



Report on all newsletters, press- releases, dissemination materials, web- and social media activities

Work package 6

D6.5

TrustEE

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TrustEE

FINANCING AND REALISING ENERGY EFFICIENCY AND RENEWABLES IN INDUSTRY

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1 Purpose

TrustEE is a three-year project (2016-2019) financed by the European Commission Horizon 2020 Framework Programme for Research and Innovation. The vision for the project is to finance and realise energy efficiency (EE) and renewable energy (RE) projects, with a focus on process heating applications at small and medium sized industrial enterprises (SMEs).

The purpose of Deliverable 6.5 is to summarise and report the outcomes of WP6 communication and dissemination efforts including e-newsletters, press releases, materials, social media activities, etc.

2 Summary

Over the course of the TrustEE project (2016-2020) TrustEE partners published and disseminated press releases, e-newsletter articles, web and print content. The primary channels for distribution of this content included the eceee, ainia and the AEE Intec e-newsletter distribution lists and related social media accounts. The press releases and e-newsletter reached an average user base of 28,000 subscribers, including businesses, policy makers, consultants, trade associations, technical and research organisations, academia, researchers and financiers (# of subscribers for eceee = 6,000, AEE INTEC = 6,000, ainia = 11,000+; Uevora = 5000).

The results include the following:

- **Twelve** e-newsletter articles and press releases disseminated to an average of **28,000** stakeholders across Europe
- Total touch points of over **336,000**
- Distributed TrustEE-branded print and dissemination materials at workshops and conferences, including a brochure (English, German, Spanish) and a poster (English, German), at more than 10 conferences and events throughout Europe
- Maintained and updated website with relevant content and key findings including an infographic showcasing the potential for sustainable process heating technologies; news from participation in conferences and workshops; an infographic highlighting the TrustEE financing model, a Library with key results/reports, and Project Developer Network page (“supplier pool”)
- One **radio interview** with media
- Developed and spread **eight social media articles** promoting TrustEE via Linked In
- Shared **thirty+ social media** posts on Twitter, Linked In and via other owned social media channels
- Shared TrustEE informational presentation via SlideShare (52 views)
- Using the hashtag #TrustEE all partner (led and coordinated by AEE INTEC) published news, updates, conferences, etc.
- In total more than **250 tweets** were released, reaching more than 150,000 per tweet (maximum more than 500,000 user). All partners used their own accounts and by this made advantage of existing followers and structures.

3 Appendix: E-news and social media tracking

| Partner | Type | Date | Approximate # reached | Link(s) |
|---------------|---------------------|------------|-----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Borg Co/eceee | e-newsletter | 2016-09-20 | 6000 | https://www.eceee.org/all-news/news/news-2016/2016-09-20/ |
| Borg Co/eceee | e-newsletter | 2017-09-19 | 6000 | https://www.eceee.org/all-news/news/news-2017/trustee-to-finance-and-realise-combined-efficiency-and-renewable-energy-investments-in-industry/ |
| Borg Co/eceee | Linkedin news post | 2016-09-20 | 50 | www.linkedin.com |
| Borg Co/eceee | Linkedin news post | 2017-09-20 | 54 | www.linkedin.com |
| AEE INTEC | e-newsletter | 2016-09-26 | 5800 | - |
| AEE INTEC | e-newsletter | 2017-10-03 | 5800 | - |
| Uevora | e-news | 2016-11-17 | 5000 | http://www.skanplatform.org/posts/1716 |
| Uevora | e-news | 2016-11-17 | 5000 | http://www.der.uevora.pt/informacoes/noticias/(item)/20901 |
| Uevora | link to the webpage | 2017-11-14 | 5000 | www.linkedin.com |
| Uevora | Contact | sept/2017 | 5000 | http://www.rda.pt/ |

| Partner | Type | Date | Approximate # reached | Link(s) |
|---------------|------------------|--------------------|-----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| AINIA | web page | 2016-09-30 | 1265 | http://www.ainia.es/proyectos-idi/arranca-trustee-con-el-objetivo-de-apoyar-proyectos-de-eficiencia-energetica-y-energias-renovables/ |
| AINIA | e-newsletter | 2017-11-01 | 11,265 | http://www.ainia.es/tecnoalimentalia/formacion/citas-formativas-europeas-internacionales-ainia/ |
| AEE | e-newsletter | 04-2018 06-2018 | 5800 | - |
| Borg Co/eceee | e-news + article | 2018-10-25 | 6000 | https://www.eceee.org/all-news/news/news-2018/financing-for-industrial-efficiency-is-available-but-where-are-the-projects-new-models-can-change-this/ |
| Borg Co/eceee | e-news + article | 2018-12-11 | 6000 | TBD |
| AINIA | e-news + article | 2019-01-09 | 13,060 | https://www.ainia.es/tecnoalimentalia/tecnologia/trustee-plataforma-proyectos-eficiencia-energetica-energias-renovables/ |

| Partner | Type | Date | Approximate # reached | Link(s) |
|-----------------------------------|----------------------|------------|-----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| AINIA | Press release | 2019-02-11 | 200 media outlets | |
| AINIA | Radio interview | 2019-02-13 | Unknown | |
| Borg Co/eceee | Linked in article | 2019-06-12 | 500+ (25 views) | https://www.linkedin.com/pulse/realizing-industrial-clean-energy-projects-improved-liquidity-erwin/ |
| Borg Co/eceee | eceee news article | 2019-06-25 | 6000 | https://www.eceee.org/all-news/columns/trustee-tests-new-model-to-finance-efficiency/ |
| Borg Co/eceee | Linked in article | 2019-11-29 | 500+ (6 views) | https://www.linkedin.com/pulse/we-have-capital-where-projects-jason-erwin/ |
| AINIA | e-newsletter + video | 2020-01-27 | 13,060 | pending (the newsletter will include a short video, still in edition, in Spanish explaining how companies can take profit of TrustEE) |
| Borg Co/eceee, AEE, ainia, Uevora | e-news article | 2020-02 | 28,000 | www.eceee.org (exact link pending but will be distributed via eceee news feed) |