



Energy Transition Audits towards Decarbonization

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List of Acronyms

Acronym	Meaning
CPs	Consortium Partners
ETA	Energy Transition Audits
GA	Grant Agreement
EUSEW	European Sustainable Energy Week
M	Month
SM	Social Media
WP	Work Package

Executive summary

EnTRAINER Project has introduced the new 'Energy Transition Audits' (ETA) with a holistic approach tailored to the demands of the industrial sector concept.

EnTRAINER focuses on energy-intensive industries in four South EU countries (Greece, Italy, Romania and Spain), as the best practices in energy transition and decarbonisation in Europe.

The Project's main outputs have been:

- 8 Editions of accredited training courses
- +1000 Trained people
- 80 Energy scans
- +40 ETAs
- 4 New and upgraded tools are freely offered to energy professionals
- 1 Training platform with Knowledge-sharing Hub

According to the above, it was fundamental for the consortium partners (CPs) to engage with the largest number of key stakeholders.

The present document is a **Portfolio** aiming to provide a comprehensive description of the communication and dissemination tasks carried out during the whole project duration from December 2022 to November 2025, in this document often referred as month 1 (M1) to month 36 (M36). It includes the description of the project **communication and dissemination materials and actions accomplished** by the CPs. It also describes the targeted groups of **external stakeholders**, and finally the project **impacts** and **KPIs**.

It must be noted how the **KPIs reached** by the communication and dissemination actions went **far beyond the initial expectations**, showing the CPs commitment to the project. Even more, it was an important lesson learnt for the consortium and the Funding Authority. In fact, the high impact achieved shows that senior management in the industrial sector is keen to be part in projects like EnTRAINER, offering alternative paths towards the decarbonisation, while professionals require upskill actions through accredited training programme. It demonstrates how all targeted stakeholders have both the willingness and the need to embark on the path toward the decarbonization of the industrial sector.

Finally, **all communication and dissemination material and activities** have been produced and utilised in **full compliance with** the legal requirements set up in Article 17 – Communication, Dissemination and Visibility and related Annex 5 of **the Grant Agreement**.

Introduction

This document reports the communication and dissemination activities completed during the whole EnTRAINER Project's life, 36 months spanning from December 2022 until November 2025.

It is divided into four core chapters:

1. **Institutional visuals: a consistent approach** – this chapter reports the basic guidelines used in all communication and dissemination activities
2. **The Communication and Dissemination outcomes and outputs** Website and Knowledge Sharing Hub – this is the core of the report, with all the communication and dissemination material designed and activities run by the EnTRAINER consortium partners (CPs) and in conjunction with the consortia of other EU LIFE-CET Sister Projects
3. **Impacts** – this chapter shows the KPIs of the communication and dissemination tasks, thus the impacts and reach out of the target groups
4. **Conclusion** – this chapter is a brief reflection on the effectiveness of the communication and dissemination activities and its value and importance within the EnTRAINER Project.

This document intends to be a full and consistent project's portfolio, reproducing briefly but thoroughly actions and material while pointing the reader to further details through external reference links.

Finally, it is important to note that although the title of this report refers to the dissemination of the project, it is yet difficult to draw a clear line between the dissemination and communication activities which often overlapped in EnTRAINER. For this reason, within this report both the dissemination and communication activities have been reported.

1. Institutional visuals: a consistent approach

The consortium partners (CPs) conceived the **EnTRAINER visual identity** during the Kick-off Meeting held on the second month of the project's life (January 2023, M2). It started from the colour palette where the grey, blue, and green colours were chosen to represent the clean energy transition of EnTRAINER throughout its life.

From there, the basic communication material was designed and the guidelines included in the internal document '*Visualisation Plan*', shared with the CPs in M5 of the project. This was integrated in another internal document, the '**Dissemination and Communication Strategy**', including all visuals, guidance and a plan for communication and dissemination actions, and the legally binding EU requirements. The *Dissemination and Communication Strategy* was shared with the CPs in May 2023, meaning that by the 6th month of the project's life CPs were fully equipped with communication material and they started promoting the project immediately.

This chapter reports the preliminary work done and the outputs of the initial guidance provided to the consortium partners (CPs), to ensure that individual communication and dissemination activities could be completed in a consistent manner and with a common approach among the four participant countries.

1.1. Logo, templates and font

As per the colour palette, the **projects' logo** (Figure 1) was designed to symbolise the message for the clean energy transition of targeted industries: to ameliorate their performance in terms of environmental impact, energy efficiency and cost savings for the industries themselves, through the holistic project approach implementing the proposed Energy Transition Audits (ETA).



Figure 1 - EnTRAINER logo

Graphic **templates** have been set for all project documentation such as deliverables, reports, and presentations, to embrace a consistent and homogenous communicative and disseminative approach by the CPs. This branding exercise's output had the twofold effect of setting up a useful tool for the CPs, and it further conveyed EnTRAINER's messages and values both within and externally to the consortium as a shared visual asset.

The graphic templates used for official documentation and presentations are shown below with a selection of three pages as a representation of the whole document:

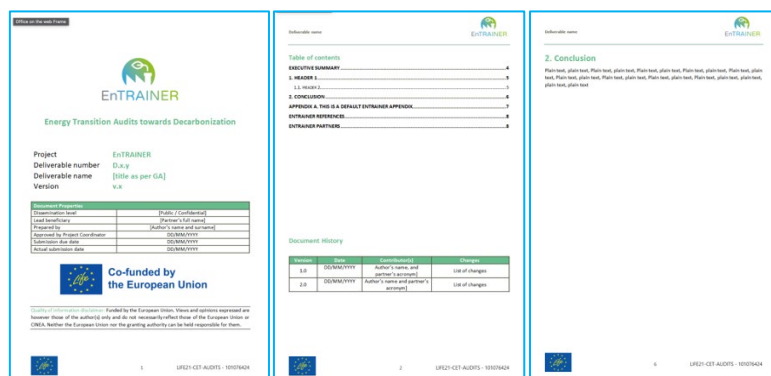


Figure 2 - EnTRAINER Word Template for Deliverables

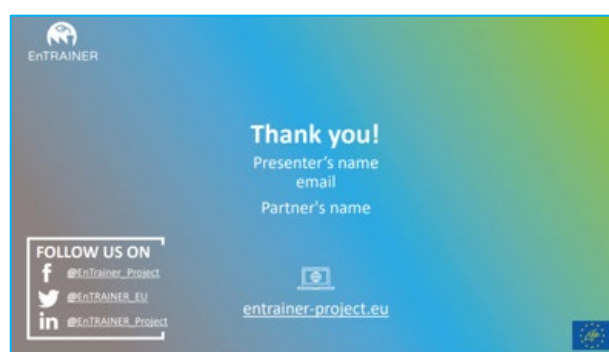
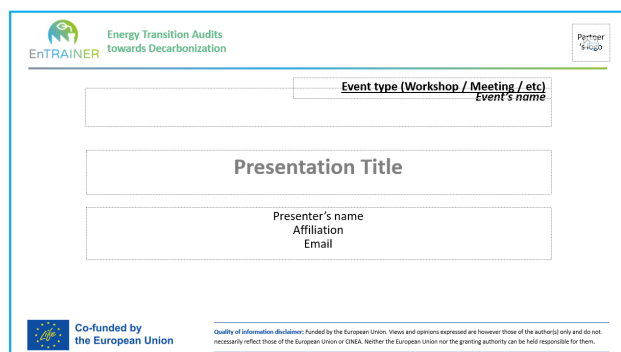




Figure 3 - EnTRAINER PowerPoint Template

The official font that had been selected was CALIBRI, as it is a modern and reader-friendly font. The minimum size in Word documents was recommended as 12, while PowerPoint was at least 20.

1.2. Implementation of the Dissemination and Communication Strategy

EnTRAINER has been disseminating and communicating all contents according to a *dissemination and communication plan* inserted in the wider document '*Dissemination and Communication Strategy*'. Shared in M6 (May 2023) as internal strategic document for the CPs, the '*Dissemination and Communication*' Strategy ensured consistency and coordination in the communication and dissemination actions with external stakeholders, while ensuring enough flexibility to allow the tailoring of the messages to national and local contexts. The scope of the '*Dissemination and Communication Strategy*' was to present to CPs the modus operandi in disseminating and promoting the EnTRAINER project.

The document gave an overview of all the activities and materials planned in the initial phase of the project and as per the Grant Agreement. The main parts of the document are summarised below.

- **General guidelines** – This section provided basic guidelines related to the contractual rules (ref. Grant Agreement, art. 17 and Annex 5) related to the dissemination and engagement and the communication. It reminded the project name and payoff, and it guided on the language and tone to use according to the target groups.
- **Dissemination and Communication Strategy** – This section was dedicated to the definition of the contents and responsibilities among the CPs. In addition, it clearly defined the target groups to reach out.
- **Dissemination and Communication Channels** – This section was dedicated to the project's website and social media, including an editorial plan for posts, internal procedure for publication and guidance of tags and hashtags. It also includes the relevant KPIs for some specific activities foreseen in the project i.e. papers, training courses, workshops and events.
- **Dissemination and Communication Plan** – A comprehensive table summarising the various communication and visualisation tools identified for EnTRAINER, including timelines, leads/contributing partners, and dissemination criteria. Items were divided into compulsory (contractual obligation) and optional.
- **Visual identity** – A reference section to use as guidance for both the project and EU LIFE logo and emblem.

- **Expected Impacts and Budget** – Two sections reminding CPs of the figures expected for the KPIs at the end of the project, as well as the resources available to complete their communication and dissemination actions.

Finally, a fundamental content of the ‘*Dissemination and Communication Strategy*’ was the identification of the communication and dissemination **target groups**. These are:

1. **university students in their final year** or **experts not holding a master's degree** or an official qualification in energy transition
2. **skilled experts and or Energy Managers** aiming to upgrade and update their knowledge in this field of expertise
3. **administrative and financial senior management**, both from the industrial sector and the national funding authorities/entities, who wish to know more on the topic and possibly apply it within their workplace
4. **general public and laypeople** who do not have any technical knowledge but are keen on learning more about the core principles of the project, whilst promoting and disseminating its outputs further
5. **external stakeholders** that will be interacting with the project throughout its duration, through the official communication channels (SM, CP, events, etc).

Bearing the above target groups in mind, the communication and dissemination materials and actions within the EnTRAINER project were tailored as appropriate to reach the highest number possible of external stakeholders.

1.3. EU LIFE Logo and quality of information disclaimer

In compliance with the Grant Agreement and guidelines from CINEA, all communication activities and graphic assets used for the communication and dissemination of EnTRAINER, including media relations, conferences, seminars, information material, such as brochures, SM posts, leaflets, posters, presentations, in both hard and soft copy, and in general any asset funded by the grant, acknowledge EU support and display the **EU Life flag** (or ‘emblem’) and funding statement “*Co-funded by the European Union*” (translated into local languages, where appropriate) as follows:



Figure 4 - EU LIFE emblem

The emblem is always distinct and separate, not modified by adding other visual marks, brands or text. It is the sole logo and visual identity that is used to highlight EU support.

When displayed in association with the EnTRAINER logo, the EU emblem was displayed to be at least as prominent and visible as the grant logo.

More guidance alongside the different graphic versions of the EU LIFE logo that were used as a reference can be downloaded from the [CINEA](#) website.



1.4. Quality of information Disclaimer

The use of the following **disclaimer** is required whenever using the ‘funding logo’ on the dissemination and communication products:

“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 CINEA. Neither the European Union nor the granting authority can be held responsible for them.”

The disclaimer appeared in the first page of the project deliverables and presentation template and in any other communication and dissemination material that has been created, such as roll-up, etc.

2. The Communication and Dissemination outcomes and outputs

Chapter 2 is the core part of this portfolio, describing all communication and dissemination material created and activities completed during the whole duration of the EnTRAINER project. Here the activities are described in detail and have been referenced via links and images.

It is divided in eight subchapters covering:

- Website and Knowledge Sharing Hub
- Leaflet, Newsletters, press releases, final publishable report
- Social Media
- Events, Training Programme and linked actions Events, Training Programme
- Workshops (breakdown per country)
- Scientific papers
- EnTRAINER Video pills and Webinar
- EU and International Events and collaboration with Sister Projects

The communication and dissemination materials and actions of the project’s results and outputs allowed the engagement of the EnTRAINER project beneficiaries and stakeholders at the four project countries in Greece, Italy, Romania and Spain.

2.1. Website and Knowledge Sharing Hub

The **project website** was created since the very beginning of the project (January 2023, M2), and it is visible on the following link: <https://entrainer-project.eu/>.

In the first half of the project’s life, the website had been populated with the main sections and some initial inputs, e.g. news, newsletters and press releases. During the second half of the project the website has been constantly reviewed and fed, and it remains the main repository for the project’s outputs and news. At the time of writing this report the website’s final structure is:

- [Home](#) page – including dynamic sliding updates, highlights with references to the main pages e.g. Targets, News, Newsletter, graphics and logos for the consortium partners, contact us function
- [About](#) page – divided in three sections:
 - *About the Project*, a project's abstract.
 - *Partners*, with full description of the consortium and reference links/contacts
 - *Objectives*, a comprehensive list of the project's objectives
- [News](#) page – listing all the news collected during the project's life
- [Targets](#) page – a section split in four subsections to focussed on:
 - [Deliver Training Courses](#)
 - [Deliver Four Online Tools](#)
 - [Deliver Energy Audits](#)
 - [Paradigm shift towards a holistic energy transition audit methodology](#)
- [Results](#) page – divided into five sections:
 - *Deliverables*, all public reports delivered by the consortium.
 - *Articles and publications*, eight published papers.
 - *Newsletters*, repository of the two editions of newsletter done in the interim period of the project.
 - *Press Releases*, like the Newsletters.
 - *Other*, collecting the project's flyers in the different languages.
- [Video pills](#) page – repository of the projects video pills, minimum one per each participant countries
- [Training Hub](#) link – single entry point for the Knowledge Sharing Hub (see below)
- [Tools](#) page – a section linking to the four EnTRAINER tools:
 - [CUSUM tool](#) (registration required)
 - [Heat Loss Calculator](#) (registration required)
 - [Energy Audit Estimator](#)
 - [On Site Auditor](#) (registration required)
 and completed by the [EnTRAINER Tools Guide](#)
- The website includes also:
 - [Join Us](#) page for registration (free and open to all users)
 - [Login](#) functionality to access restricted areas
 - [Contact Us](#) button for general enquires
 - References i.e. contact email ([info@entrainer-Project.eu](mailto:info@entrainer-project.eu)), social media links
 - Disclaimer, EU emblem and copyright

The website is intended as a live space, updated along with the development of the project. The colours and graphics are aligned with the EnTRAINER visual identity.

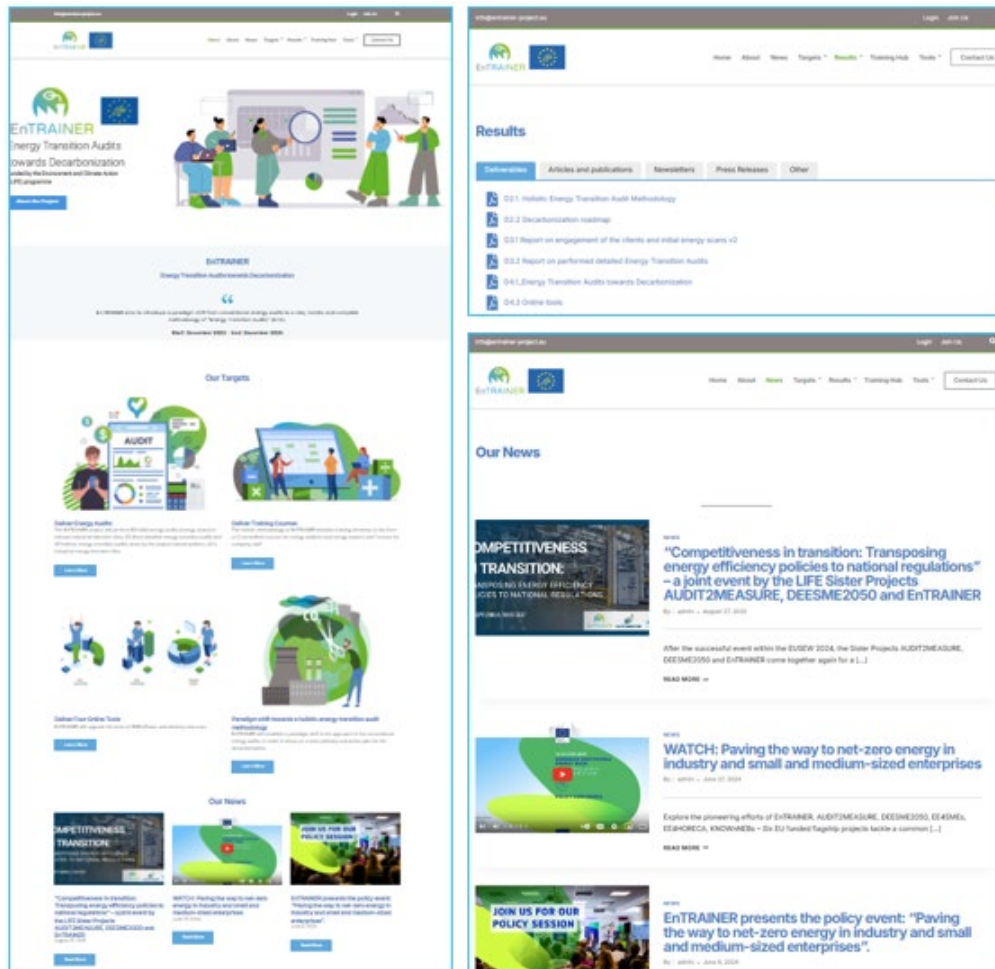


Figure 5 - Screenshots from the EnTRAINER website

Embedded on the website there is the **EnTRAINER Knowledge Sharing Hub**, an interactive platform and shared repository used as primary virtual space for the EnTRAINER Training Programme. In the case of Italy, the **EnTRAINER Knowledge Sharing Hub** was also used for further networking activities (see in chapter 2.4 the *EnTRAINER Network Group Italia*).

At the time of writing the Knowledge Sharing Hub hosts 12 training courses and one Networking Group, ref. Figure 6.

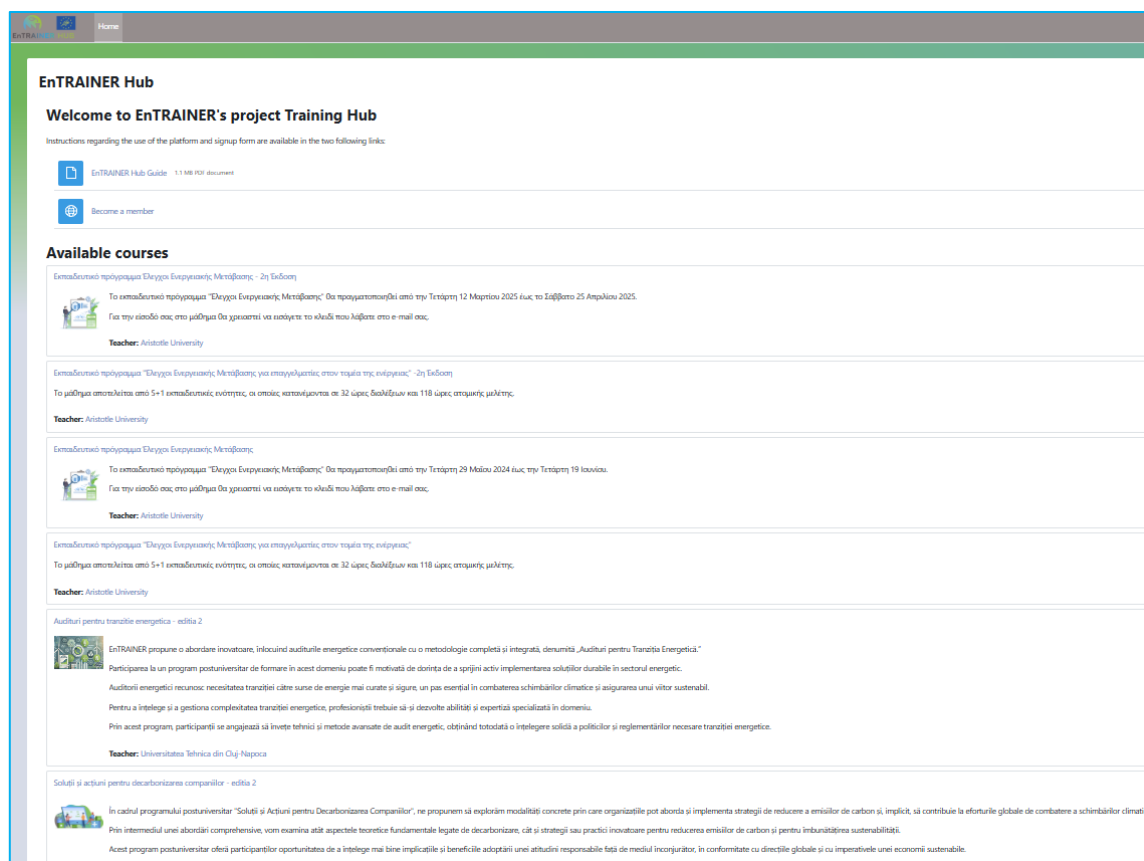


Figure 6 - View of the Knowledge Sharing Hub

It must be noted that while the overall contents of the Knowledge Sharing Hub can be viewed by all external users, following a prior registration for security purposes, the full access to contents including the contents of training course requires users to enrol to a specific section. Thus, the accessibility to the individual contents of the training courses requires an extra step that makes them available only to selected registered participants.

The Knowledge Sharing Hub is completed by a [Hub Guide](#) on how to join the EnTRAINER hub and enrol to courses. As mentioned, the access to the training platform is free and anyone can create an account, while the access to material from the training courses has an extra level of security access.

The below table shows the figures from both the EnTRAINER website and Hub:

Table 1 - KPIs for EnTRAINER website and Hub

Item	Units M1 – M18	Units M1 – M36
No. of real (human) visits to the website	19760	25100
No. of unique visitors since the start of the Project	5566	7250
No. of all traffic, including bots to the website (unique visitors every month)	2000	2500
No. users of Hub:	475	488
No. users of Website with tools	228	272

At the time of writing this report, the EnTRAINER website and the Knowledge Sharing Hub have been completed, and their contents will remain available for **five years after the project's end**.

2.2. Leaflet, Newsletters, press releases, final publishable report

At the beginning of the project, it was agreed among CPs to have a flyer/leaflet to start promoting EnTRAINER and engaging with the key stakeholders since the very early stage of the project. The **EnTRAINER project leaflet** has been developed in two versions: a three-fold format and as a one-page flyer (Figure 7 and Figure 8).

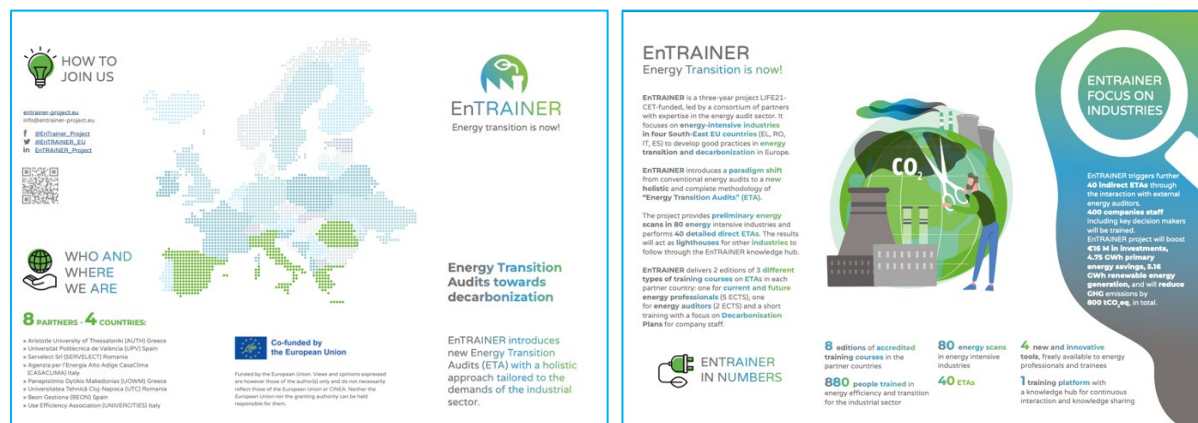


Figure 7 - EnTRAINER 3-fold flyer



Figure 8 - EnTRAINER one-page Leaflet

Both versions have the key information such as the project's abstract, the focus with the clear target groups, the actions with their impacts, the geographical coverage with the main references. The leaflet has been translated into four languages and has been used to disseminate information on the EnTRAINER project among all the stakeholder groups.

Newsletters and press releases are very specific tools of communication which recently are being replaced more often by social media. Bearing this occurring change in mind, the assumption at the beginning of the project that yearly issue for newsletter and press release was the most suitable timeline, rather than frequent issues which could be rarely read by users, proved correct. In this way the newsletter and press releases were issued and used as summary of the project's activities delivered in one year. They were shared for comprehensive reporting both with the general public and with specific target audience e.g. Advisory Board members.

D6.1 Portfolio of Dissemination Material and Activities

A first **Newsletter** was published at the beginning of 2024 to report about the project's actions occurred in 2023 and anticipating the activities planned for 2024. Partners from each of the four countries have contributed to an ad hoc section on the activities in each country. The 8-page long newsletter (Figure 9) has been translated into four languages and disseminated by each partner and country ecosystem accordingly.

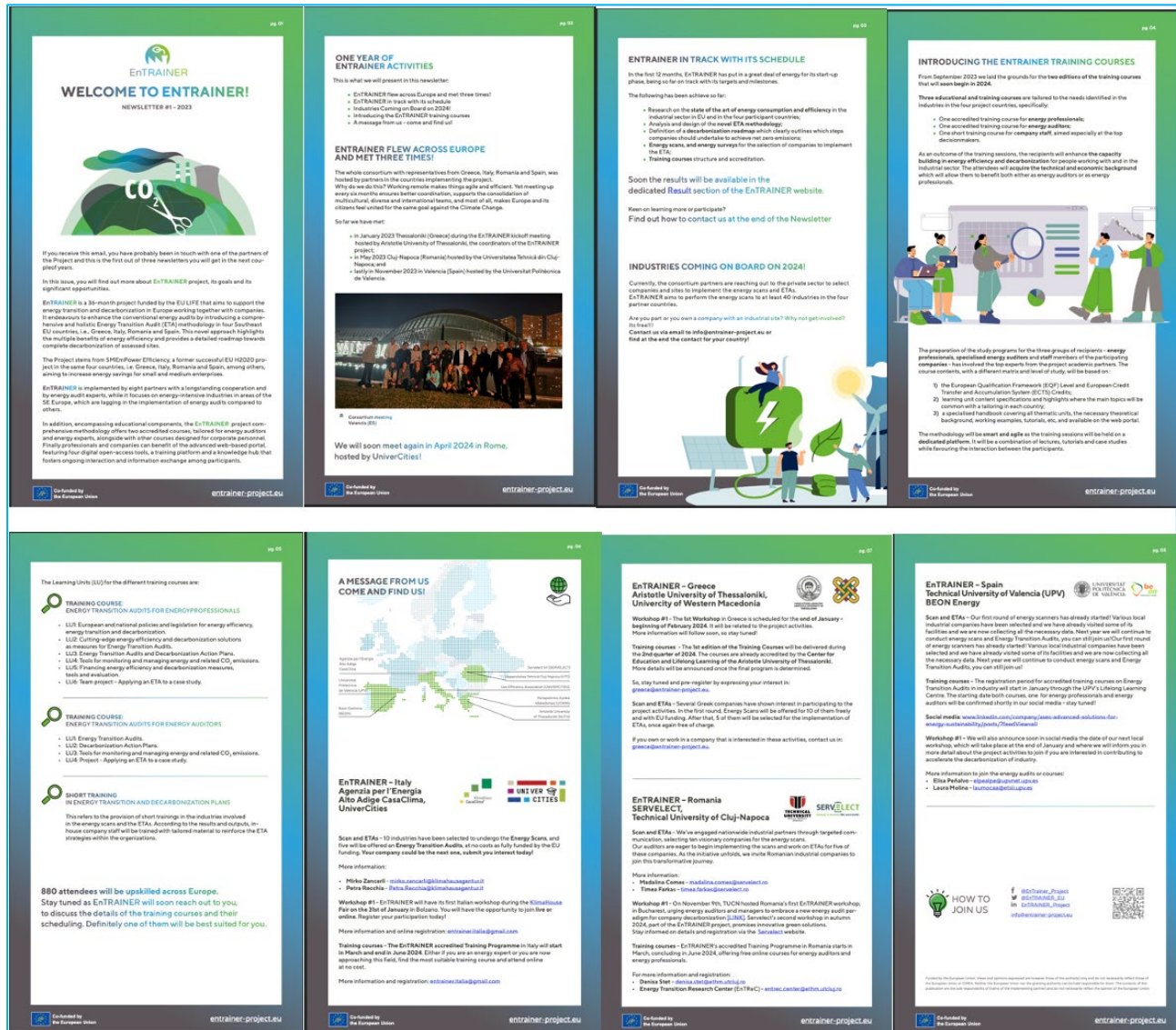


Figure 9 - EnTRAINER 2023 Newsletter

In line with the first Newsletter, a second Newsletter was published at the beginning of 2025 to summarise the achievements of the project in 2024 and to promote the EnTRAINER activities in 2025. An extract of the Newsletter #2 is in Figure 10.

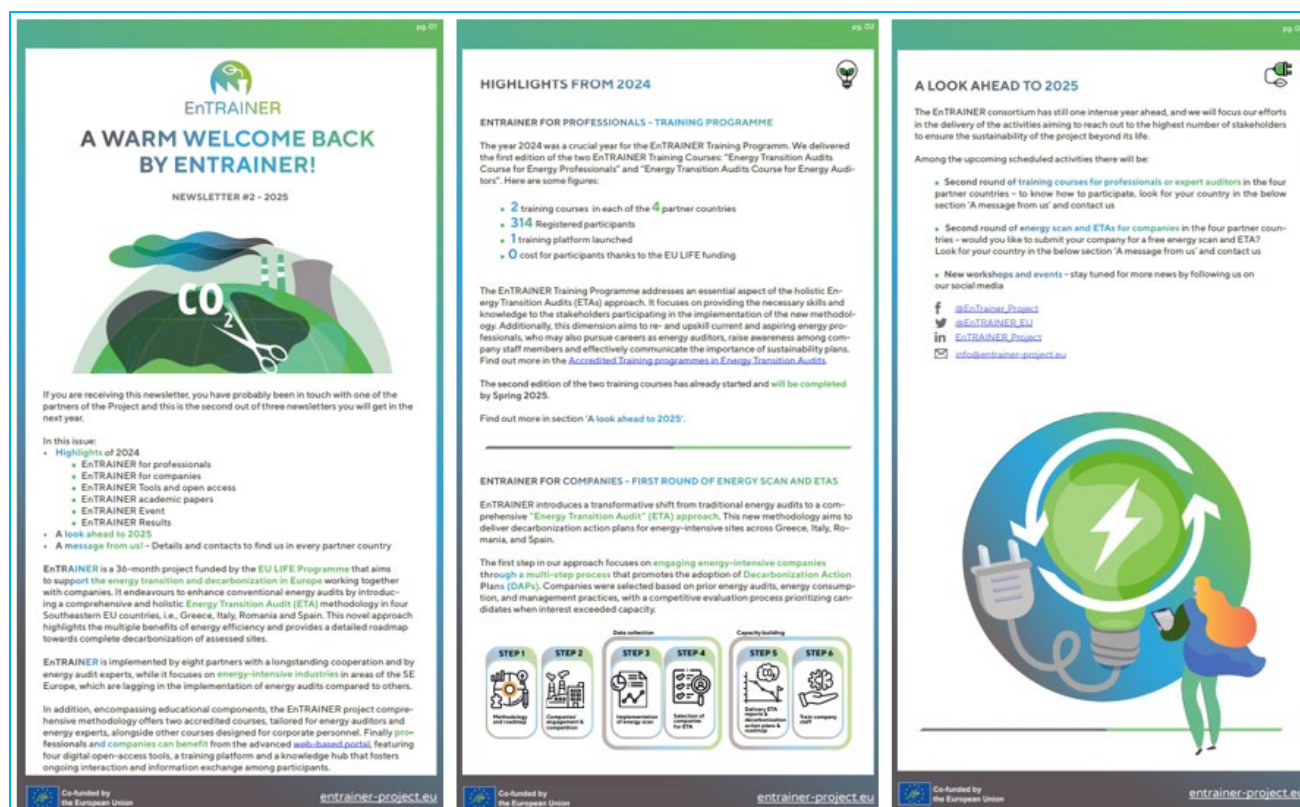


Figure 10 - Extract Newsletter #2

With regards to the **press releases**, as of May 2024, two press releases (Figure 11) had been issued and disseminated through the official EnTRAINER project website, social media channels and by the CPs within their networks. The first press release issued in April 2023 was set to launch the EnTRAINER project and its activities, as envisaged per GA. The second press release was published in January 2024 to summarise and inform the project stakeholders and beneficiaries, on the status of work from the beginning of the Project in 2022.



Figure 11 - EnTRAINER first and second press releases

Similarly, a third issue of the press release was published to recap the activities and outputs delivered in 2025 and to announce the project's tasks in 2025. A screenshot of the press release #3 is in Figure 12.

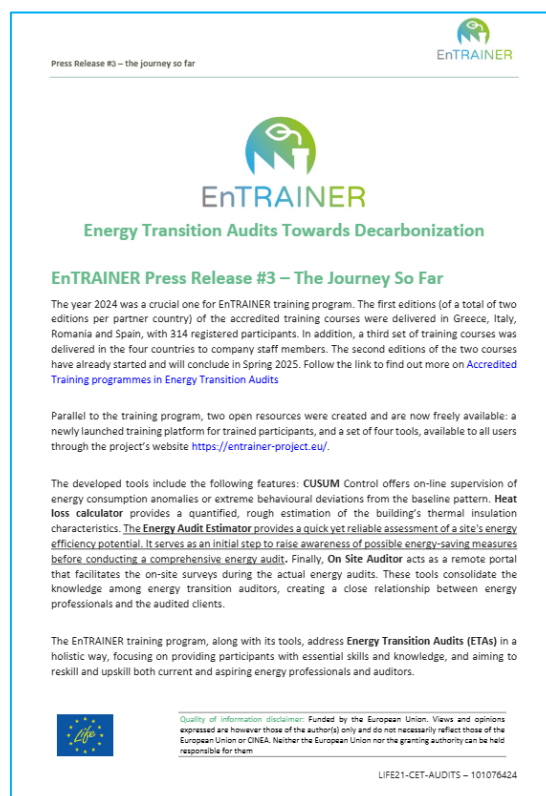


Figure 12 - Press release #3

Getting closer to the end of the project, the **Final publishable report** strategically replaced the potential final newsletter and press release. Rather than covering the most recent year only, this report presents the key results achieved, main lessons learnt, and recommendations for the future (Figure 13) as overall results of three year of EnTRAINER.



Figure 13 - EnTRAINER final publishable report

Leaflets, newsletters, press releases and final publishable report can be either view or downloaded from the EnTRAINER website, [Result](#) web page.

2.3. Social Media

Social media (SM) played a key role in the communication of the EnTRAINER activities and in the promotion of its training courses, initiatives and events.

All official **EnTRAINER Project accounts** were launched in April 2023 (M5) and are currently live for the EnTRAINER updates and information:

- LinkedIn account – [@EnTRAINER_Project](#)
- Facebook page – [@EnTrainer_Project](#)
- Twitter account – [@EnTRAINER_EU](#)

They have been aligned with the project's visual design, graphics, dissemination and communications materials. They were employed to create a community around the project, to regularly engage with stakeholders, to connect with relevant organisations accounts or individuals, and to promote news items and events (both off and online) that EnTRAINER was attending or organising. Furthermore, the SM accounts supported the dissemination of the project's outcomes and outputs.

CPs regularly provided contents to generate **posts** for the EnTRAINER's SM. In addition, partners regularly reposted the EnTRAINER posts through their business entities' social media profiles

[illegible]

According to the results and in relation to the addressed target groups, the most impactful social media was LinkedIn, which was kept as the main reference. Table 2 shows the number of followers and posts at the time of writing this report:

Table 2 – EnTRAINER SW followers status		
LinkedIn	Facebook	X
 EnTRAINER_Project EnTRAINER introduces a paradigm shift from conventional energy audits to a new methodology of Transition Audits. Architecture and Planning · 341 followers · 11-50 employees	 EnTrainer_Project	
342 followers 67 posts	29 followers 51 posts	35 followers 48 posts

Social Media	EnTRAINER
LinkedIn	77.482 views
Facebook	7.472 views/impressions
X	3.515 views

2.4. Events, Training Programme and linked actions

International, national, and local **events** (conference, meeting, workshop, internet debate, round table, group discussion, etc.) represented a unique opportunity to enter in direct contact with the main stakeholders. There were several events that partners attended either as speakers or as participants, and in which they had the opportunity to share news and outputs of the EnTRAINER project. Table 4 lists the events where EnTRAINER was involved in a timeframe of three years:

Table 4 - List of communication and dissemination events

Name of the event	Geographical coverage	No. people reached
UNECE Industrial Energy Efficiency: Bi-Monthly open discussion forum on Clean Energy Transition in Industry	EU and International	340
The 34th Annual Conference of the European Association for Education in Electrical and Information Engineering	EU and International	100
The 3rd International Conference on Energy Transition in the Mediterranean Area	EU and International	120
2nd Symposium of Research Projects at UOWM	Regional	80
CasaClima Day	Regional and National	180
EUSALP Action Group 9 Meeting	EU	20
Saie (Bari)	National	6
TechParcour Handwerk 2024	Regional	40
Factory 4.0 - Masterclass: Energy Management and ESG (Environmental, Social and Governance)	National	30
CPPI - the Training Center for Industry Personnel:Energy Efficiency Seminar	National	40
CPPI Energy Efficiency Seminar	National	60
CPPI Energy Efficiency Course	National	40
Instrumente de analiză energetică dezvoltate prin proiectele Horizon Europe dedicate I.M.M.-urilor	National	22
EnTRAINER Webinar - Beneficiary engagement	National	47
"SOLUȚIILE UNEI TRANSFORMĂRI DIGITALE DE SUCCES"	Local	30
CREȘTEREA GRADULUI DE CONȘTIENTIZARE A IMPORTANȚEI MĂSURĂRII OBIECTIVELOR DE DEZVOLTARE DURABILĂ LA NIVEL REGIONAL	Local	25
Digitalizare și Eficiență energetică'	Local	50
International Conference on Electrical and Energy Engineering,EPEi, Iași	EU and International	522
Simpozion Stiințific Studentesc ELStudIS, Iași	National	30
Energy Efficiency Day 2025	Local	100
The 34th Annual Conference of the European Association for Education in Electrical and Information Engineering	EU and International	100
Technical Forum in the Energy Industry 2025, organized by AIEE.	National	80
The Energy Transition Conference, organized by Energynomics.	National	50
International Conference on Future Energy Solutions	National	15
Workshop on "Strategic Planning for the Renovation of Public Buildings," organized by the Energy Policy Group (EPG).	National	15
Brasov Energy Days	National	100
World Energy Efficiency Day Cluj	National	70

Seminar for the Energy Auditors and Energy managers community from the Association of Energy Auditors and Energy Managers	National	100
The Industry That Builds Romania Conference (4construct)	National	120
Smart Diaspora Conference 2025	EU and International	25
a-III-a SESIUNE / 2024 – DEE – SAMER – CPPI	National	50
CPPI Energy Efficiency Seminar	National	60
CPPI Energy Efficiency Seminar	National	70
Sustainable financing 2nd edition	Regional	100
Industrial Transition Lunch n Learn session organized by Climate Bonds	EU and International	Not available
Foro Empleo Verde - Green Employment Forum	Local	54
EXCO Conference - International Exhibition Research in Building Engineering 2023	EU and International	~70.000
41st UIT International Heat Transfer Conference	EU and International	100
EXCO Conference - International Exhibition Research in Building Engineering 2024	EU and International	~70.000
INNODOCT Conference on Innovation, Documentation, Education and Teaching Technologies	EU and International	+100

It must be noted that the above list doesn't consider the below events, for which two dedicated sections can be found in this report:

- Eight local workshops, two per participating country – see sub-chapter 2.5
- Participation in international event(s) – see sub-chapter 2.8
- Training Programme – see below

From September 2023 EnTRAINER laid the grounds for the two editions of the **Training Programme**. The training courses began in early 2024 in the four countries, they were accredited by the university partners (ECTS) and they were focussed on energy efficiency and transition for the industrial sector through the Energy Transition Audit (ETA) and Decarbonisation Action Plan (DAP).

There were two different types of accredited training courses, tailored to the needs identified in the industries in the four Project countries, specifically:

- one accredited training course **for energy professionals**
- one accredited training course for **energy auditors**

The report '*Results on the ETA training programmes*' describes the two editions in full, while below Table 5 lists the main results in terms of trained people, total in the four countries 675:

Table 5 - Trained people in the EnTRAINER accredited training courses

Country (alphabetical order)	ETAs for Energy Professionals course 1 st edition	ETAs for Energy Professionals course 2 nd edition	ETAs for Energy Auditors course 1 st edition	ETAs for Energy Auditors course 2 nd edition	TOTAL
Greece	34	42	35	41	152
Italy	38	38	40	30	146
Romania	47	49	22	53	171

Spain	96	35	45	30	206
Total	215	164	142	154	675

Additional training sessions were delivered for **company staff**, following the 81 energy scans that were completed in selected companies in the four partner countries. Below a summary of the people reached in each country, total 382:

Table 6 - Trained staff companies following the EnTRAINER energy scan

Country (alphabetical order)	Training course – 1 st round of energy scan	Training course – 2 nd round of energy scan	TOTAL
Greece	40	50	90
Italy	53	40	93
Romania	70	59	129
Spain	30	40	70
Total	193	189	382

On a side note, and as unforeseen result, the creation of the **EnTRAINER Network Group** occurred in Italy. The members are registered participants to the training courses willing to remain in contact after the end of the training course. The Group actively organised and participated to six mini-events between December 2024 and November 2025 (Figure 5), being the last one entirely focussed on a real ETA.



Figure 15 - Promotional posts for the EnTRAINER Network Group in Italy

The EnTRAINER Knowledge Sharing Hub worked as a shared repository for the material collected during the six mini-events (agenda, minutes, slides, videos), while the group was mainly reached via email and through a dedicated [LinkedIn group](#).

The fact that participants to the training courses were willing to be in contact and keep learning proactively collaborating with each other, is a project's lesson learnt. It proves the needs and the

importance of projects like EnTRAINER for upskilling and support to professionals who are committed to the decarbonisation targets.

2.5. Workshops

Eight national EnTRAINER workshops, with different implementation dates at the country level, were envisaged. This chapter aims to report the highlights of the national workshops held in the partner countries until the end of the Project.

The aim of the workshops was to reach at least 400 interested stakeholders; by the end of the Project, **459 people** participated in the workshops organised in Greece, Italy, Romania and Spain. This shows how the EnTRAINER partners were busy in an intense activity to deliver promotional workshops and further engage with professionals and financial institutions.

Partners followed basic guidelines and templates to deliver the workshop and to collect the impacts. For each of the partner countries, the following information is being reported.

2.5.1. Greece

Workshop #1

Organisers: Aristotle University of Thessaloniki (AUTH)

Format: Hybrid

Total participants: 63

Date of Workshop: 21 March 2024

Brief:

A group of 63 people from companies, ESCOs and Academia, Energy Auditors and Energy Managers attended and participated in the workshop. The EnTRAINER project was presented as, the current state of EU policies towards decarbonisation, the potential for energy efficiency and decarbonisation in Greece, the ETA and decarbonisation action plan methodology, the EnTRAINER tools, the training courses and a case study of the Greek company which achieved significant improvement in its energy efficiency by installing PVs. In the end, a discussion took place among the presenters and the attendees.

Further dissemination actions:

Apart from the websites officially related to the project and the organisation of the workshop, i.e., the project website and the website of the place where it was held, the activity was disseminated through three online media specialising in energy issues.

A journalist specialised in energy issues attended the workshop and published an online dedicated reporting a summary of it.

To promote the workshop



1. Article title: *AUTH: Workshop for energy efficiency in industry and the EnTRAINER project*

Link: <https://greenagenda.gr/%ce%b1%cf%80%ce%b8-%ce%b7%ce%bc%ce%b5%cf%81%ce%af%ce%b4%ce%b1-%ce%b3%ce%b9%ce%b1-%cf%84%ce%b7%ce%bd-%ce%b5%ce%be%ce%bf%ce%b9%ce%ba%ce%bf%ce%bd%cf%8c%ce%bc%ce%b7%cf%83%ce%b7-%ce%b5%ce%bd%ce%ad%cf%81/>

2. Article title: *Is energy efficiency in industry sufficient? The EnTRAINER project and the decarbonisation roadmap*

Link: <https://energyexpress.gr/news/arkei-mono-i-exoikonomisi-energeias-sti-biomihania-ergo-entrainer-kai-i-poreia-gia-tin>

3. Article title: *Is energy efficiency in industry sufficient? The EnTRAINER project and the decarbonisation roadmap*

Link: <https://www.ienergeia.gr/xristika/30663/arkei-mono-i-eksoikonomisi-energeias-sti-viomixania-to-ergo-entrainer-kai-i-poreia-gia-tin-apallagi-apo-ton-anthraka>

After the workshop

Article title: *The EnTRAINER project: A roadmap for energy transition and audits in companies*

Link: <https://greenagenda.gr/%ce%ad%cf%81%ce%b3%ce%bf-entrainer-%ce%ad%ce%bd%ce%b1%cf%82-%ce%bf%ce%b4%ce%b9%ce%ba%cf%8c%cf%82-%cf%87%ce%ac%cf%81%cf%84%ce%b7%cf%82-%ce%b3%ce%b9%ce%b1-%cf%84%ce%b7%ce%bd-%ce%b5%ce%bd/>

Workshop #2

Organisers: University of Western Macedonia (UOWM)

Format: Hybrid.

Total participants: 33

Date of Workshop: 14 November 2025

Brief:

The Power and Energy Systems Laboratory of the Department of Electrical and Computer Engineering at the University of Western Macedonia organized, on November 14th, 2025, a workshop that took place at the university's facilities. The workshop aimed to disseminate the results of the project to students, industry stakeholders, and other actors relevant to the field of energy efficiency in the industrial sector, but also to initiate discussions on the potential funding mechanisms and how the EnTRAINER project outcomes can facilitate the funding institutions in their assessment of the relevant investments.

During the workshop, two presentations took place: one related to the objectives of the project and another focusing on its results. Additionally, an open discussion panel was organized, including representatives from:

- Credia Bank
- Regional Development Fund of Western Macedonia
- Chamber of Commerce & Industry of Kozani
- Technical Chamber of Greece – Western Macedonia

The open discussion focused on:

- the available funding mechanisms and programs for the implementation of energy efficiency measures, and
- the role of the proposed ETAs methodology in the decarbonization of the industrial sector and the implementation of the Just Transition Plan in the region of Western Macedonia.

Further dissemination actions:

The event was promoted through LinkedIn post ([Link](#)), via the website of the department ([Link](#)), and by local newspapers ([Link](#) and [Link](#))

Additionally, the event was covered by the local tv channel. The news episode became available after the end of the event, and can be found at this [link](#), and the EnTRAINER project appears from 36:22 to 49:04. A LinkedIn post about the event has also been published ([Link](#)).

The livestreaming video is available at this [link](#).

Pictures:





2.5.2. Italy

Workshop #1

Organisers: Agenzia per l'Alto Adige CasaClima (CasaClima) and UniverCities (USEEFF)

Format: Hybrid

Total participants: 21

Date of Workshop: 31 January 2024

Brief:

The first Italian Workshop was held by both UniverCities and CasaClima during the KlimaHouse Fair. The activities kickstarted with the presentation of the EnTRAINER Project then the notion of 'Energy scans and ETAs' were introduced. Finally, attendants were informed on how they could participate in the project. The EnTRAINER-accredited courses for current and future energy professionals and energy auditors were presented to the participants. It followed an open and extensive discussion on current existing barriers to energy efficiency in companies.

Further dissemination actions:

The event was communicated through social media posts and in the CasaClima website:

- https://twitter.com/Univer_Cities/status/1752718822765629902
- <https://www.agenziacasaclima.it/it/workshop-entrainer--7-3955.html>
- <https://www.univer-cities.org/post/entrainer-workshop-scopri-l-efficienza-energetica-per-la-tua-azienda>

Workshop #2

Organisers: UniverCities (USEEFF) and Agenzia per l'Alto Adige CasaClima (CasaClima)

Format: Online

Total participants: 19

Date of Workshop: 25 September 2024

Brief:

The event '*EnTRAINER Workshop #2 - discover the energy efficiency for your company*' was held online on the 25th of September 2024. The workshop was intended for anyone interested in deepening their knowledge of the energy sector. Participation was online, upon registering at the following link: <https://forms.gle/JjgzVWsQGEQNF7rE7>

The second workshop reiterated the objective of disseminating the main activities of the project:

- the preliminary energy scans and detailed energy audits for industries
- the accredited training courses for aspiring energy professionals and experienced energy auditors.

In addition, the workshop initiated the promotion and creation of a new network for professionals and companies, to expand their business and its energy and environmental footprint.

It was made clear that the online participation in the workshop, and the activities promoted and organised by the EnTRAINER project were open and free of charge. The workshop's programme could be downloaded from the registration link. Agenda EnTRAINER Workshop #2 Italy – discover the energy efficiency for your company

15:30 – 15:40	Welcome and agenda – UniverCities
15:40 – 15:45	Presentation of the EnTRAINER project – UniverCities
15:45 – 16:00	Energy scans and ETAs for companies – CasaClima • Presentation of energy scans e ETAs through case studies • How companies may participate
16:00 – 16:15	EnTRAINER accredited training course, second edition – UniverCities • Presentation of the first edition's results • Presentation of the second edition's trainings and how to participate
16:15 – 17:00	Workshop – moderation UniverCities • Interactive session • Presentation of results
17:00 – 17:15	Q & A – open session
17:15 – 17:30	Closing remarks and closure – UniverCities

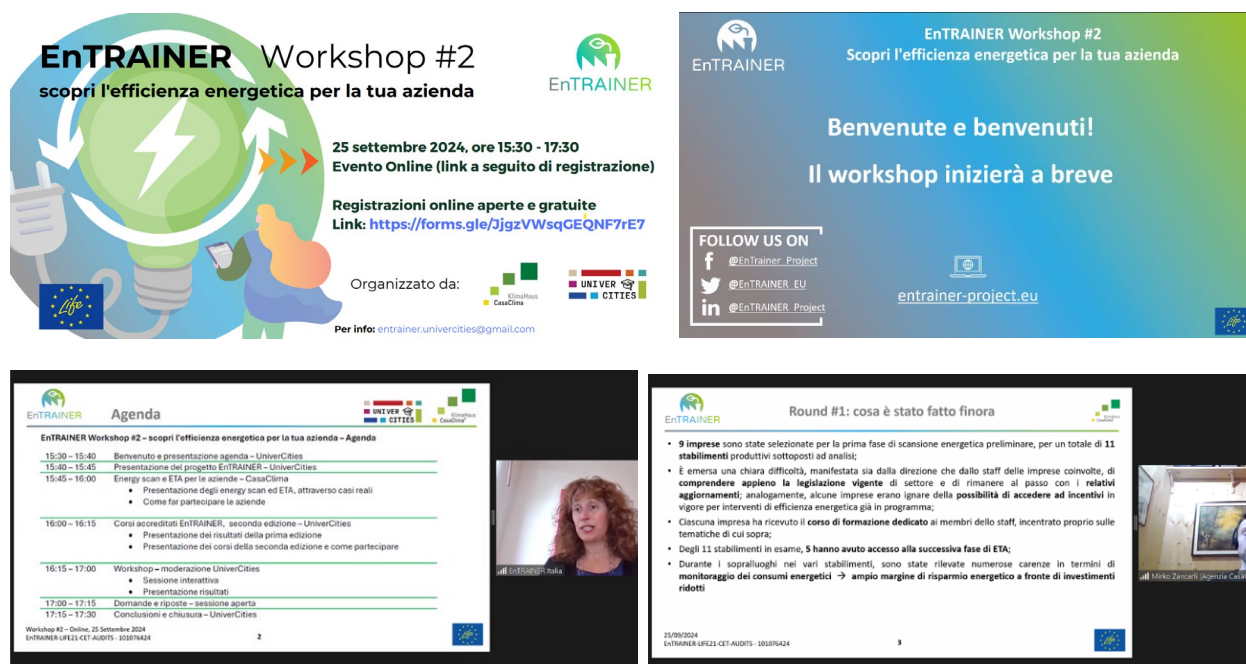
Further dissemination actions:

The event was communicated through online channels:

- Website:
 - <https://www.univer-cities.org/post/entrainer-workshop-2-italy-discover-the-energy-efficiency-for-your-company>
 - <https://www.agenziacasaclima.it/it/entrainer-workshop-2-italia--7-4159.html>
- Online press release:
https://www.agenziacasaclima.it/smarteredit/documents/_mediacenter/descrizione-pagina-web_workshop-2.pdf

Pictures:





2.5.3. Romania

Workshop #1

Organisers: Technical University of Cluj-Napoca (UTC)

Format: Live

Number of participants: 105

Date of workshop: 9 November 2023

Brief:

The workshop successfully achieved its objectives by introducing participants to the EnTRAINER project's goals and anticipated outcomes, providing clarity on its purpose and potential impact. Energy auditors and managers in Romania were effectively exposed to the concept of Energy Transition Audits (ETA), emphasizing its role in driving sustainable energy practices and facilitating the transition towards decarbonisation. Through interactive discussions and Q&A sessions, attendees had the opportunity to deepen their understanding and clarify any queries regarding the project objectives and ETA concept. Furthermore, the workshop served as a platform for networking and knowledge-sharing among peers and experts in the field, fostering collaboration and community engagement. Most importantly, the event generated significant interest and commitment among potential participants to register for forthcoming educational programs organised as part of the EnTRAINER project, indicating a tangible outcome in terms of increased participation and engagement.

Further dissemination actions:

Dissemination on partner's website: <https://entrec.utcluj.ro/workshop-proiect-entrainer/>

Dissemination on partner's LinkedIn page:

<https://www.linkedin.com/feed/update/urn:li:activity:7129856301391613953>

Workshop #2

Organisers: SERVELECT (SVL)

Format: Live

Total participants: 117

Date of Workshop: 15 April 2025

Brief:

Servelect organised the 2nd Entrainer Workshop in Romania, which took place on April 15th, 2025, in Cluj-Napoca. The '*Industry in Transition: Challenges and Solutions for a Sustainable Future*' event was organized in partnership with Banca Transilvania and the Embassy of Sustainability in Romania.

The workshop aimed to bring together industry leaders, experts, and practitioners to explore the current challenges and solutions that help companies remain competitive while transitioning toward sustainability.

The agenda featured presentations and interactive panel discussions that highlighted best practices, shared relevant experiences, and showcased opportunities for adopting sustainable business models. Key topics discussed included:

- Developing a realistic decarbonization plan without compromising competitiveness
- Solutions for decarbonizing industry: from immediate actions to long-term strategic investments
- Industry perspectives: sustainability vs. competitiveness
- Sustainable financing options for companies operating in a competitive market

Speakers included representatives from industrial companies, technology suppliers, the European Bank for Reconstruction and Development, Climate Bonds Initiative, Banca Transylvania, academia, and non-profit organisations.

The event attracted over 100 participants from across the country.

Further dissemination actions:

Several dissemination channels:

- Direct invitation via e-mail and phone follow-up
- Website landing page promoting the workshop: <https://servelect.ro/eveniment-industria-in-tranzitie/>
- Servelect Newsletter
- Social media promotion (Facebook and LinkedIn)
 - <https://www.linkedin.com/feed/update/urn:li:activity:7316417715190009856>
 - <https://www.linkedin.com/feed/update/urn:li:activity:7315695174846676992>
 - <https://www.linkedin.com/feed/update/urn:li:activity:7314966052046626817>

- <https://www.linkedin.com/feed/update/urn:li:activity:7313531544608907264>
- <https://www.linkedin.com/feed/update/urn:li:activity:7312797517019017216>
- Promotion through our event partners' channels (Banca Transilvania and Ambasada Sustenabilitatii in Romania)
 - https://www.linkedin.com/posts/ambasada-sustenabilitatii-in-romania_industriaintranzitie-eficientaenergetica-activity-7313434784108576769-Grr4?utm_source=share&utm_medium=member_desktop&rcm=ACoAABlys-OBov9EX67RXu2Go1nn5SH2VkXJb0U
 - https://www.linkedin.com/posts/oanagrosanu_industriaintranzitie-eficientaenergetica-activity-7313442713389965312-TGEA?utm_source=share&utm_medium=member_desktop&rcm=ACoAABlys-OBov9EX67RXu2Go1nn5SH2VkXJb0U
 - <https://blog.bancatransilvania.ro/evenimente/industria-in-tranzitie>

After the workshop:

- 2 Social media posts (Facebook and LinkedIn): one with pictures and the other one with the after movie that we made during the workshop
 - After movie - <https://www.linkedin.com/feed/update/urn:li:activity:7323299550255804417>
 - Pictures: <https://www.linkedin.com/feed/update/urn:li:activity:7318609511571701760>
- Feedback questionnaire sent to the participants
- After event dissemination made by the partners and speakers:
 - https://www.linkedin.com/posts/nataliaciobanuofficial_food-agriculture-energy-activity-7320321481807163393-eZl6?utm_source=share&utm_medium=member_desktop&rcm=ACoAABlys-OBov9EX67RXu2Go1nn5SH2VkXJb0U
 - https://www.linkedin.com/posts/nataliaciobanuofficial_greentransition-decarbonisation-sustainability-activity-7318900110619238400-DNZK?utm_source=share&utm_medium=member_desktop&rcm=ACoAABlys-OBov9EX67RXu2Go1nn5SH2VkXJb0U
 - https://www.linkedin.com/posts/nataliaciobanuofficial_industriaintranzitie-eficientaenergetica-activity-7315656418752192513-Nkpj?utm_source=share&utm_medium=member_desktop&rcm=ACoAABlys-OBov9EX67RXu2Go1nn5SH2VkXJb0U
 - https://www.linkedin.com/posts/gabriela-constantin-32861b20_sustainablefinance-transitionplanning-decarbonisation-activity-7318551872376569858-Nse4?utm_source=share&utm_medium=member_desktop&rcm=ACoAABlys-OBov9EX67RXu2Go1nn5SH2VkXJb0U
 - https://www.linkedin.com/posts/gabriela-constantin-32861b20_industriaintranzitie-eficientaenergetica-activity-7315702653362044928-Y2h1?utm_source=share&utm_medium=member_desktop&rcm=ACoAABlys-OBov9EX67RXu2Go1nn5SH2VkXJb0U
 - https://www.linkedin.com/posts/mihaelagolea_industriaintranzitie-eficientaenergetica-activity-7318647159996715010-3UEv?utm_source=share&utm_medium=member_desktop&rcm=ACoAABlys-OBov9EX67RXu2Go1nn5SH2VkXJb0U

- https://www.linkedin.com/posts/cosmin-calin-3a063213_industriaintranzitie-eficientaenergetica-activity-7318686578598404097-ysGI?utm_source=share&utm_medium=member_desktop&rcm=ACoAABlys-0Bov9EX67RXu2Go1nn5SH2VkXJb0U

Pictures:



2.5.4. Spain

Workshop #1

Organisers: Technical University of Valencia (UPV)



Format: Hybrid

Total participants: 22

Date of Workshop: 4 May 2023

Brief:

The workshop's target group was industrial companies seeking to increase their energy efficiency. The content of the presentation included the main goals for the UPV partners and for the companies attending this preliminary meeting and the work packages ahead that are of interest for the attendees. The level of engagement that the project would require from them was also presented, as well as the expected short-term and long-term benefits.

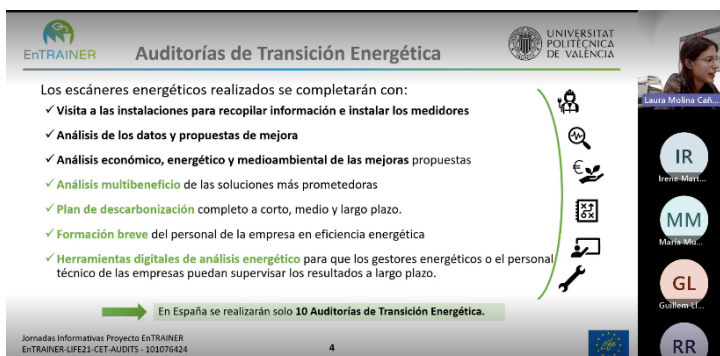
Lastly, the attendees exchanged opinions and their impressions about the project. They commented on the state of the company regarding energy demand and CO2 emissions, as well as their interest in participating in the project with the aim of becoming a more sustainable business.

Further dissemination actions:

The workshop was promoted via email and through posts on social media (link below).

- https://x.com/ases_iae/status/1654061010775425025?s=20

Pictures:



Workshop #2

Organisers: BEON Gestiona Sociedad Limitada (BEON)

Format: Hybrid

Total participants: 79

Date of Workshop: 17 October 2025

Brief:

The Workshop was organized to disseminate insights and key findings from LIFE-CET projects aimed at improving energy efficiency, plus sharing synergies. There was also an open discussion with all

speakers on project legacy, policy relevance and possible paths forward. Through impactful presentations, the door was left open for future collaborations, being inspired by the milestones reached and the lessons learned.

Further dissemination actions:

The workshop was promoted via email and through posts on social media (links below).

- https://www.linkedin.com/posts/ases-advanced-solutions-for-energy-sustainability_workshop-17-oct-activity-7381231569350418432-3nHN?utm_source=share&utm_medium=member_desktop&rcm=ACoAAD0pCYABqOlafvR012qIRVb2_cLrJwb4u50
- https://www.linkedin.com/posts/ases-advanced-solutions-for-energy-sustainability_entrainer-workshop-energytransition-activity-7385931334717947904-3f6W?utm_source=share&utm_medium=member_desktop&rcm=ACoAAD0pCYABqOlafvR012qIRVb2_cLrJwb4u50

Pictures:



A closing note on the workshops is related to the graphic asset and communication material. Visual products for the workshop's communication purposes were designed to support CPs who required

graphic layouts. Specifically, a **banner** to advertise the national workshop and a general **roll-up** in which the title of the workshop (or event) may be inserted; both could be readapted for other purposes. A few examples used in Greece and Italy are below:



Figure 16 - Banners to advertise the national workshops



Figure 17 - EnTRAINER official roll-ups

2.6. Scientific papers

According to the project's description, the publication of three scientific papers starting from 2024 was planned. By the time of writing this report eight **scientific papers** have been published related to the EnTRAINER project, going far beyond the initial expectations.

Below the list with titles, authors and DOI references:

1. **EnTRAINER's Project Tools Framework for Energy Transition Audits Towards Decarbonization**, Stavros P. Filippidis; Nikolaos S. Kelepouris; Aggelos S. Bouhouras; Georgios

- C. Christoforidis; Ioanna D. Pasiopoulou; Grigoris K. Papagiannis, 2024 3rd International Conference on Energy Transition in the Mediterranean Area (SyNERGY MED), Limassol, Cyprus, 2024, pp. 1-5, DOI: 10.1109/SyNERGYMED62435.2024.10799389
2. *A Novel Educational and Training Program on Energy Transition Audits and Decarbonization*, B. Roxana-Valentina, Ș. Denisa, C. Levente, C. Ștefan, J. Dacian and M. Alexandru, "Empowering Energy Professionals: A Novel Educational and Training Program on Energy Transition Audits and Decarbonization," 2024 IEEE International Conference And Exposition On Electric And Power Engineering (EPEI), Iasi, Romania, 2024, pp. 400-405, DOI: 10.1109/EPEI63510.2024.10758039
 3. *Energy transition audits in industries located in Valencian region*, Mar Cañada-Soriano, Elisa Peñalvo-López, Carla Montagud-Montalvá and Iván Valencia-Salazar Published under licence by IOP Publishing Ltd, Journal of Physics: Conference Series, Volume 2940, 41st UIT International Heat Transfer Conference 19/06/2024 – 21/06/2024 Napoli, Italy, DOI: 10.1088/1742-6596/2940/1/012016
 4. *Identifying the non-technical barriers of energy audits in industries: the EnTRAINER Project approach*, Theofilos A. Papadopoulos; Ioanna D. Pasiopoulou; Grigoris K. Papagiannis 34th Annual Conference of the European Association for Education in Electrical and Information Engineering (EAEEIE), Cluj Napoca, Romania, 2025, DOI: 10.1109/EAEEIE65428.2025.11136705
 5. *Asynchronous online courses for training in Energy Transition Audits. EN 34th Annual Conference of the European Association for Education in Electrical and Information Engineering (EAEEIE 2025)*, Peñalvo-López, Elisa; Valencia-Salazar, Iván; León-Martínez, Vicente; Montañana-Romeu, Joaquín; Leon-Vinet, Amparo; Andrada-Monrós, Clara (2025). (1 – 4). Cluj-Napoca, Romania, DOI: 10.1109/EAEEIE65428.2025.11136488
 6. *Analysis of current barriers in the implementation of energy efficiency methods in the European industry. EN 21st International Conference on Renewable Energy and Power Quality (ICREPPQ'23)*, Molina-Cañamero, Laura; Peñalvo-López, Elisa; Valencia-Salazar, Iván; León-Martínez, Vicente (2023). Madrid, Spain: DOI: 10.24084/repqj21.375
 7. *Training programme in Decarbonisation audits for intense energy industries. EN 11th International Conference on Innovation, Documentation and Education (INNODOCT 2023)*, Peñalvo-López, Elisa; Molina-Cañamero, Laura; Valencia-Salazar, Iván (2023). (140 – 148). Bucaramanga, Colombia: Latin America, DOI: <http://dx.doi.org/10.5281/zenodo.10633320>
 8. *Lifelong Learning to Path the Way towards Decarbonization: A European Collaborative Framework for Energy Professionals Development*, Ștef Denisa; Ceclan Andrei; Czumbil Levente; Timea Farkas; Briscan Roxana -Valentina; Cîrstea Ștefan-Dragoș, Energy Transition Research Center, Technical University of Cluj-Napoca, DOI: 10.1109/EAEEIE65428.2025.11136198.

The eight papers are available for viewing and downloading in the EnTRAINER web page [Results](#) (Figure 18).

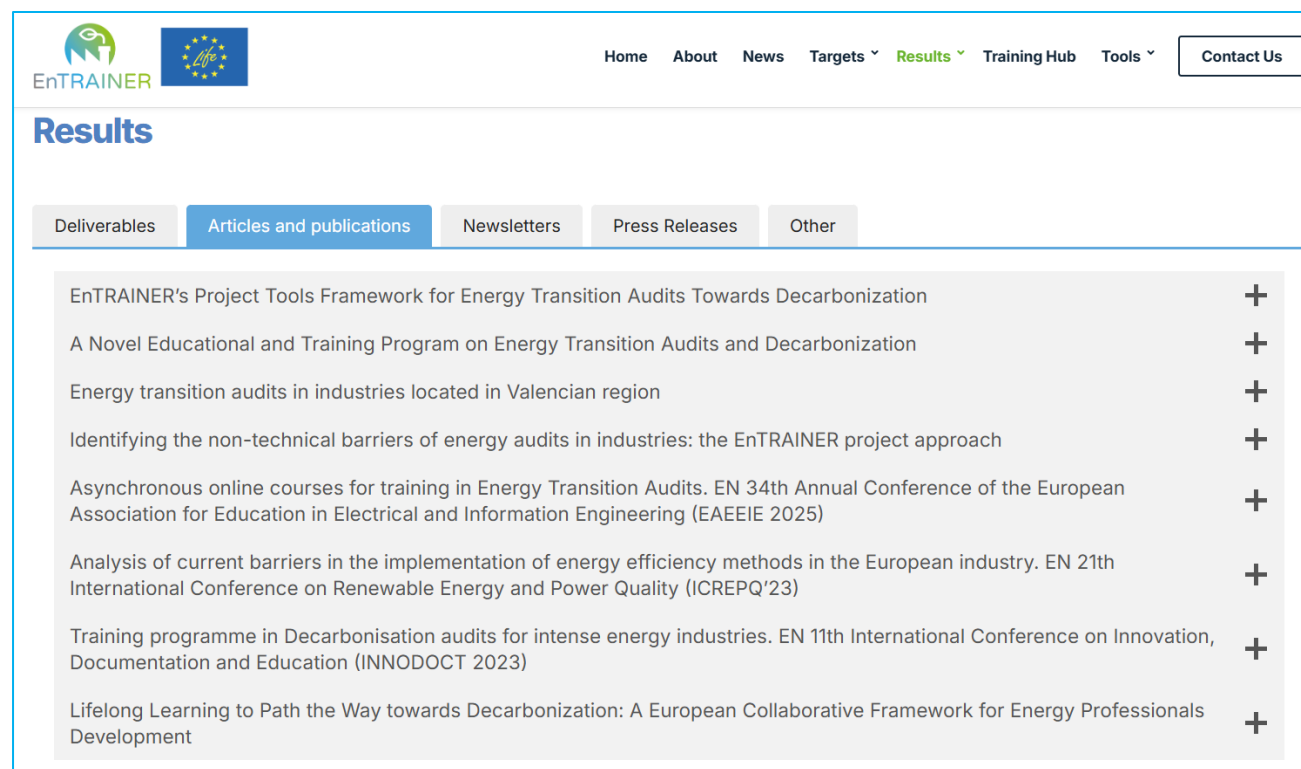


Figure 18 - Scientific papers on the EnTRAINER website

2.7. EnTRAINER Video pills and Webinar

Another output of the project was the delivery of at least **four video pills**, one in each participant country. Video pills are short videos (three to five minutes) meant to be a story telling of the three years of the EnTRAINER project and its actions from different points of view.

The videos feature a mix of interviews taken by the main project's protagonists telling their experience and values in taking part to EnTRAINER. Starting from the CPs, interviews were made to external stakeholders involved in EnTRAINER, such as professionals who participated to the Training Programme and staff from companies where the ETAs were completed.

In addition, a **project webinar** of about 37 minutes was released, summarising the whole project's goals and actions, including the main outputs such as the tools and the ETA methodology.

The scope of the video pills and the webinar is to leave a legacy of the project that can be easily shared and distributed through several channels beyond the project's life.

The video pills and the webinar are all available in dedicated web pages of the EnTRAINER website:

- [Video Pills](#)
- [Webinar](#)

D6.1 Portfolio of Dissemination Material and Activities

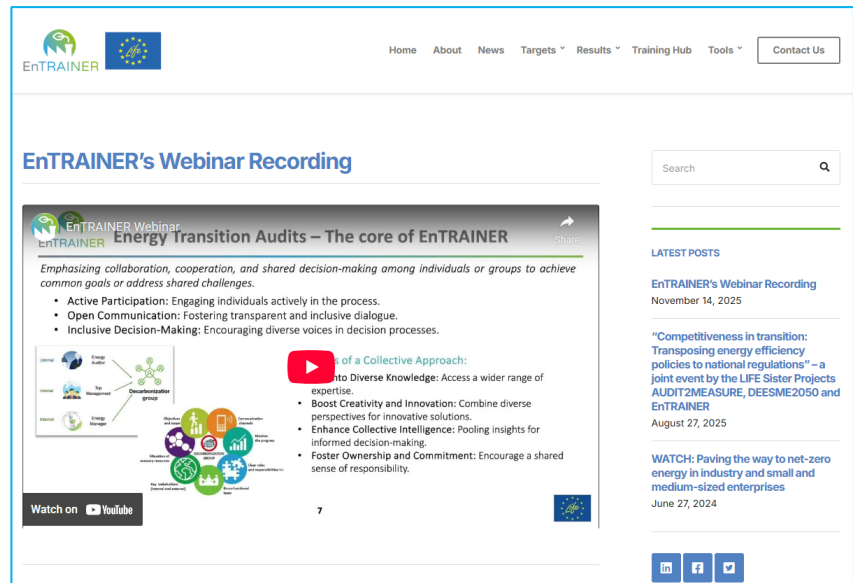
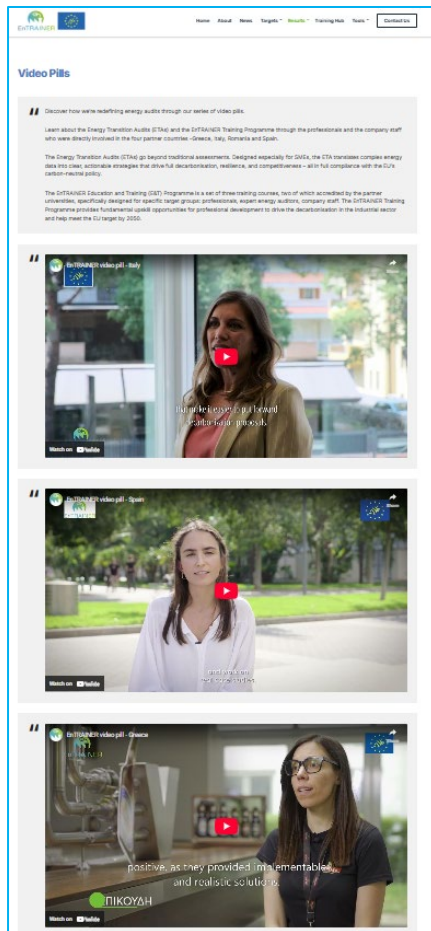


Figure 19 - Video Pills and webinar web pages on the EnTRAINER website

In addition, to contribute more to their distribution in other potential platforms, the video pills and the webinar were uploaded in a dedicated YouTube channel that was created to be publicly available: [@EnTRAINEREU LIFEProject](#) (Figure 20).

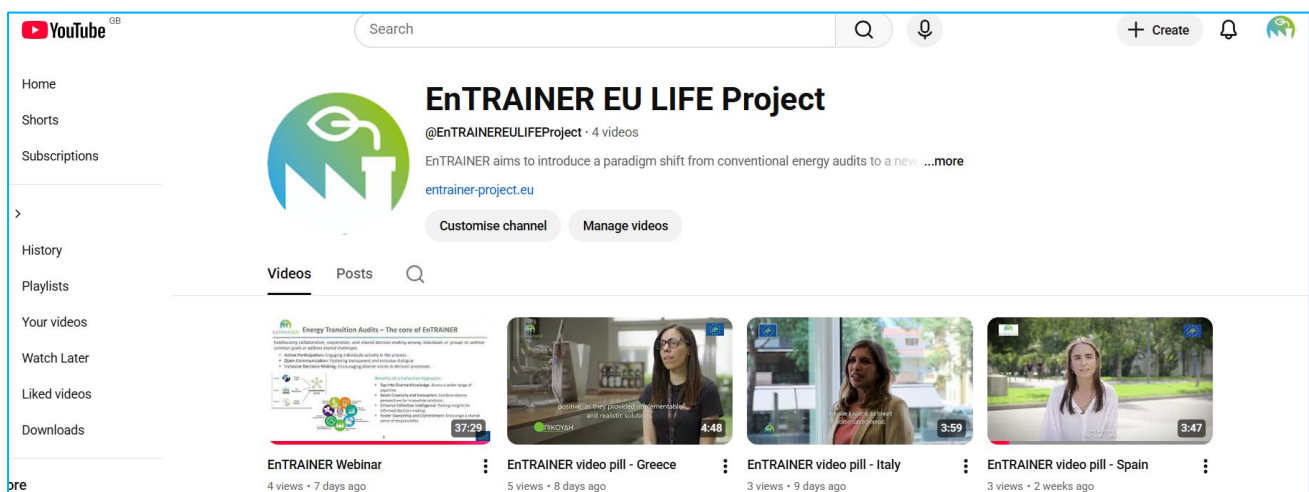


Figure 20 - EnTRAINER YouTube channel

2.8. EU and International Events and collaboration with Sister Projects

Since the beginning of the project, the EnTRAINER consortium started interacting with several EU funded Sister projects. From the communication's perspective, the aim to join the effort was to amplify the sister projects' messages and boost the impacts while targeting the same stakeholders.

The first occasion was the participation to the **Policy Session** held within the **EUSEW 2024**. The EnTRAINER consortium led and coordinated the submission and then the delivery of the session '*Paving the way to net-zero energy in industry and small and medium-sized enterprises*', a joint effort by **six EU funded Sister Projects** (EnTRAINER, AUDIT2MEASURE, DEESME2050, EE4SMEs, EE4HORECA, KNOWnNEBs).

The session was divided in two main parts. In the initial part three professional experts delivered a pitch where the key themes were:

1. Pitch #1, ***Existing gaps and barriers in implementing energy efficiency (EE) projects***. Acknowledging existing barriers, successful implementations of EE measures in real cases are assessed.
2. Pitch #2, ***The challenges on data***. A critical look at the challenges of data collection, acquisition, and their credibility.
3. Pitch #3, ***Adding value to energy efficiency investments***. Hands-on experience by all projects to discuss questions on the most effective strategies to implement energy audits and EE measures and to access financial tools.

In the second part, a round table followed with three esteemed panellists sharing their insights on key areas, starting from the briefings and from the inputs by the audience. The panellists were chosen to combine expertise on energy efficiency in industry, on multi-benefits and on funding schemes for EE measures, ensuring a rigorous and insightful discussion.

Figure 21 from the official EUSEW Interactive webpage features the session with the different speakers and the moderator, protagonists of the session.

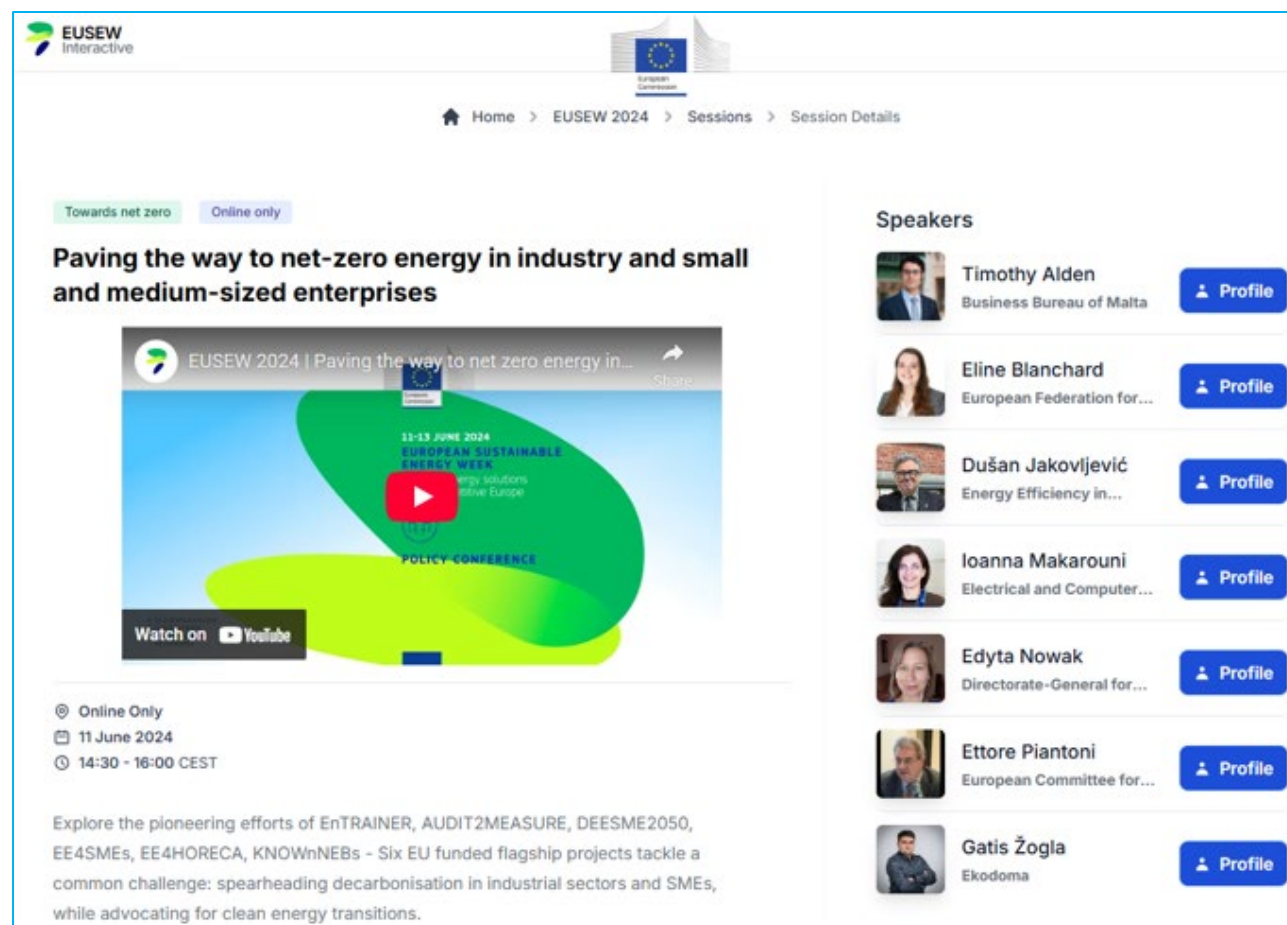


Figure 21 - Screenshot from the official page of the EUSEW Interactive portal

The total number of attendants were 388.

Ref. links:

- EUSEW Interactive portal: <https://interactive.eusew.eu/eusew-2024/sessions/aa80861b-edbe-4fb4-a8c7-90752443f6f8>
- YouTube: <https://www.youtube.com/watch?v=CxCn5JBd9v0>
- EnTRAINER website: <https://entrainer-Project.eu/watch-paving-the-way-to-net-zero-energy-in-industry-and-small-and-medium-sized-enterprises/>

Following the successful experience at the EUSEW 2024, the EnTRAINER consortium kept collaboration ongoing with the sister projects in different ways. Below a list of other joint actions in chronological order:

- **KNOWnNEBS Newsletter** – Contribution to the **KNOWnNEBS Newsletter No.3** with a section dedicated to the EnTRAINER project (Figure 22). The reach of the newsletter has been estimated as 2100 people.



Figure 22 - Extract of the KNOWNNEBs Newsletter

- **Webinar 'Competitiveness in transition: transposing energy efficiency policies to national regulations'** (Figure 23) – joint event hosted by AUDIT2MEASURE (coordinator), DEESME2050, and EnTRAINER on the 16th of September 2025, to discuss how to effectively transpose EU energy efficiency policies into national regulations to enhance competitiveness during the energy transition. The event featured contributions from the European Commission, industry, and research institutions, focusing on topics like industry-specific challenges, innovation, and strategies to ensure competitiveness while meeting decarbonization goals. Attendance: 78 participants.



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COMPETITIVENESS IN TRANSITION: TRANSPOSING ENERGY EFFICIENCY POLICIES TO NATIONAL REGULATIONS (AUDIT2MEASURE, DEESME 2050, ENTRAINER)

🏠 > 2025 > SEPTEMBER > 4 > NEWS > COMPETITIVENESS IN TRANSITION: TRANSPOSING ENERGY EFFICIENCY POLICIES TO NATIONAL REGULATIONS (AUDIT2MEASURE, DEESME 2050, ENTRAINER)

Competitiveness in transition: transposing energy efficiency policies to national regulations (AUDIT2MEASURE, DEESME 2050, EnTRAINER)

🕒 04.09.2025

Di. 16. Sept. 2025

10:30 - 12:00 MESZ

Online

Figure 23 - EU LIFE web page promoting the joint webinar

Ref. links: <https://www.eehub4sme.eu/2025/09/04/competitiveness-in-transition-transposing-energy-efficiency-policies-to-national-regulations-audit2measure-deesme-2050-entrainer/> and <https://events.teams.microsoft.com/event/f581d700-a391-4500-a5bf-86f760a188a0@42dda70e-92cc-47b1-8798-51e5ab77a469/registration>

- **KNOWnNEBs Final Conference series** – participation of EnTRAINER on the second day of the Conference series with a dedicated session on the ‘lessons learnt from the Project’ (Figure 24). Attendants: 52 people.



INVITATION TO THE FINAL CONFERENCE SERIES

12.09.2025 (online)
19.09.2025 (online)
03.10.2025 (hybrid)

We are delighted to invite you to the **Final Conference of the EU project KNOWnNEBs**, a unique 3-event programme showcasing the results, lessons, and future opportunities of integrating **Non-Energy Benefits (NEBs)** into energy efficiency audits. The series combines two focused online seminars with a hybrid final event in Vienna, held in conjunction with the **Annual Conference of YES-Europe**.

KNOWnNEBs has received funding from the European Union's LIFE21-CET-AUDITS programme under grant agreement no. 101076494.

Registration:

a) Sent an e-mail to anmeldung@seven.at concerning FINAL CONFERENCE REGISTRATION or
b) **Register here online**

MsTeams- LINK for direct participation: JOIN THE MEETING HERE
(We kindly request that you register ONLINE in any case.)

Event 1 – Project Results and Insights
September 12th, 2025 | online | 9:00 – 10:40 (CET)
Discover the methods, results, and services developed by the KNOWnNEBs project. Gain insights from project partners on lessons learnt and how NEBs can strengthen the impact of energy audits across Europe.

AGENDA:

- 9:00-9:05 Welcome Georg Benke (e7)
- 9:05-9:20 Oronzo Dalosio (Cinea): The importance of energy audits from the EU's perspective. (requested)
- 9:20-9:55 Gatis Zogla (Ekodoma): The idea and methodology of NON ENERGY BENEFITS
- 9:55-10:10 Paula Fonseca (ISR - University of Coimbra): Evaluation of the Feedback of the auditors using NEBs Methodology and the tools
- 10:10-10:20 Andrea Cervato (SOGESCA srl): Economic and financial analysis of the proposed energy efficiency measurements for an Italian pilot company
- 10:20 – 10:40 Question, Discussion

Event 2 – Lessons from Sister Projects
September 19th, 2025 | online | 9:00 – 10:45 (CET)
Learn from KNOWnNEBs and our EU sister projects (DEESME 2050, AUDIT2Measure, EnTRAINER, EE4SMES) and join the discussion on how European initiatives are reshaping the future of energy audits and efficiency measures.
For almost three years now, Experts from different countries and research institutes have been working intensively on the question of how to improve the impact of audits. In the process, they have gained a lot of new insights that were not the focus of their work in one form or another, but are important for our

activities and for the significance of audits. Were there new insights or approaches? **In other words, lessons learnt from the project.**
KNOWnNEBs: Magarita Puente (Escan)
DEESME 2050; Ivana Roguj (IEECP)
AUDIT2Measure, Maggiore Simone (RSE)
EnTRAINER; Angelos Bouhours from the University of Western Macedonia
EE4SMES, Ivana Almora (EURO Chambers)
Discussion

Event 3 – Hybrid Conference in Vienna
October 3rd, 2025 | 12:45 – 17:00 | Vienna & online (CET)
Praterstraße 25a, 1020 Vienna
Part of the **YES-Europe Annual Conference** (Oct 2nd – 4th), this event features:

- Keynote Speeches** on energy efficiency, prosumers, and the power of energy audits
 - Keynote speech 1: Peter van Kemseke (European Commission, von der Leyen Cabinet) on the Green Deal and current energy policy from Brussels
 - Keynote Speech 2: The power of energy audits, Georg Benke, KNOWnNEBs & e7
- Panel Discussion** with experts and practitioners on smart energy management
 - Georg Benke, e7 (KNOWnNEBs)
 - Awattar/Iado (requested)
 - Daniel Schaub Meneses (The Energy Bridge) (requested)
- KNOWnNEBs Workshop** (on-site only): Improving Energy Efficiency through KNOWnNEBs
 - 15:00- 17:00
 - Learn more about how to use NEBs and take part in a workshop to practise incorporating them into your audit results presentations.

This final event offers a unique opportunity to network, exchange knowledge, and shape the future of energy auditing and policy development in Europe.
Participation is free of charge, but registration is required.
We warmly invite you to join us online or in Vienna and be part of advancing the role of Non-Energy Benefits in Europe's energy transition.

KNOWnNEBs

Figure 24 - Invite and Agenda of the KNOWnNEBs Conference series

Ref. links: https://www.e-sieben.at/en/Projects/22003_knownnebs.php and https://www.linkedin.com/posts/Project-knownnebs_audit2measure-ee4smes-knownnebs-activity-7372192272924360704-M7c7?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAMt5MMBoYIjdxzI7C9AK-omLuU-JrtBpc

- **EnTRAINER workshop/final event** – Among the others, the event hosted four Sister Projects: DEESME2050, Audit Plus+, AENEAM, PUMP-UP. The event was delivered in hybrid mode with a total of 79 participants. More information and links in chapter 2.5.



Figure 25 - Promotional material EnTRAINER Workshop Valencia

3. Impacts

By the end of the EnTRAINER project, the KPIs that reflect the impacts of the communication and dissemination actions went well beyond the initial goals set by the CPs.

To ensure a robust record, the different activities by the CPs were reported for each partner country in **internal logs**, live documents regularly updated. The figures from the four country logs were collected and consolidated in the below Table 7 showing the **KPIs achieved** during the whole project's life, from December 2022 (M1) until November 2025 (M36) as available at the time of writing this report, compared with the initial planned KPIs.

Table 7 - EnTRAINER KPIs

Description Project-End Value			Expected KPI (in units)	KPI M1-M18	KPI M1-M36
Stakeholders reached through media and events during the Project/ communication and dissemination activities			106,750	165,690	960k
Action	Target group	Mean	Expected stakeholder Impacts (in units)	KPI M1-M18	KPI M1-M36
EU information, dissemination and training events	People with different professional and educational background (= not specific target, all is fine)	Participate and/or contribute to EU information, training and dissemination events	400	135	133,091
Participate jointly in dissemination actions and events in collaboration with Sister Projects promoting outcomes and conclusions extracted from all the projects	People	Jointly in dissemination actions and events in collaboration with Sister Projects	800	Preparation ongoing for EUSEW ongoing with Sister Projects	2,152
Participate in one (1) international event	Interested stakeholders	Two international events: • EUSEW2024 • Competitiveness in transition: ...	150		466
Organize 8 local workshops in the four (4) participating countries	Interested stakeholders	Local workshops in the four Project countries	400	189	459
Facilitate the connection of energy professionals through the web platform, the knowledge-sharing hub and the capacity-building plan	Energy professional	Knowledge sharing hub	5,000	TBC	7,250
		Capacity building plan			
Initiate a wide media promotion through the EnTRAINER web platform, social media, dissemination	Viewers	Web platform (website)	100,000	165,366	817,465
		Social Media			

D6.1 Portfolio of Dissemination Material and Activities

material, i.e. leaflets, newsletters, press releases, YouTube channel with the Project videos and scientific papers, along with training activities		Leaflet, newsletters, press releases			
		YouTube channel with the videos			
		Scientific papers			

4. Conclusion

The present document illustrates the **EnTRAINER's Portfolio of the Communication and Dissemination** material and activities that fall under the EnTRAINER Communication and Dissemination Strategy. During the project, additional communication and dissemination products were envisaged considering the emerging needs. Consortium Partners (CPs) adapted their messages tailoring the materials at national and international levels where necessary, always being compliant with the EU binding guidance (EU emblem and disclaimer).

The EnTRAINER **Dissemination and Communication logs** were a useful tool to keep **record** of all activities delivered at national level by each CP. These tools were regularly updated, an exercise that proved to be excellent to reflect the **overall KPIs and impacts** from the dissemination and communication activities reported to the European Commission under the GA, and in line with the Coordination team and the CPs needs.

An important aspect to highlight is the **close collaboration** among partners and other Sister Projects. Collaboration proved to be a fundamental element to build valuable and robust outputs in the project, such as methodologies, tools, solutions and best practices. The crucial role played by the communication and dissemination actions is to spread the message, promoting the results and ensuring the use of the Project's outputs. In EnTRAINER the close collaboration **among CPs** as well as the joint communication and dissemination actions **with the EU Sister Projects** was a unique opportunity to build on existing networks and boost the Projects' results.

Finally, within the EnTRAINER project it was proved that **combining** scientific and technical collaboration with powerful **communication and dissemination action** is essential to ensure that project's outputs are made available to the public.

The need to have a consistent and substantial **message reaching the targeted stakeholders** is the key to sensitise their opinion leading to that critical cultural turning point in their mindset that **allows the shift towards a new decarbonisation trend** within the industrial sector, necessary to reach the EU full decarbonisation target by 2050.

EnTRAINER references



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EnTRAINER partners



POWER SYSTEMS LABORATORY
ARISTOTLE UNIVERSITY OF
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