

D6.6 Report on dissemination activities [Interim]





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DISSEMINATION LEVEL

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- ☐ Confidential, only for members of the consortium (including the Commission Services)

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1. Introduction

This report provides a detailed summary of the dissemination activities conducted by the START2ACT partners during the first 18 months of the project. Dissemination in START2ACT has the objective of maximizing the project's visibility and spreading pertinent information on its goals, activities and results to the relevant stakeholders, thereby fostering the engagement of the target groups in the project's activities as well as exploitation of its outcomes.

The document is structured in a way to present in a comprehensive way the existing dissemination tools and channels (Chapter 2), dissemination actions carried out on the overall project level by the START2ACT partners and media external to the project (Chapter 3), and START2ACT's cooperation with other relevant projects and initiatives (Chapter 4). In addition, the assessment of progress achieved and recommendations for future actions is provided (Chapter 5).

Overall, the START2ACT project has been very active in its first 18 months in reaching out to its target groups and other stakeholders and establishing strong visibility across several platforms. The project is therefore on track to reach its dissemination and communication targets as all dissemination actions within START2ACT were performed in line with the main objectives identified by the consortium within WP6 and the Plan for Dissemination, Communication and Exploitation of Project Results (D6.1):

- » **Efforts were taken to maximise the project's visibility through the project's and partners' websites and social media accounts;**
- » **Pertinent information on START2ACT's goals, activities and results was shared among relevant stakeholders and the wider public through online and press articles, TV and media coverage;**
- » **Partners fostered the engagement of the target groups in START2ACT's activities by active promotion during various dissemination events.**
- » **Furthermore, initial exploitation of project results was initiated by making several already existing START2ACT outcomes publicly available.**

Particular attention was paid to promoting the project both on the joint dissemination channels (e.g. project website, project social media) as well as on the independent websites and channels of the partners. Furthermore, a broad selection of distributable dissemination materials was carefully developed and produced, applying the specifications of the Visual Identity (D6.2). Finally, START2ACT attended various business and sustainability-related events on both the local and international level to facilitate personal encounters with business actors and to build the START2ACT network.

This report will also serve as a benchmark for the upcoming period, allowing the partners to easily identify opportunities and better tackle challenges which arise during the implementation and planning of future dissemination activities.

2. Dissemination tools and channels

During the first 18 months of the project, a variety of START2ACT dissemination and communication channels and tools were established with the aim of facilitating the implementation of the dissemination activities.

The printed materials served as an essential asset to events and START2ACT activities. Two main online channels were deployed: the website and social media accounts. The multifunctional nature of the project's official website (www.start2act.eu) allows not only publishing results, downloads and online tools, but also sharing news and updates both relating to START2ACT's activities and its mission in general. The social media accounts, on the other hand, were the main sources of interaction with external actors, including major players in the energy efficiency field in the EU, and helped establishing a positive public identity for START2ACT.

This chapter introduces both the published materials and the online channels which fed information to the public on ongoing and upcoming endeavours within the project.

2.1 Dissemination materials

START2ACT's distinct visual identity (as described in D6.2) served as a key to convey a strong, consistent and unique image of the START2ACT project, enabling clear recognition of START2ACT among its target groups. The project's visibility was further increased by the production of a number of printed materials which were disseminated free-of-charge and presented at different project and external events.

The first set of dissemination materials produced by START2ACT included a leaflet and a poster about the project (for details see D6.3). Since then, several new materials have been created, such as information sheets, stickers and thermometers. The materials, such as the START2ACT Stickers and Thermometers, which not only promote the key messages of the project but also bear standalone functionality, were especially popular among the audience and helped to contribute to the environmental mission of START2ACT.

All the content of the dissemination materials was translated to the languages of the partner countries, thus helping the project mission to be known among a wider audience. Moreover, all the materials are publicly available (in all project languages) via the project website under the "[Results and Downloads](#)" section. To highlight the cooperation among the countries and present the participating organizations, all of the materials refer to the partner countries by either including the country flags, the logo of the partner organization or both.

Table 1 below provides an overview of the dissemination materials produced by the project during the first 18 months.

Table 1: START2ACT Dissemination Materials

Dissemination material	Use of the material
TWO-SIDED FLYERS (#1)(#2)	One of the first START2ACT products, the flyer is a material that was widely distributed at multiple types of events (conference, workshop, networking events, etc.) due to its compact size. Later, a second version of the flyers has been issued with updated visuals and a portrait orientation.
A1-SIZE POSTER	The poster was used to promote START2ACT at designated bulletin boards or office buildings. It also describes the mission and activities of START2ACT in general.
X-BANNER	The X-Banner was used at both START2ACT's own activities (Business Breakfasts) and dissemination events. It demonstrates our activities and highlights achievements and results conveying a key promotional message ("Join us and unlock your company's potential!")
THERMOMETER	The thermometer is a paper-based functional device that allows users to identify energy saving potentials based on how they adjust the office temperature. This way, it sends a clear message about sustainability while also promoting the project. It was distributed at both dissemination events and START2ACT activities.
STICKERS	The stickers are part of a two-sided dissemination material. They should be used on office appliance in order to remind users to turn them off when not in use. The stickers proved to be a popular take-away dissemination material at dissemination events due to their attractive design and easy usability.
ENERGY SAVING TIPS SHEET	The tips sheet is the backside to the stickers' material. It contains clear suggestions on how to best save energy at the office via easy-to-use measures. By being put together with the stickers, the users could eventually pin this sheet on their office walls. Accordingly, it was also distributed at dissemination and original START2ACT events.
FACTSHEET	The START2ACT comprehensive factsheet introduces the objectives of the START2ACT project and promotes its activities and benefits. As it provides a concise overview on the benefits of the project, it served as a valuable dissemination resource at events attended by START2ACT, especially those where the project could secure its own representational booth.



Figure 1: Newest dissemination materials of START2ACT

Top Left Flyer: We help young SMEs & startups to reduce energy use through simple, day-to-day actions. Take part in our free-of-charge activities in nine EU countries and boost the energy efficiency of your company! Services include Business Breakfasts for SMEs, Mentoring for Startups, On-site Training for SMEs, and Ask the Expert. Contact: start2act@startups.be, start2act@sofena.com, start2act@eihp.hr, start2act@enviros.cz, start2act@geonardo.com, start2act@kape.gov.pl, start2act@enero.ro, start2act@siea.gov.sk, start2act@carbontrust.com.

Top Right Poster: ENGAGING STARTUPS AND YOUNG SMEs IN TAKING ACTION ON ENERGY EFFICIENCY. 40+ BUSINESS BREAKFASTS ORGANIZED, 20% REDUCTION OF YOUR ENERGY CONSUMPTION, 1200+ STARTUP ENTREPRENEURS TRAINED, 8000+ MANAGERS AND STAFF OF YOUNG SMEs TRAINED. Join us and unlock your company's full potential! Benefits: Reduce your carbon footprint, Save money, Gain competitive advantage, Optimise your resources.

Bottom Left Poster: For updates on activities in your area, contact your local partner or visit our country-specific websites at www.start2act.eu. Includes a list of local partners and their contact information.

Bottom Right Thermometer: How much heating/cooling cost can you save? Winter: 1°C ↓ saves 8%, Summer: 1°C ↑ saves 3%. The thermometer scale ranges from -1°C (blue) to 1°C (red).



START2ACT ON ENERGY EFFICIENCY

Label your light switches, coffee machines, printers, and other devices.

START2ACT ON ENERGY EFFICIENCY

Simple and no-cost measures for every day

LIGHTING:
SAVE UP TO **10%** OF LIGHTING COSTS

- ✓ Switch off all non-essential lighting out of business hours
- ✓ Switch off lights if you leave an area
- ✓ Replace old lamps with LEDs and keep controls in good working order
- ✓ Clean windows and light fittings regularly to reduce the need for artificial lighting

HEATING AND COOLING:
SAVE UP TO **20%** OF HEATING AND COOLING COSTS

- ✓ Switch off heating and cooling before the end of the working day where possible
- ✓ Make sure heating and cooling don't run at the same time
- ✓ Set your heating to 19-21°C in winter and your cooling to 24°C or above in summer
- ✓ Never open the window when heating OR cooling systems are on

OFFICE EQUIPMENT:
SAVE UP TO **20%** OF EQUIPMENT OPERATING COSTS

- ✓ Switch off all PCs, laptops and monitors when not in use
- ✓ Set computers to auto sleep after five minutes of inactivity
- ✓ Charge electrical devices for no longer than necessary



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Small business?

Join START2ACT and unlock your company's full potential!

START2ACT is a group of international energy & entrepreneurship experts joining forces to make small businesses more energy-conscious with the support of the European Union.

WHAT IS IN IT FOR YOU?

Optimise Your Resources

- Receive free-of-charge and bespoke advice on opportunities for energy efficiency in your organisation.
- Ensure that you are taking the right energy efficiency measures – START2ACT can help you identify those actions with high impact for your specific case.
- What works for other businesses may not work for you – let START2ACT experts do the hard work for you rather than dedicating resources to research this.

Save Costs


- START2ACT bundles information and individual solutions on energy efficiency for your company – many measures are easy to implement, don't cost much and can save resources for other areas of your business.
- Investing in energy efficiency pays off – some measures can bring up to 2.5 times return on investment.

Gain Competitive Advantage


- START2ACT supports you to embed energy efficiency from an early stage of your business to use this as a competitive benefit and to build up a reputation for being green.
- Energy efficiency measures help your business to boost its green image.
- START2ACT broadens your network and brings you in touch with other companies and people keen on acting green.

Reduce Your and Europe's Carbon Footprint

- START2ACT experts discuss and identify together with you measures to lower the impact of your company on environment and climate.
- Implement environmental-conscious thinking in all areas of your business to influence Europe's business landscape in a sustainable manner.



Visit www.start2act.eu and get all necessary information on available support and free participation.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101016662.

2.2 Online channels

This section provides an overview of the existing online dissemination channels of the START2ACT project, differentiating between the project website and social media accounts.

START2ACT Website

The website is the main pillar of START2ACT's online presence interlinked with START2ACT's social media accounts. The URL of the START2ACT website is <http://www.start2act.eu>.

The structure of the website is simple, linear and interactive, employing a so-called impactive carousel which enables easy access to the latest news and initiatives.

The START2ACT web page and each of the available subpages are available in the languages of the START2ACT partner countries. The language versions can be reached by clicking the respective flag on the upper right corner of the screen.

The navigation part on the top of the page enables quick access to the subpages of the website. The **"About START2ACT"** menu option leads to the subpages containing information on the project as a whole, as well as on activities, results, downloads, partners, target groups, and cooperative partners. The materials are made publicly available. In this way START2ACT took a first steps in implementing its exploitation strategy, for example, by allowing visitors easily access the Training Kits for SMEs and startups as well as Training of Trainers Manual with further replication purpose. Apart from public deliverables, dissemination materials of START2ACT can be **freely downloaded** in any language of START2ACT participating countries.

The website also includes the access page to the **Partner Area** which is a tool used by the partners to upload relevant project documents and information on events they are organising allowing the coordinator to have a comprehensive overview of the project's ongoing and planned activities and take dissemination action accordingly. Additionally, the administrative website tools for partners make the dissemination and communication of project results more effective and faster with wider outreach coverage.

The **Interactive Energy Saving Platform** menu option leads to the three key components of this online tool: The Knowledge Base, the Energy Saving Competition and the E-learning platform. These resources can be accessed additionally via the interactive button located on the front page. All the features of the platform have been actively promoted via social media by the START2ACT consortium. Moreover, the embedded twitter feed for the Energy Saving Competition (Summer Edition) with the popular hashtag *#S2AChallenge* further shows the dissemination and outreach campaign implemented by START2ACT in order to engage relevant stakeholders.

The next two menu options are the **"News"** and **"Events"** sections. They contain information on the partners' activities, START2ACT meetings and ongoing campaigns serving as main dissemination sources on the website. Recently this section has undergone changes in order to present updates from all participating countries in a more structured way. Currently the updates are sorted by countries (depicted with relevant flags); additionally, the differentiation was done for external and START2ACT events (the latter depicted with a logo).

A particular feature of the website includes three special boxes on the right side serving different purposes. The table below provides detailed description of the respective boxes.

Table 2: Informative boxes on the START2ACT website

Box type	Purpose and description
"TIP OF THE DAY"	The top box shows the so-called "Tip of the day" on how to be energy efficient at the workplace. In order to promote START2ACT's mission, every day a different tip can be seen which is automatically chosen from the START2ACT's database of tips. To make it interactive, the user can evaluate the appearing tip by clicking on the circle that deems it either useful or not useful.
INTERACTIVE ENERGY SAVING GAME	Another similar box contains a reference to the Interactive Energy Saving Game that was developed by the project team in order to serve as a teaser for the E-learning course as well as an informative tool about energy efficiency in the office (originally used for a local event in Hungary). The Game is an extra added value tool developed by the Coordinator (not foreseen in the DoA) which proved to attract many visitors to the website.
TWITTER FEED	A box containing the latest Tweets was created in order to better engage and interact with the audience and to pool all ongoing updates on the website in an easily accessible fashion.

Detailed coverage and outreach statistics for the START2ACT website are presented in Chapter 3.2.

START2ACT's Social media accounts

Since the beginning of START2ACT, the project has established several online channels where news, updates, and social media posts were published.

The three social media channels actively used by the project for dissemination and communication purposes are the following:

- » Facebook: <https://www.facebook.com/START2ACTproject/?rc=p>
- » Twitter: <https://twitter.com/start2act>
- » LinkedIn: <https://linkedin.com/in/start2act>

Activity on social media is frequent and proactive. It also serves as a platform to engage external actors as interaction is simple and requires relatively low effort. Twitter is the main channel of interaction with other EU projects, EU entities and important individuals in the environmental and SME field. Facebook serves a useful platform to create and promote START2ACT events, such as the Business Breakfasts. LinkedIn mainly attracts the attention of EU project professionals and practitioners in the energy field.

Detailed coverage and outreach statistics for the online tools are presented in Chapter 3.2.

3. Dissemination actions

The dissemination actions of START2ACT were carried out in accordance with the envisaged Work Plan (Task 6.3) and Dissemination and Communication Plan (D6.1). Activities included posting news on the project website, the company websites of the partners as well as external websites. Additionally, a strong social media presence was established via regular posts on the official START2ACT channels and via partners and external actors (other initiatives, projects or entities). The partners further contacted relevant entities and media via their outreach channels and participation in relevant events in order to disseminate the project mission and to expand the network of stakeholders.

3.1 Partner Actions

This section provides an overview of the dissemination activities carried out by the project partners including published articles, social media campaigns and blog posts, the events they participated in, as well as their meetings with stakeholders and manufacturers.

The strong outreach capacity of the START2ACT partners helps to ensure maximising project's impact not only for the project's target audience, but also beyond. Already at the proposal stage, the partners identified appropriate outreach routes for engaging stakeholders, disseminating and exploiting project's results in their countries.

START2ACT partners have been very active in spreading information about project's mission, activities and results using their online and offline networks. Every partner was actively involved in publishing news in their national language as well as sharing updates from START2ACT website and social media outlets.

The report provides a detailed overview of partners' actions analysing conducted activities focusing on the progress towards dissemination and communication targets: article publication, event participation, meetings with stakeholders and social media efforts.

Articles & Blog posts

The partners regularly shared information on the project itself, its upcoming events and support activities in their own language. Every partner interlinked their institutional website with START2ACT's website, sharing not only general information, but including more specific information on project updates. This way the visitors of these websites are redirected to the project website, generating added traffic. The table and the screenshots below summarize START2ACT's presence on partners' institutional websites.

Table 3: Articles on START2ACT on partners' websites

Partner	Link to article	Type of article
EUROPA MEDIA	http://www.europamedia.org/projects/start2act	General description
GEONARDO	http://www.geonardo.com/projects/start2act	General description
CARBON TRUST	https://www.carbontrust.com/client-services/programmes/start2act/	General description; event announcement and newsletter mention
	https://www.carbontrust.com/about-us/events/2017/06/introduction-to-small-business-energy-and-efficiency-funding-peterborough/	
	https://www.carbontrust.com/media/674481/newsletter-june-2017-web.html	
CENTERDATA	https://www.centerdata.nl/en/projects-by-centerdata/start2act-0	General description; description of START2ACT support activities and the survey; information about the Baseline Assessment Report
	https://www.centerdata.nl/en/publications/start2act-baseline-assessment-report	
ENVIROS	https://www.enviros.cz/2017/05/04/workshop-zamereny-na-uspory-energii-pro-startupy-a-male-a-stredni-podniky/	Promotion of Business Breakfasts and the Summer Challenge
	https://www.enviros.cz/2017/05/25/brunch-zamereny-na-uspory-energii-pro-startupy-a-male-a-stredni-podniky/	
	https://www.enviros.cz/2017/08/16/jste-energeticky-efektivni-v-zamestnani/	
	https://www.enviros.cz/2017/03/17/business-breakfast-start2act/	
EIHP	http://www.eihp.hr/zapoceto-novi-h2020-projekt-start2act/	General description and updates on Business Breakfasts and START2ACT news
	http://www.eihp.hr/radionica-energetska-ucinkovitost-u-malim-i-srednjim-	



	drustvima/	
	http://www.eihp.hr/poziv-na-radionicu-energetska-ucinkovitost-u-malim-i-srednjim-drustvima/	
SOFENA	http://sofena.com/en/2016/10/30/sofena-is-a-partner-in-the-project-start2act-engaging-european-start-ups-and-young-smes-for-action-for-sustainable-energy-under-horizon-2020-programme/	General description
SIEA	http://www.siea.sk/aktualne-projekty-prehľad/c-14136/start2act/	General description
ENERO	http://www.enero.ro/?page_id=131 http://www.enero.ro/?page_id=149 http://www.enero.ro/?p=257	General description; call for action for the Baseline Assessment Report and update on the survey results
KAPE	https://www.kape.gov.pl/en_US/page/start2act	General description and updates on START2ACT

Additionally, partners further disseminated the information on the project in external information outlets, promoting both the project and its activities. A summarizing table of the news items published in media, external to the project, that were produced due to the effort of the partners can be found in Section 3.3 (Table 9).



Figure 2: Partners' coverage of START2ACT at their own websites



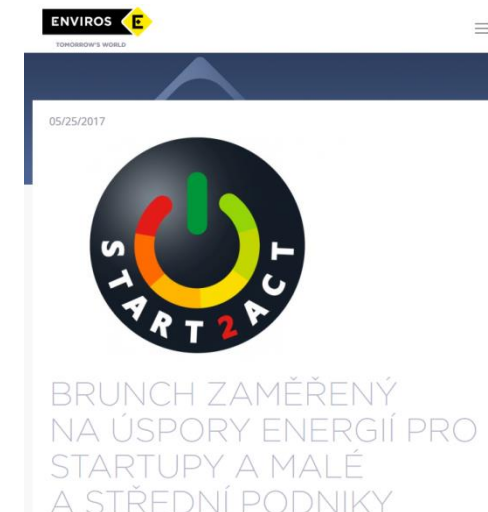
Start date: 01.03.2016
End date: 28.02.2019
Budget: €1,447,540
Funding programme: H2020-EE
Website: <http://www.start2act.eu>

START2ACT

Engaging European Start-ups and Young SMEs for Action for Sustainable Energy

Funded by the European Union's Horizon 2020 research and innovation programme, the mission of the START2ACT project is to support young SMEs and startups to save energy and cut costs at their workplace. To fulfill this mission, we are offering free-of-charge mentoring and training activities in nine European countries: Belgium, Bulgaria, Croatia, Czech Republic, Hungary, Poland, Romania, Slovakia and United Kingdom.

A key area of intervention in START2ACT to increase energy efficiency through behavioural change is office equipment, the fastest growing energy user in the business world, consuming 15% of the total electricity used in offices, which is expected to rise to 30% by 2020. START2ACT aims to trigger the use and uptake of the many available tools and solutions offering a great potential for energy and money savings. veľ still





ENERO – Center for the Promotion of Clean and Efficient Energy in Romania

NEWS / ȘTIRI ENERO

ENERO

PROIECTE RECENTE

PROIECTE – ARHIVA

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CAUTA

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START2ACT

Angajarea Start-up-urilor și a IMM-urilor nou înființate din Uniunea Europeană în acțiuni privind energia durabilă (acronim **START2ACT**)

START2ACT urmărește reducerea consumului de energie la nivel rezidențial în Uniunea Europeană, prin schimbarea comportamentului utilizatorilor în viața de zi cu zi, prin abordarea lor la locul de muncă. Axându-se pe start-up-urile și IMM-urile nou înființate, proiectul are în vedere tinerii antreprenori și companiile lor, precum și proprietarii și angajații IMM-urilor, în vederea introducerii de măsuri privind eficiența energetică în rutina zilnică.

O arie cheie de intervenție pentru creșterea eficienței energetice prin schimbarea comportamentului este reprezentată de echipamentele de birou. Acestea consumă 15% din totalul energiei electrice consumate în cadrul unui birou și se preconizează ca procentul să urce la 30% până în anul 2020.

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START2ACT

Ref./Contract no H2020-696069

Title START2ACT

Programme Horizon 2020

Duration 36 months

Coordinator Europa Media Non-Profit Ltd

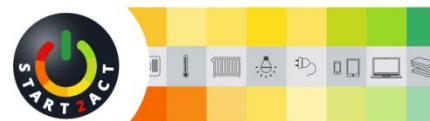
Website <http://www.start2act.eu/>

Summary

START2ACT aims to reduce residential energy consumption in the EU via changing the behaviour of consumers in their everyday lives by approaching them at their workplace. With a focus on European start-ups and young SMEs, the project aims at triggering action by young entrepreneurs and their emerging enterprises as well as by the owners and staff of young SMEs to introduce energy efficiency measures within their daily routines. Even though each start-up and SME consumes relatively small energy amounts, the collective environmental impact of 20 million SMEs in the EU is massive, contributing to 64% of environmental impact. Active engagement of start-ups and young SMEs is essential in order to reach the 20-20-20 EU goals and there is market potential for almost all enterprises to cost effectively reduce their energy consumption. START2ACT will unleash the potential of energy savings at European start-ups and young SMEs via a set of innovative educational and capacity building measures. A key area of intervention to increase energy efficiency through behavioural change is office equipment, the fastest growing energy user in the business world, consuming 15% of the total electricity used in offices, which is expected to rise to 30% by 2020.



Započeo novi H2020 projekt – START2ACT



Europa Media published three blogs on its website with the aim to promote the START2ACT's mission, to engage with the audience through the newly launched Energy Saving Game and to promote START2ACT's support to young startups and SMEs through existing tools. Additionally, the newly launched chapter of the e-learning was promoted in the blog post on IT tools developed by EM. The blogs were further shared on EM's social networks.

Startups.be published another blog post on their website, listing START2ACT among "eight important highlights of the Belgian tech startup ecosystem".

Table 4: Blog posts by partners and view statistics (based on available data as of 31st of August 2017)

Partner	Blog post title and link	Statistics			
		Website	Facebook	Twitter	LinkedIn
EUROPA MEDIA	"Passing on the START2ACT strategy to support European young startups and SMEs"	This blogpost obtained 49 views and average time spent on it was 03:15.	155 people reached, 5 likes	2623 impressions, 22 total engagements and 5 likes	671 impressions
	"Learn how to save energy in the office with our new interactive game developed for the START2ACT project"	This blogpost obtained 35 views and average time spent on it was 02:34.	218 people reached, 7 likes	1741 impressions 20 total engagements and 6 likes	286 impressions
	"START2ACT: new Horizon 2020 project aiming to save energy at workplace"	This blogpost obtained 64 views and average time spent on it was 04:10.	386 people reached and 13 likes	1544 impressions, 4 total engagements and 2 retweets.	N/A
	"Maximising a project's impact: EMG Group's interactive online tools"	This blogpost reached 37 page views and an average time spent on it of 01:33 minutes.	N/A	N/A	N/A
STARTUPS.BE	"Belgian tech ecosystem: our 2016 picks"	Statistics will be incorporated in the next report	N/A	N/A	N/A

Events

In line with WP6 objectives and task description, START2ACT was presented at many local, national and several international events. Partners applied versatile approach to promoting the project and its outcomes:

- » In certain instances, a booth was installed for greater visibility and impact as START2ACT experts could provide information on the project, guidance and energy saving tips for interested audience.
- » In other cases, available dissemination materials were distributed.

By attending these events, START2ACT not only shared information on the project's mission but also acquired valuable contacts, established new partnerships, and recruited participants for upcoming support activities.

The table below gives an overview on the local events attended by project partners.

Table 5: Local events attended by the START2ACT Partners

Country	Event name and location	Event description and purpose
BULGARIA (SOFENA)	ABEA Open Day Event on Energy Efficiency Issues – 5th of December 2016 in Sofia	The event targeted Bulgarian energy agencies where the project was presented by Nadia Nikolova
CROATIA (EIHP)	GO GREEN Conference organized by Superbrands organization – 26th of April 2016 in Zagreb	START2ACT was presented to various stakeholders – representatives of energy and ecology conscious brands
	ENERGY DAYS RIJEKA - 19-21 st of June 2016 in Rijeka (PDF)	The event gathered stakeholders from the energy sector with experts on EU projects. Matija Vajdič from EIHP introduced START2ACT at one of the morning panels.
SLOVAK REPUBLIC (SIEA)	ENERGOFUTURA – 15th of December 2016 in Košice	SIEA participated in three workshops over the course of December 2016 to January 2017 promoting START2ACT where they have targeted mainly young SMEs. Altogether, they distributed 150 pieces of dissemination material.
	ENERGOFUTURA – 26th of January 2017 in Banská Bystrica	
	ENERGOFUTURA – 27th of January 2017 in Trenčín	
HUNGARY (GEO/EM)	StartUPest - Student Enterprise Conference on the 17th of June 2016 in Budapest	MY-WAY is another project coordinated by a START2ACT Partner Europa Media. The event mainly attracted young entrepreneurs, thus providing a suitable dissemination environment.

UNITED KINGDOM (CT)	<u>Magyar EnerghatékonságIntézet szakmai képzés (Hungarian Energy Efficiency Institute workshop) – 11th of May 2017 in Budapest</u>	The event was a training for practitioners in the energy efficiency field. 20 leaflets were distributed.
	<u>StartupSafary Budapest – 20/21st of April 2017 in Budapest</u>	GEO and EM attended a session at the Startup Safari related to environmental affairs. This event attracted mainly young entrepreneurs.
	<u>6th Budapest Business Party – June 2017 in Budapest</u>	The event was mainly focused on networking. START2ACT had its own booth where it could put its dissemination material to display and inform visitors about the event. The attendants included employees and managers of businesses of various sizes, types and fields. The START2ACT Energy Efficiency Game was specifically developed for this event. It was presented and attracted many visitors. A total of 85 leaflets were handed out.
	<u>Institute of Directors Annual Convention – 27th of September 2016 in London</u>	Director-level business networking event.
	<u>Future South Conference for SMEs and start-ups – 4th of November in Winchester</u>	Carbon Trust had its own dedicated exhibition stand. Both SMEs and start-ups were present. 20 leaflets were distributed.
	<u>The Business Show 2016 – 17/18th of November 2016 in London</u>	START2ACT exhibition stand by CT. 50 leaflets were distributed.
	<u>Lux Live – 24th of November in London</u>	Carbon Trust presented a “support for SMEs” workshop including an introduction to START2ACT. 10 leaflets were distributed.
	<u>The Northern Business Exhibition – 7/8th of April 2017 in Manchester</u>	Own exhibition stand; 15 leaflets were distributed.
	<u>Green Business Fund Workshop – 31st of May 2017 in Newbury, Berkshire</u>	An energy saving workshop for SMEs.

START2ACT additionally sought out opportunities to attend relevant international events and present the project. The following table gives an overview of international events where START2ACT was promoted.

Table 6: International events attended by START2ACT

Partner	Event name and date	Description and results
EIHP	EIHP – Joint meeting of WHs of PA8 EU Strategy for the Danube Macro Region – 22nd of September 2016 in Osijek	The event gathered relevant Danube Region H2020 projects and stakeholders working in the research and innovation field. EIHP attended this event and held a presentation, introducing START2ACT. They covered the project objective and the geographical scope of the project while also inserting a call for young businesses to take part in the Baseline Survey. The full PowerPoint presentation can be downloaded here .
GEO	Contractor's Meeting Consumer Engagement for Sustainable Energy – 3 - 4 th of April 2017 in Brussels at EASME's premises	Coordinators of 7 Horizon 2020 projects and 6 IEE projects within the topic 'consumer engagement for sustainable energy' were invited to this meeting. The topics were the provision of insight into the policy framework at the EU level, sharing best practice and knowledge between projects and policymakers and to receive support from the contracting Agency (EASME). START2ACT could obtain useful information for further project activities and establish essential connections for information about energy efficiency in small companies (e.g. with the University of Groningen).
STARTUPS.BE	Sustainable Energy Week – 14 – 16th of June 2016 in Brussels	This event brought together public authorities, energy agencies, research organizations, NGOs, businesses and private consumers to exchange best practices on sustainable energy. Startups.be represented START2ACT and networked with relevant stakeholders.

In line with the DoA, the partners intend to increase START2ACT's presence at similar events in future and several upcoming opportunities have been already identified, such as:

- » "Powerup Meetup by InnoEnergy" on the 30th of August 2017 in Budapest
- » "V4 EYES Startup Conference" on the 31st of August 2017 in Budapest
- » "ESCO" Matchmaking Event 2017 on the 6th of September in Hasselt
- » "Smart Cities Forum" on the 28th of September 2017 in Budapest
- » "ECOSUMMIT" on the 22nd of November 2017 in London

Meetings with stakeholders/manufacturers

The Partners arranged multiple meetings with local stakeholders in the fields of energy and environment and with other business organizations. START2ACT was actively cooperating with national governmental agencies, private companies and manufactures.

For instance, the local Croatian Chambers of various fields are particularly open for cooperation with START2ACT - the Croatian Partner, EIHP, cooperated with them during the organization of their Business Breakfasts.

ENVIROS successfully engaged the Ministry of Industry and Trade and the ENERGY-HUB into START2ACT activities, thus establishing partnerships with both the public and private sector. SIEA, GEO and EIHP pursued cooperation with private actors and local chambers.

In the future, it is foreseen to engage a greater number of manufacturers in order to promote the importance of START2ACT for the market uptake of their energy efficient products. Such cooperation is deemed mutually beneficial: it would allow START2ACT to serve as a promotional forum for the energy saving products of manufacturers, while having their products at disposal would encourage consumers to participate in the START2ACT events.

Table 7: Meetings with stakeholders/manufacturers

Partner	Stakeholders/Manufacturers involved	Results/Plans for the future
ENVIROS	Ministry of Industry and Trade	In contact with Ing. Sochor - Director of the Department of Energy Efficiency and Savings, cooperation at events as a contributor, stakeholder engagement signed 29/07/2016
	ENERGY-HUB s.r.o.	Reports in daily news, outputs of the project will be published in the magazine distributed electronically and also as a paper copy, a web-based bookmark will be set up on the official website of the ENERGY-HUB, where the reports on the progress of the project will be published, as well as project outputs or event invitations.
SIEA	NEK (National Energy Cluster)	Several meetings with Mr. Tomáš Novotný, close cooperation within the SIEA and NEK.
	NEULOGY	Keeping in touch with NEULOGY, personal meeting focused on close cooperation (Artur Bobovnický (SIEA) and Michal Laco (Neulogy))
GEO	LED manufacturers	GEO met with BERTON and INESA company managers at Budapest Business Party and further cooperation is foreseen.
	Chamber of Commerce and	A written agreement on cooperation has been created. Furthermore, the Chamber helped with dissemination efforts.

	Industry of Pécs-Baranya County	GEO is going to conduct a Business Breakfast within the framework of their SME Academy format.
	EuCham – European Chamber	The EuCham was a co-organizer of a Business Breakfast and helped with the promotion of the event via their own business network.
	Young Entrepreneurs Association Hungary	They distributed the information about the May and April Budapest Business Breakfasts within their business network.
	Greenwill For a Green Globe	Greenwill has been a co-organizer of the Business Breakfasts in Budapest in April and May 2017.
	MagNet Hungarian Community Bank and MagNet Community House	MagNet provided their Community Bank premises as a venue for two Business Breakfasts held in April and May 2017 by GEO in Budapest, free of charge.
EIHP	Croatian Chamber of Economy	EIHP organized third and fourth Business Breakfast, one in Zagreb and the other in Split.
	German Croatian Chamber of Industry and Commerce	EIHP organized the second Business Breakfast in cooperation with AHK (German Croatian Chamber of Industry and Commerce) in their premises in Zagreb.
	Poduzetnički inkubator BIOS d.o.o.	EIHP organized the first Business Breakfast in cooperation with BIOS in their premises in Osijek.

Social media

The social media activity of the official START2ACT accounts has been considerably strengthened by the partners via their own social media accounts (both private and institutional). By reposting, liking and mentioning social media posts, the visibility of the project was greatly extended.

Several examples of how project partners helped in disseminating and growing the visibility of the project are provided below (see Figure 3). The following accounts can be named as the most active ones:

- » Partners' profile: Startups.be 10.2K followers, The Carbon Trust 56.2K followers
- » Private profiles: Diana Pati 324 followers, Chantalle Thomson 67 followers

Social networking by START2ACT partners is crucial for strengthening the local representation of the project and to making project information available in the local languages. This way the existing networks of the partners were directly addressed and engaged, expanding the overall size of the START2ACT community.

Figure 3: Sample retweets by the partners in START2ACT



3.2 Online presence

This section presents the online activities performed by START2ACT. With the help of statistics and Google Analytics, the geographical scope, source of visitors, gender aspects and the general engagement of users with the START2ACT online platforms are highlighted and analysed.

START2ACT Website

The project website is the central platform of online activities, with most of the other channels linking back to it. It accumulates all relevant information about the Project, its partners and activities as well as news, events, and the online tools developed by START2ACT. It furthermore contains all of the public resources available for download such as deliverables, dissemination materials and the training kits.

Figure 4: Front page of the website (status as of 18.08.2017)



Welcome to START2ACT!

Did you know that by making low- and no-cost changes you could reduce energy consumption and costs by 20% in your office?

Our mission is to help young SMEs and startups save energy and cut costs at work by introducing simple yet effective energy efficiency measures into their daily routines. To achieve this, we are offering free-of-charge mentoring and training activities in nine European countries:

Belgium, Bulgaria, Croatia, Czech Republic, Hungary, Poland, Romania, Slovakia and United Kingdom.

Check out our website to see how we act and learn what you can get!



1) Statistics of the website

Between June 2016 until August 2017, there were 7,277 sessions (counted as the period of time a user is actively engaged with the website) by 3,421 users for a total of 32,184 page views. An average session duration on the website is 05:45 minutes.

Concerning the audience, 53% are returning visitors, while 47% are new visitors. With more than half of the audience being returning visitors, we can make a positive conclusion that the target group of START2ACT finds it useful and/or interesting and comes back to the website for further updates.

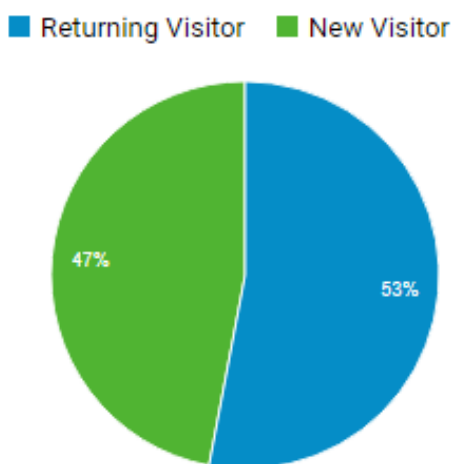


Figure 5: Proportion of returning to new visitors

The most popular countries among our audience are Hungary (2,436 sessions), United Kingdom (831), Bulgaria (635), Czech Republic (463), Poland (432), Romania (342), United States (286), Slovakia (223), Belgium (217), and the Netherlands (205). It is interesting to note that 8 countries that made it to the top 10 are actually the target countries of the project's partners.

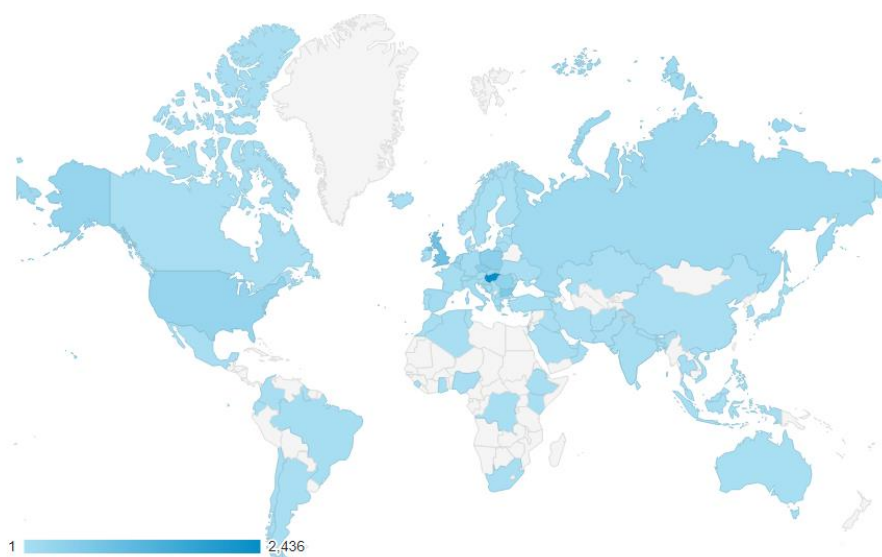


Figure 6: Geographical scope of audience

The information on the most visited pages demonstrates that apart from regular landing pages, such as “news” and “events”, visitors are mostly interested in the Energy Saving Platform and Baseline survey followed by downloadable materials.

Page ?	Page Views ?	
	32,184	% of Total: 100.00% (32,184)
1. /	9,548 (29.67%)	
2. /news	1,337 (4.15%)	
3. /events	1,315 (4.09%)	
4. /about-start2act/partner-area	1,202 (3.73%)	
5. /interactive-energy-saving-platform	1,192 (3.70%)	
6. /baseline-survey	1,191 (3.70%)	
7. /about-start2act/results-and-downloads	1,174 (3.65%)	
8. /account	975 (3.03%)	
9. /about-start2act/activities	694 (2.16%)	
10. /interactive-energy-saving-platform/knowledge-base	683 (2.12%)	

Figure 7: Most visited pages

The following image shows where the traffic on the START2ACT website comes from. We can conclude that direct landing and referral from social networks are the two top routes leading to the website, however, a considerable number of visitors used the search to visit START2ACT.

Top Channels

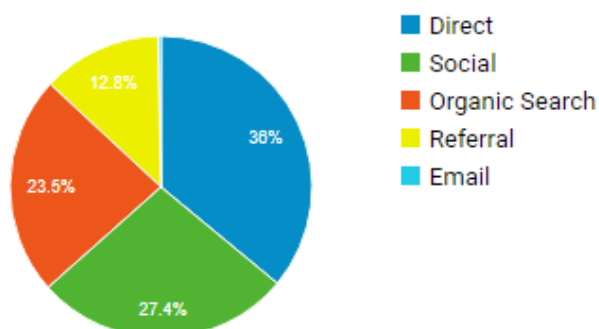


Figure 8: Sources of website traffic

It is also relevant to assess the most favoured language sessions of the website. According to the data, most of the sessions are in English. Nonetheless there is a significant number of sessions in the languages of the partner countries, confirming the utility of the effort to update the parallel pages in local languages instead of having the website functioning only in the English language.

Language ?	Acquisition
	Sessions ? ↓
	7,277 % of Total: 100.00% (7,277)
1. en-us	1,904 (26.16%)
2. en-gb	1,406 (19.32%)
3. hu-hu	690 (9.48%)
4. (not set)	431 (5.92%)
5. cs	388 (5.33%)
6. pl	365 (5.02%)
7. bg	271 (3.72%)
8. hu	164 (2.25%)
9. sk	163 (2.24%)
10. ro	151 (2.08%)

Figure 9: Ranking of the use of the website by language

2) Promotion of interactive START2ACT tools

START2ACT Interactive Energy Saving Platform is the main point of access for the online tools of START2ACT on its website. It contains the Knowledge Base, the Energy Saving Competition and the E-learning online platform. START2ACT consortium has invested considerable effort in promoting the platform and relevant online tools developed for the project.

» [The Energy Efficiency Game:](#)

The online game was a spontaneous initiative by Europa Media. It was developed for the Budapest Business Party as having a booth there required to offer an interactive game for the visitors. The game has proven to be very popular and attracted the attention of many at the Business Party itself as well as online, after publishing and sharing it on the website and social media channels.

The energy efficiency game developed by the START2ACT project team has received 330 views since its launch in June 2017, while the average time spent on the page is 01:43 min. The graphic below shows how the S2Agame was very popular in the beginning when launched, but the page was still visited in time later on.

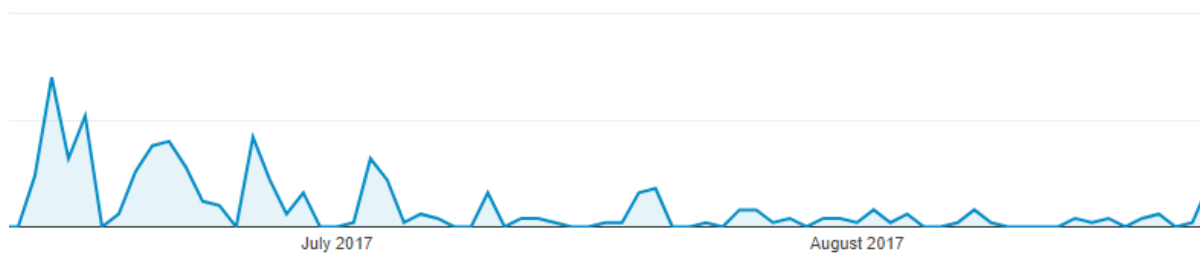


Figure 10: Analysis of clicks on the energy efficiency game on the START2ACT website

A blogpost about the START2ACT energy efficiency game was published on the [Europa Media website in July 2017](#). It was viewed 39 times and an average time spent on the page of 02:29 min. The same blogpost was published on the [BUILD UP platform](#). The BUILD UP platform is the European portal for energy efficiency in buildings. They have a very strong Twitter presence, counting 4318 followers ranging from other Horizon 2020 projects such as GAIA project, Abracadabra H2020, RE4 project, LowUp EU project to EU official accounts like Energy4Europe, EU Science Hub, H2020 SME Instrument, EU Climate Action, H2020 Efficient Energy. Consequently, creative promotion of the Energy Saving game significantly contributed active dissemination of START2ACT's products to a wider audience.

» [The Knowledge Base](#):

This tool provides valuable insight on green office culture, green procurement, lighting, heating, ventilation and other, energy efficiency-related topics for SMEs and startups. The learning material is divided into two categories, catering to both managers and employees of interested businesses. Promoting the tool has been an important task for START2ACT and took place via a [dedicated news item](#) on the website, a [press release](#) and social media posts on Twitter. The Knowledge base obtained 4819 views and the targeted public spent an average time of 01:30 min on the START2ACT project website. The most visited pages are the Knowledge base focused on SMEs and the one dedicated to managers of SMEs (see samples for Twitter and Facebook below).



Figure 11: Promotion of the Knowledge Base on Twitter and Facebook

» [E-learning:](#)

The newest tool of START2ACT is the E-learning Platform which is a highly interactive and visually rich online educational tool accessible from the Interactive Energy Saving Platform. The first module of the tool was launched in mid-August 2017, which has been announced by a [news item](#) on the website, a press release and by social media posts on [Twitter](#) and [Facebook](#). A continuous campaign will be running as the next modules of the E-learning will be gradually released. The E-learning page obtained 101 page views, with an average time of 01:16 minute spent on the landing page.

» [The Energy Saving Competition:](#)

The Competition will have several seasonal editions, the first being the Summer Edition. During this campaign, we urge SMEs and startups to come up with creative, unique ideas of keeping cool at their office premises. The competition has been heavily promoted on all START2ACT channels, including a [dedicated page](#) on the website with the embedded Twitter feed collecting all external reposts with the relevant hashtag, [a news item](#) on its launch and social media posts on all accounts ([Twitter](#), LinkedIn, [Facebook](#)). As this is our most recent campaign, we will elaborate on it in detail in the section below.

Social media

Online media activity is an ongoing task since the beginning of the project. The main aim is to maximise visibility of the START2ACT project expanding its results to the target groups identified in D6.1 and to a wider audience.

The project has achieved considerably higher visibility through its online presence on social media networks. Besides the website, there are three main channels on Twitter, LinkedIn and Facebook.

1) Twitter



Figure 12: START2ACT Twitter front page (status on the 18th of August 2017)

As of August 31st, 2017, the START2ACT's Twitter account counts 650 followers. Among those, the most relevant and influential actors in the EU energy efficiency sector are listed below:

- » other Horizon 2020 projects @Project_DORA, @OrbEET_Project, @unityeuproject, @ThermosEU, @EnerGAware, @EnRRICH_EU, @CloseWEEE, @TilosHorizon, @abracadabra_eu, @saveatwork
- » official EU/Commission accounts @euenergyweek, @SETPlan_eu, @EU_EASME, @EESC_TEN, @EU_H2020, @CORDIS_EU
- » other influencers @StartupGrind, @Cristian_Stroia, @epluseurope, @Fedarene

The account was launched in March 2016 and the project team published several tweets and retweets to relevant actors of the energy efficiency sector, EU actors and official accounts, having reached a total of 731 tweets.

Since the launch of the profile, the tweets of the START2ACTproject account have achieved a total of:

- » 149,000 impressions (the number of times the users saw the tweet on the feed)
- » 9.2% engagement rate (is given by the number of engagements, which includes every kind of interaction the user had with the tweet divided by the total number of impressions)
- » 338 retweets

» 380 link clicks

A selection of the most engaging posts is provided below, demonstrating active interest in START2ACT's Knowledge Base, Survey, Energy Saving Game and Business Breakfasts:



- » 7,531 impressions
- » 66 total engagements
- » 16 likes
- » 21 retweets



- » 3486 impressions
- » 52 total engagements
- » 14 likes
- » 13 retweets



Useful tips from Lucy of [@thecarbontrust](#) on how to effectively organise the upcoming START2ACT [#energyefficiency](#) business breakfasts



4:41 am - 26 Oct 2016

2 Retweets 3 Likes



- » 2658 impressions
- » 25 total engagements
- » 4 link clicks
- » 2 retweets



[#SMEs](#) with a vision for [#sustainability](#) and [#innovation](#): Join us for an [#Energyefficiency](#) Breakfast on 11th April in [#Budapest](#) [@magnethaz](#)!



3:14 am - 5 Apr 2017

6 Retweets 5 Likes



GEONARDO, EuCham, FIVOSZ and GREENWILL



- » 3270 impressions
- » 33 total engagements
- » 5 likes
- » 6 retweets



- » 4,518 impressions
- » 70 total engagements
- » 21 link clicks
- » 13 retweets
- » 13 likes

All the data and achievements are organic, as no paid campaigns were carried out.

START2ACT project has reached a wide audience, especially in the European area and most of them are English speakers. As for the gender balance 55% of the followers are males and 45% are females.



Figure 13: Geographical origin of the visitors of the START2ACT Twitter profile

2) LinkedIn

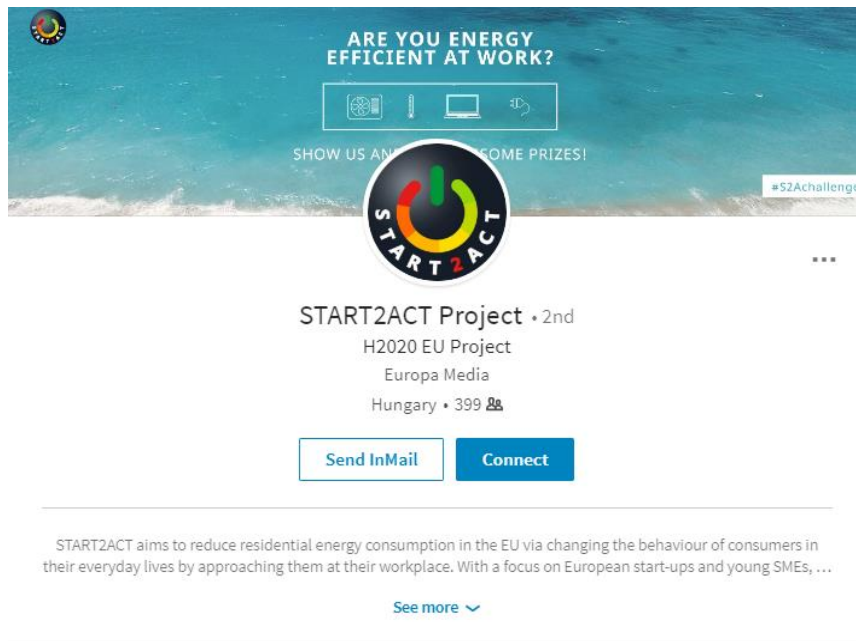


Figure 14: START2ACT LinkedIn profile homepage (status on the 18th of August 2017)

On LinkedIn, the START2ACT project is active with a personal account, a virtual space where people that are interested in the project gather to discuss different topics and to stay up-to-date. The account was launched in October 2016 and currently it has 399 connections, ranging from project partners to people interested and working for startups and SMEs or having a general interest in the EU projects.

Moreover, the START2ACT project account is a member of several LinkedIn groups that tackle issues, such as sustainability, energy efficiency and EU projects. The presence in all these groups is not limited to being a passive member, but it's seen as an opportunity to disseminate and promote the project's event and activities. Recently a group was created by START2ACT project team in order to better engage with the targeted audience.

In the beginning of August 2017, the profile received a considerable amount of views.

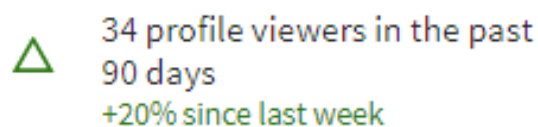
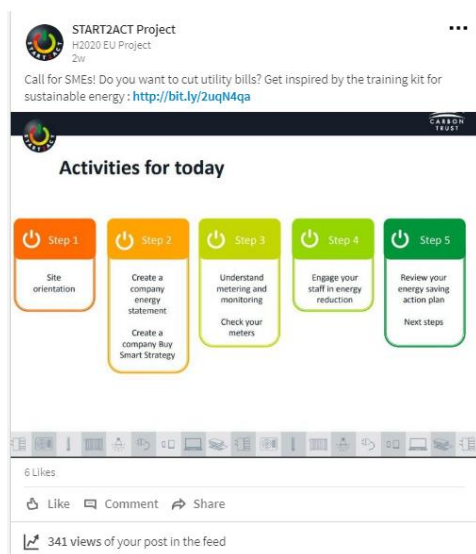


Figure 15: LinkedIn profile views growth (status on the 18th of August 2017)

Within these, the latest viewers assume positions in companies such as the German Aerospace Centre (DLR) or possess a job title as Marketing Specialist.

Some of the most successful posts are presented below.



The first post achieved 341 views and 6 likes. 19 of the people who engaged with the post hold the job title Project Manager.



11 people from The Carbon Trust viewed your post

Europa Media	2
EuroColori srl	2
European Commission	3
Geonardo Environmental Technologies Ltd.	2



19 people who have the title Project Manager viewed your post

Salesperson	13
Operations Specialist	10
CEO / Executive Director	10
Consultant	8



Your biggest audience is from London, United Kingdom

Hungary area	17
Mexico City Area, Mexico	11
Padova Area, Italy	4
Bulgaria area	4

Show more

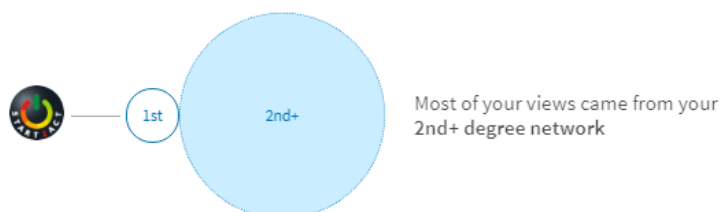


Figure 16a: START2ACT LinkedIn Post views analysis



START2ACT Project
 H2020 EU Project
 3w · Edited

Do you want to act against climate change by reducing emissions of your office?
Take part in the Green office initiative launched by WWF Finland now.



What is Green Office?

wwf.fi

4 Likes

Like Comment Share

137 views of your post in the feed



3 people from Energy Institute
Hrvoje Pozar viewed your post

Europa Media	2
ENVIROS, s.r.o.	2
Geonardo Environmental Technologies Ltd.	2
Interact Programme	1



10 people who have the title
Project Manager viewed your post

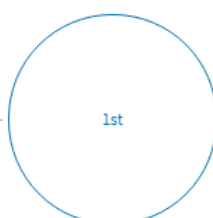
Operations Specialist	6
Research / Graduate Assistant	5
Consultant	4
Student / Intern	3



Your biggest audience is from
Bulgaria area

Hungary area	5
Prague, The Capital, Czech Republic	4
Brussels Area, Belgium	3
Gent Area, Belgium	3

Show more



Most of your views came from your
1st degree network

3) Facebook

The Facebook account was established in May 2016 and since then it has been an important channel to publish relevant news, events and articles about the START2ACT project activities. As of August 2017, the Facebook page of START2ACT counted 123 likes. Since the account was created, 75 posts were published by the project team. The project partners disseminated START2ACT related content on their Facebook pages as well.

In fact, the page achieved a growth of 5.13 % in likes compared to the previous year and the engagement rate with the audience is 17.89%.

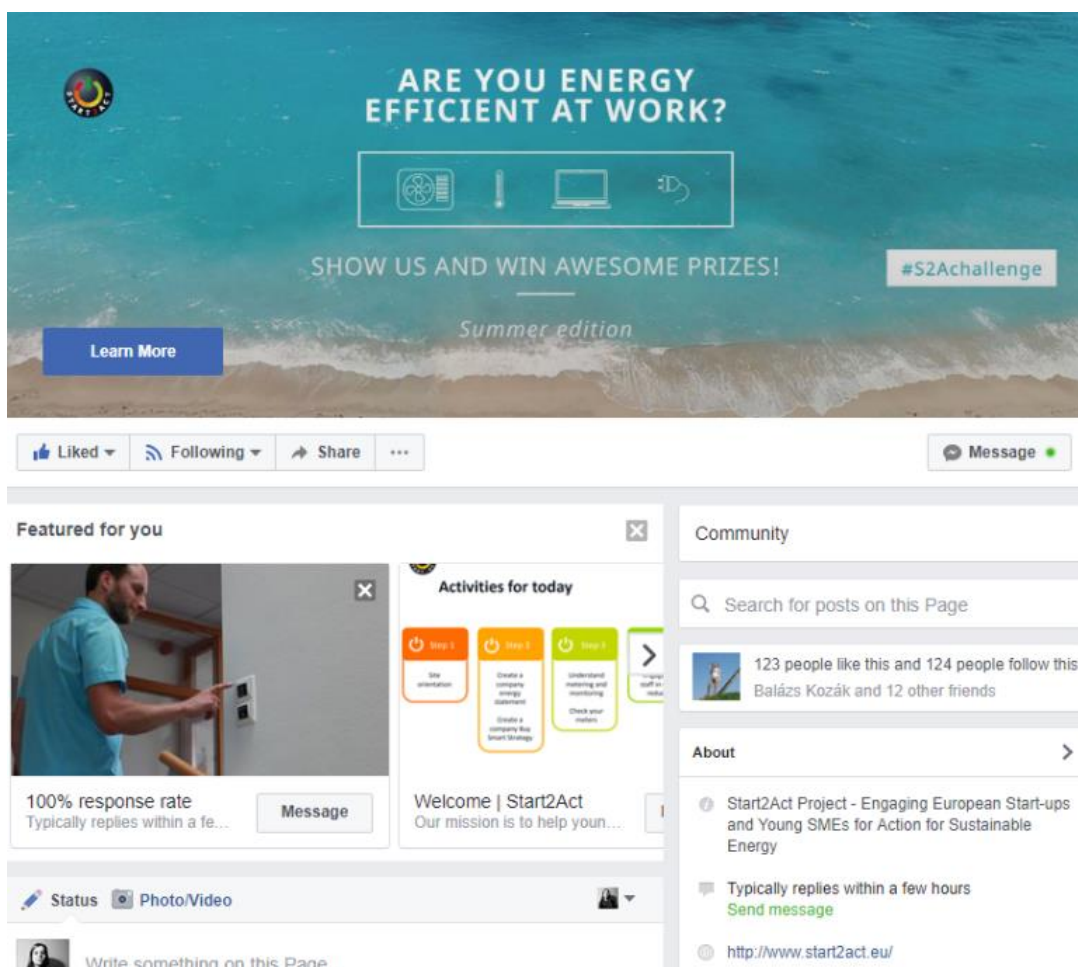


Figure 17: START2ACT's Facebook profile (as of August 18th, 2017)

✔ Likes Growth: 5.13%

✔ PTAT: 22

✔ Engagement Rate: 17.89%

(PTAT=people talking about this)

In the graphic below we can see the total engagements compared to the number of posts of the START2ACT Facebook page.

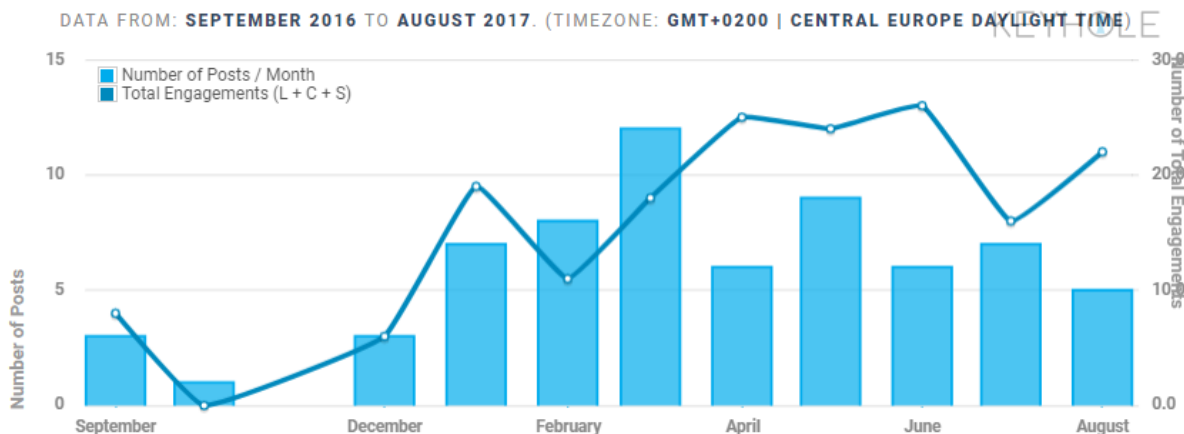


Figure 18: Activity analysis on START2ACT's Facebook site and engagement with posts

Since it was established, START2ACT's Facebook account has achieved the following:

- » 67084 monthly engaged users, which refers to any kind of interaction between people and the START2ACT Facebook page, such as likes, comments, shares.
- » 1879159 monthly total reach, which is the number of people that saw START2ACT - related content in their personal home page.
- » 3917456 monthly total impressions it refers to the point when a post is seen once by a person

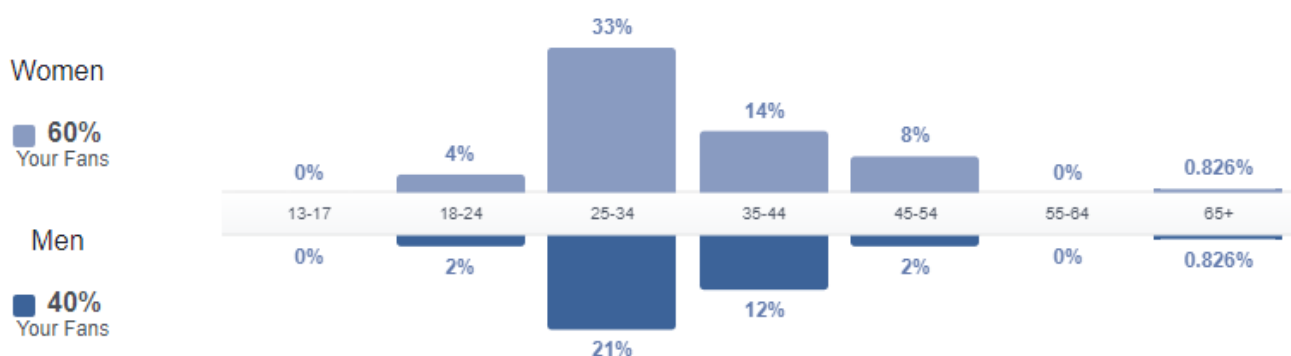


Figure 19: Gender analysis of visitors on Facebook

Concerning the audience, there is a good gender balance among the fans of the page: males (40) and females (60%). As shown in the graphic, the project's page has reached a target group with an age between 25 and 34 years old. The countries with the most active fans are: Hungary, Poland, Romania, Bulgaria, Italy, United Kingdom, Belgium, Czech Republic, Spain, Croatia, while the most popular cities are Budapest, Warsaw, Bucharest, Sofia, Florence, London, and Brussels. The analysis demonstrates the coherence between the audience of the START2ACT account, the partner countries of the consortium, which are the countries of the implementation of the project (Belgium, Bulgaria, Croatia, Czech Republic, Hungary, Poland, Romania, Slovakia, and United Kingdom) as well as an active interest from Italian and Spanish audience.

4) Recent social media campaigns

Even though most of the data is organic, some paid campaigns were carried out in order to increase the number of people reached and thus the visibility of the project. At first, the goal was to give visibility to the project itself all over Europe within the age target 18-34. When events were organized in different locations (i.e. Business Breakfast in Budapest), the priority was to reach local employees of young SMEs and startups based in the city where the event was being held. When the new competition about energy efficiency was launched, the main aim was to reach people from all partners' countries. For instance, a paid campaign has been carried out for the Business breakfasts in Budapest on 11th of April 2017 and 17th of May 2017 in order to reach a wider local audience. The Facebook event for the first Business Breakfast in Budapest reached 12k people, 400 viewed it and 108 interacted with the event, while the second one was delivered to 10K, 646 viewed the event in their feed and 93 people responded and interacted with it.

E-LEARNING:



On Twitter, this post achieved the following:

- » 3481 impressions
- » 43 total engagements
- » 10 retweets (by Dominique Ristori, Marguerite Gazze, Philippe Moseley and Geonardo)



A second post was published on Twitter to focus and to gain major visibility on the first chapter of the e-learning platform. It achieved:

- » 3479 impressions
- » 28 total engagements
- » 9 retweets (by the Energy Efficiency buildings association, Geonardo, Margot Pinault, Dominique Ristori, Marguerite Gazze, H2020EfficientEnergy)
- » and 7 likes.



The news about the e-learning was also published on the [BUILD UP](#) website and shared on the Twitter profile.

On Facebook the same [post](#) on the first e-learning chapter reached 262 people, 3 likes and 2 shares.

While the [second post](#) focused on the promotion of the e-learning platform was delivered to 198 people and obtained 2 likes.

On LinkedIn, the news item about the launch of the e-learning platform obtained 108 views and 2 likes, while the one about the first chapter 222 views and 2 likes.

COMPETITION:



On Twitter, this post engaged with major actors that are active in the energy efficiency sector.

The post was retweeted by official EU accounts such as INEA, H2020EfficientEnergy or professionals working for EC such as Marguerite Gazze, Andreea Strachinescu, Dominique Ristori, Margot Pinault. Thanks to this, the post achieved a total of:

- » 8252 impressions
- » 88 total engagements
- » 26 link clicks, 22 retweets
- » 12 hashtag clicks
- » and 9 likes.

The post was sponsored for the period between the 21st of August and the 3^d of September. The competition post obtained 3924 impressions and among these 2518 were delivered to men, while 1403 impressions to women.

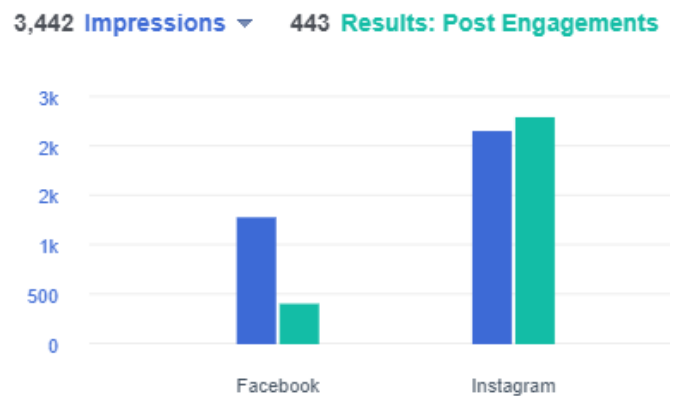
Location ?	Impressions	Sper
Total for account	3,924	€10.5
Bulgaria	256	€0.4
Croatia	353	€0.9
Belgium	480	€1.0
Poland	396	€0.9
Czech Republic	282	€1.0
United Kingdom	1,216	€3.9
Slovakia	112	€0.4

Regarding the audience, the ad was set to reach people from the target countries of the START2ACT project: Hungary, Romania, Bulgaria, Croatia, Belgium, Poland, Czech Republic, United Kingdom, Slovakia.



The same post was promoted on Facebook. The organic reach was 439 people, 4 likes and 2 shares

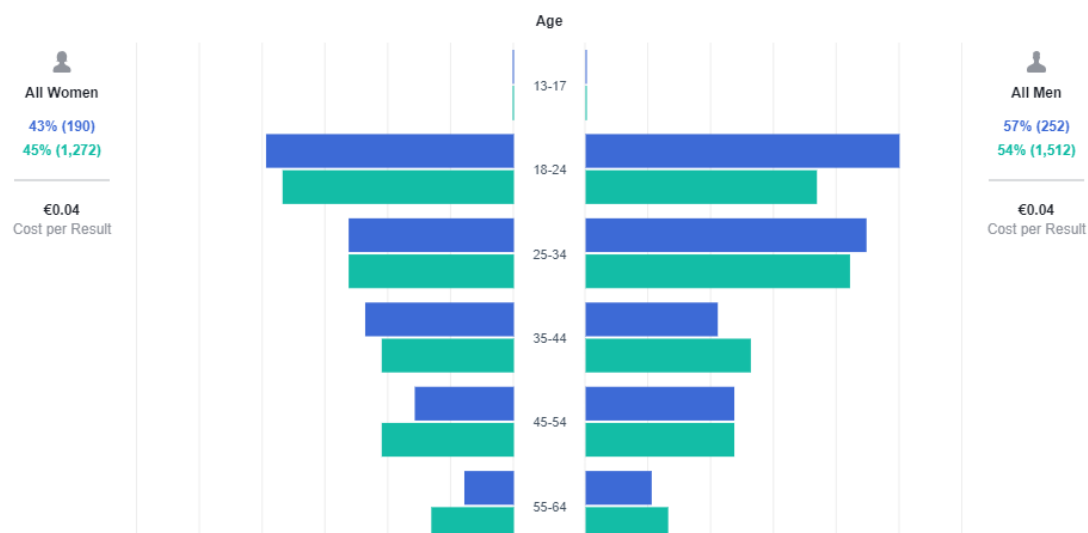
This post was boosted for the same period as the one on Twitter from 21st of August until 3rd of September, obtaining 3442 impressions and 443 post engagements.



Even though the START2ACT project has no Instagram account, the post has been delivered in the Instagram feed of the targeted audience as well.

Regarding the more specific audience, there is a gender balance on both Facebook and Instagram, while the age of the audience is between 18-34 years old. From a geographical point of view, the ad as set to be delivered in the partners countries of START2ACT project: Belgium, Bulgaria, Croatia, Czech Republic, Hungary, Poland, Romania, Slovakia and United Kingdom.

Figure 20: Gender balance of the Facebook and Instagram audience

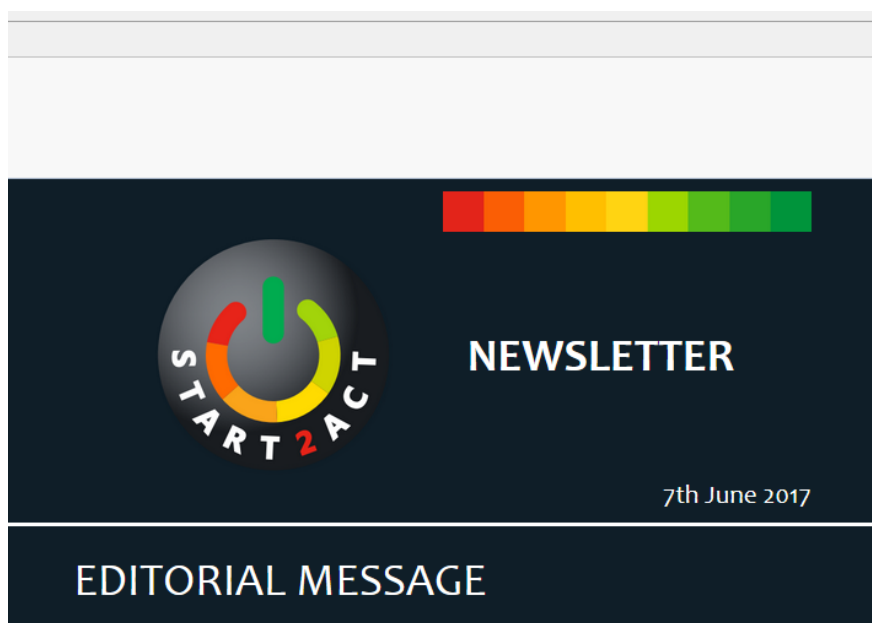


Newsletter(s)

The first START2ACT Newsletter was sent out on 7th June 2017 to the e-mail contacts that were collected during the Business Breakfasts and the networking events in all partner countries. The newsletter offered information on the mission of START2ACT, on the Baseline Assessment Report, on the launch of the first Business Breakfasts and on the Expert Session (which took place on 29th September 2016). Finally, the Newsletter briefly covered how office equipment can lead to increased energy consumption. At the bottom, the reader could obtain information on upcoming Business Breakfasts.

The newsletter has been sent out to the established START2ACT Mailing List (approximately 200 contacts) and was further distributed among local mailing lists of the partners.

Figure 21: Excerpt of the Newsletter from 7th June 2017



IT'S A LIGHT BULB MOMENT!

Dear Reader,

Welcome to the first newsletter of START2ACT! We are pleased to share the achievements of the first year of our EU-funded project which aims at reducing residential energy consumption through free-of-charge training and mentoring sessions provided to young SMEs and startups. It has been an inspiring start!

Don't forget to [sign up](#) to our activities if you want to participate in our training!

3.3 Media coverage

External media communication has mainly targeted online mass media outlets and social media. These high-impact efforts were vital to the dissemination of START2ACT aiming to reach a highly diverse readership from various countries and professional backgrounds.

The results summarized below are a product of both the individual efforts made by the project partners to contact local newspapers and other online media as well as the external interest in START2ACT demonstrated by journalists and municipalities. This section covers the project press releases, the external (social) media presence, and a special TV mention of START2ACT.

Press releases

The purpose of the press releases was to create a news item which can be used freely by journalists in on-and offline media to report on START2ACT-related updates. The table below shows all of the presently available press releases. In order to increase dissemination efforts compared to issuing the first press release, the latest press release was sent out to 10 most relevant media contacts for the English version; partners are encouraged to make the press release available in their national language and contact relevant local media.

Table 8: Press releases issued during the first 18 months of the project

Release date	Content
28th OF FEBRUARY 2017	The first press release introduced the free-of-charge energy efficiency support activities for young SMEs and startups. These included the Business Breakfasts and the upcoming mentoring and training sessions for young businesses.
29th OF JULY 2017	The second press release gave account of the launch of the Knowledge Base and the bespoke consultancy by START2ACT Trainers for SMEs and startups.
30th OF AUGUST 2017	The third press release announces the launching of the self-developed START2ACT e-Learning, describing its purpose, structure, content and special features.

By the end of the project, a total of 12 press releases will be issued, addressing the launch of other planned START2ACT activities, relevant news and updates or successes and accomplishments.

Figure 22: Excerpts of the press releases published during the first 18 months of the project



For immediate release

PRESS RELEASE

START2ACT TO LAUNCH ENERGY EFFICIENCY SUPPORT ACTIVITIES FOR YOUNG BUSINESSES

Budapest, Hungary, 28. February 2017 - From Spring 2017, START2ACT is launching its free-of-charge energy efficiency support activities for young SMEs and startups in nine European countries over the upcoming two years. START2ACT aims to help young SMEs and startups to save energy and cut costs at their workplace and boost their competitiveness.



For immediate release

July 2017

PRESS RELEASE

START2ACT INTRODUCES TWO NEW SERVICES FOR YOUNG BUSINESSES

Budapest, Hungary, 29. July 2017 - In summer 2017, START2ACT is launching two new sets of free-of-charge energy efficiency support activities for young SMEs and startups in its nine European countries. START2ACT aims to help young SMEs and startups to save energy and cut costs at their workplace and boost their competitiveness.



For immediate release

Budapest, Hungary, 28. August 2017

PRESS RELEASE

START2ACT LAUNCHED INTERACTIVE E-LEARNING COURSE ON ENERGY EFFICIENCY



In August 2017, the START2ACT [Interactive Energy Saving Platform](#)* was extended with the first chapter of its [E-learning modules on energy efficiency](#). E-learning is one of the many tools developed by START2ACT in order to help young SMEs and startups to save energy and cut costs at their workplace increasing their competitiveness.

Presence on external media outlets

The START2ACT consortium has made efforts to contact external information channels both on the project level and locally having already achieved wide international coverage. The project's mission, activities and events were promoted as well as Baseline Assessment Report and online tools. External actors promoting START2ACT range from local and international multipliers, such as Chambers of Commerce, EEN network to initiatives on the European level and national governmental bodies.

Most importantly, consortium efforts yielded interest in the project externally, as several media outlets promoted the project independently and approached the Coordinator requesting more information on energy saving strategy at workplace promoted by START2ACT. For example, the Guardian has reached out to START2ACT in August 2017 to request an interview about SME participants' attitudes towards clean energy. The detailed response was provided by the project coordinator.

The table and screenshots below summarize the articles covering START2ACT that were published on external media outlets.

Figure 23: Screenshots for external media appearances

The screenshot shows a news article from 'bkk.hu' dated 2016-07-19. The title is 'START2ACT - energiahatékonysági projekt fiatal vállalkozók, vállalkozások részére'. The article describes the project's goal to help young businesses improve energy efficiency. It mentions that the project is part of the 'EEN' (Enterprise Europe Network) and is supported by the 'Wsparcie biznesu w zasięgu ręki' (Business support within reach) program.

The screenshot shows the 'START2ACT' project page on the 'ENERGY HUB' website. The page is in English and provides detailed information about the project. It includes a section titled 'Projekt Start2Act podpora mladé MSP a starúšporách energií a snižování nákladů na práci' (Project Start2Act supports young SMEs and reduces energy costs and working costs). The page also features a 'What you can get' section, which lists the benefits of the project, such as 'Three visits from a Carbon Trust expert, covering: identification and implementation of low-cost energy saving opportunities'.

1) Articles

Table 9: External media presence of START2ACT

Online Media Outlet	Article Title and Link	Type of Article
Articles published due to partner effort		
BKIK	START2ACT – energiahatékonysági projekt fiatal vállalkozók, vállalkozások részére	Brief introduction of START2ACT
ENTERPRISE EUROPE NETWORK - HU	START2ACT energiahatékonysági Üzleti Reggeli	Promoting a Business Breakfast by GEO
ENTERPRISE EUROPE NETWORK - PL	Przyłącz się do START2ACT i wykorzystaj potencjał swojej firmy	Promoting START2ACT in general, stating the project objective
GYMSKIK	Spórolj a zirodában! Fiatal KKV-k és startup vállalkozások akcióján! (PDF)	Call for Action for participation in the Baseline Assessment Report
MAMNA PAD	Start2Actušetřínákladynaenergiiejenstartupům	Introducing START2ACT and ENVIROS as a local partner
EUROPE-DIRECT-BURGAS	Покана заучастиенамлади МСП в дейности за пестене на енергия в офисите по проект START2ACT	Introduction of START2ACT and call for participation in the Baseline Assessment Report
INFOBUSINESS.COM	Софийска енергийна агенция СОФЕНА отпраща покана заучастиенамлади МСП в дейности за пестене на енергия в офисите по проект START2ACT	Introduces START2ACT and calls for participation in the Baseline Assessment Report
POWER INDUSTRY - BULGARIA	АБЕА проведе ден на отворените врати	Introduction of START2ACT
ENERGIAO	Mentoring energetyczny dla małych i średnich przedsiębiorstw	Promotes START2ACT energy efficiency mentoring for young businesses
TERAZ-SRODOWISKO	Śniadania biznesowe dla przedsiębiorców	Promotes Business Breakfasts by KAPE
CCIFP	START2ACT zaproszeni do udziału w projekcie mającym na celu zmniejszenie zużycia energii oraz obniżenie kosztów	Promotes project objective and general introduction
RAZVOJNA AGENCIJA ZAGREB	START2ACT - program koji promiče povećanje energetske učinkovitosti i racionalnog gospodarjenja energijom	General introduction of START2ACT
BIOS PRODUZETNIČKI INKUBATOR	Poziv na radionicu "Energetska učinkovitost u malim srednjim društvima"	Promotes Business Breakfast by EIHP

NACIONALNI PORTAL ENERGETSKEUČINKOVITOSTI	START2ACT dedicated project section	Overview of START2ACT
HRVATSKA GOSPODARSKAKOMORA	RadionicaEnergetskaučinkovitost u malimisrednjimtvrtkama	Introducing START2ACT and EIHP as a local partner
ENERGYHUB.CZ	Letní soutěž START2ACT	Promoting the START2ACT Summer Challenge
BUILDUP.EU	Interactive game for saving energy in the office developed by the START2ACT project	Promoting the energy saving game
	EASME proposes 5 ways to save energy in 2017	Promoting START2ACT as a tool for managing energy consumption at home and at work
	The Start2Act project: linking workplace behavioural change to energy efficiency	Promoting the Interactive Energy Saving Platform
Articles and mentions written by externals		
GOV.UK	START2ACT	Project listed among national business finance support opportunities
ENVIROSOLUTIONS	5 ways to save energy this 2017	Mentioning START2ACT as best practice-case
D2N2 GROWTH HUB	Access to finance – START2ACT	Mentioning START2ACT's business support activities
ST. ALBANS CITY & DISTRICT COUNCIL	Business support & starting up a new business – START2ACT	START2ACT included in 'Business Support' list on Council website
COLCHESTER COUNCIL WEBSITE	Fully funded energy efficiency consulting programme for young SMEs and start-ups	Page promoting START2ACT under 'Energy support for businesses' section of website
RADIO ROMÂNIAACTUALITĂȚI	Acțiunipentru un consumsustenabil de energie	Promoting a campaign in Romania which raises awareness on sustainable energy consumption
ENERGYNOMICS.RO		
ENTREPRISEEASTCAMBS	Energy Efficiency Workshop for Small Businesses in Peterborough	Promoting an Energy Efficiency Workshop by The Carbon Trust

2) Social media

The social media interaction with external actors on START2ACT's, its updates, activities, mission and results has been active, having enriched project's dissemination and communication outreach. START2ACT actively engages relevant actors and therefore the geographical coverage and target audience size of the project is continuously growing. For example, START2ACT project has engaged with several major influencers, such as BUILD UP, H2020 project PEAKapp, EEN Warszawa, H2020EfficientEnergy, POINTERS institute, and the GAIA project.

Twitter has proven to be an especially fertile ground for engaging and collaborating with relevant actors. For example, the Energy Saving Game was published among others by the GAIA project (196 followers), H2020efficientenergy (9988 followers), EEN Warszawa (254 followers), PEAKapp (89 followers), Marguerite Gazze (6,705 followers), Philippe Moseley (1,490 followers), H2020 SME Instrument (192,000 followers), EASME (5,795 followers), Energy4Europe (145,000 followers).

Selected examples of retweets on Twitter are presented below:

Figure 24: Sample retweets by external actors





Horizon 2020
@EU_H2020

#FF #H2020

@Jospelproject
@BIOMore_EU
@AMECRYSProject
@START2ACT
@openmind_eu
@E2District
@TRAIN_ERS
@TRUST_Project
@sybiote_h2020



11:30 pm - 6 Apr 2017

14 Retweets 19 Likes

14 19

3) TV appearance

Mr. Zdravko Georgiev, Executive Director of SOFENA was interviewed by a local Bulgarian TV channel (Rimex TV) and by the local Daric Radion Station where he took the chance to promote START2ACT and to explain easy-to-use measures to adopt for greater energy efficiency.

The TV footage of the interview can be found here: <http://tv.rimex-ltd.com/bg/biznes-zakuska-s-rabotodateli-ot-vratsa/>

4. Cooperation with other projects and initiatives

In line with envisaged tasks, horizontal cooperation with other projects was maintained. The collaboration usually included supporting each other's social media activity by reposts, retweets, likes and similar reciprocal actions. A tangible cooperation will be established via intensified contacts. For example, ongoing communication with SHAPE ENERGY demonstrates a possibility for closer collaboration.

While many projects (TASSIO, Encompass, EnergAware, GAIIA, AIDA) actively shared news on START2ACT's activities, generally, a more fruitful collaboration was established during the organization of Business Breakfasts where many partners teamed up with other companies in order to deliver the workshops. The Table below summarizes ongoing cooperation of START2ACT with relevant projects and initiatives.

Table 10: Cooperation with other projects and initiatives

Name of project/initiative	About the project/initiative	Form of cooperation
ENERGISE PROJECT	ENERGISE is an EU project that aims to create a research network on the social and cultural influences on energy consumption. They focus especially on bottom-up options of a more energy-conscious household behaviour.	The Carbon Trust delivered a workshop together with this EU-funded project, both promoting their support activities on sustainable energy consumption. More information under: http://www.energise-project.eu/node/86
SHAPE ENERGY PROJECT	SHAPE ENERGY aspires to create a European platform for energy-related social sciences and humanities (energy-SSH). Hence, they foster a social sciences approach in the energy efficiency field.	SHAPE ENERGY Project approached START2ACT via e-mail on the 4 th of July. They offered collaboration and participation opportunities for the Project, e.g. mutually supporting each other's social media activities and inviting START2ACT to sign up for their energy efficiency related workshop. Moreover, they have offered to send out PhD scholars to one of the Partner companies for a few months where they would conduct research on the social sciences aspect of energy efficient behaviour. Communication is ongoing
STARTUP EUROPE	STARTUP Europe is a one-stop-shop for European start-ups and young entrepreneurs. It aims to be the biggest entrepreneurship ecosystem in the continent, connecting start-ups and stakeholders with each other.	A call for contribution has been sent out over Basecamp for filling in the Baseline Assessment Report. As STARTUP Europe has an excellent network among young entrepreneurs, the letter was received by the primary target audience.
EYE ERASMUS FOR YOUNG	Erasmus for Young Entrepreneurs (EYE) is an exchange programme to support young Entrepreneurs, initiated by	START2ACT had a meeting with Katerina Neidlova and colleague from DG GROW in December 2016 in order to elaborate on similarities and possible

ENTREPRENEURS	the European Commission. EYE is active in countries that are also covered by START2ACT and thus a transnational cooperation is valuable.	ways of working together. In spite of the slight differences in target groups - EYE is focusing on Entrepreneurs at the beginning of their carrier while START2ACT supports startups in their early development phases - an agreement was reached. EYE agreed to promote START2ACT messages on their social media channels and START2ACT agreed to establish bonds to the local contact points of EYE in countries where both projects are present.
NATCONSUMERS (GA657672)	NATCONSUMERS is aiming at raising consumer awareness on energy as daily life concerns, and provoking direct actions by making consumption visible and summarising it into tailored tips for energy consumption.	START2ACT and NATCONSUMERS (Coordinator Zoltan Kmetty) had a meeting in February 2017 in order find synergies and work together where possible. As NATCONSUMERS is at an advanced project stage, START2ACT could utilise messages in available public deliverables. Furthermore, experiences as well as coordination and management practices within projects of the energy efficiency topic (impact calculation, methodologies etc.) could be shared.
ENTERPRISES EUROPE CLIMATE CUP	The Enterprises Europe Climate Cup (EECC) is a closed project (June 2016) that aimed to support small and medium sized enterprises (SMEs) to be front-runners in energy efficiency management. The published result, awarded SMEs, are available on the webpage and show that the EECC project used a similar tools and messages to advocate energy efficiency in SMEs	START2ACT contacted the coordinator (CO2online) of the EECC in August 2017 and both agreed on a meeting in order to share experiences and learn from lessons of the EECC.
EnerGAware	EnerGAware is an EU-funded project that seeks to increase housing tenant's understanding and engagement in energy efficiency while simultaneously aiming to reduce overall energy consumption. By adopting a gamification approach, they develop user-friendly on-and offline games that help the players simulate and better understand their energy saving potentials.	The project responsive, Miquel Casals has been contacted per email in late July 2017 by Geonardo. As the two projects share the same mission – to reduce residential energy consumption – it is intended to establish a successful cooperation by mutually promoting each other's public deliverables, events or social media items.

5. Progress overview and Future Action Plan

Overall, the START2ACT Consortium has been actively involved in implementing regular and versatile dissemination and communication activities in order to increase project's visibility and maximize project's impact. Effective dissemination tools and channels were established, regular and active actions were taken both on the project level and by each partner individually in order to engage relevant stakeholders and reach wider target audience.

The EASME's Assessment Progress Report positively evaluates active dissemination and use of social media channels, as well as professional design of the website aimed at attracting relevant target groups.

The Coordinator continuously monitors dissemination efforts taken by the Consortium using the shared excel table, where each partner can report their activities on articles and publications, event participation, stakeholder engagement as well as social media presence. The most recent audit in terms of dissemination actions was carried out in July 2017, when the Coordinator analysed the reported activities by individual partners and reached to them individually suggesting tailored dissemination efforts for future in order to achieve the targets in accordance with Task 6.3 description.

The table below shows the progress towards the target numbers set out in Task 6.3 of the Work Plan.

Table 11: Progress towards dissemination targets under Task 6.3

Target	Action	Progress
30 ARTICLES	To be published in newsletters and mass media, on national and local levels. Issuing in the national language of the partner possible. As an indication, publish 3-4 by participating country.	20 articles were published in total in various informational outlets; however, the distribution among partners is not equal.
15 EVENTS	Presentation of the project at a minimum of 15 events organized at the European, international level or during national events. As an indication, one national event per participating country and six European/international events.	20 events were already attended by partners to present the project; even though the target was reached, the distribution among partners is not equal.
10 MEETINGS	Organise meetings with manufacturers in order to promote the importance of START2ACT for the market uptake of their energy efficient products.	2 meetings were organised; although many stakeholders have been engaged, engagement of manufacturers needs to be intensified.
SOCIAL MEDIA	Regular (at least weekly) activity on START2ACT social media.	Social media activity is regular and consistent, with project having daily updates and interactions.
PRESS RELEASES	Publish quarterly press releases.	Three press releases were published by START2ACT.

E-NEWSLETTER	Issue biannual e-newsletters.	One START2ACT newsletter was issued.
WEBSITE UPDATES	Continuous updates of the START2ACT websites as well as the partner's websites with content, news and events.	Updates are posted regularly on new website features, tools, project news and upcoming events. More content on the national websites will be created.
ESTABLISH TIES WITH PROJECTS AND INITIATIVES	Identify related initiatives at EU/international level and establish networks and if possible common activities and provide information about START2ACT at common events.	The project established close ties with several relevant projects; communication with newly identified project on potential cooperation opportunities is ongoing.

Based on the conducted analysis of carried out activities and in order to improve dissemination, communication and exploitation within START2ACT, the Consortium plans to implement the following steps:

- » **Dissemination materials:** the materials were widely disseminated and have been recently updated with a relevant disclaimer as per request in the Progress Assessment Report. There is a need for a new batch of dissemination materials aimed at promoting online interactive tools launched within START2ACT in order to engage a high number of potential participants and stakeholders.
 - *Geonardo will present new dissemination materials during the upcoming project meeting in September 2017.*
- » **Events:** START2ACT was actively promoted at numerous events, however, individual partners need to intensify their presence at energy efficiency-related and environmental events on all levels (local, national and international).
 - *Several upcoming events have been identified both by the Coordinator and by partners. They are included into the list of "proposed events", which is available for all partners. The nearest upcoming events are:*
 - "Powerup Meetup by InnoEnergy" on the 30th of August 2017 in Budapest
 - "V4 EYES Startup Conference" on the 31st of August 2017 in Budapest
 - "ESCO" Matchmaking Evenement 2017 on the 6th of September 2017 in Hasselt
- » **Website:** the website is the main outlet for the information on START2ACT. It has recently been restructured based on the recommendations from the Progress Assessment Report in order to allow publication of larger number of START2ACT news visible on the page (the landing page now incorporates news in local languages marked with a "flag"); differentiate between project (now marked with a project logo) and external events.
 - *More content will be published both on the main page promoting new online tools (e.g. upcoming e-learning), partners are encouraged and are provided with technical possibilities to upload their local news as well as translate project updates in their national languages. Additionally, Geonardo intends to introduce several project updates in autumn 2017, include "external share" tool allowing visitors share news from the website via their social media accounts easily as well as "upcoming event" plugin promoting all START2ACT events and generating higher traffic to national START2ACT pages.*

- » **Social Media:** the strong START2ACT's social media presence has generated traffic to the website and supported the promotion of online and on-site support provided by START2ACT to young SMEs and startups.
 - *In order to engage relevant stakeholders and information exchange and future participation in START2ACT activities the Coordinator will present recommendations for partners regarding intensified social media efforts during the project meeting in September 2017.*
- » **Articles and media presence:** START2ACT was widely covered in external media due to the efforts taken on the project level and by individual partners. At the same time, continuous promotion of upcoming events and future project results needs to be maintained.
 - *Several media outlets have been identified by Geonardo and will be contacted soon regarding the promotion of upcoming E-learning modules.*
- » **Press releases and newsletters:** START2ACT published three press releases and one newsletter with journals and other online media which could be proactively contacted to utilize the press releases.
 - *There is a need to publish press releases and newsletters aiming for wider media coverage. During the project meeting in September 2017 the potential media engagement routes on the national and European level will be discussed by the consortium.*
- » **Stakeholder engagement:** as indicated in the Progress Assessment Report, START2ACT established a good network of stakeholders. Partners kept active contacts with various stakeholder groups engaging them into project events and other activities. At the same time, in the upcoming period the Consortium will invest the needed effort to increase the engagement of stakeholders and in particular of the target groups of the action. To facilitate the documentation process of the meetings with manufacturers, a dedicated START2ACT – template has been created which briefly summarizes the outcome of the meeting and gains authentication through the signature of the meeting partner.
 - *START2ACT will aim at increasing participation of manufacturers in relevant events as well as target audience in the recently launched training and mentoring schemes for young SMEs and startups.*
- » **Cooperation with other relevant projects:** Continuous information sharing with identified projects (SHAPE ENERGY, NATCONSUMERS) will be maintained via email, phone, reciprocal actions via social media, website interlinking, mutual event participation, joint event organization.
 - *New opportunities will be sought out and cooperation with recently contacted projects will be intensified (SHAPE ENERGY, EECC, EnerGAware)*

START2ACT also aims to engage the members of its Stakeholder Committee more actively in order to facilitate the promotion of START2ACT to SMEs and startups.

Moreover, in line with D6.1 the initial exploitation routes for START2ACT's results will be assessed and revised, if needed. Currently the open access is provided to START2ACT Training Kits, ToT Manual, Baseline Assessment Report and other public deliverables. The Interactive Energy Saving Platform is being extended with new tools; based on the feedback and statistics collected, the partners will discuss potential exploitation options for the platform beyond project duration.