D3.5
REPORT ON THE ENGAGEMENT CAMPAIGN, ACTIVITIES, EVENTS AND RESULTS

The PadovaFIT Expanded project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 847143.

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Introduction

The pilot cities (Municipality of Padova, Municipality of Timisoara, Municipalities of Vidin and Smolyan), starting from the evaluation of the examples provided in task 3.1 and the communication strategy developed in task 3.2, have drafted an Action Plan including the tools/actions they put in place during the project lifetime or even after.

Each pilot area has developed and implemented the tools to concretely engage the citizens and involve them in the OSS process. This document provides a description of how the communication & engagement campaign has been pursued in the different pilots and the main results achieved in terms of citizens informed and "activated" (stimulated in starting the refurbishment of their home).
As expected in the DoA, the engagement campaign has been developed with a wide range of tools and instruments:

- dedicated websites
- social campaigns
- newsletters
- posters & flyers
- information evenings
- information points
- testimonials

The role of the facilitators (task 3.4) has been crucial in these activities, supporting the development and implementation of the campaigns.
This task led the pilot cities in identifying and providing integrated services to a certain number of homeowners (demonstration buildings), as described in D3.6.

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The engagement of citizens by the Municipality of Padova

#1: Creating a dedicated website

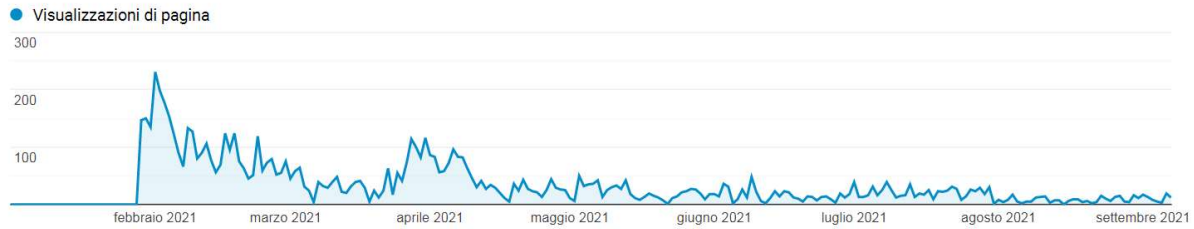
The website

The dedicated website (https://www.padovanet.it/informazione/progetto-europeo-padovafit-expanded) has been conceived by the Territorial Information System Department of the Municipality of Padova, with the collaboration of the Environment and Territory Department (and the external consultants) regarding content and dissemination material. The website provided information on the PadovaFIT Expanded project and related services. It has been focused on building incentives in Italy. The website has been designed to offer an information service to citizens, but also to other operators in the sector (condominium administrators, professionals, companies, etc.). The website is the main contact point for all issues related to:

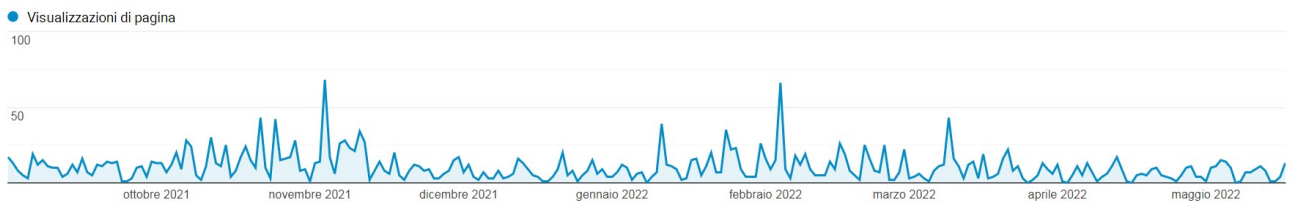
- how to reduce energy consumption and save on the bill,
- which technologies to choose for energy efficiency interventions and the production of energy from renewable sources,
- how to benefit from existing forms of tax incentives and how to finance interventions.

The results achieved by the website in terms of numbers of visits have been monitored since the launch of the Energy Desk in February 2021.

First period – February 2021 up to September 2021
Source: Google Universal Analytics
Number of visualizations: 7,972



Second period – October 2021 up to May 2022
Source: Google Universal Analytics
Number of visualizations: 2,741



Third period – June 2022 up to October 2022
Source: Google Analytics
Number of visualizations: 1,101

Total number of visualizations: 11,300
Average time on page: 2mins 50 secs

The Energy desk is the first step in the energy refurbishment process of the building. The citizen who obtains the advice of the Energy desk can take more informed decisions and therefore manages to talk with the right actors in the supply chain (professionals, companies, etc.).
The website will therefore be the channel through which the OSS will give information to citizens, collect the basic data to elaborate pre-feasibility assessments, connect the various actors active in the supply chain (professionals, companies, financial operators, etc.).

Main information made available for download on the website

A guideline for citizens: how to refurbish their home	https://www.padovanet.it/sites/default/files/attachment/Opuscolo%20Bonus%20edilizi%20PadovaFIT%20%282022%29.pdf Brochure (32 pages) distributed during information events and at the information points.
FAQs: how to apply to the fiscal incentives in the Municipality of Padova	https://www.padovanet.it/sites/default/files/attachment/FAQ_Sportello_per_il_Risparmio_Energetico_OTTOBRE%2021.pdf
FAQs: how to intervene in the historic city centre (installation of RES and building renovation)	https://www.padovanet.it/sites/default/files/attachment/FAQ_Focus_su_centro_storico%28AGG%20OTTOBRE_21%29.pdf

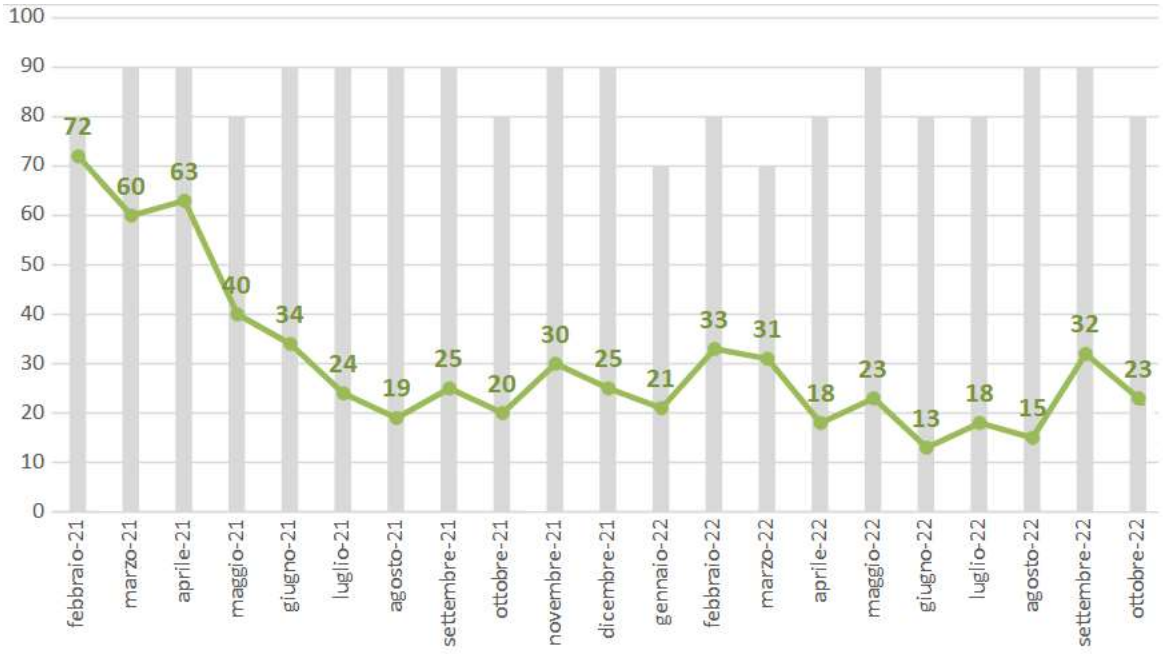
The technical consultancy by phone call

The Energy desk has been designed to provide technical and financial consultancy services. These services are provided through a phone call appointment, which guarantees a maximum number of 20 reservations/week. The Energy desk service intends to solve one of the main problems of the process of energy refurbishment of buildings: the lack of knowledge of the existing opportunities both at a technical level (what interventions can I take to reduce the cost of the energy bill?), and at the financial level. This information channel made available by the Municipality should increase the interest and awareness of citizens, favoring more interventions on the territory.

Citizens can make an appointment through the iCUP service of the Municipality of Padova, without time constraints. The appointment has a maximum duration of 30 minutes. The Service is active with two days a week.

Days and times for the telephone appointment: Tuesday, from 9.00 to 14.00; Thursday, from 12.00 to 17.00.

Number of contacts: 634 (from February 2021 to October 2022)



#2 Engaging citizens - Social Media channels / #3 Municipal newsletter

The social campaign has been carried out by the Municipality of Padova through its institutional channels:
https://www.facebook.com/informambiente/
https://www.facebook.com/Comune.Padova/.
The newsletter has been managed directly by the Informambiente Office belonging to the Municipality of Padova:
http://newsletter.padovanet.it/archivio/31/
https://a3f5x3.emailsp.com/frontend/newsletters.aspx?idlist=9&hashlista=1528f007-eb83-4401-bd77-32925cf8ce2f&pv=1
https://a3f5x3.emailsp.com/frontend/newsletters.aspx?idlist=1&hashlista=aafa5375-bcf1-4e06-965a-e3a98b626156).
In all cases, the role of the Energy desk was highlighted.

Post on Facebook to promote the Energy Desk

The Energy Desk has been launched on the 1st of February 2021. Since that time, it has been widely promoted on social channels (Facebook): 27 posts.
These posts have been seen, on average, by more than 750 people. Few posts have been relaunched by the Municipal Facebook account, reaching out around 44,000 followers.

Example of posts from the social campaign

1st of February 2021	https://www.facebook.com/informambiente/posts/pfbid02sW4Q9ydYmLhcLieLr

	zfTERx4Ke3cVUckoAzKoheWyJ2hz21c9wQNmZUSTU9qzrDil
10th of February 2021	https://www.facebook.com/informambiente/posts/pfbid0CYwTVaSg72KNpUZVAk4nHKEE3WCYXy7jasXuDuUJAKxuuk4RHZuJhLrz6f6FovXxl
18th of February 2021	https://www.facebook.com/informambiente/posts/pfbid012aGAV74Kb4U8ZcjafBGHWRUbef3YUAnZhxtQp6Ej36VnBXR6cRDqTDwaJBPPgpRl
15th of March 2021	https://www.facebook.com/informambiente/posts/pfbid02dwRENvdoswMnpj3rfvhqWdRxRjAecYXtKEehsASgB3XqsJe4cncdqDiataLXm4YAl
24th of March 2021	https://www.facebook.com/informambiente/posts/pfbid0Toej2dC2fPLezNEdkZJt44RsN5wvd34LwiBNanNXECfnGndCETprz2qBLudJFA4il
31st of March 2021	https://www.facebook.com/informambiente/posts/pfbid02NPzt9Lh8xGWwcFwNLw4SVBXjxojZfmNwuTvdnbRtQ6BLVJjinVNUWLQRt3qp31p7l
8th of April 2021	https://www.facebook.com/informambiente/posts/pfbid033xB7HYmdNcxM6is1H1WViGcTLgyVqDZvfc1RrrCfkkXsNQwwXmHu2sZDT6VV3sZrl
13th of May 2021	https://www.facebook.com/informambiente/posts/pfbid0Gos5T3YCzDpPff6WC64cXmsfqxuwh6Mr4vx23XQSQ2HLXSfbRoen33YL8ZWJEkoyl
27th of May 2021	https://www.facebook.com/informambiente/posts/pfbid02YB8HcZPg95JAUWQ9B6adBL97vH6PkHBromFcA5jQGNnBuMMEzurvaUNCQrfdYqZVl
17th of June 2021	https://www.facebook.com/informambiente/posts/pfbid0V5UdodPgEyXrkmqxMEa8BoK4NDh3RyMKASf2iMUbDRcxuBWmMN5gEDR2JAKNi7yAl
09th of July 2021	https://www.facebook.com/informambiente/posts/pfbid02fMSEJN5evVaMMJeNAzq7WJEEtwfJ4dTivLGWYL3kgSkp4qavCr63yFoFSk6772nwl
2nd of August 2021	https://www.facebook.com/informambiente/posts/pfbid02849MtPEhitL8GPxFAFL6e6KEGZ1zpNUpDcZqaVWi6kwiKaozLuKKHm6xLEXynndql
29th of September 2021	https://www.facebook.com/informambiente/posts/pfbid02i9HVcibemXXNyFij9YJwRAqXa2p6dZwnPz1ZGQrqrw7ohv7y4SVZcm8akxzHVLqAl
11th of October 2021	https://www.facebook.com/informambiente/posts/pfbid02Kkn24zoLTETe9FFaKwaFHNTf52DJhtr9VyEKBXzo8hsSm3MyaxyNyrFxDN9iJsMBl
25th of October 2021	https://www.facebook.com/informambiente/posts/pfbid02aGtvsmZV7Nh5SJgPSM4yHGdyP3dSqRoQEQfsNh5Tx1f6GejbXdQtuCcHTfXrAuaZl
1st of December 2021	https://www.facebook.com/informambiente/posts/pfbid02pmhq67GLdNG4yVqpyBo4usZF186wMS6rYBwm3dtfzsuaNaDwUEdYHw19eiANYdcdl
10th of March 2022	https://www.facebook.com/informambiente/posts/pfbid02MXsVSKGaqQA8XMeY2V9j4MzS6KAjSUD2gnVVjtSTxnN1WmBBkR8uNEpdRRPkTEN1l
18th of March 2022	https://www.facebook.com/informambiente/posts/pfbid0TeUesbnxgRRi46pkKcdBYfzvuNLk2K1XmNnFiFaZofwhY1mATVxJZHtsWPcVbuQ8l
15th of April 2022	https://www.facebook.com/informambiente/posts/pfbid02qyAM7mduENuvZ9wLLW6WYhPhwSCw2WvZC173caJ2rRkzSq35NJ2F918shwcrMnxul
22nd of April 2022	https://www.facebook.com/informambiente/posts/pfbid028Ct7wqFmqKiZxExaBfGWBUaXyejNPfQaVLgpujcHXTsiEXXsNNHffr4fUHBtHUgSl
17th of June 2022	https://www.facebook.com/informambiente/posts/pfbid0SuEHr7H7Czg77gS5SuZBy529eBxRZZL8CDdrJwxUd5nVALt7SmCW6bvggSKAUQael
20th of July 2022	https://www.facebook.com/informambiente/posts/pfbid06DEH2Rtc899LBVfjPq2XRYxXJhNXoZEskSbfUe4HkPiPh2RdH7nLHWpYhbeQ8LuKl
27th of September 2022	https://www.facebook.com/informambiente/posts/pfbid02nyQgWZVa2vskBTjvZdxvkMAr5x1NWPfaSjghcqPsumNU4t4xaUumgmobqd1YzXKul
28th of September 2022	https://www.facebook.com/informambiente/posts/pfbid0D895JRXGAameZVck

	zQ6f5YKtifXUZZwA2KoBU1G1EA3KMZq4SPuxMyxi1MZW4xLpl
30th of September 2022	https://www.facebook.com/informambiente/posts/pfbid0tcPJ6a4y1EHoWUuXfrNSZ52dYAniaMqjkCSDZJ5KVhLswK6SUbWbXaBZgHE8xDyYl
2nd of October 2022	https://www.facebook.com/informambiente/posts/pfbid0a4tEEhSSRQAuvFZdyb9ddFcmHtKm6snTPm5mNnMS56PULU81Qzf1tcW2kAh7qqubl
3rd of November 2022	https://www.facebook.com/informambiente/posts/pfbid0oE9qDueCxXCcqgUfCkj9YgQstgRn4ZpY41YYTLEKtzj8Y3ubMh6AsszUtkZp9xsl

News on the Informambiente monthly newsletter to promote the Energy Desk The Energy Desk has been widely promoted through the Informambiente monthly newsletter: 19 news. **These news have been seen, on average, by more than 2,500 people. Few news have been relaunched by the Municipal newsletter.**	
February 2021	http://newsletter.padovanet.it/archivio/31/6138.html **Sportello per il risparmio energetico** Il Comune di Padova attiva un nuovo servizio per promuovere il risparmio energetico e facilitare l'accesso agli incentivi economici disponibili per chi sceglie di investire in maggiore efficienza energetica (Superbonus 110%), in sicurezza (Sismabonus) e in riqualificazione energetica degli edifici (Ecobonus). **Il servizio è rivolto ai residenti nel Comune di Padova.** Lo sportello è fruibile, in forma gratuita, su prenotazione attraverso il **servizio iCUP del Comune di Padova**. Il servizio è ideato nell'ambito del progetto europeo **PadovaFIT Expanded**, finanziato da Horizon2020 che intende fornire ai cittadini informazioni, assistenza tecnica, giuridica e finanziaria, nonché strumenti contrattuali e decisionali per la realizzazione ed il monitoraggio degli interventi di risparmio energetico. **Per maggiori informazioni**
February 2021 – 2	https://a3f5x3.emailsp.com/frontend/newsletters.aspx?idlist=1&hashlista=aafa5375-bcf1-4e06-965a-e3a98b626156# **Sportello per il risparmio energetico** È attivo un nuovo sportello che fornisce informazioni e consulenza su come ridurre i consumi, quali tecnologie scegliere per gli interventi di efficienza energetica e la produzione di energia da fonti rinnovabili e come beneficiare degli incentivi fiscali (tra cui Superbonus 110%). Il servizio è rivolto a cittadini, amministratori condominiali, operatori del settore ed è fruibile gratuitamente su appuntamento. Per altre informazioni cliccare qui.
March 2021	http://newsletter.padovanet.it/archivio/31/6149.html **M'illumino di meno 2021** *Venerdì 26 marzo* Anche quest'anno il Comune di Padova aderisce a M'illumino di meno, la Giornata del Risparmio Energetico e degli stili di Vita Sostenibili, promossa da Caterpillar, nota trasmissione di RaiRadio2. L'edizione di quest'anno è dedicata al "Salto di Specie" inteso come evoluzione ecologica necessaria per uscire migliori dalla pandemia. Il Comune di Padova contribuisce a questa evoluzione ecologica grazie allo **Sportello Risparmio energetico**, uno strumento gratuito a supporto dei residenti che vogliano riqualificare energeticamente la propria abitazione grazie agli incentivi economici disponibili (Superbonus 110%, Sismabonus, Ecobonus). Mentre sono 27 le scuole di Padova che si sono impegnate a realizzare una o più delle attività proposte da Informambiente. Come di consueto, tra le ore 18 e le ore 20 verranno spente le luci dei luoghi più simbolici di Padova: Palazzo Moroni, Palazzo del Capitanio, Piazza dei Frutti, Piazza delle Erbe, Piazza dei Signori, via VIII Febbraio, Piazzetta Pedrocchi, Piazzetta Garzeria, Prato della Valle, Specola. **Pagina web** | **Cartolina Sportello Risparmio Energetico** | **Cartolina scuole**
April 2021	http://newsletter.padovanet.it/archivio/31/6164.html

	Campagna informativa dello Sportello Risparmio energetico Per far conoscere il nuovo servizio promosso dal Comune di Padova che offre informazioni e consulenze per rendere le abitazioni più efficienti da un punto di vista energetico è stata realizzata una campagna informativa sul territorio comunale. Fino al 19 aprile otto cartelloni pubblicitari in diversi luoghi della città e uno dei tram che quotidianamente attraversa la città promuoveranno questo sportello informativo che agevola l'accesso alle forme di incentivazione fiscale (Superbonus 110%, Sismabonus, Ecobonus, …) **Per maggiori informazioni**
May 2021	http://newsletter.padovanet.it/archivio/31/6187.html **Interventi per la messa in sicurezza del patrimonio immobiliare: il Sisma bonus è attivo anche nel Comune di Padova** ***Lo Sportello per il Risparmio Energetico amplia la gamma dei servizi informativi offerti al cittadino*** In seguito all'approvazione della DGR n.244 del 9 marzo 2021, con la quale è stato aggiornato l'elenco delle zone sismiche, il Comune di Padova è rientrato nella classe di rischio 3, medio-bassa. Questa modifica comporta, per i cittadini padovani, la possibilità di beneficiare del Sisma bonus per le spese sostenute fino al 31 dicembre 2021 per interventi antisismici, con una detrazione che varia tra il 50% e l'85%, da calcolare su un importo complessivo di 96.000€ per unità immobiliare, fruibile in cinque rate annuali di pari importo. Per gli interventi che beneficiano anche del Superbonus, la detrazione per gli interventi antisismici è elevata al 110% per le spese sostenute fino al 30 giugno 2022, al netto di eventuali ulteriori proroghe che saranno ufficializzate con la Legge di bilancio 2022. L'attivazione del Sisma bonus anche nel Comune di Padova costituisce una grande opportunità per la messa in sicurezza e l'efficientamento energetico del patrimonio edilizio. Vista la complessità normativa, fiscale e documentale del Superbonus 110% e del Sisma bonus, il Comune di Padova ha attivato un servizio gratuito per tutti i cittadini residenti a Padova, lo Sportello per il Risparmio Energetico. **Per maggiori informazioni**
June 2021	http://newsletter.padovanet.it/archivio/31/6204.html **Corso di formazione "Facilitatori territoriali per la promozione degli interventi di riqualificazione energetica nel patrimonio edilizio privato"** ***Scadenza domande il 14 giugno 2021*** Il Settore Ambiente e Territorio, nell'ambito delle attività del **progetto PadovaFIT Expanded**, ha attivato un corso di formazione professionale gratuito per "Facilitatori territoriali per la promozione degli interventi di riqualificazione energetica nel patrimonio edilizio privato". Il corso è dedicato esclusivamente agli under 35: • diplomati nei corsi di alta formazione post diploma "Energy Manager 4.0" e "Building Manager" organizzati da Its Red Academy; • laureati nei corsi magistrali in Ingegneria, Architettura o Pianificazione territoriale. Il corso di formazione, della durata di 29 ore, si svolge interamente online. Al superamento dell'esame finale, il Comune di Padova selezionerà un candidato per l'avvio di una collaborazione professionale a supporto delle attività dello **Sportello per il risparmio energetico**.
June 2021 – 2	https://a3f5x3.emailsp.com/frontend/newsletters.aspx?idlist=1&hashlista=aafa5375-bcf1-4e06-965a-e3a98b626156# **Corso di formazione "Facilitatori territoriali per la promozione degli interventi di riqualificazione energetica nel patrimonio edilizio privato"** Il Settore Ambiente e Territorio, nell'ambito del progetto PadovaFIT Expanded, ha attivato un corso di formazione professionale gratuito. Il corso si svolge online dal 17 giugno al 29 luglio. La domanda di iscrizione deve essere effettuata entro il 14 giugno. Al superamento dell'esame finale, sarà selezionato un candidato per una collaborazione professionale a supporto dello Sportello per il risparmio energetico. Per altre informazioni cliccare qui.

September 2021	http://newsletter.padovanet.it/archivio/31/6299.html **Domenica 3 ottobre** Dalle ore 9:00 alle 19:00 - Prato della Valle - **mappa** **Festa del recupero e dell'energia pulita** Nell'ambito della Festa Provinciale del Volontariato si tiene la Festa del Recupero e dell'Energia Pulita, promossa da Legambiente in collaborazione con il Comune di Padova. Per tutta la giornata numerosi stand di realtà impegnate per lo sviluppo sostenibile del pianeta, giocolieri e molto altro ancora. Saranno presenti anche lo stand di Informambiente e lo Sportello Risparmio Energetico.
October 2021	https://a3f5x3.emailsp.com/frontend/nl_preview_window.aspx?idNL=389 **Decreto Semplificazioni: nuovi aggiornamenti disponibili sulla pagina dello Sportello per il Risparmio Energetico** Con l'obiettivo di facilitare l'accesso al Superbonus 110%, snellendo in particolare l'iter burocratico, negli scorsi mesi è stato introdotto, dal Governo italiano, il decreto Semplificazioni. Lo Sportello per il Risparmio Energetico ha pubblicato del materiale informativo per aiutare i cittadini nella fruizione agevolata dei bonus edilizi. Importanti novità riguardano la presentazione della CILA-S, che sarà sufficiente per l'avvio dei lavori, venendo meno l'obbligo di verifica della conformità urbanistica ed edilizia dell'immobile. Con il nuovo modulo, scaricabile dalla pagina dello Sportello (CILA-S), basterà descrivere in forma sintetica l'intervento da realizzare. Per maggiori informazioni è possibile consultare la guida di ANCI, nella quale vengono fornite istruzioni tecniche e note per utilizzare la nuova modulistica introdotta dal decreto Semplificazioni. La pagina dello Sportello è stata arricchita con nuove FAQ per i cittadini, per semplificare ulteriormente l'accesso al Superbonus nel Comune di Padova. Per maggiori informazioni prenota un appuntamento con i nostri tecnici il martedì dalle 9 alle 14 ed il giovedì dalle 12 alle 17.
December 2021	https://a3f5x3.emailsp.com/frontend/nl_preview_window.aspx?idNL=492 **Lo Sportello risparmio energetico non va in vacanza...** *Aperto il 28 e 30 dicembre, 4 gennaio* Visto il costante interesse sul tema del Superbonus 110% e degli altri bonus edilizi, il servizio comunale dello Sportello per il Risparmio Energetico rimarrà attivo per tutto il periodo natalizio. Il 28 e 30 dicembre e il 4 gennaio sarà possibile prenotare un appuntamento con i nostri tecnici qualificati per avere informazioni sugli incentivi fiscali esistenti e sulle opportunità di riqualificazione energetica per la propria abitazione. Per maggiori informazioni
January 2022	https://a3f5x3.emailsp.com/frontend/nl_preview_window.aspx?idNL=545 **Nuove scadenze per i bonus edilizi: continua il servizio dello sportello per il risparmio energetico** Lo scorso mese è stata approvata la legge di bilancio che proroga le scadenze dei principali bonus edilizi. Nel 2022 sarà ancora possibile beneficiare del Superbonus per una completa riqualificazione energetica dei propri edifici. Oltre alla detrazione diretta dei costi sostenuti, sarà possibile utilizzare la cessione del credito e lo sconto in fattura. Per gli edifici unifamiliari è necessario che entro il 30 giugno 2022 vengano effettuati lavori per almeno il 30% dell'intervento complessivo. Condomini ed edifici plurifamiliari potranno utilizzare invece il bonus fiscale al 110% fino al 31 dicembre 2023. P vuoi saperne di più, utilizza il servizio gratuito dello Sportello per il Risparmio Energetico, prenotando un appuntamento con i nostri tecnici o consultando il materiale informativo. Per saperne di più, è possibile consultare il materiale informativo o prenotare un appuntamento telefonico allo Sportello per il Risparmio Energetico (servizio a disposizione dei residenti nel comune di Padova). Per maggiori informazioni
March 2022	https://a3f5x3.emailsp.com/frontend/nl_preview_window.aspx?idNL=660 **Bonus edilizi: istruzioni per l'uso** Lo Sportello per il Risparmio Energetico ha realizzato una nuova pubblicazione sui bonus edilizi che illustra le varie opportunità di detrazione fiscale esistenti, con un focus sul Superbonus 110%. L'opuscolo contiene utili informazioni sulle nuove scadenze dei bonus approvate con la legge di bilancio 2022 e sugli adempimenti necessari per poterne beneficiare, anche in seguito alla chiusura dei lavori. Pubblicazione
April 2022	https://a3f5x3.emailsp.com/frontend/nl_preview_window.aspx?idNL=779 **Lo Sportello risparmio energetico al Parco dei Salici** *Domenica 24 aprile dalle 10:00 alle 18:30* In occasione delle iniziative promosse al Parco dei salici per la domenica ecologica del 24 aprile, un tecnico esperto dello sportello Risparmio energetico fornirà utili indicazioni sulle varie opportunità di detrazione fiscale esistenti in termini di riqualificazione edilizia. A disposizione delle interessate e degli interessati anche la pubblicazione "Bonus edilizi: istruzioni per l'uso" che contiene utili informazioni sulle nuove scadenze dei bonus approvate con la legge di bilancio 2022 e sugli adempimenti necessari per poterne beneficiare, anche in seguito alla chiusura dei lavori.
May 2022	https://a3f5x3.emailsp.com/frontend/nl_preview_window.aspx?idNL=814 **Decreto Energia (o Bollette): le novità per il Superbonus 110% introdotte dalla legge di conversione** Il Decreto Energia (detto anche Decreto Bollette) è stato convertito in legge ed è in vigore dal 29 aprile 2022. Alcune tra le numerose novità relative al Superbonus 110% interessano: • la quarta cessione del credito da parte degli istituti di credito nei confronti dei loro correntisti in aggiunta alle tre cessioni del credito ad oggi effettuabili (di cui la prima libera da fornitori e committenti verso qualunque soggetto e le due successive a favore di banche e intermediari); • un iter autorizzativo più semplice per l'installazione di impianti fotovoltaici e a fonti rinnovabili in quanto considerati come edilizia libera (manutenzione ordinaria) tranne per gli edifici vincolati; • l'estensione della detrazione Superbonus 110% per l'installazione di impianti di produzione di calore da risorsa geotermica come intervento trainante di sostituzione degli impianti di climatizzazione estiva e invernale. Per un approfondimento tecnico puoi consultare il testo della Legge dello Stato 27/04/2022 n. 34 e il Decreto Legge 01/03/2022 n. 17. Se vuoi saperne di più, utilizza il servizio gratuito dello Sportello per il Risparmio Energetico, prenotando un appuntamento telefonico con i nostri tecnici (attraverso il portale iCUP) o consultando il materiale informativo.
June 2022	https://a3f5x3.emailsp.com/frontend/nl_preview_window.aspx?idNL=942

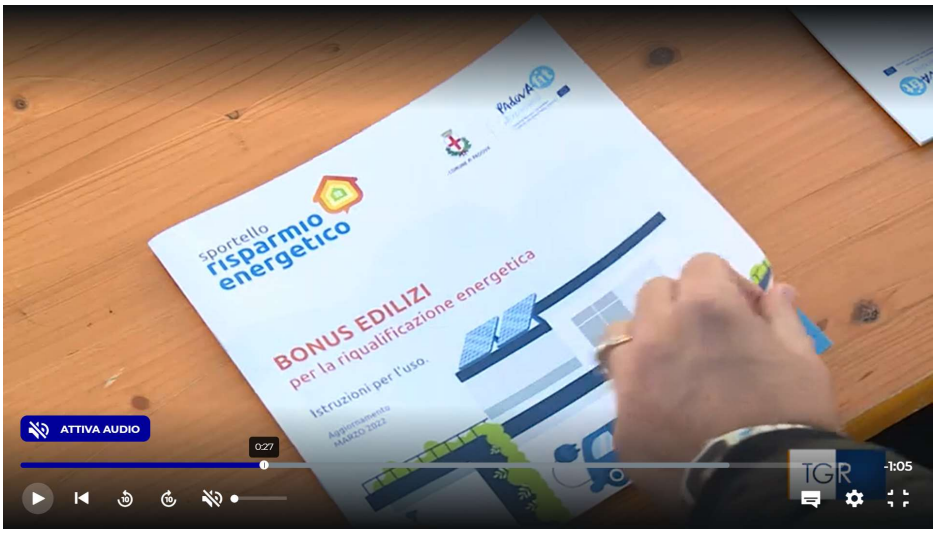
	Per le unità unifamiliari come funziona la proroga per usufruire del Superbonus 110%? Dal 18 maggio 2022 è entrato in vigore il Decreto Aiuti (Decreto Legge n. 50/2022) che sposta la scadenza del 30 giugno al 30 settembre 2022 per effettuare e rendicontare almeno il 30% dei lavori complessivi realizzati nelle unità unifamiliari. È utile ricordare che tale proroga di 3 mesi: • non modifica il termine ultimo per realizzare i lavori, i quali dovranno essere comunque ultimati entro il 31 dicembre 2022; • consente di completare i cantieri in corso ma non dà fisicamente la possibilità di avviarne di nuovi relativi al Superbonus 110%; • considera il 30% dell'intervento complessivo, il quale va calcolato sul totale degli importi sia che essi siano detraibili con Superbonus 110%, con altre agevolazioni o manutenzioni semplici. Per un approfondimento tecnico puoi consultare il testo del Decreto Legge 17/05/2022 n. 50. Se vuoi saperne di più, utilizza il servizio gratuito dello Sportello per il Risparmio Energetico, prenotando un appuntamento telefonico con i nostri tecnici (attraverso il portale iCUP) o consultando il materiale informativo.
July 2022	https://a3f5x3.emailsp.com/frontend/nl_preview_window.aspx?idNL=1014 **Convertito in legge il "Decreto Aiuti": nuove regole per il Superbonus 110%** È stata pubblicata in Gazzetta Ufficiale la Legge n. 91/2022 di conversione del Decreto Aiuti (DL 50/2022), la quale comporta delle nuove regole relativamente al Superbonus 110%. Tra le principali novità si evidenzia: • **Nuova scadenza per le unità unifamiliari** (approfondimento nella newsletter giugno 2022); • **Semplificazione della cessione del credito**: gli istituti di credito ora possono operare la cessione, con effetto retroattivo per svincolare i crediti rimasti bloccati, verso tutti i soggetti diversi da consumatori o utenti finali (società, professionisti e partite Iva); • **Aggiornamento dei prezziari regionali** per far fronte al rincaro dei materiali, per tutto il 2022, consentendo un incremento pari al 20%. Per un approfondimento tecnico si rimanda al testo della Legge dello Stato 15/07/2022 n. 91 e del Decreto Legge 17/05/2022 n. 50. Per saperne di più, lo Sportello per il Risparmio Energetico è attivo anche a luglio e agosto, sempre su appuntamento telefonico (attraverso il portale iCUP). Per maggiori informazioni
August 2022	https://a3f5x3.emailsp.com/frontend/nl_preview_window.aspx?idNL=1090 **I One Stop Shop per affrontare la crisi energetica** L'impennata dei prezzi dell'energia che sta colpendo l'Italia e l'Europa negli ultimi mesi sta mettendo in seria difficoltà famiglie e imprese e sta ponendo al centro del dibattito politico l'importanza di politiche di approvvigionamento energetico strutturali e di lungo periodo che, dal livello nazionale a quello locale, devono essere in grado di promuovere la produzione di energia da fonti rinnovabili ma soprattutto devono incrementare l'efficienza energetica in tutti i comparti. Il Comune di Padova ha approvato nel 2021 il proprio PAESC, delineando una strategia al 2030 basata sull'attuazione di oltre 110 azioni per la mitigazione e l'adattamento. Inoltre, attraverso i servizi erogati dallo Sportello per il Risparmio Energetico, attivato nell'ambito del progetto PadovaFIT Expanded, l'Amministrazione sta supportando i proprietari d'immobili nel loro iter di riqualificazione energetica, sfruttando i meccanismi fiscali esistenti. Nella newsletter di progetto è possibile approfondire quello che si sta facendo a Padova e l'importanza dei One Stop Shop per affrontare la crisi energetica. Per maggiori informazioni
September 2022	https://a3f5x3.emailsp.com/frontend/nl_preview_window.aspx?idNL=1128 **Convegno "Soluzioni per affrontare la crisi energetica"** ***Giovedì 13 ottobre alle 18:00 | Sala Caduti di Nassiriya, sotto il volto dell'Orologio, piazza Capitaniato, 20*** L'impennata dei prezzi dell'energia che sta colpendo l'Italia e l'Europa negli ultimi mesi sta mettendo in seria difficoltà famiglie e imprese e sta ponendo al centro del dibattito politico l'importanza di politiche di approvvigionamento energetico strutturali e di lungo periodo. Il workshop affronta alcune delle tematiche di maggiore attualità, focalizzandosi sulle opportunità esistenti per ridurre il peso della bolletta energetica. Programma | Registrazione online
October 2022	https://a3f5x3.emailsp.com/frontend/nl_preview_window.aspx?idNL=1230 **Punto informativo domenica 6 novembre** ***Piazza Cavour dalle 10:00 alle 13:00*** In occasione della domenica ecologica del 6 novembre, gli esperti dello Sportello Risparmio Energetico (il servizio gratuito del Comune di Padova realizzato nell'ambito del progetto H2020 PadovaFIT Expanded) saranno a disposizione per fornire informazioni sugli incentivi economici per interventi di riqualificazione energetica come Superbonus 110%, Sismabonus ed Ecobonus. Per maggiori informazioni sullo Sportello

Moreover, a communication campaign with local media has been launched, to give further visibility to the service made available by the Municipality of Padova.

News/videos on local newspapers to promote the Energy Desk

The Energy Desk has been promoted on local newspapers with online and on paper news and with videos published by local TV: 10 news.

29th of January 2021	Local TV: Telenordest https://www.youtube.com/watch?v=nnU55cJxLBE
29th of January 2021	Local TV: TV7 https://www.gruppotv7.com/ireporter/news/padova/2021/01/29/UNO_SPORTELLO_PER_IL_RISPARMIO_ENERGETICO__185536.html
30th of January 2021	Local newspaper: Il Gazzettino di Padova **Bollette e incentivi, apre lo sportello energetico** ▶Da lunedì attivato il servizio del Comune in favore dei cittadini AMBIENTE **PADOVA** Apre al pubblico lunedì prossimo lo sportello energetico. Uno sportello grazie al quale i padovani potranno ottenere tutte le informazioni per rendere più green la propria abitazione, a partire dal superbonus fiscale del 110%. Si tratta di nuovo servizio attivato dal Comune in favore della collettività, finalizzato a promuovere la riduzione dei consumi energetici, il risparmio in bolletta, la diffusione delle tecnologie di efficientamento energetico e l'accesso alle forme di incentivazione fiscale per gli interventi di riqualificazione energetica. Un servizio che sarà messo a disposizione di cittadini, amministratori condominiali, operatori del settore e fruibile, in forma gratuita, su appuntamento telefonico. Lo sportello funzionerà, dal prossimo primo febbraio, su appuntamento telefonico - con la possibilità di fare anche una videochiamata - e sarà disponibile il martedì dalle 9 alle 14 e il giovedì dalle 12 alle 17. «Con l'attivazione dello "Sportello per il risparmio energetico" il Comune di Padova compie un concreto passo nel suo percorso verso la sostenibilità – ha spiegato ieri l'assessore all'Ambiente Chiara Gallani - offrendo ai cittadini un utile strumento informativo in grado di fornire risposte puntuali e competenti a tutti coloro i quali intendono investire nella riqualificazione energetica della propria abitazione ma fanno fatica a districarsi tra i tanti provvedimenti e incentivi esistenti». «Con il nuovo servizio questa amministrazione vuole supportare l'esigenza di ammodernamento del patrimonio immobiliare privato e fare in modo che gli incentivi economici introdotti dal Governo siano sfruttati il più possibile – ha detto l'assessore all'Edilizia privata Antonio Bressa - . Grazie al Superbonus del 110% e ai precedenti interventi, infatti, investire nella riqualificazione energetica delle nostre case non è mai stato così conveniente ma è importante conoscere bene la normativa per scegliere quali tipi di intervento fare. Il nuovo servizio vuole quindi essere una guida competente, in grado di fornire informazioni sui requisiti, i tempi e le modalità operative legate agli ecoincentivi esistenti». **Alberto Rodighiero**
30th of January 2021	Online news: La Piazza Web https://www.lapiazzaweb.it/2021/01/sportello-per-il-risparmio-energetico-il-nuovo-servizio-per-la-collettivita/
18th of February 2021	Online news: Padova Oggi **PADOVAOGGI** **Sportello per il risparmio energetico del Comune di Padova: info gratuite su prenotazione** Per fissare un appuntamento con il personale dello Sportello è sufficiente accedere al servizio iCUP del Comune di Padova e cliccare su "Sportello per il risparmio energetico" e successivamente sul tasto "Prenota". L'utente potrà scegliere il giorno e l'ora nell'agenda e cliccare su "+" per finalizzare la registrazione. In seguito alla prenotazione si riceverà conferma dell'appuntamento via email
9th of March 2022	Online news: Telenuovo https://tgpadova.telenuovo.it/attualita/2022/03/09/venerdi-11-marzo-a-padova-torna-millumino-di-meno

23rd of April 2022	Local TV: TV7 https://www.gruppotv7.com/padova/2022/04/23/ultima-domenica-ecologica-eventi-in-tre-parchi-31-50/
18th of October 2022	Online news: Padovando http://www.padovando.com/attualita/ambiente-e-smog/punto-informativo-per-lo-sportello-risparmio-energetico/
4th of November 2022	Online news: Telenuovo https://tgpadova.telenuovo.it/attualita/2022/11/04/secondo-appuntamento-con-le-domeniche-ecologiche-il-6-novembre-in-citta
6th of November 2022	Local TV: TGR https://www.rainews.it/tgr/veneto/articoli/2022/11/bicicletta-amore-mio-a-padova-seconda-domenica-ecologica-59978412-b49d-4e19-ae3d-2586c8b2c3f7.html 

#4 Flyer/leaflet distribution/ #5 Putting up a poster

Various instruments have been prepared and disseminated:

- a poster in 6 m * 3 m format,
- a poster in 70 cm * 100 cm format,
- a poster in 33 cm * 48 cm format,
- a A5-size flyer,
- a poster for the city tram.,
- a roll-up

Communication campaign on the city tram to promote the Energy Desk

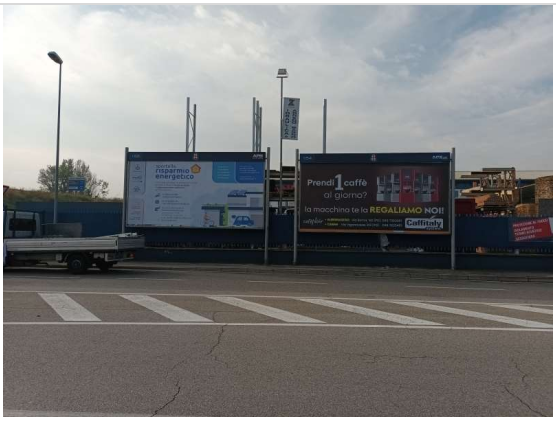
The communication campaign on the city tram was managed once, at the really beginning of the communication campaign, between the 15th of March and the 15th of April 2021.

Communication campaign with street posters to promote the Energy Desk

The communication campaign has been promoted even with street posters of different sizes.
The big posters (6m * 3m) have been disseminated around the city in 8 different places for three times (three different campaigns):

- between the 29th of March and the 11th of April 2021
- between the 25th of October and the 7th of November 2021
- between the 26th of September and the 9th of October 2022

The poster have been positioned in high-visibility points, depending on traffic flows, proximity to intersections (traffic lights/roundabouts), visibility from the road.
The 180 small posters (70cm * 100cm) have been disseminated only once around the city on road billboards, between mid March and April 2021.



Big posters

Small posters

Communication campaign in public buildings to promote the Energy Desk

The communication campaign has been promoted in different public buildings, particularly in those having direct contacts with citizens. In these cases, the campaign was focused on posting some posters (33cm *48cm) and distributing some flyers (A5):

- at some information desks managed directly by the Municipality of Padova (URP – Public Relations Office, SUE – Private Buildings information Desk),
- at public offices having contacts with citizens, such as: headquarters of the 6 neighborhoods; registry office; social services department; school services department; sport services department; police department; cultural centre San Gaetano; environment and territory department; tributes department; headquarter of the Municipality of Padova - Palazzo Moroni.

Posters: 100 copies distributed
Flyers: 2,500 copies distributed
This communication campaign, compared to the others, has been continuous since the launch of the Energy Desk.

Posters

Flyers

#7 Creating information points / #9 Dedicated information evenings or events / #10 Promotional materials

Two channels have been mainly used: the information stands in the city squares on market events; the organization of information evenings, at neighborhood level, using municipal offices or the premises of other parties involved in the initiative. In the case of information evenings, neighborhood councils have been actively involved, to reach citizens more effectively.
The Energy Desk has been promoted several times in different neighborhoods:

- 3 information events, based on presentations on specific topics and a final Q&A session
- 7 information points, with promotional material and technical experts interacting with the citizens.

Through the participation of specialized technicians on the topic of energy refurbishment, it has been possible to foresee short moments of informal exchange, answering the fastest and most frequent questions of citizens who approached the stand. For more in-depth questions or for those that need further specification from the citizen, a reference to the Energy desk service, by telephone appointment or in presence, has been provided.
Considering all the events, about 200 people have been reached directly and 1,500 indirectly.

15th of July 2021	Information event Location: Milcovich Park (Arcella neighborhood)
19th of September 2021	Information point Location: City Centre
25th of September 2021	Information point

	Location: Campo dei Girasoli Park (Sacra Famiglia neighborhood)
3rd of October 2021	Information point Location: Prato della Valle square (City centre)
12th of October 2021	Information event Location: Informambiente office premises (Guizza neighborhood)
20th of March 2022	Information point Location: Erbe square (city centre)

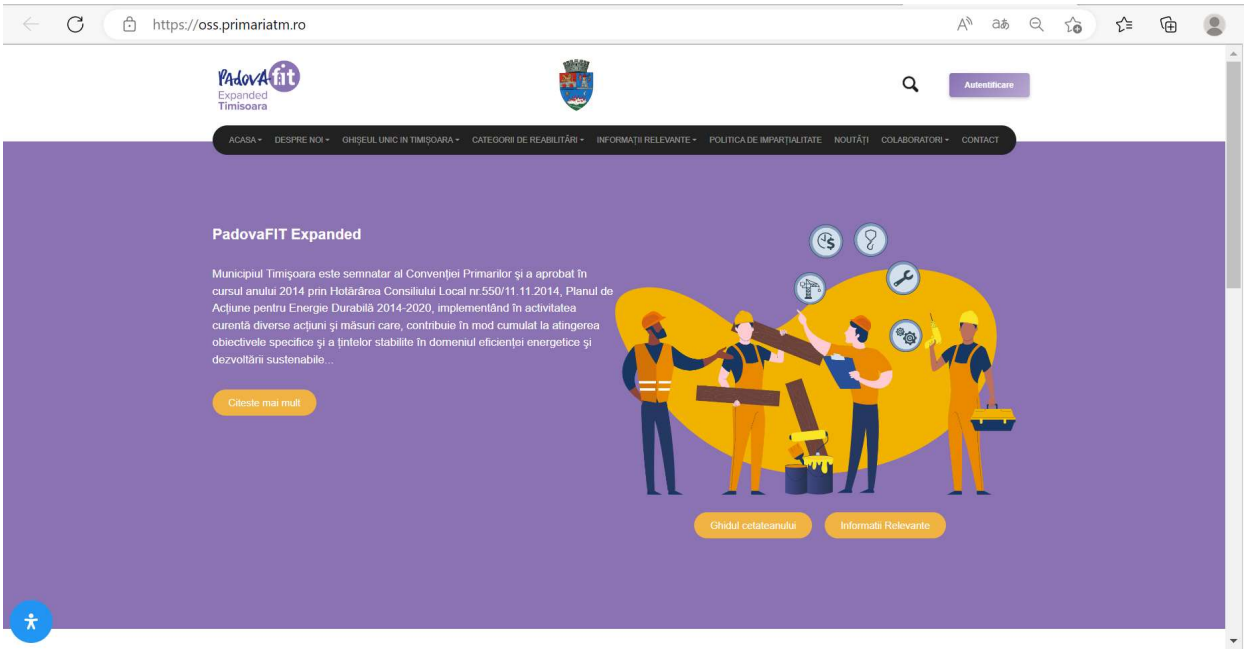
9th - 11th of May 2022	Information point Location: cultural centre San Gaetano
2nd of October 2022	Information point Location: Prato della Valle square (city centre)
13th of October 2022	Information event

	Location: Caduti di Nassiriya room (city centre)
6th of November 2022	Information point Cavour square (city centre)

The engagement of citizens by the Municipality of Timisoara

#1: Creation of website

To increase the level of citizen engagement the Municipality of Timisoara created a section dedicated to the OSS on the existing official websites of The Municipality at https://www.primariatm.ro/ . In this section the services provided by the OSS, https://oss.primariatm.ro/ are described as well as general information referring to building refurbishment. The section contains also the links to the project website and other useful links to showcase the latest innovations and technologies in the field.



The choice of not creating a dedicated website derives from the need of the Municipality to integrate an interactive section dedicated to offering information and facilitating communication related to the OSS into the existing website of the municipality.

The target group of this tool is represented by the visitors of the municipality's website, apartment owners, building associations, etc.

The purpose of the tool is to offer information about the OSS itself and what services it provides but also function as a virtual interface for the OSS, providing information on technical and financial solutions, innovative technologies, etc. In addition to its role as an information hub, the idea behind the online tool is to act as a virtual "office" for the OSS. The citizens must be able to obtain information on the step-by-step procedure that they must undertake to complete a rehabilitation process. This information should cover the whole process, starting from the necessary documentation all the way to financing options and then execution. Moreover, the online tool must facilitate communication between the citizen and the OSS itself (through its employees) as well as

between users and representatives of third parties (contractors, building material providers, financial institutions, architects, etc.).

The tool considers the whole procedure from beginning to the end of the renovation process. Among the things that the website contains there are:

- a comprehensive list of paperwork that needs to be filled to get the necessary permits,
- a list of rehabilitation measures and innovative technologies,
- contact details for architects, contractors, designers, utility service providers, ESCOs (if available), energy efficiency auditors and experts, other technical and financial solution providers, professional organizations etc.,
- details on the functionality of the OSS and how to contact a counsellor.

Essentially, the online platform allows the user to enlist professional help through the OSS in terms of planning, design, financing, and execution.

Potentially, it could also contain a function which allows the users to search for a specific service or material, to check among the third parties associated with the OSS and to display the results in order of price (or other adjustable criteria).

In 2021 the official website of the Municipality of Timisoara received around 487.62 K visitors. In 2022 (till 01.10) the official website of the Municipality of Timisoara received around 207.83 K visitors.

The OSS website, activated in November 2022, received about 900 visualizations.

#2 Engaging citizens - Social Media channels

Social media represents a powerful tool for citizens' engagement, but the actual Mayor's decision of restructuring the entire activity of the town hall regarded even the creation of Facebook pages.

It was decided that all Timisoara Municipality activities have to be published from unique internet pages.

For this reason, a dedicated Facebook page was not created but information have been published only on the official Municipality's Facebook page: https://www.facebook.com/primariatm/

The municipality already has several followers on its official Facebook page which can help to disseminate the information in the online media channels: 19,000 visitors.

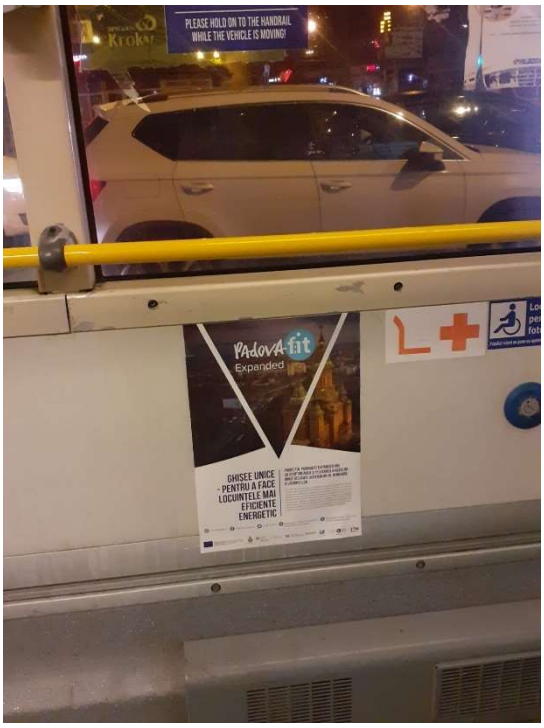
#4 Flyer/leaflet distribution/ #5 Putting up a poster

Printed media is another crucial method that must be used to reach an audience as wide as possible. To help raise awareness regarding the OSS and building rehabilitation in general, informational material have been designed and realized with the help of an external company. Then, before and after the official opening of the OSS (in 1st November 2022) these materials have been distributed through the following channels:

- door to door with the help of the project implementation team's members: 49 lists with 15 citizens each one, in total 735 citizens;

- through the counters for selling tickets and subscriptions on public transport: 1,000 Flyers and 1,000 Citizen's Guides; in total 2,000 promotional products distributed directly to the citizens;

- on the public transport vehicles (55 short buses, 30 articulated buses and 20 minibuses, 50 functional trams, 7 vaporettos): thus, a number of 500 A3 posters displayed in all means of transport, the Flyer and the Citizen's Guide digitally posted;



- posters posted at all street display points which belongs to the Public Domain Administration company which support the administration in the campaign to promote OSS, 47 A3 posters displayed;

- at the Citizen Information and Counseling Service - Community Relations Department offices (phisical hub of the OSS).

#6 Advertisement on local and regional media

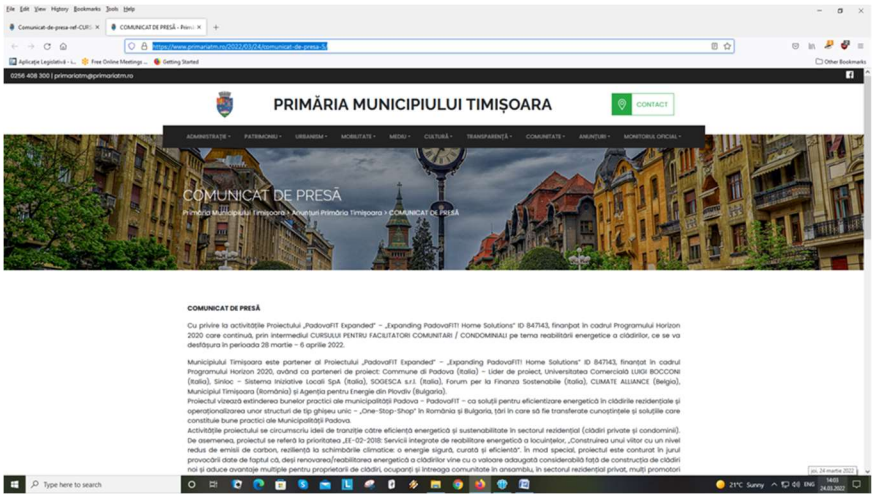
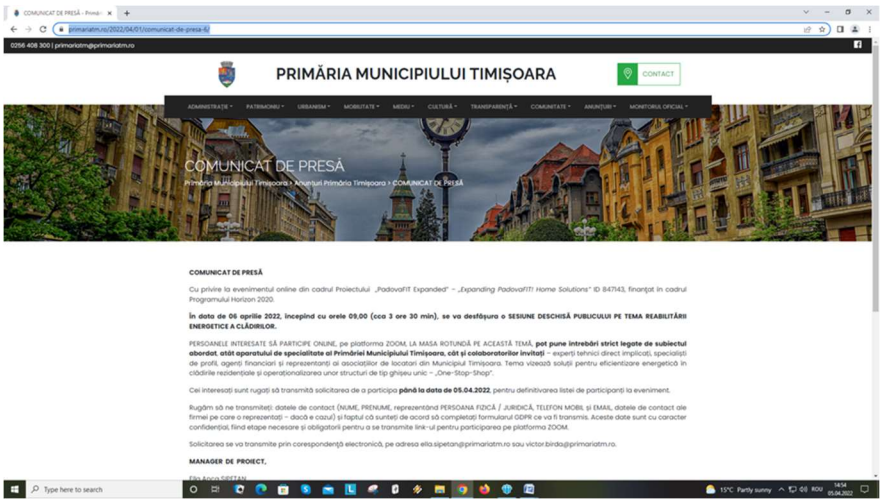
Information about the project have been included in the official press releases of the Municipality of Timisoara pre and post implementation of the OSS to inform citizens of the existence of the service on the one hand and

update them on the works realized with OSS mediation. The influence of the mass-media on the people is already well known and was proven in past municipal practices.

The major interest of the Municipality is to increase the number of citizens that become aware of the project activities as well as the creation and the activity of the OSS, to ensure better access for all potential beneficiaries to the services provided by this entity. Each public activity starts with a short press briefing/conference, and local and regional mass media are invited.

During the period from 2019 to 2022, information about PadovaFit Project have been integrated in no. 5 press releases. In detail:

- in 2019 n. 2 press releases issued on 11.04.2019 and 06.06.2019;
- in 2020 only n.1 press release issued on 27.11.2020;
- in 2022 n. 2 press releases issued on 23.03.2022 and on 01.04.2022.

https://www.primariatm.ro/2022/03/24/comunicat-de-presa-5/	
https://www.primariatm.ro/2022/04/01/comunicat-de-presa-6/	

Moreover, in 2022 have been issued the following no. 5 news in media channels:

1. https://www.ziuadevest.ro/angajatii-din-primaria-timisoara-vor-invata-de-la-experti-italieni-cum-sa-reabiliteze-energetic-cladiri-se-pot-inscrie-si-alte-persoane-interesate/

2. https://timisplus.ro/vrei-sa-afli-mai-multe-despre-reabilitarea-termica-primaria-timisoara-organizeaza-o-masa-rotunda/

3. https://www.tion.ro/stirile-judetului-timis/primaria-timisoara-invita-cetatenii-sa-discute-despre-reabilitarea-energetica-a-cladirilor-din-oras-1570831/

4. https://www.ziuadevest.ro/masa-rotunda-deschisa-publicului-pe-tema-reabilitarilor-energetice-ce-trebuie-sa-faci-daca-vrei-sa-pui-intrebari-angajatilor-primariei-timisoara-si-expertilor-italieni/

5. https://ziare.com/stiri-timisoara/stiri-actualitate/masa-rotunda-deschisa-publicului-pe-tema-reabilitarilor-energetice-ce-trebuie-sa-faci-daca-vrei-sa-pui-intrebari-angajatilor-primariei-timisoara-si-expertilor-italieni-8681940

#9 Dedicated information evenings or events

Every year the Municipality of Timisoara organizes some public events, like Energy Days, Public Service Day, Earth Hour. In 2020, 2021, even the beginning of 2022, in the context of the COVID pandemic, people joined digitally to celebrate the events that were otherwise held in public celebrations. The One Stop Shop creation has been announced.

#10 Promotional materials

As for the flyers and leaflets production, also the realization of promotional material was awarded to an external company. Since these materials are a form of advertising generally appreciated by participants, they were distributed before and after the opening of OSS to promote the concept energy efficiency.

The following materials have been created and printed:

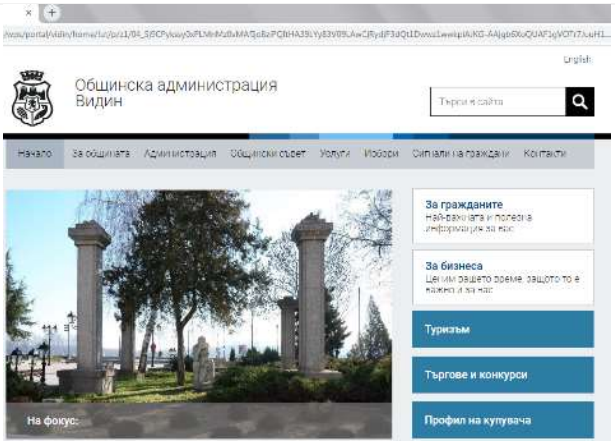
- 5,000 flyers;
- 5,000 leaflets (guides);
- 1,000 posters;
- 2 roll-ups.

The engagement of citizens by the Energy Agency of Plovdiv

#1 Creation of a dedicated website / #2 Engaging citizens through the social media channels

The Energy Agency of Plovdiv prepared the information and pictures published on the municipal websites of the municipalities of Vidin and Smolyan. They also provided information and engaged citizens publishing news about planned events such as stakeholders' meetings, trainings, etc. on the official municipal Facebook webpages.

The website of municipality Smolyan



The website of municipality Vidin

All the information about the project have been published also in EAP web site and in its media channels.

Here below some indicators about the usage of the digital tools directly managed by EAP during the project lifetime:

- 87 followers in LinkedIn (https://www.linkedin.com/company/14804889)
- 375 people reached publications in LinkedIn
- 1,400 followers in Facebook (https://www.facebook.com/EnergyAgencyOfPlovdiv)
- 1,690 people reached publications Facebook
- 41,474 visitors EAP web site publications (https://www.eap-save.eu/?m=40)

#4 Flyer/leaflet distribution / #5 Putting up a poster

Climate Alliance prepared the graphic of flyers, posters, and roll-ups, then EAP adapted these materials, translated into Bulgarian language, discussed with the municipalities of Smolyan and Vidin and printed and distributed:

- 800 flyers,
- 100 posters,
- 2 roll-banners,
- 300 printed newsletters.

Project flyers

Printed materials

Project poster

The roll-banners were placed in the municipality meeting halls and the posters were placed on the front door of the meeting hall or on the info table to show the way to the meeting venue. The other posters and flyers were provided to the municipalities of Smolyan and Vidin for local distribution/use, during the events. The flyers were also distributed to citizens by community facilitators.

#9 Dedicated information's evenings or events

To enable direct contact between citizens and stakeholders and support building trust between homeowners and local, EAP didn't organize directly dedicated information evenings, but preferred to participate to other events. This decision was motivated by the need to share information to a wider audience. The participation to these public events at local level is oriented to help citizens in understanding what the OSS is offering to them, bringing together different stakeholders, raising awareness, and giving a first input to the refurbishment process.

The participation to information and public events was strongly affected by the Pandemic, anyway it started on October 2020. The distribution of promotional gadgets has been managed since September 2021. The information about the events were published on the municipal websites and Facebook pages.

The events in which EAP participated to promote the concepts of One Stop Shops project are the following:

- information event in Vidin on 06/10/2020 - the number of participants were reduced below 20 due to the COVID-19 pandemic;
- on-line information event held on 04/02/2021;
- stakeholders engagement event in Smolyan on 11/05/2021 - the event brought together technical players and citizens.
- infoday in Smolyan on 23-24/09/2021 - for this event EAP prepared a stand to inform citizens about the intention of the municipality to open OSS, dedicated to home renovation. The roll-banner was placed as well as the flyers and project newsletter, translated into Bulgarian language and distributed to the visitors of the stand. The project PadovaFit Expanded was presented also to the audience in the municipal hall.
- live meeting in Plovdiv, Bulgaria on 28/10/2021 – a real meeting with representatives of Bulgarian energy agencies and centers. The project achievements were presented.
- live meeting in Plovdiv, Bulgaria on 17/11/2021 – presentation of the project and its achievements were introduced to the experts from municipality of Plovdiv.

Pictures of information event held in Vidin on 06/10/2020.

Pictures of the presentation of the project to the Municipality of Smolyan on 23/09/2021.

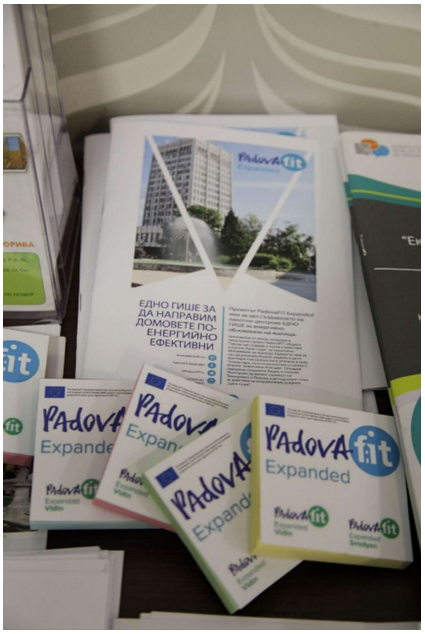
Pictures of the infoday organized in Smolyan on 23/09/2021.

#10 Distribution of promotional products

EAP prepared the information for the events where the project was presented.

EAP bought the promotional products, branded them, and provided to the municipalities of Vidin and Smolyan for a local distribution.

The gadgets realized and distributed during the events were: n. 300 notebooks and n. 300 stickie notes.



The target group of these tools are those participating to the organized events: different stakeholders - citizens, companies working in building renovation and in building facility management, professionals, etc.. The promotional materials raised interest and awareness on the project activities and its main scopes.

Conclusions

The communication campaign to give visibility to the activities of the One Stop Shops was particularly effective. The numbers highlighted in the report show how a broad spectrum of the population in the pilot cities became aware of the One Stop Shop services and also benefited from them. The wide range of tools used (both digital and physical) and the ubiquity of many communication activities (e.g. information evenings and stands at neighbourhood markets) made it possible to reach different segments of the population (including the elderly and young people).

One of the main results of the communication campaign relates to the frequency with which activities were carried out. The numbers on accesses to the Energy Desk and visits to the reference website showed that there is a rebound effect every time a campaign is carried out on the territory and online. Following the campaign, the number of accesses tends to decrease progressively. This has also been observed by other One Stop Shops in Italy and abroad. It is therefore important to organise the communication campaign with activities:

- constant over time, with continuous relaunches on web channels and every 4-8 weeks for in-presence activities,
- capillary, reaching all city districts,
- digital and physical, to meet the various needs of the population and age segments.

Below is a summary of the main strengths of the communication channels used in the pilot cities:

Websites. The tool provide useful information to citizens, including different type of contents (documents, FAQs, general information, etc.). Looking ahead, this tool, which is digital can be coupled with a physical desk. The website should be the single-entry point of the One Stop Shop. The website is therefore the channel through which the OSS gives information to citizens, collects the basic data to elaborate pre-feasibility assessments, connects the various actors of the supply chain (professionals, companies, financial operators, etc.).

Social channels and newsletters. These communication tools are among the most used today, because they allow to reach an exceptionally large number of recipients with extremely low investment costs. The social media and newsletters have the great advantage of being able to modulate the communication offer according to the level of response of end users, citizens. In case of low number of users social campaigns can be enhanced, both in terms of frequency and incisiveness of the messages conveyed.

On site campaigns (poster, flyers). These tools are necessary to complete the campaign to promote the services of the OSS, because they fill some of the gaps typical of other digital tools: they reach citizens in a more capillary and distributed way, allow to have a more direct and territorial relationship with the end customer.

Information evenings / information points. These communication tools are the only ones, within the strategy for citizens' involvement, which provide for a direct relationship with citizens. It makes possible to reach specific sections of the population and with good territorial representativeness, since the events are organized at neighbourhood level. The creation of a direct relationship is necessary to ensure long-term sustainability at the Energy desk because it creates loyalty and a recognition that digital tools are not able to generate.

Testimonials. This tool intends to disseminate messages of energy sustainability and to highlight existing opportunities at local and national level effectively, generating virtuous emulation processes. It is important that

the testimonial has an image and characteristics consistent with the service proposed by the One Stop Shop and the Energy desk and with the message that the Municipality wants to convey. The attributes of the testimonial should be somehow "transferred" to the service without the citizen feels some form of inconsistency between them. The choice of testimonials will therefore be central to the provision of this communication service and will allow to catalyze the attention of citizens towards the energy refurbishment of their buildings.

Community facilitators. The facilitators serve to different scopes, mainly connected to the organization of events on the territory and participation in condominium assemblies, to support the decision-making processes of homeowners. In this sense, the training of condominium/neighborhood facilitators is a necessary step to give effectiveness to the communication campaigns of the One Stop Shop. The facilitators contribute to two respects: on the one hand they guarantee high technical support, on the other hand they provide operational, organizational and communication support to encourage the participation of more homeowners to the offer of the OSS.

Summary of the communication tools for the engagement of citizens.

	PADOVA	**TIMISOARA**	**EAP**
WEBSITE	11,300 visits	940 visits (the OSS website has been activated on November 1, 2022)	41,400 visits (EAP website not exclusively dedicated to OSS)
SOCIAL CHANNELS	– 27 posts – 44,000 followers	19,000 followers	1,500 followers
NEWSLETTERS	– 19 news – 2,500 followers	n.a.	n.a.
LOCAL MEDIA	10 news	5 news	n.a.
PROMOTIONAL MATERIAL	– 2,500 flyers – 280 small posters – 8 big posters – 2 roll-ups	– 5,000 flyers – 5,000 leaflets (guides) – 1,000 posters – 2 roll-ups	– 800 flyers – 100 posters – 300 printed newsletters – 2 roll-ups
LOCAL EVENTS	– 10 events – 200 reached directly – 1,500 reached indirectly	n.a.	6 events