



6.1

COMMUNICATION AND DISSEMINATION PLAN



Co-funded by
the European Union



Project detail	
<i>Acronym</i>	GASLESS
<i>Full title</i>	Global Assistance Service for Low Energy investments toward a fossil free Public sector
<i>Call</i>	LIFE-2022-CET
<i>Project n.</i>	101120244
<i>Duration</i>	48 months - from 1 September 2023 to 1 September 2027
<i>Website</i>	https://www.sportelloenergia.envipark.com/edifici-pubblici/

Document detail	
<i>Description</i>	This document updates the Communication and Dissemination plan, setting out the objectives, key messaging, target audiences, communication channels, social media plan, planned budget and relevant indicators for monitoring and evaluation.
<i>Work Package</i>	WP6
<i>Task</i>	6.1
<i>Deliverable</i>	6.1
<i>Dissemination</i>	PU - Pubic
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<i>Version n.</i>	01
<i>Date</i>	08/2025

<i>Version n.</i>	01
<i>Date</i>	08.2025



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Executive Summary

The GASLESS Project (Global Assistance Service for Low Energy Investments toward a Fossil-Free Public Sector) is a four-year initiative (2023–2027) under the EU LIFE Programme. It aims to accelerate the energy transition of public buildings in the Piedmont Region by reducing reliance on natural gas, cutting public energy spending, and scaling up investments in sustainable energy.

To achieve these objectives, the project is establishing a facilitation service in the form of a one-stop shop. This service will provide integrated technical, financial, legal, and procurement support, enabling municipalities and other public entities to implement large-scale building renovations. Key goals include engaging about 30 public organisations, refurbishing 100 public buildings, mobilising €50M in investments, and launching 5 joint procurement procedures.

The Communication and Dissemination Plan provides a structured framework to maximise GASLESS' visibility, impact, and stakeholder engagement. It defines objectives, target audiences, key messages, channels, and performance indicators to ensure an integrated internal and external communication approach.

Internal communication focuses on efficient coordination among partners, using shared tools, structured reporting, and clear responsibilities led by Regione Piemonte as project coordinator.

External communication aims to raise awareness, build trust, and engage stakeholders through a mix of traditional (leaflets, workshops, press releases, conferences) and digital channels (website, newsletters, social media, videos).

Target audiences include municipalities, unions of municipalities, provinces, regional administrations, energy agencies, universities, ESCOs, construction associations, financial institutions, and the general public. Quantitative targets for engagement and outreach are defined across all groups.

Dissemination activities will highlight project benefits, share good practices, and encourage replication at regional, national, and European levels. Outputs include communication packages, explanatory videos, newsletters, workshops, and a final publication summarising lessons learned and results.

Monitoring and evaluation will be carried out through Key Performance Indicators (KPIs) such as stakeholder engagement, events held, communication outputs, and investment impacts. Regular updates will allow adjustments to the strategy.

The plan also specifies partner responsibilities, timelines, and EU obligations, ensuring alignment with LIFE Programme requirements, visibility of EU funding, and compliance with quality and disclaimer standards.

Overall, this plan provides the communication backbone for GASLESS, ensuring coordinated messaging, stakeholder mobilisation, and visibility of project results, thereby reinforcing its long-term sustainability and impact in advancing the energy transition of the public sector.



1. Background

1.1 GASLESS Executive Summary

To upscale the energy renovation rate of public buildings, accelerate the transition from natural gas to renewables and reduce the current spending in the public budget are some of the key challenges that the Piedmont Region will face in the coming years. There are also several opportunities to be seized, such as a variety of financial schemes supporting the decarbonisation process and a general political consent on the energy transition policies. To achieve the objectives of the Green Deal there is therefore the need for the regional administration to play a strong role of coordination and support towards local authorities, which often do not have sufficient skills and resources.

Having already successfully implemented European projects that led to more than 20 M€ of sustainable energy investments by using Energy Performance Contracts, Piedmont Region is now willing to set up a facilitation service in the form of a one stop-shop for the public organisations of its own territory. It will offer an all-inclusive technical, financial and legal service, including procurements and quality assurance of works and it will be designed in a way to be self-sustainable in the future. The action will support about 30 public organisations to refurbish about 100 public buildings by triggering investments in sustainable energy for about 50 M€. To achieve these results a bundling approach of public buildings will be promoted. After that, the investments required to reduce the energy demand of the buildings and to use renewable energy sources to cover the remaining energy needs will be assessed. The financial solutions for the implementation of the works will be defined and 5 joint procurement procedures will be launched for the purpose. Finally, the definition of the business model for the sustainability of the service in the long run will be defined and put in place. Dissemination activities will also be implemented as a transversal action of the whole project.

1.2 About the GASLESS project

The main goals of the GASLESS project are to:

- reduce the regional dependency from fossil fuel (and natural gas) in the regional public sector;
- reduce the public spending for energy bills;
- increase the overall amount of sustainable energy investments.

This will be achieved by boosting the capacity of the public sector to attract private financing and national available funds in sustainable energy investments thanks to the development of a comprehensive technical assistance service, dealing with administrative, technical, financial, legal and procurement aspects. This service will be delivered in the form of a one stop-shop for the public sector and it will be designed in a way to be self-sustainable in the future.



On the basis of these general objectives, the project aims to insist on the following specific objectives:

1. Promote aggregations of public organisations for setting up the conditions for the deployment of a sound portfolio of energy efficiency projects. During the project implementation it is envisaged the creation of 6 bundlings, involving 30 public organisations and 100 buildings.
2. Assess the investment ideas with a funnel approach in order to transform them into bankable projects, delivering energy audits in order to define the investments needed, the savings achievable and the technical solutions envisageable. 100 energy audits are expected.
3. Define standardised financial scenarios ready to be implemented in the investment packages prepared, blending different available financial opportunities. This objective will be defined taking into account the constraints and opportunities of the Public Private Partnership scheme or a hybrid approach as described in the methodology.
4. Launch 5 joint procurement procedures during the timeframe of the project for about 80 buildings (out of the 100 audited) and define standardised documents that will be used as a reference for the years to come.
5. Define the business model under which the facilitation service will be sustainable in the long run, setting up the governance, the mandate and the operational structure.

These aspects will be monitored using specific KPIs calculated on a six monthly basis. KPIs will include: number of workshops, meetings, participants, public organisations engaged, buildings selected and audited, investments triggered and related primary energy savings, RES production and CO2 emissions avoided. All these will be specifically described and structured in a specific document (KPI matrix – Deliverables D2.1). Besides that, the core of the project is to turn investment intentions to reality. This will be clearly and easily monitored by the specificity of the proposal. WP4, dedicated to the tendering procedures, will be easily monitored with the publication of calls for tender. This does not require specific methodologies in terms of monitoring, but all will be fully organised and monitored.

1.3 Project Partners

The members of the GASLESS consortium are summarised in the following table.

Name	Acronym
Regione Piemonte, Italy	PIEMONTE
PR.I.S.MA Progetti Innovazione Soluzioni Management S.c.r.l., Italy	PR.I.S.MA
Parco Scientifico Tecnologico per l'Ambiente Environment Park Torino S.p.a., Italy	ENVI
S.C.R. Piemonte S.p.A., Italy	SCR



2. Communication and dissemination strategy

The Plan gives to the GASLESS project Consortium all the indications for communication and dissemination activities that will be used from M1 to M48 to ensure maximum success and impact. It will focus on both internal and external communication. For Internal one it will guarantee an operative and effective communication exchange between partners, for external communication, the plan will follow the Who-What-How-When approach, defining target audiences, tailored key messages, appropriate communication channels and the scheduling of activities.

Various channels will be used during GASLESS implementation to achieve its internal and external communication objectives, both with digital and with traditional strategies. All partners should make a clear effort to utilise multiple channels for dissemination in order to allow the project to reach all the target audience and maximise its effect on it.

This Plan is the updated version with both a reporting purpose (highlighting the job done and the achievements) and a planning purpose (rescheduling activities and updating the strategy in case of need).

All Communication and dissemination activities will be reported in specific documents (Deliverable D6.2 – Communication and dissemination Report) delivered in month 24 and 48.

2.1 Objective

The general objective of communication and dissemination activities is to ensure maximum success and impact of the GASLESS actions. This will be done by disseminating the project approach, results and outcomes towards, on one side, local and regional stakeholders and, on the other side, to other organisations and stakeholders at national and even European level and for the overall dissemination of the project.

Specifically, the GASLESS Communication and Dissemination Plan is aiming at guiding the consortium partners to fulfil these aims, using an integrated and coordinated communication process both in internal and in external communication channels.

This document allows to clarify and specify the communication and dissemination activities proposed in the Annex I of the grant agreement and organise them in a precise timeline.

2.2 Target audience

Dissemination and communication channels described will be used to reach the general public, raising awareness about the project and its benefits by inviting them to visit the GASLESS' website and to follow the project social media accounts. Deliverables produced will be also useful to catch the attention of Municipalities and explain to them the importance of joining the GASLESS project but also to involve the experts in the field of deep renovation and energy efficiency in project activities.



In the following table the list of stakeholders with the quantitative target planned to be reached is provided with the reference to the activity of the work plan.

Stakeholders to be reached	Target	Task
Municipalities	400	Workshops and bilateral meetings
Unions of Municipalities	90	Workshops and bilateral meetings
Provinces	8	Workshops and bilateral meetings
Other public organisations	10	Workshops and bilateral meetings
Public organisations engaged	45	Technical work with aggregation of organizations (bundlings)
Regional administrations (Italian and European)	30	Networking for replication
Energy Agency	20	Networking for replication
Research Institutions and University	20	Networking for replication
ESCOs	15	Discussions with stakeholders
Associations of constructions companies	3	Discussions with stakeholders
Professional Orders	8	Discussions with stakeholders
Financial Institutions	5	Discussions with stakeholders
Contracting Authorities	15	Capacity building activity with the most relevant contracting authorities
Bank Foundations	3	Road map for the service and business Plan
Municipalities	1000	Dissemination activities
Unions of Municipalities	90	Dissemination activities
Provinces	8	Dissemination activities
Other public organisations	20	Dissemination activities
ESCOs	20	Dissemination activities
Associations of constructions companies	3	Dissemination activities
Professional Orders	8	Dissemination activities
Contracting Authorities	15	Dissemination activities
Financial Institutions	10	Dissemination activities
Bank Foundations	3	Dissemination activities
Municipalities	85	Public events
Unions of Municipalities	20	Public events



Stakeholders to be reached	Target	Task
Provinces	4	Public events
Other public organisations	10	Public events
ESCOs	10	Public events
Associations of constructions companies	2	Public events
Professional Orders	4	Public events
Contracting Authorities	10	Public events
Financial Institutions	3	Public events
Bank Foundations	2	Public events
Regional administrations (Italian and European)	20	Public events
Energy Agency	15	Public events
Research Institutions and University	15	Public events

Each communication and dissemination channel will be associated to specific audience:

Channel	Target audience
Website	All the target groups including general public
Social media	All the target groups including general public
Newsletters	All the target groups
Press releases and articles	All the target groups
Final publication	All the target groups
Communication packages	Municipalities, Union of Municipalities, Provinces
Leaflets	Especially targeted to Municipalities, Union of Municipalities, Provinces and other public organisations, but distributed to all the stakeholders involved
Videos	Especially targeted to Municipalities, Union of Municipalities, Provinces and other public organisations, but widely disseminated to all stakeholders and to be used for replication activities.
Conferences	All the target groups
Presentation at external events	All the target groups, including potential replicants
Workshop	Especially targeted to public organisations, market operators and contracting authorities, but distributed to all the stakeholders involved



2.3. Internal communication

Internal communication has the main objective to regulate Partners' cooperation and to share different points of view. This activity is part of management activities, under the responsibility of Piemonte (the coordinator).

Tools used for internal communication will ensure a smooth flow of information both among partners and across the different levels of implementation of the project, in order to achieve good results in conveyed times and to avoid information overload.

At first, GASLESS partners should be aware of roles, responsibilities, activities and time plan as described in this plan. Furthermore, a clear set of rules for internal communication will be listed and internal evaluation tools adopted.

Piemonte, as coordinator, will establish regular communication flows with each partner to monitor the progress of project activities and identify potential threats well in advance.

Generally, all procedures about key issues (e.g. project meeting, official documents, tender procedure, etc.) will be documented in written form (copy of emails, minutes, tender documents, etc.).

File sharing practices will be decisive to have activities run as efficiently as possible; an online storage folder on Google Drive will be created for this purpose, where files will be saved using the following naming system.

Draft: nr°deliverable_ver00 (Word or Pdf file)

Final: nr°deliverable_ver00_FINAL (only Pdf)

Internal communication among partners will in general take place through regular communication channels, such as:

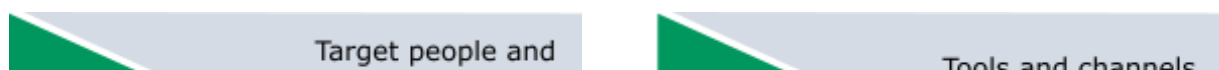
emails (using as start subject: GASLESS_ "email subject")
online calls / messaging systems (Google Meet, Skype, Teams, etc.)
phone calls (sometimes useful, rather than long emails)
webinars / conference calls (Google Meet)
online or in presence meetings (written minutes will be kept whenever relevant)
other written procedures if relevant

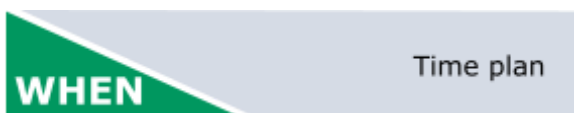
2.4 External communication

External communication has the main objective to increase knowledge about GASLESS themes, spread project activities and results and engage public authorities and stakeholders.

All Partners will be involved and are asked to collaborate in communication and dissemination activities.

As mentioned before, the external communication will be based on the "who-what-how-when" approach as described in the following figure.





2.5 Traditional channels

2.5.1 Communication packages

Three customised Communication packages are created for the engagement of Municipalities, Union of Municipalities and Provinces. They will be widely distributed to these targets within the Piedmont Region. The package has been prepared according to GASLESS brand identity and contains different dissemination materials: leaflet, video, and engagement instructions based on the call for interest, etc.

These packages contain information about the added value of the project by explaining why a public organisation should adhere, what will be the benefits and the disadvantages of the action.

Each of the package is made by:

- A customized leaflet (one for municipalities and one for unions of municipalities/provinces)
- A set of videos on technical and specific aspects
- An introductory video about the project concept

The leaflets



For Municipalities

<https://www.sportelloenergia.envipark.com/edifici-pubblici/w-p-content/uploads/sites/4/2024/07/gasless-enti-pubblici.pdf>



For Unions of Municipalities and Provinces

<https://www.sportelloenergia.envipark.com/edifici-pubblici/w-p-content/uploads/sites/4/2024/07/gasless-comuni-territorio.pdf>

Both leaflets will be mainly disseminated in digital version via mail and by all the project and partner's media, always considering the need to reduce the hard copies for environmental concerns.

However, hard copies are delivered during workshops and physical meetings and events.

The purposes of leaflets are to raise awareness about GASLESS, stimulate interest about deep building renovation and lead municipalities, union of municipalities and Provinces to join the project.



The technical Videos

In order to anticipate most of the standard questions that are usually raised during the meetings with municipalities, a set of technical videos have been prepared touching more technical, administrative and legislative issues.

The videos are delivered to the municipalities that are in a way already engaged or demonstrated interest.



<https://www.sportelloenergia.envipark.com/edifici-pubblici/approfondimenti/>

Besides, an explanatory project video highlighting the approach and objectives has been prepared by PR.I.S.MA within month 6. The video available on the project website and on the project YouTube channel, it is directly promoted via mail and through the newsletter as well as disseminated through all the project and partner's media and used for introducing the project during workshops, meetings and events.



<https://www.youtube.com/watch?v=VYjpRZaFoPE&t=6s>

The good practices showcase

Another additional tool included in the communication packages is the list of good practices, success cases that is provided as a showcase of the effectiveness of the process. They are available on the website (<https://www.sportelloenergia.envipark.com/edifici-pubblici/buone-pratiche/>) and delivered via mail or presented during events, in order to leave a practical touch and be very concrete.



Progetto 2020Together

Riqualificazione energetica di 18 edifici appartenenti a 5 Comuni della Città metropolitana di Torino (Bruino, None, Orbassano, Piossasco e Volvera), mediante un **Energy Performance Contract (EPC)**

Risultati

- Riqualificazione energetica di **18** edifici pubblici
- EPC della durata di **13** anni a partire dal 2017
- Risparmio energetico offerto: **61%**
- Investimenti in efficienza energetica: circa **4 Milioni** di euro

Monitoraggio dei risparmi energetici misurati

Comuni di Bruino, None, Orbassano, Piossasco e Volvera

Scuola di Piossasco
Scuola di Bruino
Scuola di Orbassano
Scuola di Volvera

REGIONE PIEMONTE
SCS
ENVIRONMENT PARK
PRI SMA
GASLESS

Progetto MONGIOIE

Riqualificazione energetica di alcuni edifici appartenenti a Comuni del Cuneese sotto il coordinamento del **GAL Mongioie** mediante un **Energy Performance Contract (EPC)**

Risultati

- Il contratto riguarda 19 edifici di 13 comuni
- Il risparmio energetico medio è del **48%**
- EPC della durata di **14** anni
- Il progetto viene attuato per step successivi
- Investimenti in efficienza energetica: circa **750.000** di euro

Isolamento copertura a Roccaforte Mondovì
Isolamento a cappotto a Roccaforte Mondovì
Centrale Termica
Termocappotto
Sostituzione infissi in Monastero di Vasco

REGIONE PIEMONTE
SCS
ENVIRONMENT PARK
PRI SMA
GASLESS

Riqualificazione energetica INRiM

Riqualificazione energetica di 8 palazzine del campus di Torino dell'Istituto Nazionale di Ricerca Metrologica, mediante **contratto di Prestazione Energetica (EPC)**

Risultati

- Riqualificazione energetica di **8** edifici pubblici
- EPC della durata di **15** anni a partire dal 2021
- Risparmio energetico offerto: **32%** per l'energia termica e **28,3%** per l'energia elettrica
- Investimenti in efficienza energetica: circa **3,5 Milioni** di euro

Interventi realizzati

- Cappotti termici: **580** mq
- Insuflaggio doppio solaio: **650** mq
- Insuflaggio intercapedini pareti: **359** mq
- Relamping: **1126** pz
- Rifacimento di una centrale termica con telecontrollo
- Impianti FV: **471** kW

Impianto fotovoltaico
Isolamento a cappotto
Lavori di riqualificazione
Impianto fotovoltaico

INRiM
ISTITUTO NAZIONALE DI RICERCA METROLOGICA
REGIONE PIEMONTE
SCS
ENVIRONMENT PARK
PRI SMA
GASLESS

Riqualificazione energetica STEPPING plus

Riqualificazione energetica di **20** edifici pubblici appartenenti a **6** Comuni

Risultati

- EPC della durata di **14** anni a partire dal 2024
- Risparmio energetico offerto: **67%**
- Investimenti in efficienza energetica: più di **9 Milioni** di euro

Interventi programmati

- Sostituzione di infissi: **5.300** mq
- Cappotti termici: **19.500** mq
- Coibentazioni superficiali orizzontali: **13.000** mq
- Insuflaggio intercapedini pareti: **831** mc
- Rifacimento di **8** centrali termiche
- **19** Impianti FV per **639** kW complessivi
- **3** edifici NZEB

Scuola a Chieri
Coperture disponibili
Scuola a Venaria

REGIONE PIEMONTE
SCS
ENVIRONMENT PARK
PRI SMA
GASLESS

2.5.2 Conferences & Events

The GASLESS partner will organise one mid-term conference addressing all the target groups with the aim of disseminating first project achievements and their expected impacts. Furthermore, in the final months another conference will be organised, the final one, to present the main project results. Due to environmental concerns and to make them more effective, the conferences would allow online participation.



Furthermore, GASLESS partners are invited to participate in at least 5 other national or international conferences and events to disseminate activities and results obtained. These events will be defined during project implementation, all project partners are asked to identify and suggest conferences and events that could be interesting.

Before the participation in any conferences or event, the partner(s) that participated is asked to send information to be published on the project website and social media (with photo or not).

After the participation a short report about the scope of the conference or event, the channel of dissemination used (brochure/leaflets/video), and the volume of people reached is required.

So far Gasless was presented in the following events:

Event	date	Location	Presence as speaker
Green Road Torino	06/10/2023	Torino	Silvio De Nigris
Pentren	27/10/2023	online	Silvio De Nigris
POR FESR Piemonte	12/12/2023	online	Silvio De Nigris
Green Road Rome	21/02/2024	Rome	Elisa Guiot
IEECP&SC	07/03/2024	Frankfurt	Silvio De Nigris
TIMEPAC	04/10/2024	Barcelona	Silvio De Nigris
FIR CISL	17/02/2025	Torino	Silvio De Nigris
RENOPUB Networking	09/07/2025	online	Silvio De Nigris

2.5.3 Press Releases and articles

At least 6 press releases and 30 articles on relevant magazines are expected during GASLESS implementation.

Press releases will be issued during key moments of the project such as the start, the end and the launch of tender procedures. In fact, informing the general public about the activities and achievements of the project is considered highly important.

Any press-releases will contain the GASLESS logo, information about the project and its objectives, information about the consortium, important and recent outputs and link to the GASLESS' website.

Their drafting and preparation will take place by presenting in a clear, concise, and easy-to-read way themes related to the progress of activities of the project. Furthermore, if it presents the results of a dissemination/networking event or of a consultation process, the press release will include the names of key speakers in the events and/or consultation processes.

In the first two years of implementation, 9 press releases and 20 articles have been issued as provided in the following table.



Semester	Press releases	Press Articles
1	7	8
2	1	5
3	1	2
4		5

A copy of each of the article or press release is stored in the project Drive for reporting purpose.

2.5.4 Workshops

The GASLESS project foresees the organisation of different kinds of workshops targeted for different sectors. In order to promote the facilitation service, within the WP2 will be organise workshops dedicated to the public sector, with the goal of their engagement. They are generally planned before the launch of the calls for interest and are structured in a way to clarify the added value of the service, to explain why a public organisation should adhere, what will be the benefits and what will be the disadvantages of the action. Enough space to Q&A is foreseen. The messages tend to be clear and reflect the communication packages produced and described in the "traditional strategies" paragraph.

In the first 2 years of project implementation 3 such workshops have been organized with the participation of 59 public servants, as described in the table below.

Semester	Date	Place	N. Participants
1	29/11/2023	Novara	15
1	04/12/2023	Asti	26
3	03/02/2025	Verbania	18

In order to discuss with market operators and other stakeholders (i.e. ESCOs, professional orders, associations of construction companies, financial institutions) that will be interested in the implementation of renovation projects, within the WP3 at least further 4 workshops will be organised.

These workshops will be organised during the preparation of the investment programs and would illustrate the model, the envisaged procedures and the expected financial details that will be included in the procurement procedures.

Finally, other 2 workshops are expected in WP4, targeting contracting authorities operating in Piedmont in order to train them in activities foreseen in this work package (definition of contractual and tender documents templates and launch of tenders).

The workshops could be either online or physical, even if the physical organisation will be preferred.

Final Project publication



In the final three months of the project all main lessons learnt, results achieved and impact obtained during GASLESS implementation will be summarised and fertilised in a final project publication. It will be professionally designed, attractive and tailored to the target group and will be issued in digital format (for paperless purposes) to be widely advertised and disseminated through all the project and partner's media.

The final draft of the publishable report will be discussed with CINEA before publication.

This report will be published in English and translated in all partners' languages (Italian).

Furthermore, all public project results will be uploaded to the LIFE Project Results platform, available through the Funding & Tenders Portal (as required in Annex 5 of the Grant Agreement)

2.6 Digital channel

2.6.1 Website

The project website is created as part of an overarching initiative based on the collaboration of Regione Piemonte and Envipark as a one-stop shop for energy transition. Gasless is the OSS targeting public authorities, whereas other two OSS services are targeting Renewable Energy Communities (in the framework of Recrosses project) and private homeowners (Sportello Energia). The overall website address is <https://www.sportelloenergia.envipark.com/> and the specific section assigned to GASLESS is <https://www.sportelloenergia.envipark.com/edifici-pubblici/>. The website is linked to all the institutional websites of the partners.

The website is the main way to store and disseminate public project results, deliverables, news and events. All the most important information about the GASLESS project are presented in its website both in Italian and in English languages. The website also includes information on GASLESS' social media and email contacts.

All partners, supervised by Envipark, are in charge of updating it with content on a regular basis and to increase its visibility.

Beyond the project website, all project partners use their own institutional websites to disseminate and communicate the project, including the project summary, coordinator contact details, list of participants, European flag - funding statement and special logo - and project results.

2.6.2 Social Media

As proposed in Annex I of the grant agreement, Facebook, YouTube and LinkedIn project profiles have been created at the beginning of the works) in order to increase size of target audience, engage new stakeholders and spread the partners' engagement.

Facebook account has the aim is to engage general public people in the discussion on the benefits of deep building renovation and on the existing barriers, raise awareness on these themes and establish trust.

The GASLESS' Facebook page uses a non-formal language and will collect and link stories about the project and its main activities.



YouTube will be used to store and disseminate all videos produced during the project implementation.

LinkedIn is used for targeting GASLESS' content to very specific industries and market operators through joining EU and global groups, such as the Energy Efficiency Professionals group - a hub for business networking.

Due to the high potential, as they already have a huge number of followers, the institutional social media of the partners are also used to promote and disseminate GASLESS' social profiles and highlight the role of each partner in the project.

All partners promote and disseminate GASLESS project's outputs also on their own private social pages.

2.6.3 Newsletters

In order to improve the effectiveness of the communication goal through the newsletters, it was decided to embed the most relevant news inside the institutional newsletter of the Sustainable Energy Sector of Piemonte Region, which has more than 4.500 recipients and it is well appreciated as a useful communication tool. So far GASLESS appeared in all monthly issues of the newsletter from the n. 2 to the 6 and it will continue in the future. Newsletters are available here:

<https://www.regione.piemonte.it/web/temi/sviluppo/sviluppo-energetico-sostenibile/newsletter-energia>

2.7 Monitoring & Evaluation (Key Performance Indicators (KPIs) – Metrics)

A specific task (T1.3) is dedicated to impact monitoring. Communication and dissemination results will be constantly monitored on a six monthly basis, in order to assess its effectiveness and progress and to formulate possible change requirements.

KPIs concerning communication will include: number of workshops, number of meetings, number of people participants to conference/events, public organisations engaged, etc.

In the following table, to facilitate this task, for each communication and dissemination channel Key Performance Indicators (KPIs) and target have been summarised.

Channel	Measurable results and monitoring	KPI - Target	Monitoring (24 months)
Website	The website will be constantly feeded with news, articles and documents reporting the project activities. The number of news/articles and views on a monthly average basis will be recorded.	150 views per month 2 news/articles each quarter	644 views in the last 16 month (about 40 per month) 8 news/articles
Social media	Only Facebook and LinkedIn project profiles will be created. Due to the high potential, as they already have a huge number of followers, the institutional social media of the partners will be	250 views for each posts 1 post for month	Linkedin: - 50 post created - 15.029 total views for all posts - 300 views/post on average



Channel	Measurable results and monitoring	KPI - Target	Monitoring (24 months)
	widely used. Number and views of the posts will be monitored and reported.		Facebook - 41 posts created - 2588 total views for all posts - 63 views/post on average
Newsletters	1 at the beginning, 1 at mid-term and 1 at the end of the project to be spread to selected contacts among key stakeholders.	3 newsletter 1.000 contacts	5 appearances in the institutional Newsletter 4.500 contacts each
Press releases and articles	At least 6 press releases will be issued during key moments of the project: - 1 at the start of the project; - 1 for each launch of tender procedures (5 attended); - 1 at the end of the project. At least 30 articles on relevant magazines are expected.	6 press releases 30 articles	9 press releases 20 articles
Final publication	1 digital final publication (for paperless purposes) to be widely advertised and disseminated through all the project and partner's media.	1 publication	-
Communication packages	3 customised Communication packages will be created and widely distributed for the engagement of the main target groups: Municipalities, Union of Municipalities and Provinces of Piedmont Region.	400 Municipalities 90 Union of Municipalities 8 Provinces	1200 Municipalities 90 Union of Municipalities 8 Provinces
Leaflets	2 leaflets, one customised for public authorities as owners of buildings and one customised for public authorities as multipliers.	2 leaflets 200 copies printed and distributed	2 leaflets 200 copies printed and distributed
Videos	1 explanatory project video to be directly publicised via digital communication channels (mail, newsletter, social, etc.) 5 customised technical-explanatory videos (video-tips).	5 videos 300 views on YouTube	9 videos 339 views on YouTube



Channel	Measurable results and monitoring	KPI - Target	Monitoring (24 months)
	The views on YouTube will be monitored.		
Conferences	1 mid-term and 1 final conference Total target audience will be monitored (both online and in presence participation)	2 conferences 150 people (total target)	-
Presentation at external events	During the project implementation 5 presentations at least are expected, reaching a target audience of about 200 persons.	5 presentations 200 people	7 presentations 527 people
Workshop	Different kind of workshops will be expected during GASLESS implementation: 6 workshops in order to promote the facilitation service dedicated to the public sector, with the goal of their engagement; 4 workshops for market operators and other stakeholders interested in the implementation of renovation projects; 2 workshops involving contracting authorities to define contractual and tender documents templates and launch of tenders.	12 workshop 558 Participants	3 workshops 59 participants



3. Activities' leaders

The following table shows the partner in charge of each communication channel/activity implementation. It is understood that all partners are asked to contribute in the development of the activities foreseen by giving their opinion and approval for each deliverable produced.

Activity	Leader	Due date
Communication and dissemination plan	PIEMONTE	M3 - M24
Communication and dissemination Report	PRISMA	M48
Project branding package	PRISMA	M3
Project web-pages and social profiles	ENVIPARK	M3
Project website	ENVIPARK	M6
Project leaflets	PRISMA	M6
Project video	PRISMA	M9
Communication packages	PRISMA	M9
Press releases and articles	ENVIPARK	M48
Presentation at external events	All	M48
Workshops outcomes	All	M48
Project newsletter	ENVIPARK	M3 - M24 - M48
Project events / conferences	PIEMONTE	M48
Final project publication	PIEMONTE	M46



4. Timeline

WP6 can be considered a transversal work package to the overall action (48 months).

The following table schedules the expected deliverables and their submission, it will be updated in future versions of the document.

n.	Deliverable	Due Date	Achieved Result (M24)
6.1	Communication and dissemination plan	M3 - M24	
6.2	Communication and dissemination Report	M48	
6.3	Project branding package	M3	
6.4	Project web-pages and social profiles	M3	
6.5	Project leaflets	M6	
6.6	Project video	M9	
6.7	Communication packages	M9	
6.8	Project newsletter	M48	
6.9	Project events report	M48	
6.10	Final project publication	M46	



5. Obligations and requirements

5.1 European flag and funding statement

Unless otherwise agreed with the granting authority, communication activities related to the GASLESS project (including media relations, conferences, seminars, information material such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):



Co-funded by the
European Union



Co-funded by the
European Union

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

For the purposes of their obligations under this paragraph, the partners may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.



Communication activities, equipment or major results funded by the grant must moreover display the LIFE logo

5.2 Quality of information - Disclaimer

Any communication or dissemination activity related to the GASLESS project must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them”.