

Peer Powered Cities and Regions

Deliverable 6.4: Summary of Visual Communication Material

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Peer Powered Cities and Regions

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Preface

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

Who We Are

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





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1 Introduction

One of the key objectives and main challenge of PROSPECT was to actively engage with 200 EU local or regional authorities in its peer-to-peer learning activities, throughout the 42-month project duration. To reach this objective, the project team had to ensure – among others - a wide, efficient and impactful communication, in order to reach out a significant number of stakeholders and potential participants, and to bring the necessary recognition and attractiveness to the project's outcomes.

This deliverable (D6.4) describes how the PROSPECT visual communication material (infographics, mapping and video), as well as online dissemination activities (social media activity and synergies with other initiatives and projects) contributed to reach the project's communication objectives.

The description of the project website is part of the D6.3 deliverable (PROSPECT Summary of communication pack). The global dissemination strategy is described in D6.1, and its impact assessment in D6.7.



2 Visual Communication Material

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

This chapter presents the visual communication materials, designed and used by the PROSPECT team to promote further the project and its activities. They contributed to the awareness raising by conveying PROSPECT messages and through sharing and gathering feedback on key outcomes.

2.1 Infographics

Several PROSPECT infographics (Appendix A) were created throughout the project duration. They present respectively:

- PROSPECT in figures (visible on the project home page and updated after the beginning of each learning cycle)
- Information on the learning program (accessible from the Library section of the website)
- The advantages of becoming a mentor or a mentee (accessible from the Library section of the website)
- The results of the first engagement campaign (accessible from the Library section of the website)
- The timeline of a learning cycle (visible on the Learning programme section of the project's website)

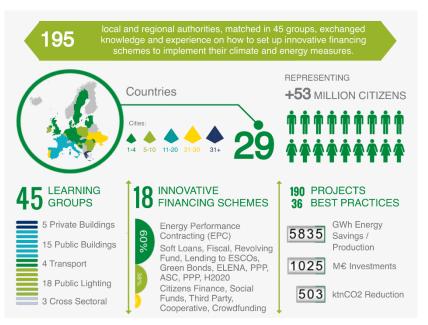


Figure 1: Infographic - PROSPECT in figures



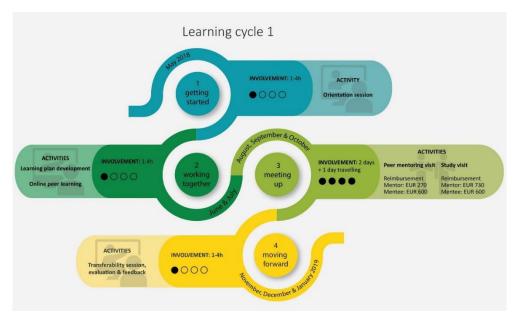


Figure 2: Infographic - Timeline and steps of a PROSPECT learning cycle



Figure 3: Infographics - "Benefits of being a mentor/mentee", "P2Plearning programme", "Results of the 1st engagement campaign (Annex A)

2.2 Video

In January 2018, PROSPECT has uploaded on Youtube <u>a short video</u> to present all essential elements of the learning programme. In only 2:20 minutes, one can easily understand the PROSPECT methodology and the concrete functioning of learning groups.

The video is visible in the <u>Get involved</u> section of the project website and was largely promoted by partners on social media, embedded in blog or newsletters' articles, and disseminated via email, especially when engagement campaigns were running. As of mid-November 2020, the video has reached 1784 views.





Figure 4: PROSPECT video presentation

2.3 Google map

An interactive <u>PROSPECT Google map</u> offers a complete cartography of all mentors and mentees involved in the four learning cycles of PROSPECT.

The map can be filtered by the 5 sectoral modules of PROSPECT (public building, private building, public lighting, transport and cross-sectoral). For each local or regional authority represented, a basic set of information is given on the participant's peer-to-peer learning experience: identification and role in the learning group, country, learning module, financing schemes and link to related contents on the project website.

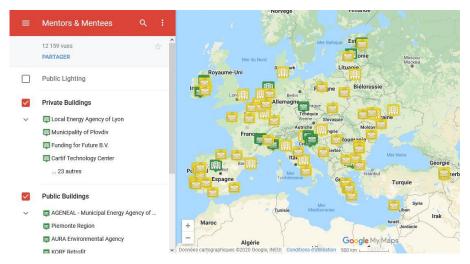


Figure 5: Interactive map of PROSPECT participating cities and regions

The map is visible on the project home page and partners used it for social media activities. It is a tool with a strong visual impact, offering interactive access to the project's contents, as well as additional information, like the geographical scope of the project or the level of participation per country, that can be caught up at a glance.



3 Online dissemination

3.1 Social Media

For the best web presence of the project, PROSPECT has amplified all its dissemination and communication activities via social media, in synergy with its website.

Social media have become key tools for increasing the audience and the communication impact of any organisation. This is even more the case for initiatives like PROSPECT, which run engagement campaigns at the European scale, and therefor seek to reach out a large number of people in its target groups.

In the case of PROSPECT, instead of creating new social media accounts for the project - and thus putting many efforts in building a new audience from scratch – the partners decided to make use of their existing accounts. Indeed, most of them had already a sound visibility on social media, especially towards PROSPECT's target groups (local and regional authorities in Europe, and their energy and climate agencies).

The platforms chosen for the promotion of PROSPECT were mainly Twitter and Linkedin, and all posts have used <u>#H2020PROSPECT</u> as a dedicated hashtag, for a better visibility and recognition of the project. Facebook accounts of partner organisations were also used, but to a lower extent.

As for LinkedIn, in addition to the communication activities on the different partners' accounts, a <u>dedicated LinkedIn group</u> was created for the PROSPECT community of participants. As of Mid-November 2020, 114 people are part of this group.

The PROSPECT social media activity focused on:

- Informing about the four engagement campaigns (opening dates, deadlines, key messages and visuals, links to the application forms and to other ad hoc contents);
- Promoting PROSPECT physical and online events;
- Disseminating the project outputs and results;
- Showcasing activities of the learning groups in the different learning cycles, with pictures taken during the visits to the mentors;
- Linking with other initiatives, organisations and people, by sharing their contents or mentioning them in the posts whenever it was relevant.







Figure 6: Some partners' posts on Twitter

For a complete information on PROSPECT social media activity and impact, please consult D6.7 "Impact assessment of the dissemination strategy and actions beyond the duration of the project".

3.2 Project page on partners' website

As soon as the project started, each partner organisation created a page dedicated to PROSPECT on their website. This was followed by a number of web publications by partners all along the project duration, which are described in D6.7 "Impact assessment of the dissemination strategy and actions beyond the duration of the project".

Table 1: PROSPECT Page on partners' website

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





Figure 7: PROSPECT page in partners' website

3.3 Cross-promotion and synergies

In order to facilitate collaboration, exchange of knowledge and increase visibility in specific target groups, PROSPECT has undertaken cross-promotion with the following EU initiatives and projects.

They were selected for their high potential for synergies with PROSPECT, in terms of:

- audience (same public of EU local or regional local authorities);
- themes and sectors (innovative financing, public or private buildings, public lighting, transport, cross-sectoral energy and climate actions);
- or methodology (capacity building, peer-to-peer mentoring).

A total of 41 articles about PROSPECT were posted on the Covenant of Mayors, Managenergy and BuildUp platforms, which provided a great audience and support to the project.

Apart from web promotion, many organisations have also disseminated information about PROSPECT in emailing to their members or partners. This was the case in particular for national networks of local authorities or national energy and climate agencies, which the PROSPECT partners contacted for the dissemination of the second and third engagement campaigns.



EU initiatives

Covenant of Mayors for Climate & Energy (https://eumayors.eu)



The Covenant of Mayors is the first and most ambitious European Union initiative launched by the European Commission in 2008 directly targeting local authorities and their citizens to take the lead in the fight against global climate change.

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

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



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



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

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

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

URBACT programme (http://urbact.eu/) has been the European Territorial Cooperation programme aiming to foster sustainable integrated urban development in cities across Europe. URBACT's mission is to enable cities to work together and develop integrated solutions to common urban





challenges, by networking, learning from one another's experiences, drawing lessons and identifying good practices to improve urban policies.

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



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

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

In the current phase, the intention of the partners is to participate in SDG (Sustainable Development Goals) Knowledge



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



In addition, an account in a relevant Public Group European Commission website Connecting the development community capacity4dev.eu (www.europa.eu/capacity4dev/) has been created. Capacity4dev is a knowledge

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



Energypedia (https://energypedia.info/wiki/Main_Page) is a wiki-based platform for collaborative knowledge exchange on renewable energy and energy efficiency issues. It offers the opportunity to share knowledge through uploading documents and deliverables, and also through publishing pages of projects and initiatives that are relevant to these two main issues. In order to further promote PROSPECT outcomes and



deliverables, a *page* has been created. The particular Energypedia page will include a short description of PROSPECT, its objectives and general outcomes, and also links to the relevant reports and files.



MyEuropa platform is a meeting place for those working on European Projects, where experienced professionals can offer their services and where the thousands of potential beneficiaries

of European Funds can find the right support and resources. My Europa platform is developed by the European Academy for education and social research and is based on the results of a research project of the European Projects Association. The networking community platform www.my-europa.eu is offering a different approach to developing projects by adopting innovative methodologies and techniques. My Europa is designed to overcome the difficulties in absorbing European funds in order to develop projects efficiently and with positive impacts on the European society.

The PROSPECT group on the platform can be found here.

EU projects

Table 2: Synergies with other EU projects

Name	Target or sector	Website or page promoting PROSPECT
MEDNICE / Interreg- MED horizontal	LRAs	http://www.energy-cities.eu/MEDNICE-partner
Sharing cities	LRAs	www.sharingcities.eu/
Green Digital Charter	LRAs	http://www.greendigitalcharter.eu/innovative- financing-oin-cities-and-regions-join-a-unique-eu-p2p- learning-programme
CIVITAS vanguard	Mobility experts	http://civitas.eu/
Sharing Cities	LRAs	http://www.sharingcities.eu/sharingcities/news/H2020-PROSPECT-peer-learning-cycles-on-innovative-financing-WSWE-B8PCYU
OPTIMUS	LRAs	http://optimus-smartcity.eu/
CES-MED	LRAs	http://ces-med.eu/
EU-GCC Clean Energy Technology Network	LRAs	http://www.eugcc-cleanergy.net/
TRANSrisk	LRAs	http://www.transrisk-project.eu/



Empowering	LRAs	https://www.empowering- project.eu/en/?s=PROSPECT
SET-Nav	LRAs	http://set-nav.eu/
EmBuild	LRAs	http://embuild.eu/
RICE - Revolving Investment in Cities Europe	LRAs	https://ec.europa.eu/easme/en/communication-toolkit
GuarantEE	EPC in buildings	https://guarantee-project.eu/
HandShake	Mentoring on cycling by and for cities	https://handshakecycling.eu/
Premium Light Pro	Public lighting	http://www.premiumlightpro.org.uk/outdoor- lighting/funding-concepts/
PUBLENEF H2020	LRAs	https://www.publenef-toolbox.eu/tools/prospect-learning-handbooks-financing-energy-efficiency-public-sector
ECCO	Energy communities	https://www.nweurope.eu/projects/project- search/ecco-creating-new-local-energy-community- co-operatives/#tab-1
Triple A	LRAs	https://aaa-h2020.eu/synergies



Appendix A - Infographics

Peer to Peer Learning Programme for Cities and Regions Learn from best practices on innovative financing to implement sustainable energy and climate action projects, especially within the framework of the Covenant of Mayors



Mentors

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



Mentees

Are you looking for innovative financing schemes?

Sharing Information and Experience













Why become a mentor?



Showcase achievements of your city or region at European level



Improve your mentoring and leadership skills



Be recognised for future 'expert' positions, thanks to a certification process



Get additional feedback on your projects by confronting your experience with peers working on the same issues



See things from a different angle and reflect on future challenges



Have the change of participating in further study visits organised by other mentors

Why become a mentee?

Learn from other projects implemented in Europe and apply what they learned in their own context



Get tallor-made assistance adapted to your learning objectives and needs



Confront Ideas with peers, share experience and knowledge to come up with new solutions



Get direct access to a network of cities, regions, and energy agencies facing similar challenges



GET INVOLVED NOW



Terminology

Energy efficiency actions

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

Innovative financing schemes

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



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

Project & Investment Cycles

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

Learning Programme

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



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

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

