

Project IEE-12-708/SI2.661214-Primes

D6.10 Report on the dissemination activities in relation to Covenant of Mayors and other cross national dissemination

Summary

The scope of task 6.10 and 6.11 has been to disseminate the PRIMES findings to relevant networks and actors on a European scale.

Task 6.10, led by EC Network, has aimed to show ways on the practical implementation of GPP as inspiration for cities active on SEAP development, notably in relation to the Covenant of Mayors. Especially in the PRIMES regions Liguria and Zealand the connection with Covenant of Mayors has been tight and the implementation of PRIMES has entailed exchange on how to use the GPP experiences gained under PRIMES in other municipalities. In the final stage has been prepared and disseminated articles on the project findings of relevance to SEAP actors around Europe, focused on respectively the city managerial level, procurers and how to link GPP and SEAP. PRIMES has also interacted with ManagEnergy in relation to two capacity-building workshops and undertaken further cross-national dissemination with focus on Poland.

Task 6.11, led by ICLEI, has comprised dissemination of the project outcomes in form of cross national communication and dissemination strategy and ensured that the results and the benefits of the procurement of green solutions are effectively conveyed to the target group. The dissemination channels used by ICLEI proved suitable to reach the respective target audience (essential target group of the project communication activities are public procurers and different other stakeholders involved into GPP). The channels for dissemination have included, among others, ICLEI's Sustainable Procurement Platform, and its news updates, the Public Procurement of Innovation Platform, the mailing list of the Procura+ Network European members as well as ICLEI Europe main website.

Thanks to this extensive network ICLEI's dissemination activity has targeted all together 14.000+ European stakeholders; e.g. cities, public procurers, municipality representatives involved into procurement. Apart from this ICLEI continuously posted news on the PRIMES project on the Public Procurement Forum both on the open space (4100 members) and in the respective project group (38 members). ICLEI established a decent link between PRIMES and the GPP2020 projects. The two projects have successfully disseminated news on each other's activities and project outcomes besides ICLEI supported the facilitation of a joint workshop between these two projects, in Riga in 2015.

In total, the cross national dissemination activities has had a reach of over 14 000 persons and 7000 organizations, eventuating in PRIMES findings and case studies are availing the uptake of GPP in the wider EU.



Activities and achievements

Task 6.10

In accordance with the scope of task 6.10 PRIMES, led by EC Network, has undertaken interaction with initiatives aiming to integrate GPP in the municipal sphere of activity, notably Sustainable Energy Action Plans (SEAP) and the Covenant of Mayors and related platforms.

The highlights of actions concern:

Interaction with Covenant of Mayors (CoM)

An important dimension of PRIMES has been to show ways on the practical implementation of GPP as inspiration for cities active on SEAP development. Especially in the PRIMES regions Liguria and Zealand the connection with CoM has been tight and the implementation of PRIMES has entailed exchange on how to use the GPP experiences gained under PRIMES in other municipalities.

The evaluation of the PRIMES activities has comprised a cost-benefit analysis of the GPP projects in all 6 target regions. The findings of this is an interesting indicator for municipalities, who want to reduce their energy consumption and the related CO₂ emissions, but at the same time are subject to budget constraints.

- Zealand case studies and PRIMES findings were disseminated at the Covenant of Mayors event in Helsingør - Helsingborg, DK-Sweden, 26-27 Oct 2016.

After some discussion and follow up with the COMO and among PRIMES partners, the decision was taken to follow the recommendation to carry out dissemination and promotion of PRIMES results through the CoM in two ways:

1. PRIMES partners publish the results of the PRIMES project (general findings, training material and case studies) directly on their CoM online profile. The best place recommended by the COMO is the section [“Benchmarks of Excellence”](#).
2. Another recommendation was to publish the PRIMES case studies in the “Capacity Sharing Corner – Resource Library”. This area (‘My Covenant’) is accessible to all signatories (> 7000) and supporting structures. ICLEI chose to upload the 15 best case studies (see list with links below) in terms of impact, savings, value and/or innovation content. For each case study the following elements have to be provided:
 - Title
 - Description
 - Resource format
 - Weblink
 - Authors
 - Publication date
 - Resource type
 - Geographic coverage
 - Language
 - Tags



15 PRIMES CASE STUDIES on Covenant of Mayors website (Resource library)

http://www.eumayors.eu/support/library_en.html (only available to signatories when logged in, currently over 7000 signatories).

Retrofitting public buildings:

- 1) Liepaja Municipality - http://www.primes-eu.net/media/18618181/revised-27-renovationofanoldmunicipalbuildinginliepaja_latviajs.pdf
- 2) City of Holbæk - http://www.primes-eu.net/media/12194564/new-version-revised-11-case-study-bve-final_denmark-2.pdf

Ventilation, cooling systems and heating systems:

- 3) City of Holbaek - http://www.primes-eu.net/media/22159504/no-54-case-study-template_brorfelde-final.pdf
- 4) City of Nykoebing Falster - http://www.primes-eu.net/media/18618101/revised-19_casestudy-laundry-heat-recover_tsp1803-1.pdf

IT-Equipment:

- 5) City of Krizevci - <http://www.primes-eu.net/media/18618749/revised-29-case-study-it-krizevci.pdf>
- 6) City of Lejre - http://www.primes-eu.net/media/18618839/revised-34-case-study_lejre-municipalityit_zea.pdf

White goods:

- 7) City of Roskilde - <http://www.primes-eu.net/media/18619905/revised-58-denmark-case-study-roskilde-whitegoods.pdf>

Street lighting:

- 8) City of Preiļi - http://www.primes-eu.net/media/12194498/higher-energy-efficient-street-lighting_js.pdf
- 9) City of Roskilde - http://www.primes-eu.net/media/18618100/13-case-study_roskilde-municipality_zea_denmark_final.pdf

Green gas:

- 10) City of Bourg en Bresse - http://www.primes-eu.net/media/12194495/1-case-study-bba-natural-gaz-1_vulc-4.pdf

Electricity:

- 11) City of Koprivnica - <http://www.primes-eu.net/media/18618927/revised-32-case-study-solar-thermal-collectors.pdf>
- 12) City of Ljungby - http://www.primes-eu.net/media/18618103/revised-3-case-study-green-energy-ljungby_x-re.pdf
- 13) France - http://www.primes-eu.net/media/12194499/revised-5-case-study-electricity_sigerly-1.pdf

Transportation:

- 14) City of Alvesta - http://www.primes-eu.net/media/18619818/no-57-case-study-template_ctg_krono.pdf
- 15) City of Koprivnica - <http://www.primes-eu.net/media/18618750/revised-9-case-study-electric-vehicles-koprivnica.pdf>



Interaction with ManagEnergy

ManagEnergy is an EU platform to raise awareness and build capacities of local authorities as how to prepare and implement sustainable energy actions (<http://managenergy.net>).

PRIMES has interacted with ManagEnergy in relation to two capacity-building workshops:

- Alvesta, Sweden, 13 November 2014
The ManagEnergy workshop in Alvesta gathered municipalities and related stakeholders from South East Sweden. PRIMES partners ESS and ECNet contributed with a session on GPP with focus on promoting Life Cycle Costs as a tool in municipal procurements
- Rezekne, Latvia, 11 March 2015
The ManagEnergy workshop gathered municipalities and related stakeholders from the Rezekne region in the eastern part of Latvia. PRIMES partners LEIF and ECNet contributed with a presentation of PRIMES and its offer to assist municipalities on GPP development

Targeted audience:

Local authorities and related stakeholders in resp. South East Sweden and Latvia + EU wide via the ManagEnergy platform.

Further cross-national dissemination

PRIMES has done additional efforts in form of disseminating the PRIMES experiences to stakeholders in Poland. Recent years has comprised a boom of SEAP activity in Poland as more than 700 municipalities have started to prepare low emission plans with linkage to the EU Structural Funds for the 2014-20 period. The large environmental fund for environmental protection in Poland, NFOS, is a key institution to support these plans and subsequent implementation in relation to EU and national funds.

The specific exchange has comprised:

- Events in Pomerania, 19-20 Nov 2015
In Pomerania has started an effort to implement GGP as a concept for municipalities. Two events in resp. Gdansk and Slupsk, 19-20 Nov 2015, gathered each around 50 participants from the region. The regional energy agency of Pomerania, BAPE, presented its activities to promote GPP and in exchange ECNet presented the experiences of PRIMES
- Event in Warsaw, 19 Nov 2016
In connection to the above-mentioned low emission plans (SEAP) there are associated energy advisers to help preparing and implementing the plans. The event in Warsaw, organized by Danish Embassy to Poland in coordination with NFOS (see above) gathered around 40 of these energy advisers. ECNet presented the experiences of PRIMES as inspiration and learning for the energy advisers.

In task 6.10 it is also mentioned that PRIMES might cooperate with FEDERA, arranging GPP webinars in local languages, but as FEDERA ultimately didn't join the consortium, this particular action were not possible. Webinars were instead performed within the scope of TFIs and internal training within the consortium, led by ICLEI. Thereby the budget post for this planned action were not used.



| Communication channel | Date of dissemination | Details | Attachment |
|--|---|--|---|
| Covenant of Mayors (European exchange platform) (posts, news bits) | CoM event in Helsingør - Helsingborg, DK-Sweden, 26-27 Oct 2016 | Case studies from Zealand and PRIMES articles. | https://drive.google.com/file/d/0B1CsoXgEaVYVTEVHM1c4WWx0SUU/view <ul style="list-style-type: none"> • d6.7_Denmark_national_dissemination_plan_M19_A51 • d6.7_Denmark_national_dissemination_plan_M19_A52 • Primes article - GPP and SEAP_FINAL.pdf • Primes article aiming procurers_FINAL.pdf • Primes article aiming procurers_FINAL.pdf |
| ManagEnergy dissemination and capacity building | Alvesta, Sweden, 13 November 2014 | Case studies and studies on use of life cycle cost assessment | http://managenergy.net/workshops/1942 141113 EnergiTing Sydost event description program participant list.pdf |
| | Rezekne, Latvia, 11 March 2015 | Case studies suited the Latvian context | http://managenergy.net/workshops/2032 Z.Ramane_Primes Rezekne 1103.pdf |
| Dissemination in Poland | Events in Pomerania, 19-20 Nov 2015 | Case studies from Zealand as part of exchange with PL stakeholders | d6.7_Denmark_national_dissemination_plan_M19_A28.1 |
| | Event in Warsaw, 19 Nov 2016 | | d6.7_Denmark_national_dissemination_plan_M19_A28.2 |

Task 6.11

ICLEI were responsible for identifying and exploiting the key communication channels/European networks used for knowledge sharing across national borders.

As ICLEI is member of the DG Environment GPP Advisory Committee we make great efforts to discuss PRIMES if the topic was relevant during these meetings. Nevertheless ICLEI promoted PRIMES actively on different other relevant events such as the Procura+ Seminars, ICLEI Membership Assembly and on our flagship event on the Sustainable Cities and Towns Conference in Bilbao in 2016. The promotion activities on these events supported greatly the project's communication strategy and aim to target the procurers directly by means of project leaflets and personal discussions.

In the preliminary cross national report were included other international communication channels and intents to disseminate news only when it is appropriate. As the project scope is the European Union, it deemed as not relevant for the project outcomes to disseminate news via most of these links e.g. ICLEI offices in other world regions, ICLEI's World Secretariat, via the IGPN and the UNDP channels.

ICLEI has sent out the relevant news via the established platform on the Public Procurement of Innovation Platform, and via the European Mailing list of the Procura+ Network.

See table below.



During the progress of the project, TFI leaders have had continuous online meetings, on various topics and ICLEI has supervised and lead the parts concerning training material and related subjects.
See D1.4 for details.

| Communication channel | Date of dissemination | Details | Attachment |
|--|--|--|--|
| 1. Procurement Forum website group (European exchange platform) (posts, news bits) - Public Space - Specific PRIMES group | Diverse, specific date can be seen by log-in to the website and date of publish | Information on available case studies - 45 by the completion of this report (14.10) | Examples: https://procurement-forum.eu/ see no.1 in <i>List of Annexes.pdf</i> . Targeted audience: - 4100 member of the public space - 38 members of the PRIMES group |
| 2. Procura+ Exchange mailing list – European mailing list -Mailout to European contacts (ICLEI EU procurement contacts) | March 27, 2015 July 28, 2016 End of October 2016 | Information on the project and on the available case studies (50+ case studies are expected by the scheduled date at the end of October) | March 27, 2015 – print screen not available anymore July 28 2016 – see no.2 in <i>List of Annexes.pdf</i> . Targeted audience: 600+ Members of the European Mailing list |
| 3. ICLEI Europe website | August 2016 + (End October or November 2016) | Information on available case studies (50+ case studies are expected by the scheduled date at the end of October, early November) | http://www.iclei-europe.org/news/ See no.3in <i>List of Annexes.pdf</i> . Targeted audience: 7000+ hits per months |
| 4. Regular events on the topic of sustainable procurement like annual Procura+ Seminars Promotion at other relevant events as they occur (presentation at conferences; related meetings etc.) | Networking, information exchange during events, mentioning PRIMES during conferences | Information on the project, capacity building materials, available case studies | Information on PRIMES activities have been communicated during the Procura+ conference in 2015 and in 2016 in Rome, these have been done by disseminating the project leaflet on these events. PRIMES have been discussed and leaflets have been disseminated during the Green ProcA event on the EUSEW in Brussels (14-17 June 2016), PRIMES have been mentioned and leaflets have been disseminated during the meetings of the GPP2020 project (see more details below) and the Sustainable Cities and Town Conference of ICLEI (27-29 April 2016). Due to the communicational nature of these |

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| | | | <p>activities there are no further electronic evidences available to include them into the annex.</p> <p>Targeted audience: 40+ participants on the Procura+ events, 20 participants on the GreenProcA event, 100+ participants on the Sustainable Cities and Town Conference</p> |
| 5. Promotion on ICLEI's Sustainable Procurement website | Nov 18, 2014 Jan and March, 2015 July 2016 | Information on the project, capacity building materials, available case studies (50+ case studies are expected by the scheduled date at the end of October, early November) | <p>http://www.sustainable-procurement.org</p> <p>-</p> <p>18.11.2014 general project news See no.5 in <i>List of Annexes.pdf</i>. - 20</p> <p>January 2015 – new on PRIMES and energy efficiency in Koprovnica See no.5 in <i>List of Annexes.pdf</i>. -1</p> <p>April 2015 – GPP and PRIMES workshop in Riga See Annex no.5 in <i>List of Annexes.pdf</i> - 18</p> <p>June 2015 – summary of the Riga event See no.5 in <i>List of Annexes.pdf</i>. -15</p> <p>June 2016 – Brussel event dissemination See no.5 in <i>List of Annexes.pdf</i>. - 28</p> <p>July 2016 – information case studies (20+) no.5 in <i>List of Annexes.pdf</i>. -</p> <p>March 2015 SP update on Koprovnica See no.5 in <i>List of Annexes.pdf</i>. http://archive.sustainable-procurement.org/newsroom/sp-update/issue-61-march-2015/</p> <p>Targeted audience: 2000-3000 hits per months</p> |
| 6. Promotion on different Twitter accounts – ICLEI Europe, SP Platform, PPI Platform | Several tweets (print screens are not available for all of them) | Information on the project and available case studies | <p>Examples See no.6 in <i>List of Annexes.pdf</i>.</p> <p>Targeted audience: Number of followers of these twitter sites is 8000+</p> |
| 7. Promotion on Innovation Procurement website (https://www.innovation-procurement.org/) | Feb 17, 2015 June 18, 2015 (as the PRIMES case studies are mainly | Information on the project, capacity building | <p>http://www.innovation-procurement.org/</p> <p>See No.7 om <i>List of Annexes.pdf</i>. February 2015 information energy efficiency in Koprovnica</p> |

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| | GPP related only the final news will be disseminated on this website) | materials | June 2015 information on GPP and PRIMES Targeted audience: 4000+ hits per month |
| 8. GPP 2020 and PRIMES are promoted in combination where appropriate | ongoing | Information on the project in general, capacity building materials | www.gpp2020.eu/ <ul style="list-style-type: none"> • January 2015 information on PRIMES see no.8 in <i>List of Annexes.pdf</i>. • February 2014 information on PRIMES see no.8 in <i>List of Annexes.pdf</i>. • April 2015 information on PRIMES see no.8 in <i>List of Annexes.pdf</i>. • Sept 2015 information on PRIMES see no.8 in <i>List of Annexes.pdf</i>. Targeted audience: Visitors of the website (no available data of the number of visitors as the project has been finished) |
| 9. DG Environment's national GPP Advisory Group | where appropriate meetings to be held several times per year | Information on the project, capacity building materials, available case studies | Discussions and mentioning of PRIMES project. The GPP Advisory Committee meetings are aiming to discuss the most relevant issues and project outcomes in the field of GPP in Europe. As ICLEI is part of the network we advocated for the PRIMES project on these events if this was relevant. Due to the nature of the communication no electronic evidence e.g. print screen is available. |
| 10. Through ICLEI offices in all other world regions | | | PRIMES has been mentioned during the General Assembly of ICLEI in the context of GPP and possible case studies. Due to the nature of the communication no electronic evidence e.g. print screen is available. |

International dissemination through national partner

As mentioned in task 6.11, partners are encouraged to consider and report on their involvement in existing European networks. Below is the reports from the partners who made such dissemination efforts.

Sweden international dissemination

ESS has had contact with the following European projects, also in the area of GPP. Both information exchange in general, and having sent them the PRIMES case studies and information on the training material we've developed.

- International Institute for Sustainable Development (IISD) (see project: [IISD - Sustainable Public Procurement](#)) – contact Laurin Wuennenberg laurin.wuennenberg@mespom.eu
 - Email request (okt)



- Dissemination of case studies
- BUILD2LC (Low Carbon) europeiska Interreg Europe-projektet - contact Ida Sjölund, ida.sjolund@regionjh.se (070-219 31 29)
 - Email and personal meeting (sept)
 - Dissemination of case studies
 - Information about contact persons, exchange of experience on energy efficient PP
- GreenS project.eu/se/ -contact - Ulrika Lundberg, Energikontor Norr AB, tel: +46 70 598 63 95, ulrika@energikontornorr.se
 - Email and phone (sept- okt)
 - Dissemination of case studies
 - Dissemination of training material and tips
 - Experience exchange on how to work with GPP/SPP project and how to approach PP bodies and entities

Denmark international dissemination

ZEA has had contact with a number of European projects also focusing on GPP. The contact has primarily concerned information exchange and dissemination of PRIMES case studies.

- EE09 - Engaging and activating public authorities, Horizon2020 – contact Malene Bugge Larsen malene.bugge.larsen@gate21.dk
 - Personal meeting (Aug)
 - information exchange in relation to retrofitting of buildings and street lighting
- Cleantech Tipp - contact Camilla Raagaard, camilla.raagaard.ernst@gate21.dk (+45 6047 2176)
 - Personal meeting (Mar)
 - Information exchange between PRIMES and Cleantech Tipp on energy efficient PP
- Scandinavian Green Public Procurement Alliance – contact Kenneth Jørgensen, Kenneth.joergensen@gate21.dk (+45 3145 1132)
 - Personal meeting (Oct)
 - Dissemination of case studies
 - Knowledge exchange on how to work with GPP projects and how to approach GPP across country borders

Attachments

1. d6.7_Denmark_national_dissemination_plan_M19_A51 (also reported in D6.6)
2. d6.7_Denmark_national_dissemination_plan_M19_A52 (also reported in D6.6)
3. Primes article aiming procurers_FINAL.pdf
4. Primes article aiming management level_FINAL.pdf
5. Primes article - GPP and SEAP_FINAL.pdf
6. 141113 EnergiTing Sydost event description program participant list.pdf (also reported in D6.6)
7. Z.Ramane_Primes Rezekne 1103.pdf (also reported in D6.6)
8. d6.7_Denmark_national_dissemination_plan_M19_A28.1 (also reported in D6.6)
9. d6.7_Denmark_national_dissemination_plan_M19_A28.2 (also reported in D6.6)
10. List of Annexes.pdf