PROSPECT

Peer Powered Cities and Regions

Deliverable 6.3:
Summary of communication pack of PROSPECT

August 2020

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PROSPECT

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 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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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 ofall 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:

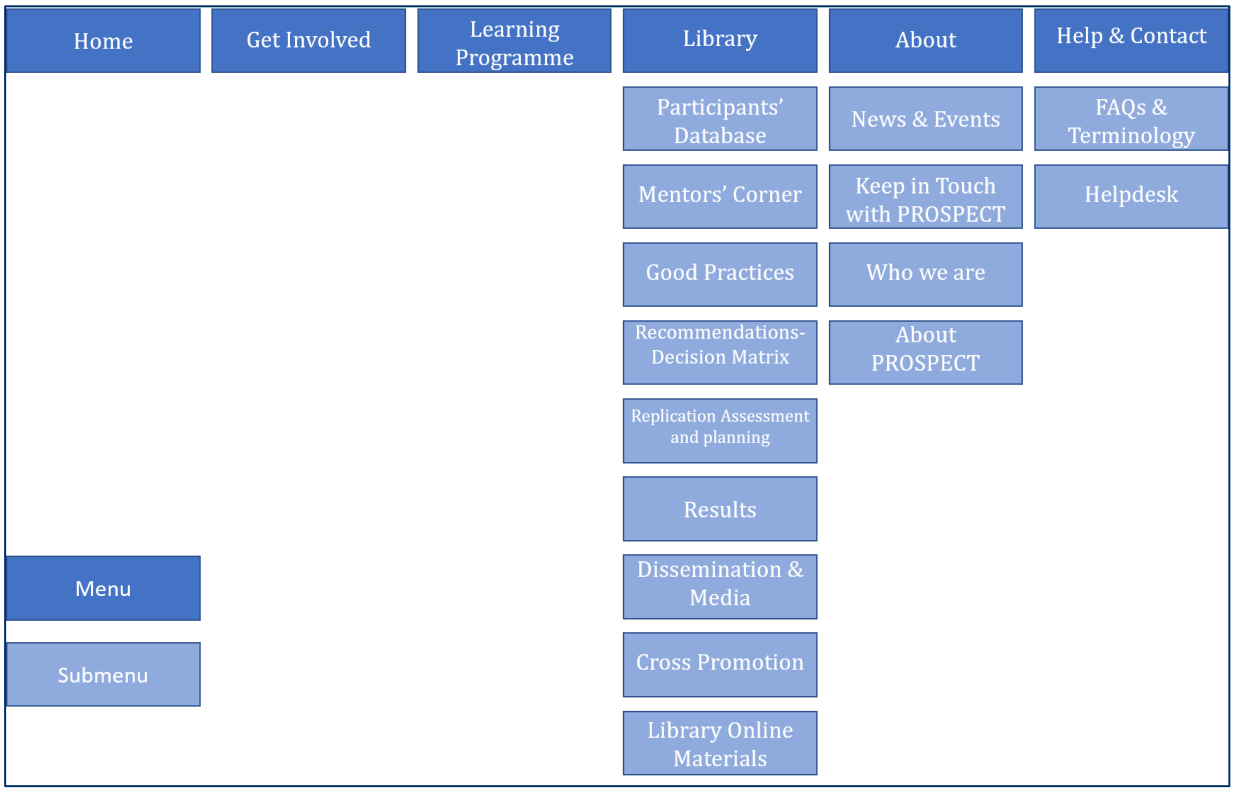


Figure 1: Website structure

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).

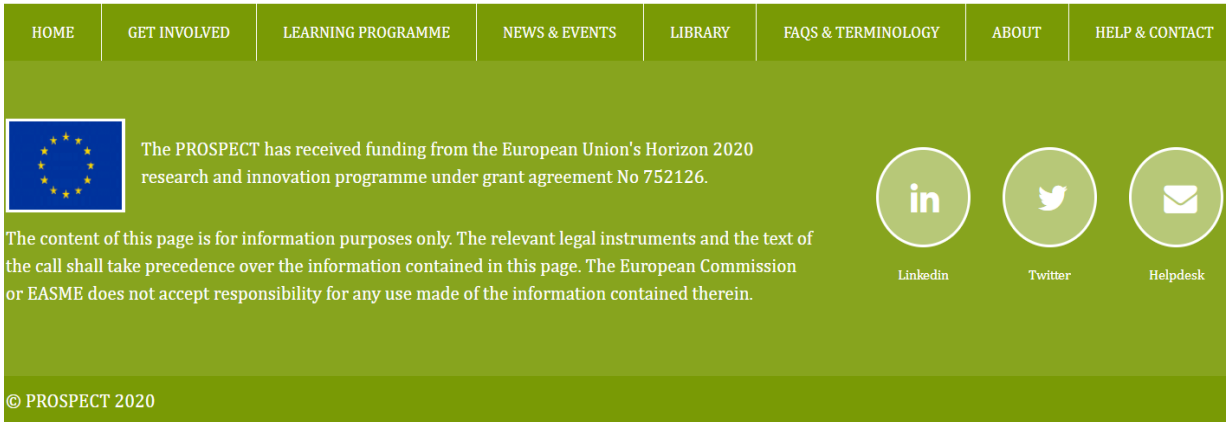


Figure 3: Footer and EU disclaimer

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 ensurethat visitors find a changing content on the main page, making it interesting for visitors to return to the website regularly.

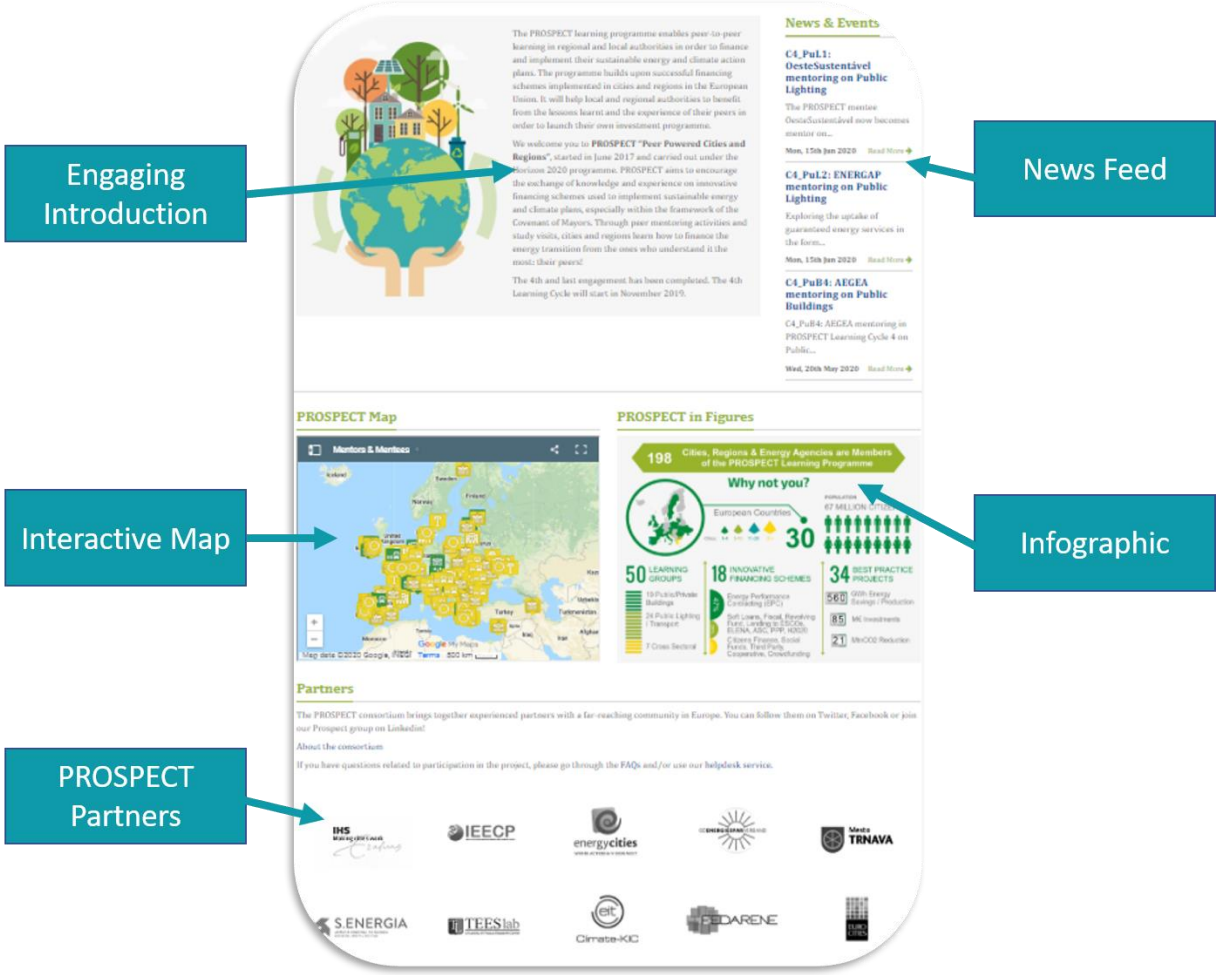


Figure 4 Elements of the "home" page

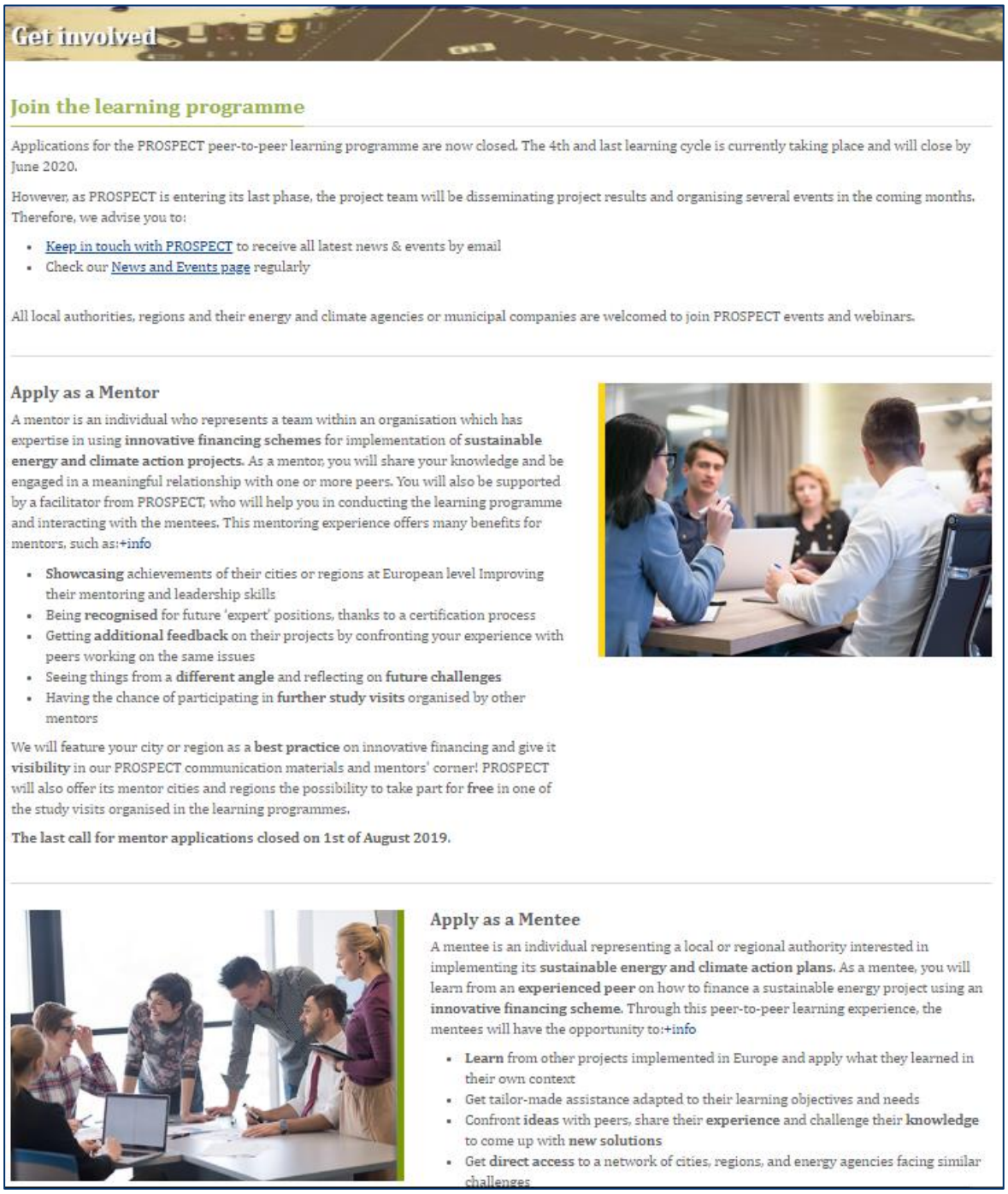
2.1.2 Get involved

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

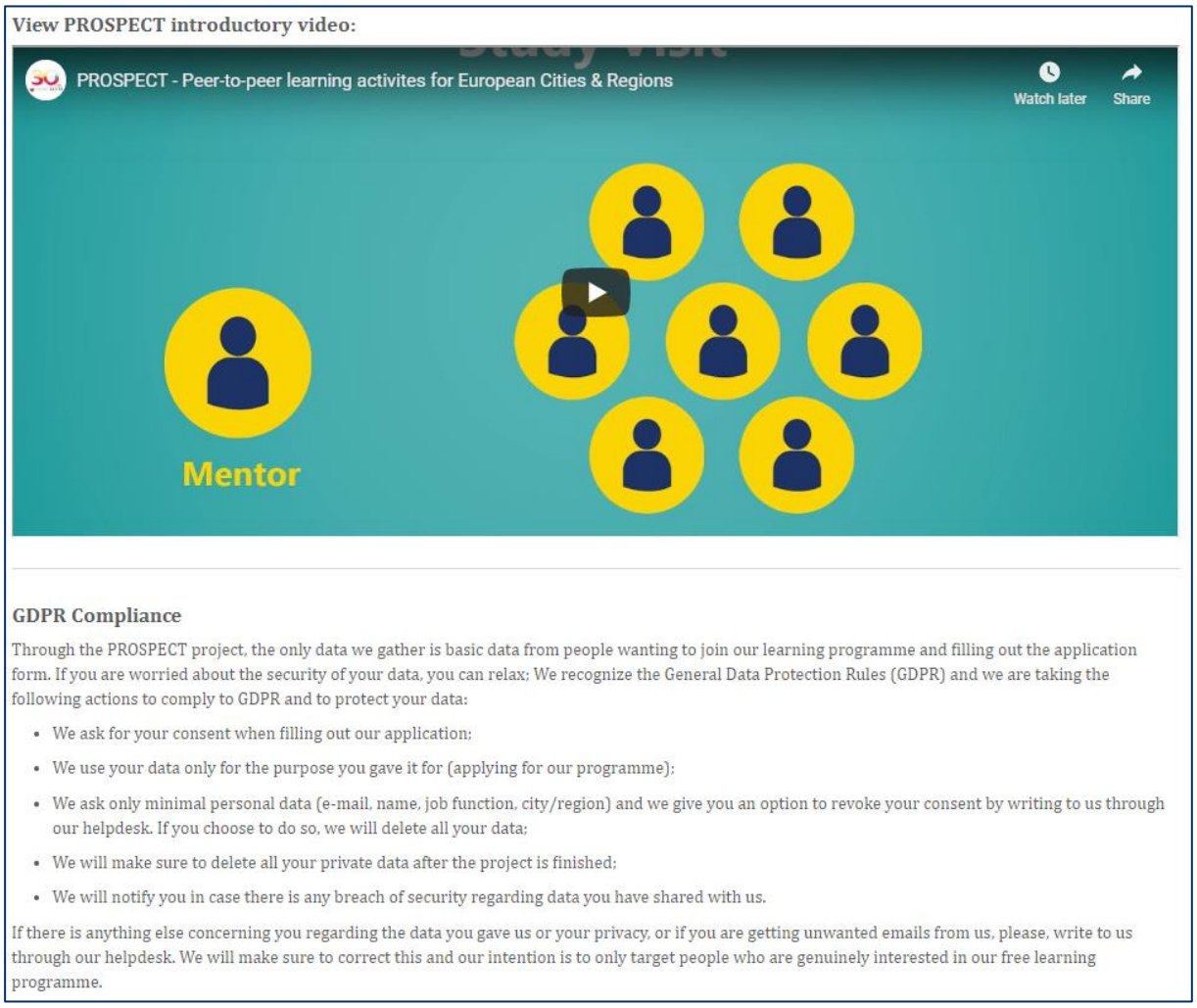


Figure 6 The PROSPECT Video and GDPR Compliance declaration

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.

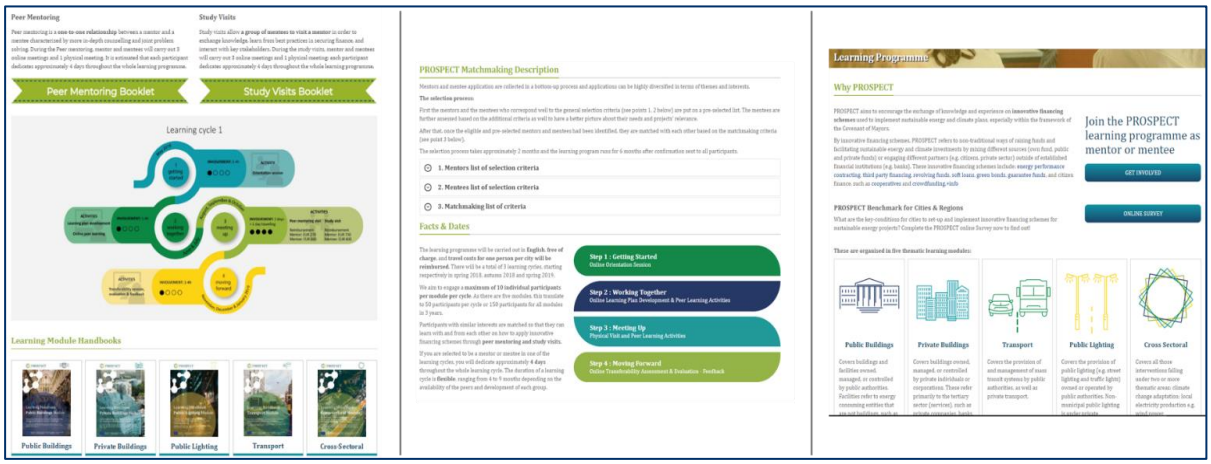


Figure 7 Graphical elements on the "Learning programme" page

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.

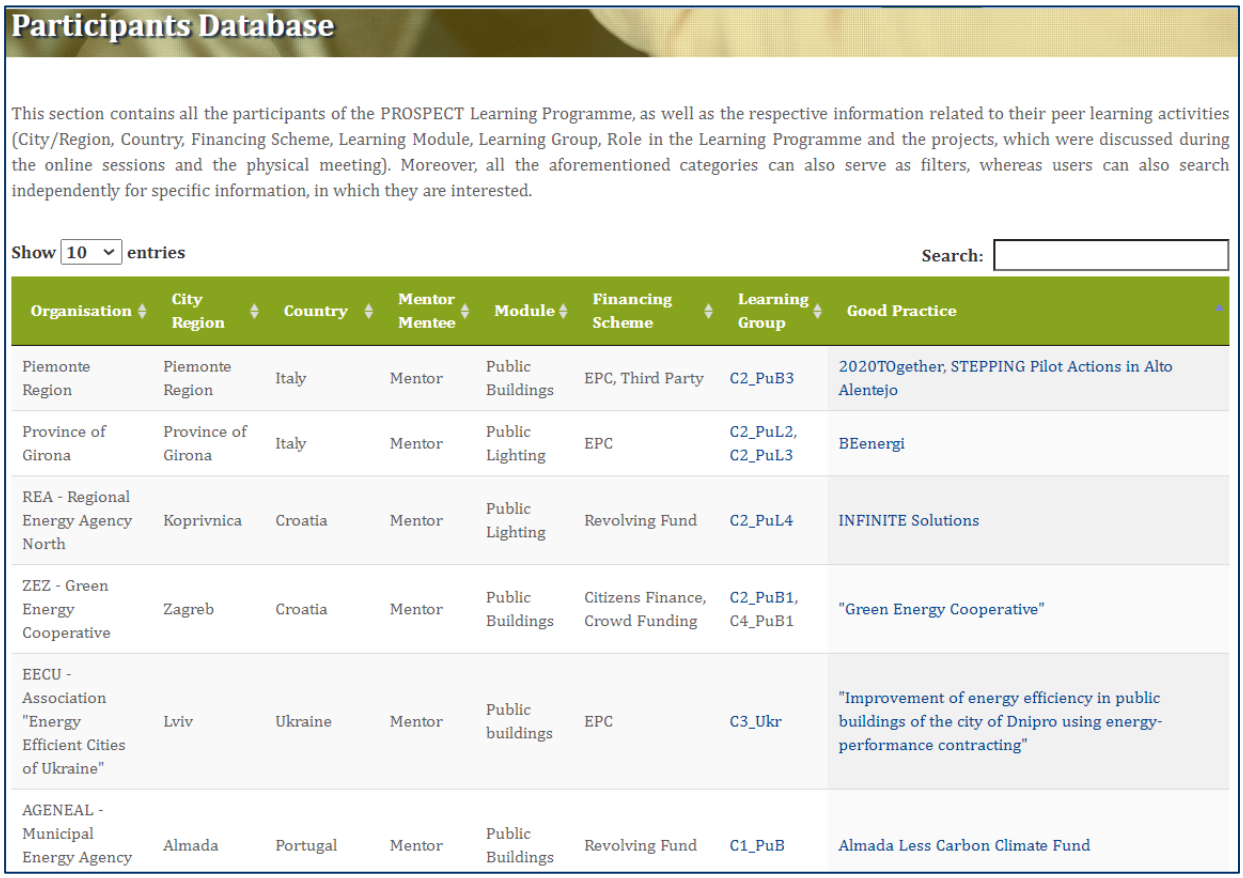
2.1.4 Library

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 int 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

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.

Show 10 entries Search:

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

Energy Agency of Savinjska, Šleska and Koroška Region (Slovenia)

C3_PuB1: Public Buildings | Energy Performance Contracting | Study Visit

Mentees: Municipality of Siemiatycze (Poland), Municipality of Bydgoszcz (Poland), Municipality of Loures (Portugal), Municipality of Matosinhos (Portugal), Municipality of Sarajevo (Bosnia & Herzegovina), Municipality of Egaleo (Greece)

VISIT MENTOR WEBSITE →

LEARNING GROUP STATUS →

Regional Energy Agency North, Koprivnica (Croatia)

C2_PuL4: Public Lighting | Revolving Fund | Study Visit

Mentees: Barcelona Province (Spain), Regional Energy Agency of Northern Småland (Sweden), Amarante (Portugal), Beja (Portugal)

VISIT MENTOR WEBSITE →

LEARNING GROUP STATUS →

Province of Girona (Spain)

C2_PuL2: Public Lighting | Energy Performance Contracting | Study Visit

Mentees: Taraclia (Moldova), Nesebar (Bulgaria), Vila Nova de Poiares (Portugal), Alba Iulia (Romania), Svilengrad (Bulgaria), Aegean Energy Agency (Greece)

VISIT MENTOR WEBSITE →

LEARNING GROUP STATUS →

Province of Girona (Spain)

C2_PuL3: Public Lighting | Energy Performance Contracting | Study Visit

Figure 10 Mentors Corner dedicated sections

2.1.4.3 Good Practices

Int 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.

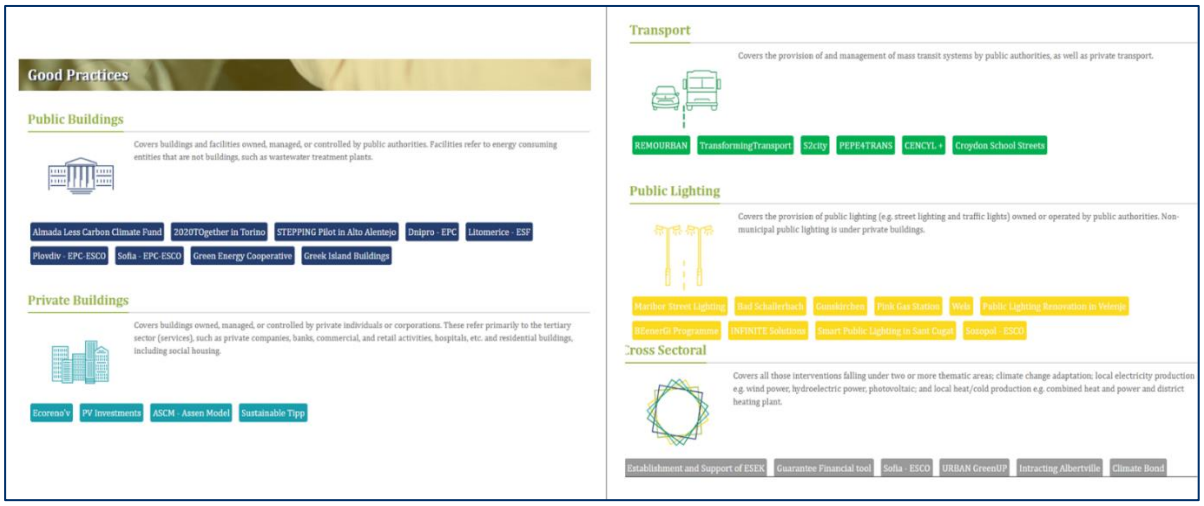


Figure 11 PROSPECT Good Practices

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.

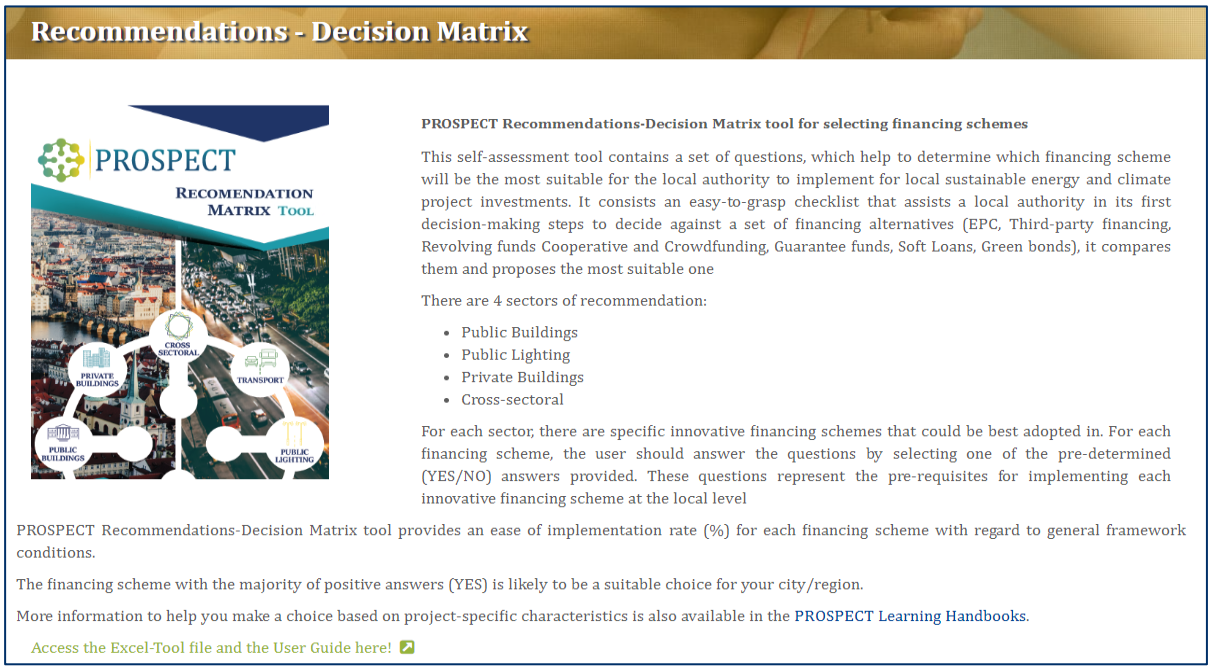


Figure 12 The PROSPECT Recommendation - Decision Matrix Tool

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.

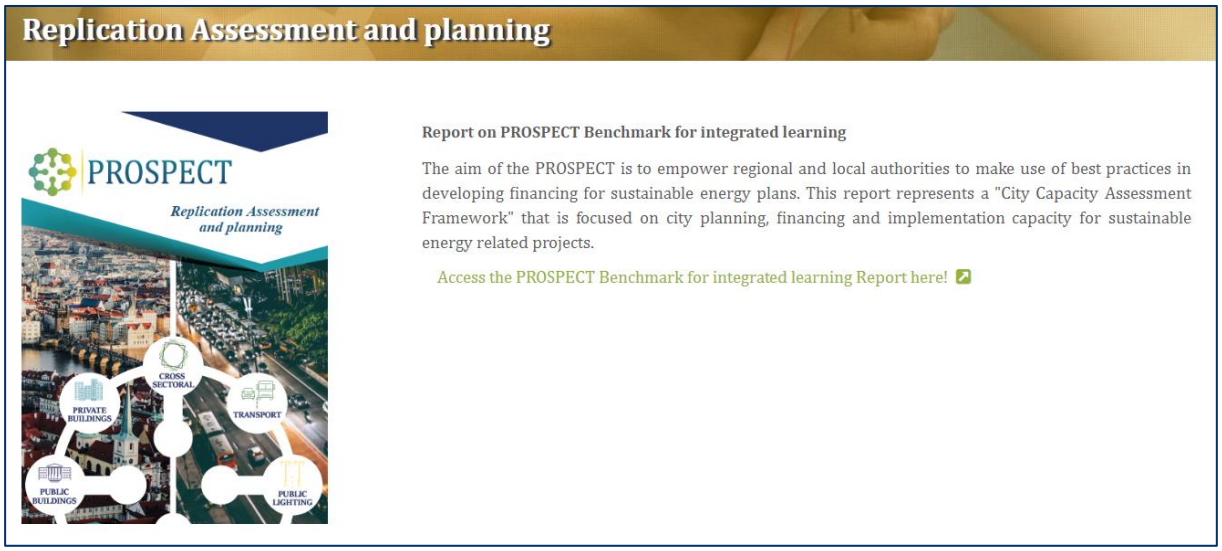


Figure 13 The PROSPECT Replication Assessment and planning benchmark

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.

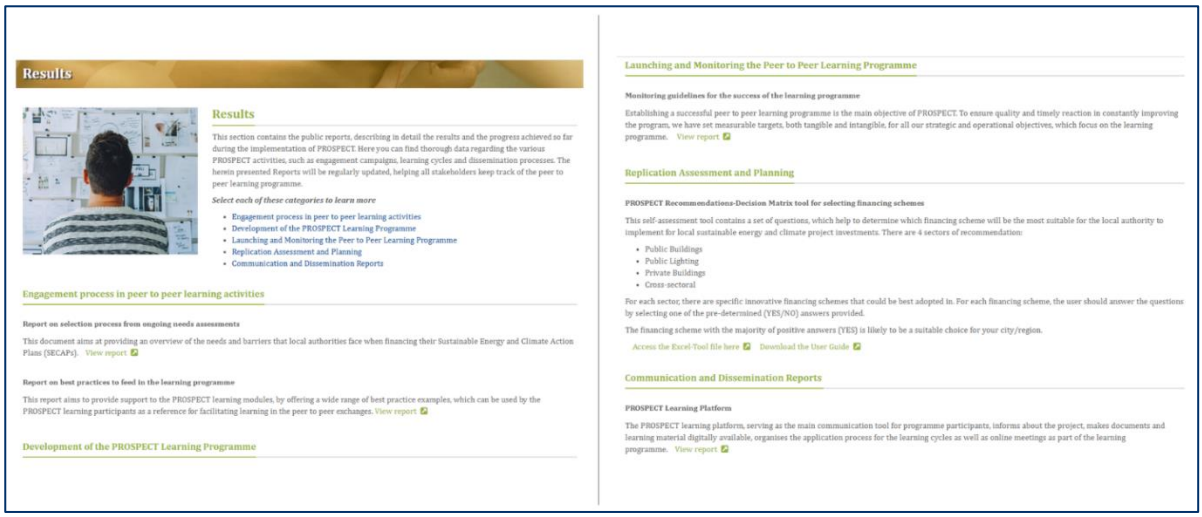


Figure 14 PROSPECT Results Submenu

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

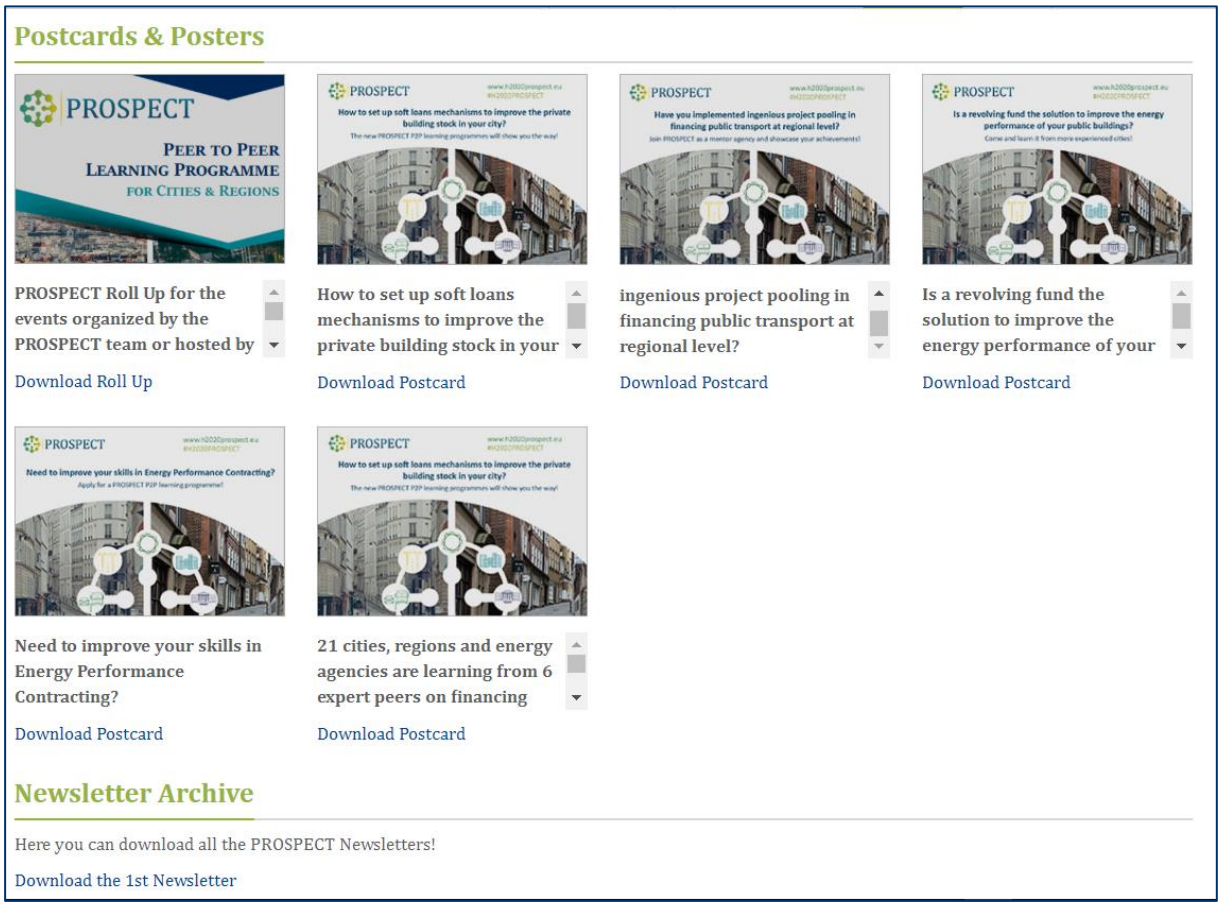


Figure 16 PROSPECT Postcards and Newsletter Archive

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.

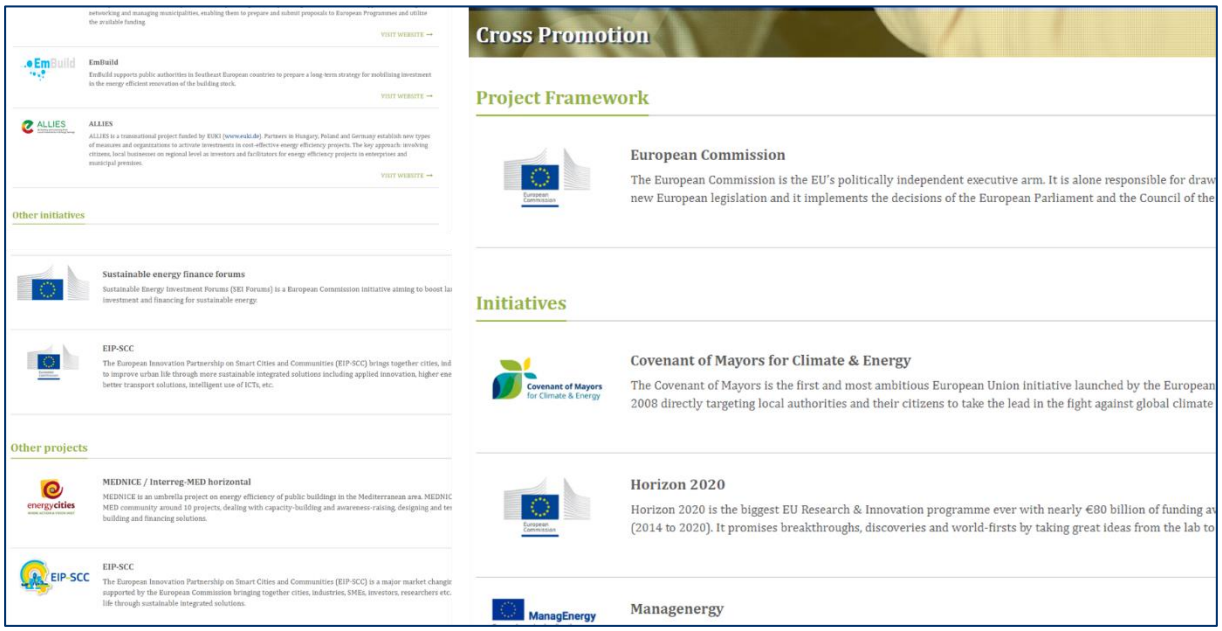


Figure 17 The PROSPECT Cross Promotion Submenu

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.

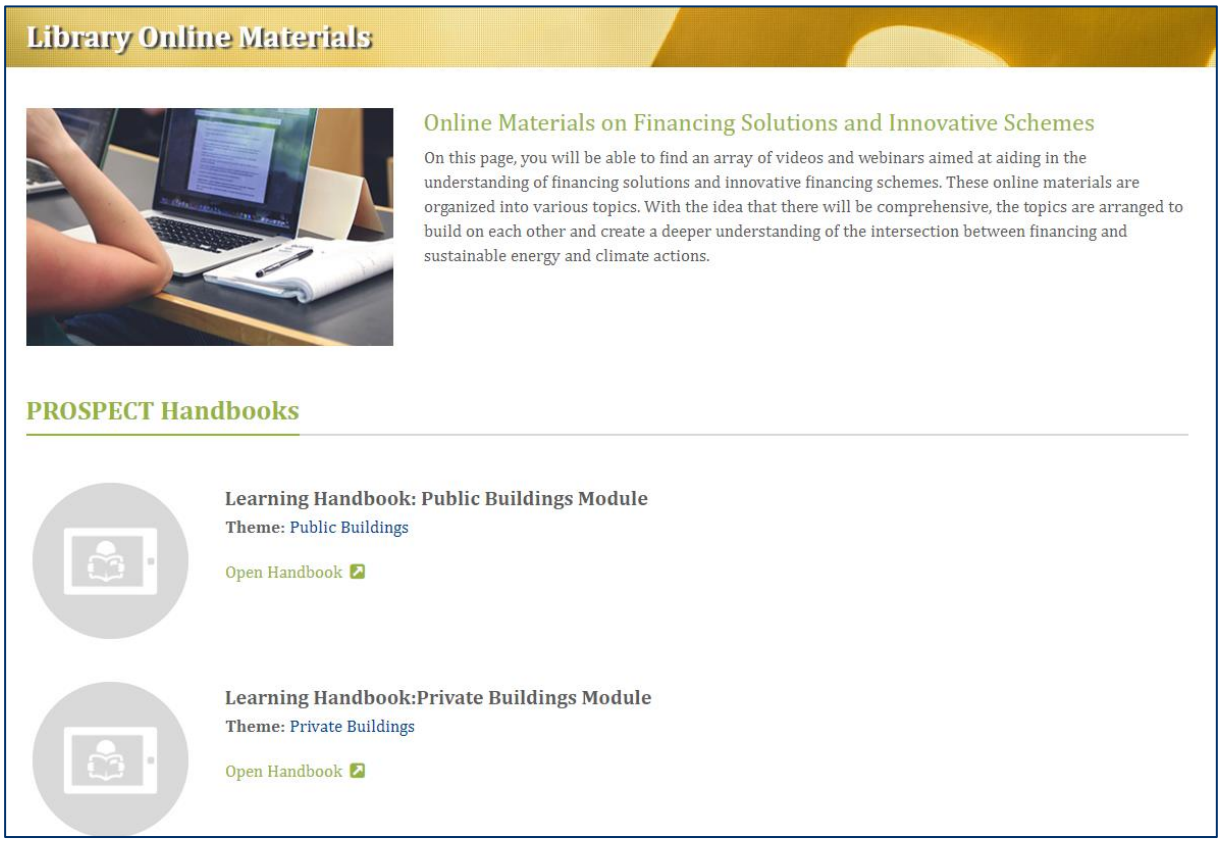


Figure 18 PROSPECT Library Online Materials

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.

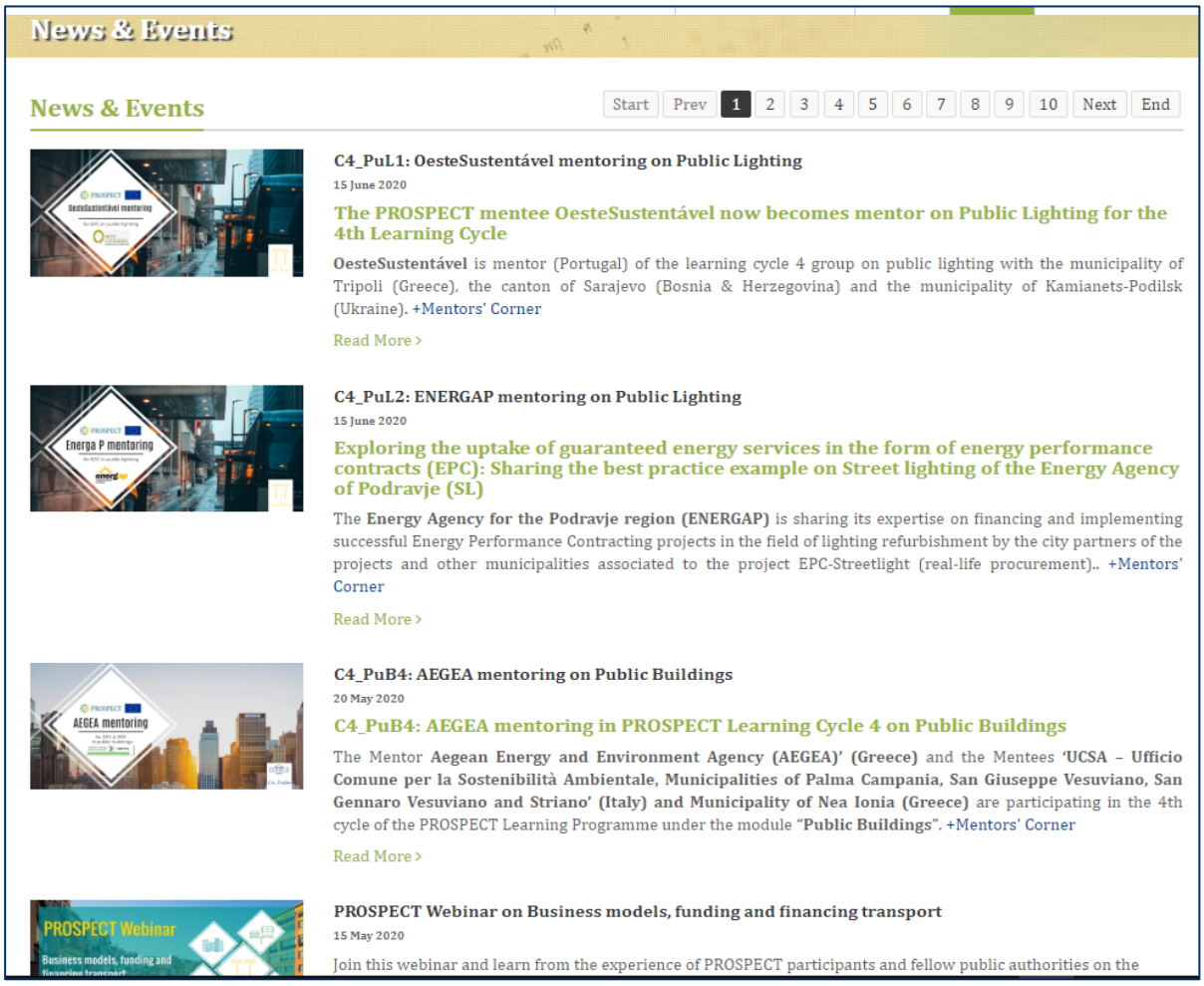


Figure 19 Entries on the "News & Events" page

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 PROSPECTthrough occasional newsletters.

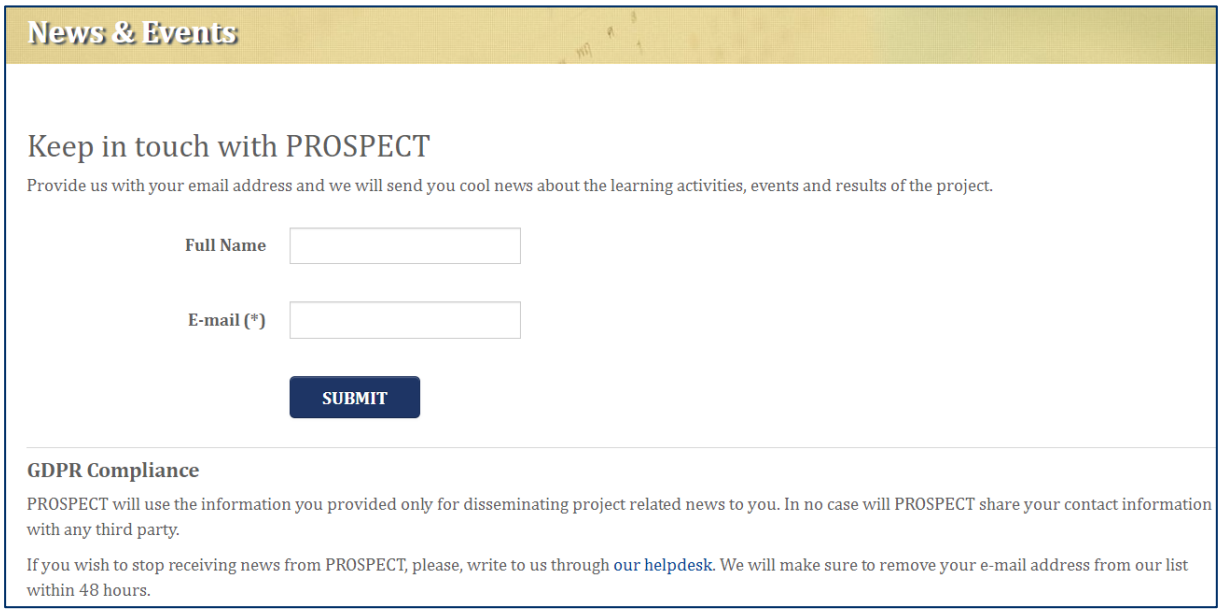


Figure 20 Keep in Touch with PROSPECT

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.

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.

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.

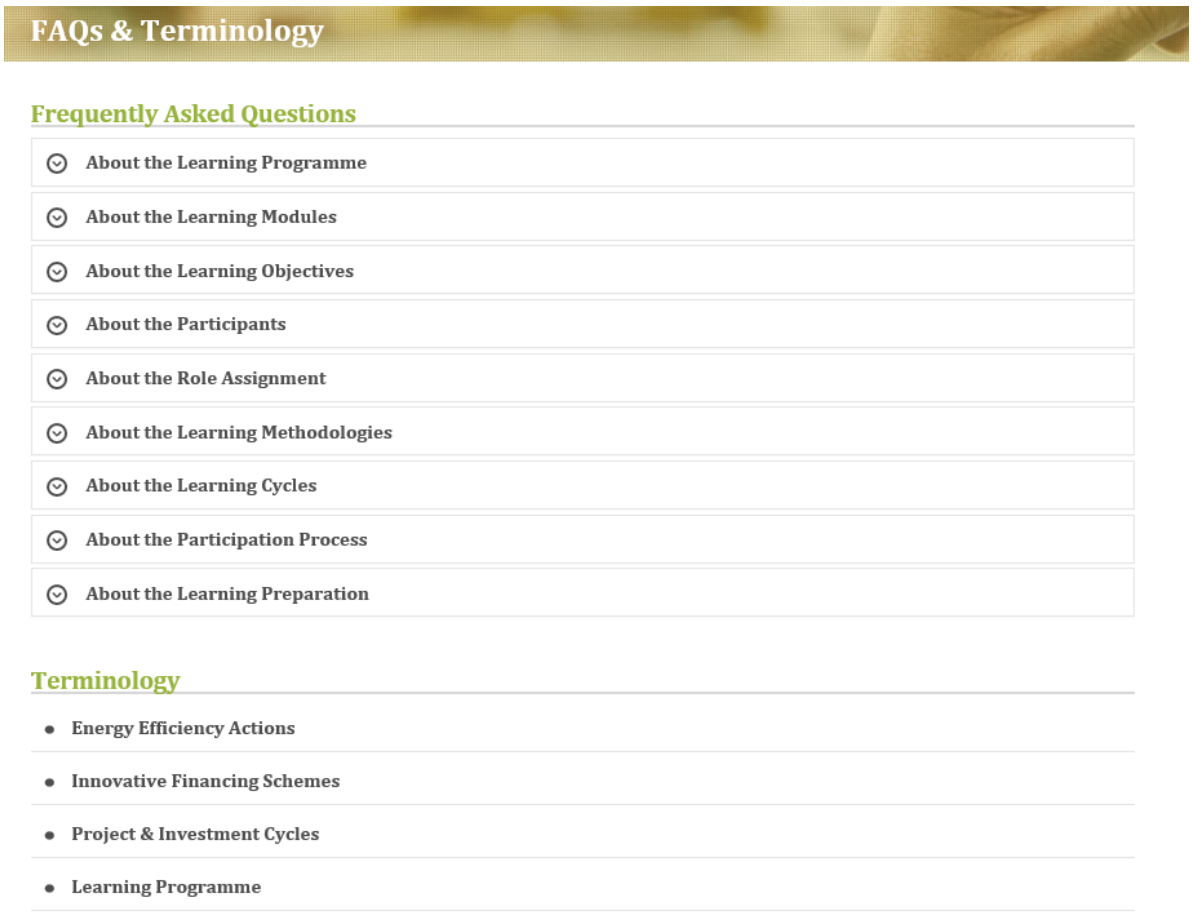


Figure 23 Overview of the FAQ and Terminology categories

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.

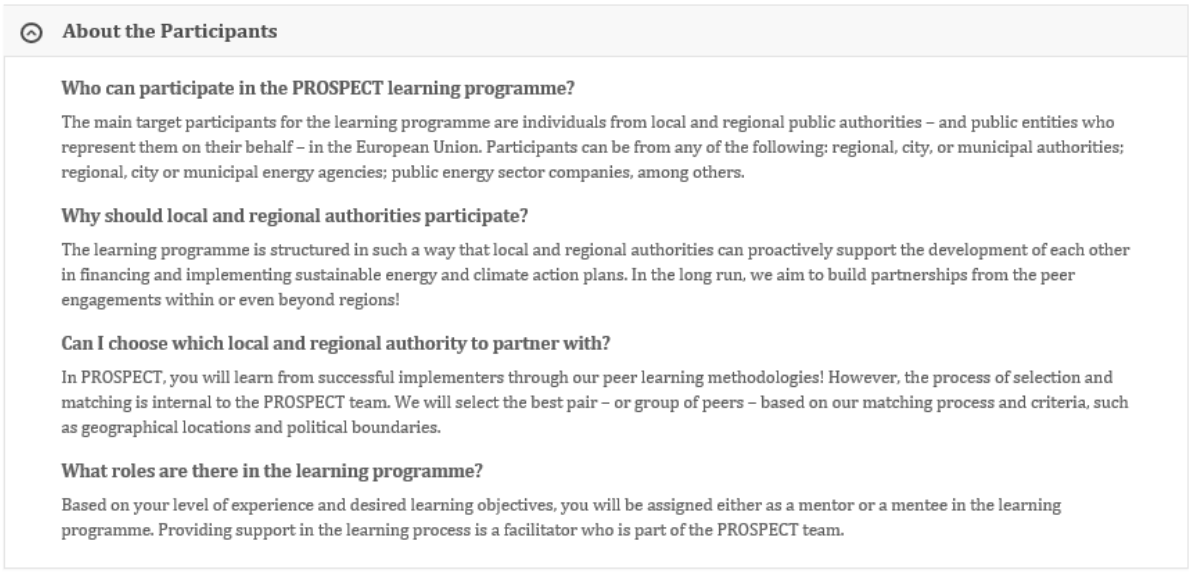


Figure 24 Example for an FAQ category

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 andthe 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. 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.

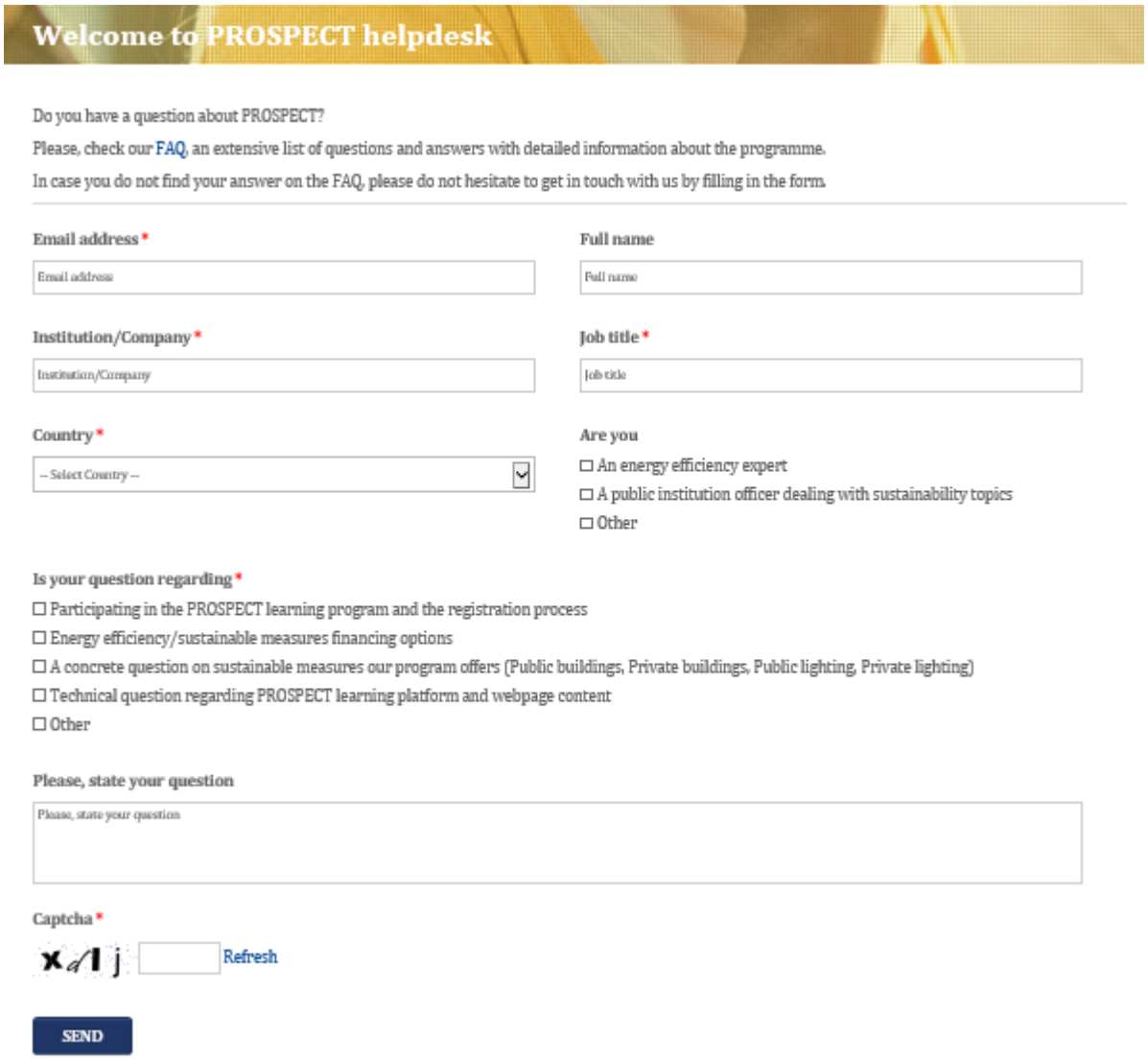


Figure 25 The PROSPECT helpdesk

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).

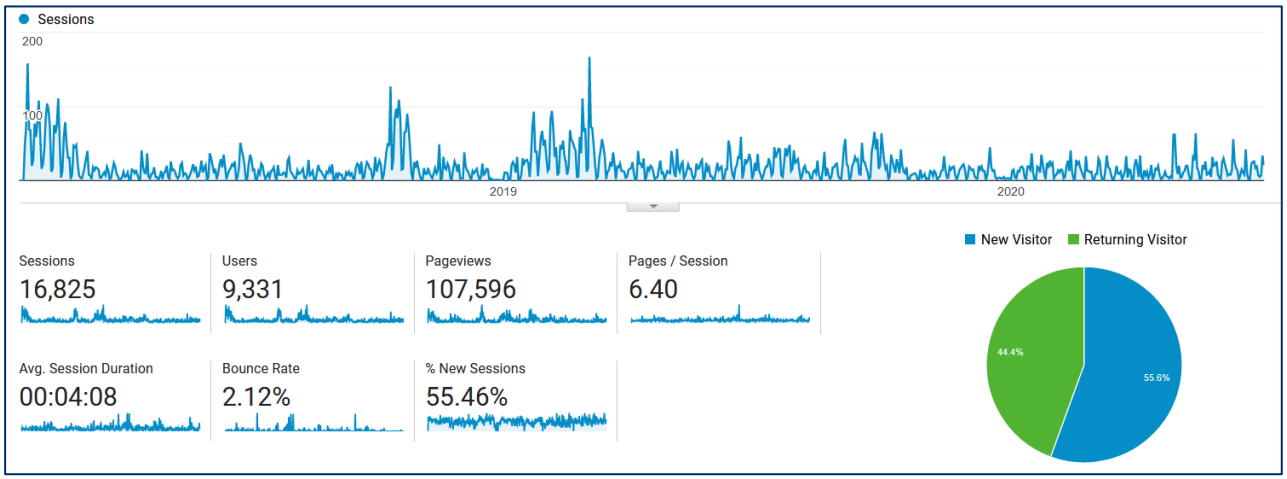


Figure 26 PROSPECT Website Analytics – from creation through Jul 1, 2020

	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.

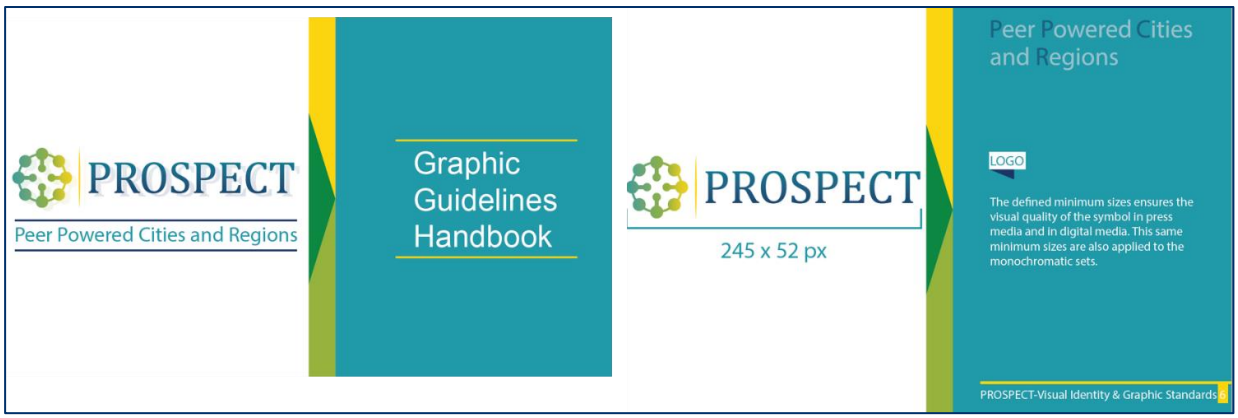
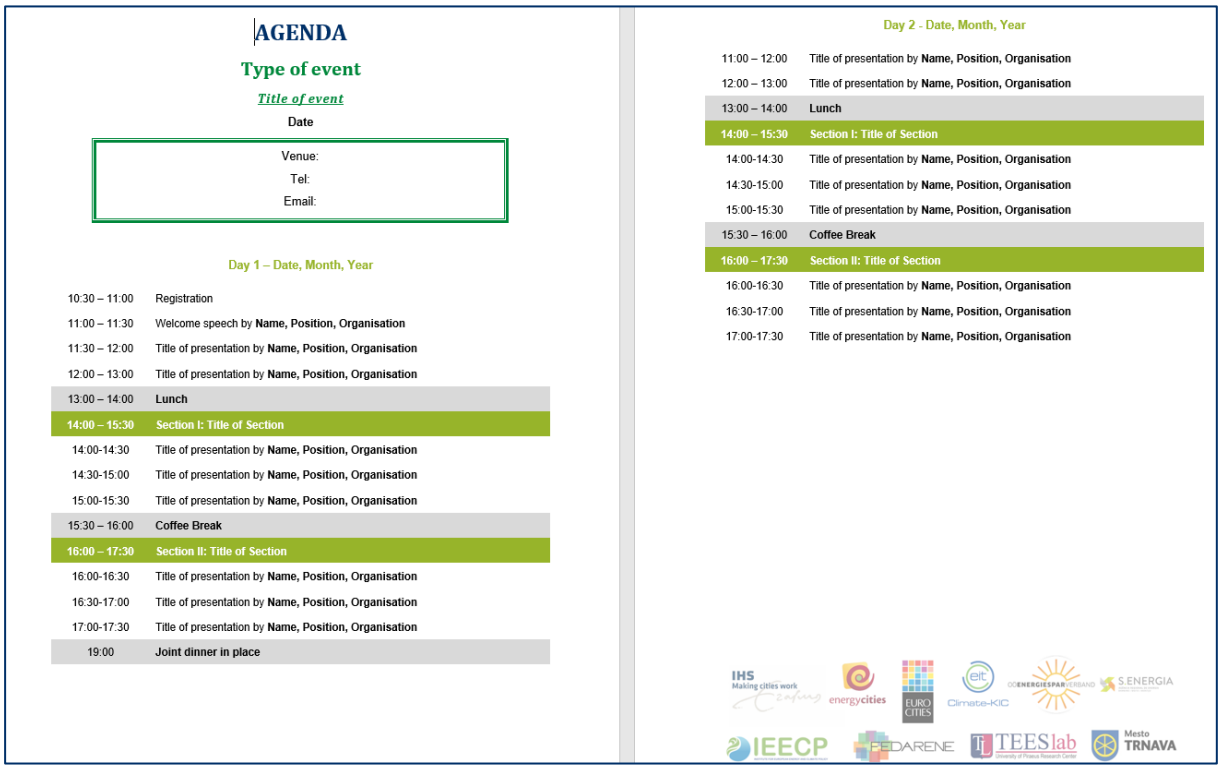


Figure 29 PROSPECT Graphic Guidelines Handbook

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.



AGENDA

Type of event

Title of event

Date

Venue:
Tel:
Email:

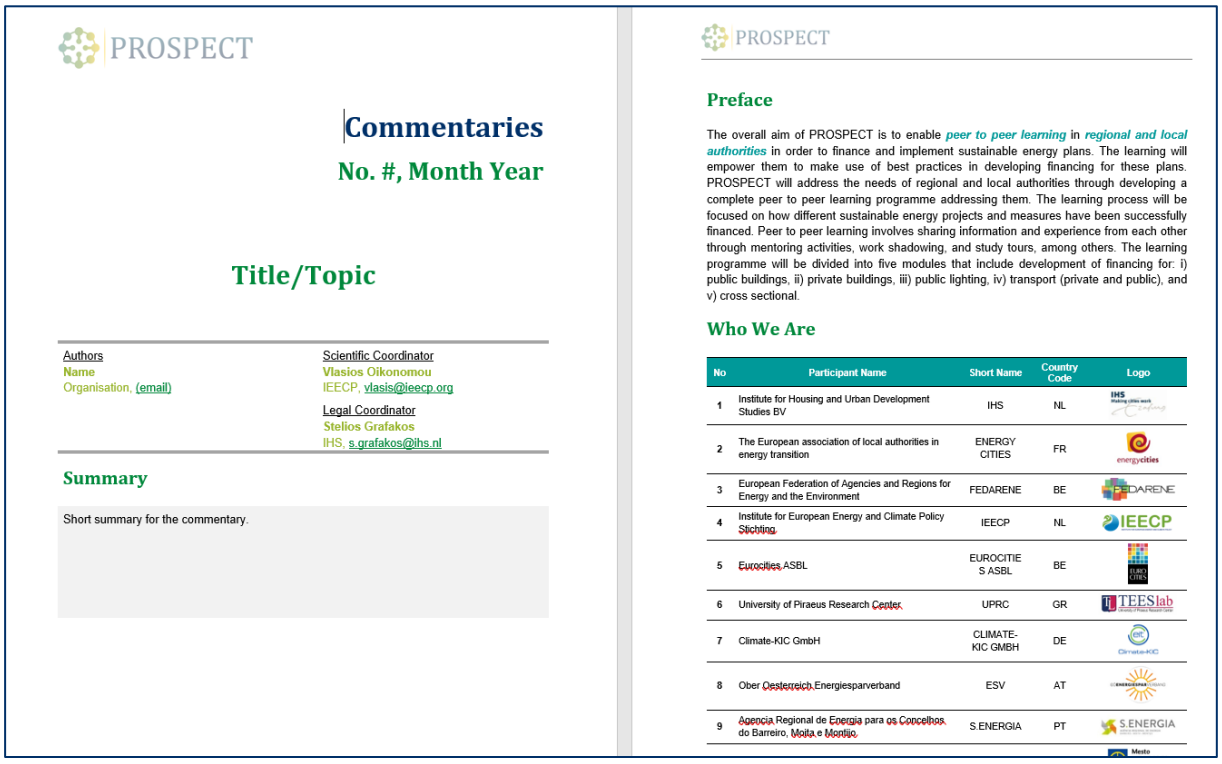
Day 1 – Date, Month, Year

10:30 – 11:00	Registration
11:00 – 11:30	Welcome speech by **Name, Position, Organisation**
11:30 – 12:00	Title of presentation by **Name, Position, Organisation**
12:00 – 13:00	Title of presentation by **Name, Position, Organisation**
13:00 – 14:00	**Lunch**
14:00 – 15:30	**Section I: Title of Section**
14:00-14:30	Title of presentation by **Name, Position, Organisation**
14:30-15:00	Title of presentation by **Name, Position, Organisation**
15:00-15:30	Title of presentation by **Name, Position, Organisation**
15:30 – 16:00	**Coffee Break**
16:00 – 17:30	**Section II: Title of Section**
16:00-16:30	Title of presentation by **Name, Position, Organisation**
16:30-17:00	Title of presentation by **Name, Position, Organisation**
17:00-17:30	Title of presentation by **Name, Position, Organisation**
19:00	**Joint dinner in place**

Day 2 - Date, Month, Year

11:00 – 12:00	Title of presentation by **Name, Position, Organisation**
12:00 – 13:00	Title of presentation by **Name, Position, Organisation**
13:00 – 14:00	**Lunch**
14:00 – 15:30	**Section I: Title of Section**
14:00-14:30	Title of presentation by **Name, Position, Organisation**
14:30-15:00	Title of presentation by **Name, Position, Organisation**
15:00-15:30	Title of presentation by **Name, Position, Organisation**
15:30 – 16:00	**Coffee Break**
16:00 – 17:30	**Section II: Title of Section**
16:00-16:30	Title of presentation by **Name, Position, Organisation**
16:30-17:00	Title of presentation by **Name, Position, Organisation**
17:00-17:30	Title of presentation by **Name, Position, Organisation**

Figure 30 PROSPECT Agenda Template



PROSPECT

Commentaries

No. #, Month Year

Title/Topic

Authors
Name
Organisation, (email)

Scientific Coordinator
Vlasios Oikonomou
IEECP, vlasis@ieecp.org

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

Summary

Short summary for the commentary.

PROSPECT

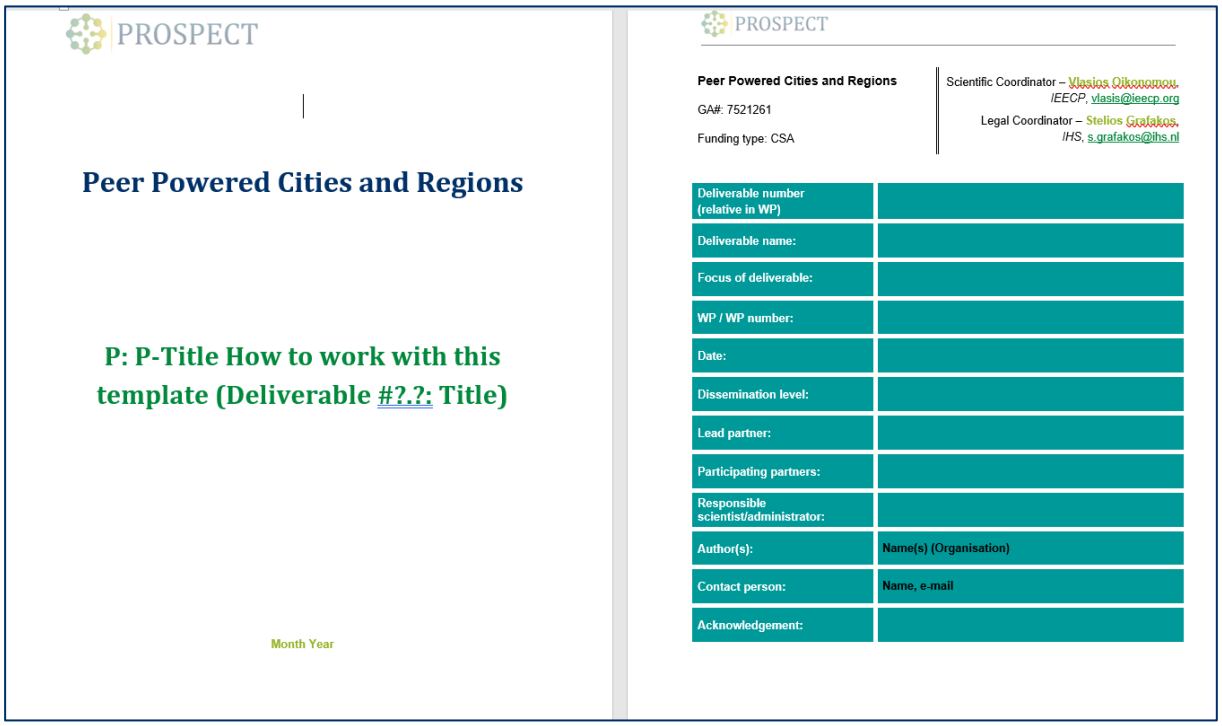
Preface

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 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	

Figure 31 PROSPECT Commentaries Template



PROSPECT

Peer Powered Cities and Regions

P: P-Title How to work with this template (Deliverable #?.?: Title)

Month Year

PROSPECT

Peer Powered Cities and Regions

GA#: 7521261

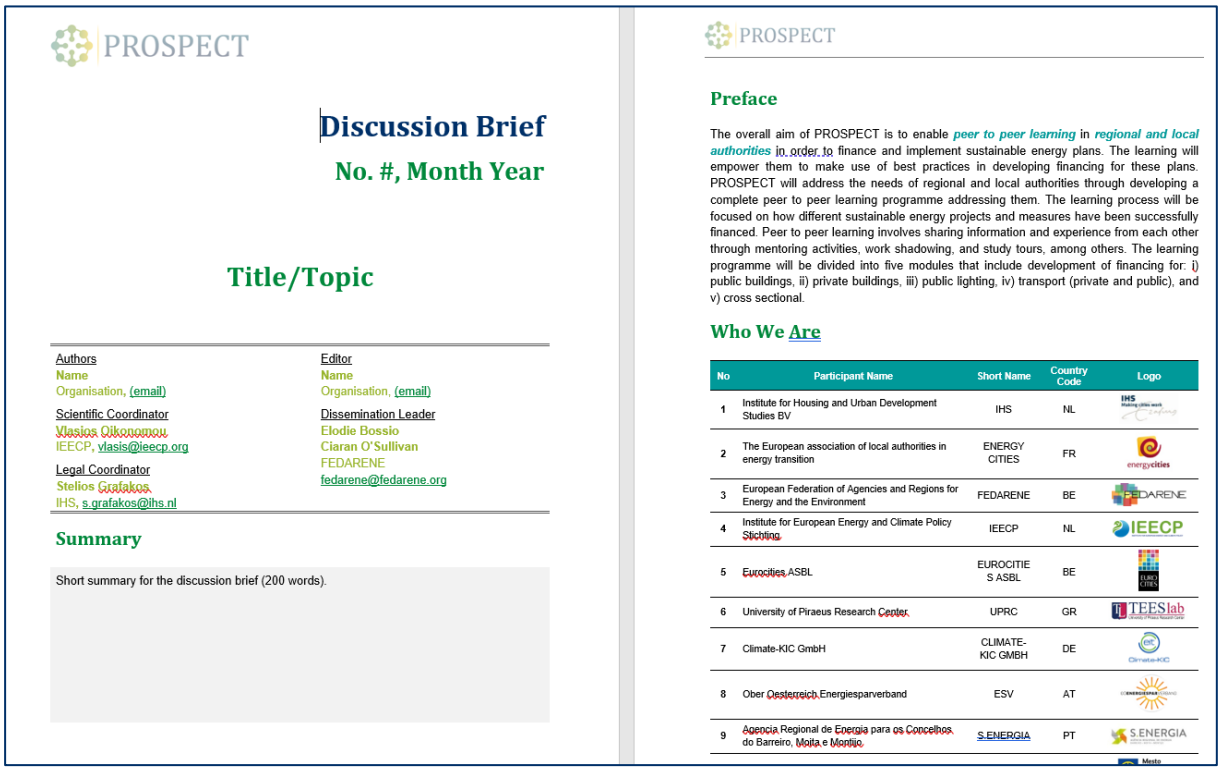
Funding type: CSA

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

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

Deliverable number (relative in WP)	
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



PROSPECT

Discussion Brief

No. #, Month Year

Title/Topic

Authors
Name
Organisation, (email)

Scientific Coordinator
Vlasios Oikonomou
IEECP, vlasis@ieecp.org

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Editor
Name
Organisation, (email)

Dissemination Leader
Elodie Bossio
Ciaran O'Sullivan
FEDARENE
fedarene@fedarene.org

Summary

Short summary for the discussion brief (200 words).

PROSPECT

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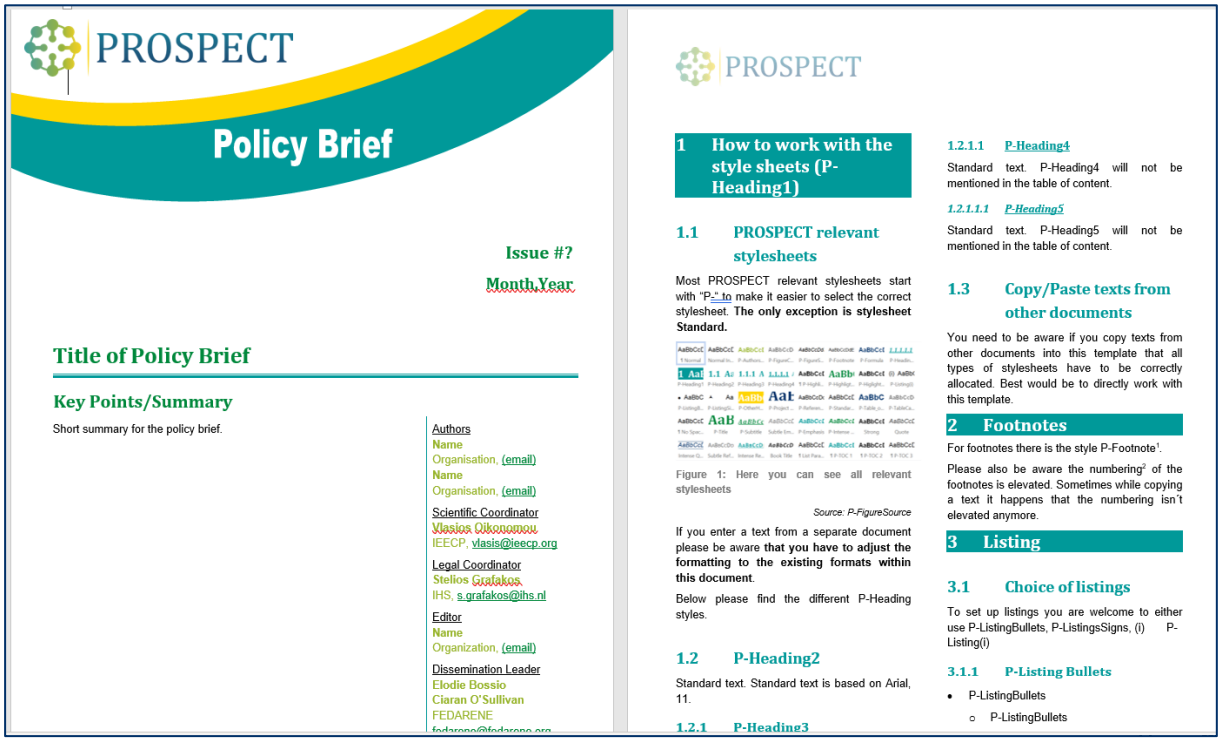
4	Institute for European Energy and Climate Policy Stichting	IEECP	NL	
5	Eurocities ASBL	EUROCITIE S ASBL	BE	
6	University of Piraeus Research Center	UPRC	GR	
7	Climate-KIC GmbH	CLIMATE-KIC GMBH	DE	
8	Ober Oesterreich Energiesparverband	ESV	AT	
9	Agencia Regional de Energia para os Concelhos do Barreiro,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

Figure 33 PROSPECT Discussion Brief Template



PROSPECT

Policy Brief

Issue #?

Month,Year

Title of Policy Brief

Key Points/Summary

Short summary for the policy brief.

Authors
Name
Organisation, (email)
Name
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Scientific Coordinator
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Editor
Name
Organization, (email)

Dissemination Leader
Elodie Bossio
Ciaran O'Sullivan
FEDARENE

PROSPECT

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-Heading3

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-Heading5 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[1].

Please also be aware the numbering[2] 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

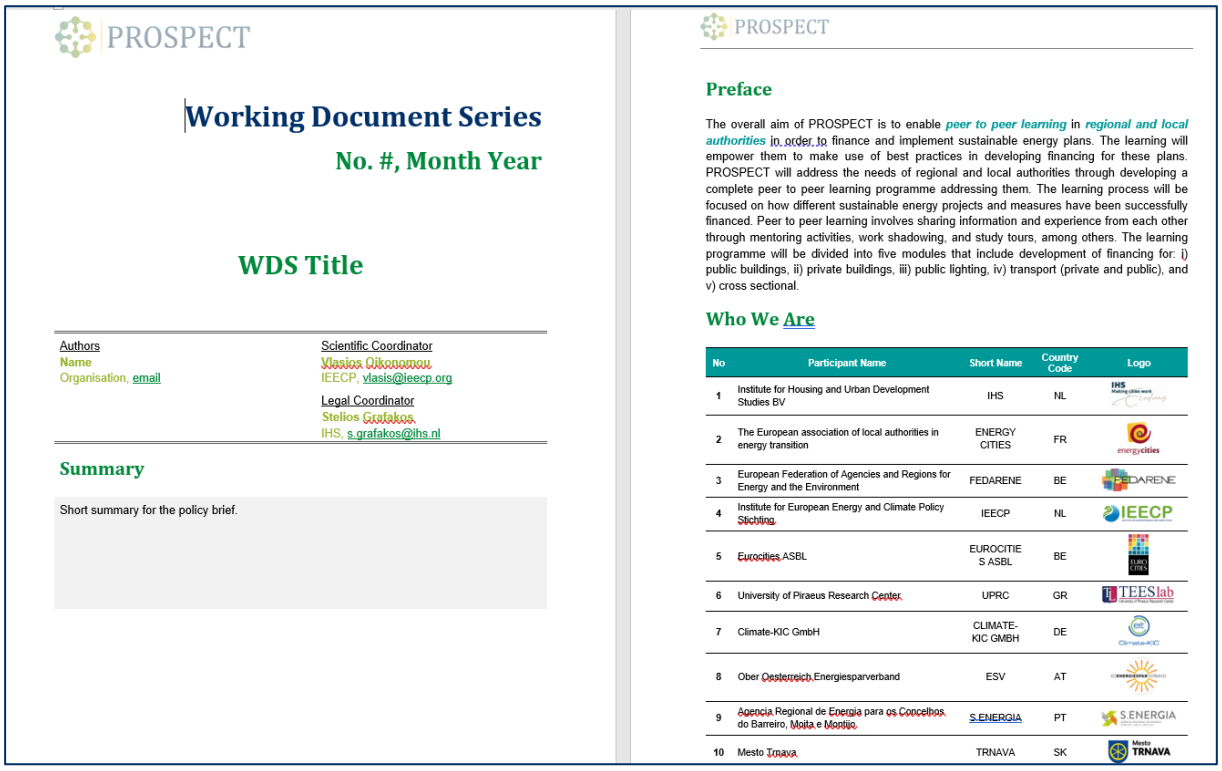


Figure 36 PROSPECT Working Document Template

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

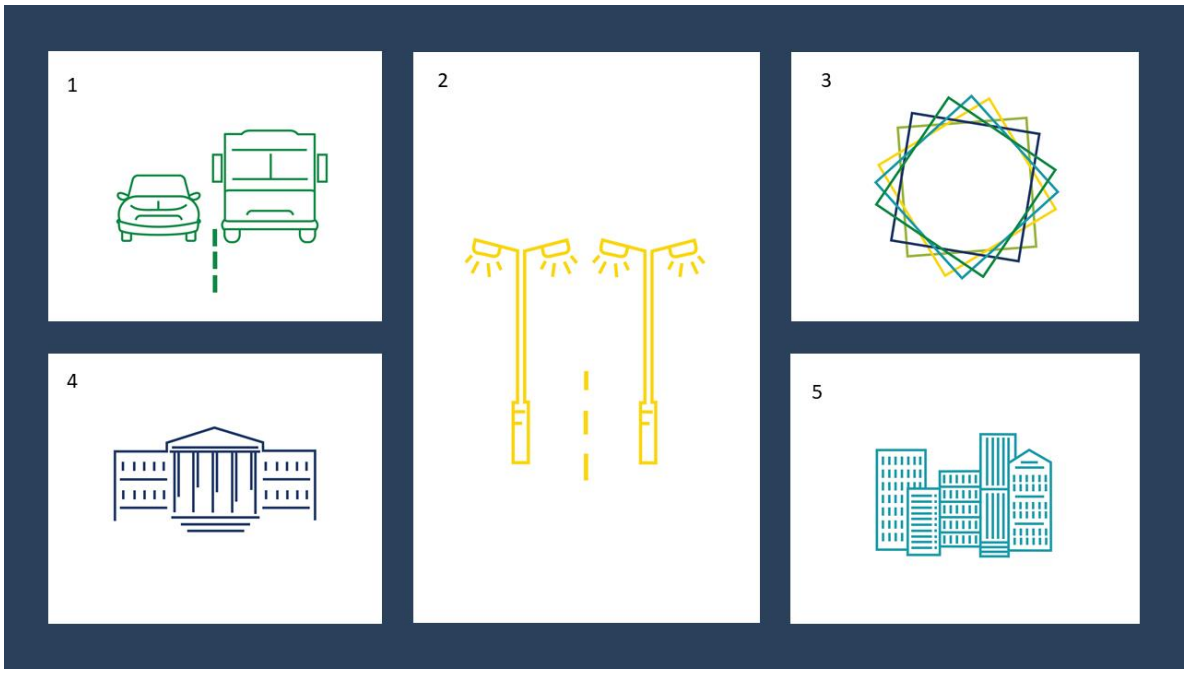


Figure 38 POSPECT Icons of the Modules

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 leafletwas 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.

Figure 40 PROSPECT Leaflet – Inside

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[1].

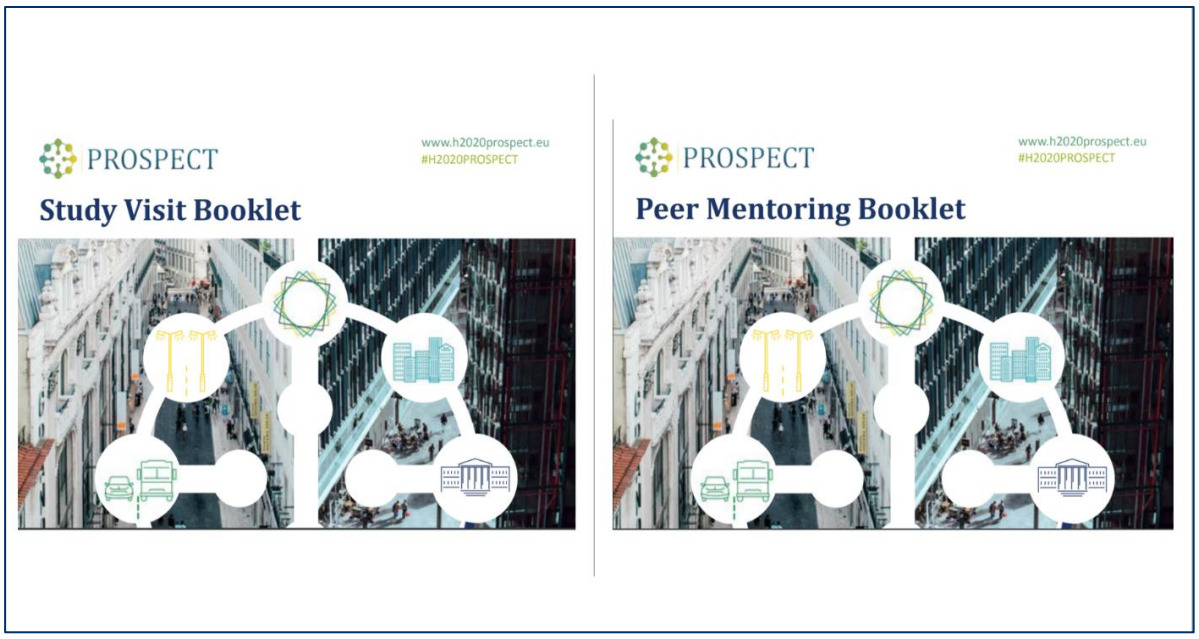


Figure 42 The PROSPECT Booklets for Study Visits and Peer Mentoring Activities

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 3rd and 4th 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.

[1] 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 26th 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.

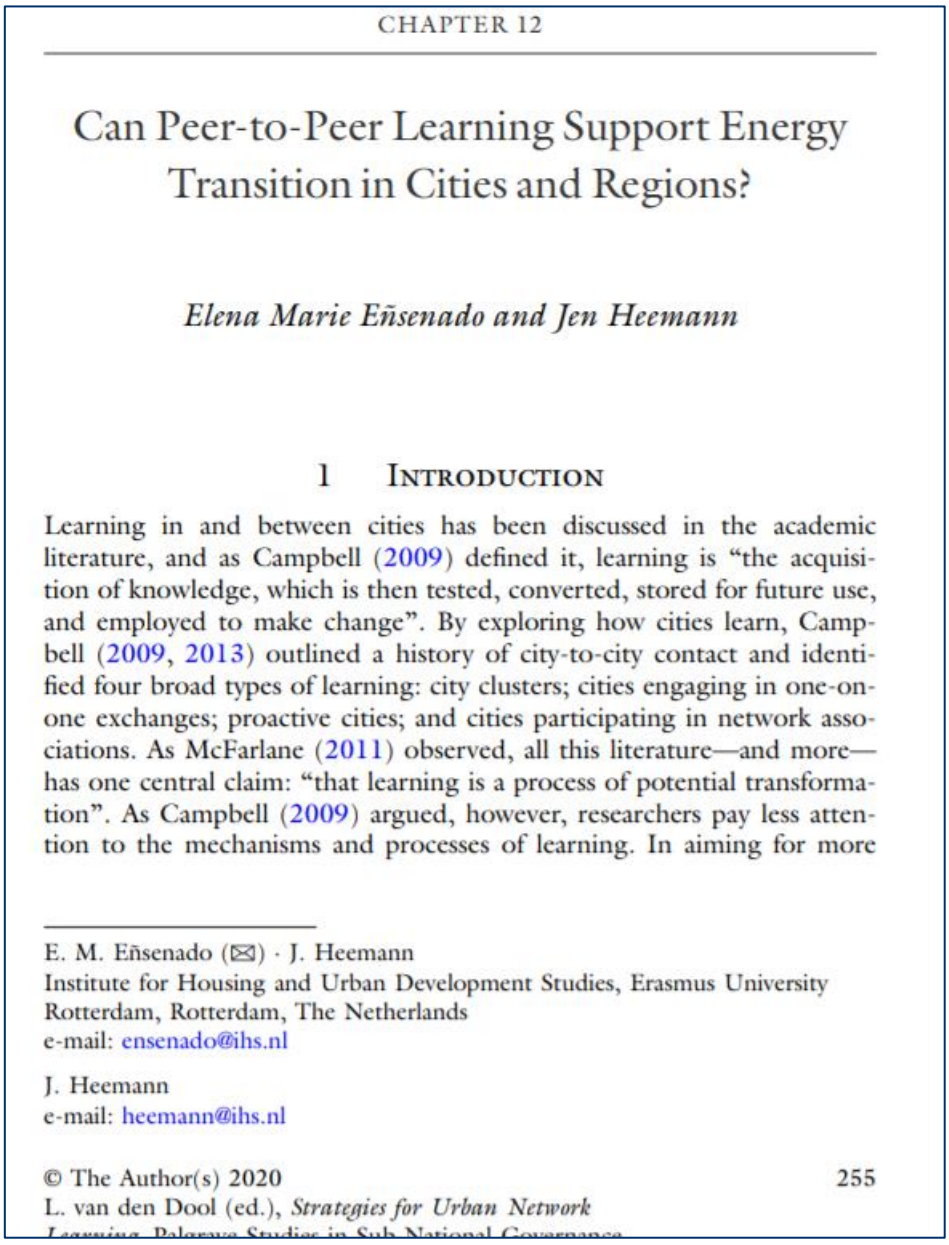
The mailing list for the newsletter was populated though the “Keep in Touch with PROSPECT” section of the website, in full accordance with GDPR (see section 2.1.5.2. above).

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 in available on the PROSPECT website, on the Library section.



CHAPTER 12

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-mail: heemann@ihs.nl

© The Author(s) 2020

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

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 PROSPCET 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 were 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