



Co-funded by the Intelligent Energy Europe  
Programme of the European Union

**Grant agreement no. IEE/11/885/SI2.615936**

**Project acronym: PiNE**

**Full title of the action**

**Promoting Industrial Energy Efficiency**

Intelligent Energy – Europe (IEE)

Key action: SAVE 10.1.2 – Industrial excellence in energy

**WP 6 - Communication**

**Deliverable 6.4 - Report on dissemination activities  
and  
Deliverable 6.5 - Media appearance report**

**(March 2015)**

In the light of the ambitious goals of the Pine project, of the involvement of a large number of companies and in consideration of its broad partnership (7 EU Countries and 15 participating organizations), the communication and dissemination activities have played a crucial role during the implementation of the project.

The communication activity has involved a huge number of stakeholders: SMEs, Associations at a national and international level, Chambers of Commerce, public authorities, energy agencies and national ministries. This kind of targets requested an excellent level of communication and different strategies and tools according to the different levels and backgrounds of each stakeholder.

At this regard, the WP6 has been conceived as a tool to coordinate and collect all the activities carried out by the partners in their own Countries to promote and disseminate the PINE results.

Firstly, as coordinator of WP6, CONFAPI committed for the promotion of the project among its associated industries through its local associations operating all over the Italian territory. Secondly, the Confederation organized a large number of seminars and conferences in order to promote the project and to disseminate its results. The events have been held at national and European level, through its membership to CEAPME, the European Confederation of small and medium industries, a Brussels-based business federation which currently counts 14 SMEs European associations.

It's important to highlight this last aspect since one of the activities in the WP6 was the creation and the strengthening the PINE model and the best practices among already established networks at a European level.

At the same time, CONFAPI coordinated the efforts of all partners in the achievement of the WP6 outputs according to the agreed guidelines related to the communication.

In order to make a project brand image, the first result has been the creation of a logo, designed by a graphic designer and duly registered at the Office for Harmonization in the Internal Market. The logo was meant to identify the project and all its activities from the beginning.

A banner with PINE logo linked to PINE website has been displayed on Confapi website since the beginning of the project. Moreover, on Confapi on line magazine, called ConfapiPress ([www.confapipress.it](http://www.confapipress.it)), PINE logo was steadily published, appearing both on the home page and on each

page, each time that the reader clicks an article. These initiatives help to maximize dissemination and multiplication effects, achieving the goal of 5.000 visitors entering PINE website.

In addition to this, Guidelines have been drafted to give partners specific indications on how to develop the project activities communication. According to the guidelines, the partners had to reach the following outputs: at least 3 press releases and at least 10 articles published on newspapers and magazines (or interviews on radio) for each country.

Regarding the website, published in English and in each partner's languages, <http://www.pineaudit.eu/it/home.aspx>, AREA Science Park has been responsible for its creation and updating, with contributions coming from all partners. In the present report you will also find a map related to the web site accesses in each partner Country.

In order to enhance the PINE's brand image and facilitate its promotion, leaflets presenting the project have been printed in all the languages of the countries and a roll up banner in English has been developed in order to use it during public events.

CONFAPI monitored constantly the communication and dissemination activities carried out by each partner in order to verify the outputs achievement. At this regard, each partner sent to CONFAPI a report about every meeting they held as well as every other communication activities they did.

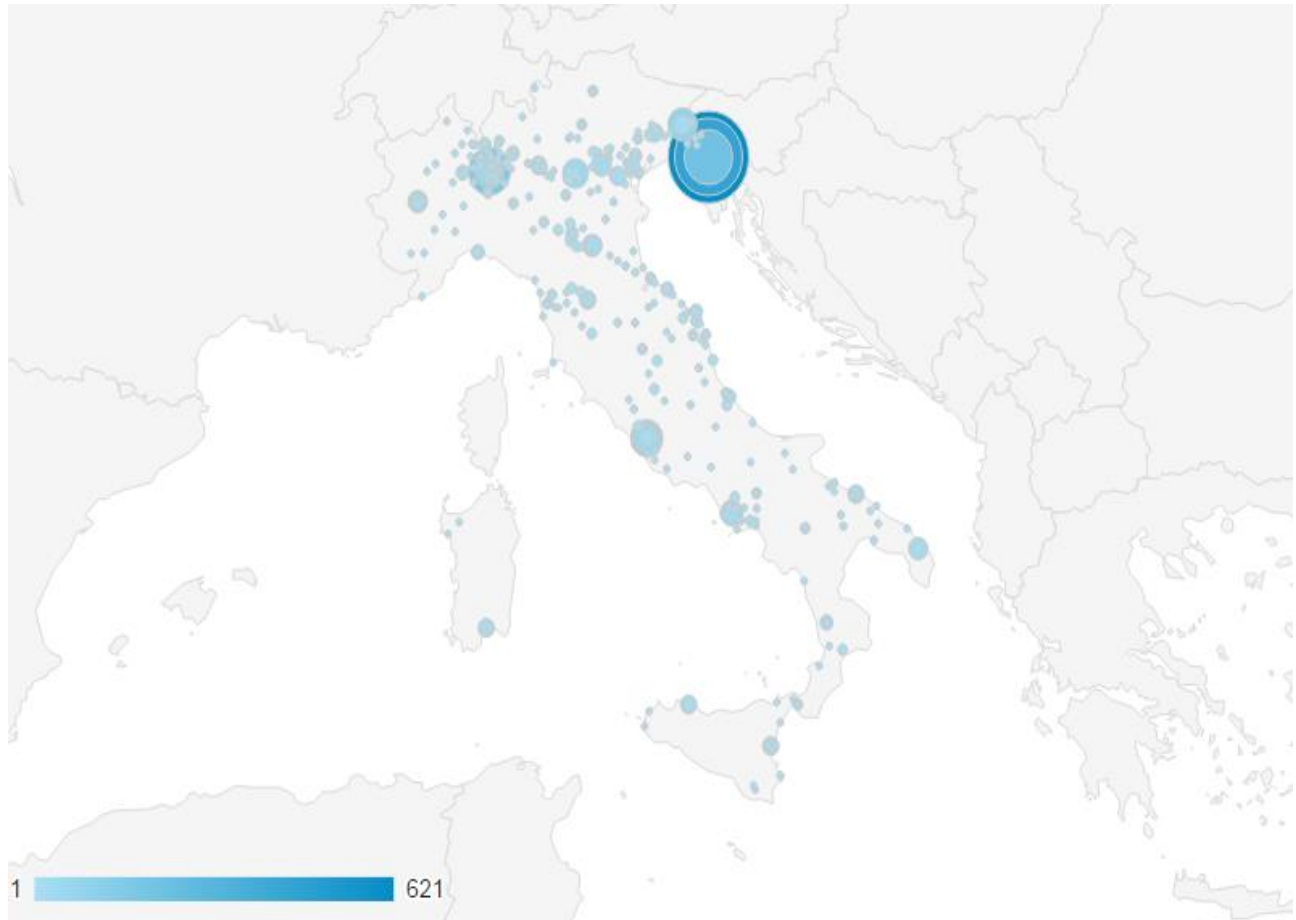
This final report is therefore based on the reports received by the partners and describes the activities and the results achieved in each single country, focusing on the published articles, the press releases and all the Seminars, Conferences and Workshops organized during the implementation of the project. The present deliverable includes also the Media appearance report (D. 6.5).

Please find below the report of each single partner.

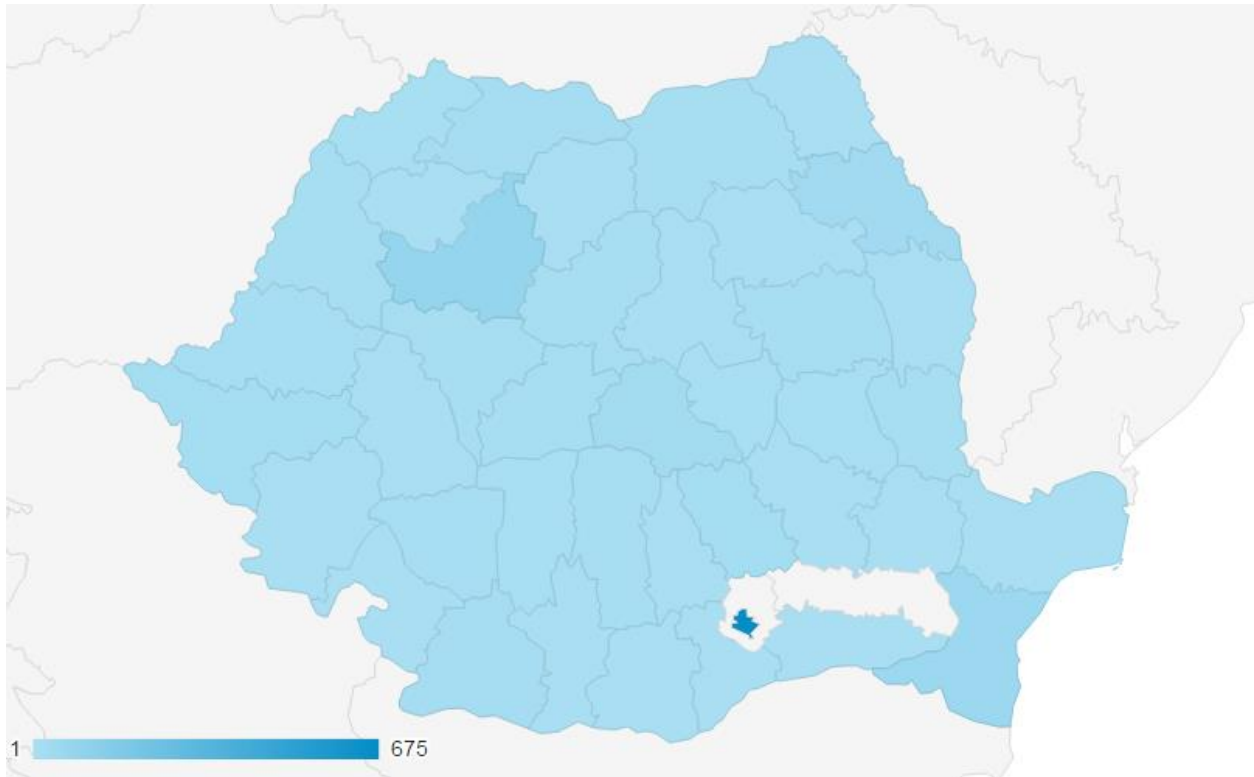
## D 6.2

### Project website

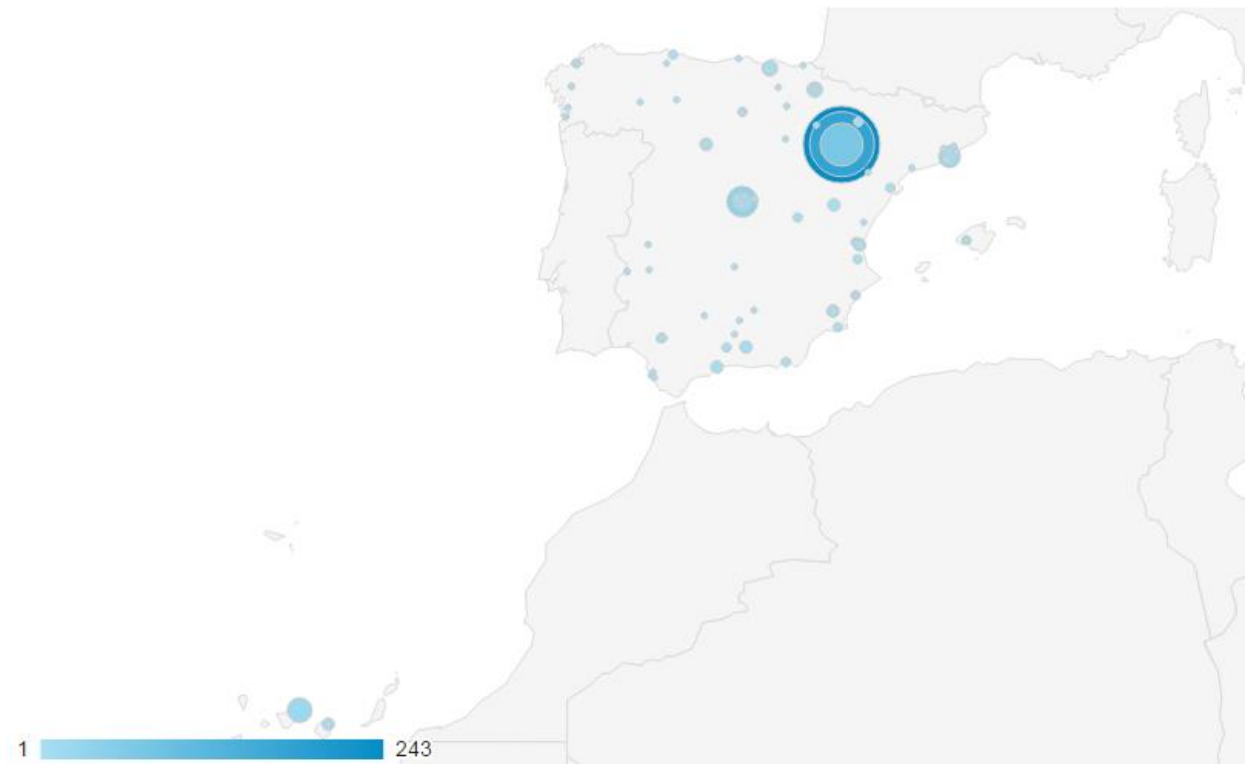
Maps related to the access to the PINE website in every partner Country



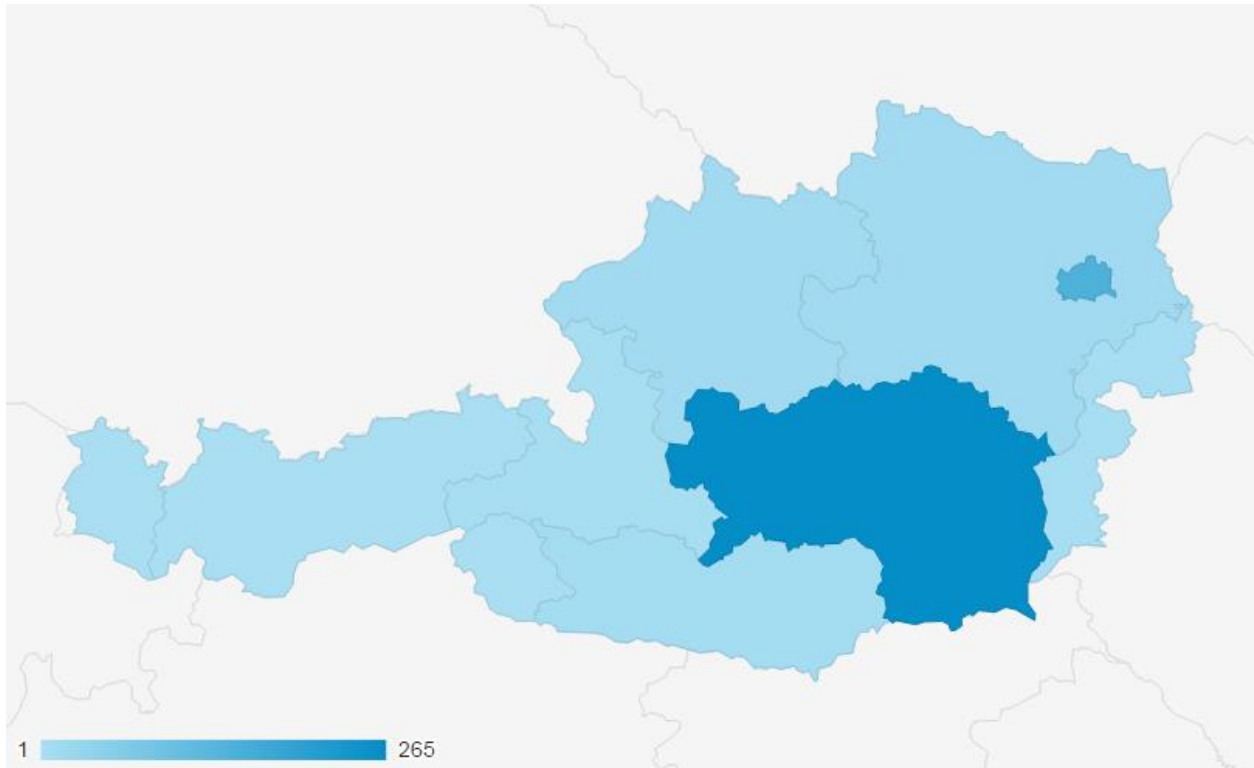
Italy



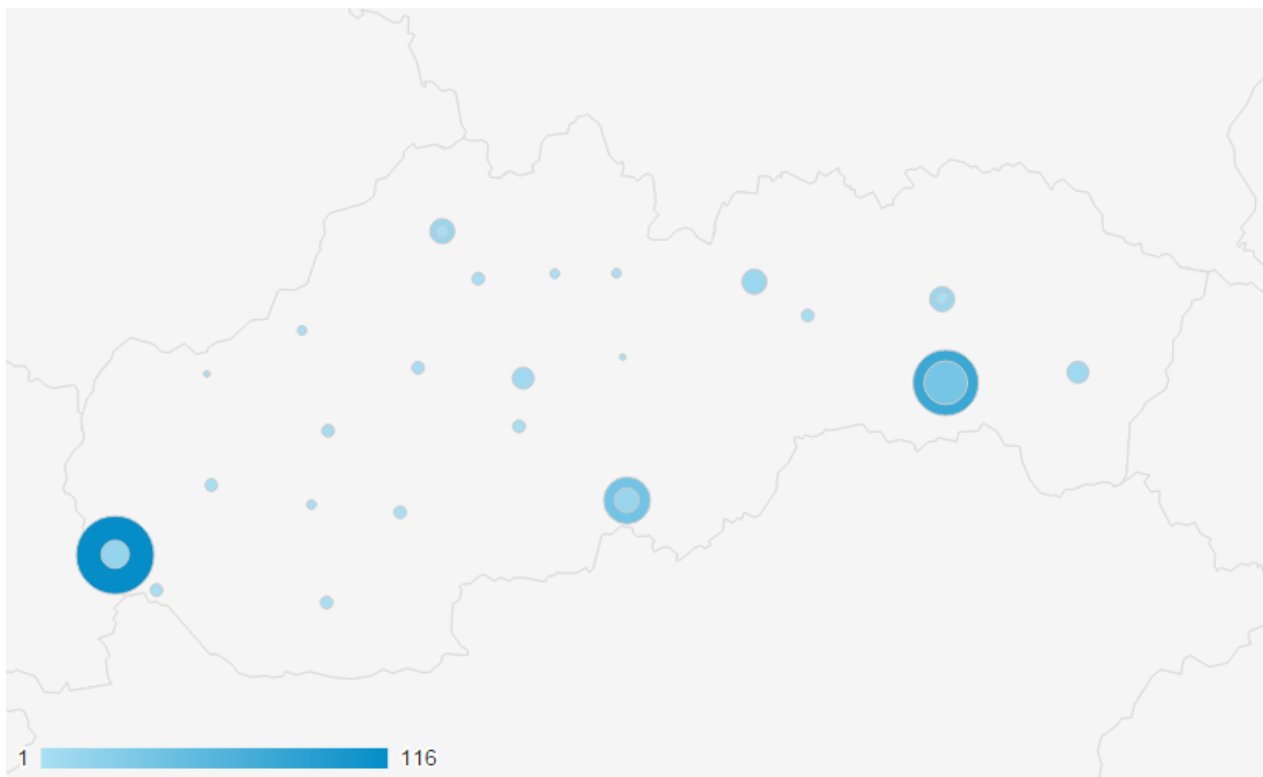
**Rumania**



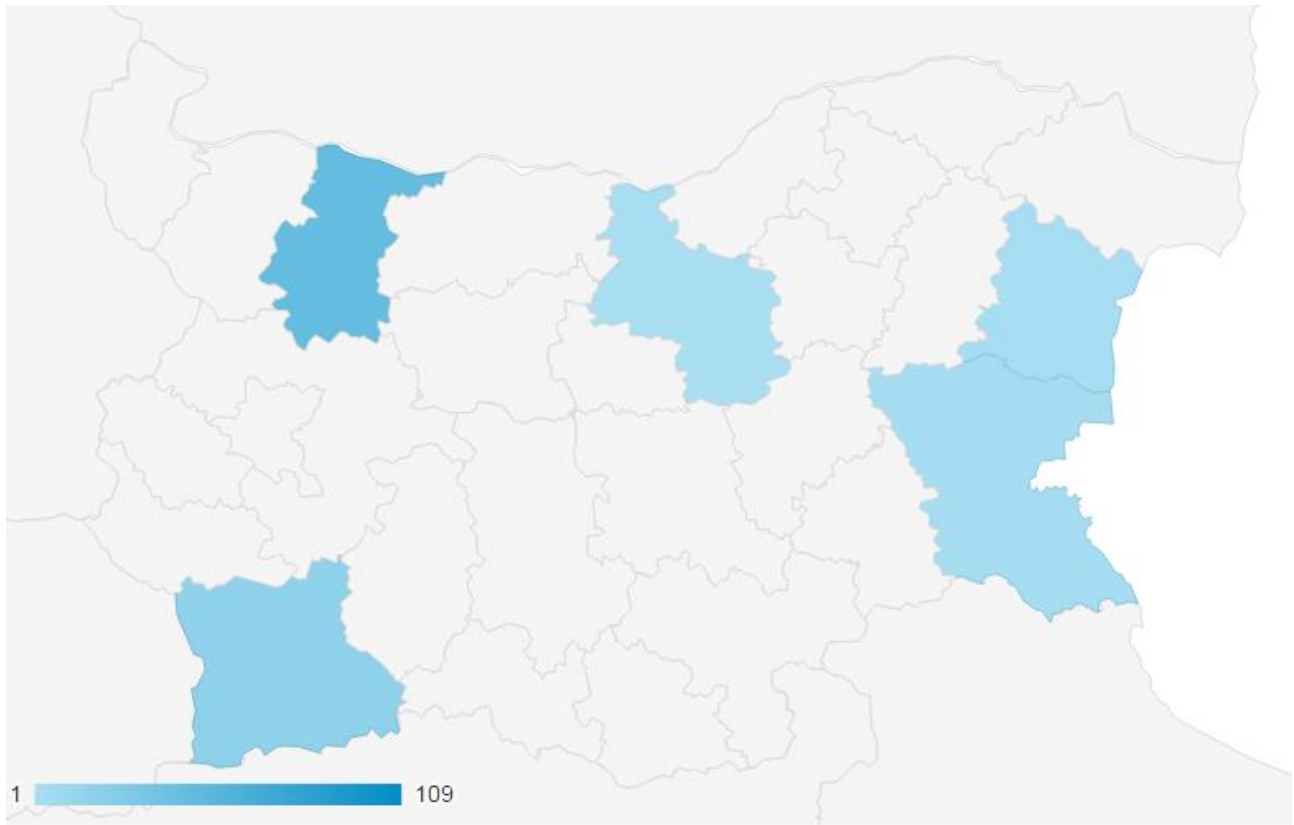
**Spain**



**Austria**

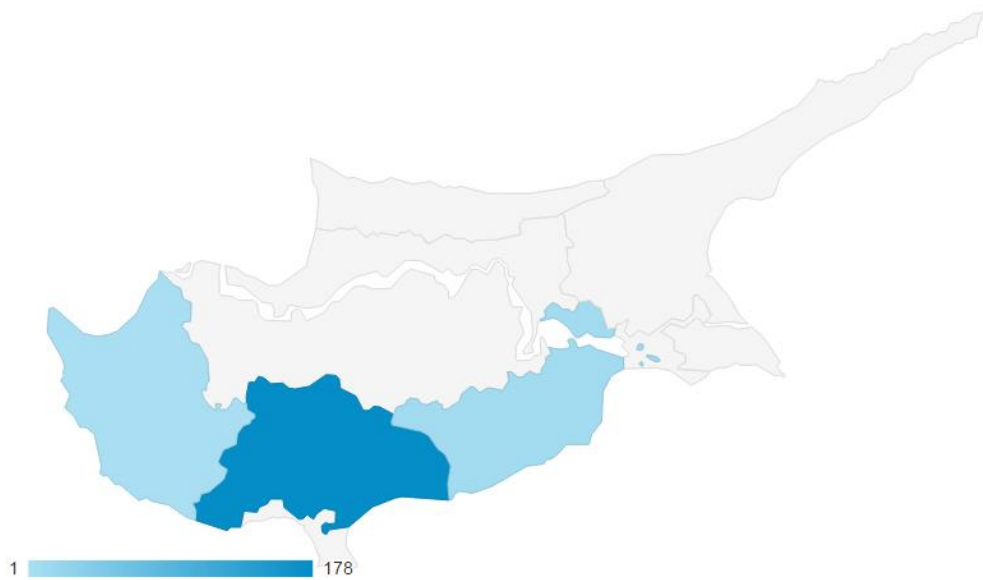


**Slovakia**



### Bulgaria

Sessioni ▾



### Cyprus

## Other data related to the access to the PINE website

Country	Data capture			Conduct		
	Sessions	% New sessions	New users	Frequency	Pages/sessions	Session duration
	8.334	63,63%	5.303	46,42%	3,98	00:03:20
	% del totale: 100,00%	Media per vista: 63,62%	% del totale: 100,02%	Media per vista: 46,42%	Media per vista: 3,98	Media per vista: 00:03:20
	-8.334	-0,02%	-5.302	0,00%	0,00%	0,00%
1. Italy	3.451(41,41%)	57,95%	2.000(37,71%)	44,89%	4,87	00:04:08
2. Romania	1.148(13,77%)	60,37%	693(13,07%)	39,72%	3,98	00:03:17
3. Spain	786(9,43%)	57,00%	448(8,45%)	34,86%	3,87	00:03:24
4. Bulgaria	404(4,85%)	75,25%	304(5,73%)	52,48%	2,77	00:02:03
5. Slovakia	416(4,99%)	70,43%	293(5,53%)	40,38%	4,22	00:03:57
6. Austria	464(5,57%)	54,74%	254(4,79%)	32,33%	4,07	00:03:08
7. Brazil	166(1,99%)	100,00%	166(3,13%)	98,80%	1,02	00:00:01
8. Germany	177(2,12%)	76,84%	136(2,56%)	57,06%	2,62	00:01:59
9. Cyprus	195(2,34%)	56,41%	110(2,07%)	49,74%	3,31	00:03:10
10. Greece	112(1,34%)	77,68%	87(1,64%)	53,57%	3,05	00:02:48
11. United Kingdom	121(1,45%)	71,07%	86(1,62%)	58,68%	2,27	00:01:41
12. Belgium	128(1,54%)	52,34%	67(1,26%)	49,22%	2,87	00:02:32
13. United States	69(0,83%)	95,65%	66(1,24%)	81,16%	1,91	00:01:06
14. France	46(0,55%)	78,26%	36(0,68%)	69,57%	2,2	00:02:23
15. Portugal	44(0,53%)	68,18%	30(0,57%)	45,45%	3,32	00:01:57
16. Colombia	23(0,28%)	100,00%	23(0,43%)	69,57%	2,43	00:02:35
17. Czech Republic	29(0,35%)	79,31%	23(0,43%)	51,72%	2,34	00:02:33
18. India	24(0,29%)	95,83%	23(0,43%)	70,83%	2	00:01:00
19. Poland	25(0,30%)	92,00%	23(0,43%)	44,00%	3,56	00:03:13
20. Mexico	22(0,26%)	100,00%	22(0,41%)	81,82%	1,23	00:00:26
21. (not set)	21(0,25%)	100,00%	21(0,40%)	71,43%	2,38	00:02:19
22. Slovenia	28(0,34%)	71,43%	20(0,38%)	67,86%	2,32	00:01:18
23. Hungary	29(0,35%)	65,52%	19(0,36%)	75,86%	1,41	00:01:13
24. Sweden	23(0,28%)	78,26%	18(0,34%)	39,13%	4,09	00:03:58
25. Turkey	20(0,24%)	90,00%	18(0,34%)	50,00%	2,8	00:02:28
26. Ireland	21(0,25%)	80,95%	17(0,32%)	52,38%	2,14	00:01:19
27. Moldova	19(0,23%)	89,47%	17(0,32%)	73,68%	2,37	00:02:23
28. Netherlands	18(0,22%)	94,44%	17(0,32%)	44,44%	2,61	00:01:21
29. China	15(0,18%)	100,00%	15(0,28%)	53,33%	1,47	00:00:44
30. Peru	16(0,19%)	93,75%	15(0,28%)	81,25%	1,38	00:00:33
31. Croatia	16(0,19%)	75,00%	12(0,23%)	50,00%	3,75	00:05:01
32. Canada	13(0,16%)	84,62%	11(0,21%)	76,92%	1,23	00:00:23
33. Venezuela	10(0,12%)	100,00%	10(0,19%)	80,00%	2,6	00:03:36
34. Argentina	9(0,11%)	100,00%	9(0,17%)	100,00%	1	00:00:00
35. Switzerland	10(0,12%)	90,00%	9(0,17%)	60,00%	1,7	00:00:18
36. Denmark	9(0,11%)	100,00%	9(0,17%)	77,78%	1,33	00:00:14
37. Ukraine	10(0,12%)	90,00%	9(0,17%)	70,00%	1,8	00:00:19
38. Chile	8(0,10%)	100,00%	8(0,15%)	100,00%	1	00:00:00
39. Malaysia	8(0,10%)	100,00%	8(0,15%)	87,50%	1,12	00:00:06
40. Ecuador	8(0,10%)	87,50%	7(0,13%)	100,00%	1	00:00:00
41. Luxembourg	9(0,11%)	77,78%	7(0,13%)	33,33%	5,44	00:05:07
42. Serbia	17(0,20%)	41,18%	7(0,13%)	58,82%	4,35	00:07:12
43. Thailand	8(0,10%)	87,50%	7(0,13%)	100,00%	1	00:00:00
44. Estonia	7(0,08%)	85,71%	6(0,11%)	71,43%	1,43	00:00:08
45. Singapore	7(0,08%)	85,71%	6(0,11%)	71,43%	1,57	00:02:41
46. Australia	5(0,06%)	100,00%	5(0,09%)	80,00%	2,4	00:02:48
47. Dominican Republic	5(0,06%)	100,00%	5(0,09%)	80,00%	1,4	00:00:08
48. Indonesia	7(0,08%)	71,43%	5(0,09%)	71,43%	2,14	00:01:23
49. Macedonia (FYROM)	5(0,06%)	100,00%	5(0,09%)	80,00%	1,2	00:00:22
50. Egypt	11(0,13%)	36,36%	4(0,08%)	18,18%	3,27	00:05:05