

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.

Enerselves has added the following news items to the news section of the website:

- <https://www.interregeurope.eu/enerselves/news/news-article/5384/the-biggest-solar-park-in-sweden-s-sunniest-city/> (09/04/2019)
- <https://www.interregeurope.eu/enerselves/news/news-article/5462/supporting-res-introduction-in-goza/> (23/04/2019)
- <https://www.interregeurope.eu/enerselves/news/news-article/5700/boosting-res-in-extremadura/> (27/05/2019)
- <https://www.interregeurope.eu/enerselves/news/news-article/6935/the-rise-of-self-consumption-in-spain/> (17/11/2019)

Also, we have disseminated the following event:

- <https://www.interregeurope.eu/enerselves/events/event/3102/enerselves-project-meeting-in-rome/> (22/11/2019).

1.1. Participation in 1 semestral Interreg Europe event

During the fifth semester, AGENEX has attended the Interreg Europe event Let's Cooperate, held in Brussels in April 2019 (<https://www.interregeurope.eu/europecooperates2019/>). The participation was of Elvira Gómez, communication officer of Interreg Europe projects in AGENEX.



1.2. Press releases, media appearances and newsletters

The project has achieved 6 more appearances in media, which are duly reported on the shared Excel:

- <https://www.grada.es/web/agenex-estrategia-energetica-edificios-publicos-genera-2019/>
- <http://www.eneragen.org/es/2019/03/14/agenex-presento-la-estrategia-energetica-en-edificios-publicos-de-extremadura-en-genera2019/>
- <https://energiaextremadura.com/2019/03/11/la-estrategia-energetica-en-edificios-publicos-de-extremadura-reducira-la-demanda-energetica-en-705-edificios-publicos/>
- <http://ftz.org.mt/2019/10/http://ftz.org.mt/2019/10/>
- <http://ftz.org.mt/stepping-final-events/>
- <https://www.sardegna-reporter.it/2019/11/le-energie-rinnovabili-in-sardegna-e-in-italia/292332/>

In total, the project has collected **115** media appearances.

Social media Channels (From 01/01/2019 to 31/12/2019).

- Facebook
Followers: 255
Likes: 245
Total posts: 15
Total reach: 1.849 people in this reporting period.
Average reach per post¹: 123 people per post.
Average engagement rate per post²: 3,46%
- Twitter
Followers: 94
Following: 171
Tweets: 156
Total Impressions: 7.385 people reached in this reporting period.
Average Impressions per post: 492
Average engagement per post: 0,7%

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

² 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).