



# Communication & Dissemination Report

## Semesters 7-8

From 01/01/2020 to 31/12/2020



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# 1. Communication and dissemination

## 1.1. Updates of the website and communication tools

In the same way as in previous semesters, the project communication expert is responsible for updating the website and the project's social media profiles. Partners help by providing their input to achieve a higher impact and dissemination effect.

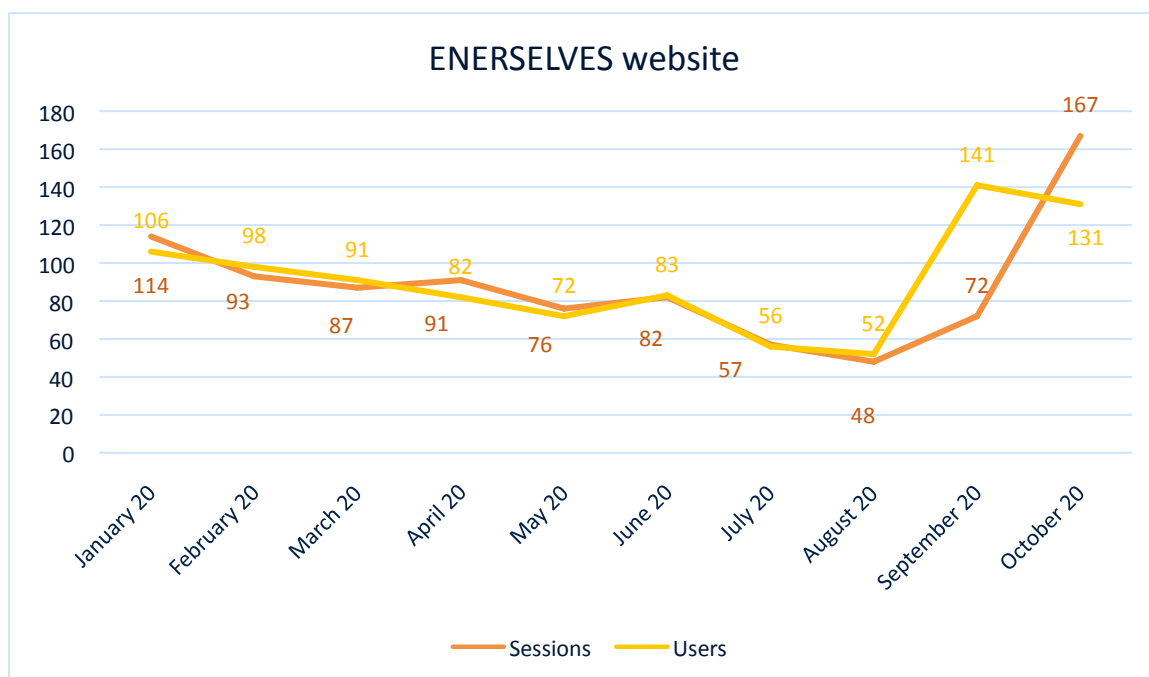
This reporting period, ENERSELVES project has posted six news items on the website:

1. Wind and solar trees to supply schools and parks:  
<https://www.interregeurope.eu/enerselves/news/news-article/7876/wind-and-solar-trees-to-supply-schools-and-parks/>
2. Extremadura boosts self-consumption: <https://www.interregeurope.eu/enerselves/news/news-article/7878/extremadura-boosts-self-consumption/>
3. Actions on self-consumption in Extremadura for 2020:  
<https://www.interregeurope.eu/enerselves/news/news-article/7891/actions-on-self-consumption-in-extremadura-for-2020/>
4. Young students attend a self-consumption session:  
<https://www.interregeurope.eu/enerselves/news/news-article/8255/young-students-attend-a-self-consumption-session/>
5. Energy savings thanks to self-consumption:  
<https://www.interregeurope.eu/enerselves/news/news-article/10220/energy-savings-thanks-to-self-consumption/>
6. ENERSELVES held its Final Conference online:  
<https://www.interregeurope.eu/enerselves/news/news-article/10221/enerselves-held-its-final-conference-online/>

Also, an event has been created on this website section, regarding the celebration of the Final conference:

1. Promoting self-consumption throughout Europe:  
<https://www.interregeurope.eu/enerselves/events/event/3844/promoting-self-consumption-throughout-europe/>

These news items have contributed to boost website sessions. Regarding the analytics of the reporting period, please find below the graph with the website sessions and users per month:



The increase of visitors in October is due to the launching campaign of the Final Conference, that boosted the sessions.

## 1.2. Press releases, media appearances and newsletters

In March, before the national lockdown, AGENEX organized a training session for young students about the potential of self-consumption in buildings:

<https://www.interregeurope.eu/enerselves/news/news-article/8255/young-students-attend-a-self-consumption-session/>

Also, AGENEX launched two press releases before the ENERSELVES Final Conference to boost registrations. The PRs were sent to local and regional media in Spanish. You can find Spanish and English versions of both in the following link: <https://drive.google.com/drive/folders/1q0-KNJYxQurWQg8KGnDjFmfRka1N6QeC?usp=sharing>

The press release was sent in Spanish and two posts were published on AGENEX website:

1. <http://www.agenex.net/es/noticias-sp-6631/1747-apuntate-ya-a-las-jornadas-y-sesiones-formativas-online-de-agenex-para-el-mes-de-octubre>
2. <http://www.agenex.net/es/noticias-sp-6631/1746-agenex-celebrara-el-proximo-15-de-octubre-una-jornada-en-la-que-se-destacara-el-papel-clave-del-autoconsumo-electrico-solar>

In this regard, AGENEX, as a responsible partner for communication in ENERSELVES project, launched 3 emailing campaigns:

CAMPAIGN	DATE	RECIPIENTS	SUCCESSFUL DELIVERIES	OPEN	CTR	CAMPAIGN LINK
Final event registrations	09/10/2020	260	232 (89,2%)	72 (31%)	30 (12,9%)	<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>

Final event registrations (reminder)	13/10/2020	247	231 (93,5%)	59 (25,5%)	22 (9,5%)	<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>
Event connection details	14/10/2020	50	49 (98%)	36 (73,5%)	27 (55,1%)	<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>

The project has achieved **13 more appearances in media** in this reporting period (from January 2020 until October 2020), which are duly reported on the shared Excel:

[https://drive.google.com/drive/u/0/folders/0B\\_2u8LvpD\\_IzaTVyS1F4a1dSRkU](https://drive.google.com/drive/u/0/folders/0B_2u8LvpD_IzaTVyS1F4a1dSRkU)

Also, the document has been updated with previous media appearances that were not collected thanks to an organic search results done after the celebration of the event. That leads to a final achievement of **144 media appearances** of ENERSELVES project during project's lifetime.

#### Social media Channels (From 01/01/2020 to 31/10/2020).

- **Facebook**

Followers: 259

Likes: 248

Total posts: 9

Total reach: 444 people in this reporting period.

Average reach per post<sup>1</sup>: 49 people per post.

Average engagement rate per post<sup>2</sup>: 3,63%

- **Twitter**

Followers: 102

Following: 172

Tweets: 166

Total Impressions: 2.558 people reached in this reporting period.

Average Impressions per post: 320

Average engagement per post: 1,6%

### 1.3. ENERSELVES Final Conference

The project partners, coordinated by the lead partner, organize a final dissemination event gathering executives and policy makers from the regions as well as other relevant institutions. The aim is to promote the project achievements and to disseminate the results of the action plan implementation to a large audience.

This final event was initially planned to be held in Brussels in June 2020, but had to be cancelled due to the COVID19 crisis. After postponing the event several times due to the uncertainty of a possible physical event and considering the JS's point of view, the project consortium decided to hold the event online on the 15<sup>th</sup> of October, 2020.

<sup>1</sup> Reach: Facebook reach is the number of unique people who saw your content.

<sup>2</sup> Engagement Rate on Facebook for a post is calculated as the number of Engaged Users divided by the total reach of that post. Multiply the whole thing by 100 to turn it into a percentage. Engagements on Facebook include reactions, shares, comments, and some clicks on links, videos and images (people who interact with the content).

The project has remarkable results, especially in Extremadura, so ENERSELVES team decided to launch an event to disseminate them through Europe and, concurrently, we will develop a regional event focusing on the key role of self-consumption in Extremadura. That allowed us to share the floor with two keynotes that were participating in the regional event for the EU dissemination. For this challenging 2 in 1 conference, we decided to hire a professional audio-visual team to ensure the success of both sessions. Also, simultaneous translation to English was available for the EU dissemination when we connected to the speakers of the regional event. The international event was organized with ZOOM platform, lasted approximately two and a half hours and counted with the regular presence of over 40 people. The regional dissemination event was released by Go To Webinar platform, lasted 2 hours and counted with the regular presence of 111 attendees. **In total, more than 150 people** were learning and sharing about ENERSELVES project results and the benefits of improving policies for boosting self-consumption in buildings.

These are the agendas for both events:



## Promoting self-consumption throughout Europe

15<sup>th</sup> October 2020 – Online

### Event Programme

TIME	PRESENTATION	ORGANIZATION
11:00 - 11:15	<b>Welcome and Introduction</b>	Director of AGENEX - ENERSELVES Lead Partner <i>Mr. Cosme Segador</i>
11:15 - 11:30	<b>Extremadura's Regional Energy and Climate Plan</b>	Minister for Ecological Transition and Sustainability, Regional Government of Extremadura. <i>Ms. Olga García</i>
11:30 - 11:45	<b>Interreg Europe: State of play</b>	Interreg Europe Policy Officer - Low-carbon economy <i>Ms. Charo Camacho</i>
11:45 - 12:00	<b>Regulatory framework for self-consumption: Energy Communities</b>	Chief of Solar Department of IDAE (Institute for Diversification and Energy Savings of Spain) <i>Mr. Carlos Montoya</i>
12:00 - 12:45	<b>Impact of ENERSELVES project in partner regions</b>	ENERSELVES project partners & stakeholders PP1 – Extremadura Energy Agency PP2 – Energy Agency for Southeast Sweden PP3 – Marshal Office of Swietokrzyskie Region PP4 – Malta Intelligent Energy Management Agency PP5 – Lazio Region PP6 – North-East Regional Development Agency PP7 – Autonomous Region of Sardinia
12:45 - 13:00	Q&A Project Closure	AGENEX <i>Ms. Rachel Tully</i>

**ENERSELVES Final Conference.**  
International event.

# PROGRAMA

15 OCT

J U E V E S

**11:05h** "Presentación de la Jornada" Cosme Segador Vegas. Director Agencia Extremeña de la Energía

**11:15h** "Bienvenida a la Jornada", Olga García García. Consejera Transición Ecológica y Sostenibilidad Junta Extremadura

**11:30h** "Línea de Ayudas Autoconsumo Fotovoltaico en Extremadura", Samuel Ruiz Fernández. Director General de Industria, Energía y Minas Junta de Extremadura.

**11:45h** "Marco Normativo del Autoconsumo: Comunidades Energéticas", Carlos Montoya. Jefe Dto. Solar de IDAE (Instituto Diversificación y Ahorro de Energía)

**12:00h** "El Autoconsumo como elemento dinamizador de la economía extremeña: Los desafíos del momento actual", José Donoso. Director General UNEF (Unión Nacional Fotovoltaica)

**12:15h** "Retos y oportunidades del autoconsumo en Extremadura", José María González. Director General de APPA (Asociación de Empresas de Energías Renovables)

**12:30h** Mesa redonda, Modera: Vicente Sánchez Fernández. Presidente del Cluster de la Energía de Extremadura.

**13:30h** Fin de la Jornada

JORNADA

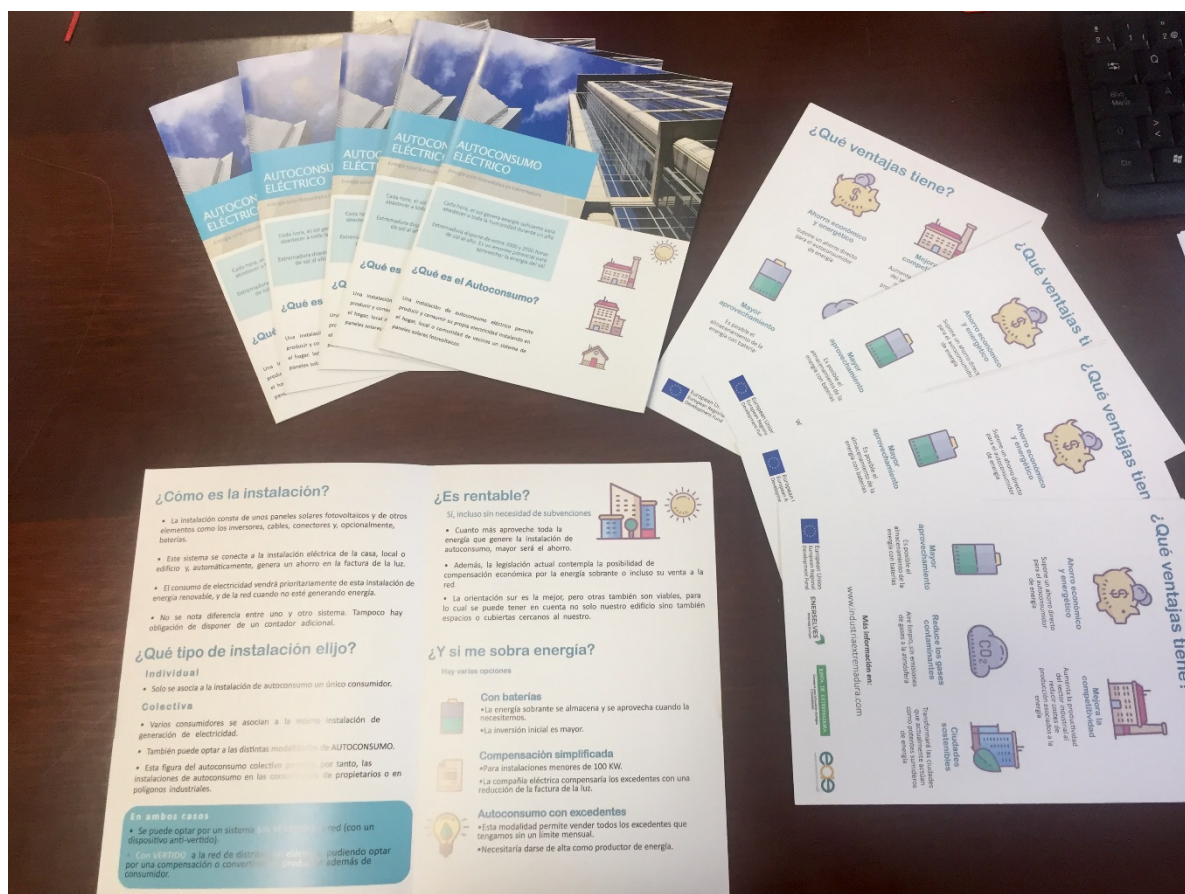
Transición Energética en Extremadura: el papel clave del Autoconsumo Eléctrico Solar

ENERSELVES Final Conference.  
Regional event.

Agendas can be found at the following link:

<https://drive.google.com/drive/folders/1blq5RJMMGm0Ee4R5PPuPWtkyXKPLE0zh?usp=sharing>

For the Final Conference ENERSELVES Lead Partner also printed 150 copies of a self-consumption brochure that will be disseminated when Health restrictions will finish:



This brochure, elaborated jointly with the Regional Government (Managing Authority) seeks to shed light on self-consumption and its benefits for fostering implementation of these kind of installations among private and public buildings. The brochure contains the following information:

- What is self-consumption?
- How is a self-consumption installation?
- Is it feasible?
- What kind of installation should I choose?
- What if I cannot spend all the energy I produce?
- Advantages of self-consumption

The brochure has been elaborated in Spanish.

## ¿Qué ventajas tiene?



### Ahorro económico y energético

Supone un ahorro directo para el autoconsumidor de energía



### Mejora la competitividad

Aumenta la productividad del sector industrial al reducir costes de producción asociados a la energía



### Mayor aprovechamiento

Es posible el almacenamiento de la energía con baterías



### Reduce los gases contaminantes

Aire limpio, sin emisiones de gases a la atmósfera



### Ciudades sostenibles

Transformará las ciudades que actualmente actúan como potentes sumideros de energía

Más información en:

[www.industriaextremadura.com](http://www.industriaextremadura.com)



## AUTOCONSUMO ELÉCTRICO

Energía solar fotovoltaica en Extremadura

Cada hora, el sol genera energía suficiente para abastecer a toda la humanidad durante un año

Extremadura dispone de entre 2000 y 2500 horas de sol al año. Es un enorme potencial para aprovechar la energía del sol

## ¿Qué es el Autoconsumo?

Una instalación de autoconsumo eléctrico permite producir y consumir su propia electricidad instalando en el hogar, local o comunidad de vecinos un sistema de paneles solares fotovoltaicos

## ¿Cómo es la instalación?

- La instalación consta de unos paneles solares fotovoltaicos y de otros elementos como los inversores, cables, conectores y, opcionalmente, baterías.
- Este sistema se conecta a la instalación eléctrica de la casa, local o edificio, y, automáticamente, genera un ahorro en la factura de la luz.
- El consumo de electricidad vendrá prioritariamente de esta instalación de energía renovable, y de la red cuando no esté generando energía.
- No se nota diferencia entre uno y otro sistema. Tampoco hay obligación de disponer de un contador adicional.

## ¿Qué tipo de instalación elijo?

### Individual

- Solo se asocia a la instalación de autoconsumo un único consumidor.

### Colectiva

- Varios consumidores se asocian a la misma instalación de generación de electricidad.
- También puede optar a las distintas modalidades de AUTOCONSUMO.
- Esta figura del autoconsumo colectivo permite, por tanto, las instalaciones de autoconsumo en las comunidades de propietarios o en polígonos industriales.

### En ambos casos

- Se puede optar por un sistema SIN VERTIDO a la red (con un dispositivo anti-vertido).
- Con VERTIDO a la red de distribución eléctrica, pudiendo optar por una compensación o convertirse en productor además de consumidor.

## ¿Es rentable?

Sí, incluso sin necesidad de subvenciones

- Cuanto más aproveche toda la energía que genere la instalación de autoconsumo, mayor será el ahorro.
- Además, la legislación actual contempla la posibilidad de compensación económica por la energía sobrante o incluso su venta a la red.
- La orientación sur es la mejor, pero otras también son viables, para lo cual se puede tener en cuenta no solo nuestro edificio sino también espacios o cubiertas cercanos al nuestro.

## ¿Y si me sobra energía?

Hay varias opciones



### Con baterías

- La energía sobrante se almacena y se aprovecha cuando la necesitamos.
- La inversión inicial es mayor.



### Compensación simplificada

- Para instalaciones menores de 100 KW.
- La compañía eléctrica compensa los excedentes con una reducción de la factura de la luz.



### Autoconsumo con excedentes

- Esta modalidad permite vender todos los excedentes que tengamos sin un límite mensual.
- Necesitaría darse de alta como productor de energía.

The brochure can be downloaded here: <https://drive.google.com/file/d/1G7H0NukuQ5J-E3WTFxoXp7OaLTkkWTix/view?usp=sharing>

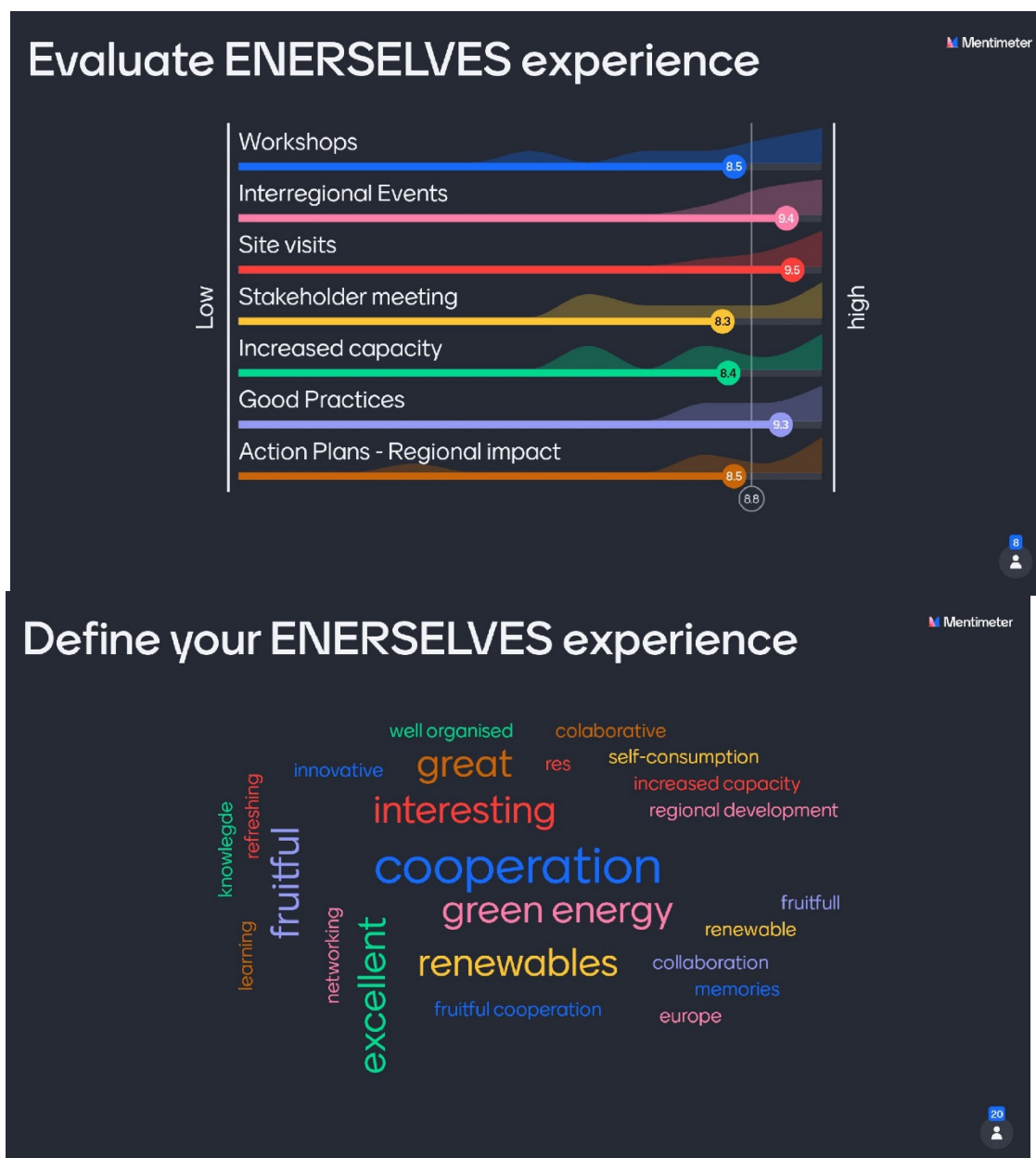
This is the register of the connections to the Conference:

<https://drive.google.com/file/d/1Vr6vS43NDwrY4u4QjEasNnwz714fnljv/view?usp=sharing> provided by ZOOM platform. Sensitive data has been removed to comply with Data Protection Requirements.

Also, presentations of the Final event are available under this link:

<https://drive.google.com/drive/folders/1kZ2OmEmCdEsdjfuv8s-QJj3S3ljyLmb?usp=sharing>

At the end of the international event, participants could assess ENERSELVES project experience. These are the results:



In a quantitative evaluation, participants found the project very fruitful, with an average score of 8,8 out of 10. The most value activities of the project were:

1. Site visits (9,5)
2. Interregional events (9,4)
3. Good practices (9,3)

In a qualitative evaluation, these are the words that participants used to describe ENERSELVES experience:

1. Cooperation
2. Green energy
3. Renewables