

D8.7 REPORT ON MEDIA ACTIVITIES

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1. Report objectives

Deliverable 8.7 is a report of the activities in task 8.3.4 *Media dissemination activities (M1 – M42)*. The PadovaFIT Expanded grant agreement highlighted that media activities would be important in the project to disseminate messages to the target audiences and to create awareness on the topic of One Stop Shops. This is of particular importance in the territory of the OSS, namely Padova, but also in the pilot territories in Romania and Bulgaria. With this reasoning, the project has focused its traditional media efforts (print, online media, press releases) at the local level. Our partners created content and contacted the press when possible to distribute to diverse channels, with online local media being predominant. In addition, they made an effort to be present on social media channels, especially Padova with its active Facebook channel.

At the EU level, the focus was more on social media, especially the channel of LinkedIn that could reach EU associations, institutions, but also potentially journalists interested in EU matters. In addition, we used the social media of the partners, with special mention of the Climate Alliance social media reach and newsletter, which disseminated the information about the project to a network of more than 2,000 municipalities in Europe. We can also mention the project newsletter in its 4 editions, that served to inform those that were interested in the project and its findings.

The report starts with an introductory chapter in which we discuss main messages and target audiences of the project, all of which are relevant for media outreach. We then go into more details of the media mentions, with dates, media names and, at times, the screenshots of the articles. We conclude the report with a chapter on the social media reach of the project.

2. Media targets, messages and channels

This section gives an overview of the main target audiences, messages and channels that were used for the PadovaFIT Expanded media activities. The project had a wealth of activity in terms of creating media content, which was mainly used on the project website (news section), but also on social media channels such as LinkedIn (as an article) and in the project newsletters. During the project there were 16 articles/posts in the news section of the project. Out of these, 9 articles were full-length content pieces that went into details explaining a specific topic or angle of the project. Out of these, several were used as feature articles on our LinkedIn channel and in our newsletter.

The PadovaFIT Project newsletter was edited throughout the project and four numbers were developed, published on the project website. The first project newsletter was created entirely by the WP Leader Climate Alliance in *InDesign* (by former project officer Jonas Roennenfarth). The second and third editions were created with the help of an external graphic design service. The editing and content was created by project officer Masha Tarle with the input mainly from the lead partner and the pilots. The final newsletter was created for the purpose of sharing news on the project ending and results, and it was created by Masha Tarle using the Mailchimp platform template. We also used this popular e-mail newsletter platform to create a list of subscribers to which we sent the newsletters, together with other project updates such as events invitations. In terms of distribution of the newsletter, each partner sent the newsletter to their list of contacts and all the newsletters were translated (Italian, Romanian and Bulgarian) and promoted through the social media and email lists of the partners.

Table 1: Project newsletter link, timeline and content highlights

Newsletter edition and link	Month and year of publishing	Content highlights
1st edition	March 2021	Superbonus incentive in Italy / Renovation wave in Europe
2nd edition	November 2021	OSS-the definition / Our story with OSS / Pilot regions update / Facts (did you know?)
3rd edition	June 2022	OSS and energy independence / Retrofitting situation in Romania
4th edition	November 2022	PadovaFIT project results / Final event / Towards a network of EU OSS

Other channels

The Project did not have any press (online or print), TV or radio media activities at the EU level since this type of media promotion was done rather at country level (pilots) and will be detailed in the next sections.

In terms of media strategy, we followed closely our dissemination and communication strategy, using roughly the same messages and audiences. Table 2 below shows an overview of the main target groups for the project and List 1 shows the main messages that were expressed through the media activities.

Table 2: Overview of the projects target groups for communication and media activities

Project target groups	EU level	Local level (pilots)
Primary target groups	<ul style="list-style-type: none"> • European Commission • European Investment Bank, other European banks, financing institutions • European associations related to renovation 	<ul style="list-style-type: none"> • Local and regional governments of 4 target areas • Owners, tenants and their associations
Secondary target groups	-	<ul style="list-style-type: none"> • Building managers and facilitators, Public utilities, PPPs, etc. • Private Sector (incl. ESCOs, construction value chain), local businesses, cooperatives & their associations, professional orders • Financing institutions, Insurance companies & their associations

Key messages of the project towards media

There were a number of important messages identified since the beginning of the project. Due to a number of changes that occurred in the time of the project duration (such as the COVID-19 pandemic and gradual rise in energy prices throughout the EU), our messages have been tailored and adjusted in certain communications. One clear example is the topic of *energy poverty* that started to gain more attention and was therefore linked by us to the issue of One Stop Shops. We wanted to explore and show that OSS can contribute to alleviating

energy poverty in the long run. We used our partner programme European Energy Poverty Hub (EPAH), led by project partner Climate Alliance, to promote our project events and content and connect both topics.

The PadovaFIT Expanded project, especially in its pilot territories, had to adapt the messages to the national environment such as the Italian case, where the *Superbonus incentive* was introduced early in the OSS journey and became an important part of the OSS service experience. In the case of Timisoara, changes at political level in the administration of the municipality also had an impact on the messaging.

During the communication activities we have seen that, although all messages were highly relevant, certain target audiences were harder to reach. Examples include the financial sector (in all territories, and also at EU level) and the construction companies, including equipment and energy suppliers. In the case of the EU level financial institutions, at times we used the social media channel of the EU-funded programme EU City facility (EUFCF), in which CA was the lead communication partner, to speak about PadovaFIT Expanded and, more importantly, the concept of One Stop Shops, in the hopes of reaching the financial services audience.

Here below is a list of messages that were often used both on the social media channels of the project (LinkedIn, Twitter), the website news section and the four project newsletters. These messages were taken from the project's Dissemination strategy.

List 1: Key messages in the PadovaFIT Expanded project used on the media channels at EU level

1. Boosting the building renovation rate is a fundamental key to lower the energy consumption and thus decrease the carbon footprint.
2. One-Stop-Shops help to generate a better and broader understanding of house owners needs in the local context.
3. A shift towards a more service-oriented supply side together with a deeper understanding on the demand side is key to successful building renovation.
4. One-Stop-Shops not only offer benefits for clients and suppliers, but also for climate mitigation, quality of life, health, energy efficiency and low carbon strategies.
5. Finding/Having the work done can be a hassle but the OSS can make the process of having your home renovated smoother.

6. One-Stop-Shops are new and innovative business models

Other articles / project mentions

We would also like to mention other media or platforms in which our project was featured and which may be a useful way to promote the project and its messages to the target audiences. One example is that of scientific publications such as peer-reviewed journals. The article titled [“Boosting energy home renovation through innovative business models: One Stop shop model assessment”](#) was published in the Journal of Cleaner Production and in the well-known platform Science Direct. It was written by our project partner Bocconi University, and it focused on the topic of One stop shop business models. Such an article was an excellent way for our project to be promoted towards the scientific community and, eventually, this may also gather media attention and serve as a trusted reference on the topic of OSS.

The project was also mentioned on the European Climate Initiative website (EUKI), in its paper on renovation best practices, titled “Long-term renovation strategies as key instruments to guide local renovation – Lessons learned from good practices across Europe”. The publication dates from March 2021 and can be found online here: <https://www.euki.de/en/euki-publications/renovation-strategies/>. What is relevant is that this report was published also in the project languages of Bulgarian and Romanian and can therefore be used to further promote the project in our pilot territories.

In terms of articles on EU platforms, the project was featured in a CORDIS article titled “New hub to foster energy renovation of buildings”. The article can be found here: <https://cordis.europa.eu/article/id/442137-a-new-hub-to-foster-energy-renovation-of-buildings>.

In Italian, there are:

- a chapter dedicated to the PadovaFIT Project inside a publication titled “I territori e gli obiettivi di sviluppo sostenibile – Rapporto 2020” (translated as “Territories and sustainable development goals – 2020 Report”). The publisher is the Italian Alliance for Sustainable Development and the link to the report can be found [here](#);
- a chapter dedicated to the PadovaFIT Project inside a publication titled “Rapporto annuale efficienza energetica” (translated as “Annual report on energy efficiency”). The publisher is the National Agency for the Energy Efficiency - ENEA and the link to the report can be found [here](#).

3. Media activities in Romania and Bulgaria

Timisoara (Romania)

In Romania, the media strategy was focused on press releases. Apart from the press releases and the consequent articles these generated, there was one mention on a radio programme on 6th April 2022. This was aired on Radio Romania/Timisoara and was a special programme dedicated to the topic of *energy habitation of buildings*.

There were altogether five press releases during the project. In 2019 there were two press releases (11.04.2019, 06.06.2019); in the year 2020 there was one press release (27.11.2020) and in the year of 2022 there were again two press releases on the Timisoara OSS and the project. An example of the press releases in 2022 can be found here below:

<https://www.primariatm.ro/2022/04/01/comunicat-de-pres-a-6/>

<https://www.primariatm.ro/2022/03/24/comunicat-de-pres-a-5/>

These press releases, and more specifically the ones in the year 2022, generated the articles in online media in Romania indicated in the following table:

Table 3: Online media mentions in Romanian media (local Timisoara media mainly).

Date	Name of media/	Link to article
23/03/2022	Ziuadevest	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/
24/03/2022	Timisplus	https://timisplus.ro/vrei-sa-afl-i-mai-multe-despre-reabilitarea-termica-primaria-timisoara-organizeaza-o-masa-rotunda/
02/04/2022	Tion	https://www.tion.ro/stirile-judetului-timis/primaria-timisoara-invita-cetatenii-sa-discute-despre-reabilitarea-energetica-a-cladirilor-din-oras-1570831/
01/04/2022	Ziuadevest	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/
01/04/2022	Ziare	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

The project newsletters were published on the OSS website of Timisoara as they were being translated to Romanian.

Bulgaria

The Bulgarian partner of the project, in charge of media dissemination, is the Energy Agency of Plovdiv Association (EAP). The agency has long-standing relationships with local, regional and national governments and stakeholders in Bulgaria and thus also had a media outreach. The projects' aim in Bulgaria was to provide the 2 participating municipalities with an outline or methodology on how to establish OSS.

The Bulgarian partner EAP has managed to create four original press releases and get 11 mentions in online media, that we are outlining here. In all of these articles the project or some aspects of the strategy to create OSS in the pilot cities of Smolyan and Vidin were mentioned.

Table 4: Online media mentions in Bulgarian media.

Date	Name of media/portal/online news	Link to article
06/10/2020	Media Focus News	http://www.focus-news.net/news/2020/10/06/2811667/do-2023-godina-vidin-shte-e-edinstvenata-balgarska-obshtina-s-dalgosrochna-strategiya-za-energien-prehod.html
07/10/2020	Novinata	https://novinata.bg/regiona/do-2023-godina-vidin-shte-e-edinstvenata-balgarska-obshtina-s-dalgosrochna-strategiq-za-energien-prehod
06/10/2020	Media Konkurent	https://www.konkurent.bg/news/16019954552257/do-2023-godina-vidin-shte-e-edinstvenata-balgarska-obshtina-s-dalgosrochna-strategiya-za-energien-prehod
07/10/2020	Niebg.net	http://niebg.net/dpal/node/14976
07/10/2020	Severozapazena	https://severozapazenabg.com/18014-2
07/10/2020	Vidin vest	bit.ly/3APAVA2

Date	Name of media/portal/online news	Link to article
07/10/2020	Darik	https://darik.bg/darik.bg/obstina-vidin-podgotva-proekt-strategia-za-energien-prehod-do-2050-godina
09/10/2020	Media banker	https://www.banker.bg/upravlenie-i-biznes/read/vidin-s-dulgosrochna-strategiia-za-energien-prehod
09/10/2020	Economy news Bulgaria	bit.ly/3Ubn3XS
01/12/2021	Marica	https://www.marica.bg/region/smolqn/kachvat-prvite-fotovoltaici-po-pokrivite-v-smolqn
01/12/2021	Novini 247	https://novini247.com/novini/pilotni-instalatsii-sa-napat-da-prevarnat-nyakolko-zoni-v-smolyan_3733527.html

In terms of social media, in Bulgaria, EAP used their [own Facebook channel](#) with more than 1,400 followers to promote the project and the OSS methodology. Altogether there were at least 11 posts on Facebook promoting various aspects of the project such as: the project newsletter, project events (final event, webinars).

Most of the posts were focused on promoting the concept and methodology of the OSS in the pilot cities.

The project newsletters were published on the [EAP website](#) as they were being translated to Bulgarian. These were also sent to more than 700 participants, out of which some were journalist interested in the topic of energy and renovation in Bulgaria.

4. Media activities in Italy (Padova)

The Italian partner and Project leader, the Municipality of Padova, created a very extensive media coverage of the project, especially of its OSS, called the *Energy Desk*.

The municipality has a long-standing relationship with local and regional media, which also made it possible to feature in local TV programmes. During the duration of the project, the Municipality of Padova wrote 7 press releases, which resulted in more than 15 mentions in online media or portals. Below we have a table with the dates and titles of these mentions. In some instances, we also include a screenshot of the mention, and all can be found on the corresponding links.

Table 6: Online media mentions in Italian media (15 mentions).

Date of publication	Media type, article title and link
20 th June 2019	Online news: Ecopolis Legambiente “La nostra casa è in fiamme: Padova ha dichiarato l'emergenza climatica” https://ecopolis.legambientepadova.it/?s=la+nostra+casa+%C3%A8+in+fiamme
2 nd July 2019	Online newspaper: PadovaOggi https://www.padovaoggi.it/economia/riqualificazione-energetica-abitazioni-padova-fit-expanded-02-luglio-2019.html  <p>PADOVAOGGI</p> <p>Per la riqualificazione energetica delle abitazioni: parte il "Padova Fit Expanded"</p> <p>Finanziato con un milione e 500mila euro della linea Horizon 2020 dell'Unione Europea: Comune di Padova capofila di un gruppo che comprende tra gli altri l'università Bicconi di Milano, il Forum per la Finanza Sostenibile, Sinloc, Segesca, la città di Timisoara (Romania), la Climate Alliance (Belgio) e l'agenzia per l'energia di Plovdiv (Bulgaria)</p> <p>Redazione 02 luglio 2019 09:28</p>  <p>"Chibio d'inizio" a Palazzo Moceni per Padova Fit Expanded, progetto europeo per la riqualificazione energetica delle abitazioni finanziato con un milione e 500mila euro della linea Horizon 2020 dell'Unione Europea.</p> <p>Padova Fit Expanded</p> <p>Padova Fit Expanded vede il Comune di Padova capofila di un gruppo che comprende tra gli altri l'università Bicconi di Milano, il Forum per la Finanza Sostenibile, Sinloc, Segesca, la città di Timisoara (Romania), la Climate Alliance (Belgio) e l'agenzia per l'energia di Plovdiv (Bulgaria). Tutti gli attori coinvolti nel progetto sono presenti a Padova per il primo incontro del progetto che dà il via ufficiale al progetto. Sottolinea il vicesindaco Arturo Lorenzini che ha portato i saluti di apertura al incontro: «Questo nuovo progetto, che nasce dall'esperienza del precedente PadovaFit, colloca la nostra città tra quelle più attive e innovative in Europa nella sperimentazione di modelli organizzativi ed economici per la riqualificazione energetica degli edifici privati, puntando sull'aggregazione sistematica della domanda (i proprietari) e strategica dell'offerta (il comparto edilizio e i finanziari) ricorrendo in uno speciale servizio locale».</p> <p>L'obiettivo</p> <p>L'obiettivo del progetto, che riprende e amplia l'esperienza di Padova Fit realizzato dal Comune di Padova tra il 2013 e il 2017 sempre su finanziamento europeo, è creare e successivamente replicare servizi innovativi per la riqualificazione e riqualificazione energetica in ambito residenziale. Per maggiori info sulla iniziativa e il progettoOggi si rivolge al sito</p>
2 nd July 2019	Online newspaper: Il Gazzettino Padova

	<p>https://www.ilgazzettino.it/pay/padova%5C_pay/riqualificazione%5C_energetica%5C_finanziamenti%5C_per%5C_1%5C_5%5C_milioni-4593194.html</p> <hr/> <p>Riqualificazione energetica, finanziamenti per 1,5 milioni</p> <p>PAY > PADOVA PAY Martedì 2 Luglio 2019</p> <p>L'INIZIATIVA  PADOVA Kick Off ieri a Palazzo Moroni per Padova Fit Expanded, progetto europeo per la riqualificazione energetica delle abitazioni finanziato con un milione e 500mila euro della linea Horizon 2020 dell'Unione Europea.  Padova Fit Expanded vede il Comune di Padova capofila di un gruppo che comprende tra gli altri l'università Bocconi di Milano, il Forum per la Finanza Sostenibile, Sinloc, Sogesca, la città di Timisoara (Romania), la Climate Alliance (Belgio) e l'agenzia per l'energia di Plovdiv (Bulgaria). Tutti gli attori coinvolti nel progetto sono presenti ieri e oggi a Padova per il primo incontro del progetto che dà il via ufficiale al progetto.  «Questo nuovo progetto, che nasce dall'esperienza del precedente PadovaFIT! Sottolinea il vicesindaco Arturo Lorenzoni che ha portato i saluti di apertura all'incontro (nella foto) colloca la nostra città tra quelle più attive e innovative in Europa nella sperimentazione di modelli organizzativi ed economici per la riqualificazione energetica degli edifici privati, puntando sull'aggregazione sistemica della domanda (i proprietari) e strategica dell'offerta (il comparto edilizio e i fornitori) riuniti in uno sportello unico locale». L'obiettivo del progetto, che riprende e amplia l'esperienza di Padova Fit realizzato dal Comune di Padova tra il 2013 e il 2017 sempre su finanziamento europeo, è creare e successivamente replicare servizi innovativi per la ristrutturazione e riqualificazione energetica in ambito residenziale. Per raggiungerlo sarà realizzato uno sportello unico locale (One-Stop-Shop) che fornisca ai cittadini informazioni, assistenza tecnica, disponibilità del sostegno finanziario, strumenti contrattuali e monitoraggio del risparmio ottenuto attraverso gli interventi decisi. Padova Fit Expanded non finanzia direttamente la riqualificazione degli edifici, ma creerà una rete locale per facilitare la realizzazione degli interventi creando un pool di aziende e proponendo soluzioni finanziarie. <small>© RIPRODUZIONE RISERVATA</small></p>
<p>3rd July 2019</p>	<p>Online newspaper: Cronaca del Veneto</p> <hr/> <p style="text-align: center;">PER LA RIQUALIFICAZIONE ENERGETICA DELLE ABITAZIONI</p> <p style="text-align: center;">PARTE IL PROGETTO "PADOVA FIT EXPANDED"</p> <p><small>Kick Off oggi a Palazzo Moroni per Padova Fit Expanded, progetto europeo per la riqualificazione energetica delle abitazioni finanziato con un milione e 500 mila euro della linea Horizon 2020 dell'Unione Europea. Padova Fit Expanded vede il Comune di Padova capofila di un gruppo che comprende tra gli altri l'università Bocconi di Milano, il Forum per la Finanza Sostenibile, Sinloc, Sogesca, la città di Timisoara (Romania), la Climate Alliance (Belgio) e l'agenzia per l'energia di Plovdiv (Bulgaria). Tutti gli attori coinvolti nel progetto sono presenti oggi (lunedì 1 luglio) e domani a Padova per il primo incontro del progetto che dà il via ufficiale al progetto. «Questo nuovo progetto, che nasce dall'esperienza del precedente PadovaFIT! – Sottolinea il vicesindaco Arturo Lorenzoni che ha portato i saluti di apertura all'incontro (nella foto) – colloca la nostra città tra quelle più attive e innovative in Europa nella sperimentazione di modelli organizzativi ed economici per la riqualificazione energetica degli edifici privati».</small></p>  <p style="text-align: center;">LA PRESENTAZIONE DEL PROGETTO</p> <p style="text-align: center;">GUARDA IL SITO CRONACADELVENETO.COM E SEGUICI SU </p>
<p>3rd July 2019</p>	<p>Online newspaper: Il mattino di Padova</p> <p>https://mattinopadova.gelocal.it/padova/cronaca/2019/07/03/news/progetto-europeo-padova-capofila-1.36637950</p>

	
July 2019	<p>Online portal: Radio Wellnes Parte da Padova Fit Expanded, il progetto europeo volto alla riqualificazione energetica Radio Wellnes</p>
12 th October 2020	<p>Online news/blogs: Investi responsabilmente https://investiresponsabilmente.it/2020/12/10/padovafit-expanded-siamo-a-meta-dellopera</p>
30 th January 2021	<p>Local newspaper (Printed): Il Gazzettino di Padova</p> 
30 th January 2021	<p>Online news: La Piazza Web https://www.lapiazzaweb.it/2021/01/sportello-per-il-risparmio-energetico-il-nuovo-servizio-per-la-collettivita/</p>
18 th February 2021	<p>Online news: Padova Oggi https://www.padovaoggi.it/guida/casa/sportello-risparmio-energetico-comune-padova-18-febbraio-2021.html</p>

	<p>PADOVAOGGI</p> <p>Sportello per il risparmio energetico del Comune di Padova: info gratuite su prenotazione</p> <p>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</p>
9 th March 2022	<p>Online news: Telenuovo</p> <p>https://tgpadova.telenuovo.it/attualita/2022/03/09/venerdi-11-marzo-a-padova-torna-millumino-di-meno</p>
18 th October 2022	<p>Online news: Padovando</p> <p>http://www.padovando.com/attualita/ambiente-e-smog/punto-informativo-per-lo-sportello-risparmio-energetico/</p>
4 th November 2022	<p>Online news: Telenuovo</p> <p>https://tgpadova.telenuovo.it/attualita/2022/11/04/secondo-appuntamento-con-le-domeniche-ecologiche-il-6-novembre-in-citta</p>
10 th November 2022	<p>Online News portal: Infobuildenergia</p> <p>https://www.infobuildenergia.it/approfondimenti/agenda-2030-poverta-energetica-goal-1-risparmio-consapevolezza</p>
10 th November 2022	<p>Online news portal: Il sole 24 ore</p> <p>Bocconi: al decollo il lab sulla rigenerazione urbana sostenibile - Il Sole 24 ORE</p>

In terms of TV mentions, the Energy Desk and the project have been mentioned on four occasions, which are outlined below, with the links to the emissions.

Table 7: Municipality of Padova mentions on TV platforms.

29 th January 2021	<p>Local TV: Telenordest</p> <p>https://www.youtube.com/watch?v=nnU55cJxLBE</p>
29 th January 2021	<p>Local TV: TV7</p> <p>https://www.gruppotv7.com/ireporter/news/padova/2021/01/29/UNO_SPORTELLO_PER_IL_RISPARMIO_ENERGETICO_185536.html</p>
23 rd April 2022	<p>Local TV: TV7</p> <p>https://www.gruppotv7.com/padova/2022/04/23/ultima-domenica-ecologica-eventi-in-tre-parchi-31-50/</p>
6 th November 2022	<p>Local TV: TGR</p> <p>https://www.rainews.it/tgr/veneto/articoli/2022/11/bicicletta-amore-mio-a-padova-seconda-domenica-ecologica-59978412-b49d-4e19-ae3d-2586c8b2c3f7.html</p>

D8.7 REPORT ON MEDIA ACTIVITIES

The newsletter of the Municipality of Padova

The Environment department of Padova also has their own newsletter in which great effort was done to promote the Energy Desk to the citizens, but also the project developments in the sense that the stakeholders and their meetings were relevant for the general audience. These e-newsletters have been seen, on average, by more than 2,500 people. Altogether 24 articles were written and published and distributed dealing with the project. One example of such an article can be seen here online and in the screenshot below (April 2022 edition):

<http://newsletter.padovanet.it/archivio/31/> (up to September 2021)

<https://a3f5x3.emailsp.com/frontend/newsletters.aspx?idlist=9&hashlista=1528f007-eb83-4401-bd77-32925cf8ce2f&pv=1> (from October 2021)

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](#)



5. Social media activities of the project

This section gives an overview of the social media activities that were undertaken by the project in the period of activity. Our main project social media channels were LinkedIn and Twitter. We started to use LinkedIn in March 2021, by opening a profile rather than a page, as we wanted to have more reach and engagement (usually pages on LinkedIn have a lower reach than profiles). The channel steadily grew to more than 200 connections and more than 230 followers. On Twitter we were present since the beginning of the project but had a short period where the channel has some technical issues and we could not post. The Twitter channel has today more than 80 followers. Facebook was not used as it was not deemed relevant at the project level (but possibly so at the pilot level, as we can see in Padova).

It is also worth mentioning that the partners made an effort to promote the posts on their own LinkedIn and Twitter pages, with an especially large reach from partners such as Climate Alliance towards municipalities (at least 30 posts on the project during the project lifetime), SOGESCA and the project lead. Globally, the project partners posted more 100 news on social media channels that reached around 670,000 people.

On PadovaFit Expanded social media the project has had more than 80 Tweets and 60 LinkedIn posts promoting original the project to a wide audience. Most of the content was relating to the multiple events the project has organised so far (capacity building, peer to peer webinars, final event), our original articles, newsletters and generally news related to OSS. On average we achieved a 2 or 3 likes on Twitter for each posts and some retweets. On LinkedIn the posts had more engagement with an average of 300 impressions (views) per posts and up to 10 likes per post. Our most popular posts can be seen on the next pages.



fit **PadovaFIT Expanded (EU funded project)** @PadovaFITeu · Jan 17

Are you a city, region, EU project or OSS wanting to increase citizen engagement within your home renovation platform? Register for our webinar to learn how this can be done 🍷 bit.ly/3I7BxSH
[#HomeRenovation](#) [#OSS](#) [#CitizenEngagement](#)
[@cleanenergy_eu](#) [@PhilippeMoseley](#)

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 Project that is developing a model for One-Stop-Shops for #energyefficiency im...
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Yes, we do have an all-female star panel at our final conference, talking renovation, OSS and energy efficiency, taking place in beautiful and lively Padova right now. You can still join us online: bit.ly/3sDNuKg [#renovationwav](#) ...see more

with [Laura Bano](#) and 4 others

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"We all agreed that the main objective is to increase the renovation rate all across Europe, but this can only be done if OSS will have enough resources to operate. In many cases, OSSs have a good start, but then fail to develop truly self- ...see more

Informal get-together in Brussels on the challenges of home renovation services in Europe

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