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PERMANENT

**PERformance Risk MANagement for ENergy efficiency
projects through Training: enhancing the credibility of the
energy services industry in Poland, Czech Republic,
Romania, Bulgaria and Croatia**

Intelligent Energy Europe (IEE)

IEE/08/657/SI2.528420

Communication and Dissemination Plan

D6.5 Report

This report is composed within Work Package 6 (leader ENVIROS)

February 2010

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Table of contents

1.	Introduction to PERMANENT.....	3
1.1.	Introduction to the project.....	3
1.2.	Objectives and results.....	3
1.3.	Tasks and Schedule	4
	WP4 activities	5
	WP5 Activities	6
	WP6 Activities	6
2.	Target Groups of PERMANENT	7
3.	EU wide dissemination activities	9
	The Project LOGO	9
	The Project website	9
	Newsletters	9
	The final conference.....	10
4.	National dissemination activities	11
	Enviros – Czech Republic	11
	Eneffect / EEE- Bulgaria.....	12
	Energoeco – Romania	13
	FEWE - Poland.....	15
	HEP-ESCO - Croatia.....	17

1. Introduction to PERMANENT

This report will list the main communication and dissemination activities within the PERMANENT project carried out by the project coordinator and the six project partners. Dissemination will ensure that the project and its results are well distributed to wider public and to professionals. This detailed dissemination plan will be the first step towards disseminating this project to the widest European audience.

1.1. *Introduction to the project*

The PERMANENT project, launched in September 2009 and running until December 2011, is financed through the Intelligent Energy Europe Programme.

The PERMANENT project is aimed at increasing the knowledge about measurement and verification of energy efficiency and renewable energy projects. Measurement and Verification (M&V) of energy efficiency projects is an important tool towards removing the distrust in these projects from the site of financial institutions and decision makers on corporate level.

The projects' main objective is to educate financiers, project developers and energy users about how energy efficiency projects can demonstrate permanent results and how that permanence can break the distrust barrier.

The International Performance Measurement and Verification Protocol (IPMVP) and the International Energy Efficiency Financing Protocol (IEEFP) will be the basis for this development.

The project addresses the most common barrier to deployment of energy saving projects: disbelief that planned project results will be achieved and can pay back the investment in a sustainable manner. This disbelief or lack of confidence in project savings impedes investment even where energy audits or other engineering analyses demonstrate sound investment opportunities. Successful energy efficiency projects and mainly Energy Performance Contracts (EPC) have, however, demonstrated key techniques for measuring project results and verifying achievement of guaranteed savings. This can then result in financing energy savings projects without the need for collateral beyond that of the project itself.

1.2. *Objectives and results*

PERMANENT will develop and test harmonized and integrated approaches developed by the Efficiency Valuation Organisation (EVO - used in Western Europe and internationally) in 5 new Member States.

The major specific objectives of PERMANENT are to:

- Educate technical energy efficiency professionals in the International Performance Measurement and Verification Protocol of EVO (IPMVP)
- Educate energy end users, financiers and energy services suppliers on performance risk measurement and management techniques in energy saving projects using another EVO tool – International Energy Efficiency Financing protocol (IEEFP);
- Train instructors who will be able to continue with training on performance risk management of energy saving projects after the completion of this project.

The PERMANENT project will support the dissemination and acceptance of the following techniques and approaches:

- Measurement of energy efficiency project results - with the use of common practices for measuring results, there can be effective management of performance risk;
- Verification of guaranteed energy saving predictions - with the use of common practices for verification of energy savings achieved, investors can select projects built on good foundations, and enter investments with less fear of success.

This will lead to financing far more energy savings projects without additional collateral (beyond that of the project itself). When applying these common practices, financiers do not need to take a charge on other assets of the project owner, thus opening up more energy saving projects to available financing.

PERMANENT will train energy end-users, technical energy efficiency professionals and financiers and bankers in measurement and verification as well as in performance risk measurement and management techniques. Trainings are scheduled as follows:

	INVOLVEMENT / ENGAGEMENT	BENEFITS
Technical Energy Efficiency Professionals	Up to two days training of professionals making use of the IPMVP and training materials specifically prepared for PERMANENT	Increased knowledge in detailed energy savings prediction and savings measurement techniques. Increased confidence in savings projections will enable larger project investments. More business for consultants.
Financiers Bankers	Up to half-day trainings using the IIEFP as a basis	Increased confidence in savings projections and larger project investments. More investments into energy efficiency e.g. in the role of a Third Party. Increased understanding to ESCO services.
Energy End Users	Presentations at workshops / conferences (up to half an hour), articles in association newsletters on performance risk management.	Increased awareness of performance risk management techniques for energy efficiency projects (disseminated among a wider professional audience)

1.3. Tasks and Schedule

As a major share of the activities in PERMANENT concern communication, awareness raising and training related to risk management of energy efficiency projects. Therefore dissemination and communication are some of the major activities throughout the whole project.

This detailed dissemination and communication plan therefore addresses activities carried out in three Work Packages (also shown schematically in figure 2):

- WP4 – Scheduling and Promotion of Training and Awareness Programs – This Work Package aims to promote the upcoming Training and Awareness Raising activities throughout the project.

- WP5 – Deliver Awareness and Training – This activity addresses the training itself and the evaluation
- WP6 – Communication and Dissemination – in this WP general dissemination will take place about the IEE PERMANENT project objectives, outcomes, benefits, content, partners – both in the partner countries and in the EU.

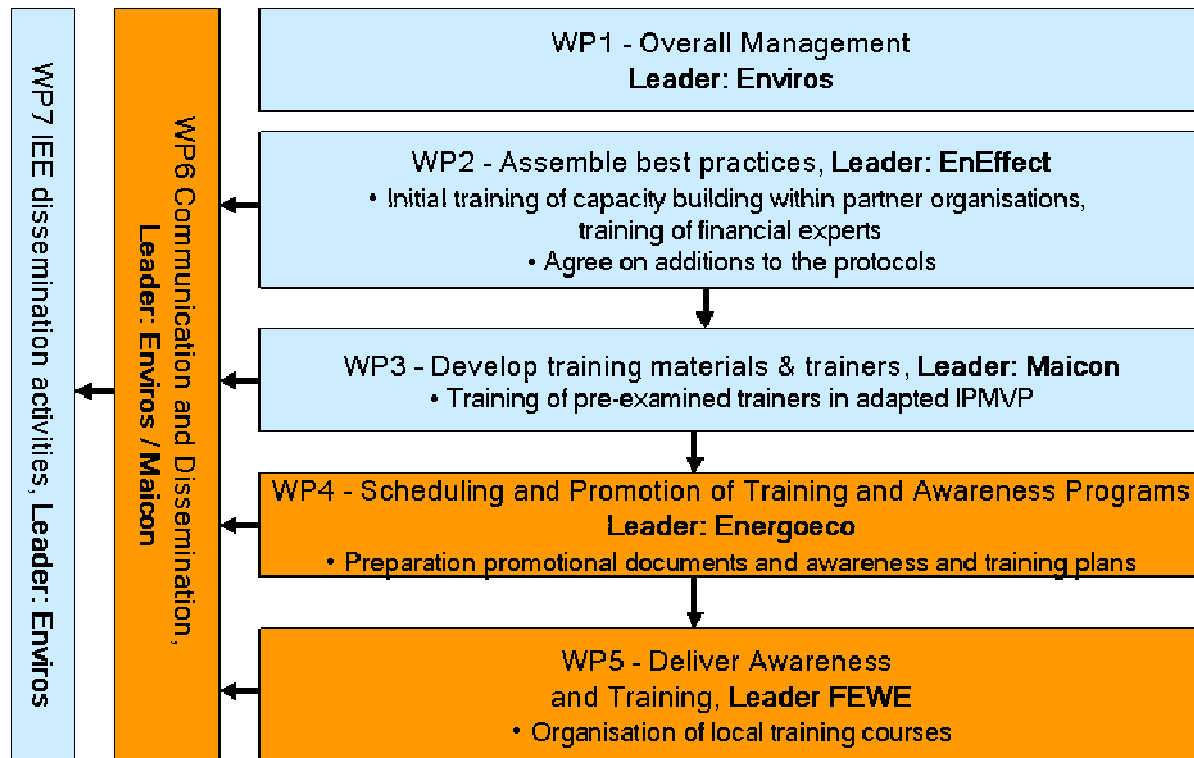


Figure 1: PERMANENT project structure

WP4 activities

WP4 will be aimed at informing about and promotion of the IPMVP and IEEFP trainings to be carried out in the partner countries. Hereby information about the trainings will be spread through different information channels of energy and financing stakeholders.

The main activities of WP4 are:

- Identifying the target audience
- Identifying the appropriate communication channels
- Development of a marketing message to promote the actual trainings in each of the countries.
- Development of promotion plans for awareness raising and training sessions
- Setting up a time schedule for awareness raising and training sessions
- Developing and translating marketing materials in 6 languages
- Delivering marketing materials through communication channels to target audiences

All partners will be consulted in preparing the promotion plan. The basic materials will first be developed as an English language version and then translated to the 5 national languages.

The following communication channels will be used to distribute the information to the target groups:

- Articles in professional journals
- Website messages
- Brochures, leaflets etc
- Press releases
- Media presentations

WP5 Activities

Within this work package the trainings for technical and financial experts will be organised. The trainings themselves provide an excellent opportunity of how to distribute the project results further to other groups.

After completion of the awareness and training schedule a Summary report will be provided, summarizing the events organised, feedback from the trainees, evaluation forms. Country Summary reports on training will be collected by the WP leader. An overview of training events and their efficiency will be produced as a special deliverable with training efficiency evaluation. Recommendations for other trainings will be developed.

WP6 Activities

In WP 6 more general dissemination will take place about the IEE PERMANENT project objectives, outcomes and benefits – both in the partner countries and in the EU.

The most important topics of WP6 are

- Development of a project logo
- Development of a project website
- Writing and distributing newsletters
- Developing a project leaflet
- Set up a Local Advisory Group in each country
- Set up 1 International Advisory Group

The topics are presented in detail in chapter 3 and 4.

2. Target Groups of PERMANENT

PERMANENTs main objective is the training of energy end users, technical energy efficiency professionals and financiers and bankers in measurement and verification as well as in performance risk measurement and management techniques.

Energy Professionals

Target Group	Communication channel / media	Activity	Benefits
Energy auditors	Professional journals, mailings, newsletters, direct contact with professional association	½ day, 1 and 2 day trainings	Verification tool for the existing project or business plan
ESCOs	Professional journals, mailings, newsletters, direct contact with professional association	½ day, 1 and 2 day trainings	Verification tool for potential projects and business plans Ways to isolate energy saving measures from other activities in a larger facility with the purpose to calculate energy and financial savings
Energy managers of industrial companies, public and commercial buildings	Professional journals, mailings, newsletters, client database of most of the partners	½ day, 1 and 2 day trainings	Acquiring knowledge and expertise in: Calculation/verification of real energy savings – showing economics of the project Ways to isolate energy saving measures from other activities in a larger facility with the purpose to calculate energy and financial savings

Financing Professionals

Target Group	Communication channel / media	Activity	Benefits
High-level bankers	Mailings, personal invitations / visits, newsletters	Awareness raising events	Creating trust in energy saving projects as such, creating willingness to lend money to energy saving projects and ESCO type projects
Lending officers	<i>Through the high level bankers (contacted first)</i> Professional journals, mailings, newsletters	½ day trainings	Acquiring knowledge and expertise on how future energy savings can be measured and what the underlying economics are → creating trust in energy saving projects as such

Energy end-users

Target Group	Communication channel / media	Activity	Benefits
Industrial companies	Mailings, newsletters, client database of most of the partners	Awareness raising events, ½ day trainings	Acquiring knowledge and expertise on how future energy savings can be measured and what the underlying economics are → providing incentives for carrying out energy saving projects
Public building owners	Mailings, newsletters, client database of most of the partners	Awareness raising events, ½ day trainings	Acquiring knowledge and expertise on how future energy savings can be measured and what the underlying economics are → providing incentives for carrying out energy saving projects
Commercial building owners	Mailings, newsletters, client database of most of the partners	Awareness raising events, ½ day trainings	Acquiring knowledge and expertise on how future energy savings can be measured and what the underlying economics are → providing incentives for carrying out energy saving projects

Policy makers

Target Group	Communication channel / media	Activity	Benefits
Energy agencies (+ agencies responsible for grant programmes)	Professional journals, mailings, newsletters, Personal invitation / visit	Awareness raising events, ½ day trainings	Acquiring knowledge and expertise on how future energy savings can be measured and what the underlying economics are → improving their knowledge of how to evaluate energy saving projects
Ministries	Professional journals, mailings, newsletters Personal invitation / visit	Awareness raising events	Increasing interest for energy saving projects, gain support for this and possible follow-up projects.
Local / regional authorities	Professional journals, mailings, newsletters, client database		Increasing interest for energy saving projects, providing incentives for carrying out energy saving projects of buildings under municipal / regional ownership
Support from policy makers will also be sought to look for funding for replication / continuation of financial / technical training courses started under PERMANENT in each of the countries. This will ensure the continuation of this important topic.			

Trainings (half a day and more) are provided for the first two target groups (energy and financing professionals), meaning training in IPMVP (up to two-day trainings) and training in IEEFP (up to half day trainings). Some energy end-users (e.g. energy managers of end-use facilities) may also be interested in IPMVP trainings. For the other categories, smaller workshops are organised.

3. EU wide dissemination activities

EU wide dissemination activities (concentrated in WP6) will be the responsibility of ENVIROS, the project coordinator.

- Development of a project logo
- Development of a project website
- Writing and distributing newsletters
- Developing Leaflets and Brochures
- Set up an International Advisory Group

The PERMANENT project was already presented by Maicon Associates at a seminar accompanying the Synergy Conference ESCO Europe 2009 in November 2009 in Berlin.

The Project LOGO

Since mid-November 2009 the PERMANENT Project Logo is available in eight different appearances (see Annex I).

The Project website

On November 27, 2009, the project website has been launched at <http://www.permanent-project.eu/>

From the beginning it included a public website with basic information on the project and a partner restricted area where official documents like agenda's and meeting minutes are placed. Also draft deliverables will be placed here.

The partner only area will be extended with a partner forum for discussions.

The external area will be extended throughout the project with newsletter (Newsletter 1 added in February 2010), deliverables and other documents as well as an agenda of events.

The website is an English language site only. Translated information is available on partners' national websites.

The monitoring system Google Analytics is used to monitor the number of people visiting the website and downloading documents. This monitoring system enables the project team to:

- Calculate the no. of total visits
- How people reached the site (e.g. through a search site or differently)
- In what country they are located

The website will be kept operational until two years after the end of the project (December 2013).

Newsletters

The project will distribute a newsletter with up to date project information every fourth month of the project. The newsletters will inform about actual project activities as well as provide

additional information about related activities. The first newsletter was published on the website early 2010.

The newsletter will be distributed among a large number of stakeholders throughout Europe as well. A mailing list for this purpose is available.

Proposed topics for the newsletters are the following:

- Newsletter 1 (January 2010) – introduction to the project
- Newsletter 2 (May 2010) – training of IPMVP and IEEFP experts / M&V plans / country reports
- Newsletter 3 (September 2010) – national additions to IPMVP and IEEFP / promotion of the training courses
- Newsletter 4 (January 2011) – promotion of the training courses – financial and technical
- Newsletter 5 (May 2011) – dissemination of project results / promotion of the training courses
- Newsletter 6 (September 2011) – results of the training courses / promotion final conference
- Newsletter 7 (December 2011)– final results of the project

The final conference

At end of the project an International Conference will be organised in Warsaw (probably in November 2011), summing up the results of the PERMANENT project and its benefits. Other speakers will be invited to present currently used M&V practices in other countries and risk management tools.

To the International Conference a Europe-wide audience will be invited – professionals from organizations involved in energy efficiency monitoring and metering, measurement and verification will be invited, politicians, bankers. European Commission will be invited to promote M&V and other monitoring activities mainly related to the implementation of the Energy Service Directive.

Planning of this final conference is expected to start in autumn 2010.

4. National dissemination activities

Every partner organisation will have to undertake some specific national activities. This includes the following:

- Setting up a local advisory group – this local advisory group will provide each national partner with feedback on the IPMVP and IEEFP protocols and provide advice on the preparation of the training sessions. They will also be asked to promote the PERMANENT training courses
- Identify national exhibition places – these are mainly exhibitions related to energy efficiency in industry / housing (technology etc.)
- Identify national conferences and seminars – related to energy efficiency industry and the public sector, energy auditing, financing of energy efficiency
- For communication through media, identify / contact journalists and journals. These are journalists specialised in energy/economic issues of mainstream media as well as specialised journals.

The consortium will during the project keep track of all dissemination activities of each partner. Each partner will be asked by ENVIROS to update the list of dissemination activities (national and international) each three months.

Enviros – Czech Republic

Enviros is setting up a Local Advisory Group of the following persons:

- Ing. Ivo Slavotínek (ENESA, a.s.)
- Ing. Miroslav Marada (ENESA, a.s.)
- Ing. Jaroslav Maroušek (SEVEN Energy, s.r.o.)
- Ing. Vladimír Sochor (SEVEN, o.p.s.)
- Ing. Bohuslav Kyjánek (/ENERG, a.s. - AB Facility)
- Ing. Kovářík (MVV Energie CZ)
- Ing. Kohoutek (Siemens, s.r.o.)

Enviros, as project leader, will also lead the international advisory group. So far the following experts have been selected:

- Mr. Stefan Thomas – Wuppertal Institute (Germany)
- Mr. Paolo Bertoldi – Joint Research Centre (EU)
- Mr. Didier Bosseboeuf – ADEME (France)

More members will be selected soon (the participation has been discussed with Berliner EnergieAgentur (project leader in a number of IEE projects related to ECP), CENELEC and with ECnet (project leader in the Clear Support project). The international advisory group is expected to meet for half a day at the 2nd Progress Meeting in Zagreb (9-11 June 2010).

Eneffect / EEE- Bulgaria

Eneffect has set up the following **Local Advisory Group** in Bulgaria:

- *Stefan Vassilev* - Manager SME and International Lending Programs – United Bulgarian Bank
- *Kristian Spassov* - Ecotechproduct (energy/engineering consulting firm)
- *Boriana Koeva – Uzunova* - Energy Efficiency Agency (Ministry of Economy, Energy and Tourism)
- *Krassimir Stanchev* - Erato Holding Plc (EE manufacturer)
- *Pavel Manchev* - Centre for Energy Efficiency EnEffect (NGO)

Then there are a number of **proposed exhibition places** for distributing information regarding the PERMANENT project. These are:

- University of Architecture Civil Engineering and Geodesy, Sofia
- Energy Efficiency Agency, Sofia
- Union of Architects in Bulgaria
- National Association of Municipalities in Bulgaria

Information can also be widely spread through media. The following newspapers/journalists have been identified:

- *Stroiletstvo Gradat newspaper* - Gergana Dimitrova
- *Utilitis magazine* - Atanas Georgiev
- *Dnevnik newspaper* - Svetlana Nenova, Ekaterina Stoilova
- *Capital newspaper* - Momchil Milev, Galina Alexandrova

Energoeco – Romania

For the Local Advisory Group in Romania, the following people have been identified:

	Local Advisory Board Romania	Organisation
1	Mr. Cristian Tantareanu	ENERO
2	Mr. Florin Pop	EnergoBit
3	Mr. Vasile Grasin	Eco Erg
4.	Ms. Geta Padurean	Eco Erg
5.	Mr. Cornel Corha	ARCE (National Agency for Energy conservation)
6.	Mr. Petru Petrut	BRD Groupe Societe Generale

PERMANENT Project Communication and Dissemination Plan for Romania

	Action	Description	Period / deadline	Place (Town)
1	PERMANENT project and IPMVP brief presentation (10 minutes presentation)	PERMANENT project and IPMVP brief presentation during “EnergoBit every ware” marketing campaign in Romania - marketing campaign organized by EnergoEco and EnergoBit group companies for their partners and collaborators	15-16.10.2009 22.10.2009 27.11.2009 02.02.2010 16.02.2010 04.03.2010 18.03.2010 26.03.2010	Iasi Brasov Constanta Cluj-Napoca Bacau Oradea Baia Mare Arad
2	Posting the project logo on the EnergoBit website and make a direct link to the project webpage		January 2010	
3	Information about PERMANENT project posted on our website	Preparation of the project presentation text and images and post it on the EnergoBit website		
4	Email newsletters	Preparation of newsletter and distribution by email to partners/collaborators and players in energy sector in Romania. The newsletters will be distributed each 4 months of the projects and will contain information about project stage and actions.	18.01.2010 12.04.2010 19.08.2010 11.11.2010 ...	
5	Press articles	Preparation of press articles and publishing(on paper and /or electronic) in national		

		journals – 3 articles per year – for project presentation and partial results (eg. “Electricianul”, “Electronica azi”, “Stiinta si Tehnica”, “Economistul”)		
6	Press release		One per year	
7	Exhibition	RENEXPO Bucharest 2010	TBD	

FAIRS/EXHIBITIONS/CONFERENCES
Proposed as potentially useful for PERMANENT PROJECT



INTERECO-ECODOM 2010 – International Fair of Environmental Friendly Technologies, Heat Measurement and Savings as well as Energy Sources

PLACE: Katowice, ul. Bytkowska 1b,
DURATION FROM: 16th April 2010
TO: 18th April 2010



XIX Technical seminar "Exploitation Aspects of Electrical Machines and Drives".

PLACE: Rytro,
DURATION FROM: 26th May 2010
TO: 28th May 2010

Conference "Automation, Electricity, Interferences – 2010"

PLACE: Jurata,
DURATION FROM: 23rd June 2010
TO: 26th June 2010



ENERGETAB 2010 – International Fair of Energy in Bielsko

PLACE: Bielsko Biała, Al. Armii Krajowej 220,
DURATION FROM: 14th September 2010
TO: 16th September 2010



POLEKO 2010 – International Ecology Fair

PLACE: Poznań, ul. Głogowska 14, (Fair Area of International Poznań Fairs MTP),
DURATION FROM: 23rd November 2010
TO: 26th November 2010

For this fair we are planning the PERMANENT conference in 2011.

This set of fairs/conferences could be repeated in 2011.

PAPERS/JOURNALS

Proposed as potentially useful for PERMANENT PROJECT

gazeta samorządu i administracji

wydanie internetowe

THE NEWSPAPER of SELF-GOVERNMENT and ADMINISTRATION



NEW INDUSTRY



ENERGETICS

SCIENTIFIC-TECHNICAL JOURNAL of ASSOCIATION of POLISH ELECTRICITY ENGINEERS



BUSINESS and ECOLOGY

MAILING LISTS

FEWE has about 1200 receivers of our newsletters for other projects, so it is absolutely achievable to get about 150 in Poland for PERMANENT.

FEWE participation so far in 3 promoting and awareness events:

- i. Seminar in frame of EIE CHANGE BEST project, 6-7th Oct 2009 Łopuszna: presentation of the EIE – PERMANENT project objectives and short introduction of IPMVP and IEEFP (20 min. presentation). 18 participants.
- ii. Seminar ENERGY FINANCE 2009, 29th Oct 2009, Warszawa: short introduction of EIE – PERMANENT project objectives and IEEFP (10 min. speech). 60 participants.
- iii. Seminar in frame of Promotion of Clean Business in Poland, 9th Feb 2010, Tarnów: short presentation of the EIE – PERMANENT project objectives and introduction of IPMVP (30 min. presentation). 27 participants

HEP-ESCO - Croatia

HEP-ESCO has so far identified the following Members of the Local Advisory Group

Institution / address	Contact Person
Ministry of Economy, Labour and Entrepreneurship Ulica grada Vukovara 78 10 000 ZAGREB	Igor Raguzin Senior Advisor
Ministry of Environmental Protection, Physical Planning and Construction, Sektor za graditeljstvo Ulica Republike Austrije 14 10 000 ZAGREB	Lino Fučić Chief Sector
Ministry of Finance Uprava za europske integracije i međunarodne financijske odnose Katančićeva 5 10 000 ZAGREB	mr. sc. Vladimira Ivandić Director
Environmental Protection and Energy Efficiency Fund Ksaver 208 10 000 ZAGREB	Željko Kučić & mr. sc. Marija Šćulac Domac, Head of the programs and projects of energy efficiency and renewable energy
Energy Institute Hrvoje Požar Savska cesta 163 10 000 ZAGREB	Željka Hrs Borković
FAKULTET ELEKTROTEHNIKE I RAČUNARSTVA Zavod za visoki napon i enegetiku Unska 3 10 000 ZAGREB	Prof. dr. sc. Nenad Debrecin Professor
Faculty of Mechanical Engineering and Naval Architecture Katedra za toplinsku i procesnu tehniku Ivana Lučića 5 10 000 ZAGREB	Dr. sc. Vladimir Soldo Assistant Professor
EKONERG - Energy and Environmental Protection Institute p.p.144 Koranska 5 10 000 ZAGREB	mr. sc. Zdravko Mužek Director
UNDP Croatia	Zoran Morvaj National Project Manager
INSTITUT ZA ELEKTROPRIVREDU I ENERGETIKU d.d. Ulica grada Vukovara 37 10 000 ZAGREB, p.p. 293	Jakša Topić Director
INTELIGENTNA ENERGIJA Cluster RES Dužice 1 10 000 ZAGREB	Mladen Perkov Cluster manager

So far the following exhibition places and professional journals are identified:

	<i>List of exhibition places (min. 4) at which information about PERMANENT can be placed</i>	<i>List of professional journals (min. 3) in which we could publish articles about PERMANENT</i>
1.	ZAGREB, ZV - Interklima	EGE
2.	DUBROVNIK - Procesna postrojenja	GRADITELJ
3.	SPLIT - SGE u gradovima i županijama u RH	
4.	ROVINJ - Konferencija za rasvjetu	

ANNEX I – PERMANENT project logo

