



Results of European dissemination campaign

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www.epcplus.org

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1.- Introduction

The EPC+ project aims at developing and promoting new business models for the implementation of innovative energy efficiency services through cooperation of Small and Medium-sized Enterprises (SMEs). Such innovative energy efficiency services (EES) can be offered in form of energy performance contracts (EPC).

Several tools, as technical tools and financial and model contracts have been created to help SPINS to develop EPC projects and trainings for them in eleven member states; thirteen partners have been working for that since 2015 until beginning 2018.

During all that period the communication and dissemination activities of the EPC+ project have been focused in national campaigns and European campaign.

This report includes the evaluation of European campaign that was carried out using the answers of the questionnaires in European conferences (2016-2018) and of evaluation questionnaires of non-partner countries (2018).

Starting with the Guidelines that included graphic profiles and communication strategy that have been used; elaboration of contact list of non partners countries with the target groups that partners sent to Escan.

The project leaflet, three Newsletters and Final Brochure are sent to them, and also information about the European Conferences in which EPC+ partners participated.

Please visit www.epcplus.org to learn more about the project and results.

2.- Steps of the European campaign

At European level one of the first activities was the elaboration of the European contact list. This list consist in the relevant professionals that are working or could be interested in EPC+.

In the first kick off meeting (Athens, 2015) partners selected the countries to create the European contact list.

We did cover most of the Member States and the results in a updated and innovative contact list at European level with more than **300 contacts of 14 different non partners countries**.



European list in Athens, EPC+ Meeting

Countries different from the partners countries:

Croatia, Denmark, France, Finland, Hungary, Iran, Malta, Norway, Poland, Switzerland, Sweden, Slovakia, United Kingdom and Ukraine.

The involved partner countries are Austria, Belgium, Bulgaria, Czech Republic, Greece, Italy, Slovenia, Spain and each partner also proceed to create communication and dissemination EPC+ national list.

Therefore **25 European countries did benefit from the EPC+ dissemination activities**.

We also developed the **Guidelines for this Communication and Dissemination campaign** that included procedure, the best practices and the templates in order to reach to the most appropriate EPC actors in the market. One of the main outcomes was a specific project Logo that included the colours, the figures and EPC+ in the same symbol.

These contacts have received the **project leaflet in 2015, three Newsletters elaborated in 2016, 2017 and 2018, information about the European conferences and Final Brochure in February 2018**.

The project leaflet is elaborated first in English and finished in July 2015. Escan sent to European list:

- Project leaflet sent by email to more than 270 contacts of first European contact list in November 2015.

Elaboration of three **EPC+ electronic Newsletters** in English. Those Newsletters included the activities and results and have been sent by email to the European contacts in non-partner countries. Escan sent to European list:

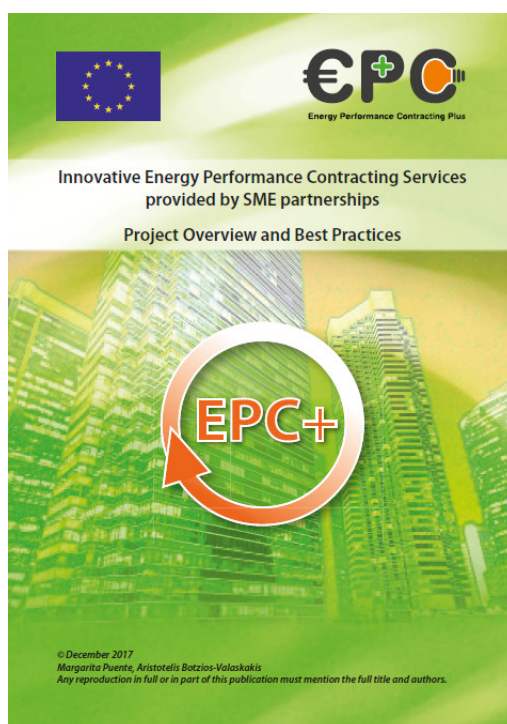
- Newsletter Nr.1 sent to more than 270 contacts of European list in January 2016.
- Information about EPC+ presentation in EUSEW and in ECEEE Industrial Efficiency sent in May 2016.
- Newsletter Nr.2 sent by mailchimp in January 2017.

- Newsletter Nr.3 and link to Final Brochure sent to the updated list with more than 300 professionals of non-partner countries in February 2018.

A draft with index and some graphic ideas of the **Final Brochure** is presented by Escan at the project meeting in May 2017. After comments from all partners, Coordinator and WP7 leader elaborated in September 2017 the first draft of Final Brochure with information also of all WP leaders.

All partners were invited to include the information of one best practice about one National EPC project. Some final corrections, finalisation, sent to all partners and uploaded in the website have been carried out in January 2018.

Innovative Energy Performance Contracting Service provided by SMES. Project Overview and Best Practices.



EPC+ Final Brochure

Participation in European conferences and meetings. Participation in two European conferences were planned according to the Grant agreement to promote the project preliminary and final outcomes, however this has been improved with participation in eight conferences and meetings.

Participation in European Conferences			
Conference Name	Partner	Place	Date
Improving Energy Efficiency in Commercial Buildings & Smart Communities Conference, IEECB&SC'16 http://iet.jrc.ec.europa.eu/energyefficiency/node/9096	CRES	Frankfurt	March 2016
Energy Efficiency as a new business model, EUSEW www.eusew.eu/about-conference	Factor4	Brussels	June 2016
Going beyond energy efficiency to deliver savings, competitiveness and a circular economy. International	ISR-UC	Berlin	September 2016

Conference: Industrial Efficiency 2016 www.eceee.org/industry			
International EUREM Conference. EPC+ measures for student's hall in Sevilla, Spain http://www.ihk-eforen.de/display/eurem/EUREM+Conference+2016	Escan	Berlin	October 2016
Energy Efficiency Market Place Conference Brussels. Poster presentation https://ec.europa.eu/energy/en/events/energy-efficient-finance-market-place .	CRES	Brussels	January 2017
World Sustainable Energy Days EPC+ poster presentation with the preliminary results http://www.wsed.at/en/world-sustainable-energy-days.html	Escan	Wels	March 2017
Meeting on EPC Accounting Rules	Escan	Brussels	January 2018
Covenant of Mayors Investment Forum and Ceremony Covenant Investment	CRES	Brussels	February 2018

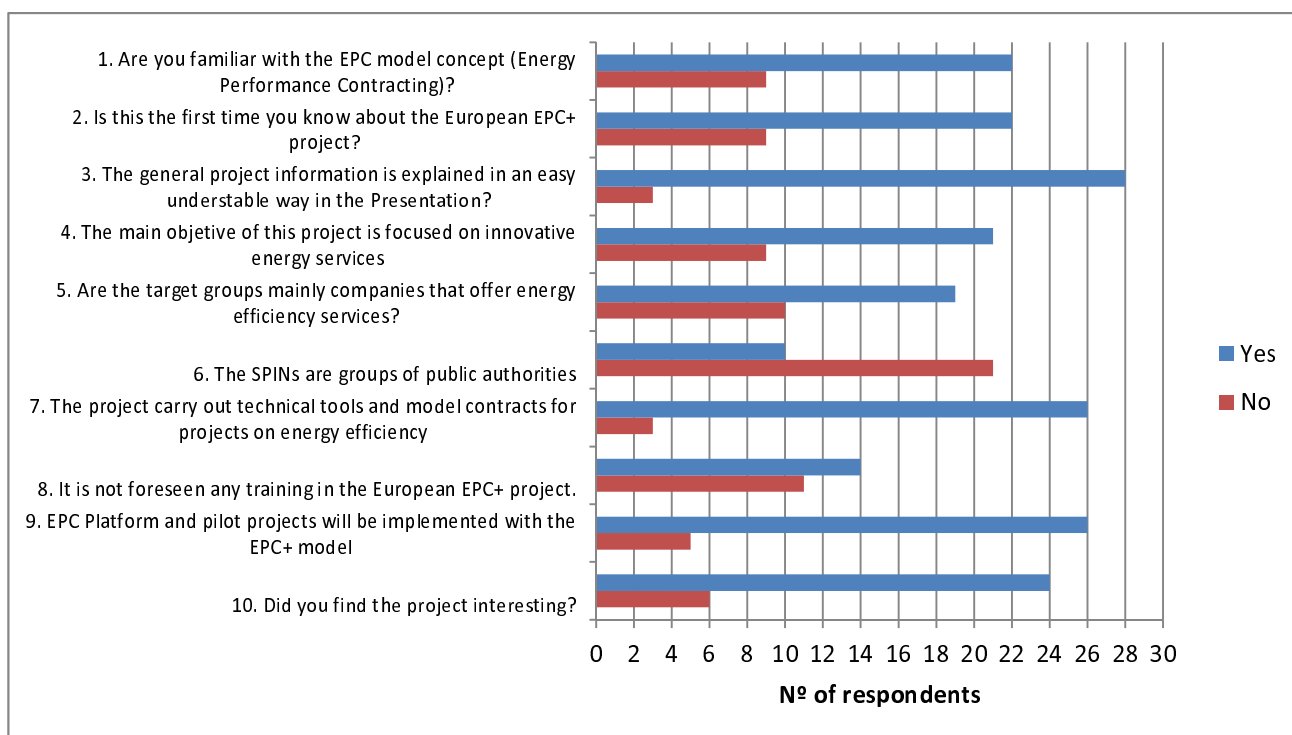
Note: Bold letters indicate cities in where the questionnaires have been collected.

3.- Evaluation of European campaign

Evaluation of European campaign is carried out using the answers of the questionnaires collected at the three European events and evaluation questionnaires about dissemination sent to the European contact list.

Thirty one questionnaires have been collected of three of the European events in Berlin and Wels. (Please see table in previous page).

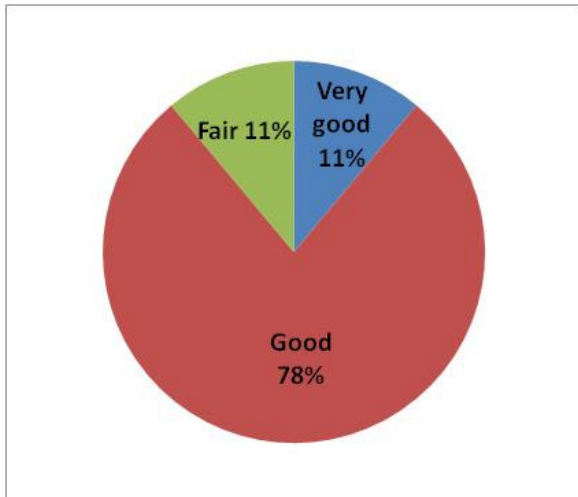
The following figure summarizes the replies obtained from thirty one attendees who had completed the feedback questionnaire.



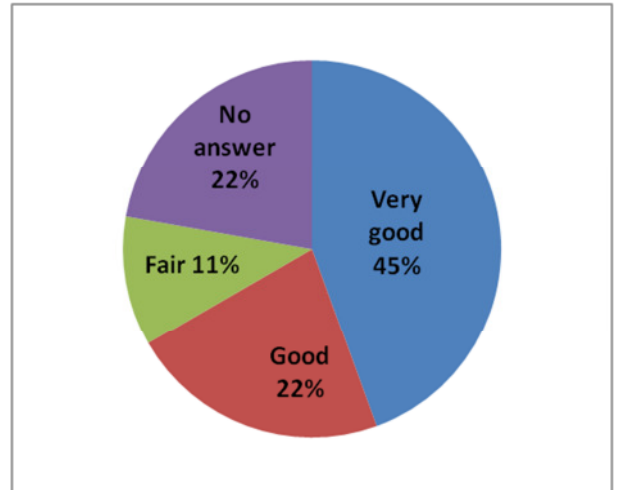
The questionnaires' answers show that more than 70% are familiar with EPC model concept; more than 90% replied that the presentations had been very well understood and the poster presentation also was found very well understood; 77% of attendees found the EPC+ project interesting. Other question that was not include in Questionnaire but was arose was how EPC projects could be financed.

The following figures show some of the replies obtained with the evaluation questionnaires about dissemination sent to the European contact list. Annex III includes the evaluation questionnaire.

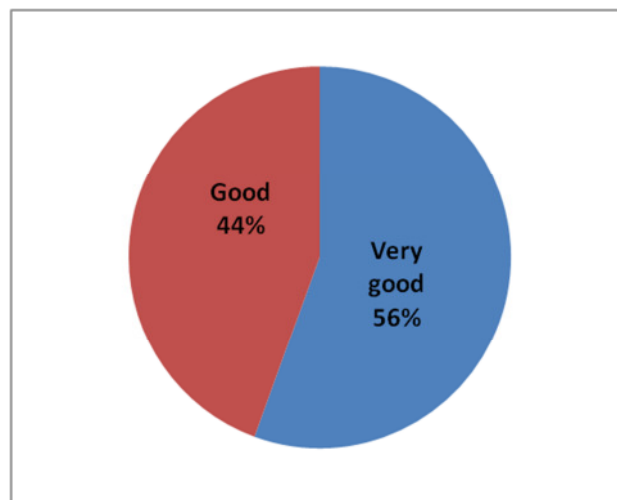
The respondents evaluated the EPC+ Newsletter contents, the Final Brochure and the project website:



EPC+ Newsletter



EPC+ Final Brochure



Project website

The questionnaires' answers show that more than 78% thought the EPC+ Newsletter contents are Good; 45% of them evaluated the Final Brochure as Very Good and 22% as Good; and the project website has been evaluated by 56% as Very good and 44% as Good.

ANNEX 1. Countries of European contact list

COUNTRIES OF EUROPEAN CONTACT LIST



Number	Partner	Partner Country	Countries for European Contact List
1	KAPE-CRES	Greece	Albania, Bosnia, Cyprus
12	HELESCO S.A.	Greece	Albania, Bosnia, Cyprus
2	Arbeitsgemeinschaft ASEW c/o VKU	Germany	Norway, Denmark
3	Factor4	Belgium	Netherlands, France
4	GEA	Austria	Switzerland
5	E7	Austria	Switzerland
6	TEA	Ireland	United Kingdom
7	ESCAN	Spain	Finland, Malta
8	ISR	Portugal	Sweden

9	ESCOITALIA	Italy	Ukraine, Iran
10	SEVEn	Czech Republic	Slovakia, Poland
11	JSI	Slovenia	Croatia, Hungary
13	BSERC	Bulgaria	Serbia, Romania, FYROM

More than 300 contacts from the countries included in the table and who are of the next groups:

- Public institutions like Ministries of Energy, Environment, Industry, Agriculture and Water-Management; Energy agencies and energy centres, Municipalities, Regional authorities, Universities, research centers, forest centres, etc.
- National Banks, Investment advisory, European Bank for Reconstruction and Development,
- ESCOs, energy consultings, energy service providers, engineering companies, equipment and products suppliers and Associations of some of them.

ANNEX 2. Questionnaire about participants knowledge on EPC+ project activities

European Conference title:



This questionnaire is done in the EPC+ project, Energy Performance Contracting Plus, about Development and market roll-out of innovative energy services and financial schemes for sustainable energy" of the H2020 programme of European Commission. The project is disseminated at National level in the participant countries and at pan-European level for all the EU

In this EU Campaign the project is presented in relevant events by CRES as project coordinator and Escan, as dissemination leader.

The questionnaire aims to get the knowledge of the attendants about EPC+ project.

Please answer according to the Conference of EPC+ and previous knowledge of this project. You can perform it during the Conference or send your answers by email to escan@escansa.com

All the data collected will be treated in line with good ethical practice; that is the surveys will not be seen by anyone other than the research team and are treated in strict confidentiality. The data collected will be kept and stored strictly confidential. The compilation of data will be send to European Commission

Please answer the questions writting " 1" in the "YES" / "NO"

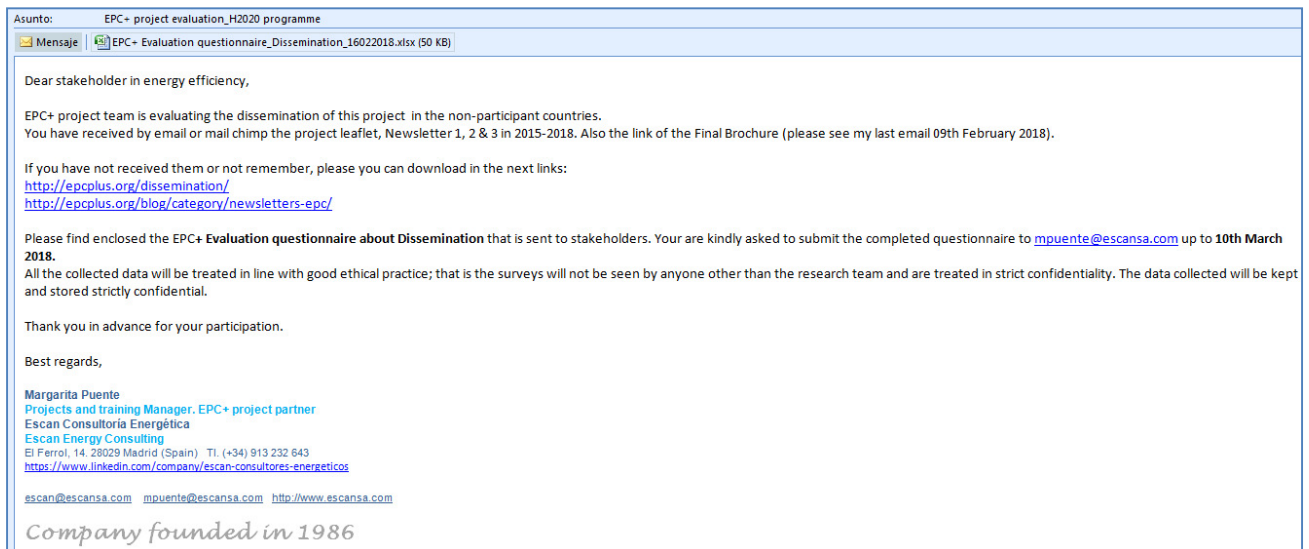
	YES	NO
1.- Are you familiar with EPC model concept (Energy Performance Contracting)?		
2.- Is this the first time you know about the European EPC+ project?		
3.- The general project information is explained in an easy understandable way in the Presentation?		
4.- The main objective of this project is focused on innovative energy services		
5.- Are the target groups mainly companies that offer energy efficiency services?		
6.- The SPINs are groups of public authorities		
7.- The project carry out technical tools and model contracts for projects on energy efficiency.		
8.- It is not foreseen any training in the European EPC+ project.		
9.- EPC Platform and pilot projects will be implemented with the EPC+ model.		
10.- Did you find the project interesting?		

Name (optional):

Company/organisation (optional)

ANNEX 3. Questionnaire to evaluate dissemination in non-participant countries

In February 2018 all professionals of European contact list received the questionnaire to evaluate project dissemination.



Questionnaire EPC+ project


Please answer the questions writing "1" in the "YES"/"NO" column

1.- Have you read the EPC+ Newsletters?	
2.- Have you read the EPC+ Final Brochure?	
3.- Did you visit the project website http://epcplus.org/dissemination	
4.- Do you know EPC model, Energy Performance Contracting?	
5.- The information you have read is understandable?	
6.- The SPINs or clusters of energy service providers are only groups of public authorities	
7.- The projects included in the Final brochure can be replicated in other European countries?	
8.- Please evaluate Newsletters contents providing your mark from 0 to 5 in which 5 is very good	
9.- Please evaluate Final brochure content providing your mark from 0 to 5 in which 5 is very good	
10.- Project website www.epcplus.org ; please mark your value from 0 to 5 in which 5 is very good	


Name (voluntary):
Company/organisation (voluntary):

Thank you

Please complete and send this file to mpuente@escansa.com. Escan is a Spanish partner of EPC+ project leading dissemination activities



YES	NO



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