

RESINDUSTRY

Interreg Europe



European Union
European Regional
Development Fund

Policies for Renewable Energy Sources in Industry

Communication and dissemination Report

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4th SEMESTER COMMUNICATION ACTIVITIES' IMPACTS

- **Number of appearances in media in S4:** 13
- **Number of total media appearances so far:** 61
- **Number of sessions on project website:** 2.580

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
 - o Project videos
- 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 **89 subscribers** so far.

Printed materials

During semester 4, RESINDUSTRY Communication Team has updated the dissemination materials (poster, roll-ups and brochures) for adapting them to the new project duration (phase I has obtained a six months extension so the project will finish in July 2023). The designs have been modified, and instructions to the partners were given, following the indications of the JS. The suggestion was that, if partners have enough budget for changing the materials, they can reprint them (they will be eligible costs, but first, they had to check with their FLC) or print some sticks and put them on the already printed materials with the new dates for the Phase I and Phase.

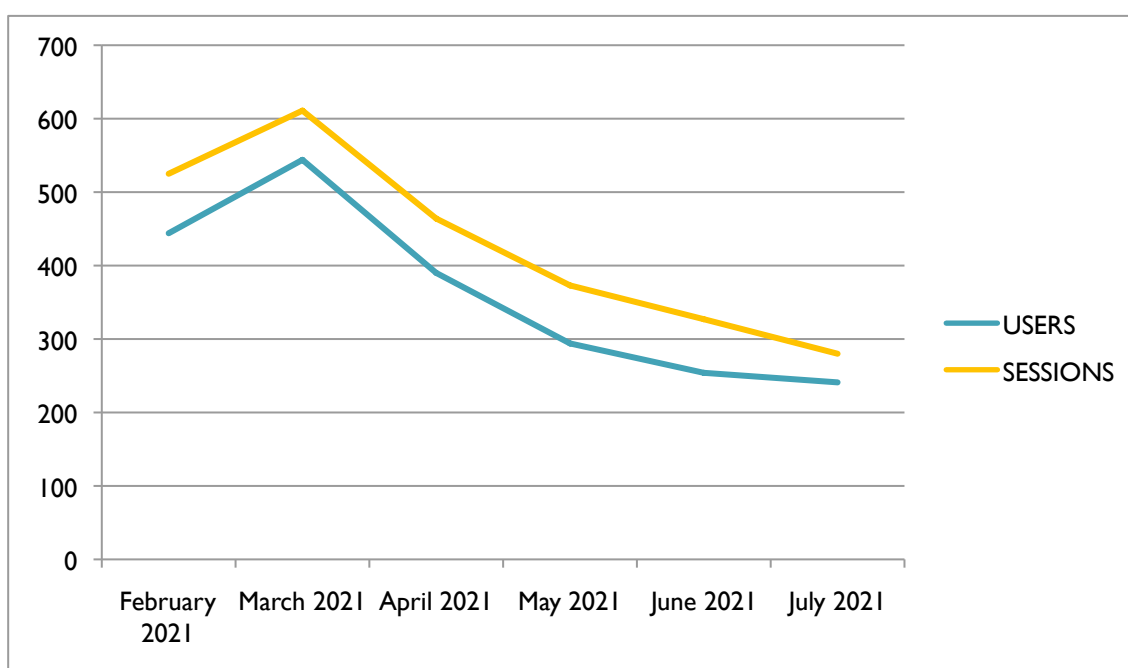
The updated communication materials are also available at RESINDUSTRY website:

<https://www.interregeurope.eu/resindustry/library/#folder=2468>

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 fourth semester (February 2021 – July 2021), the project's website has had **2.167 users** visiting the website, with **2.580 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 evolution of this reporting period in terms of website performance:



It must be taken into account that, historically, summer months have lower visits than the rest of year due to holidays. But even with this reduction, the project maintains a high number of sessions each month.

Newsfeed

Regarding the dissemination RESINDUSTRY has carried out through the website, this has been updated with the following news items during semester 4:

1. <https://www.interregeurope.eu/resindustry/news/news-article/11310/resindustry-institutional-meeting-in-poland/>
2. <https://www.interregeurope.eu/resindustry/news/news-article/11328/fourth-steering-committee-in-the-resindustry-project/>
3. <https://www.interregeurope.eu/resindustry/news/news-article/11443/res-opportunities-for-agribusiness-in-extremadura/>
4. <https://www.interregeurope.eu/resindustry/news/news-article/11444/2nd-lsm-in-swietokrzyskie/>

5. <https://www.interregeurope.eu/resindustry/news/news-article/11452/local-stakeholder-seminar-online-event/>
6. <https://www.interregeurope.eu/resindustry/news/news-article/11445/groundwater-heating-in-paeijaet-haeme/>
7. <https://www.interregeurope.eu/resindustry/news/news-article/11454/internal-institutional-meeting-online-event-at/>
8. <https://www.interregeurope.eu/resindustry/news/news-article/11456/lab-launches-a-video-of-the-climate-action-roadmap/>
9. <https://www.interregeurope.eu/resindustry/news/news-article/11624/resindustry-at-lab-international-week-2021/>
10. <https://www.interregeurope.eu/resindustry/news/news-article/11947/low-carbon-economy-in-the-spotlight/>
11. <https://www.interregeurope.eu/resindustry/news/news-article/12221/lahti-welcomes-the-eu-green-week/>
12. <https://www.interregeurope.eu/resindustry/news/news-article/12272/ctu-uceeb-hosted-the-first-policy-breakfast/>
13. <https://www.interregeurope.eu/resindustry/news/news-article/12296/extremadura-will-boost-res-through-an-ambitious-plan/>
14. <https://www.interregeurope.eu/resindustry/news/news-article/12297/estonia-is-turning-to-the-circular-economy/>
15. <https://www.interregeurope.eu/resindustry/news/news-article/12300/two-new-solar-farms-in-gozo/>
16. <https://www.interregeurope.eu/resindustry/news/news-article/12421/third-local-stakeholder-meeting-was-held-by-ctu/>
17. <https://www.interregeurope.eu/resindustry/news/news-article/12472/lsg-meeting-in-tartu/>
18. <https://www.interregeurope.eu/resindustry/news/news-article/12872/call-for-energy-projects-in-malta/>

Additionally, 5 events have been created in S4:

1. <https://www.interregeurope.eu/resindustry/events/event/4194/resindustry-steering-committee-4/>
2. <https://www.interregeurope.eu/resindustry/events/event/4239/iw4-expert-tips-on-the-regional-assessment/>
3. <https://www.interregeurope.eu/resindustry/events/event/4300/4th-finnish-joint-regional-stakeholder-group-meeting/>
4. <https://www.interregeurope.eu/resindustry/events/event/4495/eu-green-week-starts-in-few-days/>
5. <https://www.interregeurope.eu/resindustry/events/event/4575/championing-sustainable-energy-in-smes/>

Other updates

The website has also been fed thanks to partners' contribution uploading the Good Practices collected. The RESINDUSTRY Best Practice database is available on the project's website: <https://www.interregeurope.eu/resindustry/good-practices/>

In addition, a Library folder has been created to compile the communication reports of each reporting period for having a comprehensive assessment of the communication performance of the project: <https://www.interregeurope.eu/resindustry/library/#folder=2858>

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, 5 and 6. 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%)

- **Newsletter #4:** <https://mailchi.mp/4d5bae4aa989/the-resindustry-board-nl-4768518>

Delivering date	Recipients	Open	Clicks
30/06/2021	90	26 (29,9%)	5 (5,7%)

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 89 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

The press releases boost the project visibility through local media. This semester, RESINDUSTRY project has launched the following press releases:

1. <http://www.agenex.net/es/noticias-sp-6631/1758-agenex-organiza-un-webinar-para-analizar-el-potencial-de-las-renovables-en-la-agroindustria-extremena> (launched by AGENEX)
2. <https://www.interregeurope.eu/resindustry/news/news-article/12272/ctu-uceeb-hosted-the-first-policy-breakfast/> (launched by CTU)

Project videos

The project videos are very USEFUL to promote project results. RESINDUSTRY PP2 (LAB) has launched 2 videos to promote their regional results. They are available at the Library folder called "RESINDUSTRY videos":

<https://www.interregeurope.eu/resindustry/library/#folder=2876>

Media appearances

At the end of the project, it is foreseen to achieve **60 media appearances**. In semester 4, RESINDUSTRY project has achieved **13 media appearances**. In total (S1, S2, S3 and S4) the

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 2019 and it sets out to bolster the rights citizens of the EU have over their data which is held by companies



project has achieved **61 media appearances** so far. The progress of the media appearances achieved can be followed by this [link](#).

Social networks

During semester 4, RESINDUSTRY has created contents for the social media channels of the project in order to boost project visibility.

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 87 followers and 56 likes.
- Date of creation: 07/10/2019
- Total posts in S4: 21
- Total reach: 1.114 people
- Average reach per post: 53 people per post
- Average engagement rate: 15,81%

These are the posts that have had better results:

A. Considering the reach of the post:

- 1) <https://www.facebook.com/RESindustryProj/posts/508907007187127>
(06/05/2021, 107 people reached).
- 2) <https://www.facebook.com/RESindustryProj/posts/466879251389903>
(03/03/2021, 99 people reached).
- 3) <https://www.facebook.com/RESindustryProj/posts/543890907022070>
(01/07/2021, 93 people reached).

B. Considering the Engagement Rate of the post:

- 1) <https://www.facebook.com/RESindustryProj/posts/458022528942242>
(22/02/2021, 44% ER)
- 2) <https://www.facebook.com/RESindustryProj/posts/454881192589709>
(12/02/2021, 33% ER).
- 3) <https://www.facebook.com/RESindustryProj/posts/466997388044756>
(05/03/2021, 33% 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 74 followers.
- Date of creation: 07/10/2019
- Total tweets in S4: 20

- Total impressions: 8.996 people
- Average impressions per tweet: 450 people per post
- Average engagement rate per tweet: 2,9%

These are the tweets that have had better results:

A. Considering the impressions of the tweet:

- 1) <https://twitter.com/ResindustryP/status/1386990910676811778> (27/04/2021, 1.319 impressions).
- 2) <https://twitter.com/ResindustryP/status/1388461196555132934> (01/05/2021, 1.213 impressions).
- 3) <https://twitter.com/ResindustryP/status/1367030393841532932> (03/03/2021, 868 impressions).

B. Considering the Engagement Rate of the tweet:

- 1) <https://twitter.com/ResindustryP/status/1370326955162267651> (12/03/2021, 6,8% ER).
- 2) <https://twitter.com/ResindustryP/status/1356574900354441216> (05/02/2021, 5,2% ER).
- 3) <https://twitter.com/ResindustryP/status/1402934261410377728> (10/06/2021, 5% ER).

Events

Some of the events that RESINDUSTRY has developed in S4 are the following:

1. Workshops/ Study visits/ Master Classes:
 - <https://www.interregeurope.eu/resindustry/events/event/4239/iw4-expert-tips-on-the-regional-assessment/>
2. Stakeholders' meetings:
 - <https://www.interregeurope.eu/resindustry/news/news-article/11443/res-opportunities-for-agribusiness-in-extremadura/>
 - <https://www.interregeurope.eu/resindustry/news/news-article/11444/2nd-lsm-in-swietokrzyskie/>
 - <https://www.interregeurope.eu/resindustry/news/news-article/11452/local-stakeholder-seminar-online-event/>
 - <https://www.interregeurope.eu/resindustry/news/news-article/11947/low-carbon-economy-in-the-spotlight/>
 - <https://www.interregeurope.eu/resindustry/news/news-article/12421/third-local-stakeholder-meeting-was-held-by-ctu/>
 - <https://www.interregeurope.eu/resindustry/news/news-article/12472/lsg-meeting-in-tartu/>
3. Institutional meetings:
 - <https://www.interregeurope.eu/resindustry/news/news-article/11310/resindustry-institutional-meeting-in-poland/>

- <https://www.interregeurope.eu/resindustry/news/news-article/11454/internal-institutional-meeting-online-event-at/>
- 4. Policy Breakfasts
 - <https://www.interregeurope.eu/resindustry/news/news-article/12272/ctu-uceeb-hosted-the-first-policy-breakfast/>
- 5. Participation in Interreg EU events and seminars:
 - *Championing sustainable energy in SMEs* (Online webinar 24/06/2021):
<https://www.interregeurope.eu/resindustry/events/event/4575/championing-sustainable-energy-in-smes/>

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	89
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	15
Website: Number of news items	40	54
Website: Number of sessions	Average 800 per reporting period	2.580
Number of Workshops/ Study visits/ Master classes	5	4
Number of Stakeholders' meetings	35	21
Number of Institutional meetings	35	21
Number of Expert Missions (IE)	7	0

Number of Policy Breakfast (IE)	21	6
Number of project meetings in phase 2	1	0
Number of participations in Interreg Europe Events	6	5
Number of Regional Dissemination Events	7	0
Final event	1	0
Elaboration/sending press releases	20	5
Number of media appearances	60	61
Number of posts in social media: Facebook	40	73
People reach per post (on average)	50	62
Engagement rate of Facebook posts (on average)	0,5%	15,4%
Number of page followers (Facebook)	75	87
Number of page likes (Facebook)	75	56
Number of tweets	40	89
Number of impressions (on average)	50	525
Engagement rate of tweets (on average)	0,5%	2,78%
Number of followers (Twitter)	75	74
Number of newsletters sent	6	4
Opening rate	35%	34,7%
Click rate	15%	10,96%
Communication reports	8	4