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WP7 – Communication, Dissemination and Networking

D 7.5 - OPERATION PLAN

CONURBANT –

*An inclusive peer-to-peer approach to involve
EU conurbations and wide urban areas in
participating to the Covenant of Mayors*

Intelligent Energy Europe (IEE)
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**CONURBANT – An inclusive peer-to-peer approach to involve EU conurbations
and wide urban areas in participating to the Covenant of Mayors –
www.conurbant.eu**



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Deliverable Abstract

Dissemination is intrinsically linked to exploitation in the sense that efficient publicity is a facilitator of the exploitation of project results beyond the project lifetime.

Moreover dissemination allows to measure acceptance of the proposed concepts and reuse of them in other projects.

While the Dissemination and Communication Plan defines the strategy and planned activities, the Operation Plan (or Exploitation Plan), presents in details the actual activities and how they support exploitation.

The present document is a final version of the updated version of CONURBANT Operation Plan (Exploitation Plan). This version is issued at the end of the project (Month 36).

The aim of this Operation Plan is to propose an effective use of the results of the CONURBANT project after the end of its lifetime both at the EU and national levels. There are two main levels of exploitation: within the project areas and at EU level for a wider scope of network enlargement.

The main purpose of the present Operation Plan is to organize follow-up activities and make use of the project results after the end of the project activities.

It contains partners' preliminary intentions towards exploiting the project results to support their own business or activities, as laid down in the project Description of Work.

It also includes the dissemination channels implemented to date as well as the plans for the other identified channels during the implementation of the project.



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LIST OF ABBREVIATIONS

WP – Work Package

D – Deliverable

RES - Renewable Energy Sources

SEAP – Sustainable Energy Action Plan

IEE – Intelligent Energy Europe

GHG – Greenhouse Gas

SEC - Sustainable Energy Citizenship

EEN – Enterprise Europe Network

ELENA - European Local ENergy Assistance



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I. EXECUTIVE SUMMARY

I.1. PROJECT DESCRIPTION

The main strategic objective of the CONURBANT project is to support achieving the European Union's targets on CO₂ emissions and increasing of RES and climate protection, by involving communities in actions that promote sustainable energy action planning and aim at going beyond the 20-20 objectives.

Project objectives:

- To introduce a peer-to-peer approach between medium and large EU cities and involving their smaller, surrounding conurbation towns and to sustain the role of local governments as political and administrative bodies guiding their communities in the development of sustainable energy strategies;
- To develop, implement and monitor SEAPs in all Trainee Cities and Conurbation towns during the project's lifetime addressing the use of local resources, stakeholder involvement and public awareness-raising in order to embrace sustainable energy planning in a holistic way;
- To guarantee the institutionalization of sustainable energy policies and to ensure the coherent implementation and political continuity of SEAPs during and after the project's lifetime;
- To make the results widely available and enlarge the network of energy twin-cities and energy-twin conurbations at EU level.

I.2. SOURCE OF FUNDING

The CONURBANT project is a three-year-project funded within the framework of the Intelligent Energy Europe Programme - Contract No: IEE/10/380/SI2.589427- CONURBANT

Duration of the action: start – 10 May 2011; end – 09 May 2014



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I.3. PARTNERSHIP

TUTORING CITIES – peer-to-peer sharing of experience, training monitoring of Trainee cities:

- Municipality of Padova, Italy
- Municipality of Alba Iulia, Romania

TRAINEE CITIES - medium and large Municipalities (over 50.000 inhabitants) and their conurbations with little or no experience in Covenant of Mayors and, in general, in GHG emission inventories and sustainable energy action planning. They are recipient of peer-to-peer support, training, transfer of good practices, and development of technical and non-technical capacities in order to develop and implement their own SEAPs :

- Municipality of Vicenza, Italy
- Municipality of Osijek, Croatia
- Municipality of Palma de Mallorca, Spain
- Municipality of Limassol, Cyprus
- Municipality of Arad, Romania
- Municipality of Timișoara - Romania
- Municipality of Salaspils - Latvia
- Municipality of Vratsa – Bulgaria

TECHNICAL PARTNERS – Local support in the implementation of specific activities

- Sogesca Srl - Italy
- Albea - Spain
- Stratagem Energy Ltd - Cyprus
- Ekodoma - Latvia



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- Chamber of Commerce and Industry-Vratsa – Bulgaria

OPERATION PLAN

II.1. MAIN OBJECTIVES

The main goal of the present Operation Plan is to establish suitable actions to make CONURBANT a successful and sustainable project. Generally, it is based on the Dissemination and Communication Plan elaborated by the CONURBANT PR office adopting the most appropriate dissemination tools and channels elaborated so far in order to exploit the results achieved during the project implementation.

Additionally, the deliverable provides an overview of the designed dissemination materials to exploit the accomplished results and outlines the exploitable components.

More specifically, the objectives of the Operation plan are:

- to establish and maintain mechanisms for effective exploitation;
- to inform stakeholders of the project development and encourage interactions/ networking;
- to coordinate all levels and types of exploitation of the knowledge produced by the project;
- to ensure that information is shared with appropriate audiences on a timely basis and by the most effective means.



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II.2. RESPONSIBILITIES

Chamber of Commerce and Industry – Vratsa, Bulgaria, acting as a WP7 leader, is responsible for the elaboration and implementation of this final version of CONURBANT Operation Plan. Nevertheless, all project partners have to contribute to further development of this deliverable and implement all relative actions.

II.3. TARGET AUDIENCE

For an effective exploitation of CONURBANT outcomes, the following main target groups and key actors have been identified as the final end-users to adopt or apply the results of the project and potentially benefit from the knowledge produced:

II.3.1. Target groups

The main target groups of the CONURBANT project are Municipalities, and in particular medium and large Municipalities (over 50.000 inhabitants) and their surroundings, smaller conurbation towns (usually with less than 20.000 inhabitants).

More specifically, medium and large Municipalities and conurbations with little or no experience in the Covenant of Mayors and, in general, in GHG emission inventories and sustainable energy action planning.

These Municipalities are called 'Trainee Municipalities'. They are project partners and there are 8 of them in 7 project countries (Vicenza - Italy, Osijek - Croatia, Palma de Mallorca - Spain, Limassol - Cyprus, Arad - Romania, Timisoara - Romania, Salaspils - Latvia, Vratsa - Bulgaria). Altogether they include a population of over 2 million people.



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The smaller Municipalities are called 'Conurbation Towns' and are located in the surrounding territory of the 8 Trainee Municipalities and of the 2 more experienced 'Tutoring cities' (Padova – Italy and Alba Iulia – Romania).

Trainee Municipalities and Conurbation towns together include a population of almost 2.5 millions

II.3.2. Key actors

The main key actors of the project are the ones that are:

- directly involved in peer-to-peer support and training at EU level and local level,
- directly involved at local level in the development and implementation of SEAPs,
- directly contribute to the successful enlargement of the network of energy twin cities across EU.
 - Local political decision-makers, including also opposition leaders: have a particularly important role as they are keys for the successful implementation of the SEAPs and for their institutionalization;
 - Tutoring cities: peer-to-peer sharing of experience, training, monitoring of Trainee cities;
 - Other expert cities in Europe: extra peer-to-peer sharing of experience, good practices, low budget study tours (already organized for other SEC projects);
 - Conurbation towns: to introduce the “conurbation approach”, giving territorial coherence and continuity to specific actions those need a larger territorial approach;
 - Local technical experts: local support in the implementation of specific activities (GHG emissions inventory, SEAPs development and implementation);



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- Local Communities / Forum stakeholders: bottom up creation of the local SEAPs, contributions to the definition of local tasks and local projects and support in the implementation of local actions foreseen by SEAP.

II.4. LEVELS OF EXPLOITATION

In order to ensure a successful and sustainable exploitation of CONURBANT results, the Operation Plan will be implemented at 3 strategic levels:

- local / regional - Includes dissemination within own organization and to local partners – each partner has partners on local level and participates in different events;
- national - After the project implementation partners will have attendance at national events such as workshops, seminars, conferences, etc. There they can represent project and project materials.
- European - Participation in international conferences, round tables, postings in social networks, e-mailing are all activities aiming to have a broader European impact.

II.5. EXPLOITABLE COMPONENTS

The main CONURBANT tools and channels of dissemination (already described in details in deliverable D7.3 - Dissemination and Communication Plan) that have been established during the project implementation shall be used for the purpose of exploiting project results.

II.5.1. CONURBANT dissemination channels and tools:

- Project Website – www.conurbant.eu - It contains up-to-date information and is a source of reliable information. The website is user friendly



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and presents the information in easy for understanding way. CONURBANT website provides useful links to other IEE project and some other links with useful information. The website is updated regularly with news and information and all project partners are involved by providing inputs that might be interesting. Project logo is an integral part of the website and gives it an identity. Ready project materials are uploaded on the project website – so that the partners to disseminate this information among partners organizations even after the end of the project;

- Public Mailing list - Mailings and E-mail groups, E-mailing are used and will be used as a key factor for sending the results and materials of the project;

- Opportunity based PR – All partners will continue to distribute information about the project and its results after the end of the project during different events and occasions;

- Project leaflets - Printed materials will be also disseminated after the end of the project;

- Project e-newsletters – The issued e-newsletters will be disseminated via e-mails, uploaded on the websites, shared links, etc.;

- Project final brochure (final publishable report) – The Project Final brochure will be disseminated after the end of the project and it will show the sustainability of the project and its results;

- Video Clip - Videos have always been the most persuasive tool because of the options they give. The versions that have to be produced are short (3 minutes) and long (10 minutes) movie. They will be played during different events and will be uploaded on the website as well as in Facebook and YouTube; third part pages (links); social media;

- International workshops - All partners have the chance to regularly attend events at local, national and international levels – so after the project implementation partners will continue with the promotion of achieved results and prepared materials under project.



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- Annual Energy Days – The partners will continue to organize and participate in the Annual Energy Days and International events if there is such an opportunity. During these events the CONURANT results and outputs will be widely disseminated in order to reach more people.

- Increasing the number of Municipalities signing the Covenant - all partners will continue to put their efforts and use their existing contacts with Municipalities on National and EU level in order to increase the number of Municipalities signing the Covenant .

- PR office - Information about the project according to the daily activities of the partners – company visits, events organized within the partner organizations, conferences, trainings, presentations, Face-to-face contacts - one of the most efficient ways for reaching focus audience.

II.5.2. Other channels and tools (wide-range audience):

- Mass media - publications on websites; press releases; short videos; social media; articles in journals and reports;

- Partners' web sites - Project section on the partner organizations' websites;

- Partners' offices – Information about the project in the daily activities of the partners – company visits, face to face meetings, events organized within the partner organizations, conferences, trainings, presentations, etc.;

- Third parties web sites – Information about the project and its activities on Third parties web sites;

- EEN internal channels (special audience – EEN members):

- EEN conferences and trainings



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- EEN web site
- National EEN websites
- EEN partners websites belonging to the CONURBANT consortium
- EEN sector groups

II.5.3. Project dissemination tools

Dissemination tools produced that will be used to exploit CONURBANT results:

- Logo and graphical identity of project dissemination materials;
- Training Programme for Municipalities and Conurbation towns;
- Report of training seminars including main proposed integrations;
- Report of local training sessions for Trainee municipalities and Conurbation towns;
- Report on centralized training sessions for EU Municipalities;
- Report on survey preparation;
- Report on cross-cutting, energy-related policies in Municipalities and conurbation areas;
- Report on local Municipal energy policy strategies;
- List of signatories (including Conurbation towns);
- Report on energy baseline assessments, including comments and lessons learnt/methodology adopted by each community to collect data;
- Report on the implementation of local forums;
- Collection of SEAPs;
- Report on Conurbation working groups;
- Report on the monitoring and evaluation of institutionalization;
- Project Leaflet in all project languages – English, Italian, Spanish, Croatian, Greek, Romanian, Latvian and Bulgarian;
- Website;



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- Video Clip;
- Operation Plan;
- Set of updated IEE Common Performance indicators including their baseline and assumptions for extrapolation;
- Project Final Brochure (Final Publishable Report);
- Joint projects report on the peer-to-peer approach, including: initial guideline, organizational details, good practices and examples, success factors and barriers;
- Report on the selection of actions to be implemented;
- Report on the proposals to the ELENA facility;
- Report on the implementation of the actions;
- Report on the monitoring and evaluation of training activities;
- Report on the evaluation and monitoring of SEAPs;
- Report on selection and implementation of actions including: detailed data on energy/C02 savings and RES installations, how Municipalities secured funding for implementation and lessons learned on the searching for funds;
- Policy paper and recommendations for EU policy makers (focused on project's experiences ad lessons learnt from participating Municipalities);
- Report on Dissemination activities.

III. CONCLUSION

The CONURBANT Operation plan defines a complete and tailored set of instruments and mechanisms for effective and sustainable promotion of the CONURBANT project, its objectives and its results. It is related to the communication and dissemination strategy adopted by the project using the already established tools and channels.

Project creates useful and strong partnership, which will be the basis for a future application in different programs.



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