



# ANNUAL REPORT ON EVENTS HELD, PROMOTIONAL MATERIAL AND SOCIAL MEDIA ACHIEVEMENTS (update 1)

WIP RENEWABLE ENERGIES

*CitizEE*

*Scaling up Public Energy Efficiency Investments via Standardising  
Citizen Financing Schemes*

[www.citizee.eu](http://www.citizee.eu)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 847147

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## TECHNICAL REFERENCES

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PROJECT DURATION	May 2019 – April 2022 (36 months)

REPORT NAME	CitizEE_D6.6
DOCUMENT:	D6.6
WORK PACKAGE	WP6 - Dissemination, Communication and Exploitation
TASK	T6.3 - Promotional material; T6.4 - Social media campaign; T6.5 - Participation in events
DISSEMINATION LEVEL*	PU
LEAD BENEFICIARY	1. WIP
CONTRIBUTING BENEFICIARY/IES	-
DUE DATE OF DELIVERABLE	30 April 2021
ACTUAL SUBMISSION DATE	28 April 2021

PU = Public

CO = Confidential, only for members of the consortium (including the Commission Services)

Version	Date	Beneficiary	Author	Comments
V01	23 April 2021	WIP	Sonja Wilhelm	Approved by all partners



## ACKNOWLEDGEMENTS

The work described in this publication has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 847147.

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## EXECUTIVE SUMMARY

This document describes the project related dissemination and communication actions performed during the first 2 years (May 2019 – May 2021) of the project implementation. This includes:

- Promotional materials created and published;
- Social media campaign achievements during the first 2 years of the CitizEE project (M1-M24); and
- Participation in events.

All the developed materials were produced in accordance with the European Commission and CitizEE visual guidelines defined in D6.1 & D6.2 Communication and Dissemination Plan (update). The resulting coherence makes the identification of project materials easy and appealing for external stakeholders.

During this first 2 years, CitizEE has produced different promotional materials (press releases, newsletters, project leaflet, other printed material like a poster) to support the dissemination strategy. In addition, several publications have been released in relevant platforms and media.

The social media communication strategy elaborated by WIP at the beginning of the project was applied with success throughout the period, with activity on the Twitter and LinkedIn.

With the updated social media strategy, visits to the CitizEE profile have increased since the start of the new strategy March 2021, with 349 profile visits in March 2021, compared to an average of 30 profile visits per month before March 2021. The social media campaign has resulted in constant Tweets and posts promoting the project. Tweets from CitizEE have earned 24.724 impressions (number of times a user saw the tweet), since the account was created in January 2020. On LinkedIn, all project partners post regularly under the hashtag #CitizEE, which has generated more than 10,000 views.

CitizEE has participated in 26 events (11 Conferences, 1 Congress, 1 Forum, 2 Training, 11 workshops) spanned across several EU countries. Potential audience to these events is 8.000 between energy efficiency and renewable energy sector, public authorities, financial institutions, policy makers and research community.

The activities here reported aimed at informing the relevant stakeholders about the ongoing project goals, tasks and results, as well as creating continued interest for future activities and results. Overall, the amount and quality of the promotional materials created and disseminated during the first 2 year of the project can be considered satisfactory, and an effective framework for the communication of future results through social media is in place.



## 1. Promotional material

### 1.1. Leaflet

The first project leaflet was released in March 2020. This first release acknowledges CitizEE stakeholders at large about the start of the project and provides information and descriptions on the project objectives, the project's scope and targets, background information and key messages as well as the consortium members.



Figure 1-1 - CitizEE Leaflet

2000 copies have been printed and were mailed to all project partners to distribute them in events once the current situation with Covid-19 improves and events are again allowed in an on-site format. Nevertheless, the leaflet is published on the CitizEE website and can be downloaded at <https://www.citizee.eu/results/>.

The second leaflet, in the format of a booklet, will be released towards the end of the project (M33) and will contain an outline of the project achievements to date. The booklet will highlight the project results and, in particular, will provided an answer to the stakeholders' concerns identified during the project with regard to matching citizen financing for energy efficiency and public financing. Both the leaflet and booklet are and will be elaborated with input from all partners.

The booklet is foreseen as a separate deliverable D6.4 (M33).







During this first 2 years, the project has been already presented in the following events:

- 36<sup>th</sup> EU PVSEC European Photovoltaic Solar Energy Conference and Exhibition 2019
- 3<sup>rd</sup> International Conference on Smart and Sustainable Planning for Cities and Regions 2019
- European Sustainable Week 2020 / Title: "Powering energy transition in rural communities through social and territorial innovation"
- Event: eCentral project final conference / Title: Innovative Financing for Energy Efficient Public Buildings 2020
- Covenant of Mayors Investment Forum – Energy Efficiency Finance Market Place 2020
- GREENFOOT General Assembly Invitation 2020
- Zeleni Plan Conference 2021
- Smart Villages Academy 2021
- Donne si fa Storia 2021
- SMAFIN ROUND TABLE with the theme "FINANCING SOLUTIONS FOR ENERGY RENOVATION OF BUILDINGS" 2021

In addition, the next confirmed participation in events with a presentation of the CitizEE project are at the following events:

- Association of cities 48 hours Conference 2021
- 19<sup>th</sup> European Week of Regions and Cities Conference 2021
- 38<sup>th</sup> EU PVSEC European Photovoltaic Solar Energy Conference and Exhibition 2021

Moreover, a PowerPoint has been prepared in order to be used to present the project in events. It corresponds with a presentation that present the key aspects of the project in a concise way and that highlights the project objectives, aims and activities to be implemented.

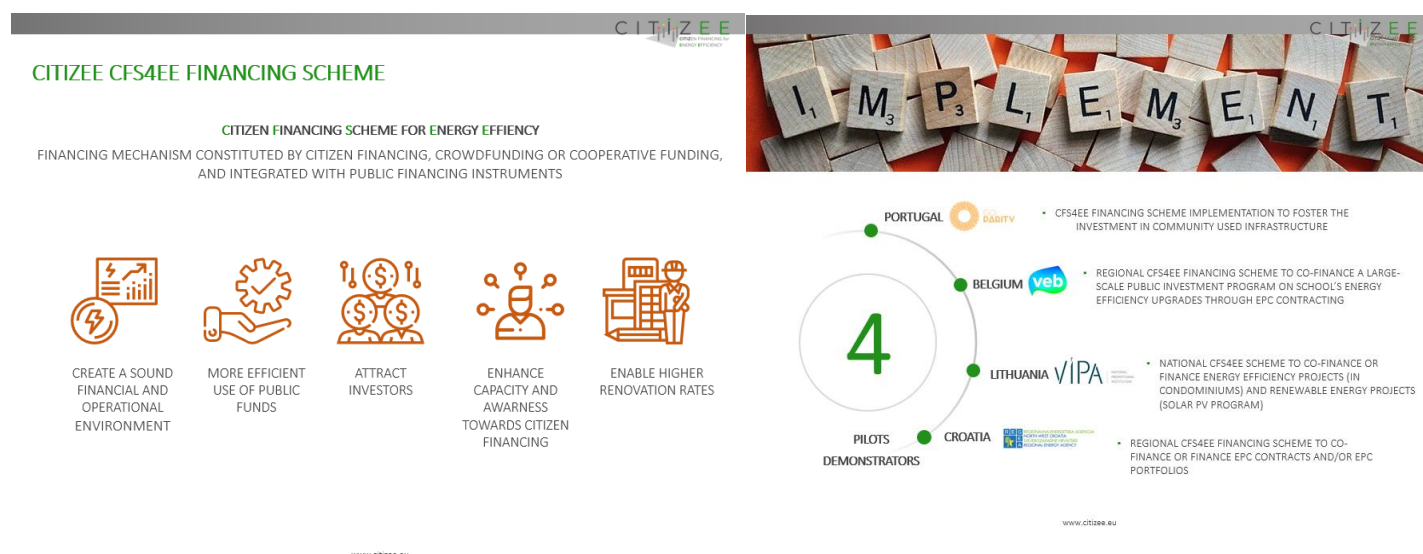


Figure 1-3 – Example of the slides from the CitizEE promotional presentation



### 1.3. Publications

Three publications have been released during the first 2 years. Further publications are planned for the upcoming months. The details are provided in the table below:

Table 1.1 - List of publications

DATE	NAME OF PUBLICATION	TITLE OF THE ARTICLE	TYPE OF PUBLICATION	SCOPE OF PUBLICATION	REFERENCE WEBSITE
6/Aug/19	BUILD UP, The European Portal for Energy Efficiency In Buildings	CitizEE H2020 Project Launched: Scaling up Public Sustainable Investments via Citizen Financing Schemes	Non-scientific and non-peer-reviewed publication (popularised publication)	International	<a href="https://www.buildup.eu/en/explore/links/citizee-h2020-project-launched-scaling-public-sustainable-investments-citizen">https://www.buildup.eu/en/explore/links/citizee-h2020-project-launched-scaling-public-sustainable-investments-citizen</a>
1/Oct/19	EU PVSEC Proceedings	CitizEE Project - Scaling Up Public Sustainable Investments via Citizen Financing Schemes	Scientific publication - non-peer-reviewed	International	<a href="https://www.eupvsec-proceedings.com/proceedings?char=C&amp;paper=47891">https://www.eupvsec-proceedings.com/proceedings?char=C&amp;paper=47891</a>
March 2020	Spring 2020 European Energy Innovation	Scaling up Energy Efficiency investments through Citizen financing Schemes	Professional article	International	<a href="http://www.europeanenergyinnovation.eu/OnlinePublication/Spring2020/mobile/index.html?p=44">http://www.europeanenergyinnovation.eu/OnlinePublication/Spring2020/mobile/index.html?p=44</a>

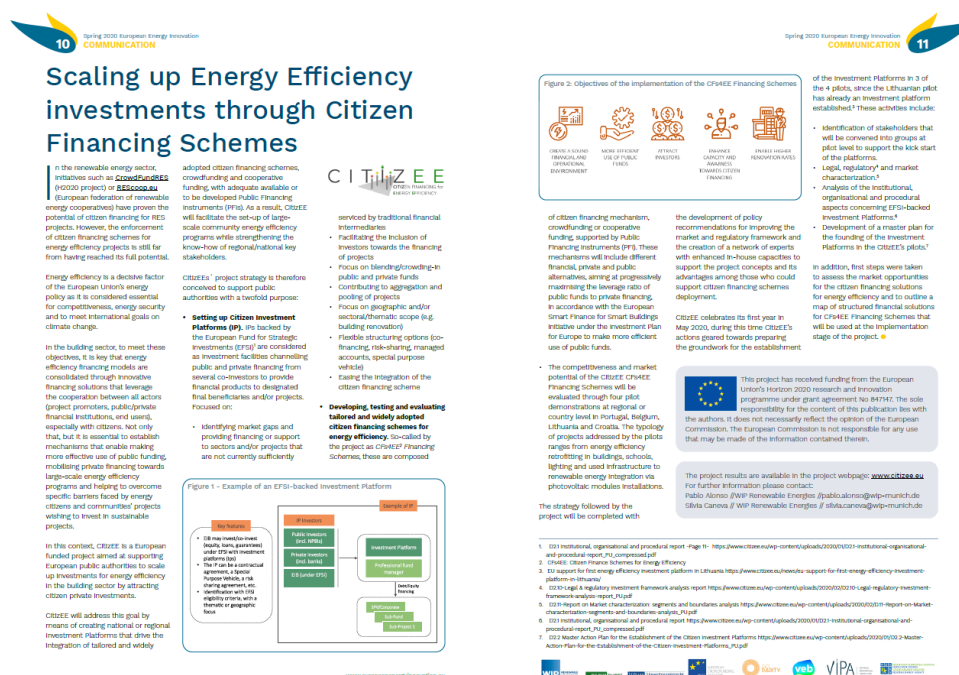


Figure 1-4 - Article published in the European Energy Innovation magazine

## 1.4. Newsletter and press releases

The first edition of the newsletter was published in April 2020. This edition included the following:

- Overall information of the project
- Latest updates
- Most recent public reports
- Information about other H2020 projects like SocialRES H2020 project

The e-Newsletter was produced by WIP through Mailchimp, sent via email to registered users, published on the website and widely promoted in the social media channels available.

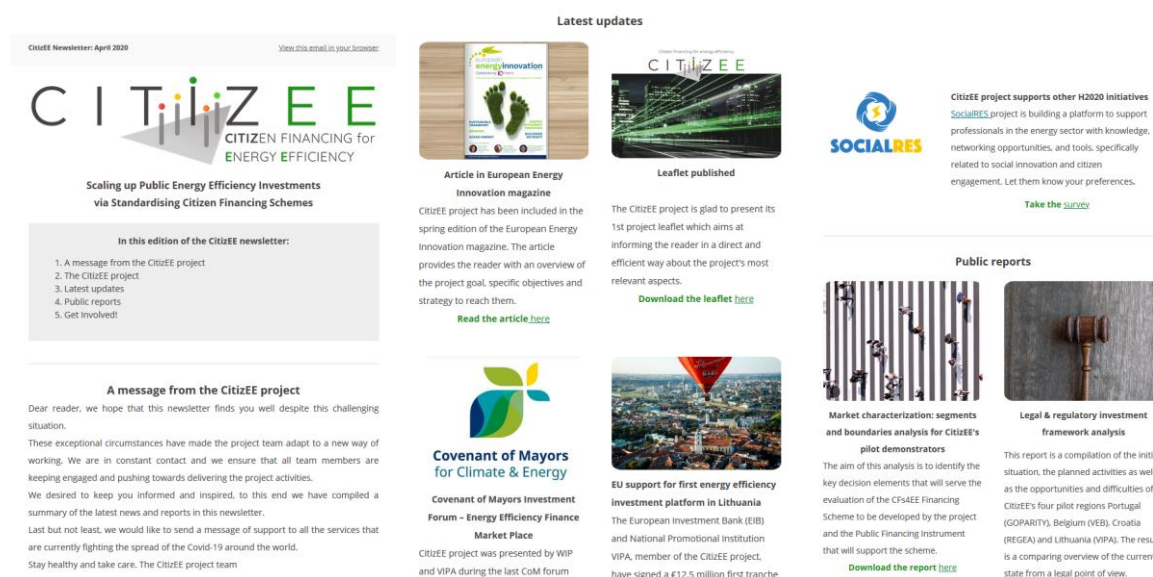


Figure 1-5 - Snapshot of the 1st edition of the newsletter

The second edition of the newsletter was published in December 2020. This edition included the following:

- A message from the CitizEE project
- Latest updates
- Public reports
- Special News
- Get Involved!

The e-Newsletter was produced by WIP through Mailchimp, sent via email to registered users, published on the website and widely promoted in the social media channels available.

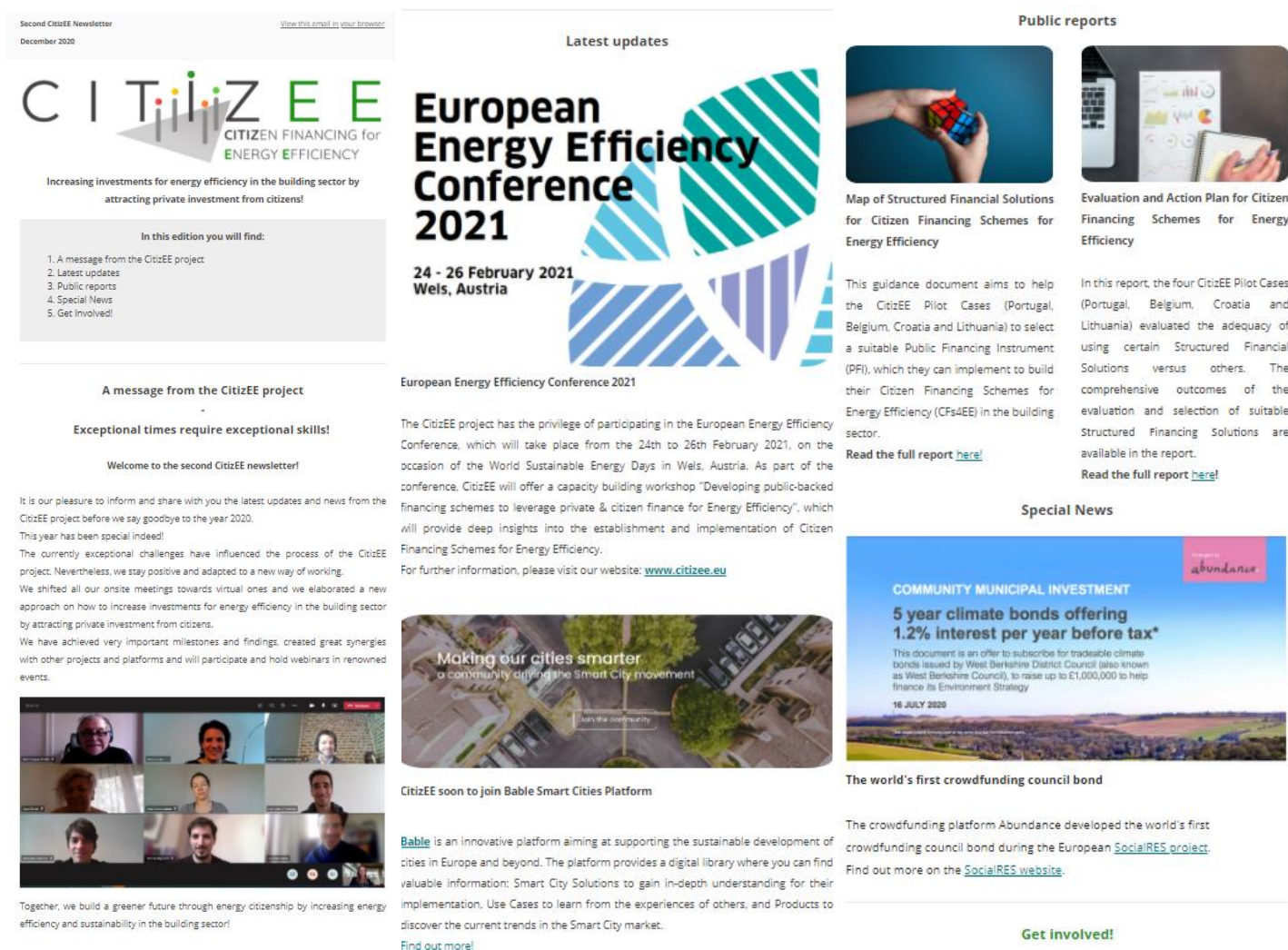


Figure 1-6 - Snapshot of the 2nd edition of the newsletter

The third edition of the newsletter was published in April 2021. This edition included the following:

- A message from the CitizEE project
- Upcoming Free Webinars
- International Women's Day
- Latest updates
- Public reports
- Get Involved!

The e-Newsletter was produced by WIP through Mailchimp, sent via email to registered users, published on the website and widely promoted in the social media channels available.



## Welcome to the 3rd CitizEE newsletter!

It is our pleasure to inform you and share with you the latest updates and news from the CitizEE project.

In this newsletter you will find a compact overview of all the important news and updates that will be of interest to you and support you to achieve more investments for energy efficiency in the building sector through citizen financing.

This includes info on our upcoming free webinars, where we explain how European public authorities can scale up investments for energy efficiency. Make sure you get a free ticket today. We'll also be featuring the women in our project, who we'd like to highlight on the occasion of International Women's Day. Furthermore, you will find out everything about our latest reports and results of the CitizEE project.



International Women's Day and Action plan of CitizEE

### International Women's Day

Gender equality in European projects is key to creating new and innovative ideas and solutions. Because a pool of diverse, committed, capable and talented people with unique personalities has the greatest potential to create a sustainable tomorrow. That's why within the CitizEE project, we have made gender equality one of our core values and are fortunate to have amazing and influential women in our consortium.

As a team, we unleash the greatest potential of each individual in our consortium.



### Latest updates



#### Updated website

The CitizEE website has been updated with new graphics and texts to improve readability. The update is part of a new communication strategy for CitizEE. Soon you will be updated by even more posts from us on all our social media channels!

Discover the updated website [here](#)



#### CitizEE animation videos

The CitizEE project is currently producing animation videos explaining key content in an easy way. The videos will be focussed towards the general public. Keep an eye on our social media channels and the website.

Open our Twitter channel [here](#)

### Upcoming Free Webinars

We're excited to invite you to join us on April 27, for the first out of six webinars on capacity building for European public authorities that we are organizing as part of the ongoing CitizEE project.

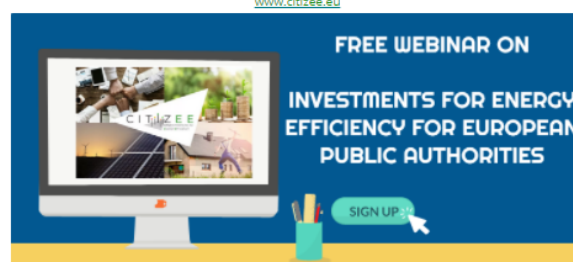
In the first webinar, we will deal with the ways in which European public authorities can scale up investments for energy efficiency. The webinar, **starting at 15.00 until 16.30 on April 27**, will provide an overview and introduction mainly for public authorities (municipalities and regions) on where and how to start when assessing energy efficiency investments.

Interested participants will learn in this webinar about:

- the motivations and means behind different financial instruments,
- get hints for implementing and building their customized financing scheme, for
- launching large scale investment programs for the renovation of their buildings and
- attracting greater levels of private-sector investments, namely from citizens and communities.

Register now for free at the project website!

[www.citizee.eu](http://www.citizee.eu)



### Public reports



#### NEW! Simulation tool and pilot project simulations reports

The main aim of the reports is to assess and evaluate the investment programs for energy efficiency in the four pilot countries/regions for being processed under the CFs4EE Financing Schemes to be built and operated at a later stage of the CitizEE projects.

Download the report [here](#)



#### Evaluation and Action Plan for Citizen Financing Schemes for Energy Efficiency

In this report, the CitizEE pilot projects evaluated the use of Structural Financial Solutions. In doing so, they were guided by the document "Map of Structured Financial Solutions for Citizen Financing Schemes for Energy Efficiency", which was developed within the CitizEE project to support the selection of Eligible Public Financing instruments.

Download the report [here](#)

### Get involved!

Visit the CitizEE website [www.citizee.eu](http://www.citizee.eu) and follow us on [Twitter](#).



Do not forget to subscribe to our project news

[Subscribe](#)

If you found our newsletter interesting we warmly invite you to forward it within your own relevant networks. We look forward to your engagement and feedback for the next years!

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Figure 1-7 - Snapshot of the 3rd edition of the newsletter



The website news section has been regularly updated with relevant press releases that have been developed on the occasion of the publication of project reports and attendance to events. Also, relevant content for CitizEE project has been published on the website in the form of press releases. These news items can be found at <https://www.citizee.eu/news/>.

## Latest updates

Browse all updates : [News](#) [Events](#)



**CITIZEN FINANCING, EFSI, FINANCING, INVESTMENT PLATFORMS**

### Simulation tool and pilot projects simulations reports

The main aim of this document is to assess and evaluate the investment programs for energy efficiency in the four pilot countries/regions for being processed under the CFS4EE Financing Schemes to be built and operated at a later stage of the CitizEE project.



### Second CitizEE newsletter: December 2020

CitizEE has published its second newsletter. In this edition of the CitizEE newsletter, you will find: A message from the CitizEE project; Latest updates; Public reports and Special News.



**CITIZEN FINANCING, EFSI, FINANCING, INVESTMENT PLATFORMS**

### Evaluation and Action Plan for Citizen Financing Schemes for Energy Efficiency

In this report, the four CitizEE pilot projects (Portugal, Belgium, Croatia and Lithuania) evaluated the appropriateness of using certain Structured Financial Solutions versus others. In doing so, they were guided by the document "Map of Structured Financial Solutions for Citizen Financing Schemes for Energy Efficiency", which was developed within the CitizEE project to support the selection of Eligible Public Financing Instruments.

Figure 1-8 - Snapshot of press releases published in the CitizEE's website

## 2. Social media campaign

The social media communication strategy elaborated by WIP at the beginning of the project was applied with success throughout the period, with activity on the Twitter and LinkedIn. On Twitter, a dedicated [account](#) has been created, besides all active project partners tweeted and retweeted about the project with their existing account, in accordance with the agreed collaborative approach. In addition, CitizEE has built synergies with other H2020 actions such as the SocialRES project (related to crowdfunding and cooperatives) that is also tagging @CitizEE\_project or #CitizEE in its post on social media when relevant.



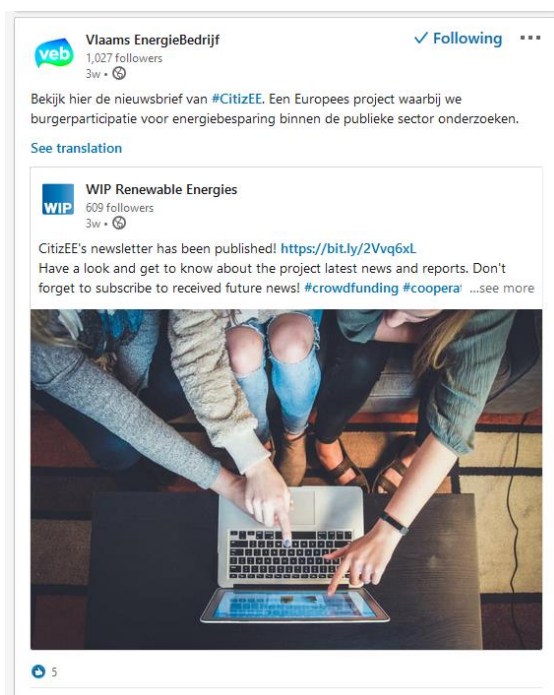


Figure 2-1 - Example of tweets and LinkedIn posts

With the updated social media strategy, visits to the CitizEE profile have increased since the start of the new strategy March 2021, with 349 profile visits in March 2021, compared to an average of 30 profile visits per month before March 2021. The social media campaign has resulted in constant Tweets and posts promoting the project. Tweets from CitizEE have earned 24.724 impressions (number of times a user saw the tweet), since the account was created in January 2020. On LinkedIn, all project partners post regularly under the hashtag #CitizEE, which has generated more than 10,000 views.

In order to have a good overview of the global audience reachable through these social media channels and to best coordinate the communication actions, a table summarising the existing accounts for each partner organisation was created. The table contains direct links to the different accounts, as well the number of followers for each account.



Table 2.1 - Overview of social media accounts and followers for CitizEE consortium

Partner	Website	Twitter	Followers	LinkedIn	Followers
1 WIP	<a href="https://www.wip-munich.de/">https://www.wip-munich.de/</a>	@WIPRenewables	790	<a href="https://www.linkedin.com/company/wip-renewable-energies">linkedin.com/company/wip-renewable-energies</a>	868
2 ENERGIN VEST	<a href="https://energinvest.be/">https://energinvest.be/</a>	-	-	<a href="https://www.linkedin.com/company/energinvest/about/">https://www.linkedin.com/company/energinvest/about/</a>	-
3 SUER	<a href="https://stiftung-umweltenergierecht.de/">https://stiftung-umweltenergierecht.de/</a>	@Stiftung_UER	514	<a href="https://www.linkedin.com/company/stiftung-umweltenergierecht">https://www.linkedin.com/company/stiftung-umweltenergierecht</a>	110
4 GOPARITY	<a href="https://goparity.com/pt">https://goparity.com/pt</a>	@goparity	260	<a href="https://www.linkedin.com/company/goparity/">https://www.linkedin.com/company/goparity/</a>	4647
5 VEB	<a href="http://www.VEB.be">www.VEB.be</a>	@VEB_energie	324	<a href="https://www.linkedin.com/company/vlaams-energiebedrijf/">https://www.linkedin.com/company/vlaams-energiebedrijf/</a>	1237
6 REGEA	<a href="http://regea.org/">http://regea.org/</a>	@RegeaAgency	406	<a href="https://www.linkedin.com/company/north-west-croatia-regional-energy-agency-regea/">https://www.linkedin.com/company/north-west-croatia-regional-energy-agency-regea/</a>	453
7 VIPA	<a href="http://www.vipa.lt">www.vipa.lt</a>	-		<a href="https://www.linkedin.com/company/viesujy-investiciju-plėtros-agentūra-vipa/">linkedin.com/company/viesujy-investiciju-plėtros-agentūra-vipa-</a>	446
8 ECN	<a href="https://eurocrowd.org/">https://eurocrowd.org/</a>	@eurocrowd	3135	<a href="https://www.linkedin.com/company/european-crowdfunding-network/">https://www.linkedin.com/company/european-crowdfunding-network/</a>	3012
TOTAL			5429	TOTAL	10.773

It results that in total and in theory, more than 16.202 target stakeholders can be informed about CitizEE through the already existing social accounts managed by the project consortium.

In order to further boost the visibility of the CitizEE project, animation videos explain the project as well as dedicated deliverables are currently under development. The animation videos are additional activities not mentioned in the Grant Agreement.



Figure 2-2 Snapshot of CitizEE's animation video



### 3. Participations to events

The total amount of events attended during the first two year of project implementation is listed in the table below.

**Table 3.1 - List of events**

Date	Country	City	Partner	Event	Involvement
21 Feb 2019	Belgium	Brussels	WIP, VEB, GOPARITY	EASME Contractor meeting	Oral communications/ Participation
27 June 2019	Online	Online	SUER	Experiences in bridging the gap between Investors and Project Developers	Oral communications/ Participation
09 Sep 2019	France	Marseille	WIP	EU PVSEC. European Photovoltaic Solar Energy Conference and Exhibition	Poster presentation
04 November 2019	Online	Online	SUER	Sustainable Finance Innovation among European Financial Centres	Oral communications/ Participation
12 Dec 2019	Italy	Bolzano	WIP	3rd International Conference on Smart and Sustainable Planning for Cities and Regions 2019	Poster Presentation
19 Feb 2020	Belgium	Brussels	WIP, VIPA, ECN, SUER,	Covenant of Mayors Investment Forum - Energy Efficiency Finance Market Place	Presentation (WIP, VIPA) and participation
20 Feb 2020	Belgium	Brussels	ECN, VEB	Finance and public authorities contractors' meeting	Oral communications/ Participation
18 April 2020	Online	Online	SUER	Shining Beyond subsidies: Launch of SolarPower Europe's new Finance Workstream	Oral communications/ Participation
10 – 12 June 2020	Online	Online	SUER, ECN	The 5th ECN CrowdCamp: Sustainable Finance	Participation
16 June 2020	Online	Online	SUER	Sustainable energy investment in Member State recovery plan	Oral communications/ Participation
17 June 2020	Online	Online	SUER	Mission Innovation Austria Online Event: Energy Communities	Oral communications/ Participation
01 July 2020	Online	Online	ECN	European Sustainable Week 2020 / Title: "Powering energy transition in rural communities through social and territorial innovation"	Presentation Participation
09 July 2020	Online	Online	SUER	Enabling community PV – A Policy Blueprint	Oral communications/ Participation
29 Oct 2020	Online	Online	SUER	Financing mechanisms for the energy sector: Ensuring a fair transition for all Member States	Oral communications/ Participation
25 – 27 Nov 2020	Croatia	Vodice	REGEA	Association of cities 48 hours	Presentation Participation
04 Feb 2021	Online	Online	SUER	Competition policy contributing to the European Green Deal	Oral communications/ Participation



09 Feb 2021	Online	Online	SUER	EEFIG Plenary meeting 2021	Oral communications/ Participation
23 Feb 2021	Online	Online	ECN	Event: eCentral project final conference / Title: Innovative Financing for Energy Efficient Public Buildings	Presentation Participation
23 Feb 2021	Online	Online	ECN	Smart Villages Academy	Presentation Participation
26 Feb 2021	Online	Online	ECN	Donne si fa Storia	Presentation Participation
04 March 2021	Online	Online	WIP	GREENFOOT General Assembly Invitation	Presentation Participation
17 March 2021	Online	Online	SUER	Is Europe on track for a green recovery? Official launch of the Green Recovery Tracker	Oral communications/ Participation
24 March 2021	Online	Online	SUER	Peer-to-Peer Workshop on State Aid and Energy Efficiency	Oral communications/ Participation
29 March 2021	Online	Online	ECN	POWERPOOR Train the Trainer Webinar - Collective innovative Actions for energy poverty	Trainers
30 March 2021	Online	Online	REGEA	Zeleni Plan Conference	Presentation Participation
15 April 2021	Online	Online	ENERGINVEST WIP	SMAFIN ROUND TABLE with the theme "FINANCING SOLUTIONS FOR ENERGY RENOVATION OF BUILDINGS"	Presentation Participation
01 May 2021	Online	Online	REGEA	<a href="http://www.jutarnji.hr">www.jutarnji.hr</a>	Participation confirmed
11 Oct 2021	Online	Online	WIP	19th European Week of Regions and Cities	Participation confirmed
01 Nov 2021	Online	Online	REGEA	Association of cities 48 hours	Participation confirmed

CitizEE has participated in 26 events (11 Conferences, 1 Congress, 1 Forum, 2 Training, 11 workshops) spanned across several EU countries. Potential audience to these events is 8.000 between energy efficiency and renewable energy sector, public authorities, financial institutions, policy makers and research community.

