



Report on local, regional and national dissemination activities

Summary

All project partners actively reached out local, regional, national and European partners throughout the Streetlight-EPC project in the aim of disseminating information about the project and increasing project impact. Various channels were used including dialogues with twin/sister cities, electronic media, newsletter, postal mail and the organisation and participation in events. This report presents a summary of some of the dissemination activities that were held.

Dissemination activities

A range of activities were carried out by the project partners to actively inform actors outside the project region about the project. The project was actively promoted in media and newsletters for a European audience. In total information on the project was published in more than 200 articles in European newsletters and social media (Twitter).

Partners reached out to twin/sister cities as well as many other cities with information about the project. For example:

- In Pomerania, information is systematically transferred to the foreign partners of the City of Gdansk during meetings thematically related to the issues of EU projects and energy efficiency.
- The city of Skopje has contacted sister cities by e-mail and through other communication channels with the aim of sharing knowledge and examples on using EPC.
- REGEA and Zagreb County shared information about the EPC and PPP model for streetlight refurbishment with sister regional energy agencies and other counties, cities and municipalities. Communication mostly took place through bi-lateral meetings and by phone and e-mail.

In addition to reaching out to twin/sister cities, the partners actively promoted projects activities and results. The following table indicates how dissemination channels were utilised to distribute information on regional and national level:



Region/ Country	Dissemination Chanel	Relevant partner activities
Upper Austria	<ul style="list-style-type: none"> • promotion in ESV's regional energy newsletter 	<ul style="list-style-type: none"> • News items were published about Streetlight-EPC activities (e.g. regional events, tools & publications, international conference, etc)
	<ul style="list-style-type: none"> • promotion at ESV's regular events for Upper Austrian municipalities (e.g. Mayors Breakfasts training seminars for municipalities) 	<ul style="list-style-type: none"> • Streetlight-EPC tools & publications (guide, quick-checks, etc) were distributed at relevant events and displayed on brochure stands at the ESV offices and Energy Academy. • The Streetlight-EPC project and EPC Facilitation Service were promoted during relevant ESV events.
	<ul style="list-style-type: none"> • website of ESV where a section is dedicated to EPC 	<ul style="list-style-type: none"> • Streetlight-EPC tools & publications as well as information about EPC and project events were made an integrated part of the ESV Website.
Austria	<ul style="list-style-type: none"> • regular meetings of the Austrian regional energy agencies 	<ul style="list-style-type: none"> • Presentation of the Streetlight-EPC project, tools and activities at the meetings • Regular update on activities
	<ul style="list-style-type: none"> • newsletter of the Austrian lighting technology association LTG 	<ul style="list-style-type: none"> • Regular information about the project and the publications (checklists, guide) sent to LTG
NW-Croatia	<ul style="list-style-type: none"> • HDR (Croatian Lighting Association) 	<ul style="list-style-type: none"> • REGEA is member of Croatian Lighting Association and trough that channel technical and ESCO working group meetings are organised
	<ul style="list-style-type: none"> • Newsletter Zupanijska kronika (Zagreb County) www.zagrebacka-zupanija.hr/zupanijska_kronika (distributed to all cities and municipalities) 	<ul style="list-style-type: none"> • REGEA and Zagreb County prepared text for publishing in newspaper Zagrebacka kronika (online and hard copy). It is expected that text will be published during June 2016
	<ul style="list-style-type: none"> • HGK (Croatian Chamber of Economy) 	<ul style="list-style-type: none"> • Project is going to be presented to the HGK in the next period
Croatia	<ul style="list-style-type: none"> • through website of the Ministry of Regional for EU projects 	<ul style="list-style-type: none"> • Ministry of Regional development for EU projects is involved in the working group (WP5)

	<ul style="list-style-type: none"> • Energetika marketing (a company that organises an annual lighting) 	<ul style="list-style-type: none"> • Annual lighting event is going to be held September 2016 where S-EPC will be presented
South Bohemia	<ul style="list-style-type: none"> • the newsletter of the South Bohemian Association of Cities and Municipalities 	<ul style="list-style-type: none"> • Regular information about the project
	<ul style="list-style-type: none"> • the seminars organised by ECCB 	<ul style="list-style-type: none"> • a basic information about project is given at any relevant event organized by ECCB
	<ul style="list-style-type: none"> • the website of the South Bohemian Regional Authority 	<ul style="list-style-type: none"> • Basic information about project with pro-link on ECCB Website - on South Bohemia County Website
Czech Republic	<ul style="list-style-type: none"> • the newsletter of the association of the Healthy Cities of the Czech Republic HCCZ 	<ul style="list-style-type: none"> • Information about project – mailing by South Bohemia Chamber of Commerce (on all members emails)
	<ul style="list-style-type: none"> • the newsletter of the Association of Towns and Municipalities of the Czech Republic 	<ul style="list-style-type: none"> • Information about project was distributed
Pomerania/ Poland	<ul style="list-style-type: none"> • the websites www.LEDnews.pl and www.oswietleniewpolsce.pl 	<ul style="list-style-type: none"> • materials and tools developed within Streetlight-EPC project on the website of Association of Polish Energy Agencies – SAPE instead of www.LEDnews: http://www.sape.org.pl/index?publikacje • http://www.akademialed.pl/modernizacja-oswietlenia-ulicznego-przewodnik/ • http://www.akademialed.pl/modernizacja-oswietlenia-ulicznego-na-podstawie-umow-o-poprawe-efektu-energetycznego
	<ul style="list-style-type: none"> • Quarterly "LED lighting" 	<ul style="list-style-type: none"> • Two articles written on financing of streetlight modernization and ESCO, the third one is planned to issue in August 2016
	<ul style="list-style-type: none"> • the following events: Smart metropolis in Gdansk 2014, the National Congress of the Regions, the National Conference on Illumination (Warsaw University of Technology) and the Light Fair in Warsaw 	<ul style="list-style-type: none"> • two other, more relevant events: Pomeranian Energy Days in Gdańsk (2015) and Lighting Congress in Warsaw: in both cases, BAPE gave presentation of Streetlight project and ESCO model and information on facilitation service

Carlow Kilkenny	<ul style="list-style-type: none"> • CKEA newsletter 	<ul style="list-style-type: none"> • Newsletters sent through mail shot (915 addresses) with Streetlight EPC project description.
	<ul style="list-style-type: none"> • Data4Action Newsletter (Spring 2016) 	<ul style="list-style-type: none"> • Update on Streetlight EPC pilot project for Kilkenny County Council
	<ul style="list-style-type: none"> • South East Action Plan for jobs 	<ul style="list-style-type: none"> • Public lighting retrofit projects to support job creation. Update on progress sent in February 2016.
	<ul style="list-style-type: none"> • Kilkenny People Newspaper 	<ul style="list-style-type: none"> • Kilkenny County Council page in Kilkenny People (June/July 2016)
	<ul style="list-style-type: none"> • Chief Executives Report 	<ul style="list-style-type: none"> • Streetlight EPC pilot project to be included on the Chief Executive of Kilkenny County Council's monthly report to elected members (June/July 2016)
Ireland	<ul style="list-style-type: none"> • AIEA (Association of Energy Agencies) 	<ul style="list-style-type: none"> • Presentations to members of AIEA on streetlight EPC project and pilot project
	<ul style="list-style-type: none"> • SEAI Energy Link (National online forum for public sector representatives) 	<ul style="list-style-type: none"> • Online energy forum used for the public sector in Ireland. Relevant posts on Streetlight EPC events
SE- Sweden	<ul style="list-style-type: none"> • the digital newsletter E-kicken 	<ul style="list-style-type: none"> • information about WP6 quick checks and case studies and other good practises
	<ul style="list-style-type: none"> • The digital newsletter Hållbar upphandling med energi i fokus 	<ul style="list-style-type: none"> • Sent to all procurers in the region and nationally
	<ul style="list-style-type: none"> • the event EnergiTing Sydost (annual regional conference) 	<ul style="list-style-type: none"> • 2015-11-12 Västervik – a stand with information and presentation during the event.
	<ul style="list-style-type: none"> • through the following networks: Klimatkommissioner (3 county networks), Energirådgivarna Sydost, a network of signatories of the Covenant of Mayors, the "Energy group" and the Kalmar kommuns upphandlingscenter (Kalmar public procurement centre) 	<ul style="list-style-type: none"> • Regular information at the Climate commission meetings. on Streetlight EPC experience, sustainable procurement getting its own focus in the regional new organization • Information and spreading the quick-checks etc on the meeting for energy and climat eadvisors • The network of signatories of the Covenant of Mayors is not active at the moment.
	<ul style="list-style-type: none"> • New network – 4 energy efficiency networks for SME established may 2016 	<ul style="list-style-type: none"> • Quick-checks and guides distributed at the 4 kick-off meetings

Sweden	<ul style="list-style-type: none"> the national network Sveriges offentliga inköpare (Swedish public procurement) 	<ul style="list-style-type: none"> this network is not active
	<ul style="list-style-type: none"> Miljöstyrningsrådets nätverk, a national network for green procurement 	<ul style="list-style-type: none"> Miljöstyrningsrådet have been developed to the National agency for public procurement, project experiences were used to support in their update of the national guidance documents (the current one is from 2011).
	<ul style="list-style-type: none"> Energikontoren Sverige, the national network of energy agencies 	<ul style="list-style-type: none"> Information about the project has been spread on the meetings. During spring 2016 a new newsletter for all regional energy agencies has been developed and we will use this for dissemination.
	<ul style="list-style-type: none"> Network for SME 	<ul style="list-style-type: none"> During 2016 4 networks for SME has been developed in the Southeast Sweden and the information about EPC for other application has been spread there.
Podravje	<ul style="list-style-type: none"> the council of all mayors in the region of Podravje 	<ul style="list-style-type: none"> Presentation of checklists for indoor and outdoor lightning and new financial mechanisms
	<ul style="list-style-type: none"> Štajerska Chamber of Commerce 	<ul style="list-style-type: none"> Regular information about the project , different events and the publications (checklists, guide) sent to them
	<ul style="list-style-type: none"> Regional EUSEW events 	<ul style="list-style-type: none"> Presentations and workshops
Slovenia	<ul style="list-style-type: none"> Association of Slovene Municipalities 	<ul style="list-style-type: none"> Presentation of the Streetlight-EPC project, tools and activities at the meetings Regular update on activities
	<ul style="list-style-type: none"> Association of Slovene energy agencies 	<ul style="list-style-type: none"> Presentation of the Streetlight-EPC project, tools and activities at the meetings
Macedonia	<ul style="list-style-type: none"> ZELS, the municipal energy efficiency network 	<ul style="list-style-type: none"> Regular information by e-mail for the project activities and publications
	<ul style="list-style-type: none"> InfoMACEF- e-newsletter 	<ul style="list-style-type: none"> Monthly reporting for the project activities and future tasks
	<ul style="list-style-type: none"> through Economic Chambers on national and regional level 	<ul style="list-style-type: none"> Regular information by e-mail for the project activities and were sent all the project publications

North/ Central Spain	<ul style="list-style-type: none"> project dissemination within the "Smart City" initiative 	<ul style="list-style-type: none"> Santander Municipality holds the presidency of RECI, the Spanish smart city association. The project was by telephone, emails and in events by the municipal staff..
	<ul style="list-style-type: none"> through the CoM initiative 	<ul style="list-style-type: none"> Spanish Streetlight-EPC webinar was organised
	<ul style="list-style-type: none"> through the energy agencies in the regions 	<ul style="list-style-type: none"> The two main regional energy agencies in Central-North Spain (FENERCOM and EREN) have been informed on the project activities and searched for their cooperation to find candidates.
Spain	<ul style="list-style-type: none"> the National Federation of Municipalities in Spain: Sending of emails 	<ul style="list-style-type: none"> to inform on the project activities: regional events, tools & publications, international conference, project advice (Facilitation Service), etc.
	<ul style="list-style-type: none"> events: project events, meetings and other events where Santander and Escan participate 	<ul style="list-style-type: none"> presentation and providing of information (digital or paper) on the project outcomes
	<ul style="list-style-type: none"> Streetlight-EPC Spanish website www.streetlight-epc.es 	<ul style="list-style-type: none"> Streetlight-EPC tools & publications as well as information about EPC and project events

Partners also participated in several events at the local, regional, nation and even international level, using every opportunity they could to promote Streetlight-EPC activities and results as well as strive to build new collaborations for the development of EPC markets throughout Europe.

Conclusion

Partners were committed to promoting findings of this project throughout their networks on regional and on national levels. These mainly consisted of associations of cities, associations of public procurers, lighting associations and energy agencies networks. Through the strategic use of communication channels large spread coverage was achieved with dissemination activities, leading to an heightened visibility and impact of the Streetlight-EPC project.