

# D6.3

# REPORT ON THE CITIZENS- OSS CONTACTS



Document details	
Deliverable	D6.3
Due date	30.11.2022
Dissemination	Public
Project partner	Municipality of Padova, TIMIS
Authors	Giovanni Vicentini, Giulia Canilli



Project partners	Main contact person	E-mail
Città di Padova	Giovanni Vicentini	<a href="mailto:vicentinig@comune.padova.it">vicentinig@comune.padova.it</a>
Università Commerciale Luigi Bocconi	Edoardo Croci Annamaria Bagaini	<a href="mailto:edoardo.croci@unibocconi.it">edoardo.croci@unibocconi.it</a> <a href="mailto:annamaria.bagaini@unibocconi.it">annamaria.bagaini@unibocconi.it</a>
SINLOC	Andrea Martinez	<a href="mailto:andrea.martinez@sinloc.com">andrea.martinez@sinloc.com</a>
SOGESCA srl	Marco Devetta	<a href="mailto:m.devetta@sogesca.it">m.devetta@sogesca.it</a>
Forum per la Finanza Sostenibile	Alessandro Asmundo	<a href="mailto:asmundo@finanzasostenibile.it">asmundo@finanzasostenibile.it</a>
Climate Alliance	Masha Tarle	<a href="mailto:m.tarle@climatealliance.org">m.tarle@climatealliance.org</a>
Municipality of Timisoara	Ella Sipetan	<a href="mailto:Ella.Sipetan@primariatm.ro">Ella.Sipetan@primariatm.ro</a>
Energy Agency of Plovdiv Association	Milena Agopyan	<a href="mailto:milena.agopyan@eap-save.eu">milena.agopyan@eap-save.eu</a>



## Table of Contents

<b>1. INTRODUCTION.....</b>	<b>1</b>
<b>2. PADOVA OSS: CONTACTS, MEANS, FEEDBACK AND SUCCESS RATE.....</b>	<b>2</b>
<u>The engagement of citizens in Padova.....</u>	<u>2</u>
<u>Citizens reached with the engagement campaign in Padova.....</u>	<u>5</u>
<u>Evaluation of OSS services by citizens in Padova.....</u>	<u>8</u>
<b>3. TIMISOARA OSS: CONTACTS, MEANS, FEEDBACK AND SUCCESS RATE.....</b>	<b>12</b>
<u>The engagement of citizens in Timisoara.....</u>	<u>12</u>
<u>Citizens reached with the engagement campaign in Timisoara.....</u>	<u>15</u>
<u>Evaluation of OSS services by citizens in Timisoara.....</u>	<u>16</u>
<b>4. THE ENGAGEMENT OF CITIZENS BY THE ENERGY AGENCY OF PLOVDIV.....</b>	<b>18</b>
<u>The engagement of citizens in Vidin and Smolyan.....</u>	<u>18</u>
<b>5. CONCLUSIONS.....</b>	<b>20</b>



# 1. INTRODUCTION

The pilot cities (Municipality of Padova, Municipality of Timisoara, Municipalities of Vidin and Smolyan), as an essential part of the development of the OSSs, managed the contacts with citizens, firstly to inform and involve them, and secondly to get their feedback about the services provided.

This document provides a description of how the communication & engagement campaign has been pursued in the different pilots, the kinds of citizens that were reached with the different means used and finally their feedback about the usefulness of the OSSs. In the case of the Energy Agency of Plovdiv, since a OSS is not realized yet, there is just the initial part about the communication campaign.

The intended reader is a municipality interested in developing a communication campaign to inform and engage as much citizens as possible, and that can use the feedback provided by the users of the OSS in order to develop the best services possible. Since the document shows an impact assessment of the actions developed, this deliverable is useful for stakeholders involved in the energy fields as well, in order to learn from the practical cases of the pilot cities. More information about the communication campaigns is available in **D3.5 “Report on the engagement campaign activities, events and results”** and in **D3.6 “Report on the selection, engagement and services provided to PadovaFIT pioneers”**.

# 2. PADOVA OSS: CONTACTS, MEANS, FEEDBACK AND SUCCESS RATE

## The engagement of citizens in Padova

The Municipality of Padova has deployed an extensive communication campaign to inform citizens of the existence of the OSS and the services it provides, using different communication media and replicating information activities over time. The purpose of this all-round campaign repeated at regular intervals was to reach as wide a number of citizens as possible, always keeping the interest high. The means of communication used are:

- a dedicated website
- social media and municipal newsletter
- news and videos on local newspapers
- posters all around the city and flyers/leaflet distribution
- information points
- informative evenings and events

### **The dedicated website**

The dedicated website (<https://www.padovanet.it/informazione/progetto-europeo-padovafit-expanded>) has been conceived, since the launch of the Energy Desk / OSS in February 2021, 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 and 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 was 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 Energy desk was the first step in the energy refurbishment process of the building. The citizen who obtained 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.).

An updated version of the website has been launched in November 2022 ([www.sportelloenergiapadova.it](http://www.sportelloenergiapadova.it)). The website is therefore the channel through which the OSS:

- provide information to citizens,
- collect the basic data to elaborate pre-feasibility assessments,
- connect the various actors in the supply chain (professionals, companies, financial operators, etc.).

### **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 and at the financial level. This information channel made available by the Municipality increased the interest and awareness of citizens, favoring more interventions on the territory.

The technical consultancy was provided to citizens/homeowners and other categories via phone calls, reserving an appointment through the iCUP service of the Municipality of Padova, without time constraints. The Service was active (and will remain available) two days a week.

### **The social media campaign and the municipal newsletter**

A social media 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 Energy Desk has been launched on the 1<sup>st</sup> of February 2021. Since that time, it has been widely promoted on social channels (Facebook): 27 posts.

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>.

The Energy Desk has been widely promoted through the Informambiente monthly newsletter: 19 news.



### **Local newspapers and tv channels**

A communication campaign with local media has been launched, to give further visibility to the service made available by the Municipality of Padova. The Energy Desk has been promoted on local newspapers with online and on paper news and with videos published by local TV. 10 news have been published.

### **Poster and flyer/leaflet distribution**

The communication campaign has seen different means of promotion, such as posters on the city tram and on the streets, as well as posters and flyers in different public buildings.

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

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

The posters have been positioned in high-visibility points, depending on traffic flows, proximity to intersections (traffic lights/roundabouts), visibility from the road.

The small posters (70cm \* 100cm) have been disseminated only once, between mid March and April 2021.

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.

This communication campaign in public buildings, compared to the others, has been continuous since the launch of the Energy Desk.

### **Information points and dedicated information evenings or events**

For direct contact with citizens two channels have been mainly used: the information stands in the city squares on market events and 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.





## Citizens reached with the engagement campaign in Padova

As a result of this extensive communication campaign, thousands of citizens have been reached and informed of the existence of the OSS and the services it offers. In particular, it is possible to say that:

- the results achieved by the website in terms of number of visits has been monitored since the launch of the Energy Desk in February 2021 until October 2022, for a total of 11.300 accesses and an average time on page of 2mins 50 secs;
- the social media 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);
- the municipal newsletters have been seen, on average, by more than 2.500 people;
- considering the public events, about 200 people have been reached directly and 1.500 indirectly;
- considering the activity carried out by the OSS of Padova based on building relationships with the key stakeholders of the territory (professional orders, trade associations, ESCOs, building owners) and the result achieved in terms of renovation of the public social housing stock, we can consider that about 580 families benefited from the OSS role in the local market.

### **The technical consultancy of the Energy Desk / OSS**

A separate discussion should be made for the citizens who were reached with the OSS service by phone call. This support is specific to each user, analyzes case by case, giving concrete and personalized answers to those who want to undertake energy upgrading interventions on their homes.

More than 650 technical contacts have been achieved in 21 months of activity. Users of the Energy Desk can be divided into 4 main categories:

1. private citizens;
2. condominium administrators;
3. appointed technicians (architects, appraisers, surveyors and engineers);
4. companies operating in the construction and plant engineering sector.

During 2021, most of the users of the Energy Desk/OSS belonged to the first and second category. They were private citizens, in particular apartment owners or condominium managers, interested in energy upgrading their apartment building through the use of the tax incentive called "Superbonus 110%". During 2022, there was progressively a change in the type of users who approached the Energy Desk/OSS. Technicians commissioned by private citizens to initiate building practices and construction companies in charge of carrying out energy upgrades began to see the Energy Desk/OSS as a useful technical-informative tool.

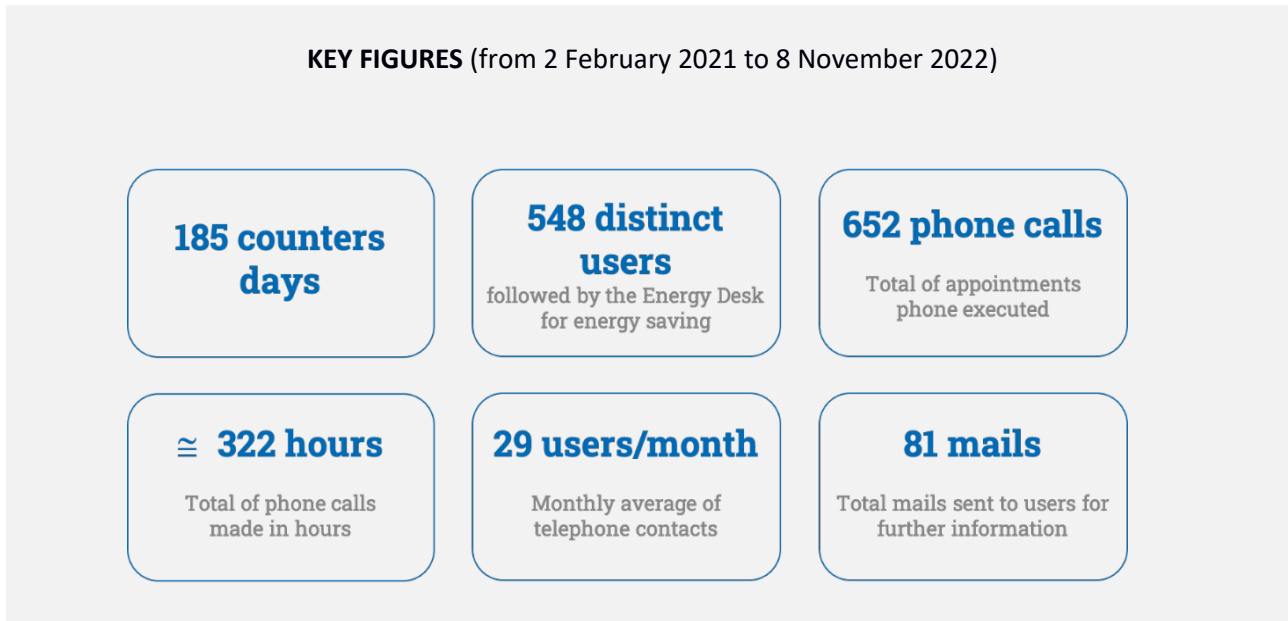
Specifically, the data recorded were as follows:

- February 2021 to February 2022: 65% private users + 35% industry technicians and businesses
- from March 2022 to November 2022: 26% private users + 74% sector technicians and businesses

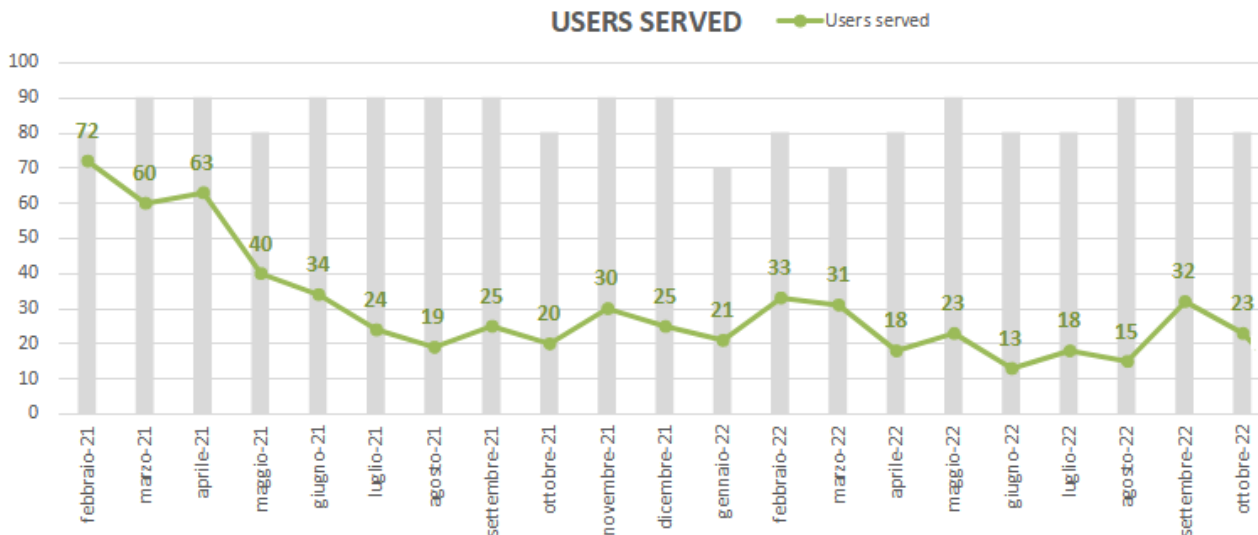


In the following pictures there is an overview of the contacts of the Energy Desk/OSS technical consultancy:

Contacts of the OSS

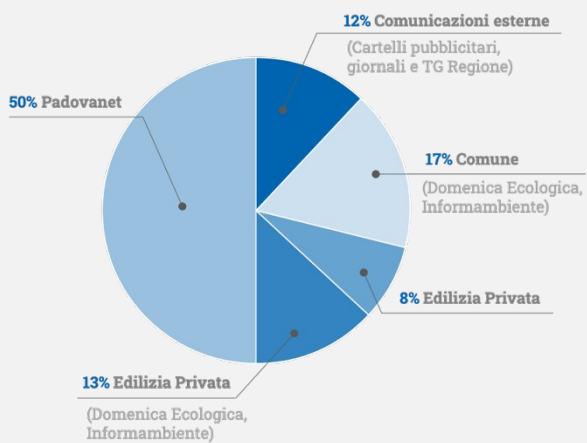


Users served throughout time

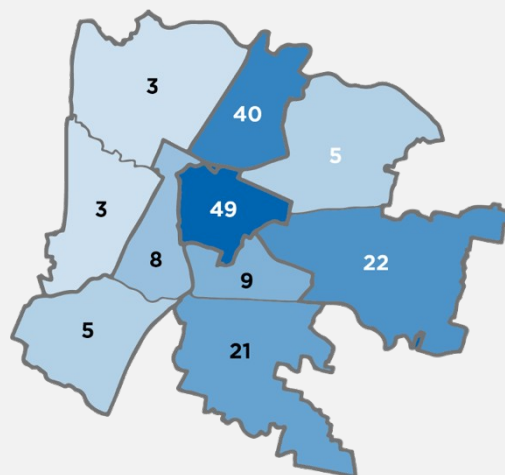


Type of dissemination channel used to get in touch with the Energy Desk and location of the citizens' requests

**DISSEMINATION CHANNELS**  
(from February 2021 to 8 November 2022)



**CITIZENS DIVIDED BY NEIGHBORHOOD OF PADOVA**  
(from February 2021 to 8 November 2022)

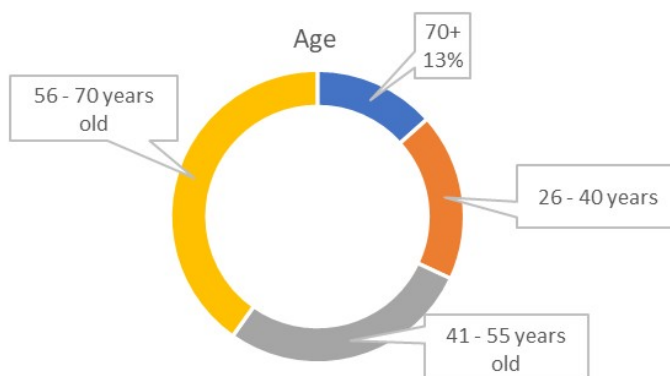
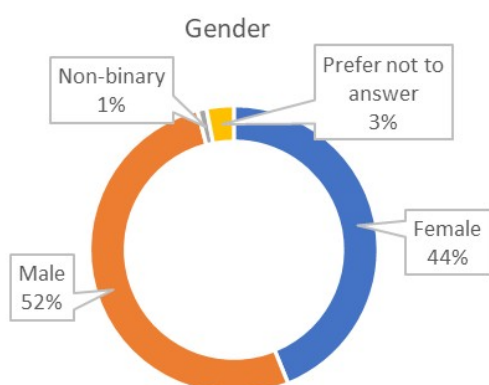
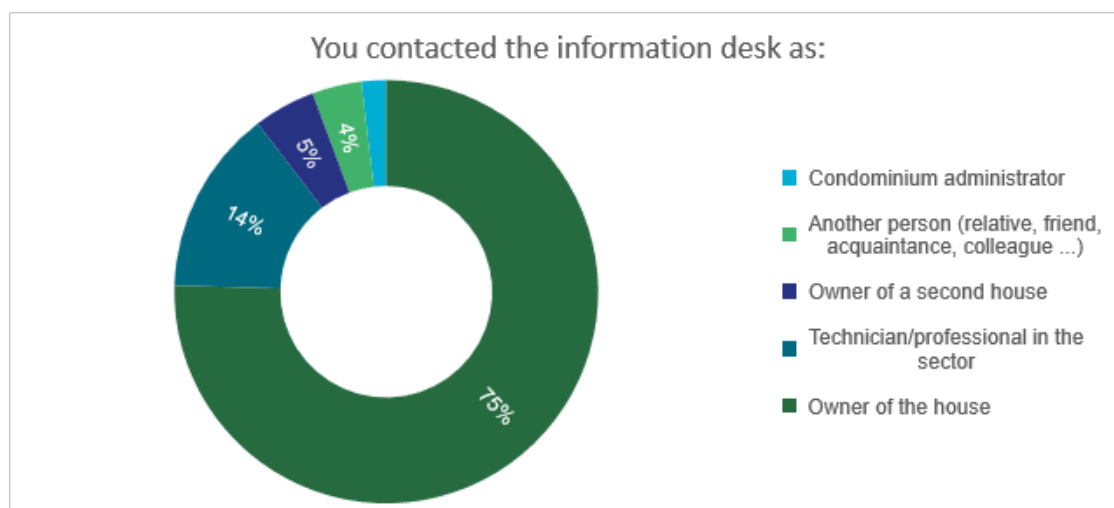


## Evaluation of OSS services by citizens in Padova

During the project lifetime a survey has been released to the citizens who approached the Energy Desk/OSS. 108 responses were collected (a good statistical representation of the OSS customers).

In relation to their gender and age, 52% of the respondents were male, 44% were female and 40% of them were between 50 and 70 years old. Almost three quarters of the respondents were the owners of the building or the apartment. Only a small percentage represented the condominium administrators. In fact, in many cases it was the flat owners themselves who sought technical advice from the One Stop Shop, rather than the administrator (who was more entitled to do so). This is an unusual procedure, which is probably explained by the desire of the tenants to verify the information in their possession or provided during condominium meetings.

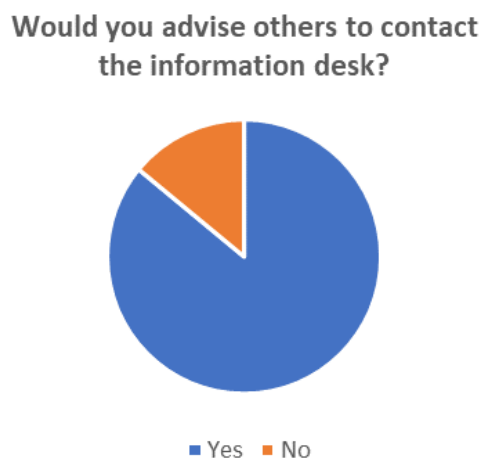
### Respondents to the survey



An important sign of the satisfaction of the citizens came after contacting the Energy Help Desk.

Almost 9 respondents out of 10 (86%) claimed they would advise others to contact the Energy Help Desk (64% says surely and 22% yes more than no). This finding is significant, confirming the actual usefulness of the Energy Desk and the impact of the information shared on citizens.

*Citizen satisfaction*



The survey tried to assess the perceived usefulness of the Energy Desk. Indeed, more than 90% of respondents who had concluded their energy efficiency interventions expressed their satisfaction with respect to their experience with the service (the mode value is 5, “extremely satisfied”, on a scale from 1 to 5).

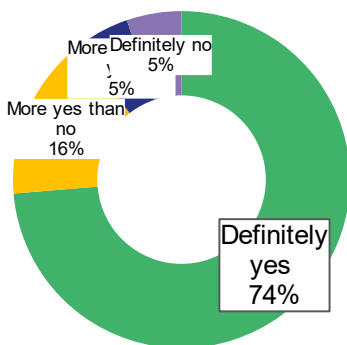
At the same time, almost 50% of respondents who had just started their energy efficiency interventions were satisfied or extremely satisfied with the assistance and information given by the information desk.

The survey showed the important role played by the Energy Desk in all the stages of the energy efficiency interventions. Indeed, even when the energy efficiency interventions didn't start, almost 70% of the respondents were satisfied with the support they received – those answering 4+.

In addition, almost 9 respondents out of 10 among those who were programming the energy efficiency intervention would have approached the Energy Help Desk again, 74% of the respondents firmly convinced.

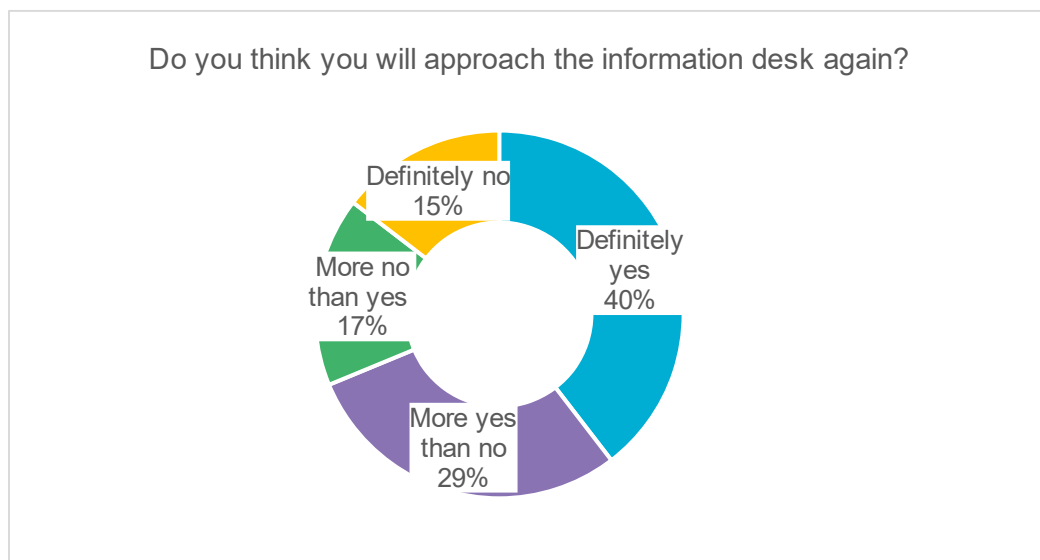
*Level of satisfaction with the support received from the Energy Help Desk*

Do you think you will approach the information desk again?



Similar results emerged also among those who had still no plans to undertake the implementation of energy efficiency interventions. In fact, 69% of them would have turned to the information desk again in the future.

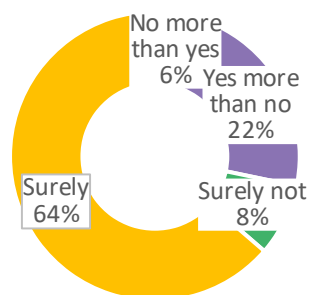
*Level of satisfaction with the support received from the Energy Help Desk*



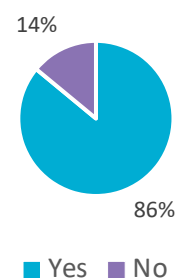
In general, over 86% of the respondents would have recommended contacting the Energy desk / OSS, 64% of these with great conviction.

### Overall satisfaction

Would you advise others to contact the information desk?



Would you advise others to contact the information desk?



Participants from all categories gave suggestions and advice for the future of the Energy Desk. FFS reported the suggestions from the experiences of the citizens of Padova below:

- *creation of a list and network of accredited companies and qualified technicians who can implement energy efficiency interventions and are available to work using incentives (suggestions submitted by a significant number of users);*
- *involvement of the municipality (e.g., to push citizens and condominium administrators to adopt more photovoltaic panels);*
- *introduction of an in-person and home consulting service to discuss personalized options;*
- *adding to the information package more precise and technical information;*
- *training with consultants and technical experts;*
- *provide materials such as template, FAQs and guidelines to standardise the process and make it faster;*
- *expansion and diversification of the support tools (e.g. e-mail service, home visits by a technician) and consulting services also on closely related topics such as Sismabonus and Ecobonus;*
- *give more information on citizen energy communities and renewable energy communities.*

# 3. TIMISOARA OSS: CONTACTS, MEANS, FEEDBACK AND SUCCESS RATE

## The engagement of citizens in Timisoara

The Municipality of Timisoara has deployed as well an extensive communication campaign about the OSS and its services, using different communication media and replicating information activities over time. The means of communication used are:

- municipal website dedicated to the OSS
- social media and municipal newsletter
- news and video on local newspapers
- posters all around the city and flyers/leaflet distribution
- informative evenings and events

### **The Municipal website**

To increase the level of citizen engagement the Municipality of Timisoara created a section dedicated to the OSS on the existing official website of the Municipality at [www.primariatm.ro](http://www.primariatm.ro). In this section, <https://oss.primariatm.ro/>, the services provided by the OSS 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 websites of the municipality.

The target group of this tool is represented by the visitors of the municipality's websites, 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 to operate 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 must undertake to complete a rehabilitation process. This information should cover the whole journey, starting from the necessary documentation to financing options and then execution of works. Moreover, the online tool must facilitate communication between the citizen and the OSS itself (through its employees) as well between users and representatives of third parties (contractors, building material providers, financial institutions, architects, etc.).

Ideally, the website would allow the citizen to get an idea about what to do while at the same time providing some online form to get in touch with the OSS for direct counselling. Among the things that the website contains there are:

- a comprehensive list of paperwork that needs to be filed to get the necessary permits,
- a list of rehabilitation measures and innovative technologies for the user to browse and/or chose from
- contact details for architects, contractors, designers, utility service providers, ESCOs, 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.

### **Social media and municipal newsletter**

Social media represent a powerful tool for citizens' engagement, but the actual Mayor's decision of restructuring of the entire activity of the town hall regards 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 on the official Municipality's Facebook page: <https://www.facebook.com/primariatm/>.

### **Flyer/leaflet distribution and poster all around the city**

To help raise awareness regarding the OSS and building rehabilitation in general, informational material have been designed and realized with the support of an external company.

The following materials have been created and printed:

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

Before and after the official opening of the OSS (in November 2022), these materials have been distributed on special channels:

- door to door with the help of the Federation of tenants associations Timisoara (FALT) and the project implementation team members;



- 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);
- 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;
- at all street display points which belongs to the Public Domain Administration company which support the administration in the campaign to promote the OSS, with 47 A3 posters displayed around the city;
- at the Citizen Information and Counseling Service - Community Relations Department offices (physical hub of the OSS).

### **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 major interest of the Municipality was 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.

During the period from 2019 to 2022, information about PadovaFit Project have been integrated in no. 5 press releases managed directly by the Municipality.

Moreover, in 2022 5 news in media channels have been issued.

### **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 together digitally to celebrate the events that were otherwise held in public celebrations. During these events the One Stop Shop has been announced.



## Citizens reached with the engagement campaign in Timisoara

The Municipality of Timisoara decided to opt for testing the OSS approach in two different phases. In the first phase, five demonstration buildings have been identified and refurbished thanks to the resources made available by the thermal rehabilitation program. Since the objective of the PadovaFIT Expanded project was to launch the OSS of Timisoara at the really end, it was necessary to deeply understand the real needs of the building owners. As a result of this first phase the OSS has been launched as an Information HUB (virtual and physical).

The first phase was focused on condominiums, but the OSS is now reaching out also single-family houses and large owners.

As in Padova, the communication campaign allowed the engagement of thousands of citizens. For Timisoara, it is possible to say that:

- the OSS dedicated website (activated in November 2022 as planned) received about 940 visualizations in only one month;
- the social media posts have been seen, on average, by more than 19,000 followers;
- the promotional material has been distributed directly to more than 2,750 citizens (about 750 people reached with a door-to-door distribution and 2,000 citizens reached in the public transport counters around the city);
- the testing phase on the five demonstration buildings allowed the involvement of about 260 families, which benefited from the renovation works.



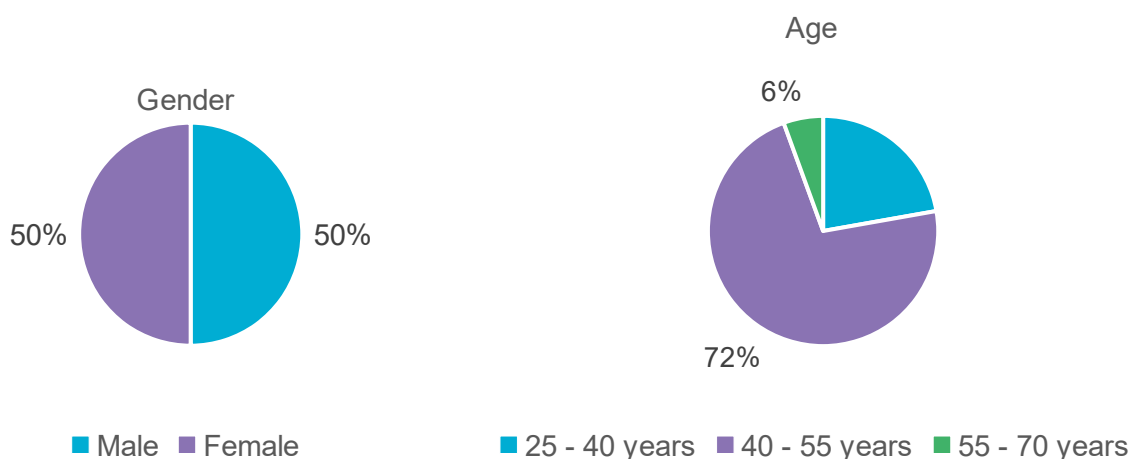
## Evaluation of OSS services by citizens in Timisoara

Following the approach used in assessing the impact of the Energy Desk in Padova, after the analysis of the information collected by the municipality of Timișoara, a survey was prepared to investigate in further detail the view of people closely involved in the five demonstration buildings.

The survey was sent to 60 people, mostly building managers and citizens and had 18 respondents (30%).

Regarding their gender and age, 50% of the respondents were male, 50% were female and the majority (72%) were between 40 and 55 years old.

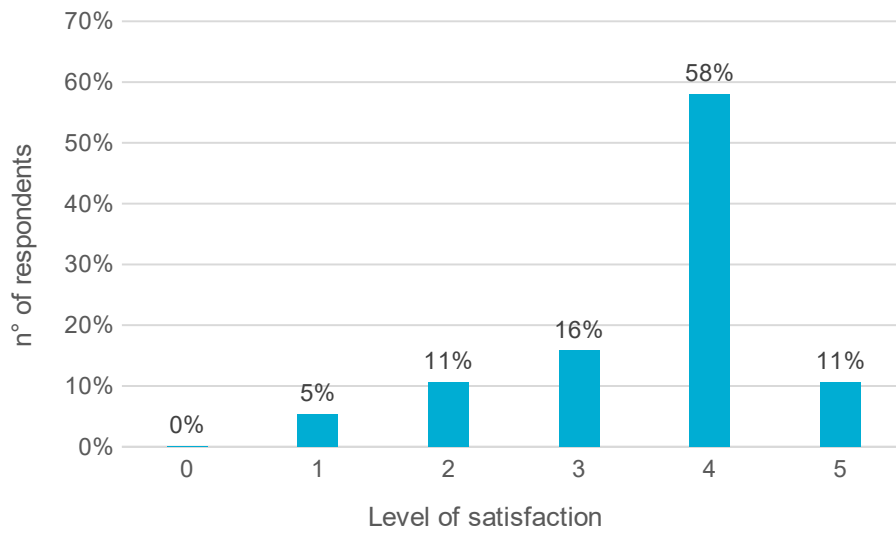
### Respondents to the survey



All respondents declared that, after the energy efficiency interventions in the building, the energy consumption and costs were reduced. 95% of the respondents said surely yes and the last 5% probably yes.

Almost half of the respondents expected a reduction between 25% and 50% while another 10% foreseen a reduction between 50% and 75%. The overall level of satisfaction of the inhabitants was quite high, since almost the 70% of the respondents declared a high or very high vote (at least 4). This result testifies to the good work done and the need to replicate it in other pilot buildings through the role of information and technical and procedural support provided by the One Stop Shop in Timisoara.

*Expected reduction of energy consumption or bills*



# 4. THE ENGAGEMENT OF CITIZENS BY THE ENERGY AGENCY OF PLOVDIV

## The engagement of citizens in Vidin and Smolyan

The role of the Energy Agency of Plovdiv was to support the Municipalities of Burgas and Smolyan in Bulgaria to undertake preparatory actions for the establishment of One-Stop-Shops in their territories. In order to do it EAP took care of the engagement of citizens with a wide communication campaign, that was carried out through:

- a dedicated website and social media channels
- posters all around the city and flyers/leaflet distribution
- informative evenings and events
- promotional materials

### **Creation of a dedicated website and social media channels**

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

All the information about the project have been published also in EAP website 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>)

### **Flyers, leaflets and posters distribution**

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

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

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.

300 block notes and n. 300 stickie notes were realized and distributed during the events to 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.

### **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 dedicated information evenings, as initially foreseen by the project, 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 was 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.

Six (6) events were organized since October 2020 in the Municipalities of Vidin and Smolyan and with online sessions.

## 5. 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 in Padova 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.

In Padova and Timisoara the impact of OSS on citizens has certainly been positive, with satisfactory participation in terms of numbers and positive feedbacks. The service provided and the improvement in terms of quality of life and domestic energy expenditure were clear from the satisfaction questionnaire, so the service is confirmed to be very useful for the population.

From now on it is important on the one hand to keep the population's interest in OSS alive through periodic communication campaigns that reach different segments of the citizenry, and on the other hand it is crucial to strengthen and implement the services offered. Especially in a time when the energy issue is at the centre of the European political agenda, the OSS represents a crucial instrument for municipalities and for citizens, for a sustainable development of cities.

