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D6.9 Dissemination report

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D6.9: Report on dissemination activities

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1 Overview

1.1 Idea and general strategy

The EGS community started with the aim

- to involve as many schools as possible in energy education and energy efficiency and
- to inform as many people as possible about energy efficiency and renewable energy sources and win them over for the Energy Revolution.

To that end we needed to appeal to the public.

Beside this, we were aware, that the IEE considers public relations a “return on investment”: as a consideration for its support, it expects that the projects will contribute to the education of the European populace about the development of a sustainable energy economy for the future.

For that reason, dissemination played an important role in the EGS project, and WP6 was dedicated to the dissemination activities.

Today’s public relations require informational media such as prospectuses, a website or a newsletter to attract and engage interested parties. Media of this kind are drafted in the English language in the EGS Project as **centralised actions** (CA).

In order to have a presence across the whole breadth of Europe, however, the various national languages must still be used. To that end, the most important informational materials were translated by the EGS Partners into the languages of all 10 participating countries.

Finally, the 23 partners involved in the Project are capital that should be used. With **de-centralised actions** (DA) – e.g., with articles in the local press or with participation in regional events – all of our partners have contributed to spreading our message.

1.2 Introduction

This WP aimed at valorising the project results during and at the end guaranteeing the exploitation results also after the project conclusion (not only by the internet site).

The dissemination activities started immediately at the beginning of the project.

A **project pamphlet** were be promptly produced (see 3.1 / D6.1).

The dissemination activities had to be planned accurately and to be communicated with all the partners. For that reason, a **dissemination plan** were produced at the beginning of the project, it was discussed with the partners, and it was updated several times (see 2.2 / D6.3).

Dissemination tools such as a **project brochure** (see 3.2 / D6.6), leaflet, articles etc. (see 3.5 / D6.8), were produced to support the **international workshops** (see 4) and **other communication activities** (see 3.6).

A **public relations and dissemination office** (see 2.1) were active, under the responsibility of the lead partner (UBN), for the whole duration of the project, and the work will be continued for some time after the end of the activities.

At the end of the project, the project partners produced a detailed **Exploitation Plan** (see 3.4 / D6.4) in order to organise follow up activities and take good advantage of the project results after the end of the activities.

At the beginning of the project the **internet web site** was planned and realised containing the schools **best practices data base** (see 3.3 / D6.2). The project web site will be maintained for at least two years after the end of the project.

The schools network was promoted for increasing the number of schools and to share tools, outcomes and experiences (see 5 / D6.5).

This deliverable provides **an overview** on the dissemination activities. For access to single activities (e.g. what event happened where and when), please use D6.3. For access to documents, please use D6.8 (or other deliverables, if the documents are deliverables)!

EGS dissemination activities, tools, material - overview				
action	**type**	**number**	**see chapter**	**access to material**
project pamphlet	CA	1 (10 language versions)	3.1	D6.1
website & data base	CA	1	3.3	www.egs-project.eu
national websites	DA	7	3.5.1	see 3.5.1
press release	CA DA	8 58	3.5.4 3.5.4	D6.8_pressrelease_CA* D6.8_collection_of_articles*
newsletter	CA DA	6 22	3.5.5 3.5.5	D6.8_newsletter_CA* D6.8_collection_others*
logo	CA	1	3.5.7	D6.8_collection_others*
yahoo group	CA	1 (not in use any more)	3.5.2	-
facebook	CA	1	3.5.3	see 3.5.3
video clip	CA	1	3.5.6	D6.8_other_CA*
project brochure	CA	1 (10 language versions)	3.2	D6.6
actions / events	DA	44	3.6.1	D6.8_collection_others
others	DA	11	3.6.2	D6.8_collection_others
workshops	CA	3	4	www.egs-project.eu
network enlargement	CA		5.1	D6.5, D6.7
regional working groups	DA		5.2	report from CPV
international cooperation agreements	CA	1 + 6	5.3	D6.7
* D6.8 consists of five folders with the original material like newspaper articles, newsletters or invitations to events				

2 Organisation of the dissemination activities

2.1 Creation of the public relations and dissemination office

Activities: UBN worked as PR and dissemination office during the project. UBN co-ordinated the dissemination activities, carried out some of the centralized activities and collected material and information for the reporting.

Outputs: Dissemination was carried out with commitment and with good organization. Every partner was involved. Results and documents are available at the end of the project.

Deliverables: D6.9 (you are in it)

2.2 Production and updating of the dissemination plan

Activities: A dissemination plan was drafted by UBN in autumn 2008. After discussion with the partners, version 01 was produced and distributed. During the project, the plan was updated several times. It was also used as schedule for the collection of dissemination material and for any kind of information on dissemination activities.

Outputs: The dissemination strategy was developed and agreed by the project community. Two key aspects of this strategy shall be stressed here:

- Centralized activities (CA) should be combined with de-centralised activities (DA), in order to involve every partner and to have presence across the whole breadth of Europe. CA documents were produced in English; very basic documents like the initial project pamphlet were also translated into the languages of all participating countries. DA were carried out in the national language.
- The dissemination should be action-oriented, and it should focus on the utility and benefits of the target group.

Every partner contributed to the dissemination.

Deliverables: D6.3

3 Production of the dissemination tools

3.1 The Project pamphlet

Activities: A Project pamphlet was produced at the beginning of the project by SOG. It aimed at introducing in the project the stakeholders. The pamphlet was written in English translated by the partners into the languages of all participating countries.

Outputs: The project pamphlet is available as paper version + as PDF version (at the website) in 10 European languages (English + EGS national languages). The text from the pamphlet was also used for the general introductions under "EGS in your country" at the website (in 13 national languages).

The pamphlet was very useful during the first years for involving local stakeholders in the schools forums and for obtaining adhesions to the network by other schools.

Deliverables: D6.1

3.2 Project brochure

Activities: A project brochure of 40 pages was written at the end of the project by UBN and translated into the national languages by partners. It aimed at not at telling stories on what we have done – but on valorising our outcomes and motivating people to use them for their own energy projects.

Outputs: The project brochure is available as paper version + as PDF version (at the website) in English and in the national languages. Approximately 300 paper copies were printed per country; but e.g. 1.000 copies in German language for AT + DE. It was originally not foreseen to print the English version, but it could be realized by UBN as an added value (1000 copies, they were distributed to all EGS partners, which were interested).

Deliverables: D6.6

3.3 Project web site and data base

Activities: UBN developed the concept for the website in autumn 2008. It should be action-oriented. TRON designed the website and implemented the technical structure. After that, it was up to UBN to "fill in" information and documents, which were delivered by WP-/task leaders and by every single partner.

One of the website elements is the database for good practice. ELIANTE was responsible for the assessment of practice examples, and this partner input most of the examples, which are available now. Other partners input additional examples.

Outputs: The official website www.egs-project.eu provides information in 14 European languages and obtains 190 articles and 215 documents (PDFs, presentations and so on). The website provides tools and material for energy projects in schools and local communities, like good practice examples, the local forums methodology and learning + teaching material. It reports on our activities like local forums, teacher trainings and public events.

At the website, schools can download and sign our manifesto, or they can subscribe for the newsletter.

We could count 105.000 hits (on the articles) and 26.000 downloads (of documents; all figures in this chapter by 28th Feb 2011).

This is the hit-list of articles:
1. The Manifesto (4066 hits)
2. International Forum Finland (3943 hits)
3. EGS information in Italian (2433 hits).
The final event was presented by 37 single articles with 8140 hits in total.

This is the hit-list of documents:
1. Leaflet EN version (892 downloads),
2. Leaflet IT version (778 downloads),
3. Manifesto EN version (690 downloads)

The website has a Google page rank of 5, which can be considered as "good".

At the management meeting No.6 (Feb. 2011), it was agreed, that TRON will maintain the website after the project.

Deliverables: D6.2

For the national websites and other online tools, see chapter 3.5 .

3.4 Exploitation plan

Activities: The exploitation of our outcomes was discussed at the management meetings. Every single partner planned (or already started) the exploitation for himself and/or together with other partners. At the end of the project, information were collected and presented in a exploitation plan.

Outputs: The main exploitable outputs of the project are:

1) EGS Manifesto
2) Teachers training material and activities
3) Energy Education activities
4) Energy Management in the schools
5) Local school forums
6) Implementation of action plans
7) New projects and new proposals
8) Project Brochure
9) Project Website and Database

A follow up cooperation agreement was signed by 15 partners and 12 stakeholders outside the consortium.

Deliverables: D6.4

3.5 Other dissemination tools

3.5.1 National websites

Activities: UBN "pushed" the partners to integrate EGS in their own websites – and many of them did so.

Outputs: Information on the EGS project is available, inter alia, at:

- http://ecq-bg.com/egs.php
- www.rouen.iufm.fr/spip.php?article91
- www.umweltschulen.de/egs/
- www.ziel21.de/?id=206
- www.grottenhof.com/joomla/index.php?option=com_content&view=article&id=75&Itemid=81
- www.egs-progetto.it/
- www.ieba.org.pt/ieba_pt/projectos/ficha_projecto.php?Id=14
- www.montitrasimeno.umbria.it/it/notizia/progetti_europei_dedicati_alla_sostenibilit_energetica
- http://www.manzoniweb.it/?q=egs
- http://www.agirenet.it/index.php?option=com_content&task=view&id=76&Itemid=42
- www.arehn.asso.fr/agence/english.html

We have no figures on the hits and downloads, generated with these websites, but it is obviously, that these activities seriously improved the visibility of EGS in the European countries and regions.

These national will be maintained after the end of the project by the national partners.

Deliverables: -

3.5.2 Yahoo group

Activities: At the very beginning of the project, UBN established a yahoo group in order to provide the project community with a common workspace for exchange of information and files.

Outputs: The yahoo group was very useful during the first couple of months. After that, we used the official project website + E-Mail for communication.

Deliverables: -

3.5.3 Facebook site

Activities: In January 2011, ZIEL21 established a facebook site for the EGS project.

Outputs: EGS is available at facebook under www.facebook.com/pages/EnergyEducation GovernanceSchools-EGS/138360922890169. The number of friends is still small – but growing.

The facebook site was integrated into the official website www.egs-project.eu.

The facebook site will be maintained after the end of the project by ZIEL21 and UBN.

Deliverables: -

3.5.4 Press release

Activities: The edition of press releases was CA as well as DA.

UBN edited 8 press releases as CA in EN and GE language and distributed them to approx. 450 addresses in Germany + 440 addresses in the other European countries (newspapers, educational online services,...).

All partners involved local + regional newspapers and other public media. They reported e.g. on the local forums, on pilot actions or other events (see 3.6). If available, they sent PDF copies to UBN. UBN published some of them at the website + collected them for deliverable 6.8

Outputs: We could count 8 CA press releases and 58 newspaper articles. This includes traditional newspapers (on paper) as well as online newspapers. This includes reports on the EGS project, on the local forums and on the partner schools of the EGS project. Newsletters are *not* included in these figures (for newsletters, see 3.5.5).

The real number is much higher, because many newspapers do not send a copy to the author.

Deliverables: 6.8 (see also D6.3 for an overview on the documents)

Documents: D6.8_pressrelease_CA and D6.8_collection_of_articles

3.5.5 Newsletter

Activities: TRON integrated a newsletter tool into the project website. Stakeholders can subscribe for the newsletter. On that basis, UBN could edit and emit newsletters as CA.

Beside this, some of the EGS partners circulated information on EGS with their own newsletters as DA.

Outputs: Six editions of the EGS newsletter were emitted during the project (+ one some weeks after the end). They were delivered to more than 200 addresses (subscribers of newsletter + signers of manifesto).

The EGS community decided to keep the newsletter alive. UBN will edit two issues per year. It will be one of the key factors for the follow-up communication between EGS partners and stakeholders.

22 newsletters of partners could be count (see folder D6.8_collection_others).

Deliverables: (see D6.3 for an overview on the documents)

Documents: D6.8_newsletter_CA and D6.8_collection_others

3.5.6 Video clip

Activities: Three students from Stralsund worked as "video reporters" during the EGS final event. Under coaching by an expert, they produced a video clip on the EGS project.

Outputs: Our pretty nice video clip is available http://vimeo.com/17137544; it was also integrated into the EGS website and in some national websites.

Deliverables: -

Documents: D6.8_other_CA

3.5.7 Logo

Activities: At the management meeting in Schio, TRON presented some logos, drafted by students. Every participant could vote for his/her favourite. The highest-ranked logo was chosen for the project.

Outputs: We have a logo, which represents the EGS idea very well. It was used at all EGS documents and materials.

Deliverables: -

3.6 Other dissemination activities

3.6.1 Actions / events

Activities: Some public events were foreseen in the EGS project – this are the local forums (see WP4 and 5), and the international forums (see chapter 4).

Beside this, EGS was presented at many other events by the partners – and this is the topic of this chapter. The EGS partners joined educational conferences and fairs at regional, national and international level. They participated in environmental markets. They organized a “Clever driving” competition, a tree planting action (involving the mayor of the city) or a “day of renewable energy”. They presented EGS at these events e.g. with posters, workshops, lectures or market stands. In many, cases, public media reported on these activities.

Outputs: EGS was presented at (at least!) 44 events, many of them were very exciting. With this events, we could motivate many people – and ourselves not least of all. We could find partners, which will help us to sustain the EGS idea also after the end of the project.

Deliverables: (see D6.3 for an overview on the documents)
Some of these events were also pilot actions, for that, see D5.3.

Documents: D6.8_collection_others

3.6.2 Others

Activities: The EGS partners produced posters as DA for their own needs. A few times, the television reported on outstanding activities of EGS partners.

Outputs: We could count 11 activities like this. They improved the visibility of EGS in the European countries.

Deliverables: (see D6.3 for an overview on the documents)

Documents: D6.8_collection_others

4 Workshops

During the EGS project, three public workshops were organized and "linked" with management meetings.

These workshops were open events attended by EGS partners as well as by stakeholders outside the partnership.

4.1 Workshop in Schio / Italy

Activities: The first workshop took place on the 9th October 2009 in Schio / Italy. It was organized by TRON. Speakers from Italy, Austria and Finland were involved. The presentations were in Italian and in English (translation provided).

Outputs: Approximately 80 participants from 10 countries joined the workshop (40 participants were expected, see application). They could learn, how schools and other local actors are working together for the energy revolution.

Deliverables: -

4.2 Workshop in Järvenpää / Finland

Activities: The second workshop took place on the 9th March 2010 in Järvenpää, Finland. This workshop was organized by Eco-One. The speakers came from Italy, Finland, Germany, Austria and Romania. The Conference language was English.

Outputs: Topic of the workshop: Education, School and Energy Efficiency and Cooperation with the Local Community.

50 participants from 10 countries joined the workshop.

The presentations were published at the EGS website under www.egs-project.eu/index.php?option=com_content&view=article&id=167:international-forum-in-finland&catid=52:2010&Itemid=149

Deliverables: -

4.3 International School Congress in Stralsund / Germany

Activities: The third workshop took place on the 7th and 8th October 2010 in Stralsund / Germany. It was organized by UBN with support by the following partners: Norddeutsche Stiftung für Umwelt und Entwicklung (NUE), University of Applied Science Stralsund, British Council, Teaching facility for nature protection and sustainable development, Mecklenburg-West Pomerania and ANU M-V e.V.

The International School Congress "Energy Efficiency in Schools" was simultaneously the final event for the EGS Project. It was intended to inspire enthusiasm for a sustainable energy economy among students and teachers.

It was a particular desire of the organiser to involve students and to make the Congress as environmentally

compatible as possible.

Aside from a few lectures, interactive events were the primary focus of the programme: workshops, a market of opportunities as well as excursions to large projects related to the energy economy such as the nuclear fusion experiment "Wendelstein 7" in Greifswald.

Outputs: The congress was a big and exciting event. Approximately 130 participants joined the congress (60 participants were scheduled, see applocation), among them approximately 50:50:

- students and adults
- EGS partners and stakeholders
- people from Germany and from other European countries.

The schedule obtained 5 plenary lectures, 11 workshops, 20 posters, 5 excursions.

Particular high points were the plenary lectures by students. In their opening lecture, Louise Willneff and Nico Angerstein demonstrated how dramatically climate change is already changing the lives of people in the Polar Regions. Both students took part in an Arctic expedition organised by the British Council; since then they campaign for protection of the environment as "Climate Champions". Matteo Manfron and Davide Stocco from the ISIS Andrea Ponti Gallarate (Italy) reported how their school was destroyed in April 2009 during the earthquake in Abruzzo and how it has since been re-built as a zero-energy house – with technical assistance from the students. In some workshops, students also appeared as speakers.

The environmental impacts of the congress could be reduced e.g. by serving organic respective fair trade food, using recycled paper and calculating the carbon footprint. 400m² of forest were planted by the participants to compensate for CO_2 generated by travel.

The feedback of the participants was very positive.

A video clip was produced during the event (see 3.5.6).

The congress is presented in detail at the EGS website: www.egs-project.eu/index.php?option=com_content&view=section&layout=blog&id=10&Itemid=150

Deliverables: -

Documents: D6.8_other_CA (Invitation)

5 Dissemination activities

5.1 Network enlargement

Activities: A lot of activities were carried out in order to enlarge the network, *inter alia*:

- The basic EGS documents like the Manifesto were translated into the languages of all participating countries. Some of them were also translated into NO, DA, SE and PL language. All these documents are published at the website www.egs-project.eu.
- Every stakeholder could subscribe for the newsletter at the EGS website. The newsletter was also distributed to the signers of the manifesto (see 3.5.5). All public EGS documents were put on the website, and this was announced in the newsletter.
- EGS was presented at many national and also some international events.
- The DA press release were circulated to public media and multipliers in all over Europe (see 3.5.4).
- Some of the EGS partners co-operated with other networks and formalised this cooperation by written cooperation agreements.

Outputs: At the national level, we involved new **schools** in many different ways: They signed the Manifesto. They joined our local forums (see WP4), our public workshops (see 4) and our events (like the "Clever Driving" competition in Austria). They joined regional working groups (see 5.2) or just asked for support like teacher training or classroom lessons for their students. A couple of these schools also signed the Manifesto.

Schools / organizations from Great Britain, Norway, Poland, Slovenia, Croatia and Macedonia signed the Manifesto and, thus, joined the EGS network (5 countries were scheduled, see application).

These networked schools were provided with the documents produced by the EGS partners (deliverables, training programs, energy management systems, etc.) so they could adopt them in their site.

In the application, we had scheduled the communication with 10.000 **families** in each participant community (130.000 families in total). This cannot be count seriously at the end of the project, but

- in every partner country, schools were involved
- in general, these schools communicated their involvement to students and families, e.g. by their websites or school events
- in the participant communities we could publish our press releases in the local newspapers (see 3.5.4) and, thus, reach a lot of families as well as stakeholders outside the schools.

EGS aimed at building up a co-operation network between schools and their **local educational communities** to realise the feasibility studies, to share project best practices and other best practices. This could be reached within WP 4 and 5.

Not only schools or educational communities were reached. Through forums and actions, **commercial companies, industrial companies, technology labs and small traders** were involved, resulting an indirect and limited dissemination, but very profitable. As an example, a very useful collaboration was started between a local company (IVECO spa, a FIAT Group plant producing industrial vehicles) and the Mantova

project school (IS Manzoni in Suzzara) to implement an effective energy monitoring system in the school, funded by Provincia di Mantova, one of the EGS partners. The collaboration will continue beyond the end of EGS by testing and upgrading the the energy monitoring system, managing student training courses, conferences for teachers and visits of the plant, which may be considered a great output of EGS and a form of insurance on the future of the energy management system in the school.

The network of schools, communities, EGS partners and other stakeholders will sustain also after the end of the EGS project, because

- the website, the face book site and the EGS newsletter will be continued by TRON, Ziel21 and UBN
- further cooperation between EGS partners is foreseen.

Deliverables: D6.5, D6.7

5.2 Regional working groups

Activities:

The aim of this working groups was to bring together a group of schools and have them work together on topics of interest in order to disseminate the results of the project in a more active way, that is by involving them directly and stimulating them to create their own local forums. The group should meet every 2 or 3 months, starting with the implementation of the local forums (4 times during the project).

A "Methodology for organising and facilitating regional working groups for schools" was elaborated by CPV.

Outputs: Regional working groups have not been established in all participating countries, but e.g. in Austria, Finland, France, Italy and The Netherlands. Two examples shall illustrate our work (for details, see report on Regional working groups by CPV).

Austria: Three meetings were carried out, on the 3rd March 2009, 3rd June 2009 and 26th Sep 2009.

1. First forum with teachers, administrators and stakeholders of the school Grottenhof-Hardt; presentation of the EGS project; collection of ideas (14 participants).
2. Second forum to discuss implementation of plans made in the first forum specifically to collect further ideas and prepare the larger forum with exhibition, official signature of the manifesto etc. (5 participants)
3. Third forum with public representatives, students, teachers, administrators, stakeholders as well as representatives of other schools. Official signature of the Manifesto with participating public representatives and representatives of schools. Further discussion and elaboration of projects. (>25 participants).

Italy: Five meetings were organized by CPV, on the 9th April 2009, 3rd June 2009, 11th September 2009, 24th November 2009 and on the 17th May 2010 with e.g. the following topics:

- Presentation of EGS Project to students;
- Presentation of the project "Development of European policies on consumptions and sustainable productions of the Environmental Education Workshop" in the Province of Vicenza;

- Opportunities for participating in EU-funded projects;
- Main aims and modalities of the regional working groups;
- Discussion on education and training programmes and contents for teachers and students;
- Education programmes for families; Behaviours and technologies for energy saving and efficiency in schools.

Deliverables: -

Documents: D6.8_collection_others\SCHOOLS WG METHODOLOGY-1.pdf

(see report on Regional working groups by CPV)

5.3 International cooperation agreements

Activities: At the final management meeting in Coimbra, the EGS partners agreed to sustain the community and to sign a cooperation agreement.

Outputs: By the end of the project, the cooperation agreement (follow-up agreement) was signed by 14 partners and 2 schools.

By the end of the project, 6 cooperation agreements were signed. 3 cooperation agreements engage 3 EU projects (coordinators in Italy, Germany and Bulgaria), while 3 cooperation agreements engage organisations in Finland and Bulgaria.

Deliverables: D6.7

6 List of Deliverables

The following deliverables were produced for dissemination and/or to proof the dissemination activities.

- D6.1 Project pamphlet
- D6.2 Project web site and data base
- D6.3 Dissemination Plan
- D6.4 Exploitation plan
- D6.5 Project Network extension report
- D6.6 Project brochure
- D6.7 International cooperation agreement
- D6.8 Collection of articles published about the project
- D6.9 Report on dissemination activities

7 Conclusions

Public relations were an integral component of the EGS Project. We have taken on this task with commitment and with good organisation and have implemented it successfully.

From the very beginning, we clearly established the responsibility for public relations and created the most important materials as centralised actions.

We used our project structure with 23 partners in 10 EU countries in order to have a presence locally and spread our concern in all participating languages in many regional and/or local networks.

As scheduled (see application), we could reach a lot of different stakeholders with our dissemination activities. We reached and involved, *inter alia*:

- European schools – they signed the EGS Manifesto, joined our workshops or downloaded our files
- The families of our partner schools – they were involved or (at least:) informed by the teachers and students
- Different public bodies and local policy makers – they took actively part in the local forums
- Small and medium-sized enterprises – they joined the local forums or provided the destinations for students excursions, some of them signed the Manifesto, too
- Regional, National and European Energy Agencies – they were involved in networking activities
- European / International projects, networks and campaigns – we e.g. supported the international climate action day (350.org) or co-operated with Comenius school networks.

We created the media formats that fit us and our target groups, e.g., websites, press releases, presentations and a video clip.

We have developed products through the whole EGS Project that are focused on the utility to our target group and which we will be able to continue using and/or promote after the end of the project.

We finally organised many high points through our regional events and the three International Forums that motivated many people – and ourselves not least of all.

In conclusion, we were able to make our concern known in Europe and to to contribute to the education of the European populace about the development of a sustainable energy economy for the future.