



FINAL REPORT

Communication & Dissemination



The following report analyses the performance of the communication activities carried out for the dissemination of FINERPOL project. This document shows the development and the impacts collected thanks to the activities undertaken by Communication Team and the Partnership.

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Website sessions and users

The following table shows the number of website sessions and users that have visited www.interregeu.eu/finerpol

SEMESTER	SESSIONS	USERS
1	74	100
2	1200	1103
3	1388	988
4	2692	696
5	1448	1164
6	939	771
7	1122	984
8	780	713

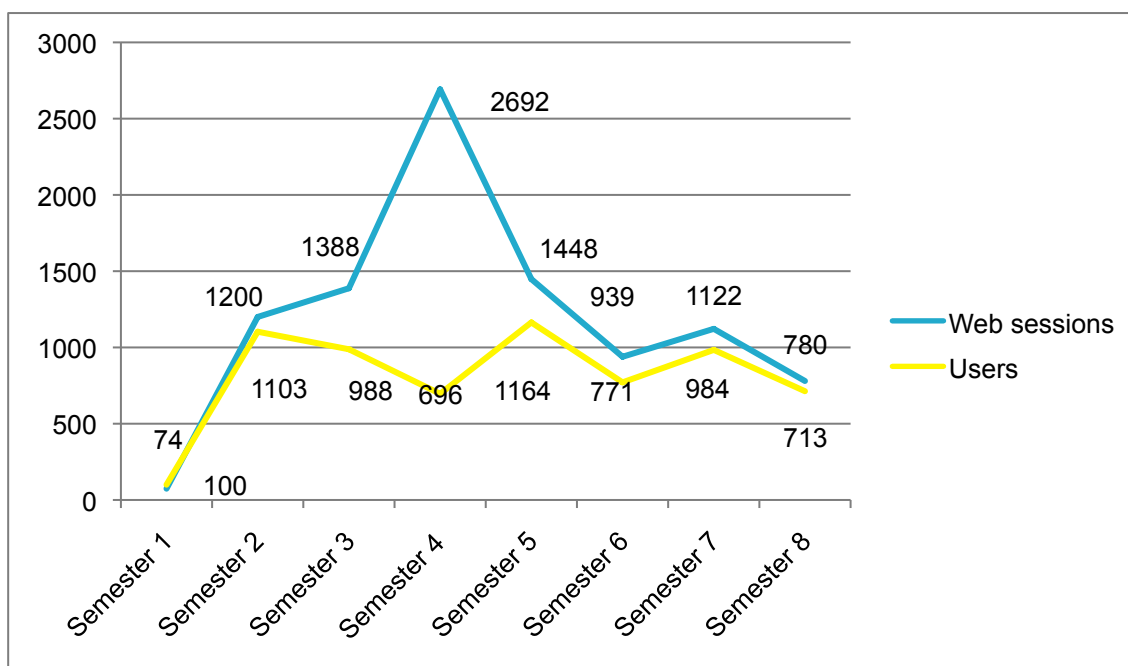


Figure 1: Website sessions and users

Newsfeed

The creation of project news was essential to support the dissemination of the project. The FINERPOL website collects all of these pieces of news created to inform about the progress of the project. Social media channels and newsletters have also disseminated these contents.

SEMESTER	LINK
1	<ol style="list-style-type: none"> https://www.interregeurope.eu/finerpol/news/news-article/356/agenex-project-on-energy-rehabilitation-buildings/ https://www.interregeurope.eu/finerpol/news/news-article/106/agenex-finerpol-international-event-in-merida/ https://www.interregeurope.eu/finerpol/news/news-article/104/new-financial-instruments-energy-renovation-policies/ https://www.interregeurope.eu/finerpol/news/news-article/479/1st-

	<p>interregional-event-summary/</p> <p>5. https://www.interregeurope.eu/finerpol/news/news-article/478/exchange-of-experiences-finerpol-project/</p> <p>6. https://www.interregeurope.eu/finerpol/news/news-article/482/11th-european-sustainable-energy-week/</p> <p>7. https://www.interregeurope.eu/finerpol/news/news-article/257/prague-finerpol-interregional-event/</p>
2	<p>1. https://www.interregeurope.eu/finerpol/news/news-article/480/2nd-interregional-event-summary/</p> <p>2. https://www.interregeurope.eu/finerpol/news/news-article/481/finerpol-presence-in-the-media-1st-semester/</p> <p>3. https://www.interregeurope.eu/finerpol/news/news-article/331/agenex-seminar-funding-sustainable-energy/</p> <p>4. https://www.interregeurope.eu/finerpol/news/news-article/328/london-finerpol-interregional-seminar/</p> <p>5. https://www.interregeurope.eu/finerpol/news/news-article/436/finerpol-newsletter-london-event-november-2016/</p> <p>6. https://www.interregeurope.eu/finerpol/news/news-article/736/3rd-interregional-event-summary/</p> <p>7. https://www.interregeurope.eu/finerpol/news/news-article/407/agenex-presents-finerpol-ris3-extremaduraforum-2016/</p> <p>8. https://www.interregeurope.eu/finerpol/news/news-article/357/agenex-ficon2016-finerpol-and-rehabilitate-projects/</p> <p>9. https://www.interregeurope.eu/finerpol/news/news-article/472/interreg-europe-seminar-low-carbon-economy-policies/</p> <p>10. https://www.interregeurope.eu/finerpol/news/news-article/852/new-forms-of-financing/</p> <p>11. https://www.interregeurope.eu/finerpol/news/news-article/1013/4th-interregional-event-summary/</p> <p>12. https://www.interregeurope.eu/finerpol/news/news-article/863/finerpol-representative-at-a-ie-conference-in-malta/</p> <p>13. https://www.interregeurope.eu/finerpol/news/news-article/853/saving-up-to-2-m-year-using-financial-instruments/</p> <p>14. https://www.interregeurope.eu/finerpol/events/event/272/empowering-project-event-seville-5th-october-2016/</p> <p>15. https://www.interregeurope.eu/finerpol/events/event/296/rehabilita-event/</p> <p>16. https://www.interregeurope.eu/finerpol/events/event/261/finerpol-new-fund-for-energy-efficiency-investment/</p> <p>17. https://www.interregeurope.eu/finerpol/events/event/399/ris3-extremadura-forum-2016/</p> <p>18. https://www.interregeurope.eu/finerpol/events/event/373/working-breakfast-event-on-energy-rehabilitation/</p> <p>19. https://www.interregeurope.eu/finerpol/events/event/400/finerpol-project-dissemination-event-in-trento/</p> <p>20. https://www.interregeurope.eu/finerpol/events/event/422/low-carbon-economy-policies-renewable-energy-grants/</p> <p>21. https://www.interregeurope.eu/finerpol/events/event/557/finerpol-event-italy-investing-in-energy-efficiency/</p> <p>22. https://www.interregeurope.eu/finerpol/events/event/643/expoenergea/</p>
3	<p>1. https://www.interregeurope.eu/finerpol/news/news-article/1039/financial-instruments-best-practices-at-the-5th-ie/</p> <p>2. https://www.interregeurope.eu/finerpol/news/news-article/1037/finerpol-at-the-4th-international-ashrae-conference/</p> <p>3. https://www.interregeurope.eu/finerpol/news/news-article/1054/5th-interregional-event-summary/</p> <p>4. https://www.interregeurope.eu/finerpol/news/news-article/1522/european-energy-expertise-converges-on-gdansk/</p> <p>5. https://www.interregeurope.eu/finerpol/news/news-article/1217/new-</p>

	<p>6. https://www.interregeurope.eu/finerpol/news/news-article/1711/summary-of-6th-interregional-event-in-gdansk/</p> <p>7. https://www.interregeurope.eu/finerpol/news/news-article/1686/financial-instruments-for-energy-investments/</p> <p>8. https://www.interregeurope.eu/finerpol/events/event/796/energy-in-buildings-northern-hellas-2017/</p> <p>9. https://www.interregeurope.eu/finerpol/events/event/1012/workshop-keys-for-financing-in-energy-efficiency/</p>
4	<p>1. https://www.interregeurope.eu/finerpol/news/news-article/1775/1st-ex-ante-assessment-2nd-stakeholders-meeting/</p> <p>2. https://www.interregeurope.eu/finerpol/news/news-article/1795/policy-learning-event-17th-18th-october-seville/</p> <p>3. https://www.interregeurope.eu/finerpol/news/news-article/1875/finerpol-at-the-energy-in-buildings-2017/</p> <p>4. https://www.interregeurope.eu/finerpol/news/news-article/1904/finerpol-presents-its-good-practices-in-a-webinar/</p> <p>5. https://www.interregeurope.eu/finerpol/news/news-article/2027/finerpol-will-attend-next-fi-campus-annual-event/</p> <p>6. https://www.interregeurope.eu/finerpol/news/news-article/2122/new-generation-of-housing-policies-in-portugal/</p> <p>7. https://www.interregeurope.eu/finerpol/news/news-article/2082/2nd-ex-ante-workshop-of-finerpol-in-greece/</p> <p>8. https://www.interregeurope.eu/finerpol/news/news-article/2102/the-ese-funding-model-under-discussion-at-ficon/</p> <p>9. https://www.interregeurope.eu/finerpol/news/news-article/2119/financial-instruments-using-esif-hot-topic-in-eu/</p> <p>10. https://www.interregeurope.eu/finerpol/news/news-article/2148/finerpol-at-ieee-eleco-2017/</p> <p>11. https://www.interregeurope.eu/finerpol/news/news-article/2242/finerpol-uk-seminar-on-energy-performance-contracts/</p> <p>12. https://www.interregeurope.eu/finerpol/news/news-article/2239/finerpol-at-smart-cities-and-regions/</p> <p>13. https://www.interregeurope.eu/finerpol/news/news-article/2471/trento-local-stakeholders-meeting/</p> <p>14. https://www.interregeurope.eu/finerpol/news/news-article/2441/new-public-aid-for-housing-rehabilitation-in-spain/</p> <p>15. https://www.interregeurope.eu/finerpol/news/news-article/2500/7th-interregional-event-of-finerpol-in-tartu/</p> <p>16. https://www.interregeurope.eu/finerpol/news/news-article/2503/finerpol-launches-finemap-tool/</p> <p>17. https://www.interregeurope.eu/finerpol/news/news-article/2566/rainha-d-leonor-neighbourhood-regeneration/</p> <p>18. https://www.interregeurope.eu/finerpol/news/news-article/2679/agenex-defends-a-stable-regulation-in-renewables/</p> <p>19. https://www.interregeurope.eu/finerpol/news/news-article/2688/final-dissemination-event-in-greece/</p> <p>20. https://www.interregeurope.eu/finerpol/news/news-article/2699/trento-cares-of-energy-saving/</p> <p>21. https://www.interregeurope.eu/finerpol/news/news-article/2700/enerinvest-conference-on-financing-energy-efficiency/</p> <p>22. https://www.interregeurope.eu/finerpol/news/news-article/2722/workshop-on-green-solutions-financing-in-athens/</p> <p>23. https://www.interregeurope.eu/finerpol/news/news-article/2752/1-4-billion-for-urban-rehabilitation-in-portugal/</p> <p>24. https://www.interregeurope.eu/finerpol/news/news-article/2797/interregional-seminar-in-seville/</p> <p>25. https://www.interregeurope.eu/finerpol/news/news-article/2814/eu-financial-instruments-roundtable-in-seville/</p>

	<ol style="list-style-type: none"> 26. https://www.interregeurope.eu/finerpol/news/news-article/2831/finerpol-participates-in-a-green-mortgages-workshop/ 27. https://www.interregeurope.eu/finerpol/news/news-article/2834/finerpol-benchmark-in-energy-financing/ 28. https://www.interregeurope.eu/finerpol/news/news-article/2888/trento-local-event-for-validating-its-action-plan/ 29. https://www.interregeurope.eu/finerpol/events/event/1277/roundtable-about-energy-rehabilitation-in-buildings/ 30. https://www.interregeurope.eu/finerpol/events/event/1421/7th-interregional-event-of-finerpol-in-tartu/
5	<ol style="list-style-type: none"> 1. https://www.interregeurope.eu/finerpol/news/news-article/2963/1st-local-stakeholder-group-meeting-in-portugal/ 2. https://www.interregeurope.eu/finerpol/news/news-article/3031/200-million-euros-for-energy-efficiency-in-portugal/ 3. https://www.interregeurope.eu/finerpol/news/news-article/3127/agenex-will-coordinate-a-new-european-initiative/ 4. https://www.interregeurope.eu/finerpol/news/news-article/3181/energy-renovation-by-energy-performance-contracts/ 5. https://www.interregeurope.eu/finerpol/news/news-article/3224/the-1st-phase-of-finerpol-ends-in-portugal/ 6. https://www.interregeurope.eu/finerpol/news/news-article/3265/finerpol-defends-a-policy-change-in-extremadura/ 7. https://www.interregeurope.eu/finerpol/news/news-article/3283/finerpol-launches-a-spot/ 8. https://www.interregeurope.eu/finerpol/events/event/1735/next-8th-interregional-event-in-portugal/
6	<ol style="list-style-type: none"> 1. https://www.interregeurope.eu/finerpol/news/news-article/4664/finerpol-partners-share-the-lessons-learned/ 2. https://www.interregeurope.eu/finerpol/news/news-article/4696/how-finerpol-will-influence-in-greece/
7	<ol style="list-style-type: none"> 1. https://www.interregeurope.eu/finerpol/news/news-article/5387/finerpol-action-plan-for-norte-region-in-portugal/ 2. https://www.interregeurope.eu/finerpol/news/news-article/5471/teiwmeets-the-ma-for-the-2nd-phase-of-finerpol/ 3. https://www.interregeurope.eu/finerpol/news/news-article/5469/teiwmmorganised-a-workshop-for-the-2nd-phase/ 4. https://www.interregeurope.eu/finerpol/news/news-article/5468/action-plan-for-the-autonomous-province-of-trento/ 5. https://www.interregeurope.eu/finerpol/news/news-article/5466/city-of-prague-launches-a-new-financial-instrument/ 6. https://www.interregeurope.eu/finerpol/news/news-article/5758/finerpol-project-at-eu-let-s-cooperate/ 7. https://www.interregeurope.eu/finerpol/news/news-article/5818/finerpol-will-influence-the-ropwm14-20-in-greece/ 8. https://www.interregeurope.eu/finerpol/news/news-article/6227/finerpol-ap-for-heart-of-the-sw-of-england/ 9. https://www.interregeurope.eu/finerpol/news/news-article/6234/finerpol-success-case-in-extremadura/ 10. https://www.interregeurope.eu/finerpol/news/news-article/6231/a-new-fi-for-energy-renovation-in-extremadura/ 11. https://www.interregeurope.eu/finerpol/events/event/2556/finerpol-at-europe-let-s-cooperate/ 12. https://www.interregeurope.eu/finerpol/events/event/2705/fi-for-the-low-carbon-economy/
8	<ol style="list-style-type: none"> 1. https://www.interregeurope.eu/finerpol/news/news-article/8091/results-of-finerpol-by-region/ 2. https://www.interregeurope.eu/finerpol/events/event/2833/finerpol-final-conference/

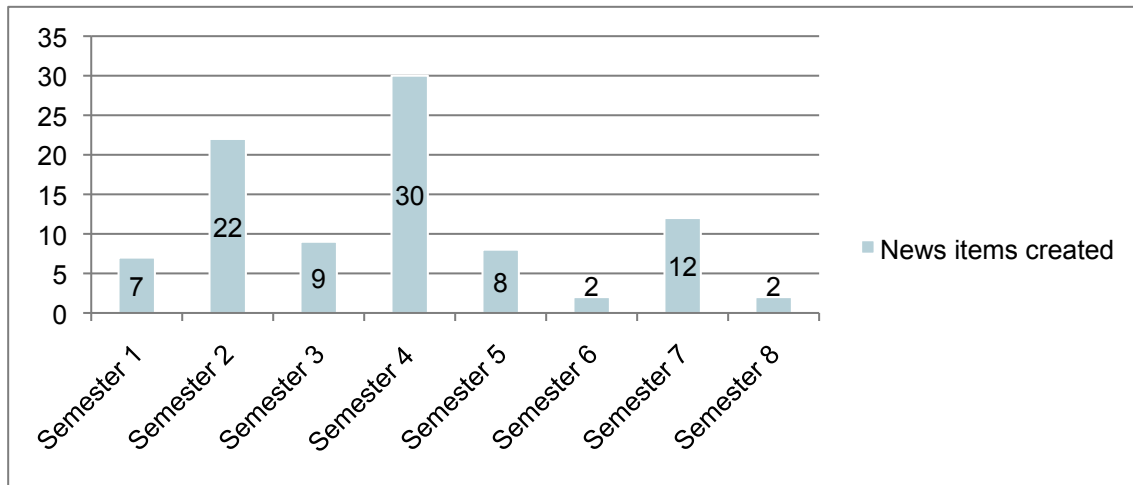
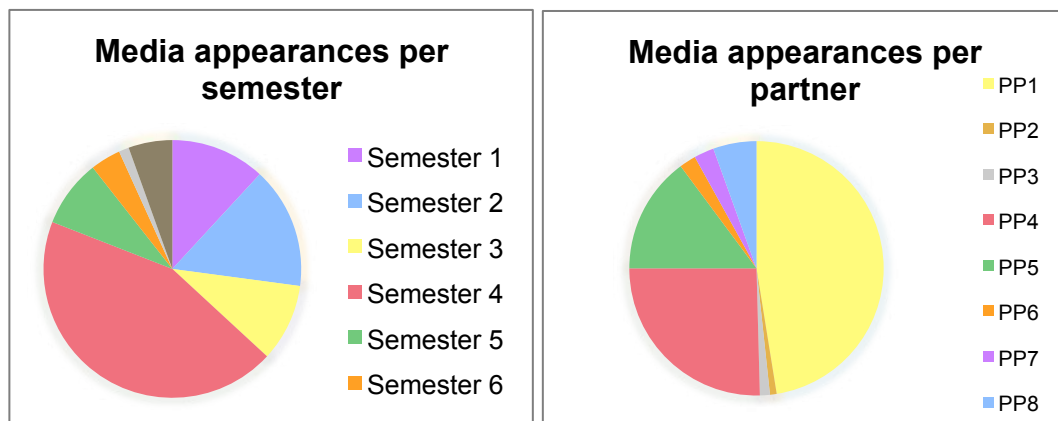


Figure 2: Distribution of news items per semester

Media Appearances

FINERPOL project has had a great dissemination through media, collecting a total amount of 240 media appearances (the first 4 appearances are not added to the records because they belong before the launching of the project, which results in 236 media appearances registered). This is the distribution of media appearances by semester:



Figures 4 and 5: Distribution of media appearances by semester and project partner.

Events

FINERPOL has participated and also organised a wide range of events where project activities and results were presented:

SEMESTER	ORGANISED BY FINERPOL	THIRD-PARTY EVENTS
1	2	3
2	2	11
3	2	5
4	9	10
5	2	3
6	5	0

7	0	2
8	1	0

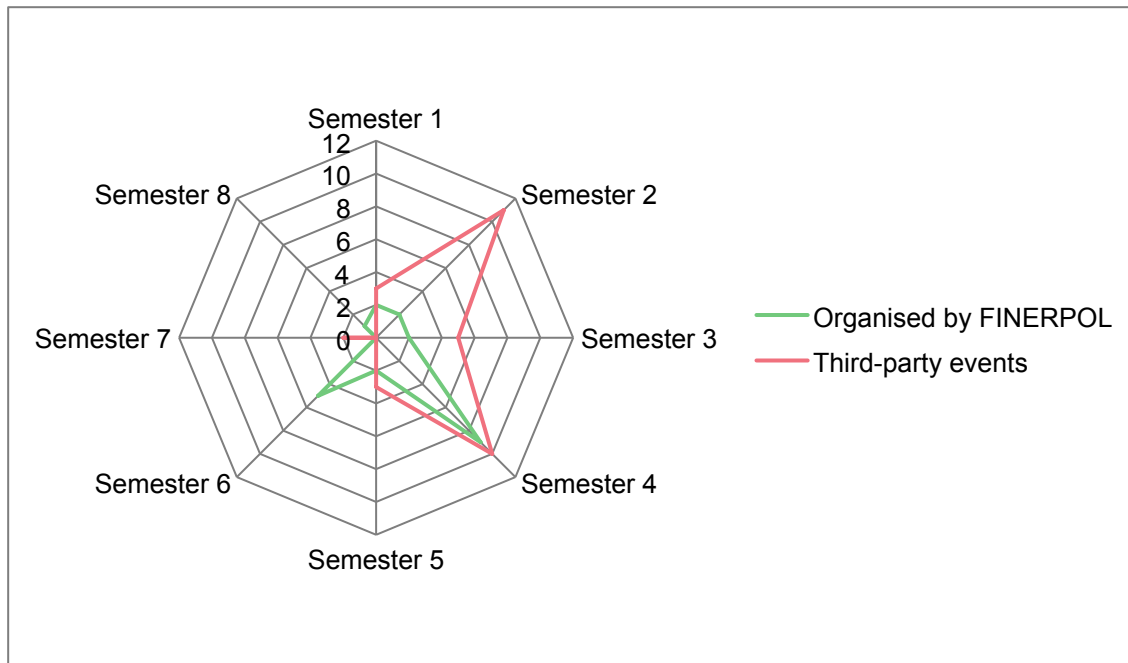


Figure 6: Number of events where FINERPOL project were presented

Project newsletters

Project newsletters have been an essential tool to disseminate the project achievements. The table below shows the emailing campaigns undertaken by FINERPOL project:

NEWSLETTER	DATE	LINK	SENT	OPENED	CTR ¹
#1	13/03/2017	https://us14.campaign-archive.com/?u=27f3c436ca25e5ac5d1dbfbd2&id=ec1bf3a556	196	81	16,9%
#2	15/05/2017	https://mailchi.mp/69118eb41a9b/finerpol-2nd-newsletter-378845	192	64	10,1%
#3	04/10/2017	https://mailchi.mp/d591447e94d7/finerpol-project-latest-news	193	74	11,6%
#4	07/11/2017	https://mailchi.mp/452674b15f1e/finerpol-project-latest-news	232	84	9,6%
#5	20/11/2017	https://mailchi.mp/c9d5630f1bab/finerpol-project-latest-news	231	94	5,8%
#6	18/12/2017	https://mailchi.mp/dc67573a2ff6/finerpol-newsletter	232	73	4,8%
#7	08/01/2018	https://mailchi.mp/28ac2d205a38/finerpol-project-latest-news	231	74	8,7%
#8	24/01/2018	https://mailchi.mp/56a2e8444115/finerpol-launches-finemap	233	85	12,2%
#9	31/01/2018	https://mailchi.mp/15c3b64da9db/last-	235	100	13,2%

¹ Click-through rate (CTR) is the ratio of users who click on a specific link to the number of total users who view a page, email, or advertisement. It is commonly used to measure the success of an online advertising campaign for a particular website as well as the effectiveness of email campaigns (Wikipedia, 2020)

		estonia-event			
#10	26/03/2018	https://mailchi.mp/40095ffd628d/newsletter-march-2018	257	68	9,9%
#11	13/09/2019	https://mailchi.mp/fbe3979655e2/finerpol-final-event-in-brussels	263	101	11,7%
#12	02/10/2019	https://mailchi.mp/dfc464b2f13e/newsletter-march-910093	251	79	8,2%

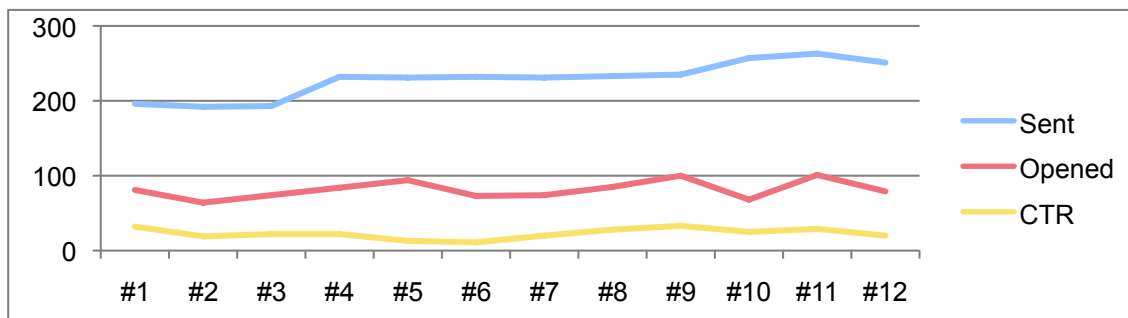


Figure 7: Comparative of emailing campaigns regarding the number of emails sent, opened and clicked.

Social media channels

Social media channels have been an important tool to disseminate project achievements and developments. The main information of the project has been distributed through the Facebook page and the Twitter profile to reach wider audiences.

FINERPOL FACEBOOK PAGE

FINERPOL facebook page was created on November 2016 (semester 2) for supporting dissemination activities.

- Total posts on Facebook: **142**
- Top 3 of posts with better reach:
 1. FINAL EVENT PHASE I:
<https://www.facebook.com/finerpolproject/posts/840777272781648> (16/05/2018).
Reach: 1.134 people.
 2. FINAL EVENT PHASE I:
<https://www.facebook.com/finerpolproject/posts/840777272781648> (24/04/2018).
Reach: 906 people.
 3. FINERPOL Action Plan in Western Macedonia:
<https://www.facebook.com/finerpolproject/posts/1093757757483597> (14/06/2019).
Reach: 760 people.
- Top 3 of posts with better engagement rate:
 1. FINERPOL spot:
<https://www.facebook.com/finerpolproject/videos/2258073501092496/> (10/10/2018).
Engagement rate: 47%.
 2. Final Conference:
<https://www.facebook.com/finerpolproject/posts/1170445329814839> (27/09/2019).
Engagement Rate: 35%
 3. Interreg EU seminar about FI:
<https://www.facebook.com/finerpolproject/posts/1090304714495568> (05/06/2019).
Engagement Rate: 26%

FINERPOL TWITTER PROFILE

- Total tweets: **228**
- Top 3 of tweets with better impressions:
 1. FINERPOL meeting in Prague:
<https://twitter.com/FinerpolProject/status/1072441714688823296>
(11/12/2018). Impressions: 2.365.
 2. A new FI for Extremadura thanks to FINERPOL:
<https://twitter.com/FinerpolProject/status/1160106006279536642> (10/08/2019).
Impressions: 2.352.
 3. Changing the OP in Extremadura thanks to FINERPOL:
<https://twitter.com/FinerpolProject/status/997061730151878657>
(17/05/2018). Impressions: 2.016.
- Top 3 of tweets with better interaction rate:
 1. Greek AP: <https://twitter.com/FinerpolProject/status/968812330569084929>
(28/02/2018). Interaction rate: 5,4%.
 2. FINERPOL at Europe Let's cooperate!
<https://twitter.com/FinerpolProject/status/1116319222932627457> (11/04/2019).
Interaction Rate: 4,4%
 3. FINERPOL final video:
<https://twitter.com/FinerpolProject/status/1243144417227276289> (26/03/2020).
Interaction Rate: 4,2%