSPECT, who will help you in conducting the learning programme and interacting with the mentees. This mentoring experience offers many benefits for mentors, such as: +info

- **Showcasing** achievements of their cities or regions at European level improving their mentoring and leadership skills
- Being **recognised** for future 'expert' positions, thanks to a certification process
- Getting **additional feedback** on their projects by confronting your experience with peers working on the same issues
- Seeing things from a **different angle** and reflecting on **future challenges**
- Having the chance of participating in **further study visits** organised by other mentors

We will feature your city or region as a **best practice** on innovative financing and give it **visibility** in our PROSPECT communication materials and mentors' corner! PROSPECT will also offer its mentor cities and regions the possibility to take part for **free** in one of the study visits organised in the learning programmes.

The last call for mentor applications closed on 1st of August 2019.




### Apply as a Mentee

A mentee is an individual representing a local or regional authority interested in implementing its **sustainable energy and climate action plans**. As a mentee, you will learn from an **experienced peer** on how to finance a sustainable energy project using an **innovative financing scheme**. Through this peer-to-peer learning experience, the mentees will have the opportunity to: +info

- **Learn** from other projects implemented in Europe and apply what they learned in their own context
- Get tailor-made assistance adapted to their learning objectives and needs
- Confront **ideas** with peers, share their **experience** and challenge their **knowledge** to come up with **new solutions**
- Get **direct access** to a network of cities, regions, and energy agencies facing similar challenges

Figure 5 The application form links on the “Get involved” page

View PROSPECT introductory video:



**GDPR Compliance**

Through the PROSPECT project, the only data we gather is basic data from people wanting to join our learning programme and filling out the application form. If you are worried about the security of your data, you can relax; We recognize the General Data Protection Rules (GDPR) and we are taking the following actions to comply to GDPR and to protect your data:

- We ask for your consent when filling out our application;
- We use your data only for the purpose you gave it for (applying for our programme);
- We ask only minimal personal data (e-mail, name, job function, city/region) and we give you an option to revoke your consent by writing to us through our helpdesk. If you choose to do so, we will delete all your data;
- We will make sure to delete all your private data after the project is finished;
- We will notify you in case there is any breach of security regarding data you have shared with us.

If there is anything else concerning you regarding the data you gave us or your privacy, or if you are getting unwanted emails from us, please, write to us through our helpdesk. We will make sure to correct this and our intention is to only target people who are genuinely interested in our free learning programme.

Figure 6 The PROSPECT Video and GDPR Compliance declaration

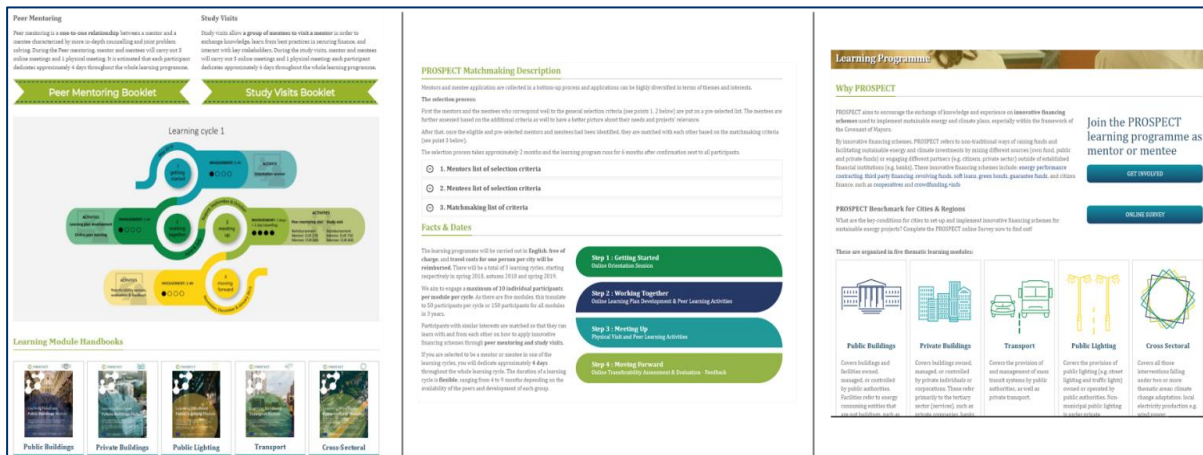
### 2.1.3 Learning programme

The “Learning programme” page offers more detailed information about several aspects of PROSPECT:

- The rationale behind PROSPECT;
- The presentation of the five thematic learning modules;
- The PROSPECT Matchmaking Description and the related criteria;
- The different steps of the learning programme;
- The two different learning modes offered in the learning programme (peer mentoring vs study visits);
- Formalities around participation (language, group size, reimbursements etc);
- The Learning Module Handbooks.

The content for the page has been set up in different formats. Whereas the detailed booklets about Peer Mentoring and Study Visits are offered as downloadable PDF files, the information about the programme structure and the learning modules have been adapted in graphics to be visually appealing and easy to understand.





The screenshot displays the 'Learning programme' page with several key sections:

- Peer Mentoring:** Describes a one-to-one relationship between a mentor and a mentee, supported by a 'Peer Mentoring Booklet'.
- Study Visits:** Involves a group of mentees visiting a mentor to exchange knowledge, supported by a 'Study Visits Booklet'.
- PROSPECT Matching Description:** Details the selection process, including criteria for mentors and mentees, and a list of selection criteria.
- Learning Programme:** A central graphic showing 'Learning cycle 1' with a circular flow of activities: 'Learning cycle 1' (Introduction, Learning objectives), 'Learning cycle 2' (Learning objectives, Learning activities), 'Learning cycle 3' (Learning objectives, Learning activities), and 'Learning cycle 4' (Learning objectives, Learning activities).
- Why PROSPECT:** Explains the program's goal to encourage knowledge exchange and improve sustainable energy and climate plans.
- PROSPECT Benchmark for Cities & Regions:** Provides information on the benchmark's purpose and how to get involved.
- Get Involved:** A prominent button in the top right corner.
- Learning Modules:** A row of five booklets: Public Buildings, Private Buildings, Public Lighting, Transport, and Cross Sectoral.

Figure 7 Graphical elements on the “Learning programme” page

Since, these new information could trigger interest in joining the learning programme, a call-to-action has been implemented on this page as well. The upper right corner of the page reads “Join the PROSPECT learning programme as mentor or mentee” followed by a button linking to the “Get involved” page of the website. Furthermore, the page contains the link to the PROSPECT Benchmark for Cities & Regions, thus linking to another online element specifically developed for local authorities joining the programme.

## 2.1.4 Library

The “Library” section of the website is meant to make the relevant documents of the project publicly available and to showcase results, the network and related material. It is split in nine different subpages to present the content in a clearly arranged manner. This section is the one that changed and grew the most throughout the project, as more publications were developed and cross-promotion partnerships were established.

### 2.1.4.1 Participants Database

This subsection includes all the information available regarding the participants of the 4 learning cycles (i.e. PROSPECT mentors and mentees). In the form of a table, the viewer can see every PROSPECT member, the group they take part in, their status in the group, the name of their project, their location, and many other attributes.

The sorting capabilities of this tool and the embedded search function make the navigation in the database quite easy and practical.

Participants Database							
<p>This section contains all the participants of the PROSPECT Learning Programme, as well as the respective information related to their peer learning activities (City/Region, Country, Financing Scheme, Learning Module, Learning Group, Role in the Learning Programme and the projects, which were discussed during the online sessions and the physical meeting). Moreover, all the aforementioned categories can also serve as filters, whereas users can also search independently for specific information, in which they are interested.</p>							
Show <input type="text" value="10"/> entries							Search: <input type="text"/>
Organisation	City Region	Country	Mentor Mentee	Module	Financing Scheme	Learning Group	Good Practice
Piemonte Region	Piemonte Region	Italy	Mentor	Public Buildings	EPC, Third Party	C2_PuB3	2020Together, STEPPING Pilot Actions in Alto Alentejo
Province of Girona	Province of Girona	Italy	Mentor	Public Lighting	EPC	C2_PuL2, C2_PuL3	BEenergi
REA - Regional Energy Agency North	Koprivnica	Croatia	Mentor	Public Lighting	Revolving Fund	C2_PuL4	INFINITE Solutions
ZEZ - Green Energy Cooperative	Zagreb	Croatia	Mentor	Public Buildings	Citizens Finance, Crowd Funding	C2_PuB1, C4_PuB1	"Green Energy Cooperative"
EECU - Association "Energy Efficient Cities of Ukraine"	Lviv	Ukraine	Mentor	Public buildings	EPC	C3_Ukr	"Improvement of energy efficiency in public buildings of the city of Dnipro using energy-performance contracting"
AGENEAL - Municipal Energy Agency	Almada	Portugal	Mentor	Public Buildings	Revolving Fund	C1_PuB	Almada Less Carbon Climate Fund

Figure 8 The PROSPECT Database

### 2.1.4.2 Mentors' Corner

In this subsection, all the learning groups across the 4 learning cycles of PROSPECT are showcased. The groups, 50 in total, are sorted and grouped based on their assigned mentor. It aims to capture results of the project as well as to facilitate the replication of the project outcomes. Here, it is planned to make accessible many peer-to-peer learning reports gathered from participants of PROSPECT.

Every learning group has its own dedicated section in this submenu, where the viewer can see all the group participants, the location, the financing scheme that the group focused on, along with the relevant links to the mentor website and the dedicated page for each of the learning groups ("learning group status").

### Mentors' Corner



In this section you can find detailed descriptions about the mentors of the PROSPECT learning programme, their learning groups and the respective mentees. Each mentor is accompanied by a detailed description concerning the learning module of the group, the innovative financing schemes covered by the sessions, as well as the type of the learning activities (peer mentoring or study visit). The context of this section will be regularly updated in accordance with the progress of the learning programme.

*Select each of the PROSPECT mentors to learn more:*

- Local Energy Agency of Lyon (France)
- AGENEAL - Local Energy Management Agency of Almada (Portugal)
- EnergaP - Energy Agency of Podravje (Slovenia)
- ESV - OÖ Energiesparverband (Austria)
- Energy Agency of Savinjska, Šleska and Koroška Region (Slovenia)
- Regional Energy Agency North, Koprivnica (Croatia)
- Province of Girona (Spain)
- Energy Efficiency Fund (Bulgaria)
- Tipperary Energy Agency (Ireland)
- Piemonte Region (Italy)
- SMART CITY Litoměřice (Czech Republic)
- Development Agency of Karditsa (Greece)
- ZEZ - Green Energy Cooperative (Croatia)
- City of Assen (Netherlands)
- Municipality of Sant Cugat del Vallès (Spain)
- 3 Counties Energy Agency (Ireland)
- Municipality of Valladolid (Spain)
- EECU - Association "Energy Efficient Cities of Ukraine" (Ukraine)
- AEGEA - "Aegean Energy and Environment Agency" (Greece)
- OesteSustentável - "Energy Agency of Oeste" (Portugal)
- EAP - Plovdiv Energy Agency (Bulgaria)

Figure 9 Mentors Corner





	<p><b>Energy Agency of Savinjska, Šleska and Koroška Region (Slovenia)</b></p> <p><b>C3_PuB1: Public Buildings   Energy Performance Contracting   Study Visit</b></p> <p>Mentees: Municipality of Siemiatycze (Poland), Municipality of Bydgoszcz (Poland), Municipality of Loures (Portugal), Municipality of Matosinhos (Portugal), Municipality of Sarajevo (Bosnia &amp; Herzegovina), Municipality of Egaleo (Greece)</p> <p style="text-align: right;"><a href="#">VISIT MENTOR WEBSITE →</a></p> <p style="text-align: right;"><a href="#">LEARNING GROUP STATUS →</a></p>
	<p><b>Regional Energy Agency North, Koprivnica (Croatia)</b></p> <p><b>C2_PuL4: Public Lighting   Revolving Fund   Study Visit</b></p> <p>Mentees: Barcelona Province (Spain), Regional Energy Agency of Northern Småland (Sweden), Amarante (Portugal), Beja (Portugal)</p> <p style="text-align: right;"><a href="#">VISIT MENTOR WEBSITE →</a></p> <p style="text-align: right;"><a href="#">LEARNING GROUP STATUS →</a></p>
	<p><b>Province of Girona (Spain)</b></p> <p><b>C2_PuL2: Public Lighting   Energy Performance Contracting   Study Visit</b></p> <p>Mentees: Taraclia (Moldova), Nesebar (Bulgaria), Vila Nova de Poiares (Portugal), Alba Iulia (Romania), Svilengrad (Bulgaria), Aegean Energy Agency (Greece)</p> <p style="text-align: right;"><a href="#">VISIT MENTOR WEBSITE →</a></p> <p style="text-align: right;"><a href="#">LEARNING GROUP STATUS →</a></p>
	<p><b>Province of Girona (Spain)</b></p> <p><b>C2_PuL3: Public Lighting   Energy Performance Contracting   Study Visit</b></p>

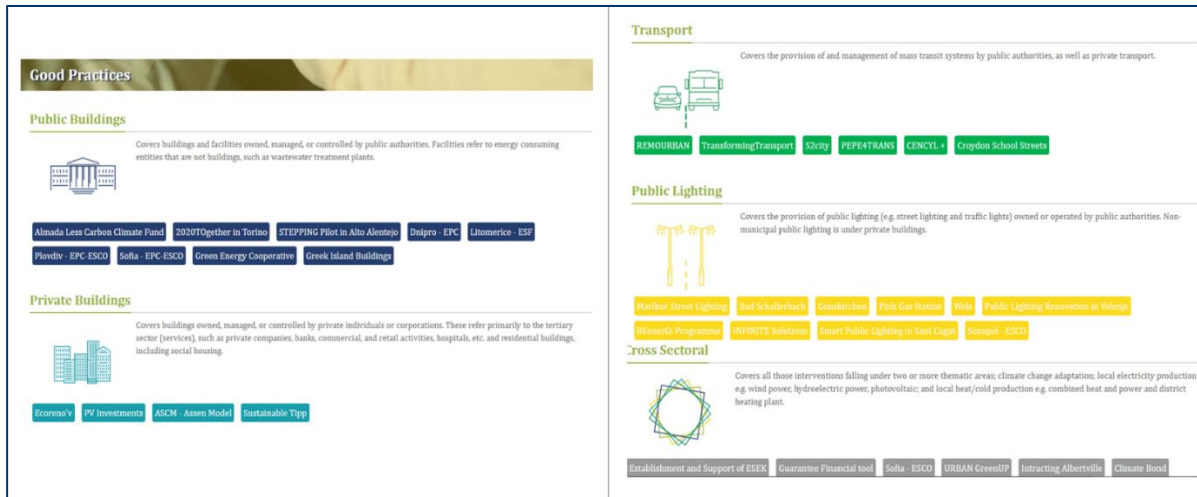
Figure 10 Mentors Corner dedicated sections



### 2.1.4.3 Good Practices

In this subsection the viewer can navigate through all the good practices that the learning activities are based on.

These exemplary projects, 36 in total, are implemented (or are currently being implemented) by PROSPECT mentors and function as learning bases in all the learning groups. They are grouped by their relevant module.



The screenshot displays the 'Good Practices' section of the PROSPECT platform, organized into several thematic categories:


- Public Buildings:** Described as buildings and facilities owned, managed, or controlled by public authorities. It lists projects such as Almada Less Carbon Climate Fund, 2020Together in Torino, STEPPING Pilot in Alto Alentejo, Daipro - EPC, Lithomeric - EPC, Playby - EPC ESCO, Sofia - EPC ESCO, Green Energy Cooperative, and Greek Island Buildings.
- Private Buildings:** Described as buildings owned, managed, or controlled by private individuals or corporations. It lists projects like Ecoarea's, PV Investments, ASCM - Assen Model, and Sustainable Tipp.
- Transport:** Covers the provision and management of mass transit systems. It lists projects: REMOURBAN, Transforming Transport, Excity, PEPFTRANS, GENCL, and Croydon School Streets.
- Public Lighting:** Covers the provision of public lighting (e.g., street lighting and traffic lights) owned or operated by public authorities. It lists projects: Marine Street Lighting, Red St. Kullerback, Quasimodo, Park Gas Station, Wink, Public Lighting Renovation in Helsinki, Research Programme, INFINITY Solutions, Smart Public Lighting in Saint-Cyprien, and Glasgow ESCO.
- Cross Sectoral:** Covers interventions falling under two or more thematic areas. It lists projects: Establishment and Support of ESEK, Guarantee Financial tool, Sofia - ESCO, URBAN GreenUP, Intracting Albertville, and Climate Bond.

Figure 11 PROSPECT Good Practices

### 2.1.4.4 Recommendations - Decision Matrix

In this submenu the viewers can familiarise themselves with the “PROSPECT Recommendations-Decision Matrix tool for selecting financing schemes”. The tool is briefly described and includes a link at the bottom of the page via which the viewer can download the tool and perform simulation relevant to their use case.

### Recommendations - Decision Matrix



**PROSPECT Recommendations-Decision Matrix tool for selecting financing schemes**

This self-assessment tool contains a set of questions, which help to determine which financing scheme will be the most suitable for the local authority to implement for local sustainable energy and climate project investments. It consists an easy-to-grasp checklist that assists a local authority in its first decision-making steps to decide against a set of financing alternatives (EPC, Third-party financing, Revolving funds Cooperative and Crowdfunding, Guarantee funds, Soft Loans, Green bonds), it compares them and proposes the most suitable one

There are 4 sectors of recommendation:

- Public Buildings
- Public Lighting
- Private Buildings
- Cross-sectoral

For each sector, there are specific innovative financing schemes that could be best adopted in. For each financing scheme, the user should answer the questions by selecting one of the pre-determined (YES/NO) answers provided. These questions represent the pre-requisites for implementing each innovative financing scheme at the local level

PROSPECT Recommendations-Decision Matrix tool provides an ease of implementation rate (%) for each financing scheme with regard to general framework conditions.

The financing scheme with the majority of positive answers (YES) is likely to be a suitable choice for your city/region.

More information to help you make a choice based on project-specific characteristics is also available in the [PROSPECT Learning Handbooks](#).


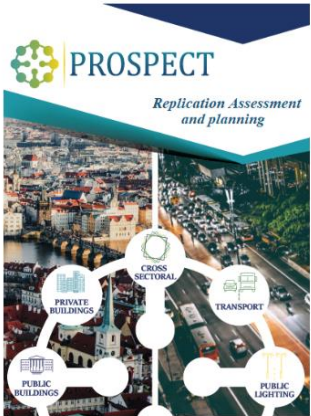
[Access the Excel-Tool file and the User Guide here!](#) 

Figure 12 The PROSPECT Recommendation - Decision Matrix Tool

#### 2.1.4.5 Replication Assessment and planning

In this submenu each viewer can download via link the “PROSPECT Benchmark for integrated learning Report”. This report represents a "City Capacity Assessment Framework" that is focused on city planning, financing, and implementation capacity for sustainable energy related projects.

### Replication Assessment and planning



**Report on PROSPECT Benchmark for integrated learning**

The aim of the PROSPECT is to empower regional and local authorities to make use of best practices in developing financing for sustainable energy plans. This report represents a "City Capacity Assessment Framework" that is focused on city planning, financing and implementation capacity for sustainable energy related projects.


[Access the PROSPECT Benchmark for integrated learning Report here!](#) 

Figure 13 The PROSPECT Replication Assessment and planning benchmark

#### 2.1.4.6 Results

On the “Results” sub-page, visitors will be able to access and download all PROSPECT deliverables with public dissemination level. These are the ones belonging to the following categories:

- Engagement process in peer to peer learning activities;
- Development of the PROSPECT learning programme;
- Launching and Monitoring the peer to peer learning programme;
- Replication assessment and planning;
- Communication and dissemination reports.

This way, all project results will be available to a wide public.

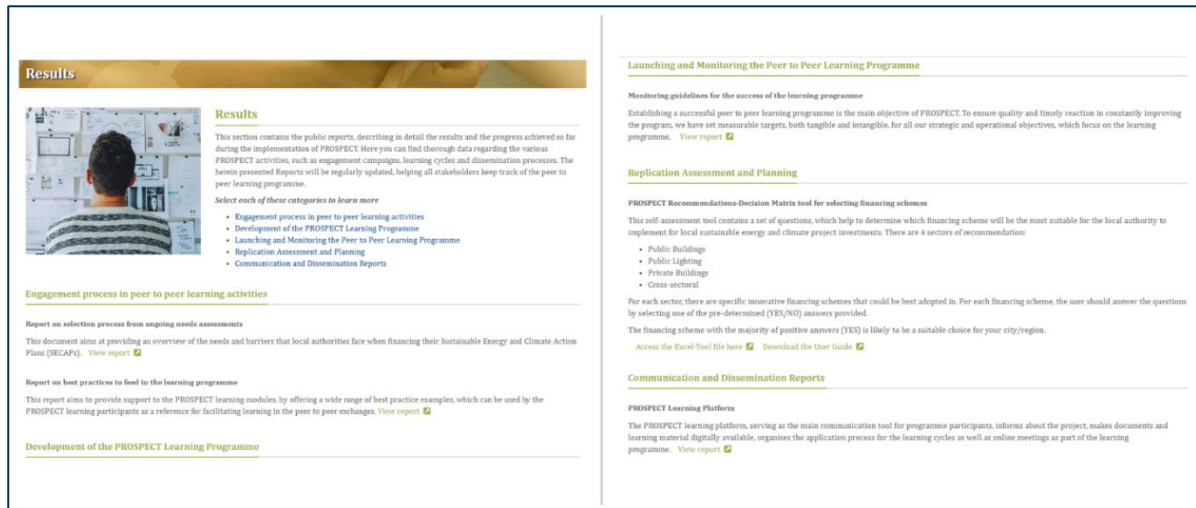


Figure 14 PROSPECT Results Submenu

### 2.1.4.7 Dissemination & Media

In the “Dissemination & Media” submenu, all communication materials around PROSPECT are offered for inspection and download by the viewers. Namely the page is divided into five topics:

- The leaflet in English as well as translations into several European languages;
- Infographics;
- Videos;
- Postcards;
- Newsletter Archive.

This section of the website therefore supports the engagement campaigns of the programme.

## Leaflet



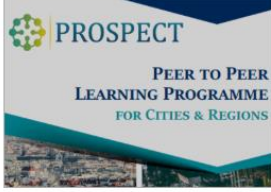
### PROSPECT Leaflet

Download the PROSPECT leaflet to have all information about the peer-to-peer learning programme at hand. Feel free to share this with your network!

-  [Download English Version →](#)
-  [Download French Version →](#)
-  [Download Portuguese Version →](#)
-  [Download German Version →](#)
-  [Download Greek Version →](#)
-  [Download Italian Version →](#)
-  [Download Polish Version →](#)
-  [Download Dutch Version →](#)
-  [Download Croatian Version →](#)
-  [Download Slovakian Version →](#)


Figure 15 Download of the PROSPECT leaflet on the “Dissemination and Media” page

### Postcards & Posters




**PROSPECT Roll Up for the events organized by the PROSPECT team or hosted by**

[Download Roll Up](#)




**How to set up soft loans mechanisms to improve the private building stock in your**

[Download Postcard](#)




**ingenious project pooling in financing public transport at regional level?**

[Download Postcard](#)




**Is a revolving fund the solution to improve the energy performance of your**

[Download Postcard](#)



**Need to improve your skills in Energy Performance Contracting?**

[Download Postcard](#)



**21 cities, regions and energy agencies are learning from 6 expert peers on financing**

[Download Postcard](#)

---

### Newsletter Archive

Here you can download all the PROSPECT Newsletters!

[Download the 1st Newsletter](#)

Figure 16 PROSPECT Postcards and Newsletter Archive

#### 2.1.4.8 Cross-promotion

The sub-page “Cross-promotion” contains a variety of external links to projects, initiatives and organisations with goals and activities similar to those of PROSPECT. These links are organised by different topics:

- Project Framework;
- Initiatives;
- Other projects;
- Organisations.

This library of related initiatives serves two purposes for the website visitor. Firstly, it helps to put PROSPECT in the context of supporting / related initiatives. Secondly, it offers access to other projects which might be interesting for the target group of PROSPECT (i.e. local and regional authorities and their agencies). From a project perspective, the cross-promotion offers the possibility to give organisations and projects visibility that are helping with the engagement campaigns and the overall promotion of the project.



The screenshot displays the 'Cross Promotion' sub-menu on the PROSPECT website. It is divided into two main columns. The left column lists various initiatives and projects, including 'EmBuild', 'ALLIES', 'Sustainable energy finance forums', 'EIP-SCC', 'MEDNICE / Interreg-MED horizontal', and another 'EIP-SCC' entry. The right column features a 'Project Framework' section with a 'European Commission' entry, an 'Initiatives' section with 'Covenant of Mayors for Climate & Energy' and 'Horizon 2020', and a 'ManagEnergy' logo at the bottom.

Figure 17 The PROSPECT Cross Promotion Submenu


### 2.1.4.9 Library Online materials

The “Online materials” page offers an overview and direct links to educational Webinars, Online videos, PROSPECT Handbooks and scientific publications relevant to the project.

The viewer can access to all the above material free of charge. Therefore, on the one hand, the page can be used by mentees involved in the programme before the start of their learning cycle to gain useful knowledge about the financing scheme(s) which will be part of their individual programme. On the other hand, as the website is publicly accessible, the page further serves as a general information pool for trainings about innovative financing schemes to a broader audience.



**Library Online Materials**




### Online Materials on Financing Solutions and Innovative Schemes


On this page, you will be able to find an array of videos and webinars aimed at aiding in the understanding of financing solutions and innovative financing schemes. These online materials are organized into various topics. With the idea that there will be comprehensive, the topics are arranged to build on each other and create a deeper understanding of the intersection between financing and sustainable energy and climate actions.


---

### PROSPECT Handbooks



**Learning Handbook: Public Buildings Module**  
**Theme: Public Buildings**

[Open Handbook](#) 



**Learning Handbook: Private Buildings Module**  
**Theme: Private Buildings**


[Open Handbook](#) 

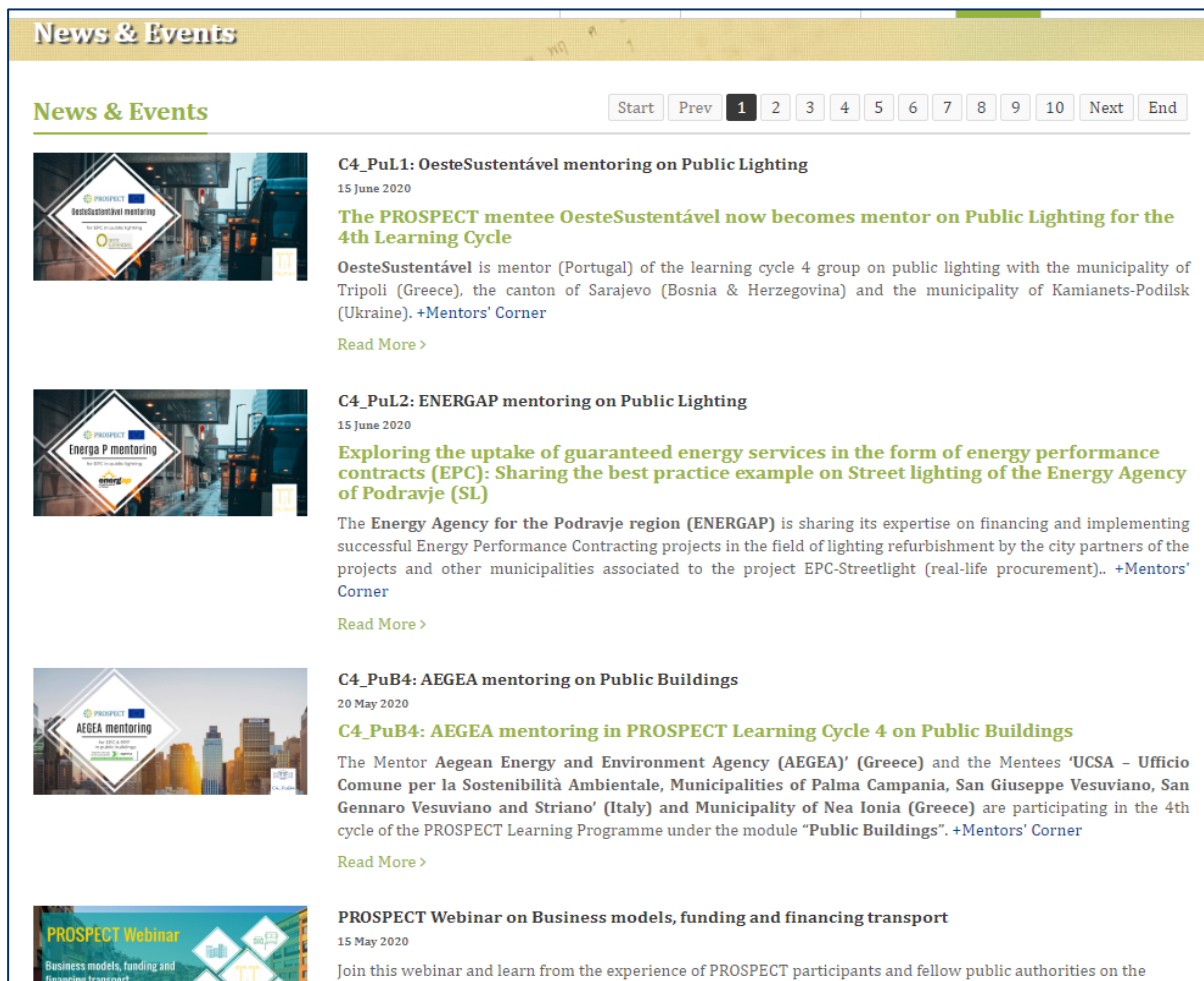
Figure 18 PROSPECT Library Online Materials

## 2.1.5 About

The “About” section of the website offers background information about the project set-up and the consortium partners and thus serves mainly information purposes.

### 2.1.5.1 [News & Events](#)

The “News & Events” subpage is one of the many dynamic elements of the website. It offers the opportunity to keep interested visitors up to date on recent project developments, upcoming events and calls. It also helps to engage with site visitors as it is linked on the “home” page. On “Home”, readers can only read teasers of the three latest news items. By clicking on the “News & Events” sub-page, they can then see all news items.



**News & Events**

Start Prev **1** 2 3 4 5 6 7 8 9 10 Next End

**C4\_PuL1: OesteSustentável mentoring on Public Lighting**  
15 June 2020  
**The PROSPECT mentee OesteSustentável now becomes mentor on Public Lighting for the 4th Learning Cycle**  
OesteSustentável is mentor (Portugal) of the learning cycle 4 group on public lighting with the municipality of Tripoli (Greece), the canton of Sarajevo (Bosnia & Herzegovina) and the municipality of Kamianets-Podilsk (Ukraine). +Mentors' Corner  
[Read More >](#)

**C4\_PuL2: ENERGAP mentoring on Public Lighting**  
15 June 2020  
**Exploring the uptake of guaranteed energy services in the form of energy performance contracts (EPC): Sharing the best practice example on Street lighting of the Energy Agency of Podravje (SL)**  
The Energy Agency for the Podravje region (ENERGAP) is sharing its expertise on financing and implementing successful Energy Performance Contracting projects in the field of lighting refurbishment by the city partners of the projects and other municipalities associated to the project EPC-Streetlight (real-life procurement).. +Mentors' Corner  
[Read More >](#)

**C4\_PuB4: AEGEA mentoring on Public Buildings**  
20 May 2020  
**C4\_PuB4: AEGEA mentoring in PROSPECT Learning Cycle 4 on Public Buildings**  
The Mentor Aegean Energy and Environment Agency (AEGEA)' (Greece) and the Mentees 'UCSA - Ufficio Comune per la Sostenibilità Ambientale, Municipalities of Palma Campania, San Giuseppe Vesuviano, San Gennaro Vesuviano and Striano' (Italy) and Municipality of Nea Ionia (Greece) are participating in the 4th cycle of the PROSPECT Learning Programme under the module "Public Buildings". +Mentors' Corner  
[Read More >](#)

**PROSPECT Webinar on Business models, funding and financing transport**  
15 May 2020  
Join this webinar and learn from the experience of PROSPECT participants and fellow public authorities on the

Figure 19 Entries on the “News & Events” page

This overview page contains only the first paragraph of each news item. The “Read more” button then links to complete news article.

### 2.1.5.2 Keep in touch with PROSPECT

This submenu was created at a later stage to facilitate the gathering of the contact information of all the parties interested in PROSPECT activities and events. The link of this submenu was shared by the members of the consortium, through their respective existing channels of communication. All facilitators also encouraged their respective mentors and mentees to register.

The resulting mailing list is used to inform the registered contacts about PROSPECT through occasional newsletters.



**News & Events**

**Keep in touch with PROSPECT**

Provide us with your email address and we will send you cool news about the learning activities, events and results of the project.

Full Name

E-mail (\*)

**SUBMIT**

---

**GDPR Compliance**

PROSPECT will use the information you provided only for disseminating project related news to you. In no case will PROSPECT share your contact information with any third party.

If you wish to stop receiving news from PROSPECT, please, write to us through [our helpdesk](#). We will make sure to remove your e-mail address from our list within 48 hours.

**Figure 20 Keep in Touch with PROSPECT**

At the bottom of the page, there is a dedicated GDPR compliance declaration, along with short instructions on how to unsubscribe from this mailing list.

### 2.1.5.3 Who we are

The “Who we are” subpage introduces the project consortium. An introductory text gives an overview of the project members and how they link to the topic. The page further indicates options to get in touch with the different project partners and the project management. Social media interaction with the project partners is fostered through indication of the respective twitter handles, Facebook pages, LinkedIn pages or groups (where available) as well as providing links to the partner websites.

#### Partners

				
<b>INSTITUTE FOR HOUSING AND URBAN DEVELOPMENT STUDIES</b>	<b>INSTITUTE FOR EUROPEAN ENERGY AND CLIMATE POLICY</b>	<b>REGIONAL ENERGY AGENCY FOR THE MUNICIPALITIES OF BARREIRO, MOITA AND MANRIJO</b>	<b>TECHNOECONOMICS OF ENERGY AND ENVIRONMENTAL SYTEMS LABORATORY</b>	<b>MESTO TRNAVA</b>
				

**Figure 21 Partner representation on the “Who we are” page**

#### 2.1.5.4 [About PROSPECT](#)

The submenu “About PROSPECT” gives a brief introduction to the project and offers background information on the rationale behind the set-up the project.

##### **PROSPECT - Peer-powered cities and regions**

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 thematic learning modules:



In these thematic modules, 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.

We are looking for 150 local and regional authorities, who can join either as a mentor or a mentee. Participants can be individuals from cities and regions - and public entities who represent them (e.g. energy agencies) - in the European Union.

[LEARN MORE](#)

Figure 22 The thematic modules on the “About PROSPECT” page

#### 2.1.6 [Help & Contact](#)

The “Help & Contact” section of the website allows website visitors to directly interact with the project consortium and to get practical information about the participation in the programme.

Several pages of the website link directly to the FAQs and / or the helpdesk function of the website:

- Home
- Get involved
- Who we are

In addition, the helpdesk is accessible from the website footer on each page through a graphic button. This way, the user is made aware of the interaction possibilities of the website and the information purposes of the website are translated into engagement with the programme.

##### 2.1.6.1 [FAQs & Terminology](#)

The subpage “FAQs & Terminology” contains two elements:

- Frequently asked questions, mainly related to practical issues about participating in the learning programme (e.g. who can participate in the programme, who are the mentors, etc);

- Definitions for relevant terms used on the website and in the learning programme with a special focus on financing terms.

## FAQs & Terminology

### Frequently Asked Questions

<input type="checkbox"/> About the Learning Programme
<input type="checkbox"/> About the Learning Modules
<input type="checkbox"/> About the Learning Objectives
<input type="checkbox"/> About the Participants
<input type="checkbox"/> About the Role Assignment
<input type="checkbox"/> About the Learning Methodologies
<input type="checkbox"/> About the Learning Cycles
<input type="checkbox"/> About the Participation Process
<input type="checkbox"/> About the Learning Preparation

### Terminology

<ul style="list-style-type: none"><li>• Energy Efficiency Actions</li></ul>
<ul style="list-style-type: none"><li>• Innovative Financing Schemes</li></ul>
<ul style="list-style-type: none"><li>• Project &amp; Investment Cycles</li></ul>
<ul style="list-style-type: none"><li>• Learning Programme</li></ul>

Figure 23 Overview of the FAQ and Terminology categories

These elements are organised by different categories and are visually represented according to these so that readers can easily get an overview and navigate around the topics. When clicking on an arrow or a dot, the detailed information for each point is revealed.

⌂ About the Participants

**Who can participate in the PROSPECT learning programme?**

The main target participants for the learning programme are individuals from local and regional public authorities – and public entities who represent them on their behalf – in the European Union. Participants can be from any of the following: regional, city, or municipal authorities; regional, city or municipal energy agencies; public energy sector companies, among others.

**Why should local and regional authorities participate?**

The learning programme is structured in such a way that local and regional authorities can proactively support the development of each other in financing and implementing sustainable energy and climate action plans. In the long run, we aim to build partnerships from the peer engagements within or even beyond regions!

**Can I choose which local and regional authority to partner with?**

In PROSPECT, you will learn from successful implementers through our peer learning methodologies! However, the process of selection and matching is internal to the PROSPECT team. We will select the best pair – or group of peers – based on our matching process and criteria, such as geographical locations and political boundaries.

**What roles are there in the learning programme?**

Based on your level of experience and desired learning objectives, you will be assigned either as a mentor or a mentee in the learning programme. Providing support in the learning process is a facilitator who is part of the PROSPECT team.

Figure 24 Example for an FAQ category

The collection of FAQs will grow during the programme period, considering those questions handed in by website visitors through the helpdesk.

#### 2.1.6.2 [Helpdesk](#)

The “Helpdesk” page contains a contact form enabling visitors to ask questions about the learning programme and the sign-up process. Visitors are asked to specify their request in a detailed way, so that these can be forwarded to the responsible project partner. All submitted requests will be forwarded to the project e-mail address [info@h2020prospect.eu](mailto:info@h2020prospect.eu). This way, all e-mail responses to a helpdesk entry can be easily linked to the project. This is particularly relevant since the project consortium consists of many partners that might not all be known to the people handing in questions.

The database containing the entries of the helpdesk is stored in the website backend and is accessible as a csv. file. It can therefore easily be used for monitoring and reporting purposes.

## Welcome to PROSPECT helpdesk

Do you have a question about PROSPECT?

Please, check our [FAQ](#), an extensive list of questions and answers with detailed information about the programme.

In case you do not find your answer on the FAQ, please do not hesitate to get in touch with us by filling in the form

<p><b>Email address *</b></p> <input type="text" value="Email address"/>	<p><b>Full name</b></p> <input type="text" value="Full name"/>
<p><b>Institution/Company *</b></p> <input type="text" value="Institution/Company"/>	<p><b>Job title *</b></p> <input type="text" value="Job title"/>
<p><b>Country *</b></p> <input type="text" value="-- Select Country --"/>	<p><b>Are you</b></p> <p><input type="checkbox"/> An energy efficiency expert</p> <p><input type="checkbox"/> A public institution officer dealing with sustainability topics</p> <p><input type="checkbox"/> Other</p>

**Is your question regarding \***

Participating in the PROSPECT learning program and the registration process

Energy efficiency/sustainable measures financing options


A concrete question on sustainable measures our program offers (Public buildings, Private buildings, Public lighting, Private lighting)

Technical question regarding PROSPECT learning platform and webpage content

Other

**Please, state your question**

**Captcha \***

  [Refresh](#)

**SEND**

Figure 25 The PROSPECT helpdesk

## 2.2 Analytics

The website performance is monitored with the help of Google Analytics. The reports created by the tool help to gain insights on:

- The Number of unique visitors;
- Returning visitors;
- Time spent on each page;
- Visitor trends;
- Geographic location of visitors to the site.

These insights support the engagement campaigns (WP2) and provide input for the lessons-learnt report and the evaluation of the dissemination strategy (WP6).

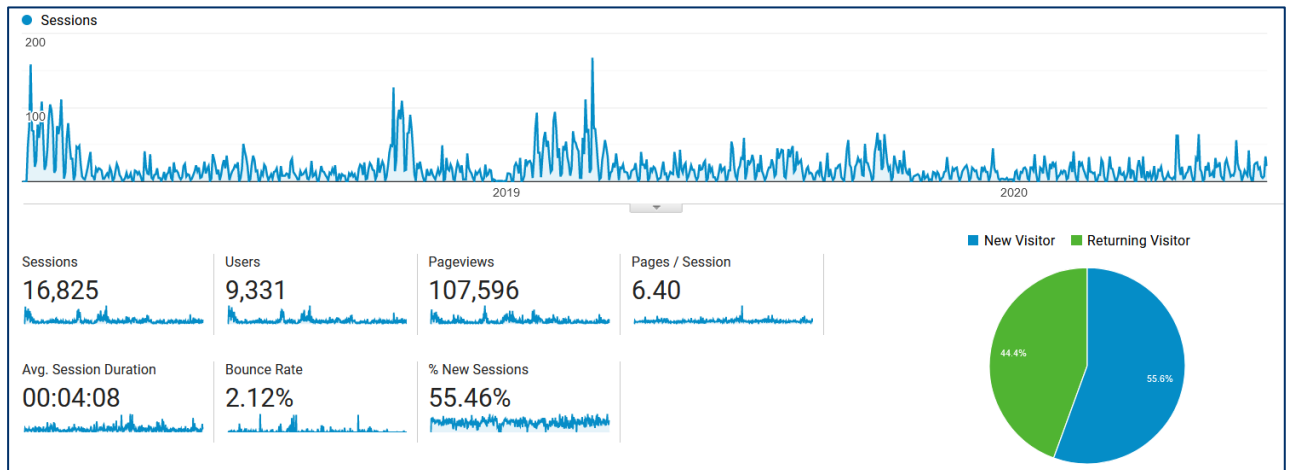


Figure 26 PROSPECT Website Analytics – from creation through Jul 1, 2020

Country	Sessions	% Sessions
1.  Greece	2,279	13.55%
2.  Belgium	1,750	10.40%
3.  France	1,171	6.96%
4.  Portugal	1,114	6.62%
5.  Netherlands	928	5.52%

Figure 27 PROSPECT Website Analytics – from creation through Jul 1, 2020

### 3 Communication Pack

A set of standard dissemination tools has been created under the auspices of UPRC and in collaboration with IHS, FEDARENE, IEECP and Energy Cities, ensuring consistency in the visual communication of PROSPECT. The activities conducted are the following and the respective results will be presented in following subsections.

#### 3.1 The PROSPECT LOGO

The design and development of the official PROSPECT logo was undertaken at the early stages of the project. The final version is showcased at every opportunity, as a key object of the PROSPECT visual identity and information pack.



Figure 28 PROSPECT Official Logo

#### 3.2 The Graphic Guidelines Handbook

In order to have a homogeneous and consistent visual identity, throughout the duration of the project, a Graphic Guidelines Handbook was published.

This handbook functioned as a guide to every task with a visual outcome, for example in deliverables, presentations, leaflets etc.

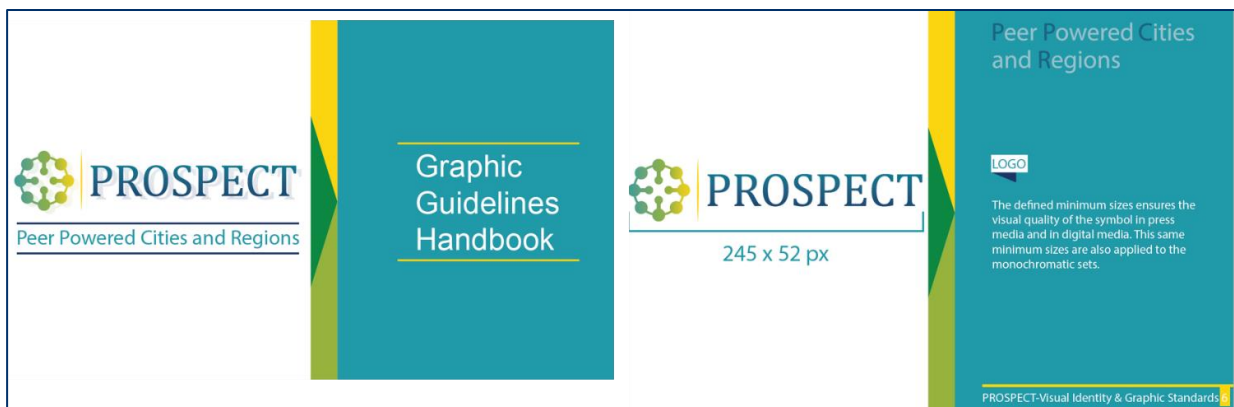


Figure 29 PROSPECT Graphic Guidelines Handbook

### **3.3 The templates**

Templates for PROSPECT were prepared (7 in total) for documents such as reports/deliverables, policy briefs, agendas, presentations, etc. adopting an eye-catching style, that is consistent among every one of them.



<b>AGENDA</b>		<b>Day 2 - Date, Month, Year</b>	
<b>Type of event</b>			
<b>Title of event</b>			
<b>Date</b>			
Venue:			
Tel:			
Email:			
<b>Day 1 – Date, Month, Year</b>			
10:30 – 11:00	Registration	11:00 – 12:00	Title of presentation by <b>Name, Position, Organisation</b>
11:00 – 11:30	Welcome speech by <b>Name, Position, Organisation</b>	12:00 – 13:00	Title of presentation by <b>Name, Position, Organisation</b>
11:30 – 12:00	Title of presentation by <b>Name, Position, Organisation</b>	13:00 – 14:00	<b>Lunch</b>
12:00 – 13:00	Title of presentation by <b>Name, Position, Organisation</b>	14:00 – 15:30	<b>Section I: Title of Section</b>
13:00 – 14:00	<b>Lunch</b>	14:00-14:30	Title of presentation by <b>Name, Position, Organisation</b>
14:00 – 15:30	<b>Section I: Title of Section</b>	14:30-15:00	Title of presentation by <b>Name, Position, Organisation</b>
14:00-14:30	Title of presentation by <b>Name, Position, Organisation</b>	15:00-15:30	Title of presentation by <b>Name, Position, Organisation</b>
14:30-15:00	Title of presentation by <b>Name, Position, Organisation</b>	15:30 – 16:00	<b>Coffee Break</b>
15:00-15:30	Title of presentation by <b>Name, Position, Organisation</b>	16:00 – 17:30	<b>Section II: Title of Section</b>
15:30 – 16:00	<b>Coffee Break</b>	16:00-16:30	Title of presentation by <b>Name, Position, Organisation</b>
16:00 – 17:30	<b>Section II: Title of Section</b>	16:30-17:00	Title of presentation by <b>Name, Position, Organisation</b>
16:00-16:30	Title of presentation by <b>Name, Position, Organisation</b>	17:00-17:30	Title of presentation by <b>Name, Position, Organisation</b>
16:30-17:00	Title of presentation by <b>Name, Position, Organisation</b>		
17:00-17:30	Title of presentation by <b>Name, Position, Organisation</b>		
19:00	<b>Joint dinner in place</b>		




Figure 30 PROSPECT Agenda Template

<b>Commentaries</b>	
<b>No. #, Month Year</b>	
<b>Title/Topic</b>	
<b>Authors</b> Name Organisation, (email)	<b>Scientific Coordinator</b> Vlasios Oikonomou IECEP, <a href="mailto:vlasis@iecep.org">vlasis@iecep.org</a>  <b>Legal Coordinator</b> Stelios Grafakos IHS, <a href="mailto:s_grafakos@ihs.nl">s_grafakos@ihs.nl</a>
<b>Summary</b>	
Short summary for the commentary.	

**Preface**

The overall aim of PROSPECT is to enable *peer to peer learning* in *regional and local authorities* in order to finance and implement sustainable energy plans. The learning will empower them to make use of best practices in developing financing for these plans. PROSPECT will address the needs of regional and local authorities through developing a complete peer to peer learning programme addressing them. The learning process will be focused on how different sustainable energy projects and measures have been successfully financed. Peer to peer learning involves sharing information and experience from each other through mentoring activities, work shadowing, and study tours, among others. The learning programme will be divided into five modules that include development of financing for: i) public buildings, ii) private buildings, iii) public lighting, iv) transport (private and public), and v) cross sectional.

**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 <u>Sichting</u>	IECEP	NL	
5	<u>Eurocities</u> ASBL	EJROCITIE S ASBL	BE	
6	University of Piraeus Research <u>Center</u>	UPRC	GR	
7	Climate-KIC GmbH	CLIMATE-KIC GMBH	DE	
8	Ober <u>Osterreich</u> <u>Energiesparverband</u>	ESV	AT	
9	Agencia Regional de Energia para os Concelhos do Barreiro, Moita e Montijo	S.ENERGIA	PT	

Figure 31 PROSPECT Commentaries Template



  <h2 style="text-align: center;">Peer Powered Cities and Regions</h2>  <p style="text-align: center;"><b>P: P-Title How to work with this template (Deliverable #?.?: Title)</b></p>  <p style="text-align: center;">Month Year</p>	  <p><b>Peer Powered Cities and Regions</b></p> <p>GA#: 7521261</p> <p>Funding type: CSA</p> <div style="border-left: 1px solid black; padding-left: 10px; margin-left: 20px;"> <p>Scientific Coordinator – <a href="mailto:Vlasios.Oikonomou@ieecp.org">Vlasios Oikonomou</a> IEECP, <a href="mailto:vlasia@ieecp.org">vlasia@ieecp.org</a></p> <p>Legal Coordinator – <a href="mailto:Stelios.Grafakos@ihs.nl">Stelios Grafakos</a> IHS, <a href="mailto:s.grafakos@ihs.nl">s.grafakos@ihs.nl</a></p> </div> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="background-color: #008080; color: white;">Deliverable number (relative in WP)</td><td style="background-color: #008080;"></td></tr> <tr><td style="background-color: #008080; color: white;">Deliverable name:</td><td style="background-color: #008080;"></td></tr> <tr><td style="background-color: #008080; color: white;">Focus of deliverable:</td><td style="background-color: #008080;"></td></tr> <tr><td style="background-color: #008080; color: white;">WP / WP number:</td><td style="background-color: #008080;"></td></tr> <tr><td style="background-color: #008080; color: white;">Date:</td><td style="background-color: #008080;"></td></tr> <tr><td style="background-color: #008080; color: white;">Dissemination level:</td><td style="background-color: #008080;"></td></tr> <tr><td style="background-color: #008080; color: white;">Lead partner:</td><td style="background-color: #008080;"></td></tr> <tr><td style="background-color: #008080; color: white;">Participating partners:</td><td style="background-color: #008080;"></td></tr> <tr><td style="background-color: #008080; color: white;">Responsible scientist/administrator:</td><td style="background-color: #008080;"></td></tr> <tr><td style="background-color: #008080; color: white;">Author(s):</td><td style="background-color: #008080; color: white;">Name(s) (Organisation)</td></tr> <tr><td style="background-color: #008080; color: white;">Contact person:</td><td style="background-color: #008080; color: white;">Name, e-mail</td></tr> <tr><td style="background-color: #008080; color: white;">Acknowledgement:</td><td style="background-color: #008080;"></td></tr> </table>	Deliverable number (relative in WP)		Deliverable name:		Focus of deliverable:		WP / WP number:		Date:		Dissemination level:		Lead partner:		Participating partners:		Responsible scientist/administrator:		Author(s):	Name(s) (Organisation)	Contact person:	Name, e-mail	Acknowledgement:	
Deliverable number (relative in WP)																									
Deliverable name:																									
Focus of deliverable:																									
WP / WP number:																									
Date:																									
Dissemination level:																									
Lead partner:																									
Participating partners:																									
Responsible scientist/administrator:																									
Author(s):	Name(s) (Organisation)																								
Contact person:	Name, e-mail																								
Acknowledgement:																									

Figure 32 PROSPECT Deliverable Template



## Discussion Brief

### No. #, Month Year

### Title/Topic

---

<b>Authors</b> Name Organisation, (email) <b>Scientific Coordinator</b> Vasilios Qikouqouou IEECP, vylasis@ieecp.org <b>Legal Coordinator</b> Stelios Grafakos IHS, s.grafakos@ihs.nl	<b>Editor</b> Name Organisation, (email) <b>Dissemination Leader</b> Elodie Bossio Ciaran O'Sullivan FEDARENE fedarene@fedarene.org
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### Summary

Short summary for the discussion brief (200 words).



### Preface

The overall aim of PROSPECT is to enable *peer to peer learning in regional and local authorities* in order to finance and implement sustainable energy plans. The learning will empower them to make use of best practices in developing financing for these plans. PROSPECT will address the needs of regional and local authorities through developing a complete peer to peer learning programme addressing them. The learning process will be focused on how different sustainable energy projects and measures have been successfully financed. Peer to peer learning involves sharing information and experience from each other through mentoring activities, work shadowing, and study tours, among others. The learning programme will be divided into five modules that include development of financing for: i) public buildings, ii) private buildings, iii) public lighting, iv) transport (private and public), and v) cross sectional.

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4	Institute for European Energy and Climate Policy Sicking	IEECP	NL	
5	Eurocities ASBL	EUROCITIES S ASBL	BE	
6	University of Piraeus Research Center	UPRC	GR	
7	Climate-KIC GmbH	CLIMATE-KIC GMBH	DE	
8	Ober Osterreich.Energiesparverband	ESV	AT	
9	Agencia Regional de Energia para os Concelhos do Barreiro, Moita e Montijo	S.ENERGIA	PT	

Figure 33 PROSPECT Discussion Brief Template



## Policy Brief

Issue #?  
Month,Year


### Title of Policy Brief

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### Key Points/Summary

Short summary for the policy brief.

<b>Authors</b> Name Organisation, (email) <b>Scientific Coordinator</b> Vasilios Qikouqouou IEECP, vylasis@ieecp.org <b>Legal Coordinator</b> Stelios Grafakos IHS, s.grafakos@ihs.nl	<b>Editor</b> Name Organization, (email) <b>Dissemination Leader</b> Elodie Bossio Ciaran O'Sullivan FEDARENE fedarene@fedarene.org
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### 1 How to work with the style sheets (P-Heading1)

#### 1.1 PROSPECT relevant stylesheets

Most PROSPECT relevant stylesheets start with "P\_" to make it easier to select the correct stylesheet. The only exception is stylesheet Standard.

Figure 1: Here you can see all relevant stylesheets

Source: P-FigureSource

If you enter a text from a separate document please be aware that you have to adjust the formatting to the existing formats within this document.

Below please find the different P-Heading styles.

#### 1.2 P-Heading2

Standard text. Standard text is based on Arial, 11.

##### 1.2.1 P-Headine3

##### 1.2.1.1 P-Heading4

Standard text. P-Heading4 will not be mentioned in the table of content.

##### 1.2.1.1.1 P-Heading5

Standard text. P-Headings5 will not be mentioned in the table of content.

#### 1.3 Copy/Paste texts from other documents

You need to be aware if you copy texts from other documents into this template that all types of stylesheets have to be correctly allocated. Best would be to directly work with this template.

### 2 Footnotes

For footnotes there is the style P-Footnote<sup>1</sup>. Please also be aware the numbering<sup>2</sup> of the footnotes is elevated. Sometimes while copying a text it happens that the numbering isn't elevated anymore.

### 3 Listing

#### 3.1 Choice of listings

To set up listings you are welcome to either use P-ListingBullets, P-ListingsSigns, (i) P-Listing(i)

##### 3.1.1 P-Listing Bullets

- P-ListingBullets
  - P-ListingBullets

Figure 34 PROSPECT Policy Brief Template



Figure 35 PROSPECT Presentation Template

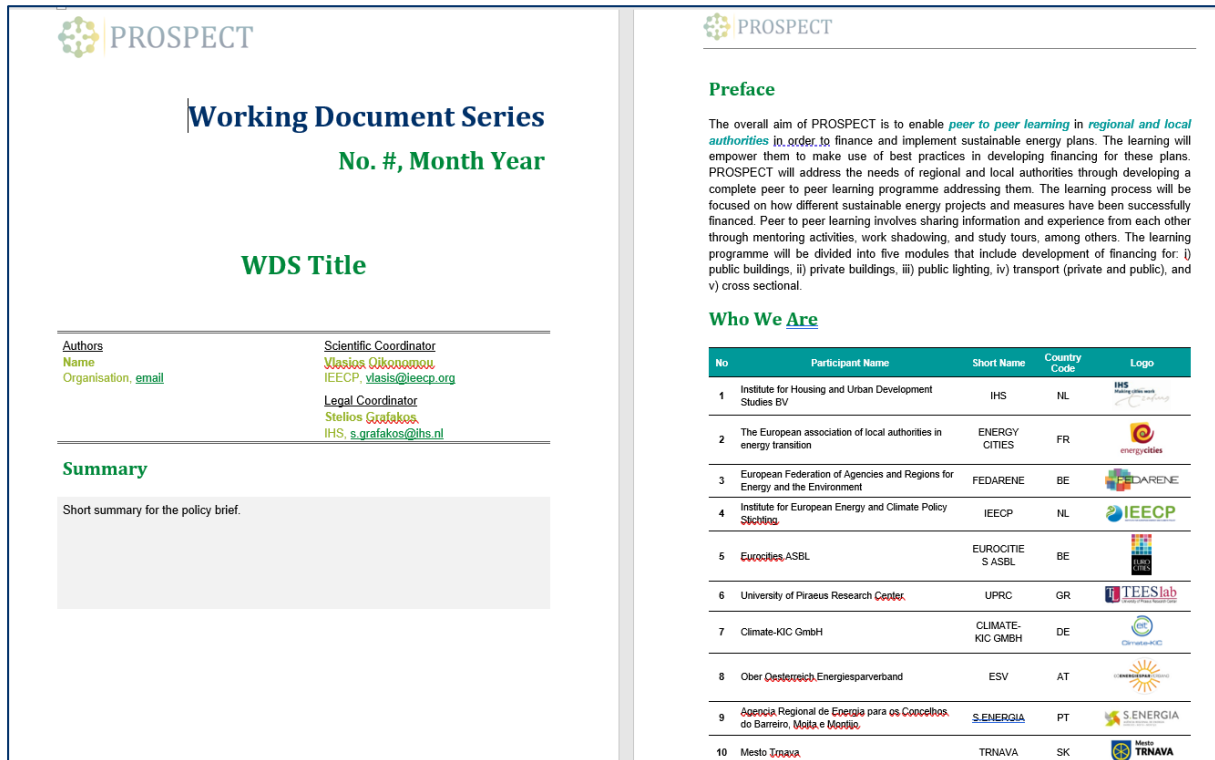


Figure 36 PROSPECT Working Document Template

### 3.4 The PROSPECT standard presentation

As presented above, in brief, a PROSPECT standard presentation was developed, to explain the project's objectives, target groups, methodological framework, expected results, as well as contact information.



Figure 37: PROSPECT power point template

The standard PowerPoint presentation was updated (based on the results from the PROSPECT learning programme) and adapted to specific events each partner attended.

### 3.5 The icons of the five modules

The icons of the five modules (public buildings, private buildings, public lighting, transport, and cross-sectoral) were designed, to make them easily recognisable.

1. Transport
2. Public Lighting
3. Cross Sectoral
4. Public Buildings
5. Private Buildings

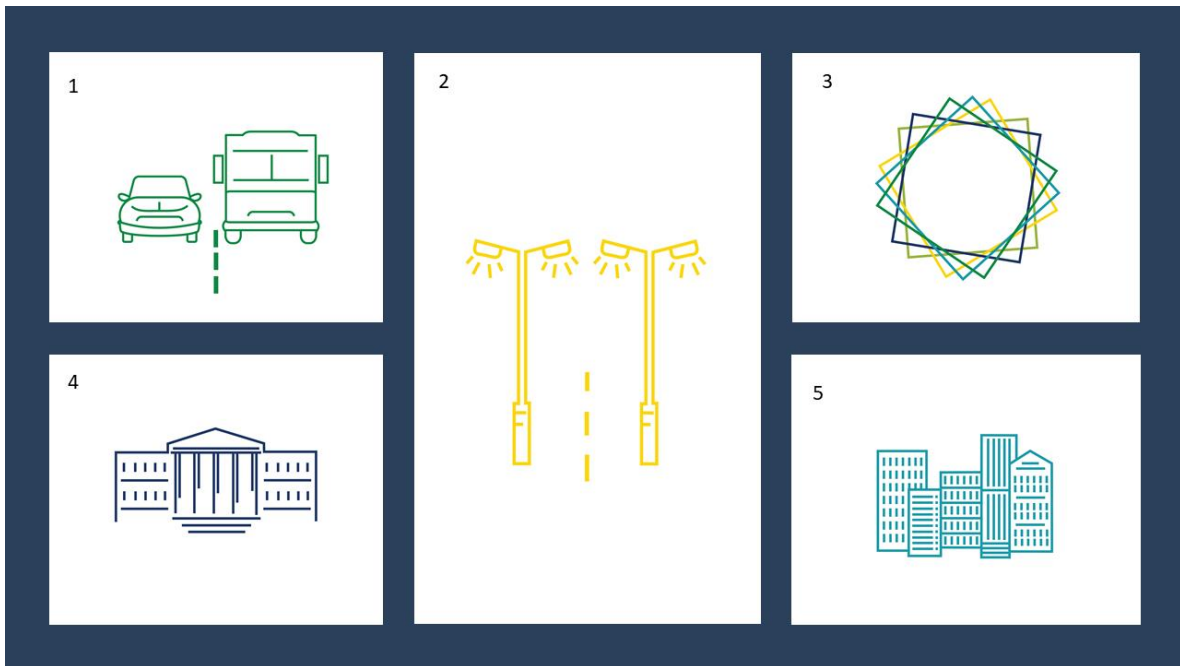


Figure 38 POSPECT Icons of the Modules

### 3.6 The learning Handbooks

Learning handbooks were produced on each thematic module including information about the respective training activities. These handbooks are displayed and ready to download in the PROSPECT website. For each of these handbooks, a different front cover page was designed.



Figure 39 The five Handbook covers

### **3.7 The PROSPECT Leaflet**

A PROSPECT leaflet was also designed, following the visual identity of the project. It is available in 10 languages (English, French, Portuguese, German, Greek, Polish, Slovakian, Croatian, Italian, Dutch). The translations were done by the respective partners that are proficient in each of the languages.

The promotional leaflet briefly describes the project's aims, objectives, contents, expected results and participants. The first leaflet versions were available during the first engagement campaign and were also distributed in external events.



### Target Participants

We are looking for 150 local and regional authorities, who can join either as a mentor or a mentee. Participants can be individuals from cities and regions – and public entities who represent them (e.g. energy agencies) – in the European Union.

- As **Mentee**, you will increase understanding about the relevant financing schemes and launch sustainable energy and climate actions in cities and regions.
- As **Mentor**, you will showcase your achievements in the field of sustainable energy and climate action projects and have your city or region featured as a best practice, inspiring others!

### Step by Step

There will be a total of 3 learning cycles, starting respectively in May 2018, September 2018 and March 2019.

**Step 1: Getting Started**  
Online Orientation Session

**Step 2: Working Together**  
Online Learning Plan Development & Peer Learning Activities

**Step 3: Meeting Up**  
Physical Visit and Peer Learning Activities

**Step 4: Moving Forward**  
Online Transferability Assessment & Evaluation - Feedback

Get the chance to be certified as an innovative financing professional at the end of the programme!



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

Join Now  
[www.h2o2oprospect.eu](http://www.h2o2oprospect.eu)

Contact Us  
[www.h2o2oprospect.eu/helpdesk](http://www.h2o2oprospect.eu/helpdesk)

Who We Are




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

Our 5 Thematic Learning Modules



Public Buildings



Private Buildings



Transport



Public Lighting



Cross Sectoral

Figure 40 PROSPECT Leaflet – Inside



## PROSPECT

### Peer Powered Cities & Regions

Peer to peer learning in regional and local authorities, to finance and implement sustainable energy and climate plans

Visit us at  
[www.h2o2oprospect.eu](http://www.h2o2oprospect.eu)

Follow us on social media:  
#H2o2oPROSPECT  
Peer Powered Cities and Regions

### About PROSPECT

Learn from best practices on innovative financing to implement your sustainable energy and climate action projects (e.g. within the framework of the Covenant of Mayors) through our peer to peer learning programme.

### Mentors & Mentees

Are you looking for innovative financing schemes?

Are you looking to showcase your city's / region's accomplishments?

How about establishing relationships with like-minded local and regional administrations across Europe?

Take the chance to establish a strong network and stay connected to the future!

### Learning Programme

You can learn with and from each other in two ways: through peer mentoring or study visits.

### What is peer mentoring?

Peer mentoring is a one-to-one relationship between a mentor and a mentee characterised by more in depth counselling and joint problem solving.



15 mentors and 15 mentees in 3 years

### What is a study visit?

A group of mentees will visit a mentor to exchange knowledge, learn from best practices in securing finance, and interact with key stakeholders.



15 mentors and 105 mentees in 3 years

The learning programme will be in English, free of charge, and travel costs for one person per city will be reimbursed.

Figure 41 PROSPECT Leaflet - Outside



### 3.8 The peer-mentoring and study-visit booklets

The peer-mentoring and study-visit booklets were produced, describing in detail the roles of mentors and mentees for each learning technique. The booklets have also been published in the “Learning Programme” page of the PROSPECT website<sup>1</sup>.



Figure 42 The PROSPECT Booklets for Study Visits and Peer Mentoring Activities

### 3.9 The PROSPECT Postcards

Sets of postcards were produced to support the engagement campaigns. Catchy phrases (37 in total) were defined and some of them were used in combination with an attractive design to engage with users. Online postcards are regularly updated to adapt messages to the target audience partners want to reach. Postcards were also printed for distribution at partners’ events or relevant other events.

**Postcards** - Update of the sets of postcards for the 3<sup>rd</sup> and 4<sup>th</sup> Learning Cycles to support the engagement campaigns. Online postcards are regularly updated to adapt messages to the target audience partners want to reach. 500 postcards were also printed for distribution at partners’ events or relevant other events. There are now more than 37 postcards with various visuals and catchy phrases.

<sup>1</sup> <http://www.h2020prospect.eu/learning-programme>



Figure 43 Postcard for PROSPECT Mentees

### 3.10 The PROSPECT Roll-Up

In order to better represent the project in gatherings, meetings and expositions' a Roll-Up banner was created. This banner consists of the PROSPECT logo and motto, a nice collage of the icons of the five modules, the social links of the Project and three brief and engaging questions to the reader.

At the bottom there is a section where all the logos of the partners are displayed, along with the EU disclaimer text. The Banner adheres completely to project graphic guidelines.



Figure 44: PROSPECT roll up banner

### 3.11 The bespoke event Postcards

PROSPECT's mission and scope was regularly presented in events relevant to climate change, energy efficiency, smart city events etc.

To promote the fact that PROSPECT will be presented at those events, three bespoke postcards were made, to promote the event on social media and online platforms. Additional bespoke event postcards will be prepared by the end of the project.

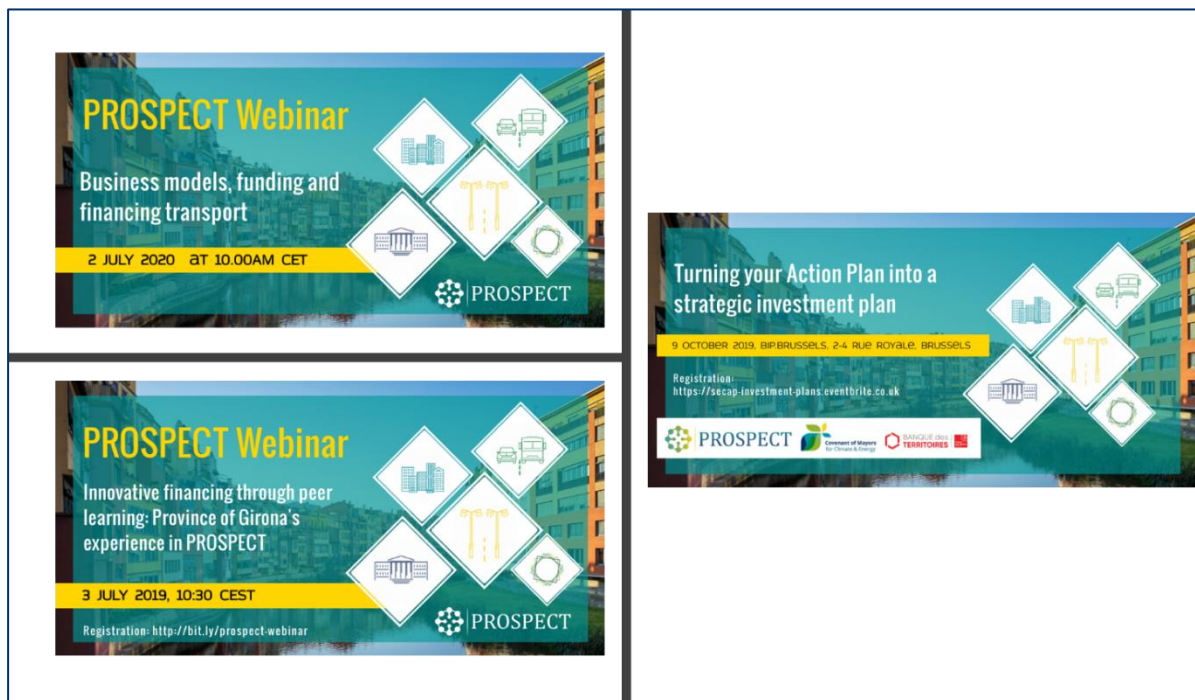


Figure 45 PROSPECT postcards for event promotion

### 3.12 The PROSPECT Newsletter

In order to reach interested parties and stakeholders, a Newsletter was compiled. The newsletter contained information about the past, current and future PROSPECT activities, including its main outcomes. The first newsletter was sent on the 26<sup>th</sup> of May 2020. Two additional newsletters are planned: one in September 2020 to launch the promotion around the PROSPECT final event, and another one at the close of the project with the final results.

The mailing list for the newsletter was populated through the “Keep in Touch with PROSPECT” section of the website, in full accordance with GDPR (see section 2.1.5.2. above).





Figure 46 The Newsletter of PROSPECT

### 3.13 Book Chapter about PROSPECT

A chapter was dedicated to PROSPECT in a book entitled “Strategies for Urban Network Learning” (van den Dool, 2020). The chapter, titled “Can Peer-to-Peer Learning Support Energy Transition in Cities and Regions?”, was authored by two members of the consortium - Elena Marie Eñsenado and Jen Heemann.

The book chapter is available on the PROSPECT website, on the Library section.

## Can Peer-to-Peer Learning Support Energy Transition in Cities and Regions?

*Elena Marie Eñsenado and Jen Heemann*

### 1 INTRODUCTION

Learning in and between cities has been discussed in the academic literature, and as Campbell (2009) defined it, learning is “the acquisition of knowledge, which is then tested, converted, stored for future use, and employed to make change”. By exploring how cities learn, Campbell (2009, 2013) outlined a history of city-to-city contact and identified four broad types of learning: city clusters; cities engaging in one-on-one exchanges; proactive cities; and cities participating in network associations. As McFarlane (2011) observed, all this literature—and more—has one central claim: “that learning is a process of potential transformation”. As Campbell (2009) argued, however, researchers pay less attention to the mechanisms and processes of learning. In aiming for more

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E. M. Eñsenado (✉) · J. Heemann  
Institute for Housing and Urban Development Studies, Erasmus University  
Rotterdam, Rotterdam, The Netherlands  
e-mail: [ensenado@ihs.nl](mailto:ensenado@ihs.nl)

J. Heemann  
e-mail: [heemann@ihs.nl](mailto:heemann@ihs.nl)

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L. van den Dool (ed.), *Strategies for Urban Network Learning*, *Palgrave Studies in Sub-National Governance*

255

Figure 47 Book Chapter dedicated to PROSPECT

### 3.14 Bespoke Graphics for innovative financing schemes

In order to promote the innovative financing schemes that the PROSPECT peer learning activities revolving around from, eight bespoke infographics were made.

These infographics present the basic inner workings of each financing scheme, the benefits of its adoption and an example of a good practice where the scheme was adopted successfully.





Figure 48 Financing scheme infographics



Figure 49 Financing scheme infographics

## 4 Conclusion

As the previous pages have shown, the PROSPECT team has developed many different communication outputs to support the project's promotion and dissemination. It proves how rich the programme has been in terms of content and information to be shared, thanks to the 4 learning cycles conducted and the numerous participants involved.

A PROSPECT community has been created and is kept through its communication channels, well defined and identified thanks to the compelling and effective visual material produced.

The information produced will without doubt also feed future peer-to-peer learning activities of project partners and beyond.



 PROSPECT