

# FINAL REPORT

Communication & Dissemination



European Union  
European Regional  
Development Fund

The following report analyses the performance of the communication activities carried out for the dissemination of ENERSELVES 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 <https://www.interregeurope.eu/enerselves/>

SEMESTER	SESSIONS	USERS
1	592	633
2	1103	796
3	1608	1132
4	1943	1554
5	998	957
6	690	680
7	543	532
8	446	490

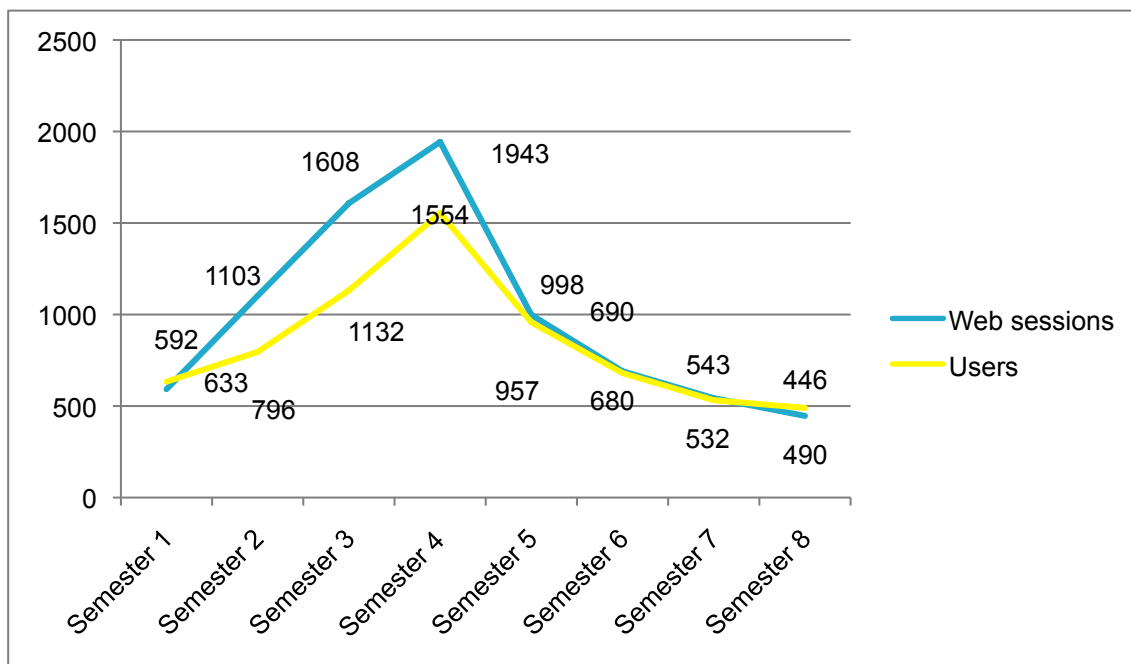


Figure 1: Website sessions and users

## Newsfeed

The creation of project news was essential to support the dissemination of the project. The ENERSELVES 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"> <li><a href="https://www.interregeurope.eu/enerselves/news/news-article/1066/integration-of-renewable-energies-in-buildings/">https://www.interregeurope.eu/enerselves/news/news-article/1066/integration-of-renewable-energies-in-buildings/</a></li> <li><a href="https://www.interregeurope.eu/enerselves/news/news-article/1084/sharing-experiences-on-solar-energy-in-buildings/">https://www.interregeurope.eu/enerselves/news/news-article/1084/sharing-experiences-on-solar-energy-in-buildings/</a></li> <li><a href="https://www.interregeurope.eu/enerselves/news/news-article/1067/enerselves-participates-at-eusew/">https://www.interregeurope.eu/enerselves/news/news-article/1067/enerselves-participates-at-eusew/</a></li> </ol>

	<ol style="list-style-type: none"> <li>4. <a href="https://www.interregeurope.eu/enerselves/events/event/581/renewable-energies-integration-in-buildings/">https://www.interregeurope.eu/enerselves/events/event/581/renewable-energies-integration-in-buildings/</a></li> <li>5. <a href="https://www.interregeurope.eu/enerselves/events/event/728/seminar-on-solar-energy-and-architecture-and-2nd-ie/">https://www.interregeurope.eu/enerselves/events/event/728/seminar-on-solar-energy-and-architecture-and-2nd-ie/</a></li> <li>6. <a href="https://www.interregeurope.eu/enerselves/events/event/815/energy-self-consumption-in-buildings-eusew/">https://www.interregeurope.eu/enerselves/events/event/815/energy-self-consumption-in-buildings-eusew/</a></li> </ol>
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<b>3</b>	<ol style="list-style-type: none"> <li>1. <a href="https://www.interregeurope.eu/enerselves/news/news-article/2365/foeretag-kan-installera-solpaneler-utan-invest/">https://www.interregeurope.eu/enerselves/news/news-article/2365/foeretag-kan-installera-solpaneler-utan-invest/</a></li> <li>2. <a href="https://www.interregeurope.eu/enerselves/news/news-article/2514/la-legge-di-bilancio-2018-ridisegna-l-ecobonus/">https://www.interregeurope.eu/enerselves/news/news-article/2514/la-legge-di-bilancio-2018-ridisegna-l-ecobonus/</a></li> <li>3. <a href="https://www.interregeurope.eu/enerselves/news/news-article/2580/romania-hosted-the-5th-ie-of-enerselves/">https://www.interregeurope.eu/enerselves/news/news-article/2580/romania-hosted-the-5th-ie-of-enerselves/</a></li> <li>4. <a href="https://www.interregeurope.eu/enerselves/news/news-article/2642/enerselves-se-presentara-en-el-parlamento-europeo/">https://www.interregeurope.eu/enerselves/news/news-article/2642/enerselves-se-presentara-en-el-parlamento-europeo/</a></li> <li>5. <a href="https://www.interregeurope.eu/enerselves/news/news-article/2656/session-on-renewable-self-consumption-in-the-ep/">https://www.interregeurope.eu/enerselves/news/news-article/2656/session-on-renewable-self-consumption-in-the-ep/</a></li> <li>6. <a href="https://www.interregeurope.eu/enerselves/news/news-article/2689/agenex-defends-a-stable-regulation-in-renewable/">https://www.interregeurope.eu/enerselves/news/news-article/2689/agenex-defends-a-stable-regulation-in-renewable/</a></li> </ol>

	<ol style="list-style-type: none"> <li>7. <a href="https://www.interregeurope.eu/enerselves/news/news-article/2775/better-energy-efficiency-for-11-municipal-buildings/">https://www.interregeurope.eu/enerselves/news/news-article/2775/better-energy-efficiency-for-11-municipal-buildings/</a></li> <li>8. <a href="https://www.interregeurope.eu/enerselves/news/news-article/2894/first-solar-house-adapted-to-the-cold-climate/">https://www.interregeurope.eu/enerselves/news/news-article/2894/first-solar-house-adapted-to-the-cold-climate/</a></li> <li>9. <a href="https://www.interregeurope.eu/enerselves/news/news-article/2954/sofia-next-stop-of-enerselves-project/">https://www.interregeurope.eu/enerselves/news/news-article/2954/sofia-next-stop-of-enerselves-project/</a></li> <li>10. <a href="https://www.interregeurope.eu/enerselves/news/news-article/3100/the-stockholm-royal-castle-will-shine-solar-panels/">https://www.interregeurope.eu/enerselves/news/news-article/3100/the-stockholm-royal-castle-will-shine-solar-panels/</a></li> <li>11. <a href="https://www.interregeurope.eu/enerselves/news/news-article/3511/future-smart-energy-buildings-in-blekinge/">https://www.interregeurope.eu/enerselves/news/news-article/3511/future-smart-energy-buildings-in-blekinge/</a></li> <li>12. <a href="https://www.interregeurope.eu/enerselves/news/news-article/3287/enerselves-6th-international-meeting-in-malta/">https://www.interregeurope.eu/enerselves/news/news-article/3287/enerselves-6th-international-meeting-in-malta/</a></li> <li>13. <a href="https://www.interregeurope.eu/enerselves/news/news-article/3355/enerselves-at-eusew-2018/">https://www.interregeurope.eu/enerselves/news/news-article/3355/enerselves-at-eusew-2018/</a></li> <li>14. <a href="https://www.interregeurope.eu/enerselves/news/news-article/3493/enerselves-takes-center-stage-at-eusew-2018/">https://www.interregeurope.eu/enerselves/news/news-article/3493/enerselves-takes-center-stage-at-eusew-2018/</a></li> <li>15. <a href="https://www.interregeurope.eu/enerselves/news/news-article/3484/seminar-on-solutions-in-nzebs/">https://www.interregeurope.eu/enerselves/news/news-article/3484/seminar-on-solutions-in-nzebs/</a></li> <li>16. <a href="https://www.interregeurope.eu/enerselves/news/news-article/3453/enerselves-s-seminar-in-gozo/">https://www.interregeurope.eu/enerselves/news/news-article/3453/enerselves-s-seminar-in-gozo/</a></li> <li>17. <a href="https://www.interregeurope.eu/enerselves/events/event/1420/5th-interregional-event-in-romania/">https://www.interregeurope.eu/enerselves/events/event/1420/5th-interregional-event-in-romania/</a></li> <li>18. <a href="https://www.interregeurope.eu/enerselves/events/event/1730/the-6th-ie-of-enerselves-will-be-held-in-malta/">https://www.interregeurope.eu/enerselves/events/event/1730/the-6th-ie-of-enerselves-will-be-held-in-malta/</a></li> <li>19. <a href="https://www.interregeurope.eu/enerselves/events/event/1900/next-stakeholders-meeting-in-pomezia-italy/">https://www.interregeurope.eu/enerselves/events/event/1900/next-stakeholders-meeting-in-pomezia-italy/</a></li> </ol>
4	<ol style="list-style-type: none"> <li>1. <a href="https://www.interregeurope.eu/enerselves/news/news-article/3982/now-it-s-free-to-install-solar-cells-in-sweden/">https://www.interregeurope.eu/enerselves/news/news-article/3982/now-it-s-free-to-install-solar-cells-in-sweden/</a></li> <li>2. <a href="https://www.interregeurope.eu/enerselves/news/news-article/4117/enerselves-at-the-eu-regions-week-2018/">https://www.interregeurope.eu/enerselves/news/news-article/4117/enerselves-at-the-eu-regions-week-2018/</a></li> <li>3. <a href="https://www.interregeurope.eu/enerselves/news/news-article/4131/repealed-the-sun-tax-in-spain/">https://www.interregeurope.eu/enerselves/news/news-article/4131/repealed-the-sun-tax-in-spain/</a></li> <li>4. <a href="https://www.interregeurope.eu/enerselves/news/news-article/4120/double-sided-solar-panels-in-alvesta-municipality/">https://www.interregeurope.eu/enerselves/news/news-article/4120/double-sided-solar-panels-in-alvesta-municipality/</a></li> <li>5. <a href="https://www.interregeurope.eu/enerselves/news/news-article/4203/bye-to-the-sun-tax-hi-to-shared-self-consumption/">https://www.interregeurope.eu/enerselves/news/news-article/4203/bye-to-the-sun-tax-hi-to-shared-self-consumption/</a></li> <li>6. <a href="https://www.interregeurope.eu/enerselves/news/news-article/4381/7th-interregional-meeting-in-sardinia/">https://www.interregeurope.eu/enerselves/news/news-article/4381/7th-interregional-meeting-in-sardinia/</a></li> <li>7. <a href="https://www.interregeurope.eu/enerselves/news/news-article/4455/4th-local-stakeholders-meeting-in-poland/">https://www.interregeurope.eu/enerselves/news/news-article/4455/4th-local-stakeholders-meeting-in-poland/</a></li> <li>8. <a href="https://www.interregeurope.eu/enerselves/news/news-article/4541/supporting-the-introduction-of-renewable-in-gozo/">https://www.interregeurope.eu/enerselves/news/news-article/4541/supporting-the-introduction-of-renewable-in-gozo/</a></li> <li>9. <a href="https://www.interregeurope.eu/enerselves/news/news-article/4773/interreg-europe-projects-in-expoenergea/">https://www.interregeurope.eu/enerselves/news/news-article/4773/interreg-europe-projects-in-expoenergea/</a></li> <li>10. <a href="https://www.interregeurope.eu/enerselves/news/news-article/4619/action-plan-of-extremadura-was-presented-in-merida/">https://www.interregeurope.eu/enerselves/news/news-article/4619/action-plan-of-extremadura-was-presented-in-merida/</a></li> <li>11. <a href="https://www.interregeurope.eu/enerselves/news/news-article/4662/4th-local-stakeholders-meeting-in-sardinia/">https://www.interregeurope.eu/enerselves/news/news-article/4662/4th-local-stakeholders-meeting-in-sardinia/</a></li> <li>12. <a href="https://www.interregeurope.eu/enerselves/news/news-article/4772/3rd-stakeholders-meeting-of-lazio-region/">https://www.interregeurope.eu/enerselves/news/news-article/4772/3rd-stakeholders-meeting-of-lazio-region/</a></li> <li>13. <a href="https://www.interregeurope.eu/enerselves/events/event/2160/next-7th-interregional-event-in-sardinia/">https://www.interregeurope.eu/enerselves/events/event/2160/next-7th-interregional-event-in-sardinia/</a></li> </ol>
5	<ol style="list-style-type: none"> <li>1. <a href="https://www.interregeurope.eu/enerselves/news/news-article/5384/the-biggest-solar-park-in-sweden-s-sunniest-city/">https://www.interregeurope.eu/enerselves/news/news-article/5384/the-biggest-solar-park-in-sweden-s-sunniest-city/</a></li> </ol>

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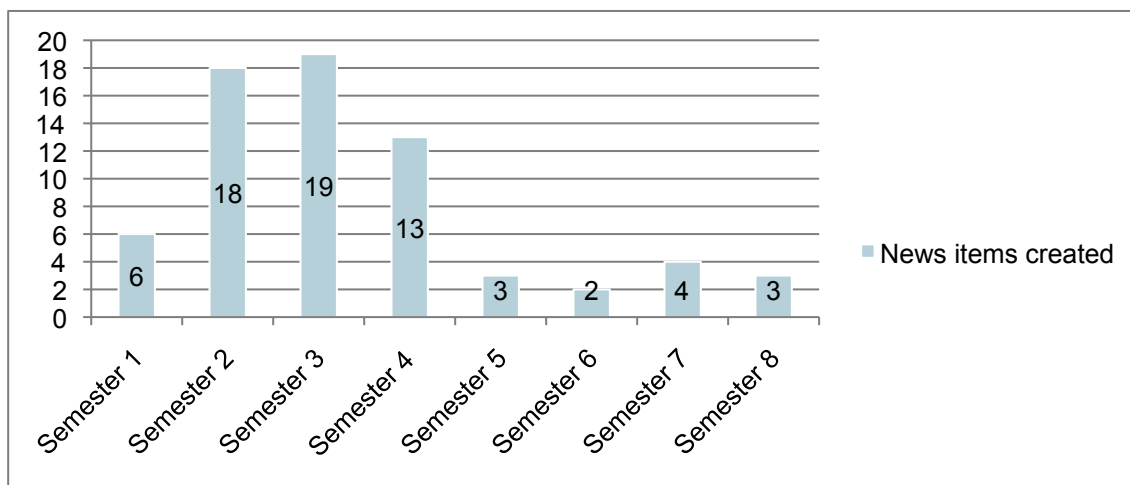
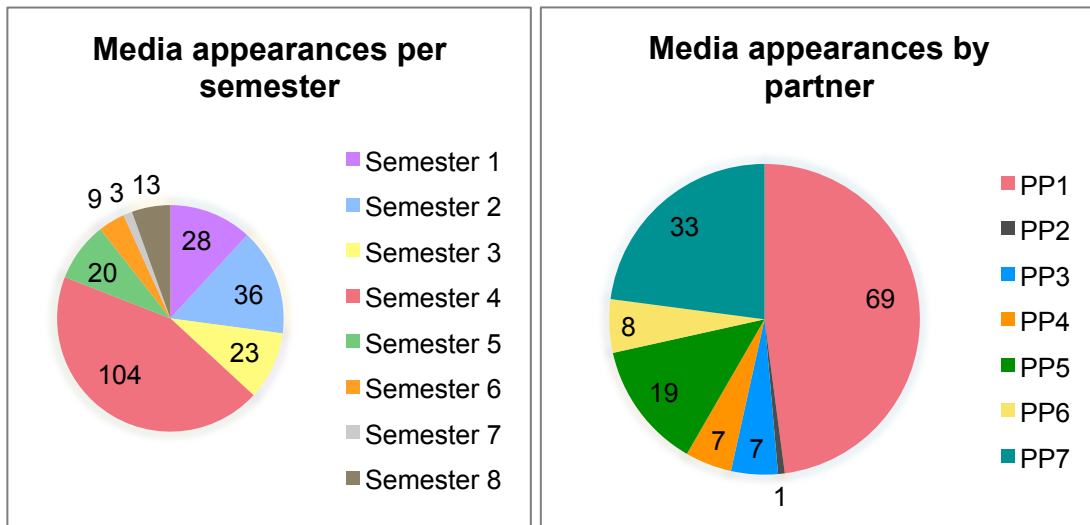


Figure 2: Distribution of news items per semester

## Media Appearances

ENERSELVES project has had a great dissemination through media, collecting a total amount of 144 media appearances. This is the distribution of media appearances by semester and by partner:



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

## Events

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

SEMESTER	ORGANISED BY ENERSELVES	THIRD-PARTY EVENTS
1	3	3
2	5	4
3	4	5
4	5	3
5	1	0
6	1	0
7	1	0
8	1	0

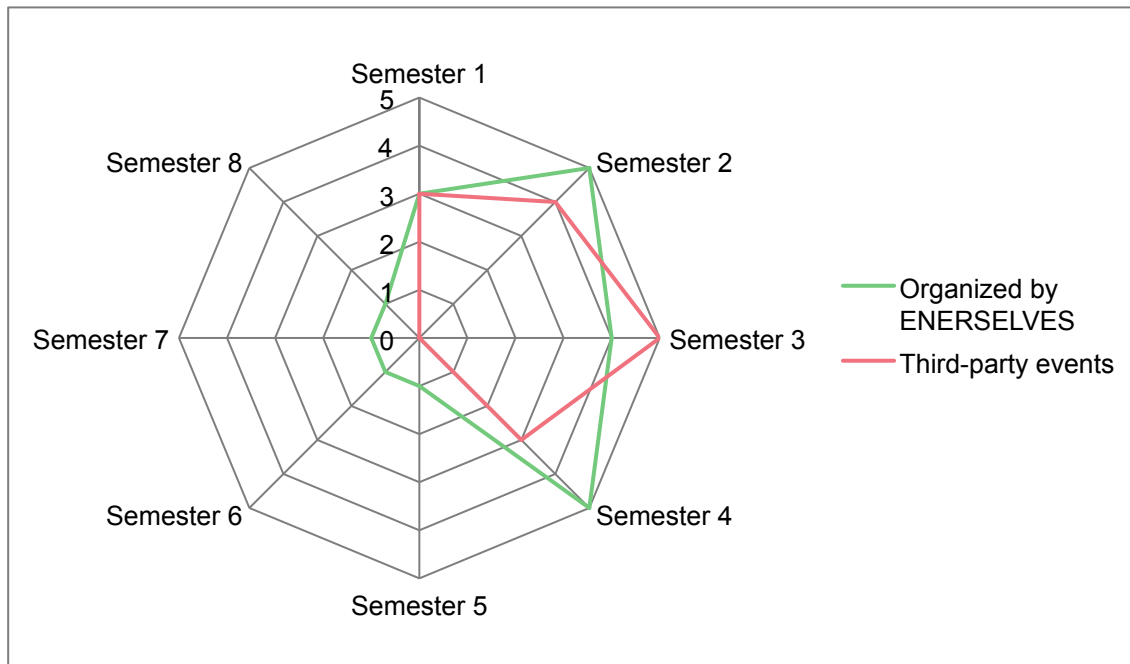


Figure 6: Number of events where ENERSELVES project were presented

## Project newsletters

The project has launched several newsletters to inform about the advances of ENERSELVES. The subscribers' database is composed by 284 contacts. These are the results of these emailing campaigns:

NEWSLETTER	DATE	LINK	SENT	OPENED	CTR <sup>1</sup>
#1	28/09/2017	<a href="https://mailchi.mp/5481ccf1bdc2/1st-newsletter-enerselves">https://mailchi.mp/5481ccf1bdc2/1st-newsletter-enerselves</a>	151	31,4%	1,5%
#2	23/01/2018	<a href="https://mailchi.mp/61843e32b1a8/next-event-enerselves">https://mailchi.mp/61843e32b1a8/next-event-enerselves</a>	257	29,2%	10%
#3	26/01/2018	<a href="https://mailchi.mp/4a681fdd68f6/2nd-newsletter-enerselves">https://mailchi.mp/4a681fdd68f6/2nd-newsletter-enerselves</a>	248	24,5%	9,7%
#4	09/02/2018	<a href="https://mailchi.mp/22efad68def7/5th-interregional-event-in-iasi-romania">https://mailchi.mp/22efad68def7/5th-interregional-event-in-iasi-romania</a>	294	35,4%	14,4%
#5	28/09/2018	<a href="https://mailchi.mp/c8b40cd5c505/2nd-newsletter-enerselves-346219">https://mailchi.mp/c8b40cd5c505/2nd-newsletter-enerselves-346219</a>	295	33,9%	8,2%
#6	16/10/2018	<a href="https://mailchi.mp/ed46ba25246f/we-launch-enermap">https://mailchi.mp/ed46ba25246f/we-launch-enermap</a>	284	30,5%	14,1%
#7	04/01/2019	<a href="https://mailchi.mp/e4abfca18d9f/2nd-newsletter-enerselves-448523">https://mailchi.mp/e4abfca18d9f/2nd-newsletter-enerselves-448523</a>	262	37,4%	13%
#8	09/10/2020	<a href="https://mailchi.mp/9f3408f90152/join-the-enerselves-final-conference-promoting-self-consumption-throughout-europe">https://mailchi.mp/9f3408f90152/join-the-enerselves-final-conference-promoting-self-consumption-throughout-europe</a>	260	31%	12,9%
#9	13/10/2020	<a href="https://mailchi.mp/06bd01892f8e/last-hours-to-register-in-our-final-conference">https://mailchi.mp/06bd01892f8e/last-hours-to-register-in-our-final-conference</a>	247	25,5%	9,5%

<sup>1</sup> 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)



#10	14/10/2020	<a href="https://mailchi.mp/02d453583934/link-to-connect-enerselves-final-conference-promotingself-consumption-throughout-europe">https://mailchi.mp/02d453583934/link-to-connect-enerselves-final-conference-promotingself-consumption-throughout-europe</a>	50	73,5%	55,1%
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The tenth newsletter was sent only to the people who had registered to the ENERSELVES Final Conference, that is the reason why the recipients are only 50 contacts. The graph below shows the evolution of the newsletter metrics.

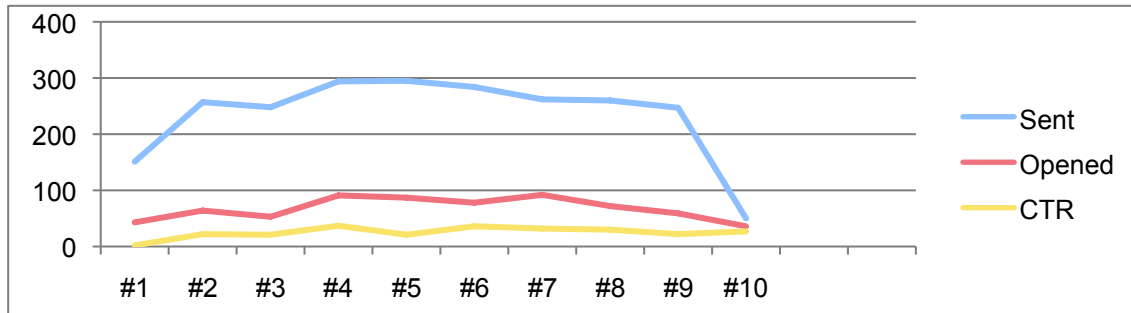


Figure 7: Comparative of emailing campaigns regarding the number of emails sent, opened and clicked.

## 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.

### ENERSELVES FACEBOOK PAGE

ENERSELVES facebook page was created in July 2017 (semester 2) for supporting dissemination activities.

- Total posts on Facebook: 138 posts
- Average Reach per post: 68 people per post
- Average Engagement Rate per post: 2,7%

### FINERPOL TWITTER PROFILE

- Total tweets: 166
- Average impressions per tweet: 280
- Average Interaction Rate per tweet: 1,1%