

RESINDUSTRY



Interreg Europe



European Union
European Regional
Development Fund

Policies for Renewable Energy Sources in Industry

Communication and dissemination Report

SEMESTER 3

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3rd SEMESTER COMMUNICATION ACTIVITIES' IMPACTS

- **Number of appearances in media in S3:** 16
- **Number of total media appearances so far:** 54
- **Number of sessions on project website:** 2.602

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:

- Project Communication Database
- Printed materials
- Project website
 - o Newsfeed
 - o Other updates
- Dissemination tools
 - o Project newsletter
 - o Press releases
- Social networks
- Events

Project Communication Database

RESINDUSTRY keeps updating the project Communication Database created in S2. The efforts the Consortium has made to increase the contacts on the database have been very fruitful. In total, RESINDUSTRY Communication Database has reached **88 subscribers** so far.

Printed materials

During semester 3, RESINDUSTRY Consortium has printed the project brochures in each partner region. 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 most of the printing of the brochures has been done during S3. RESINDUSTRY Communication Team has designed an English layout under 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.p

df.

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



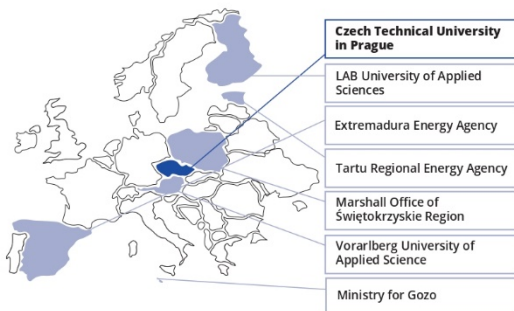
What are the regions expecting from RESINDUSTRY project?

- 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

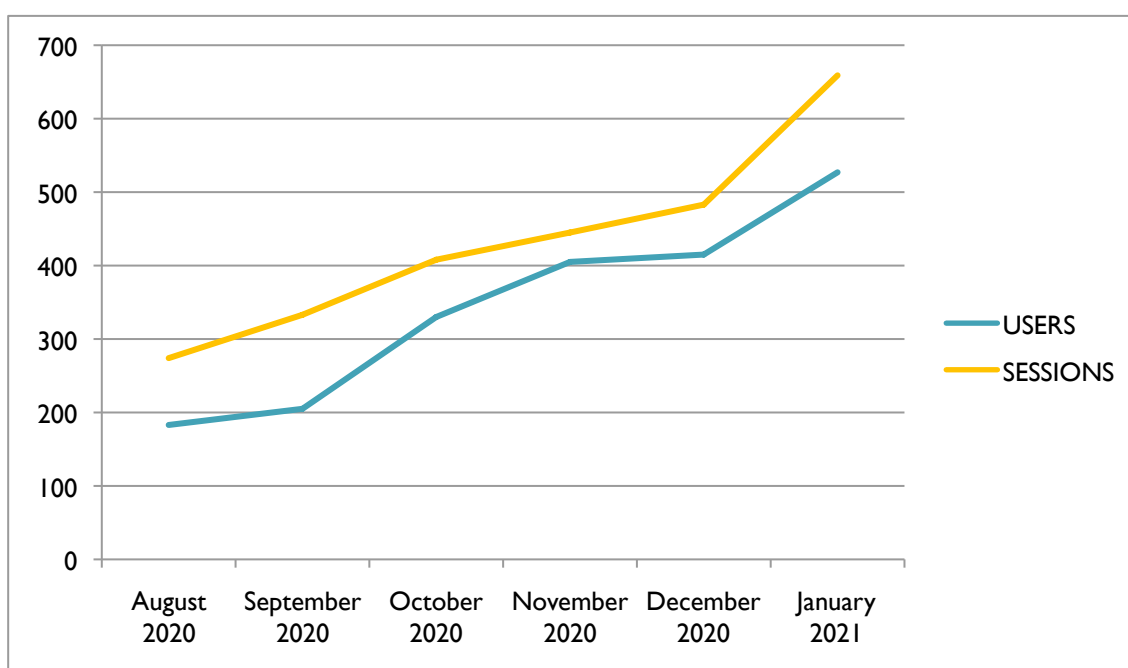


- RESINDUSTRY project is a good platform to exchange good practices and international experiences.
Eduard Sizov, Project Coordinator, Environmental Investments Centre (EE)
- In energy dependent society it is vital to support renewable sources of power.
Andrzej Bętkowski, Marshal of the Świętokrzyskie 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 updated in this semester. The website is constantly improved, and useful learning materials and results of the project are being uploaded continuously.

In the third semester (August 2020 – January 2021), the project's website has had **2.065 users** visiting the website, with **2.602 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 this reporting period in terms of website performance:



Newsfeed

Regarding the dissemination RESINDUSTRY has carried out through the website, this has been updated with the following news items during semester 3:

1. <https://www.interregeurope.eu/resindustry/news/news-article/9590/green-power-unit-in-polaniec-poland/>
2. <https://www.interregeurope.eu/resindustry/news/news-article/9805/agenex-internal-resindustry-meeting/>
3. <https://www.interregeurope.eu/resindustry/news/news-article/9591/an-energy-strategy-for-the-vorarlberg-region/>
4. <https://www.interregeurope.eu/resindustry/news/news-article/9592/local-stakeholder-seminar-in-dornbirn/>
5. <https://www.interregeurope.eu/resindustry/news/news-article/9707/resindustry-achievements-in-s2/>

6. <https://www.interregeurope.eu/resindustry/news/news-article/9795/photovoltaic-panels-in-malta-part-i/>
7. <https://www.interregeurope.eu/resindustry/news/news-article/9802/photovoltaic-panels-in-malta-part-ii/>
8. <https://www.interregeurope.eu/resindustry/news/news-article/9797/cz-institutional-internal-meeting-2/>
9. <https://www.interregeurope.eu/resindustry/news/news-article/10115/3rd-interregional-event-in-resindustry-project/>
10. <https://www.interregeurope.eu/resindustry/news/news-article/10392/resindustry-at-lahti-science-week/>
11. <https://www.interregeurope.eu/resindustry/news/news-article/10925/just-transition-fund-in-estonia/>
12. <https://www.interregeurope.eu/resindustry/news/news-article/10926/renewable-energy-statistics/>
13. <https://www.interregeurope.eu/resindustry/news/news-article/10973/extremadura-has-launched-the-peiec/>
14. <https://www.interregeurope.eu/resindustry/news/news-article/11041/ctu-uceedb-presented-the-best-way-how-to-use-the-res/>

Additionally, 3 events have been created in S3:

1. <https://www.interregeurope.eu/resindustry/events/event/3832/3rd-resindustry-interregional-event/>
2. <https://www.interregeurope.eu/resindustry/events/event/4122/ctu-uceedb-organizes-an-online-webinar-for-companies/>
3. <https://www.interregeurope.eu/resindustry/events/event/4145/energy-solutions-for-industry-in-extremadura/>

Other updates

The website has also been fed thanks to partners' contribution uploading the Good Practices collected during S1 and S2.

The RESINDUSTRY Best Practice database is available on the project's website:

<https://www.interregeurope.eu/resindustry/good-practices/>

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	101	42	21

- **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	33 (39,8%)	14 (16,9%)

- **Newsletter #3:** <https://mailchi.mp/6f6f28b47378/the-resindustry-board-nl-3943316>

Delivering date	Recipients	Open	Clicks
28/01/2021	89	26 (29,9%)	9 (10,3%)

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 88 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).

Media appearances

At the end of the project, it is foreseen to achieve **60 media appearances**. In semester 3, RESINDUSTRY project has achieved **16 media appearances**. In total (S1, S2 and S3) the project has achieved **54 media appearances** so far. The progress of the media appearances achieved can be followed by this [link](#).

Social networks

During semester 3, 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 84 followers and 53 likes.
- Date of creation: 07/10/2019
- Total posts in S3: 17
- Total reach: 1.867 people
- Average reach per post: 110 people per post
- Average engagement rate: 15,1%

These are the posts that have had better results:

A. Considering the reach of the post:

- 1) <https://www.facebook.com/RESindustryProj/posts/373157614095401>
(21/10/2020, 788 people reached).
- 2) <https://www.facebook.com/RESindustryProj/posts/397158235028672>
(18/11/2020, 149 people reached).
- 3) <https://www.facebook.com/RESindustryProj/posts/359959072081922>
(20/10/2020, 145 people reached).

B. Considering the Engagement Rate of the post:

- 1) <https://www.facebook.com/RESindustryProj/posts/359959072081922>
(21/01/2021, 33% ER)
- 2) <https://www.facebook.com/RESindustryProj/posts/445247686886393>
(27/01/2021, 31% ER).

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

- 3) <https://www.facebook.com/RESindustryProj/posts/344034267007736>
(16/09/2020, 26% 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 64 followers.
- Date of creation: 07/10/2019
- Total tweets in S3: 15
- Total impressions: 6.394 people
- Average impressions per tweet: 426 people per post
- Average engagement rate per tweet: 2,6%

These are the tweets that have had better results:

A. Considering the impressions of the tweet:

- 1) <https://twitter.com/ResindustryP/status/1312741761933025281> (04/10/2020, 741 impressions).
- 2) <https://twitter.com/ResindustryP/status/1306125666547503104> (16/09/2020, 722 impressions).
- 3) <https://twitter.com/ResindustryP/status/1309046734690160644> (24/09/2020, 622 impressions).

B. Considering the Engagement Rate of the tweet:

- 1) <https://twitter.com/ResindustryP/status/1309046734690160644> (24/09/2020, 4,3% ER).
- 2) <https://twitter.com/ResindustryP/status/1354789761517543424> (28/01/2021, 3,9% ER).
- 3) <https://twitter.com/ResindustryP/status/1290920480447377408> (05/08/2020, 3,6% ER).

Events

Some of the events that RESINDUSTRY has developed in S3 are the following:

1. Workshops/ Study visits/ Master Classes:
 - <https://www.interregeurope.eu/resindustry/events/event/3832/3rd-resindustry-interregional-event/>
2. Stakeholders' meetings:
 - <https://www.interregeurope.eu/resindustry/events/event/4122/ctu-uceedb-organizes-an-online-webinar-for-companies/>
 - <https://www.interregeurope.eu/resindustry/events/event/4145/energy-solutions-for-industry-in-extremadura/>

- <https://www.interregeurope.eu/resindustry/news/news-article/9592/local-stakeholder-seminar-in-dornbirn/>
- 3. Institutional meetings:
 - <https://www.interregeurope.eu/resindustry/news/news-article/9797/cz-institutional-internal-meeting-2/>
 - <https://www.interregeurope.eu/resindustry/news/news-article/9805/agenex-internal-resindustry-meeting/>
- 4. Participation in Interreg EU events and seminars:
 - *Communicating project results* (Online webinar 26/11/2020):
<https://www.interregeurope.eu/news-and-events/event/3922/webinar-on-communicating-project-results/>

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	88
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 issues	2.150 issues
Website: launching	1	1
Website: Number of events	10	11
Website: Number of news items	40	36
Website: Number of sessions	Average 800 per reporting period	1.538
Number of Workshops/ Study visits/ Master classes	5	3
Number of Stakeholders' meetings	28	14
Number of Institutional meetings	28	14

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	5
Number of Regional Dissemination Events	7	0
Final event	1	0
Elaboration/sending press releases	12	3
Number of media appearances	60	54
Number of posts in social media: Facebook	40	52
People reach per post (on average)	50	71
Engagement rate of Facebook posts (on average)	0,5%	14,8%
Number of page followers (Facebook)	75	84
Number of page likes (Facebook)	75	53
Number of tweets	40	66
Number of impressions (on average)	50	600
Engagement rate of tweets (on average)	0,5%	2,65%
Number of followers (Twitter)	75	64
Number of newsletters sent	5	3
Opening rate	35%	39,4%
Click rate	15%	16,21%
Communication reports	6	3