



DEESME

National schemes for energy efficiency in SMEs

Deliverable 4.3

Overview of the Overall DEESME Campaign

Authors:

Gary Fragidis, Laura Martinez & Detlef Olschewski – Cleopa GmbH



Project information

Project Title	Developing national schemes for energy efficiency in SMEs
Project Acronym	DEESME
Project Number	892235
Project coordinator	IEECP, Ivana Rogulj – ivana@ieecp.org
Project dates	September 2020 – August 2023

Deliverable information

Nature: Draft version – Private

Version: 1.0

Delivery date: 22.3.2023

Rev.	Written by	Date	Checked by	Date
1.0	Cleopa GmbH	22.03.2023	IEECP	24.03.2023
2.0	Cleopa GmbH	29.03.2023 (FINAL)		

Legal Notice

The sole responsibility for the content of this publication lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither CINEA nor the European Commission is responsible for any use that may be made of the information contained therein.

All rights reserved; no part of this publication may be translated, reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the written permission of the publisher.

About

Improving energy efficiency is the most cost-effective way to reduce energy-related emissions, improve economic competitiveness and increase energy security. In the European Union, several pieces of legislation aimed at guiding states and companies, regardless of their size, on ways to improve their energy efficiency: one of them is the Energy Efficiency Directive, establishing a common framework of measures and requirements with the goal to remove market barriers and promote a more efficient use of energy in supply and demand. Article 8 of the Directive offers ways to achieve this, requiring Member States to promote and facilitate the implementation of energy audits and energy management systems. The audits are compulsory for large companies and recommended for small and medium enterprises (SMEs). National authorities should encourage both to implement the resulting recommendations.

Member States have all chosen different approaches to transpose the requirements into national laws and to support companies (trainings, websites, helplines and funding support schemes). SMEs have less workforce, technical and financial capacity to perform energy audits, and therefore rarely do so: making them aware of the multiple benefits that can derive from improving their energy efficiency and accompany them in the energy transition, with knowledge and funding from both the public and private sectors, is key. That is what DEESME, a Horizon 2020-funded project (September 2020 – August 2023), aims at.

DEESME enables companies, especially SMEs to manage the energy transition by taking profit of multiple benefits from energy management and audit approaches and provides national authorities with guidelines and recommendations to empower their schemes under article 8, using the multiple benefits' approach.

The project identifies and shares good practices from national schemes, EU projects, and other initiatives with national authorities and support them in developing more effective schemes dealing with energy audits and energy management systems. It assists SMEs to develop and test the technical DEESME solutions by organizing information and training initiatives, realising energy audits, and implementing energy management systems starting from the ISO 50001 international standard and adding the multiple benefits energy efficiency approach.

The project is built on a consortium of academics, research organisations, consultancies and government offices from Belgium, Bulgaria, Germany, Italy, the Netherlands and Poland, namely: IEECP (NL, coordinator), FIRE (IT), SOGESCA (IT), Fraunhofer ISI (DE), CLEOPA (DE), SEDA (BG), ECQ (BG), KAPE (PL), EEIP (BE).

The project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 892235.

Contents

PROJECT INFORMATION	2
DELIVERABLE INFORMATION.....	3
LEGAL NOTICE	4
ABOUT.....	5
LIST OF FIGURES	7
1. INTRODUCTION	8
2. THE DEESME CAMPAIGN CONTROL ROOM	9
2.1. OBJECTIVES OF THE CONTROL ROOM.....	9
2.2. DATA REQUIREMENTS OF THE CONTROL ROOM.....	10
2.3. INFORMATION REQUIREMENTS FOR THE CONTROL ROOM.....	12
2.4. FUNCTIONAL REQUIREMENTS OF THE CONTROL ROOM.....	13
2.5. PROTOTYPE OF THE CONTROL ROOM.....	15
2.5.1. HOMEPAGE (VIEW FOR ALL USERS).....	15
2.5.2. PLANNED AND IMPLEMENTED ACTIVITIES – PARTNERS’ VIEW.....	16
2.5.3. PLANNED AND IMPLEMENTED ACTIVITIES – EXTERNAL USERS’ VIEW	17
2.5.4. PLANNED AND IMPLEMENTED ACTIVITIES – DETAILED VIEW FOR PARTNER’S	18
2.5.5. INSERT DATA FOR A NEW EVENT	19
2.5.6. PLANNED ACTIVITY WITH DETAILED INFORMATION – EXTERNAL USER’S VIEW	20
2.5.7. IMPLEMENTED ACTIVITY WITH DETAILED INFORMATION – EXTERNAL USER’S VIEW	21
2.5.8. REVIEW AND ANALYSIS OF ACTIVITIES - GRAPHICS	22
3. OUTCOMES AND RESULTS OF THE DEESME CAMPAIGN	23
3.1. OBJECTIVES OF THE DEESME CAMPAIGN.....	23
3.2. OUTCOMES OF THE DEESME CAMPAIGN	23
3.3. RESULTS OF THE DEESME CAMPAIGN	25
4. CONCLUSIONS.....	27

List of Figures

FIGURE 1. HOMEPAGE 15

FIGURE 2. PLANNED AND IMPLEMENTED ACTIVITIES – PARTNERS’ VIEW..... 16

FIGURE 3. PLANNED AND IMPLEMENTED ACTIVITIES – EXTERNAL USERS’ VIEW 17

FIGURE 4. PLANNED AND IMPLEMENTED ACTIVITIES – DETAILED VIEW FOR PARTNER’S 18

FIGURE 5. INSERT DATA FOR A NEW EVENT' 19

FIGURE 6. PLANNED ACTIVITY WITH DETAILED INFORMATION – EXTERNAL USER’S VIEW 20

FIGURE 7. IMPLEMENTED ACTIVITY WITH DETAILED INFORMATION – EXTERNAL USER’S VIEW 21

FIGURE 8. REVIEW AND ANALYSIS OF ACTIVITIES - GRAPHICS 22

1. Introduction

WP4 “Implementing the DEESME campaign for energy efficiency” is devoted to the communication activities with the involvement of key actors and companies at national and project consortium levels. It aims at raising the awareness of key actors and companies on the DEESME multiple benefits approach for energy efficiency measures in companies.

The Overview of the overall DEESME Campaign complements the deliverable D4.2 for the presentation and analysis of the national campaigns. It provides the requirements for the development of the DEESME Campaign Control Room and an overall evaluation of the DEESME Campaign with regard to the planned outcomes and the intended results of the communication activities.

The deliverable provides the requirements for the development of the DEESME Campaign Control Room as an online tool for the planning and the control of the implementation of the communication activities of the project partners. In addition, the Control Room serves as a central point for collecting feedback on the campaign from the involved key actors and companies in order to improve further communication towards companies and gain a higher impact of replicated campaign activities.

The deliverable provides also an overall evaluation of the DEESME Campaign with regard to the planned outcomes and the intended results of the communication activities carried out by the project partners (SOGESCA and FIRE in Italy, Cleopa in Germany, ECQ and SEDA in Bulgaria and KAPE in Poland). The emphasis here is not on the description of the activities, but on the achievements of outcomes and results with regard to the requirements and the objectives of the project.

The structure of the deliverable is as follows: section 2 provides the requirements for the development of the DEESME Campaign Control Room. Section 3 provides an overall evaluation of the DEESME Campaign with regard to the planned outcomes and the intended results of the communication activities. The deliverable ends with the conclusions of the overall implementation of the DEESME Campaign.

2. The DEESME Campaign Control Room

The development and implementation of the campaign of the DEESME project anticipates the development of a “Control Room” for the planning, the administration and the evaluation of the activities carried out as a part of the DEESME communication campaign.

The effective implementation of the DEESME communication campaign requires:

- Effective planning of the activities of the communication campaign.
- Collaboration between project partners and with key actors of the DEESME project, such as national authorities, business associations and energy efficiency experts.
- Promotion of the communication activities.
- Data recording and acquisition for the implemented communication activities.
- Reviewing and providing feedback for the implemented communication activities.
- Analysing the outcomes and results of the implemented communication activities.

The conceptualization of the Control Room refers to an online tool that supports the project partners in their efforts for the planning and the promotion of their communication campaign, as well as the review and the analysis of their outcomes and results. The Control Room will gather at a single point all the information for the planned/ scheduled actions of the communication campaign so as to serve to their effective promotion, as well as the information of the implemented actions of the communication campaign so that multi-level analysis of the results is enabled (per country, per type of activity, etc.). In addition, the Control room will serve as a central point for collecting feedback on the campaign from the involved key actors and companies in order to improve further communication towards companies and gain a higher impact of replicated campaign activities. With all these, the Control Room will contribute also to the dissemination of the DEESME approach on energy efficiency.

2.1. Objectives of the Control Room

The main objectives of the Control Room are the following:

- Record all the information of the campaigns and the communication activities of DEESME.
- Support the evaluation of the campaigns and the communication activities of DEESME.
- Support the planning of future campaigns and communication activities.
- Inform partners, key stakeholders and other stakeholders for the campaigns and other communication activities of DEESME.
- Disseminate the result of the campaigns and the communication activities of DEESME

2.2. Data Requirements of the Control Room

The Control Room is based on an online database that supports collecting information for the communication activities of DEESME and organizing it effectively in order to access, update and manage data easily. Hence, the decision for the development of an online database serves the needs of project partners for the collaboration, as well as the needs of key stakeholders and companies for being informed of the communication activities and the research outcomes of the DEESME project.

The most critical advantages of developing the Control Room as an online database relate to the improved collaboration it can offer and the convenient access from anywhere. This is important for a pan-European project like DEESME that is not limited to the collaboration and information sharing among the project partners, but seeks the collaboration with key stakeholders and preserves an interactive role for the companies that participate in the various communication and dissemination events of the project.

The Control Room will collect information for:

- *Events.* They refer to big events organized at national or international level and local events, organized physically or online, such as workshops, training seminars, webinars, conferences, trade fairs, other thematic meetings and gatherings.
- *Contacts.* They refer to personal/ direct contacts with stakeholders, companies and other entities interested in DEESME. They can be e-mail campaigns (newsletters), telephone campaigns, social media campaigns, or any other related communication method that serves the needs of promotion of the DEESME project.
- *Participants.* The legal and physical entities that participate in the events and are contacted in the campaigns.
- *Publications.* They refer to the various types of publication materials and content that are used in the events and contacts for promoting DEESME, raising awareness, inspiring, stimulating participation and support in DEESME activities. They include presentation slides, handouts, video, photos, leaflets, posters, newsletters, social media posts, etc.

Data Requirements for Events

The collection of data for Events refers to the following:

- **Title:** The title of the event (in free-style text). Required field.
- **Type of event.** The following types of events are provided in a drop-down list: Workshop, Training Seminar, Webinar, Thematic forum, Conference, Expo/ Fair, Other Meeting, Other Event. Required field.
- **Topic.** The following types of events are provided in a drop-down list (new topics can be added as DEESME evolves): DEESME Project, Multiple Benefits, Energy Audits, Energy Management, Other. Required field.
- **Organizer.** The name of the organizer will be provided in a drop-down list that includes the names of the DEESME Partners and the option Other (in case the event is organized by a key stakeholder or another organization). Required field
- **Date.** The date of the event (selected from a calendar). Required field.
- **Country:** The following options are provided in a drop-down list: Bulgaria, Germany, Italy, Poland, Other. Required field.
- **Physical/ Online.** The following options are provided in a drop-down list: Physical/ Online. Required field.

- **Place - City.** The city of the event (in free text) - for physical events only.
- **Address.** The full address of the place of the event (in free text) - for physical events only.
- **Call/ Announcement.** The URL that the event has been announced is provided.
- **Target audience.** The following types of target groups are provided in a drop-down list: General Audience, Industry (i.e., companies and business associations), Policy Makers (i.e., national authorities), Investors, Scientific Community, Civil Society, Media, Customers.
- **Speakers:** The names of the speakers in the event (in free-style text).
- **Contact person.** The name of the contact person or the person in charge (in free-style text).
- **Number of participants.** This field will be added after the implementation of the event and will refer to the total number of the participants in the event. It will be private (viewed only by project partners).

Data Requirements for Contacts

The collection of data for Contacts refers to the following:

- **Title:** The title of the communication campaign (in free-style text). Required field.
- **Type.** The following types of communication activities are provided in a drop-down list: Physical meeting, Online meeting, E-mail campaign, Telephone campaign, social media campaign, Other. Required field.
- **Topic.** The following types of contacts are provided in a drop-down list (new topics can be added as DEESME evolves): DEESME Project, Multiple Benefits, Energy Audits, Energy Management, Other. Required field.
- **Organizer.** The name of the organizer will be provided in a drop-down list that includes the names of the DEESME Partners. Required field.
- **Time Period.** The “date from” and “date to” of the communication campaign is selected from a calendar. Required field.
- **Country.** The following options are provided in a drop-down list: Bulgaria, Germany, Italy, Poland, Other EU country, Other non-EU country. Required field.
- **Target audience.** The following types of target groups are provided in a drop-down list: General Audience, Industry (i.e. companies and business associations), Policy Makers (i.e. national authorities), Investors, Scientific Community, Civil Society, Media, Customers.
- **Contact person.** The name of the contact person or the person in charge (in free-style text).
- **Number of participants.** This field will be added after the implementation of the end of the communication campaign and will refer to the total number of the contacted participants. It will be private (viewed only by project partners).

Data Requirements for Participants

The collection of data for the participants in communication campaigns (events and contacts) refers to the following:

- **Name.** The name of the participant (company name or physical person name, written in free-style text)

- **Type.** The following options are provided in a drop-down list: Physical Person, Micro enterprise, Small enterprise, Medium-sized enterprise, Large enterprise, Enterprise Association, Professional Association, Other Network, Other.
- **Sector.** The following options are provided in a drop-down list: Pulp, Tanning, Foundry, Steelworks, Furniture, Plastics, Mechanics, Industry clusters, Services, Other. For physical persons the value is “Not relevant”.
- **Country.** The following options are provided in a drop-down list: Bulgaria, Germany, Italy, Poland, Other EU country, Other non-EU country.
- **Role.** The following options are provided in a drop-down list: Attendee, Speaker, Other.

Publication

The collection of data for publications that are used as content material in communication campaigns refers to the following:

- **Type.** The following options are provided in a drop-down list: Poster, Slides, Video, Picture, Leaflet, Handout, Newsletter.
- **Developer.** The names of the DEESME partners are provided in a drop-down list. The option Other is also available, in case the material is developed from an external source.
- **URL.** The URL of the material, optionally, in case it is online.
- **Production Date.** The date the material has been produced (selected from a calendar).
- **Expiry date.** Optionally, in case the material is aimed to become invalid or non-relevant after a specific date.
- **Accessibility.** The following options are provided in a drop-down list: Public (when the material is accessible by everyone), or Private (when the material is accessible by project Partners, only).

2.3. Information Requirements for the Control Room

The Control Room will provide information to the different types of users of the Control Room (see Roles in section 2.4).

Information for Planned Activities

Planned activities involve: a) planned events, and b) planned campaigns.

Information displayed for planned activities will include the following fields:

- Title.
- Type.
- Topic.
- Description.
- Organizer.
- Date.

The user will be able to click on the title of the activity in order to view the full information (all the fields, except for private ones, if they exist) of that activity.

Information for planned activities can be filtered so that the users view particular/ selected information only. Filtering information should be applied in the following fields:

- Type of event (i.e., see planned activities of a particular type of event).

- Type of contact (i.e., see planned activities of a particular type of contact campaign).
- Organizer (i.e., see planned activities of a particular type of Organizer).
- Country (i.e., see planned activities in a particular country).
- Period (e.g., year, or other time period. It will be determined by setting “from date” and “to date”).

Information for Planned Events will be available to all the roles of users of the Control Room (Project Partner, Stakeholders, External Users, for details see section 2.4).

Information for Planned Communication Campaigns will be available to Project Partners only.

Information for Implemented Activities

Implemented activities involve: a) implemented events, and b) implemented campaigns.

Information displayed for implemented activities will include the following fields:

- Title.
- Type.
- Topic.
- Description.
- Organizer.
- Date.
- Number of participants.
- Publication. All the relevant publications and content materials. They become available to the users according to their characterization and the role of the user.

2.4. Functional Requirements of the Control Room

Roles of Users

The Control Room has the following types of roles of users:

A) Project Partners. They are the DEESME Project Partners. They have the following permissions:

- Enter data.
- Edit data.
- View all information.
- Analyse and review information.

B) Stakeholders. They are the “key stakeholders” of the DEESME project that include companies’ associations, energy consulting and certification firms, energy agencies, research organizations, regional and local authorities and other entities with similar profile. The Control Room is the main information repository for sharing information with the key stakeholders in order to support their information, engagement and collaboration in the performance of the DEESME communication activities. Therefore, Stakeholders have the following permissions in the Control Room:

- View all information related to Planned and Implemented Events that is not restricted to Project Partners only.
- Analyse and review information about Planned and Implemented Events that is not restricted to Project Partners only.

The Stakeholders cannot add or edit information directly, but only as a result of the consultation and collaboration with the Project partners, who have the authority for this.

C) External Users. They are the direct and final beneficiaries of the DEESME outputs and hence the target audience of the DEESME communication activities. They include business companies, as well as others that are interested in the outcomes of the DEESME project and are not “key stakeholders”, such as scientists, businessmen, business managers, etc. They have the following permissions:

- View all information about Planned Events (i.e., future events).
- View all information about Implemented Events that is not restricted to Project Partners only (e.g., number of participants), including the Publications of Implemented Events that are publicly available.

Data collection procedure

The Control Room will operate as an online database according to the rights administered to the different types of users (see next).

Data collection will be performed by the DEESME Project Partners online.

Only Project Partners will be able to register data to the Control Room.

Promotion of future events

The Control Room is a tool that will serve to the planning of next events and their promotion to the Key Stakeholders and External Users. It requires that information about planned events becomes available to Key Stakeholders and External Users. Particular requirements that serve the promotion of future events include:

- All information about planned events becomes available to Key Stakeholders and Companies.
- The title of event is a hyperlink that directs to the page of the relevant event, where the Key Stakeholders and External Users can see detailed information and register their participation.
- All “public” material related to an event becomes available to the Key Stakeholders and External Users.

Planning of future events

The Control Room serves to the collaboration of the project Partners that plan for future events and communication campaigns, potentially with the support of Key Stakeholders. Therefore,

- All the data related to future events and communication campaigns become available to Project Partners.
- All the data related to future events become available to Key Stakeholders.

Analysis & Review

The Control Room serves to the analysis and review of the implemented events and communication campaigns. Therefore,

- All the data related to future events and communication campaigns become available to Project Partners.
- All the data related to future events become available to Key Stakeholders.
- Information will be displayed in tabular form; graphical representation of the information is also supported.

2.5. Prototype of the Control Room

2.5.1. Homepage (view for all users)



Figure 1. Homepage

2.5.2. Planned and Implemented Activities – Partners' View



Actions ▾Materials ▾Country ▾Data

👤 Anne HoffmanLog out

 You are now logged in as **Project partner** 

Hi, [Name]

Below you can find all the information available related to the DEESME project planned actions and campaigns.

Planned campaigns

Amet minim mollit non deserunt ullamco est sit aliqua dolor.



Insert a new campaign

Sort by:

Country ▾

Type of campaign ▾

Date ▾

Participation in EUSEW 2023 Policy Conference	📅 Period	View ▾  
Campaign n°2 [name of the campaign]	📅 XX/XX	View ▾  
Campaign n°3 [name of the campaign]	📅 XX/XX	View ▾  
Campaign n°4 [name of the campaign]	📅 XX/XX	View ▾  
Campaign n°5 [name of the campaign]	📅 XX/XX	View ▾  
Campaign n°6 [name of the campaign]	📅 XX/XX	View ▾  
Campaign n°7 [name of the campaign]	📅 XX/XX	View ▾  

12>

Implemented campaigns





Amet minim mollit non deserunt ullamco est sit aliqua dolor.

Sort by:

Country ▾

Type of campaign ▾



Date ▾

Campaign n°1 [name of the campaign]	📅 20-23 June	  
Campaign n°2 [name of the campaign]	📅 XX/XX	  
Campaign n°3 [name of the campaign]	📅 XX/XX	  
Campaign n°4 [name of the campaign]	📅 XX/XX	  
Campaign n°5 [name of the campaign]	📅 XX/XX	  
Campaign n°6 [name of the campaign]	📅 XX/XX	  
Campaign n°7 [name of the campaign]	📅 XX/XX	  

12>



Privacy and cookie policyContact


 DEESME has received funding from the European Horizon 2020 research and innovation programme under grant agreement No 892235

Figure 2. Planned and Implemented Activities – Partners' View

2.5.3. Planned and Implemented Activities – External Users’ View



 **Pietro Esposito** [Log out](#)

 You are now logged in as **External user** 

Hi, [Name]

Below you can find all the information available related to the DEESME project planned actions and campaigns.

Planned actions





Amet minim mollit non deserunt ullamco est sit aliqua dolor do amet sint.

Sort by :

Country ▾

Type of action ▾

Date ▾

Participation in EUSEW 2023 Policy Conference	 20-23 June	View ▾  
Action n°2 [name of the action]	 XX/XX	View ▾  
Action n°3 [name of the action]	 XX/XX	View ▾  
Action n°4 [name of the action]	 XX/XX	View ▾  
Action n°5 [name of the action]	 XX/XX	View ▾  
Action n°6 [name of the action]	 XX/XX	View ▾  
Action n°7 [name of the action]	 XX/XX	View ▾  

1

2

>

Implemented actions








Amet minim mollit non deserunt ullamco est sit aliqua dolor do amet sint.

Sort by :

Country ▾

Type of action ▾

Date ▾

Participation in EUSEW 2023 Policy Conference	 20-23 June	  
Action n°2 [name of the action]	 XX/XX	  
Action n°3 [name of the action]	 XX/XX	  
Action n°4 [name of the action]	 XX/XX	  
Action n°5 [name of the action]	 XX/XX	  
Action n°6 [name of the action]	 XX/XX	  
Action n°7 [name of the action]	 XX/XX	  


1

2

>



Figure 3. Planned and Implemented Activities – External Users’ View

2.5.4. Planned and Implemented Activities – Detailed View for Partner's



Actions ▾ Materials ▾ Country ▾ Data

👤 Anne Hoffman Log out

 You are now logged in as **Project partner** 

Hi, [Name]

Below you can find all the information available related to the DEESME project planned actions and campaigns.

Planned campaigns

Amet minim mollit non deserunt ullamco est sit aliqua dolor.















Sort by :

Country ▾

Type of campaign ▾

Date ▾

Insert a new campaign

Campaign n°1 [name of he campaing]	📅 20-23 June	View ▾  
Action n°2 [name of the action]	📅 XX/XX	View ▾  
Action n°3 [name of the action]	📅 XX/XX	View ▾  
Action n°4 [name of the action]	📅 XX/XX	View ▾  
Action n°5 [name of the action]	📅 XX/XX	View ▾  
Action n°6 [name of the action]	📅 XX/XX	View ▾  
Campaign n°7 [name of the campaign]	📅 XX/XX	View ▾  

1 2 >

Implemented campaigns






















Amet minim mollit non deserunt ullamco est sit aliqua dolor.

Sort by :


Country ▾

Type of campaign ▾



Date ▾


Campaign n°1 [name of the campaign]	📅 20-23 June	  
Campaign n°2 [name of the campaign]	📅 XX/XX	  
Campaign n°3 [name of the campaign]	📅 XX/XX	  
Campaign n°4 [name of the campaign]	📅 XX/XX	  
Campaign n°5 [name of the campaign]	📅 XX/XX	  
Campaign n°6 [name of the campaign]	📅 XX/XX	  
Campaign n°7 [name of the campaign]	📅 XX/XX	  

1 2 >



Privacy and cookie policy Contact


 



DEESME has received funding from the European Horizon 2020 research and innovation programme under grant agreement No 892235

Figure 4. Planned and Implemented Activities – Detailed View for Partner's

2.5.5. Insert Data for a New Event



Actions ▾Materials ▾Country ▾Data

👤 Anne HoffmanLog out

Hi, [Name]

Below you can find all the information available related to the DEESME project planned actions and campaigns.

Planned campaigns

Amet minim mollit non deserunt ullamco est sit aliqua dolor.

Insert a new campaign

Sort by :

Country ▾

Type of campaign ▾

Date ▾

Title of the campaign

Title of the planned campaign*

Participants:

Company name *

Type:

Select from the list ▾

Sector:

Select from the list ▾

Country:

Select from the list ▾

Role:

Role of the attendee/speaker *




N° of participants:

-

1

+

Add photos, videos, or slides:



Allowed formats: PNG, JPG, PDF, MP3, MP4, PPT

You can drag and drop files here to add them

Add campaign

Campaign n°2 [name of the campaign]	📅 XX/XX	👁️	✎	🗑️
Campaign n°3 [name of the campaign]	📅 XX/XX	👁️	✎	🗑️
Campaign n°4 [name of the campaign]	📅 XX/XX	👁️	✎	🗑️
Campaign n°5 [name of the campaign]	📅 XX/XX	👁️	✎	🗑️
Campaign n°6 [name of the campaign]	📅 XX/XX	👁️	✎	🗑️
Campaign n°7 [name of the campaign]	📅 XX/XX	👁️	✎	🗑️

12>



Privacy and cookie policyContact






DEESME has received funding from the European Horizon 2020 research and innovation programme under grant agreement No 892235

Figure 5. Insert Data for a new event

2.5.6. Planned activity with detailed information – External User's View



Pietro Esposito [Log out](#)

Hi, [Name]

Below you can find all the information available related to the DEESME project planned actions and campaigns.

Planned actions



Amet minim mollit non deserunt ullamco est sit aliqua dolor do amet sint.

Sort by :

Country ▾

Type of action ▾

Date ▾

EU Green Week 20221 st JuneView  

Type of event: EU event

Topic: Best cases of EU research projects

Country: Germany

Place: Hybrid - Brussels and online

Call/Announcement: -

Targeted audience: policy makers

Speakers: Detlef Olschewski

Contact person: dolschewski@cleopa.de

Description: EU Green Week 2022 partner event: best cases - my place has a green impact. The story of pilot cases. The workshop showed the impact of pilot cases and the smart solutions developed in some past and current projects from Cleopa GmbH, including DEESME. The aim of the event was to broaden involvement and receive contributions from different sectors around Europe.

Sort by :

Country ▾

Type of action ▾

Date ▾

1

2

>



Privacy and cookie policyContact



DEESME has received funding from the European Horizon 2020 research and innovation programme under grant agreement No 892235

Figure 6. Planned activity with detailed information – External User's View

2.5.7. Implemented activity with detailed information – External User's View

Pietro Esposito [Log out](#)

Hi, [Name]

Below you can find all the information available related to the DEESME project planned actions and campaigns.

Planned actions

Amet minim mollit non deserunt ullamco est sit aliqua dolor do amet sint.

Sort by: Country ▾ Type of action ▾ Date ▾

Three Workshop Cycle - Key actors recommendations for policy makers	20-23 June	View ▾	✎	🗑
Action n°2 [name of the action]	XX/XX	View ▾	✎	🗑
Action n°3 [name of the action]	XX/XX	View ▾	✎	🗑
Action n°4 [name of the action]	XX/XX	View ▾	✎	🗑
Action n°5 [name of the action]	XX/XX	View ▾	✎	🗑
Action n°6 [name of the action]	XX/XX	View ▾	✎	🗑
Action n°7 [name of the action]	XX/XX	View ▾	✎	🗑

1 2 >

Implemented actions

Amet minim mollit non deserunt ullamco est sit aliqua dolor do amet sint.

Sort by: Country ▾ Type of action ▾ Date ▾

Energy Day 2022

[✕](#)

Topic: Ways to climate-friendly transformation of the Brandenburg's economy

Type: large companies and SMEs **Date:** May 2022

Organizer: BTU Cottbus-Senftenberg **N° of participants:** 300

Photos:



Video:



Slides:



Privacy and cookie policy Contact   

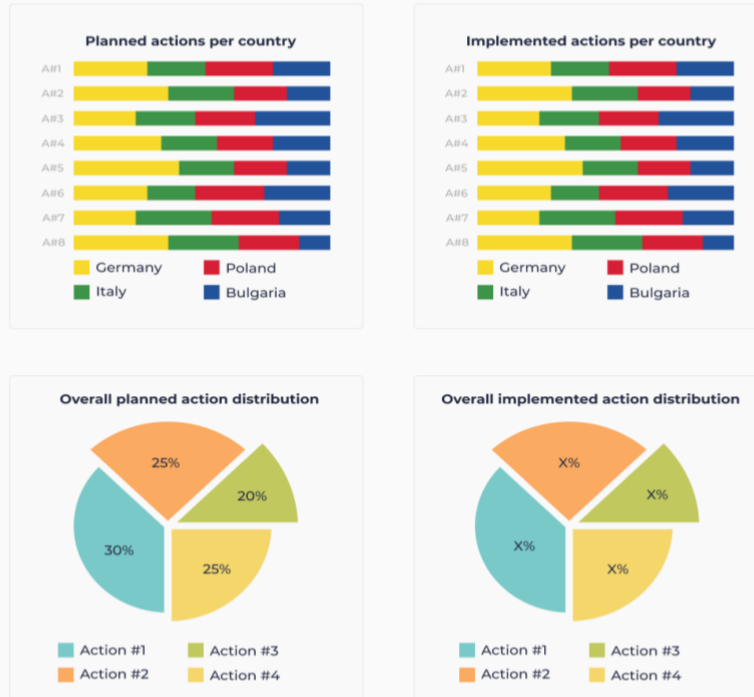
DEESME has received funding from the European Horizon 2020 research and innovation programme under grant agreement No 892235

Figure 7. Implemented activity with detailed information – External User's View

2.5.8. Review and analysis of activities - Graphics

Overview

Amet minim mollit non deserunt ullamco est sit aliqua dolor do amet sint.



[Privacy and cookie policy](#)

[Contact](#)



DEESME has received funding from the European Horizon 2020 research and innovation programme under grant agreement No 892235

Figure 8. Review and analysis of activities - Graphics

3. Outcomes and Results of the DEESME Campaign

3.1. Objectives of the DEESME Campaign

The DEESME Campaign aims at raising the awareness of companies on the DEESME approach (multiple benefits approach) for energy efficiency and increasing the attractiveness of the outputs and solutions proposed by the DEESME project. In particular, the campaign aims at encouraging companies to invest in energy efficiency by following the DEESME approach in order to take advantage of low-carbon technologies, improve material/resource efficiency and develop renewable energy schemes. In a wider context, the campaign seeks in general to encourage companies in different sectors to adopt environmentally friendly management practices, invest in energy savings and reduce energy consumption.

The communication strategy of the DEESME project is characterized by the engagement with key stakeholders and the focus on SMEs. The engagement with key stakeholders, such as national or local authorities and business associations, seeks their involvement and active cooperation in the communication and dissemination activities of the project, as well as the adoption of the DEESME approach in the formalization/ “institutionalisation” of the energy policies and recommendations that are developed as a part of their missions. The focus on the needs of SMEs reflects the understanding that the improvement of energy efficiency is not a concern for large corporations, but it is equally important for the effective management of SMEs and can bring similarly important environmental benefits when it is applied by the SMEs and the smaller companies.

The particular objectives of the DEESME campaign, as they are expressed in deliverable D4.1., are the following:

- Consolidating relationships with key actors to support the effective planning of the campaign and its promotion within their networks.
- Increasing key actors’ skills, capabilities, and competencies with reference to DEESME multiple benefits approach.
- Raising awareness and developing an understanding of the DEESME multiple benefits approach and the multiple energy and non-energy benefits among companies.
- Increasing the interest of business managers and energy managers about the concrete advantages of the DEESME approach.
- Collecting feedback on the campaign from the involved key actors and companies to improve further communication towards companies and gain a higher impact of replicated campaign activities.
- Receiving guidelines and recommendations for improving national schemes for energy efficiency by the involved key actors.

3.2. Outcomes of the DEESME campaign

The DEESME Campaign initiated and took place in 2021 in all countries (Italy, Bulgaria, Poland and Germany). The timeframe varied in the four countries because of the different priorities, plans and schedules, but also it was largely affected by the Covid-19 prevention measures that were applied in the different countries. In general, the communication campaign was spread to a large period of time that covered both 2021 and 2022.

The outcomes of the DEESME campaign refer to the quantitative measures and targets pursued that are related to the key objectives and indicators of the project. The major outcomes of the DEESME campaign are presented and discussed next. More details on the outcomes of the DEESME campaign can be found on other deliverables (D4.2, D4.6 and D4.7).

Involvement of key stakeholders. According to the GA, 50 key actors (i.e., 10 per country) should be directly involved in the project. By the end of 2022 the total number of key stakeholders involved in the project was 73. In particular, the number of participating key stakeholders in each country is as such: Italy 35, Bulgaria 12, Poland 15 and Germany 11.

The target was fully achieved, and it can be seen as a clear indicator of the effort of the project partners to involve and cooperate with the key stakeholders, as well as of interest of the key stakeholders in the DEESME approach.

Meetings with key stakeholders. According to the GA, 2 meetings per country should be organized. By the end of 2022, the meetings with key stakeholders amounted to 25 in all the four DEESME countries. In particular, these meetings have been organized as such: in Bulgaria 4 meetings with more than 600 participants, in Germany 2 meetings with 211 participants, in Italy 17 meetings with 140 participants, and in Poland 2 meetings, 161 participants.

Companies reached by the DEESME campaign. According to the GA, the consortium is committed to involve at least 2500 companies in the pilot countries (500 companies per country). By the end of 2023, a total of 1631 companies were reached via the DEESME campaign. However, 8 business networks were also reached that include or represent in total more than 630.000 additional companies.

All the national campaigns achieved the basic objective of addressing and informing 500 companies: Bulgaria (1085 companies), Germany (500 companies), Italy (17 companies directly and 7 business networks with 630.000 companies as members), and Poland (34 companies and 1 business network with 540 companies as members).

The campaign was largely affected by the Covid-19 prevention measures in each country. Several companies encountered important operational problems during that period that prevented or hindered their involvement and participation in the communication activities of DEESME.

National events with the participation of companies. According to the GA, in total 500 companies will directly participate in national events in the 4 DEESME pilot countries. By the end of 2022, meetings with key actors have been organized in all 4 DEESME countries. In particular, Bulgaria organized 1 national event with 130 attendees, Germany organized 2 national events with 339 attendees in total, Italy organized 1 national event but didn't track the number of attendees, and Poland organized 3 national events with 125 participants. The total number of attendees in national events surpassed the target number of 500 companies by large. Notice that some of these events took place online because of the restrictions in public gatherings due to the Covid-19 prevention measures.

Working sessions with key stakeholders and companies. They refer to training sessions and seminars in the DEESME approach for energy efficiency, especially the multiple benefits approach proposed by DEESME. According to the GA, 3 training/working sessions with key actors and companies will be organized in each DEESME pilot country. In particular, by the end of 2022 working sessions with key stakeholders and companies were organized in all the 4 DEESME countries: in Bulgaria 1 event, in Germany 3 events, in Italy 3 events, and in Poland 2 events. Some additional activities were carried out to complement the workshops, including provision of background information, invitations via newsletter, phone calls or emails and feedback collection (after the workshops) via online questionnaires submitted to the participants. In total, 9 working sessions with key stakeholders and companies were organized, instead of the target of 12 working sessions. The restrictive measures imposed because of Covid-19 was the major reason that some countries didn't manage to implement the necessary working sessions according to the communication plan and the project objectives.

In sum, the activities of the communication campaign were implemented in general according to the communication plan and the outcomes met the targets set in the GA. In most cases the outcomes surpassed the targets, either in all countries or in total numbers (i.e., one country didn't manage to reach the target, but the outcomes in the other countries surpassed the national target and achieved the expected outcome for the whole project). The only activity that didn't manage to reach the total target referred to the organization of working sessions with key stakeholders and companies, that achieved the total target at 75%. Further information about these activities is provided in D4.2 "Overview of National Campaigns".

The project partners encountered great difficulties in the implementation of the communication campaign because of the restriction measures due to Covid-19. The difficulties were related to the uncertainty in the scheduling and the implantation of their activities, the need to develop online communication procedures, and the need to improvise their plans and their activities. Covid-19 prevented or hindered also the participation of many stakeholders, companies and professionals in the DEESME communication activities.

3.3. Results of the DEESME campaign

The results of the DEESME campaign refer to the effects of communication activities of the project and the achievement of the objectives of the project. The major results of the DEESME campaign are presented and discussed next. More details on the outcomes of the DEESME campaign can be found on other deliverables (D4.2, D4.6 and D4.7).

a) Establishing relationships with key stakeholders.

The project partners realized that the establishment of relationships with the key stakeholders can be extremely beneficial for the success of the communication campaign, as they have direct or indirect relationships with companies and other professionals, who are the main target group of the DEESME campaign.

The project partners organized 25 in total meetings with key stakeholders in all the four DEESME countries – instead of the 10 meeting that was mentioned in the GA. This is a clear indication of the great effort of the project partners in establishing relationships with the key stakeholders and the significance and priority they gave in the engagement and collaboration with key stakeholders.

The collaboration with the key stakeholders served to the effective planning of the DEESME campaign so that the communication activities meet the needs of the companies and are promoted to the companies that participate in the networks of the key stakeholders. Without the active participation and contribution from the key stakeholders the outcomes and the other results of the DEESME project wouldn't be achieved. In addition, the collaboration with the key stakeholders served to the exchange of knowledge for improving national schemes for energy efficiency by the involved key actors by integrating elements of the multiple benefits approach of the DEESME project.

b) Increasing key stakeholders' skills, capabilities, and competencies with reference to DEESME multiple benefits approach.

The key characteristics of the DEESME approach for energy efficiency is the multiple benefits that are related to the energy efficiency measures and investments and affect several other aspects of the business management and strategy. The DEESME project seeks to highlight these multiple benefits that are related to the decisions for energy management and investments so that the companies acquire additional incentives to improve their energy efficiency performance and exploit the full spectrum of benefits that derive from these decisions.

The objective to increase the key stakeholders' skills, capabilities and competencies with reference to DEESME multiple benefits approach is cornerstone for the achievement of the objectives of the project. The project partners organized 9 working sessions with key stakeholders and companies in total. Even though the quantitative target was achieved only partially (9 out of 12 planned working sessions), the results of these working sessions were really impressive as the DEESME multiple benefits approach for energy efficiency gained the great interest of key stakeholders, according to the feedback received during and after the working sessions. The general conclusion of these events was that the companies require further motivation that goes beyond the financial benefits in order to boost their energy investment in energy efficiency. The multiple benefits approach has the potential to provide the extra motivation required by companies.

- c) Raising awareness and developing an understanding of the DEESME multiple benefits approach and the multiple energy and non-energy benefits among companies.

The project partners informed directly and individually 1631 companies and indirectly/ massively 630.000 additional companies that participated in 8 business networks in Italy and Poland. The participating companies were in most part completely unaware of the additional benefits that can be related to the adoption of energy efficiency measures and practices; for them the financial benefit was the only reason and incentive. The multiple benefits approach proposed by the DEESME project extended their perspective beyond the financial benefits and helped them understand the further opportunities they have to improve their management practices, reduce the operational risks and advance their strategic relationships with stakeholders inside and out of their companies.

- d) Increasing the interest of business managers and energy managers about the concrete advantages of the DEESME approach.

The feedback received from the companies that participated in the communication campaign was valuable for the next steps and the improvement of the DEESME activities. The majority of the companies participated in the communication campaign found interesting the multiple benefits approach. We should notice that many companies were deeply concerned with the consequences of the pandemic in their operations and strategies and were deterred to take decision for energy efficiency measures in the short term.

4. Conclusions

The DEESME campaign aims at raising the awareness of companies on the DEESME approach (multiple benefits approach) for energy efficiency and increasing the attractiveness of the outputs and solutions proposed by the DEESME project. The development and implementation of the campaign of the DEESME project requires the development of a “Control Room” that supports the project partners in their efforts for the planning and the promotion of their communication campaign, as well as the review and the analysis of their outcomes and results.

The deliverable described the information and the functional requirements and provided a prototype of the Control Room. The Control Room can serve significantly to the effective implementation of the DEESME campaign by supporting the planning of communication activities, the collaboration with key actors of the DEESME project for the planning and the implementation of the communication activities, and the promotion of the communication activities to key actors and companies as the target audience. In addition, the Control Room integrates in a single point all the information for the implementation of the DEESME campaign and supports the review and the analysis of the outcomes and the sharing of knowledge.

The restriction measures for Covid-19 affected both the planning and the implementation of the DEESME campaign and favoured the development of online communication activities. The overall DEESME campaign was successful and achieved the objectives. The concrete outcomes of the communication activities met the quantitative targets in general terms, while in several aspects exceeded these quantitative targets. The difficulties in the implementation of certain types of communication activities in some countries, quite often provoked by the Covid-19 restriction measures, were balanced by the increased outputs in other countries. The effects of the communication campaign are reflected on the quality of the awareness of key actors and companies, the collaboration with key actors and the great interest of companies in the DEESME approach for energy efficiency.