



Dissemination and Communication Plan

August 2023



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 967051.

Document Control Sheet	
Project Coordinator	EC Network
Responsible Author(s)	EC Network
Organisation	EC Network
Subject / Title of Document	Dissemination and Communication Plan
Related Task('s)	WP6
Deliverable No.	D6.9
Date of Issue	August 2023
Version Number	1
Ref./File Name	RoundBaltic_D6.9. Dissemination and Communication Plan
Nature of the Deliverable**	Deliverable (D)
Distribution Category: (PU/CO) *	PU

*Type: **PU**: Public, **CO**: Confidential

**Nature: Type of deliverable could be a F: Flyer, B: Brochure, WP: working paper, P: Paper, D: Deliverable, MD: Management Document, S: Slides, PR: Press Release, CD: Cd-rom, C: conference, W: workshop, TR: training, ME: Media Event, WW: website/webtool

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1 Introduction

The overarching objective of the RoundBaltic project is to support the implementation of the Smart Finance for Smart Buildings initiative in the Baltic Sea Region, notably the project's direct target countries Poland, Latvia, and Denmark. Moreover, RoundBaltic refer to the same objectives as Sustainable Energy Investment Forums (SEI Forums) to build momentum for energy efficiency (EE) finance.

SEI Forums bring together representatives of the financial and energy efficiency sectors to discuss and find solutions to the challenge of energy efficiency finance. Key focus areas are how to ensure an investment friendly framework along designing of financing instruments in accordance with the financial pillars more effective use of public funds, aggregation and project development assistance, and de-risking. A third focus area is to showcase specific initiatives as well as triggering new investment initiatives within existing private and public buildings, industry and SME's, street lighting, district heating, transport infrastructures and integrated renewable energy sources. At the stakeholder level a key intention is to engage the financial sector in conjunction with building capacities of project developers, incl. public authorities, on how to develop EE investments according to the policies.

The RoundBaltic project aims to provide framework and momentum for energy efficiency investments in the direct target countries Poland, Latvia and Denmark, building on the activities of the SEI Forums initiative, incl. the most recent roundtables held in [Warsaw, 27 March 2019](#), [Riga, 10 April 2019](#) and [Copenhagen, 14 May 2019](#).

This document describes the Dissemination and Communication Plan adopted by RoundBaltic during the project development phases.

The purpose of the plan has been to formalise all communication and dissemination actions planned in the framework of the project, to provide guidelines on the approach and to facilitate dissemination of outcomes and results and the maximum awareness on the project concept and objectives.

The document has been continuously updated in relation to forthcoming project's achievements and contributions from partners.

Below are shown dates for updates of the document:

Deliverable version	Title	Deliverable Date
Period 1 September 2020 – February 2022	RoundBaltic Dissemination Plan & Communication Strategy	Primo February 2021 (M5)
Period 2 March 2022 – August 2023	Update	July 2022 (M23)
Final	Final Update	August 2023 (M36)

2 Communication and Dissemination Goals and Objectives

2.1 Dissemination Goals

Dissemination has an important role for the successful development of the RoundBaltic project at three phases:

Firstly, the dissemination should create awareness on the project objectives and expected results addressed to various stakeholders and networks, where the required information can be identified and collected. It will be important to build up a project identity and profile and, in this context, establish the proper working relations with stakeholders and related initiatives.

Secondly, the dissemination should help to develop skills and know-how of the key stakeholders who can benefit from what the project has to offer and provide them with a deeper understanding of the project's activities and objectives such as the contribution to the development of supportive frameworks for financing of energy efficiency and the enabling of actions gathering stakeholders around energy efficiency financing initiatives related to aggregation of projects, project development assistance, de-risking etc.

The third phase involves replication and exploitation actions of the project. It will relate to change of practice from the adoption of approaches developed within the project, i.e., approaches related to creating permanent stakeholder forums around energy efficiency financing. In this context, the key stakeholders need to be equipped with the right skills, knowledge and understanding of the project results to achieve real change and benefits.

All in all, this requires

1. a well- focused dissemination strategy of the project outcomes and results to those stakeholders that have the capacity to create institutional and organisational changes to the decision-making process related to energy efficiency financing, and
2. the organisation of European replication activities (learning events) to coordinate and explore findings, results, best practice from the roundtable activities

2.2 Objectives

The table below indicates specific objectives in relation to the above-mentioned goals.

Goals		Objectives
Increase awareness and mobilize the critical mass within the consortium countries, as well as all over Europe	Awareness	<ul style="list-style-type: none"> Establishment of the RoundBaltic network of European, National, and regional stakeholders Develop a representative network of stakeholders within each country considered in the project Participate in major events related to energy efficiency financing within the consortium countries and at EU level Disseminate systematically on national and international level the knowledge and knowledge sharing tools and approaches developed within the project (open accessed) Replication focused dissemination activities within consortium countries and at EU level Networking with relevant projects, initiatives, and networks for exploiting RoundBaltic concept beyond the project horizon
Inform financial institutions and other key players on the provision of capacity building activities within RoundBaltic , including the national and regional roundtables	Understanding	<ul style="list-style-type: none"> Mobilize key players and related organizations to attend the capacity building activities (i.e., participating in national and regional roundtables). Aware financing institutions and other key players to get support and knowledge from RoundBaltic dissemination activities (web, social media, newsletters etc.)
Communicate the impact of the RoundBaltic project	Create Action/Replication	<p>Communicate:</p> <ul style="list-style-type: none"> the results of the capacity building process through the RoundBaltic network. The permanent stakeholder forum established within each country to coordinate efforts in relation to finance energy efficiency The roundtable concept developed within RoundBaltic (national and regional level). The results of existing success stories within the project, around Europe. The capacity provided by RoundBaltic as a support structure to enable and mobilise financing and implementation of energy efficiency investments.

3 Target Groups

The primary key actors (recipients) are on the one side the **national and local authorities** in their role as developers of framework conditions for the green transition, including as facilitators for involving other stakeholders within the energy sector in the process representing end-users, energy suppliers, service suppliers, manufacturers, research etc. On the other side it is the **financial sector**, including private financing institutions. The success of the projects depends on enabling access to private capital to finance the green transition, including energy efficiency measures (bridging the energy and the financial sector).

Please refer to Annex 1 for the list of key stakeholders interacted with at national, regional and local level involved in the three target countries: Poland, Latvia, and Denmark.

3.1 Stakeholders

Each Country Partner has developed a representative network of stakeholders within each country to support and liaise with the development of national framework conditions and facilitate nationwide dissemination presenting the RoundBaltic and promoting its use and uptake.

The mapping of stakeholders, networks and events is closely coordinated with the project's Work package 2 (Improving the energy efficiency investment framework). The mapping has also included related dissemination sources (websites, SoMes, business magazines) enabling creation of targeted dissemination and communication activities towards the stakeholders and the networks supporting the various project interventions. Further in relation to recording outreach and evaluating impact of this communication.

Please refer to Annex 1 for a list of key stakeholders involved in the project within each country. These are overall divided as below (see further details in Annex 1):

Type	Poland	Latvia	Denmark
European Financing Institutions	2	1	1
Financing Institutions	16	7	17
Governmental institutions	2	6	3
Regions	7	2	4
Local authorities	220	36	98
Other sector stakeholders	24	12	17

The interaction with and mapping of stakeholders has been done in relation to:

- Interaction with National and Regional Advisory Groups established in relation to the project activities
- Planning, implementation and follow up of national and regional roundtables

- Learning events and sending out of related Newsletters (receivers of Newsletters is registered at the website respecting GDPR).
- Liaising with related projects (meetings, sharing information through social media)
- Case studies
- External National and international events
- Press releases
- Articles

In total 2,079 stakeholders attended the roundtables, divided as follows:

	Financing Sector	National Government	Regional and Local Authorities	Research	Industry /SME	Others	Total
Poland	178	51	436	79	80	224	1,055
Latvia	108	155	170	17	133	50	633
Denmark	87	10	97	15	43	139	391
Total	373	216	703	111	256	413	2,079

Thus, overall, 18 % represents the financial sector (PL: 17%, LV: 17%, DK: 23%). Minimum 33% of participants represented the management level (with decision power).

Stakeholders interacted with at European level is indicated below.

Stakeholders at European Level		
Organisation	Description	Rationale for involvement
Sustainable Energy Investment Forums – EASME	<p>The aim of Sustainable Energy Investment Forums (SEI Forums) is to work with national stakeholders to boost large-scale investment and financing for sustainable energy.</p> <p>SEI Forums is organising a series of events across the EU to showcase best practices in developing investment projects and programmes in sustainable energy, and engage dialogue with the financial sector, public authorities, and all stakeholders involved in delivering investments in sustainable energy.</p>	<p>RoundBaltic will build on the activities of the Sustainable Energy Investment Forums (SEI Forums) initiative and aim to exchange with similar roundtables across Europe; “those exchanges will be coordinated by the Commission services”.</p> <p>The RoundBaltic intervention will build on SEI Forums activities of its phase 1, 2016-2019</p>

Stakeholders at European Level		
Organisation	Description	Rationale for involvement
EEFIG Initiative – DG Energy	<p>The Energy Efficiency Financial Institutions Group (EEFIG) is composed of more than a hundred experts representing the finance, building, industry, and SME sectors. Around 40% of EEFIG's members represent financial institutions.</p> <p>From September 2018, EEFIG started acting as an action-oriented platform to collect, develop, implement, and disseminate innovative ideas to accelerate finance for energy efficiency in Europe.</p>	<p>The intention is that SEI Forums under its Phase 2 should continue the cooperation with EEFIG and the same goes for RoundBaltic. The work on Taxonomy is one intended area of cooperation as it is an area of high interest among the Baltic banking associations.</p>
Network for Greening the Financial System www.ngfs.net	<p>The Network of Central Banks and Supervisors for Greening the Financial System (NGFS), launched at the Paris One Planet Summit on 12 December 2017, is a group of Central Banks and Supervisors willing, on a voluntary basis, to share best practices and contribute to the development of environment and climate risk management in the financial sector and to mobilize mainstream financing to support the transition toward a sustainable economy</p>	<p>Involving the financing sector and interacting on best practise in relation to e.g., risk management and mainstream financing</p>
European Association of Development Agencies – EURADA http://www.eurada.org/	<p>EURADA has a membership of about 70 regional development agencies from across the European Union. EURADA runs conferences and seminars and has an extensive publications programme.</p>	<p>A good platform for dissemination and replication to regions outside the consortium and for liaising with EU strategy and policy development.</p>
Covenant of Mayors for Climate and Energy	<p>This EU Initiative is the mainstream European movement involving local and regional authorities in the fight against climate change.</p> <p>New signatories now pledge to reduce CO₂ emissions by at least 40% by 2030 and to adopt an integrated approach to tackling mitigation and adaptation to climate change.</p>	<p>A point for dissemination and replication and for exchange of know-how on implementation of SEPs in the framework of SEAPs or SECAPs.</p>

Stakeholders at European Level		
Organisation	Description	Rationale for involvement
The European Innovation Partnership on Smart Cities and Communities (EIP-SCC)	The EIP-SCC brings together cities, industry, and citizens to improve urban life through more sustainable integrated solutions.	Important in relation to learn on aspects of integration ICT measures into the planning process and exchange of know-how on integrated approaches.

3.2 Other related initiatives and projects

This has involved coordination as appropriate with relevant projects and other initiatives at European, national, and regional/local level.

Some relevant parallel projects at European level are listed below.

Project	Description
AUNA Sustainable building financing in Spain Horizon 2020, 2020 -2023 <i>LC-SC3-B4E-12-2020 - National roundtables to implement the Smart Finance for Smart Buildings initiative.</i> https://www.aunaforum.com/en/home-en/	The AUNA project aims to extend the reach of the Sustainable Energy Investment Forums in Spain by creating a novel, permanent, multilevel, and multilateral discussion forum. This forum will focus on the acquisition of sustainable building financing to introduce and apply the Smart Finance for Smart Buildings initiative, integrally based on the European Commission Recommendation on building renovation and entirely aligned with the Spanish long-term renovation strategy.
SMAFIN Supporting smart financing implementation for energy efficient Balkan Buildings Horizon 2020, 2020 - 2023 <i>LC-SC3-B4E-12-2020 - National roundtables to implement the Smart Finance for Smart Buildings initiative.</i> https://www.smafin.eu/	The SMAFIN project will create permanent discussion forums between government, regional and local administration, industry, energy service companies and construction on the one hand, and SMEs and homeowners on the other, aiming to detect best practices and improve national policies on energy efficiency investments. These forums will assess and upgrade existing practices, develop strategies, follow their implementation, and jointly establish template documents and contracts for better functioning of the market. They will also act as a permanent interaction and experience exchange between all stakeholders.

Project	Description
<p>SUNShINE Save your bUildiNg by SavINg Energy – towards 2020m2 of deeply renovated multifamily residential buildings Horizon 2020, 2015 - 2020 <i>EE-20-2014 - Project development assistance for innovative bankable and aggregated sustainable energy investment schemes and projects</i></p>	<p>The SUNShINE project has supported the establishment of the institution LABEEF, which supports ESCOs in implementing renovation measures in multifamily buildings based on energy performance contracting, guaranteed energy savings and quality standards in delivering the renovation works. LABEEF forfeits the EPC contract and continues to collect the EPC receivables (payment from the apartment owners) until the renovation investment has refinanced itself. Through this mechanism, the execution risk stays with the ESCO while the financing risk is transferred to LABEEF.</p>
<p>FinEERGo-Dom Financing scheme for Energy Efficiency and Renewable energy Guaranteed in Deep renovations of building stock Horizon 2020, 2015 - 2020 <i>LC-SC3-EE-9-2018-2019 - Innovative financing for energy efficiency investments</i> https://fineergodom.eu/</p>	<p>The National Environmental Fund “NFOSiGW” of Poland supported by KAPE and partners seek to replicate the financing scheme, systems and procedures developed for private and public sectors under the Latvian Baltic Energy Efficiency Facility’ “LABEEF”. The Fund will structure demand and execute the financing scheme of a pilot project through the existing online platform SHAREX. Partner organizations in Austria, Slovakia, Romania, and Bulgaria will be replicating in their countries.</p>
<p>GREENROAD GROWING ENERGY EFFICIENCY THROUGH NATIONAL ROUNDTABLES ADDRESSES Horizon 2020, 2021 - 2024 <i>LC-SC3-B4E-12-2020-2 - National roundtables to implement the Smart Finance for Smart Buildings initiative.</i></p>	<p>The project aims at facilitating the dialogue between Italian public and private key actors on financing issues related to energy efficiency in the existing and new buildings sector and fostering collaboration, innovation, and action through the establishment of a permanent national roundtable and connected events at local level. The project will set up a national roundtable with selected high-level stakeholders to allow an in-depth discussion about current barriers and market failures, as well as share best practice and innovative financing solutions. In parallel, local events and initiatives will be organized to engage as many stakeholders as possible, enabling capacity building, dissemination, replication activities and scale up of “success stories.”</p>

Project	Description
<p>Green Home German Roundtables on Energy Efficiency in Homeowner Associations Horizon 2020, 2021 - 2024 <i>LC-SC3-B4E-12-2020-2 - National roundtables to implement the Smart Finance for Smart Buildings initiative.</i></p>	<p>The basic idea of the project Green Home is to connect all relevant stakeholders from politics, business and civil society that are related to energy efficient renovation in German homeowner associations (HOAs). The project particularly sheds light on four topic areas: 1. finance and funding, 2. construction and housing technology, 3. legislation and 4. communication and process support.</p> <p>To connect the stakeholders, the project aims at establishing roundtables as joint discussion forums. Via these roundtables, the project seeks to identify obstacles and potentials of energy efficiency measures in HOAs.</p> <p>A learning event was organized on 16th of march by SAPE and the RB consortium and with participation and in cooperation with the GREEN Home project team. The event focused on unlocking the potential of energy efficiency investments in the multifamily housing stock in Germany and Poland</p>
<p>GreenDeal4Buildings Smart energy efficiency investments in Czechia and Slovakia <i>LC-SC3-B4E-12-2020-2 - National roundtables to implement the Smart Finance for Smart Buildings initiative.</i> https://greendeal4buildings.eu</p>	<p>The overall objective of the project is setting up Roundtables to implement smart finance for smart buildings initiative (SF4SB) in Slovak Republic and the Czech Republic. The project will work out roadmaps and action plans together with stakeholders.</p> <p>As most operators in the construction sector are SMEs the project will put particular focus on SMEs.</p> <p>An essential aim of the renovation efforts in both countries will be organizing renovations into larger blocks to benefit from better financing conditions and economics of scale.</p>
<p>BeSMART Bulgarian Energy Efficiency Forum on Smart Finance for Smart Buildings <i>LC-SC3-B4E-12-2020-2 - National roundtables to implement the Smart Finance for Smart Buildings initiative.</i> https://besmartproject.net/</p>	<p>BeSMART aims to support smart financing implementation by setting up a permanent discussion forum, gathering central and local authorities, energy efficiency experts, the financial sector, ESCOs, homeowners, industry, construction, and SME sector representatives. The discussion forum and the 9 roundtables planned under the project are specifically designed to support new business models and utilize investment opportunities derived from the increased financing for energy efficiency and renewable energy at EU level.</p>

Project	Description
<p>SUPER-i Extended Public-Private partnership for Investment in Smart Energy Efficiency Projects in a Social Housing context <i>H2020_LC-SC3-B4E-11-2020 - Financing for energy efficiency investments - Smart Finance for Smart Buildings</i> https://super-i-project.eu/</p>	<p>The SUPER-i project will contribute to efforts aimed at increasing investments and data collection on energy efficiency in the social housing sector. The project will support the funding of energy efficiency renovation by establishing a direct dialogue between financial institutions, private investors, and social housing managers. Starting from 3 pilot project pipelines (Denmark, Italy, and Slovenia), the project proposes innovative and more profitable solutions.</p> <p>The project involves the Danish Federation of Non-Profit Housing Providers, which has been a key stakeholder in the SEI Forums events in Denmark</p>
<p>CrossCert Cross Assessment of Energy Certificates in Europe <i>H2020_LC-SC3-B4E-4-2020 - Next-generation of Energy Performance Assessment and Certification</i> https://www.crosscert.eu/</p>	<p>The crossCert project will create a product testing methodology for new EPC approaches. The aim will be to improve the accuracy and usability of the EPCs and boost homogeneity across Europe.</p> <p>This will include looking into how adapting EPCs to user and investor needs:</p> <ul style="list-style-type: none"> • Increase the value of EPCs for potential investors – set a dialogue with stakeholders to know the information needed to decide on a potential investment • Standardized guidelines and instructions on how to implement data necessary for the investors in the next generation EPCs • Analysis and evaluation of possibilities of connecting next-generation EPCs with energy audits, logbooks and building renovation passports (BRPs) • Recommendations and guidelines to integrate these options in one-stop-shop structures motivating and assisting building owner in planning and implementing EE measures <p>The project a.o. takes point of departure in the H2020 X-Tendo project which involved the RoundBaltic key stakeholders Finance Denmark and Danish Energy Authority as well as the Polish RoundBaltic partner SAPE.</p>

Project	Description
<p>2ISECAP</p> <p>Institutionalized Integrated Sustainable Energy and Climate Action Plans</p> <p><i>H2020-LC-SC3-EC-5-2020 - Supporting public authorities in driving the energy transition</i></p> <p>https://2isecap.eu/</p>	<p>The project's overall aim is to bridge the gap between local sustainable energy planning and implementation by supporting the capacity building of public authorities and developing interface capacities within public authorities to engage with civil society towards energy transition.</p> <p>2ISECAP will attempt the creation of an institutional environment for effective decision-making processes combining the democratic legitimacy and legal power of formal plans/policies with the creativity, energy and social capacity of bottom-up initiatives, entrepreneurship, and community involvement.</p> <p>2ISECAP utilizes the Living Lab (LL) concept to activate participants to co-create knowledge, energy plans and future policies. The project will provide experiential learning to 6 European Municipalities, by applying 2ISECAP approach to revise/develop their SECAPs, within a LL environment.</p> <p>The RoundBaltic coordinator EC Network and the RoundBaltic subcontractor Central Denmark Region is involved in the project to support the process by exchanging experience with the consortium. In relation to the RoundBaltic project experience exchange is relevant in relation to financing of measures proposed in Strategic Energy and Climate Action Plans (SECAPs). There is an ongoing process to develop such plans for all 19 municipalities in the Central Denmark Region.</p>

4 Project Communication Tools and Activities

The respective dissemination strategy at each project phase and the related communications activities were identified to maximize the use of the project information, outcomes, and results.

4.1 Project Identity

The project identity aims at reinforcing the project's external image and ensure a transversal coherence between all project communication channels. It basically includes:

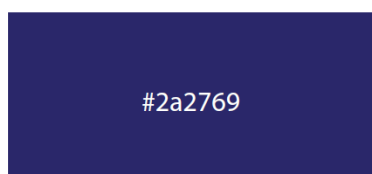
- The project logo
- Documents layout
- Project messages

4.1.1 Project logo

A logo has been prepared based on the criteria that it should be easily scalable, easy to reproduce, memorable and distinctive, and usable on a variety of media.

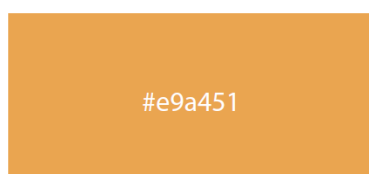
It is based on the three elements:

- Finance sector - blue
- Bridging/Energy - orange
- Energy Efficiency Sector - green



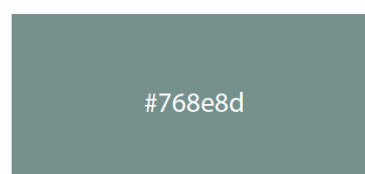
For web use
R: 43 G: 39 B: 105

For printing use
C: 100% M: 100% Y: 24% K: 17%



For web use
R: 233 G: 164 B: 81

For printing use
C: 7% M: 39% Y: 79% K: 0%



For web use
R: 118 G: 142 B: 141

For printing use
C: 57% M: 34% Y: 41% K: 4%



4.1.2 Project message

The project message is a sentence that should clearly and simply state what the project is trying to achieve, and which should be constantly communicated to target groups, for example by including it in projects' promotional material such as flyers, website, press releases etc.

Potential messages are listed below:

- Bridging energy efficiency and finance
- Creating permanent national and regional stakeholder forums around energy efficiency financing

4.2 Project website and Internet promotion activities

The **RoundBaltic** website <https://roundbaltic.eu> has been developed, providing information regarding the project and its expected results, events' schedule, training materials, publications etc.

The main information is available in *English, Danish, Polish and Latvian* to facilitate dissemination of the project outcomes to the countries involved in the project. Back-end editing is available in all three countries = Denmark, Poland, and Latvia (restricted to national backend users).

The website has been made in a modern Content Management System (CMS) and is operational on several media: Desktop, Laptop, Tablet, Smart Phone. More specifically the site is developed in Word Press combined with the "Elementor Pro Plugin" (web site builder). The individual country pages are enabled by an integrated language module (WPML).

The website has been continuously updated and kept attractive for the target group and key actors. It has functioned as a dissemination and communication tool rather than a project management tool.

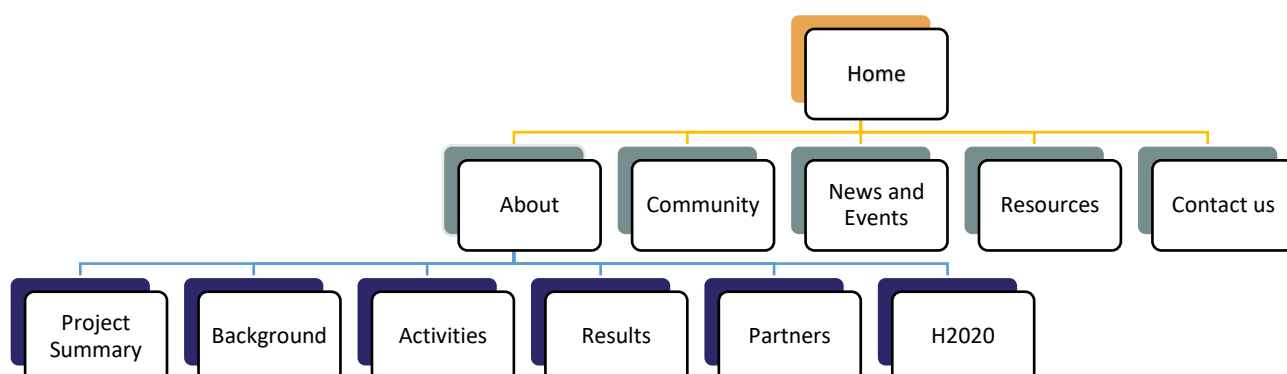
To increase the visibility of the project some web-promotion activities have been carried out such as social media campaigns, links at other websites etc.

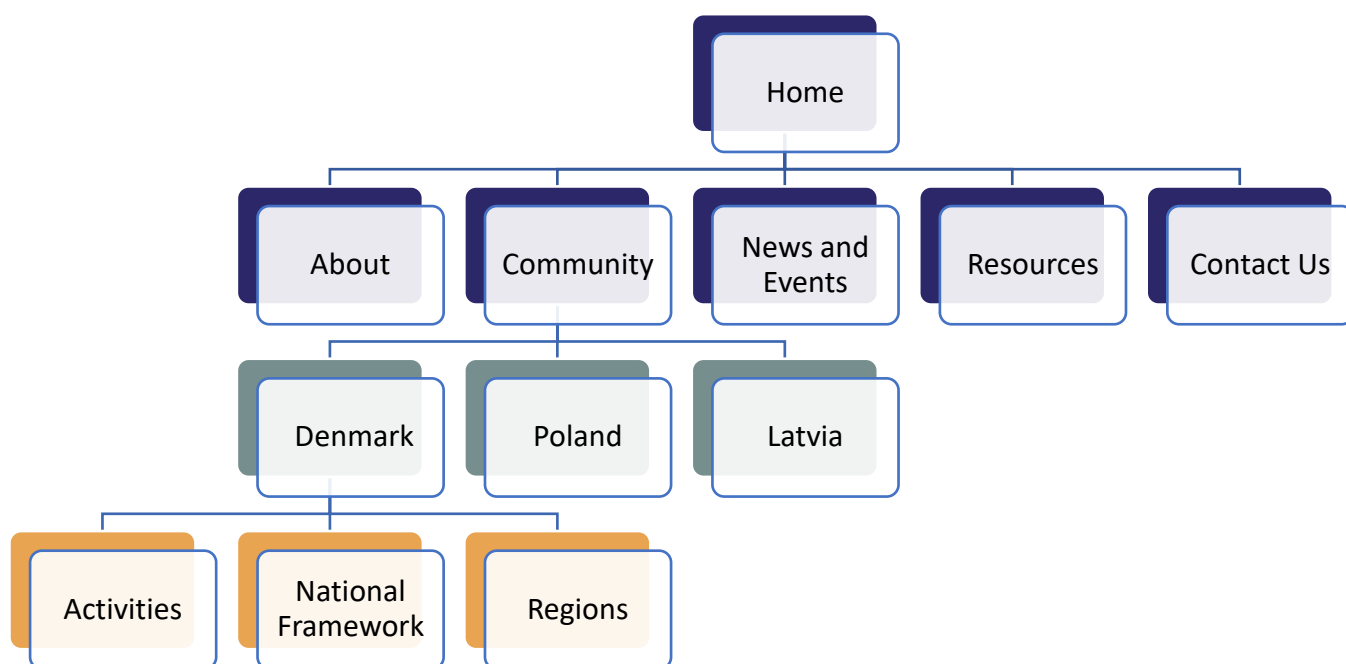
4.2.1 Cookies and privacy policy

The websites follow the Commission's guidelines on privacy and data protection and inform users that cookies are not being used to gather information unnecessarily. **The ePrivacy directive** – more specifically Article 5(3) – requires prior informed consent for storage or for access to information stored on a user's terminal equipment.

4.2.2 Site map

The site map for the website is shown below. In addition to provide basic information about the project it provides information about the involved regions, including the RLL activities. Further it provides continuously info about project progress and events, a.o. in a news section.





About

This section includes the overall description of the project, it's results (ad-hoc), and information about the partners involved in all countries, (including consortium partners, third parties and subcontractors).

The structure, including number and type of pages can be modified ad-hoc.

Community

This section provides an introduction, to the set-up of the Round Baltic project in each of the three target countries and, regarding country framework and background, target regions and the partners involved.

News and Events

This has reported on:

- Ad-hoc news from the RoundBaltic Project and related activities
- Events carried out within the RoundBaltic Project

The event sections include national roundtables, regional roundtables, learning events and other events as appropriate.

For each event is included background information, agenda, background reports and proceedings (access via links). The event pages have also been used for save-the-date and event announcements. A registration link and a registration form can be linked to the page but has not been shown publicly for closed events (like roundtables).

Resources

This section provides access to RoundBaltic publication and materials.

It is divided into the five sub sections:

- Marketing materials (logos, project folders, project posters, project roll ups etc.)
- Articles from the RoundBaltic Project (also displayed in the News section)
- RoundBaltic Publications (public deliverables from the project)
- Best Practise examples from the RoundBaltic project (according to deliverables within the work package 5 of the project).
- RoundBaltic News Letters

Contact Section

A contact form to contact the project. This is based on specific RoundBaltic mail addresses (info@roundbaltic.eu etc.).

4.2.3 National sites

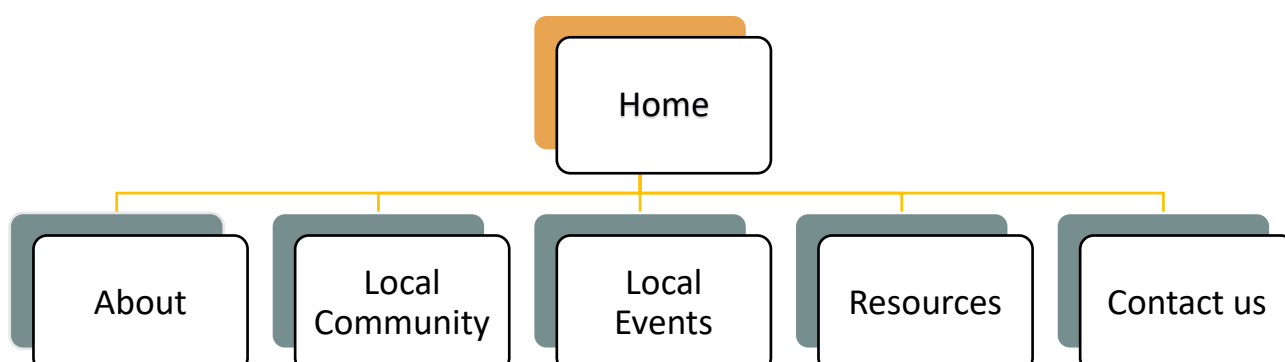
The national sites in Danish, Polish and Latvian are structured similarly to the European site, and basically include the relevant information in the local language under the same headings, for example information about the local events in local languages. Further they include links to various other national sites focusing on the RoundBaltic project, e.g., sites of project partners and target regions. The Polish and Latvian partners have mainly used their local websites for promoting and reporting on events, but all events are described at the RoundBaltic project website as well.

The national sites are available from the map at the front page of the EN website, from a language switcher at the top and from the following urls:

<https://roundbaltic.eu/da/>

<https://roundbaltic.eu/pl/>

<https://roundbaltic.eu/lv/>





5 Social Media Strategy

5.1 Overall strategy

The social media strategy aims at:

- Identifying and approaching persons and organizations already active in fields related to the project activities
- Get project/ service well known through social media and call for “Action”
- Engaging social media followers, preferably by directing them to the **RoundBaltic** website
- Create interactive forums at national and European scale

Actions to be performed in this context includes:

- Identifying and approaching the relevant persons and organizations
- Open European account in Twitter
- Regular social media posts (e.g., 1 per week in each media) aiming at informing or initiating discussions/debates/feed back
- Social Media Campaigns: Boosting posts towards the target group (option)
- Establishing national social media accounts as appropriate or using already existing accounts with relevant followers/members

5.2 Measures to grow social media accounts

The strategy for this is as follows:

- First step is to map individual personal contacts as well as organisations with a potential interest in the project
- Secondly to invite these contacts to connect with the project either through the social medias or through personalized messages
- Followers may also be reached through so called adds (paid advertisement), which can be targeted specifically at potential followers (geographically, age, sex, interests)
- Postings - keeping the social media working and interactive. To maintain the audience and keeping accounts interactive, it is important to qualify and optimize the discussions and information provided and do regularly postings.

The regular posts have aimed at

- Promoting the website, the project, and the events
- Linking with contents at the website: articles, new content, events etc.
- Reporting from project events (consortium meetings, roundtables, other events – with photos and comments)
- Informing on important progress / results / success stories of the Project
- Promoting public project publications
- Reporting on participation in EU events and any other media activities of the project (radio broadcasts, TV broadcasts, etc.)
- Informing of any partnership of the project
- Sharing information on other associated events (EU, other projects etc.)
- Sharing relevant contents from other sites (projects, EU organisations, local organisations, initiatives etc.)
- Linking to interesting articles related to the project theme, etc. and beginning a thread/conversation with the social media connections (sharing/retweeting)

5.3 Social media statistics

The targeted outreach from social media is indicated below:

Medium	Target Group	Geographical Outreach	Success – Impact
Web promotion	All	International	The Consortium reaches over 15,000 views across Twitter, Facebook, LinkedIn, and YouTube. #RoundBaltic is available and will be trending at key milestones

This has been regularly monitored by means of extracting statistics from the social media accounts. Within the total period approximately 37,700 views are reached using the social media channels below.

Geography	Media	Status	Address	Number of Posts	Views
Europe RoundBaltic	Twitter / X	New	https://twitter.com/RoundBaltic	22	35,328
Poland SAPE	Twitter	Existing	https://twitter.com/sape_polska	8	NA
Latvia LEIF	Facebook	Existing	https://www.facebook.com/VidesInvesticijuFonds/	13	965
Latvia LEIF	YouTube	Existing	https://www.youtube.com/channel/UCFQ8cFztKHMEABD8RSKh1FA	5	
Europe / Denmark EC Network	Facebook	Existing	https://www.facebook.com/EC-Network-151061284948442	5	450
Accounted					36,743

At the end of the project, the TWITTER/X channel developed within the project had 142 followers.

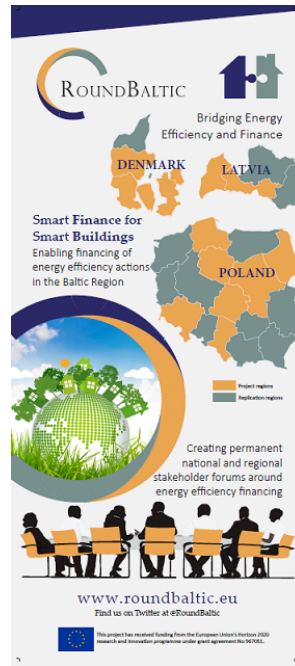
The RoundBaltic website has within the project period had **9,900 page views** by **1,400 users** (according to Google Analytics).

6 Project Communication Materials

Communication materials has contributed to provide a more permanent record of the project work and findings.

A **project flyer** was developed at the beginning of the project to be used for giving a brief overview of the project in relation to communication with stakeholders.

This flyer along with a **project poster** has constituted the major printed materials to be used for dissemination purposes during roundtables, workshops, and other awareness events.



<p>Communication materials</p>	<p>Project brochures and project roll-ups + posters)</p>	<p>1 EN brochure /fact sheet and 1 brochure/Factsheet per country (DK, PL, LV)</p> <p>1 EN roll up + 1 EN poster</p> <p>1 roll up + adapted per country (DK, PL. LV)</p> <p>1 poster (EN + partner languages) – and to be adapted for each Roundtable Event</p>
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7 Networking and Dissemination to Professional Audience

7.1 European Dissemination and Networking

The European-wide dissemination aims at liaising with the development of EU policies and strategies and facilitate European - wide dissemination, replication and exchange of results and know-how with parallel initiatives.

In this regard the project has continuously aimed at getting involved in European level events to share know-how and experience. This is reported below:

7.1.1 External Events

European Sustainable Energy Week - EUSEW

A joint session was planned in cooperation with the SMAFIN project for the policy session at EUSEW 2022. However, the application was not chosen among a high number of applications.

Contractors meeting

CINEA organised a contractor meeting focusing on the projects of the Horizon 2020 topic “*National roundtables to implement the Smart Finance for Smart Buildings initiative*” on **the 21 and 22nd October 2021**. RoundBaltic attended with four participants from the project partners EC Network, SAPE and LEIF. Other projects attending were GREENROAD, Green Home, SMAFIN, GreenDeal4Buildings, AUNA, and BeSmart. The event included various exchange sessions between the projects focusing on the content/technical aspects of the initiative.

C4E Forum

The main topics addressed at the C4E Forum were energy security, the rebuilding of Ukraine - and EU policy (REPowerEU and Fit-for-55 package).

During C4E Forum Andrej Rajkiewicz (SAPE) on 25th May 2023 presented the RoundBaltic achievements during the session 3B: Financing energy renovation programmes

Presentation title:

1. Round Tables on Financing Energy Efficiency as effective tool to speed up implementation of the EU policies and national programmes, Andrzej Rajkiewicz, SAPE, POLAND

Link: <https://c4eforum.net/c4e-forum-2023/call-for-presentations-2023/#tab-49943>

7.1.2 Learning Events arranged by RoundBaltic

As part of the RoundBaltic’s work package on Evaluation and Experience Exchange (WP5), two learning events was arranged in each of the three target countries, with national and international speakers, and open to an international audience. The two events in Poland were arranged in cooperation with three other H2020 projects (X-Tendo, crossCERT and GREEN Homes).

Please refer to further description within Work Package 5. News Bulletins referring to the events are available here: [Newsbulletins – Roundbaltic](#). Event sites: [Learning Events – Roundbaltic](#)

First Learning Event

The scope of the project’s First learning event was how to engage the financial sector in energy efficiency investments, incl. how to put in place national strategies, what specific initiatives can be taken and associated instruments to foster energy efficiency finance actions.

Second Learning Event

The RoundBaltic project’s Second learning event was organised as an online event 10th February 2022, managed by the RoundBaltic partner Latvian Environmental Investment Fund. The event

focused on how to assist public authorities in making clever decisions by unlocking the potential of energy efficiency investments in public sector.

Third Learning Event

The RoundBaltic project's Third learning event was organised as a physical event 23rd June 2022, managed by the Polish RoundBaltic partner SAPE. The event focused on examination of how the certification of buildings is combined with the intention to accelerate the financing of their renovation, with particular emphasis on activities undertaken in Poland and Denmark.

The event was arranged in cooperation with the H2002 X-Tendo and crossCERT projects and the Danish Embassy in Poland. It was organized as a training seminar/discussion on the development and use of Energy Performance Certificates to promote the attraction of energy efficiency projects and investments. The event gathered 40 participants from RoundBaltic, Poland and Denmark representing national authorities, municipal authorities and financial institutions, as well as private sector and service providers.

The main topics were: Current status of EPC in Denmark and Poland; Features developed within the X-Tendo and crossCERT projects to enhance EPCs e.g. in relation to one-stop-shops promoting energy efficiency, following up on X-Tendo recommendations in Poland and Denmark (including within the crossCERT project); Changes in the upcoming revision of the EPBD affecting EPCs and usage of those in financial mechanisms.

Fourth Learning Event

The project's Fourth learning event organised as an online event by Latvian Environmental Investment Fund. focused on how to promote of awareness for implementation of deep renovation in multi-apartment and public buildings as well as better understanding of using sustainable materials, implementing national incentives, be aware of legislative changes and standardized energy efficiency standards.

Fifth Learning Event

The RoundBaltic project's Fifth learning event was organised as an online event on 16th March 2023, managed by the Polish RoundBaltic partner SAPE in cooperation the with the parallel H2020 project GREEN Home. The scope of the event was to assist public authorities and other stakeholders in making clever decisions by unlocking the potential of energy efficiency investments with main focus on the multifamily housing stock in Germany and Poland.

The learning event was organized by SAPE within the framework of RoundBaltic and its sister project GREEN Home (Horizon 2020). GREEN Home focuses on support to achieve the goals of integrated National Energy and Climate Plans (NECP) while RoundBaltic focuses on enabling financing of energy efficiency in the Baltic Sea Region. The specific scope of the learning event was to assist public authorities and other stakeholders in making clever decisions by unlocking the potential of energy efficiency investments in the multifamily housing stock in Germany and Poland.

Sixth Learning Event

The scope of the Sixth and final learning event on 29th August 2023 was to display achievements and experience gained under RoundBaltic, incl. sharing the good practice and experience gained under the project intervention and how to ensure sustainability of future actions. It further presented the achievements of the sister project SMAFIN operating in the Balkan region.

7.2 National Dissemination and Networking

The interaction with stakeholders was primarily done in relation to organizing the 9 national and the 24 regional roundtables in Denmark, Poland and Latvia. This included stakeholder mapping followed by bilateral invitations and consultations to recruit participants and speakers in addition to Advisory Board Meetings. Further in various bilateral consultations in between the roundtables to follow up on recommendations provided by the roundtables and plan for the next roundtables.

Further the project has continuously identified and interacted with national and local initiatives events and networks. It has been an integrated part of the project's intervention (deliverable D2.2) how to handle this interaction in terms of meeting the overall project objectives. The Communication and Dissemination has supported the interaction through the various communication measures addressing the involved stakeholders through tailored communication and trusted dissemination sources.

7.2.1 Dissemination and Networking in Denmark

National initiatives Denmark

Below a list of networks that the project has interacted with:

- Finance Denmark - a business association for banks, mortgage institutions, asset management, securities trading, and investment funds in Denmark.
- The Danish Climate Council - advises on how Denmark can most effectively and cost-effectively undertake the transition to a low-carbon economy by 2050.
- Energy Forum Denmark – a national network with 1,200 members from the energy sector across the value chain.
- The Danish Council for Energy Efficient Transition – supporting the energy transition through specific advice and recommendation. The Council will further contribute to support Denmark's position in energy efficiency internationally and particularly at EU level.
- DK 2020, an initiative offering all municipalities a common methodology for development of **Strategic Energy and Climate plans** following C40 standards. This includes knowledge and experience for municipalities, regions, and other climate actors in Denmark. A total of 95 out of 98 Danish municipalities are participating in the initiative, which is facilitated at regional level by the 5 Danish regions.
- ECSMV – Energy efficiency and CO2 savings in companies in Central Denmark Region – a network of 19 municipalities promoting green business models in SMEs.
- Afkobling 2023/Decoupling 2030 is an initiative launched by the Danish Industry Foundation to support green transition in SMEs. It has started in the Triangle Region in the Southern

Denmark Region in 2023. The intention is, in the long term, to spread the project to the whole of Denmark.

External events in Denmark

EC Network participated in two external events where the project was presented.

Energiforum Denmark is Denmark's strongest network within energy and successfully performs knowledge sharing and networking across the value chain throughout the country.

www.energiforumdenmark.dk

The Danish RoundBaltic team originally planned to participate in the national event of Energiforum Denmark, March 2022. However, this event was cancelled, and it was decided to instead participate the forums' national event in March 2023. The participation (through a stand) provided an excellent opportunity to interact with relevant stakeholders at national scale, incl. regional and local authorities from all the Danish regions, providers of solutions incl. ESCO companies and other relevant stakeholders.

Taking advantage of the opportunity to engage with key stakeholders on a national scale, the RoundBaltic team set up an informative stand that served as a focal point for interactions. This included engaging with regional and local authorities from all Danish regions, solution providers such as ESCO companies, and various other stakeholders. The discussions at the stand seamlessly integrated with the technical program of the event, featuring sessions on policy aspects, including the implications of the revised Energy Efficiency Directive (EED) and the Energy Performance of Buildings Directive (EPBD) in the Danish context, as well as the implementation of diverse technical solutions.

The RoundBaltic intervention was marked by a concerted effort to foster synergies with other projects and initiatives. The stand showcased parallel projects like SEI Forums, the H2020 project CrossCert focusing on energy performance certification of buildings, H2020 project 2ISECAP highlighting good practices within Sustainable Energy Action Plans (SEAP) and Sustainable Energy and Climate Action Plans (SECAP) development, and the EU City Facility aimed at assisting cities and municipalities in developing Investment Concepts as part of their energy and climate action plans.

Discussions at the stand delved into diverse topics, including insightful dialogues with representatives of regional authorities about the implications of the event's technical program for the roadmaps to be developed in response to the project intervention. Additionally, there were notable exchanges with representatives of energy utilities undergoing transformative changes, shedding light on the implications for the types of investments supported by RoundBaltic, including enabling actions. This collaborative exchange played a pivotal role in disseminating RoundBaltic's findings to relevant stakeholders and broadening the scope of impactful actions.

Thematic Day on Energy Savings, Data and Financing Energy Efficiency in the Social Housing Sector, 11 May 2023: This event was arranged by the Danish Federation of Non-Profit Housing Providers in cooperation with the H2020 SUPER-I project and the Danish Energy Foundation.

The event was partly a follow-up to the first Danish national roundtable on social housing jointly arranged by RoundBaltic and SUPER-I.

The event placed a spotlight on advancing energy efficiency by leveraging data while addressing the critical need for financing the green transition within the social housing sector. It focused on various aspects, including the potential incorporation of solutions offered by Energy Service Companies (ESCOs), particularly in the context of a new green guarantee scheme. Beyond these considerations, the event unveiled an innovative collaborative initiative known as "The Green Model." This initiative is designed to facilitate cohesive investment-oriented endeavors throughout the social housing sector, aiming to simplify, standardize, and enhance the green transformation process, providing a user-friendly and efficient experience.

"The Green Model" acts as a catalyst for establishing well-defined processes, empowering housing associations to seamlessly integrate energy optimization into an already complex renovation process. This initiative aspires to reshape the landscape of energy-efficient renovations in the social housing sector, ensuring a consistent and user-friendly experience for all stakeholders involved. By introducing a structured framework for joint investment actions, "The Green Model" contributes to the overall success of the green transition, fostering sustainability and efficiency in the realm of social housing.

Case Studies and Articles

5 Danish case studies on best practises were prepared and related to the activities within RoundBaltic (part of the project's Work Package 5).

<https://roundbaltic.eu/case-studies/>

Further ECNet prepared 5 articles, mainly aiming at disseminating the project to a European audience.

<https://roundbaltic.eu/news-and-events/articles/>

Information about the project in Danish was prepared by 5 external media (see press logbook).

7.2.2 Dissemination and Networking in Poland

National initiatives Poland

In addition to roundtables, Advisory meeting and bilateral consultations SAPE and its affiliated entities participated in two regional events (arranged by SAPE) where presentation of project outcomes and achievements to all SAPE members and discussion and exchange of knowledge between 7 regions was held.

Below a list of national networks that the project has interacted with:

- PNEC (Stowarzyszenie Gmin Polska Sieć - Polish Network Energie-Cités) - Association of Municipalities Polish Network "Energie Cités",
- ZMP (Związek Miast Polskich) - the Association of Polish Cities
- ZAE (Zrzeszenie Audytorów Energetycznych) - the Association of Energy Auditors

- Business Environment Institutions accredited by voivodship self-governments providing pro-development consulting services of a specialist nature for the small and medium-sized enterprise sector.
- ZBP – Polish Bank Association
- Fala Renowacji – renovation wave
- Instytut reform - independent think tank that supports the continuous improvement of formulation, implementation, monitoring and evaluation of public policies in Poland, Europe and globally.

External events Poland

In Poland the project was presented at 7 external events:

- "Towards climate neutrality" - seminar on improving the energy efficiency of multi-family buildings with the possibility of financing them (November 2022). Pomeranian Archipelago of Energy Islands -31/08/2022 participation by BAPE (Pomorskie region)
- The use of green technologies in Pomerania, - November 25, 2022, participation in the discussion - opportunities and challenges by BAPE (Pomorskie region)
- "Practical advice on reducing energy consumption in public facilities of the Municipality of Toruń " - September 23, 2022, a member of the Board conducted a training for organisational units (120 participants).
- "Cities in adaptation to climate change" on May 9, 2023, with a paper by Ms. Joanna Ciuba "Current sources of financial support from WFOŚiGW and NFOŚiGW in the field of adaptation to climate change".
- EKO TREND - a series of events organised in cooperation with Polish Radio PiK and the publisher of "Gazeta Pomorska" (regional daily). Energy advisors run information stands on mechanisms to support investments in energy efficiency and RES and participate (as experts) in radio broadcasts devoted to this subject. Conducted by RAPE (Kujawsko – Pomorskie)
- Two general meetings of SAPE members (June 2023 and June 2022) – presentation of project outcomes and achievements to all SAPE members (including the one involved in the project) and discussion on financing of energy efficiency in different regions.

Case Studies and Articles

SAPE created a local sub website to manage roundtable and where all materials related to the roundtables can be found <https://sape.org.pl/roundbaltic/>

Information about roundbaltic project were published in press and on website of different stakeholders:

- National website about thermomodernization fund, summary of 1st consultation: [LINK](#)
- Civil Engineer portal [LINK](#)

- Silesian union of counties [LINK](#)
- Refor Institute: [LINK](#)
- Building Materials portal [LINK](#)
- BOŚ Bank [LINK](#)
- Podlaskei voivodship portal: [LINK](#)
- Regional Chamber of Pomerania [LINK](#)
- Ministry of Climate and Environment [LINK](#)

5 Polish case studies on best practise were prepared and related to the activities within RoundBaltic (part of the project's Work Package 5).

<https://roundbaltic.eu/case-studies/>

7.2.3 Dissemination and Networking in Latvia

National initiatives Latvia

Below a list of national networks that the project has interacted with:

- Finance Latvia Association - a non-governmental organization representing the Latvian financial sector on a national and international level
- SJSC "State Real Estate" (SRE) - the largest manager of Latvia's greatest assets – land and buildings. Land and cultural heritage, old and modern buildings, state border and customs infrastructure
- ALTUM – a state-owned development finance institution, which offers state aid for various target groups with the help of financial tools (such as loans, credit guarantees, investing in venture capital funds, etc.).
- Ministry of Economy – key administrative body for energy efficiency financing, development of financial instruments such as ESCO, green loans etc.
- Latvian Energy Efficiency Association (LATEA) which aims at uniting the public under common goals and developing energy efficiency as an industry of its own.
- The Latvian Baltic Energy Efficiency Facility (LABEEF), RCG Lighthouse, Renecso, EnergoClima – supporting energy service companies (ESCOs) that implement renovation measures in multifamily buildings based on energy performance contracting (EPC) -including forfeiting.
- Vidzeme and Kurzeme planning regions – key regional authorities for development of OSS and attracting ESCO in implementing energy efficiency projects. Represents municipalities in further dialogue with state and financial institution.

External events Latvia

- LEIF participation in Interreg Baltic Sea region programs 2014-2020 of the project "Effectively financial instruments for the implementation of measures to increase the energy efficiency of buildings" (EFFECT4buildings) January 21, 2021.
- LEIF participation in "EnergyForum 2022" June 16, 2022.
- SAPE participation in "C4E Forum 2023" May 24-25, 2023, and presenting LEIF achievements in RoundBaltic project.

Case Studies and Articles

In addition to the EN website LEIF used their local website to manage roundtable logistics and where all materials related to the roundtables can be found.

5 Latvian case studies were prepared, mainly aiming at disseminating the project to a European audience.

<https://roundbaltic.eu/case-studies/>

Information about the project in Latvian was prepared by 4 external media (please refer to press and media logbook).

7.3 Press releases, articles, papers & presentations

The project has involved several press releases and articles including to external media (business magazines, relevant web sites etc.).

Status at final stage			
Press Releases	Announcement of key results & developments in EU press releases National press releases in relation to national and regional roundtables	<p>Target:</p> <ul style="list-style-type: none"> - Min. 4 EU press releases - At least 6 press releases in DK related to events - At least 10 press releases in PL related to events - At least 6 press releases in LV related to events <p>Status:</p> <ul style="list-style-type: none"> - 4 international press releases: Press Releases – Roundbaltic - 1 article per event (roundtable) at project website and local websites – total = 22 articles Events – Roundbaltic 	EN & partner languages
Articles	Articles will be submitted to relevant online/offline media outlets & other EU projects/initiatives	<p>Target:</p> <p>4 international articles and 4 external local articles per country (16 in total) to external media ECNET has done 5 international articles at the website</p> <p>Status:</p> <p>5 international articles : Articles – Roundbaltic</p> <p>4 local articles (DK), 5 local articles (PL), 4 local articles (LV)</p>	EN & partner languages
External International events	Sharing recommendations to European stakeholders and other stakeholders outside the consortium (including coordinating with similar roundtables)	<p>Target:</p> <p>Minimum two presentations at EU level</p> <p>Status:</p> <p>Presentations at 2 external events - see above</p>	EN

International Learning Events		Target: Status: Learning Events – Roundbaltic	
International News Bulletins	News Bulletins reporting from learning events	Target: Six News Bulletins following learning events Status: Six News Bulletins published Newsbulletins – Roundbaltic	EN
National events	The Dissemination and Communication Plan will support various presentations of the project within workshops at the various work packages and at external national events	Target: Minimum 2 presentations at national level per partner (external event) Status: 2 events (DK), 6 events (PL), 2 events (LV) – see above	EN & partner languages

A press logbook has been used to keep track on the progress and divided into the following main sections:

1. Press Event Releases, Roundtables
2. International Press Releases
3. External Media activities
4. International Events
5. Local external events
6. Social Media

ANNEX 1: Stakeholder mapping – key stakeholders

Stakeholders in Poland		
Type	Name	Description
Business Associations	Regional Audit Association in Bialystok	Housing association representatives
	Uzdrowisko Kłodzkie S.A. - Grupa PGU	The polish group of SPA's
European Financing Institutions	Climate- KIC	National support of Climate-KIC Poland in development of new projects funded by Climate-KIC
	EIB	European Investment Bank
Financing Institutions	The National Fund for Environmental Protection and Water Management	A Polish government agency responsible for financing and supporting environmental protection and water management projects in Poland.
	BOŚ Bank	A Polish bank known for its environmentally friendly and socially responsible banking practices, offering financial support for eco-friendly projects.
	BGK	A state-owned Polish bank that finances public investments and plays a crucial role in infrastructure development.
	BNP Paribas	An international bank with a presence in Poland, offering a wide range of financial services to individuals, businesses, and institutions.
	Alior Bank	A prominent retail bank in Poland known for its innovative approach to banking and digital solutions.
	Fundusz Wschodni	A financial institution in Poland dedicated to supporting economic development in the eastern regions of the country.
	Velo Bank	Velo Bank is a financial institution that specializes in providing banking services for cyclists and bike enthusiasts. They offer products tailored to the needs of the cycling community, including bicycle loans and related financial services
	Toruń Credit Guarantee Fund	A local financial institution in Toruń, Poland, providing credit guarantees and financial support to SMEs in the region.
	Polish Bank Association	A professional organization representing the interests of banks in Poland, shaping industry policies and standards.

Knowledge institutions and NGO's	The Polish National Energy Conservation Agency	Key advisory in energy efficiency and RES solutions
	Dolnośląskie Centrum Rozwoju Lokalnego	Active in Lower Silesia region supports local government, entrepreneurship and the broadly understood development of civil society.
	SYGMA SP z o.o.	Local institution specializing in obtaining financing in Dolnoslaskie region
	National Contact Point for Financial Instruments of the European Union Programmes (NCP)	supports all EU programs that include financial instruments for entrepreneurs. It is part of the national system of implementing the Investment Plan for Europe (the so-called Juncker Plan) in the field of the European Strategic Investment Fund and the European Investment Advisory Centre.
	Institute of Reform	independent think tank that supports the continuous improvement of formulation, implementation, monitoring and evaluation of public policies in Poland, Europe and globally.
	The Association of Municipalities Polish Network „Energie Cités” (PNEC)	cooperation with local governments for shaping the local low-carbon economy, efficient energy and renewable energy use as well as environmental education and climate protection.
	Renovation Wave Association	The Renovation Wave Association is dedicated to advancing sustainable building renovations and improving energy efficiency in existing buildings across Europe. They work to promote eco-friendly practices and facilitate access to funding for renovation projects.
	Mazowiecka Agencja Energetyczna (MAE)	regional energy agency located in the Mazovia Region of Poland. Its primary mission is to support and promote sustainable energy development and energy efficiency initiatives within the region
	The C&AE Association (Association of Energy Certifiers and Auditors)	organization that brings together professionals specializing in energy certification and auditing. They promote best practices in energy assessment and certification.
	The Silesian Union of Municipalities and Districts	association that represents the interests of local governments in the Silesian Voivodeship of Poland. They work to coordinate regional policies and collaborate on various initiatives.
Association of Rural Municipalities of the Podlasie Voivodship	The associations represent the interests of rural communes in Podlasie region	

	Association of Upper Narew Municipalities	The associations represent the interests of local governments' in Podlasie region - specifically in Upper Narew part of the region
	Fundacja EkoRozwoju	The foundations act in Dolnoslaskie region for improvement of air quality and counteracting the climate crisis by co-creating and supporting the activities of the Lower Silesian Smog Alarm.
	Enterprise Development Foundation	Foundation supports economic growth of the Lodzkie region by integrating the business and environment issues.
	EKO-UNIA Ecological Association	The Association implements ecological and social projects in accordance with the principle of sustainable development and promote initiatives related to the cooperation with economic operators which are involved in the pro-ecological activities. Focus area is Dolnoslaskie region
	Fundacja Świadomi Klimatu	Foundation acts in Dolnoslaskie region to support live improvement of their habitants by implementing environmental support actions
Local authority	Over 220 local governments were addressed in 7 regions	
National authority of energy and climate	Ministry of Development	
	Ministry of Climate and Environment	
	Ministry of Development Funds and Regional Policy	
Private public partnerships	institute of public-private partnership	Institute works on cooperation between the public and private sectors regarding the implementation of public tasks.
Regional Authorities	Marshal of the Lower Silesian Voivodeship	Regional support on implementation of actions
	Kujawsko-Pomorskie voivodship marshal office	Regional support on implementation of actions
	Pomorskie Voivodship Marshal Office	Regional support on implementation of actions
	Mazowieckie Voivodship Office	Regional support on implementation of actions
	Podlaskie Voivodship Office	Regional support on implementation of actions
	Łódzkie Voivodship Office	Regional support on implementation of actions
	Śląskie Voivodship Office	Regional support on implementation of actions

Regional Financing Institutions	voivodship fund for environmental protection and water management in Bialystok	Regional financial institution working under National Fund for environmental protection and water management
	voivodship fund for environmental protection and water management in Gdansk	Regional financial institution working under National Fund for environmental protection and water management
	voivodship fund for environmental protection and water management in Warsaw	Regional financial institution working under National Fund for environmental protection and water management
	voivodship fund for environmental protection and water management in Torun	Regional financial institution working under National Fund for environmental protection and water management
	voivodship fund for environmental protection and water management in Łódź	Regional financial institution working under National Fund for environmental protection and water management
	voivodship fund for environmental protection and water management in Katowice	Regional financial institution working under National Fund for environmental protection and water management
	voivodship fund for environmental protection and water management in Wrocław	Regional financial institution working under National Fund for environmental protection and water management
Suppliers of technology and implementation concepts	Ares Energy Cluster	Supplier of solutions used in energy clustering
	VISSMANN SP. Z O.O.	Supplier of heating solutions for residential buildings and enterprises
	EL-Piast Sp. z o.o.	Specialize in design and production of automation, electronics, and control devices.
	Grupa IEN S.A.	Expert in energy efficiency
	Water supply and sewage system in Dzierżoniów (Leader of the Certified Dzierżoniów Energy Cluster)	Supplier of solutions used in optimization of energy use

Stakeholders in Latvia		
Type	Name	Description
Financing Institutions	Latvian Environmental Investment Fund	Key financial institution for the municipal sector as it distributes green grants for different EE investments in different sectors.
	Financial Institution ALTUM	ALTUM is a state-owned development finance institution, which offers state aid for various target groups with the help of financial tools (such as loans, credit guarantees, investing in venture capital funds, etc.). ALTUM develops and implements state aid programmes to compensate for the market's shortcomings that can't be solved by private financial institutions.
	Finance Latvia Association	The objective of the Association is to purposefully improve the environment of business and financial services in Latvia in cooperation with partners from State institutions, the non-governmental sector, and other sectors, as well as to improve the international reputation of the Latvian financial sector and its competitiveness on an international level. Umbrella organization for banks in Latvia thus promoting the development of a unified policy for energy efficiency projects
	Central Finance and Contracting Agency	Agency is a direct management institution subordinated to the Minister of Finance. Main duties include cooperation institution for implementation of the EU funding for 2021 – 2027, ensuring inspections of the implementation of planned reforms and investments and selection of investment project applications within the framework of the Latvian Recovery Fund (Recovery and Resilience Facility - RRF), Public and Private Partnership (hereinafter – PPP) supervisory institution and functions of a competence centre.
National authority of energy and climate	The Ministry of Environmental Protection and Regional Development	Key administrative body for energy and climate. As well supporting and developing services for municipalities to reach EU targets set.
	The Ministry of Climate and Energy	Key administrative body for energy and climate. As well supporting and developing services for municipalities to reach EU targets set.
National authority of energy and energy efficiency for public/private buildings	Ministry of Economy	Key administrative body for energy efficiency financing, development of financial instruments such as ESCO, green loans etc.

National authority of financing terms for municipalities, state aid, PPP in Latvia	Ministry of Finance	Key administrative body for financial instruments and PPP. Since 01.06.2009 the Ministry of Finance has been appointed as the leading public administration institution responsible for the PPP policymaking and coordination of its implementation. PPP policymaking and coordination of its implementation the Ministry of Finance before implementation of each PPP project provides an opinion on the estimated impact of the conditions provided for in financial and economic calculations of the project on the state budget long-term liabilities and national debt.
National authority	The State Construction Control Bureau	Bureau is a state administrative institution under the supervision of the Ministry of Economy. It ensures quality and safety in the field of construction in accordance with the competence defined in the regulatory acts, as well as administers the energy policy (from January 1, 2020)
National authority	The Procurement Monitoring Bureau	Bureau is a direct administrative authority subordinate to the Ministry of Finance, the competence of which is specified in the Public Procurement Law, the Law on Procurement of Public Service Providers, the Law on Public-Private Partnership, the statutes of the Procurement Monitoring Bureau and other regulatory enactments.
Regional authorities	Vidzeme un Kurzeme planning regions	Key regional authorities for development of OSS and attracting ESCO in implementing energy efficiency projects. Represents municipalities in further dialog with state and financial institution.
Private public partnerships	LEIF, ALTUM, RCG Lighthouse, Renesco, EnergoClima, LABEEF, SJSC State Real Estate	Project partner with a public-private profile
Suppliers of technology and implementation concepts (ESCOs etc)	RCG Lighthouse, Renesco, EnergoClima, LABEEF and other companies	Leading operators of the ESCO model and pioneer financing model established
Business Associations	Latvian Chamber of Commerce and Industry, Latvian Employers' Confederation, The Association of Management and	The large national business associations that both promote the green agenda, ESCOs, EE, PPP etc.

	Administration of Latvian Housing	
Energy agencies and NGOs	Riga energy agency	Analysed capacity to implement EE activities of private multi apartment house owners and public buildings. Provide support, stimulate financial instrument development, ensure awareness rising.

Stakeholders in Denmark		
Type	Name	Description
Financing Institutions	Finance Denmark	National association of banks that established Forum for Sustainable Finance
	Insurance & Pension Denmark (IPD)	Danish trade association for insurance companies and pension funds. The Danish insurance and pension industry have worked with sustainable investments for some years and supports the initiatives taken by the European Commission
	KommuneKredit	A Danish special-purpose credit institution, providing favourable funding for the local growth and green transition in municipalities and regions across Denmark
	PKA Pension Fund	Actively involved in energy efficiency project through its project developer SUSTAIN
	Forenet Kredit, Realkredit Danmark, Jyske Kredit	Private Credit Institutions
	Nordea, Danske Bank, Jyske Bank, Sydbank, Vestjysk Bank, Merkur Bank, Ringkoebing Landbo Bank, Skjern Bank, Spar Bank Nord	National and regional private banks proactive with green investments in private homes, social housing and SMEs
	Danish Export and Investment Fund	The Export and Investment Fund of Denmark (EIFO) provides a single point of access for Danish companies as well as for their foreign and domestic business partners who need risk-tolerant government capital
National authority of energy and climate	The Ministry of Climate, Energy and Utilities Danish Energy Agency	Key administrative bodies for energy and climate
National Authority for Business Promotion	Danish Business Authority	Providing framework for sustainable development in SMEs
Regional authority of Central Denmark region	Central Denmark Region	Subcontractor and Covenant Regional Coordinator. Supporting project intervention in the region.

Regional authority of South Denmark region	The Region of Southern Denmark	as subcontractor support project intervention in the region.
Regional authority of Zealand and Capital Denmark region	Region Zealand The Capital Region of Denmark	Stakeholders project intervention in these two regions (managed by Gate 21)
Interest organisation for the five regions in Denmark	Danish Regions	Active in the DK2020 process (local climate and energy planning)
Danish municipalities	98 active municipalities (all municipalities in Denmark)	All Danish municipalities are active in planning and implementing DK2020 Plans according to C40 standards (comparable with SECAP concept) Business promotion in relation to sustainable development in industries and SMEs
Association of Local Authorities	KL – Local Government Denmark	KL - Local Government Denmark (KL) is the association and interest organisation of the 98 Danish municipalities. The form part of the Secretariat for the DK2020 process (municipal Climate and Energy Planning)
Private public partnerships	Gate 21	Project partner with a public-private profile as project development house for the Greater Copenhagen region (incl. East-DK)
Suppliers of technology and implementation concepts (ESCOs etc)	SustainSolutions, Siemens Denmark etc.	Leading operators of the ESCO model and pioneer financing model established by PKA Pension Fund (SustainSolutions)
Business Associations	Confederation of Danish Industry (DI)	Private business and employers' organisation representing approximately 19,000 companies in Denmark
	Danish Chamber of Commerce (Dansk Erhverv)	Danish Chamber of Commerce is the network for companies within Retail, Service, IT, Transport, Tourism and Health industries in Denmark.
	Tekniq Arbejdsgiverne	Employer and business organization for electricity, plumbing and metal
	Industriens Fond	Supports projects that promote the competitiveness of Danish business
	SMV Danmark	The large national business association that both promote the green agenda
National housing Associations	Danish Federation of Non-Profit Housing Providers	Branch organisation for Non-profit housing organizations in Denmark (social housing)
National Building Fund	Danish National Building fund	The National Building Fund is a private fund that is financed solely by the 1 million tenants in the sector. The fund is solidary and circular and acts as a savings account for the entire affordable and social housing sector.

Knowledge institutions	The Danish Council on Climate Change (Klimarådet) CONCITO	Key advisers and think tanks on the green transition in Denmark
NGOs	WWF Denmark	Analysed the Danish pensions funds engagement in green investments
Rural interest organisation	The joint Council of the Rural Districts	The Council works for a decentralized and coherent Denmark. They collect and disseminate knowledge about rural areas and work politically to create development opportunities throughout the country. This has latest involved a cooperation with Finance Denmark in relation to the green transition in rural districts, including how to create access to financing for energy renovation in rural districts
Research Organisations	Aarhus University	Actively involved in research about Taxonomy and sustainable development in SMES
	SDU – South Denmark University	Actively involved in research about Taxonomy, green financing and sustainable development in SMEs and rural districts
	Danish Technological Institute	Actively involved in research about energy renovations
	Aalborg University	Actively involved in research about energy solutions