

RESINDUSTRY



Interreg Europe



European Union
European Regional
Development Fund

Policies for Renewable Energy Sources in Industry

Communication and dissemination Report

SEMESTER 2

August 2020





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2nd SEMESTER COMMUNICATION ACTIVITIES' IMPACTS

- **Number of appearances in media in S2: 18**
- **Number of total media appearances so far: 37**
- **Number of sessions on project website: 1.339**

RESINDUSTRY project and its partners have carried out several actions focused on giving more visibility to the project and achieving its dissemination.

The main activities of this semester include:

1. Updating Communication & Dissemination Strategy
2. Project Communication Database
3. Printed materials
4. Project website
 - Newsfeed
5. Dissemination tools
 - Project newsletter
 - Press releases
6. Social networks
7. Events

Updating Communication & Dissemination Strategy

This Communication and Dissemination Strategy (further CDS) was created to be a useful tool, which is guiding the Consortium through the dissemination of RESINDUSTRY activities. The Strategy must be flexible and adaptable to the project requirements, so partners can implement it for the success of RESINDUSTRY.

The CDS has been updated in Semester 2, especially the section of “Events” to make it clearer. The section distinguishes between Policy Learning events and Dissemination events to make the Strategy easier to the partners.

The updated RESINDUSTRY Communication and Dissemination Strategy is available [here](#).

Project Communication Database

RESINDUSTRY has created a Communication Database. The efforts the Consortium has made to increase the contacts on the data base have been very fruitful. The actions include the collection of consents for sending information of RESINDUSTRY at the stakeholders' meetings developed by project partners, at the Interregional events and other dissemination events where RESINDUSTRY were presented. [The inclusion of a checkbox in the attendance lists](#), so interested participants could sign-up, the launching of a [sign-up form](#), a CTA button in project's website and special campaigns on social media to promote subscriptions; have resulted in a data base of **84 people** that can be increased during project's lifetime.

Printed materials

During semester 2, RESINDUSTRY Communication Team has adapted the design of the A3 poster at the changes that the partnership experimented. Due to the merge of PP2 at the beginning of 2020, the name of this entity changed. So, in order to avoid useless printings, the Consortium agreed to postpone the printing at the end of the semester 1 (final project posters and roll-ups). Brochures have been designed and printed by partners.

Poster

The whole Consortium has printed an A3 poster and it is placed in each partner headquarters. Some pieces of evidence of this were provided in the Communication Report of SI.

The final version of RESINDUSTRY poster can be downloaded [here](#).

Roll-up

Also, the poster it has been adapted to the roll-up size, in case the partners want to develop this material. The roll-up version is available [here](#). Two partners have reported the printing of the roll-up: PP2 and PP3. In case of PP2, they modified the design (but always respecting the Programme elements):



Brochures

Brochures are a key element to disseminate the project among stakeholders and the general public. They are especially relevant in events and meetings, so the main information of the project is condensed in a visual document.

The design and printing of the brochures has been done during S2. RESINDUSTRY Communication Team has designed an English layout the supervision of the Lead Partner. Once the layout was ready, it was shared to the rest of the Consortium. Partners have translated the texts of the brochure, and the Communication Team has translated the brochure in the languages of the Consortium.

The RESINDUSTRY brochure is available on RESINDUSTRY website:

https://www.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1591359033.pdf.

RESINDUSTRY aims to increase the energy independency of the EU Industries by accelerating the integration of renewables



An interregional cooperation project for improving low-carbon economy policies



Policies for Renewable Energy Sources in Industry



www.interregeurope.eu/resindustry



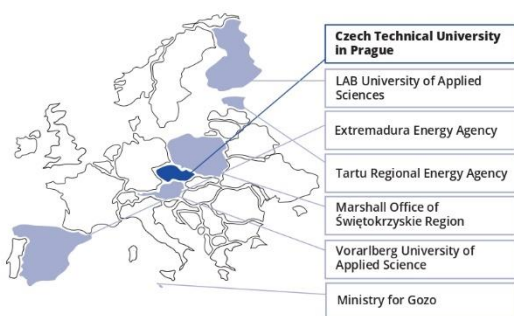
What are the regions expecting from RESINDUSTRY project?

- Increase the effectivity of support for RES investments, discuss barriers & future recommendations.
Jaroslav Pavlica, Low Carbon Technologies & Energy Savings, Ministry of Industry and Trade (CZ)
- The regional goal is to achieve carbon neutrality by 2030, which requires cooperation between all sectors.
Juha Hertsu, Development Director, Regional Council of Päijät-Häme (FI)
- Promote independent energy in Extremadura's industry, reducing cost & carbon footprint with RES.
Samuel Ruiz, GD of Industry, Energy & Mines, Extremadura Regional Government (ES)

RESINDUSTRY Outputs



RESINDUSTRY Partnership



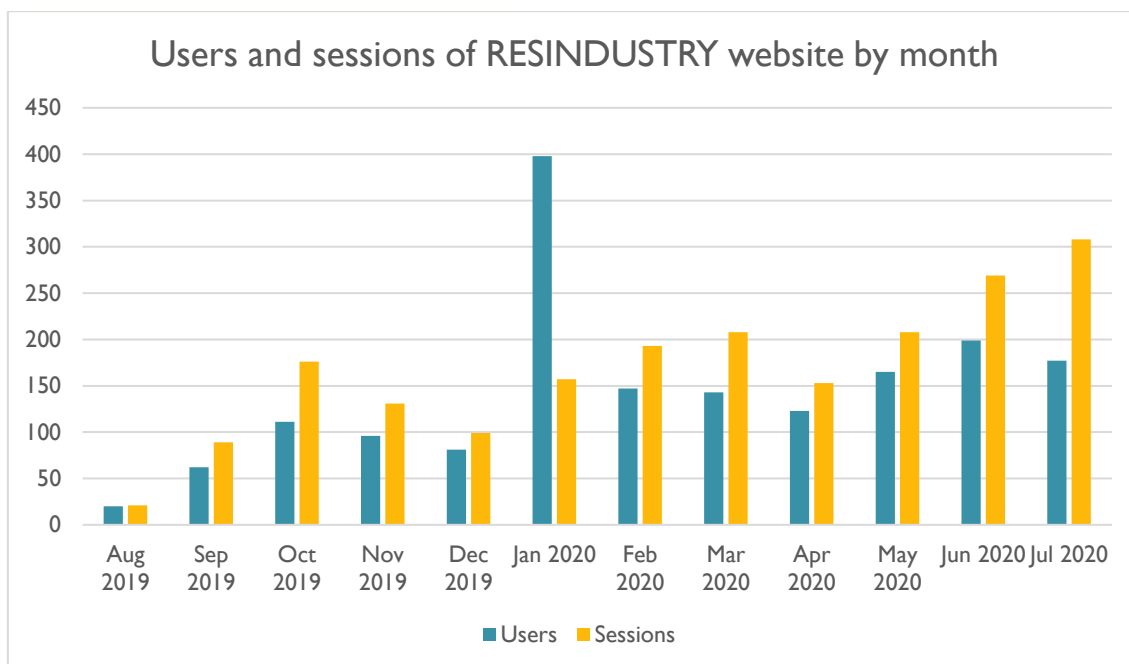
- RESINDUSTRY project is a good platform to exchange good practices and international experiences.
Eduard Sizov, Project Coordinator, Environmental Investments Centre (EE)
- In energy dependent society it is vital to support renewable sources of power.
Andrzej Bętkowski, Marshal of the Świętokrzyskie Voivodeship, Świętokrzyskie Voivodeship (PL)
- Exchange with EU regions for RES in industry complements our programme Energieautonomie 2050.
Gabriela Dür, Head Department of Science, State Government of Vorarlberg (AT)
- Our aim is to transform Gozo into an eco-island with more renewable energy sources in industries.
Christian Cordina, Project Manager, Ministry for Gozo (MT)

Project website

The project’s website (<https://www.interregeurope.eu/resindustry>) has been developed during the first six months of project’s lifetime, as it was reported in the Communication report I.

The website is constantly improved and updated, and useful learning materials and results of the project are being uploaded.

In the second semester (February 2020 – July 2020), the project’s website has had **954 users** visiting the website, with **1.339 sessions** in total. RESINDUSTRY Communication team has collected the analytics of each month, which are available if more information is requested. The graphic below shows the rising evolution of the first year of RESINDUSTRY website performance:



Newsfeed

Regarding the dissemination RESINDUSTRY has carried out through the website, this has been updated with the following news items during semester 2:

1. <https://www.interregeurope.eu/resindustry/news/news-article/7947/resindustry-achievements-in-sl/>
2. <https://www.interregeurope.eu/resindustry/news/news-article/7960/1st-joint-local-stakeholder-meeting-in-finland/>
3. <https://www.interregeurope.eu/resindustry/news/news-article/7953/resindustry-is-presented-at-agroexpo/>
4. <https://www.interregeurope.eu/resindustry/news/news-article/8669/local-stakeholders-meeting-in-extremadura/>
5. <https://www.interregeurope.eu/resindustry/news/news-article/8029/joint-forces-towards-sustainability-in-paeijaet-haeme/>
6. <https://www.interregeurope.eu/resindustry/news/news-article/8063/project-event-held-in-dornbirn/>
7. <https://www.interregeurope.eu/resindustry/news/news-article/8256/young-students-attend-a-renewable-energy-session/>
8. <https://www.interregeurope.eu/resindustry/news/news-article/8642/chp-plants-and-its-main-role-in-energy-transition/>
9. <https://www.interregeurope.eu/resindustry/news/news-article/8670/the-future-priorities-of-the-eu-energy-policy/>
10. <https://www.interregeurope.eu/resindustry/news/news-article/8788/synergies-for-a-sustainable-agri-food-industry/>
11. <https://www.interregeurope.eu/resindustry/news/news-article/8894/czech-local-stakeholders-meet-in-bustehrad/>

12. <https://www.interregeurope.eu/resindustry/news/news-article/9217/improving-production-resource-effectivity-in-estonia/>
13. <https://www.interregeurope.eu/resindustry/news/news-article/9240/internal-institutional-meeting-in-dornbirn/>
14. <https://www.interregeurope.eu/resindustry/news/news-article/9435/the-evolution-towards-res-in-the-cork-industry/>
15. <https://www.interregeurope.eu/resindustry/news/news-article/9441/500-mw-pump-hydro-accumulation-station-in-estonia/>

Additionally, 6 events have been created during S2:

1. <https://www.interregeurope.eu/resindustry/events/event/3340/project-event-in-dornbirn-austria/>
2. <https://www.interregeurope.eu/resindustry/events/event/3476/cz-institutional-internal-meeting-1/>
3. <https://www.interregeurope.eu/resindustry/events/event/3571/internal-institutional-meeting-in-dornbirn/>
4. <https://www.interregeurope.eu/resindustry/events/event/3543/new-growth-from-energy-efficiency-and-renewables/>
5. <https://www.interregeurope.eu/resindustry/events/event/3636/1st-stakeholders-seminar/>
6. <https://www.interregeurope.eu/resindustry/events/event/3661/internal-meeting-in-badajoz/>

Dissemination tools

The following tools have been created to support project dissemination.

Newsletter

The project newsletters inform project targets about initiatives, events, and partners' news in the frame of the project implementation. AGENEX is coordinating the production of the newsletter for dissemination in semesters 1, 2, 3, 4 and 5. The newsletters are also available on the project website: <https://www.interregeurope.eu/resindustry/library/#folder=2327>.

The dissemination is carried out by the CLP to the stakeholders and people interested in the project, via email. The database has been elaborated thanks to the consents obtained at stakeholders' meetings, project events and the subscriptions gotten thanks to the "call to action campaigns" (CTA campaigns). One of the most successful activities to foster subscriptions was the creation of a sign-up form. This launching was supported by the creation of a social media campaign to encourage subscriptions. Due to the successful results, the Communication Team has scheduled social media campaigns to collect subscribers periodically. These are the metrics that RESINDUSTRY has collected from the sig-up campaign and from the project newsletters that have been sent:

- **Sign-up form:** <https://mailchi.mp/3a12642fe874/resindustry-board>

Launching date	Visits	Clicks	Subscribers
13/01/2020	76	34	15

- **Newsletter #1:** <https://mailchi.mp/5dc20d553080/the-resindustry-board-nl>

Delivering date	Recipients	Open	Clicks
27/01/2020	70	34 (48,57%)	15 (21,42%)

- **Newsletter #2:** <https://mailchi.mp/e7280e7d6364/the-resindustry-board-nl-3887504>

Delivering date	Recipients	Open	Clicks
29/07/2020	84	31 (37,3%)	14 (16,9%)

Thanks to the subscribers' database, a mailing list was elaborated, and both CTU (LP) and AGENEX (CLP) have access to it. Currently, **the dissemination database has got 84 subscribers.**

The sending of emails complies with GDPR¹: that means that the messages need to collect freely given, specific, informed and unambiguous consent (Article 32).

The RESINDUSTRY Board will also be uploaded onto other online dissemination outlets employed by the Partnership (e.g. Facebook, Twitter).

Press releases

RESINDUSTRY project is using press releases to inform media (and reaching a broader audience through this tool) about the development of the project, its achievements and results. In the second semester, the Consortium has launched two press releases concerning a dissemination event in AGROEXPO (Badajoz, Extremadura) and the celebration of an interregional event in Dornbirn, Austria.

At the end of the project, it is foreseen to achieve **60 media appearances**. In semester 2, RESINDUSTRY project has achieved **18 media appearances**. In total (both S1 and S2) the project has achieved **37 media appearances** so far. The progress of the media appearances achieved can be followed by this [link](#).

¹ [The General Data Protection Regulation \(GDPR\)](#) applies automatically to all 28 member states of the European Union, unlike a directive which demands member states to draft domestic laws to enforce its rules. It came into effect on 25 May 2018 and it sets out to bolster the rights citizens of the EU have over their data which is held by companies

Social networks

During semester 2, RESINDUSTRY has created contents for the social media channels of the project.

Facebook page

You can follow the main achievements of RESINDUSTRY through the Facebook page of the project: <https://www.facebook.com/RESindustryProj>

- Currently the page has got 79 followers and 50 likes.
- Date of creation: 07/10/2019
- Total posts in S2: 21
- Total reach: 1.390 people
- Average reach per post: 66 people per post
- Average engagement rate: 14,8%

These are the posts that have had better results:

A. Considering the reach of the post:

- 1) <https://www.facebook.com/RESindustryProj/posts/228792228531941>
(13/04/2020, 159 people reached).
- 2) <https://www.facebook.com/RESindustryProj/posts/199561014788396>
(05/03/2020, 148 people reached).
- 3) <https://www.facebook.com/RESindustryProj/posts/209214050489759>
(18/03/2020, 146 people reached).

B. Considering the Engagement Rate of the post:

- 1) <https://www.facebook.com/RESindustryProj/posts/193531495391348>
(02/03/2020, 35% ER)
- 2) <https://www.facebook.com/RESindustryProj/posts/199561014788396>
(05/03/2020, 27% ER).
- 3) <https://www.facebook.com/RESindustryProj/posts/302082031202960>
(23/07/2020, 23% ER).

Twitter profile

You can follow the main achievements of RESINDUSTRY through the twitter profile of the project: <https://twitter.com/ResindustryP>

- Currently the profile has got 49 followers.
- Date of creation: 07/10/2019
- Total tweets in S2: 18
- Total impressions: 13.502 people
- Average impressions per tweet: 750 people per post

- Average engagement rate per tweet: 2,8%

These are the tweets that have had better results:

A. Considering the impressions of the tweet:

- 1) <https://twitter.com/ResindustryP/status/1233300807937921024> (28/02/2020, 1.629 viewings).
- 2) <https://twitter.com/ResindustryP/status/1239808687159611392> (17/03/2020, 1.340 viewings).
- 3) <https://twitter.com/ResindustryP/status/1234403071574364161> (02/03/2020, 1.261 viewings).

B. Considering the Engagement Rate of the tweet:

- 1) <https://twitter.com/ResindustryP/status/1264900942392102912> (25/05/2020, 8,1% ER)
- 2) <https://twitter.com/ResindustryP/status/1286281507976491008> (23/07/2020, 4,8% ER).
- 3) <https://twitter.com/ResindustryP/status/1265629326201913346> (27/05/2020, 4,1% ER).

Events

Events are important activities where the project can reach the communication targets. From a better reporting of these kind of activities, RESINDUSTRY distinguish between Policy Learning Events and Dissemination Events. These last ones can be organized by a Project Partner of RESINDUSTRY or a 3rd party event, where the partners only participate in.

Events		Number	Achieved so far	Total
Policy Learning Events	Workshops/ Study visits/ Master Classes	5	2	20/83
	Stakeholders' meetings	28	7	
	Institutional meetings	28	7	
	Expert Missions (IE)	7	0	
	Policy Breakfast (IE)	14	0	
	Project meeting (phase 2)	1	0	
Dissemination Events	Participation in Interreg EU events	5	4	4/13
	Regional Dissemination events	7	0	
	Final event	1	0	

Some of the events that RESINDUSTRY has developed in S2 are the following:

1. Workshops/ Study visits/ Master Classes:
 - <https://www.interregeurope.eu/resindustry/news/news-article/8063/project-event-held-in-dornbirn/>
2. Stakeholders' meetings:
 - <https://www.interregeurope.eu/resindustry/news/news-article/7960/1st-joint-local-stakeholder-meeting-in-finland/>
 - <https://www.interregeurope.eu/resindustry/news/news-article/8669/local-stakeholders-meeting-in-extremadura/>
 - <https://www.interregeurope.eu/resindustry/news/news-article/8894/czech-local-stakeholders-meet-in-bustehrad/>
 - <https://www.interregeurope.eu/resindustry/events/event/3636/1st-stakeholders-seminar/>
3. Institutional meetings:
 - <https://www.interregeurope.eu/resindustry/events/event/3476/cz-institutional-internal-meeting-1/>
 - <https://www.interregeurope.eu/resindustry/events/event/3571/internal-institutional-meeting-in-dornbirn/>
 - <https://www.interregeurope.eu/resindustry/events/event/3661/internal-meeting-in-badajoz/>
4. Participation in Interreg EU events and seminars:
 - *Host your meeting online* (Online webinar 25/03/2020):
<https://www.interregeurope.eu/news-and-events/news/8119/watch-our-webinar-on-online-meetings/>
 - *Project meetings online* (Online webinar 12/05/2020):
<https://www.interregeurope.eu/news-and-events/news/8523/tips-for-your-next-online-project-meeting/>
 - *EU Let's cooperate!* (Online event 09/06/2020):
<https://www.interregeurope.eu/europecooperates/>
5. Other dissemination events:
 - <https://www.interregeurope.eu/resindustry/news/news-article/7953/resindustry-is-presented-at-agroexpo/>
 - <https://www.interregeurope.eu/resindustry/news/news-article/8029/joint-forces-towards-sustainability-in-paeijaet-haeme/>
 - <https://www.interregeurope.eu/resindustry/news/news-article/8256/young-students-attend-a-renewable-energy-session/>
 - <https://www.interregeurope.eu/resindustry/news/news-article/8788/synergies-for-a-sustainable-agri-food-industry/>
 - <https://www.interregeurope.eu/resindustry/events/event/3543/new-growth-from-energy-efficiency-and-renewables/>

Monitoring KPIs

COMMUNICATION ACTIONS	KPIs EXPECTED	KPIs ACHIEVED
Detailed Communication Strategy	1	1
Database Mailing list	1	1
Number of subscribers of the database	90	84
Elaboration of dissemination materials: poster	1	1
Elaboration of dissemination materials: roll-up	1	1
Elaboration of dissemination materials: brochures	1	1
Printing dissemination materials: poster	7	7
Printing dissemination materials: roll-up	2	2
Printing dissemination materials: brochure	1750 units	0
Website: launching	1	1
Website: Number of events	10	7
Website: Number of news items	40	22
Website: Number of sessions	Average 800 per reporting period	1.006
Number of Workshops/ Study visits/ Master classes	5	2
Number of Stakeholders' meetings	28	7
Number of Institutional meetings	28	7
Number of Expert Missions (IE)	7	0
Number of Policy Breakfast (IE)	14	0
Number of project meetings in phase 2	1	0
Number of participations in Interreg Europe Events	5	4
Number of Regional Dissemination Events	7	0
Final event	1	0



Elaboration/sending press releases	12	3
Number of media appearances	60	37
Number of posts in social media: Facebook	40	35
People reach per post (on average)	50	52
Engagement rate of Facebook posts (on average)	0,5%	14,61%
Number of page followers (Facebook)	75	79
Number of page likes (Facebook)	75	50
Number of tweets	40	47
Number of impressions (on average)	50	688
Engagement rate of tweets (on average)	0,5%	2,68%
Number of followers (Twitter)	75	49
Number of newsletters sent	5	2
Opening rate	35%	42,94%
Click rate	15%	19,16%
Communication reports	6	2