European Framework Initiative for Energy & Environmental Efficiency in the ICT Sector

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D4.2 - FIRST ANNUAL REPORT ON ICTFOOTPRINT COMMUNICATION & OUTREACH ACTIVITIES

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	RE: Restricted to a group specified by the consortium (including the Commission)
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Disclaimer

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Executive Summary

The following report comprises a detailed approach to the ICTFOOTPRINT.eu communication strategy and outreach of year one of the project spanning from 01/02/2016 – 31/01/2017. The specific goals, actions and communication objectives, with corresponding KPIs are described.

The consortium describes how it works first from stakeholder needs and then delivers high-impact communication messages and dissemination activities around specific channels, means and languages to cater for the different stakeholders' content ICTFOOTPRINT is aimed at. Once the stakeholders have been identified, the content rich information is regularly communicated; the next step is to deliver it through the various communication tools and services the results-oriented messaging. The report will outline the communication and outreach activities and the means, such as videos, website, events, webinars, and communications materials used to deliver the communication in year one together with its related impact.

The document is divided in specific activity sections, listing the results achieved during year one of the project:

- **Section 1** has a brief description of the ICTFOOTPRINT.eu services available so far.

- **Section 2** describes the project's stakeholders and audiences.

- **Section 3** lists the general communication goals and objectives achieved during the year.

- **Section 4** provides more detailed information about all the communication & outreach activities performed. Website, social media, events, communication materials, newsletter and synergies are examples of categories described in this section, including a dedicated subsection about risks and contingencies.

- **Section 5** describes the plans and foreseen communication activities for the year 2 of the project.

All ICTFOOTPRINT.eu communication and outreach activities performed aimed to maximise the outreach, dissemination and exploitation impacts of the project during the first year, with the intent to have the same effect during the whole project lifetime and after its conclusion.

1 ICTFOOTPRINT.eu offer/services

With the central goal of becoming "the reference framework initiative for energy and environmental efficiency in the ICT sector", ICTFOOTPRINT.eu has set a series of practical, useful and user-friendly services that aim to raise awareness on ICT carbon and energy footprint methodologies and finally help stakeholders as European private and public sector in adopting these methodologies.

In relation to the project's main purposes, the services that ICTFOOTPRINT.eu aims at delivering during the project's lifespan cover:

1. A **Web application platform**, available in 5 European languages: English, German, French, Spanish and Italian.
2. A user-friendly implementation of the key principles ICT carbon and energy **footprint calculation methodologies** (including the ones from SDOs: ITU, GHG Protocol, ETSI, IEC) where end-users can calculate their carbon footprint.
3. A **Help desk** with high-standard response time and accurate content (e.g. factsheets, Frequently Asked Questions, etc.) about adopting carbon and energy footprint methodologies.
4. A **Marketplace,** where buyers and suppliers (both types including SMEs) can do business regarding ICT energy efficiency.

1.1 Purpose and Scope ICTFOOTPRINT.eu offer/services available so far

The services that ICTFOOTPRINT.eu wants to offer, as listed in the previous section, have been planned in view of specific purposes and scope, which are:

1. Offer practical **support services** to the community, in order to facilitate the adoption of ICT standards and methodologies for measuring carbon and energy footprint. Specifically, the project aims to provide useful and comprehensive tools (as the self-assessment tools) in order to facilitate the calculation of carbon footprint in ICT, in a standardised way. During the first year, ICTFOOTPRINT.eu had the purpose of providing a preliminary version of the self-assessment tools, while setting up the Online Marketplace together with the Help Desk and the FAQ page.
2. Set up and maintenance of the ICTFOOTPRINT.eu **web platform**, delivering all the online functionalities and services to all stakeholders.
3. The activity that ICTFOOTPRINT.eu carries out to deliver the above-mentioned services is strongly linked with the efforts undertaken for establishing relevant **liaisons**, both in terms of know-how exchange and coordinated activities, with the relevant bodies. This parallel activity is decisive for the development of a common and homogeneous framework based on the necessary level of expertise.
4. Leverage on the **EAG** (External Advisory Group), which are dynamic, highly qualified, and international opinion leaders at European and global level in order to have constant expert feedback on ICTFOOTPRINT.eu services and to consequently **provide an always up-to-date offer to the reference community**.
5. Leverage on the services provided for increasing the awareness of ICTFOOTPRINT.eu over the European community, also thanks to the **dissemination and communication tools** such as social media channels.
6. ICTFOOTPRINT.eu services aim at increasing the stakeholders' **engagement**, having the final objective to encourage a culture of sustainability and increase awareness about ICT's environmental impact methods to measure it and means to reduce it, over European SMEs, Public Authorities and citizens.

During the first year of activity, ICTFOOTPRINT.eu planned to reach a set of targets and related KPIs for each service, as addressed more specifically in section 3.

ICTFOOTPRINT.EU
European Framework Initiative for Energy & Environmental Efficiency in the ICT Sector

2 ICTFOOTPRINT.eu target audiences / stakeholders

As identified in D3.1 and in D4.1, ICTFOOTPRINT.eu identified key target stakeholders, dividing them in two main categories: primary stakeholders and secondary stakeholders, each of which accounting for different engagement priorities. Primary stakeholders are the main target users of the ICTFOOTPRINT.eu online platform; they are represented by ICT intensive SMEs and ICT suppliers (also called "sellers" in the Online Marketplace). They are the target stakeholders for the adoption of ICTFOOTPRINT.eu online services: self-assessment tools, Online Marketplace, Help-Desk and support services.

Secondary and other stakeholders represent target groups that can also benefit from the ICTFOOTPRINT.eu offer or influence in some way its uptake and sustainability.

During Year 1, ICTFOOTPRINT.eu has focused its messaging activities on both primary and secondary stakeholders. However, more attention has been dedicated to ICT intensive SMEs, ICT suppliers and SDOs.

Table 1 - ICTFOOTPRINT.eu Stakeholders

Stakeholder Category		Classification	Outreach activities - Year 1
ICT Intensive SMEs		Primary	Recruitment for the 1st and 2nd release of the Online Marketplace via social networks, newsletters, events.
Suppliers	ICT System Integrators and developers	Primary	
	ICT Service Providers	Primary	
	ICT Product Manufacturers	Primary	
Public Administrators		Secondary	Engagement via direct email, social networks and web platform communication activities.
Standard Development Organisation (SDO)		Secondary	
Citizens		Other Stakeholders	General dissemination activities (social networks and web platform)

3 Specific goals, actions & communication objectives & KPIs

The communication objectives were defined based on ICTFOOTPRINT.eu goals and a set of activities have been and will be performed, addressing the different stakeholders' needs.

Table 2 gives an overview of the communication activities targeted for each stakeholder for each goal.

Table 2 - Specific objectives, related actions, KPIs and achievements

Action	Audience	Communication Objectives	Expected Impact by the end of the project	Achieved so far
ICTFOOTPRINT.eu platform with 3 releases, increasing level of service provided (1st release M5 / 2nd release M11 / 3rd release M23 / Final Release M24)	SMEs	Promote services and **tools to access ICT methodologies for SMEs**, with technical guidelines about latest methodologies and metrics defined by different standard organisations	**500 SMEs accessed ICT methodologies (10% from 5.000 contacts from ICTFOOTPRINT.eu database)**	More insights available as soon as the Self-Assessment tool will be online
		Promote dedicated area for SMEs to showcase applicability of latest ICT methodologies implemented	**800 views/month rate on the web platform**	Reached an average of over 2.000 views/month
	Public Administrators	Engage with public administrations (local, regional, national and international) and policy makers supporting the energy-aware mechanisms.	**Engage 20 public administrators**	No public administrators engaged yet

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Action	Audience	Communication Objectives	Expected Impact by the end of the project	Achieved so far
Help desk online translated in 5 languages (English, French, German, Italian, Spanish) (1st release M3, 2nd release M6) and FAQs	**SMEs**	Promote online multilingual help desk. Produce a FAQs manual.	**90% of requests successfully answered**	No requests received so far
List of "Best Practices" from end-users available on the website (1st year – 50, 2nd year – 100, 3rd year – 200)	**SMEs**	Showcase efforts about adoption of ICT energy efficiency best practices in European SMEs, highlighting benefits and facilitate the exchange of experiences among SMEs to report what are the benefits and costs in adopting specific methodologies.	**1000 total views on "Best Practices"**	329 unique views on "Success Stories" page
Documentation from SDOs on 4 ICT methodologies at the end of the project	**Service Providers**	Technical guidelines about latest methodologies & metrics defined by standard organisations, to facilitate their use & implementation in service providers' offers	**100 total views on documentation**	275 page views on the Map of ICT Standards and 203 unique visitors
ICTFOOTPRINT.eu Marketplace On-line meeting point for demand and supply side available for end users. (M5)	**SME**	Promote Marketplace for the **collection of SMEs needs and requirements** and easy access to a catalogue of service providers.	100 SMEs registered in the marketplace	2 Buyers registered on the marketplace so far
	Service Providers	Promote Marketplace where **suppliers with sustainable ICT services can showcase** their products and services to engaged SMEs and Public Administrations.	20 ICT Service Suppliers registered in the marketplace	So far, 19 SMEs registered on the Online Marketplace
	Public Administration	Promote Marketplace where **Public Administrators can propose green opportunities for ICT-intensive organisations** to present in their territory	Engage 20 public administrators	No public administrators were engaged so far
Interface and liaise with the relevant standards bodies (SDOs).	Create synergies with SDOs	Engage with SDO related with energy-efficiency and carbon footprint methodologies, to assess the potential synergies with the project.	Engage with 5 SDOs till the end of the project.	Actively engaged with 2 SDOs (GHG, ITU).
ICTFOOTPRINT.eu Profile database	**All Stakeholders**	Create a profile database of all Stakeholders (primarily, European ICT-intensive players), in order to develop an aggregated community, create new business opportunities for companies adopting and supporting ICT carbon footprint and guarantee business sustainability of ICTFOOTPRINT.eu	1st Year 1,000 records, 2nd Year 2,500 records, 3rd Year 5,000 records Note: 2% of European SMEs (+400,000)	Profiled database records already count 1100 community members contacts
Incentives for SMEs to adopt green practices	**Service Providers**	Engaged with certification authorities (national and international) to support the initiative and create incentives for SMEs to adopt green practices.	Engage with 2 certification authorities	No certification authorities engaged yet
ICTFOOTPRINT.eu sustainable business model.	**All Stakeholders**	Promote the sustainable business model, with no direct cost applied to access methodologies and receive assistance	800 views/month rate on the web platform	Reached an average of 2.084 views/month

Action	Audience	Communication Objectives	Expected Impact by the end of the project	Achieved so far
Selection of 20 members to join ICTFOOTPRINT.eu External Advisory Board	**All Stakeholders**	Promote the EAG, whose members must represent all ICTFOOTPRINT.eu stakeholders	200 total views on EAG page on the website	Reached 220 page views and 155 unique page views on the EAG page

4 Communication & Outreach Activities achieved and related impact – Year 1

In the context of the ICTFOOTPRINT.eu WP4 "Communication & Outreach", the communication activities undertaken during Year 1 focused on raising awareness of relevant communities of stakeholders towards the project's main objectives and scopes, especially promoting the tools and services that the project has launched, in their beta versions, during its first year of life.

The final aim is to raise the interest and to foster the engagement of targeted stakeholders in relation to ICTFOOTPRINT.eu main objectives, tools and services, delivered during the entire project's duration.

To achieve this objective, the engagement strategy defined in D4.1 has listed a set of activities to accomplish during the 3-year project, with a special focus on Year 1. This document shows the activities and the results achieved during Year 1.

4.1 ICTFOOTPRINT.eu Branding & Identity

The ICTFOOTPRINT.eu branding and identity strategy has been refined during this first year of activities.

The logo, as shown in D4.1, has been substituted with a new, version, which includes the payoff "European Framework Initiative for Energy & Environmental Efficiency in the ICT Sector" (replacing the previous one, "Energy & Environmental Efficiency in ICT").

Figure 1 - ICTFOOTPRINT.eu logo

The other aspects of the logo, including green colours and a flat simple design, have remain unchanged.

The branding and its logo will be used in all project dissemination tools. It has already been used for project templates for PowerPoint presentations, document files, project's website, all social media platforms and press releases.

4.2 ICTFOOTPRINT.eu Website

ICTFOOTPRINT.eu website is the main hub for the project's outcomes and it conveys tools and services, as well as dissemination and communication material, which need to be delivered and implemented during the project's lifetime, through different steps.

ICTFOOTPRINT.eu website has had over 4.200 impressions, from over 1.900 different visitors. The average numbers of pages viewed per session is 5,79 and the average time per session 07min45sec. Peek visits on the website were due mostly to the launch of ICTFOOTPRINT.eu newsletter and one-to-one invitations to join the ICTFOOTPRINT.eu online marketplace.

A first version of the website (online platform) was launched at M3 (1st release), presenting an early version of features. A second version of the website (2nd release) has been implemented at M11, integrating and improving the services launched in the first version and providing new features.

As addressed in D4.1, the web platform needs to present three essential **engagement-oriented sections**. The table below shows the status of each of these sections.

Table 3 - Three essentials engagement-oriented sections

Engagement-oriented sections	Achieved so far (2nd Release)
Marketplace	The Online Marketplace has been launched and further implemented (see chapter "4.2.1 ICTFOOTPRINT.eu Marketplace")
Methodologies	A specific section about methodologies has been published, covering an interactive map of ICT Standards (complete with ICT Standards Factsheets), a informative section about ICT Standards (and methodologies) and a specific section dedicated to SDOs for ICT Standards
Helpdesk	The multilingual Help Desk has been launched and implemented in 5 languages (see chapter "4.2.3 ICTFOOTPRINT.eu Helpdesk").

Table 4 - Web Platform Main Goals

Main Goals of the ICTFOOTPRINT.eu web platform	
MAIN GOALS	Achieved so far (2nd Release)
Provide quality **information** and **user-friendly access** to the framework of metrics and workable **methodologies** for measuring the energy and carbon footprint of the ICT-sector.	Several pages added and/or implemented (see table 5)
Showcase **best practices** (produced in Task 2.1) and examples of how low-carbon footprint solutions can generate cost savings and represent competitive advantage for stakeholders, especially for SMEs.	8 Success Stories have been published on the website (see chapter "4.9 Success Stories")
Facilitate and stimulate opportunities for **collaboration** in the field.	Specific sections have been created with the aim of stimulating opportunities for collaboration: Synergies, Related Tools & Services. However, the entire website is conceived for achieving this objective, via useful tools and services (Marketplace, Help Desk).
Provide **online resources** on the **policy** environment (produced in Task 3.2).	The ICT Standards and Insights sections have been published and will be implemented during the entire project's lifetime, until the 3rd release (M23) and the final release (M34).
Host efficient **help desk** facilities on the carbon footprint methodologies in ICT (Task 2.2 and 2.3).	A multilingual Help desk has been created and published, providing direct support on carbon footprint and energy efficiency issues. A multilingual FAQ section has been published.
Host the **B2B Marketplace** (Task 3.3) facilitating real opportunities among stakeholders for collaboration in the ICT LCE field, engaging directly with current and potential ICT end-users.	A first version of the Online Marketplace has been activated at M5 (see chapter "4.2.1 ICTFOOTPRINT.eu Marketplace")

With its 2nd release, the website now features the following structure:

Table 5 - ICTFOOTPRINT.eu Website Structure at Year 1

SECTIONS	SUB-SECTIONS / CONTENT
ABOUT	- The Project - ICT Carbon Footprint - ICT Methodologies - External Advisory Group - Partners - Synergies
MEDIA	- Press Room - News - Communication Kit
EVENTS	- ICTFOOTPRINT events - Conferences & Workshops - Webinars
INSIGHTS	- Deliverables & Reports - Presentations - Success Stories
ICT STANDARDS	- ICT Standards - SDOs for ICT Standards - Map of ICT Standards

SERVICES	- Services
	  o Help Desk
	  o Self-Assessment Tool
	  o Marketplace
	- Related Tools & Services

HELP DESK	- Help Desk o Glossary
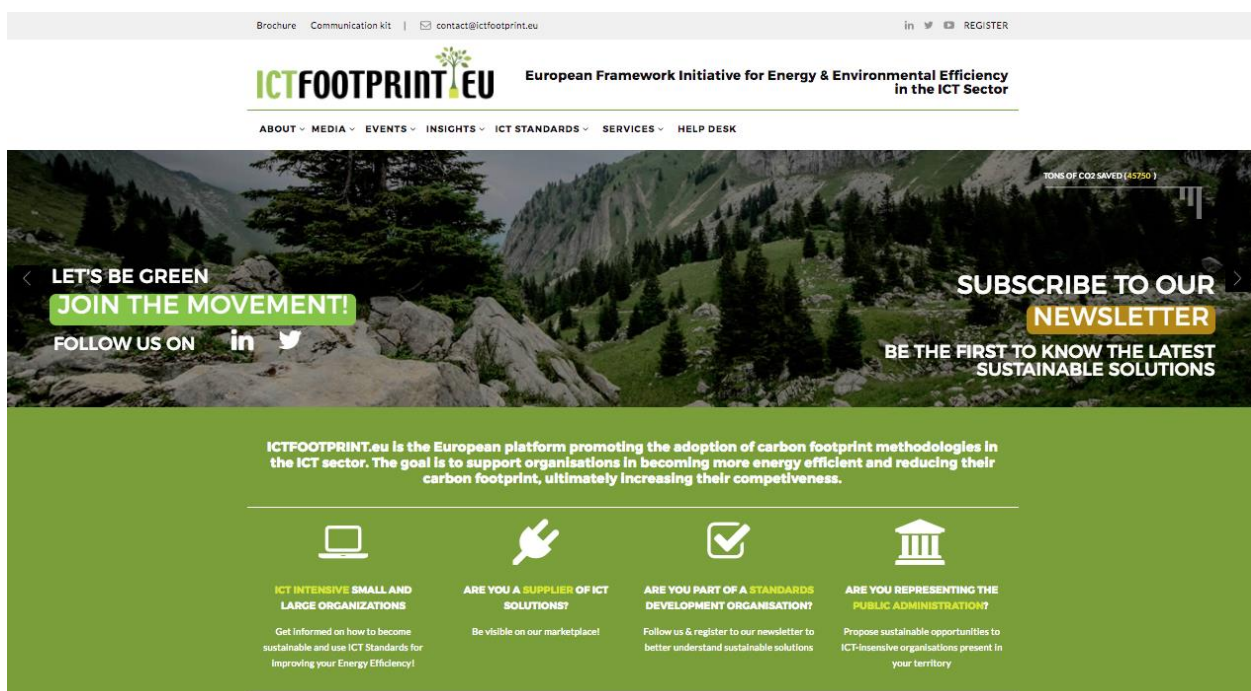
Figure 2 - ICTFOOTPRINT.eu website homepage's top section

4.2.1 ICTFOOTPRINT.eu Marketplace

The Online Marketplace aims at bringing together the demand-side (SMEs willing to adopt low-carbon footprint solutions) and the supply-side (low-carbon footprint solution providers), establishing a level playing field & effectively contributing to speeding up the uptake of energy efficient ICT solutions.

With its 2nd release of the online platform, an early fully working version of the online marketplace has been launched (see Figure 3).

Figure 3 - ICTFOOTPRINT.eu Marketplace's top section

The current version of the Marketplace is structured in six categories, with the aim of covering all the possible products or services offered. The six categories are:

1. Hardware;
2. Software;
3. Connectivity;
4. Data Management;
5. Advisory/Consultancy;
6. Certification and other services.

The user accessing the marketplace can freely browse into these categories, which show all the suppliers currently available on the marketplace (see Figure 4).

Figure 4 - ICTFOOTPRINT.eu Online Marketplace: a suppliers' category and an example of a supplier's details page

Features of the 2nd Release

The set of features that the marketplace accounts are:

1. **Sellers' functionalities**: ICT solution providers are now able to register through an easy and user-friendly submission form. In order to guarantee the "sustainable" aspects of the Online Marketplace, ICTFOOTPRINT.eu has defined a specific process that allows analyse and monitor the sellers' submissions, working as follows:

    a. Once that the seller has submitted his requests, the ICTFOOTPRINT.eu team automatically receives a notification about the submission (in parallel, the seller receives a "welcome email").

    b. ICTFOOTPRINT.eu team has 10 days to analyse the submission request and to get back to the seller, with a positive or negative feedback.

    c. In case the submission request is not complete or the information provided is not clear enough to make a decision, ICTFOOTPRINT.eu team can ask the seller to provide further information.

2. **Buyers' functionalities**: buyers (Organisations or Public authorities, as well as municipalities and NGOs) can freely browse the categories and click on a specific supplier in order to see the details. The user can find the entire supplier's information, as well as the link to the goods or services that the supplier offers. When clicking on the good/service link, it shows a dedicated page with all the details on that particular solution.

    a. Request for information: A specific form has been implemented (on the right of the product/service page) in order to allow the buyer to contact the seller directly, if he is interested in the solution displayed or simply needs further information on the solution itself.

b. Request for quotation: buyers will be able to submit requests for quotation, being this feature available by February 2017.

Achieved Impacts

The online marketplace was launched at M5. So far, we have received a number of requests for submission, which have been analysed by the consortium and managed accordingly.

Table 6 - ICTFOOTPRINT.eu Online Marketplace Submissions

Marketplace	
	Achieved so far
Suppliers	Total submission: 19
	Total online: 15
Buyers	Total submission: 2

The suppliers currently registered on the marketplace come from different ICT sectors, among which the software category is the most popular. The same supplier can belong to more than one category.

Table 7 - ICTFOOTPRINT.eu Online Marketplace Submissions

Suppliers by Category	
Category	**Total Suppliers**
Hardware	3
Software	15
Connectivity	3
Data management	15
Advisory/consultancy	6
Certifications & other services	2

4.2.2 ICTFOOTPRINT.eu Self-assessment tool

The Self-Assessment Tool (SAT) is a central element of the ICTFOOTPRINT.eu value proposition. In fact, in the motivational levers for end-users, the SAT has gained a central position since the "Meeting with end users" held in Brussels on May 18th, 2016. The key objective of the SAT is to raise awareness about the benefits on assessing the carbon and energy footprint of a service or organisation, and is inspired by the key principles of the main methodologies. The SAT is a simplified tool and is aimed neither to be fully compliant with the related methodologies nor to provide an accurate measurement

The SAT has been organised as follows:

- Self-Assessment Tool for an ICT "service" (SAT-S);

- Self-Assessment Tool for an ICT-intensive "organisation" (SAT-O);

- Further versions of the SAT service line will be planned in 2017, to respond to the set KPIs of the ICTFOOTPRINT.eu initiative.

SAT-S is going to be launched, following a progressively expanding validation campaign, by the end of February, whereas SAT-O is foreseen to go live by the end of the 1st Quarter of 2017. A massive communication campaign will be prepared during this year, to promote the tool.

4.2.3 ICTFOOTPRINT.eu Helpdesk

ICTFOOTPRINT.eu helpdesk (https://ictfootprint.eu/en/faq-page) is one of the main services provided by ICTFOOTPRINT.eu, offering assistance to end-users on different aspects of ICTFOOTPRINT.eu initiatives/services. In particular, it is the reference support tool for the use of the calculation methodologies that ICTFOOTPRINT.eu is promoting on its platform. The helpdesk is also an important instrument for the collection of end-users' feedback, which allow to ICTFOOTPRINT.eu to monitor the efficiency of the platform and to understand what are the most critical aspects of sustainable ICT adoption.

The helpdesk is available in 5 European Languages (English, German, French, Spanish, and Italian) spoken by 62% of European population[1], reducing language barrier to over 12.5 million of European SMEs (57.8% of the total European SMEs), representing over 55 million jobs (62% of the total European jobs in SMEs)[2]

The helpdesk has high-standard response time and accurate content thanks to two levels of services:

- **First Level:**

  o Frequently Asked Questions (FAQ): a manual with answers to common questions about the most common issues in adopting ICT existing methodologies and ICTFOOTPRINT.eu services. It has as well a glossary, with the technical terms that helps users to understand the content provided on FAQ available. At the moment, the FAQ is organised into the following categories:

    ▪ **General**: questions about ICTFOOTPRINT.eu project

    ▪ **Community**: benefits, newsletter, registration, privacy and other topics regarding user's information and profile on the website

    ▪ **Carbon Footprint Methodologies**: questions about sustainability and carbon footprint.

    ▪ **Services Delivered**: information about services provided by ICTFOOTPRINT.eu (self-assessment tool, marketplace, helpdesk)

  o Live-chat: service where users can submit their questions and get directly feedback about ICTFOOTPRINT.eu services and ICT methodologies. The live-chat widget appears 5 seconds after the user is on helpdesk page and all questions submitted are tracked, ensuring quick and efficiency of the process. The live-chat can have:

    ▪ Online operator: replying directly to simple queries regarding the platform

    ▪ Offline operator: the user's question will automatically forward to ICTFOOTPRINT.eu experts. Regarding the type of question, feedback will provided in:

      o Basic Questions: Common questions to be replied in 2 working days

      o Advanced Questions: it activates the second level of service.

  - **Second Level**:

    o Advanced Questions: complex questions to be replied between 6 and 9 working days.

The FAQ will be regularly updated, by publishing the most common questions submitted by end-users on the live chat.
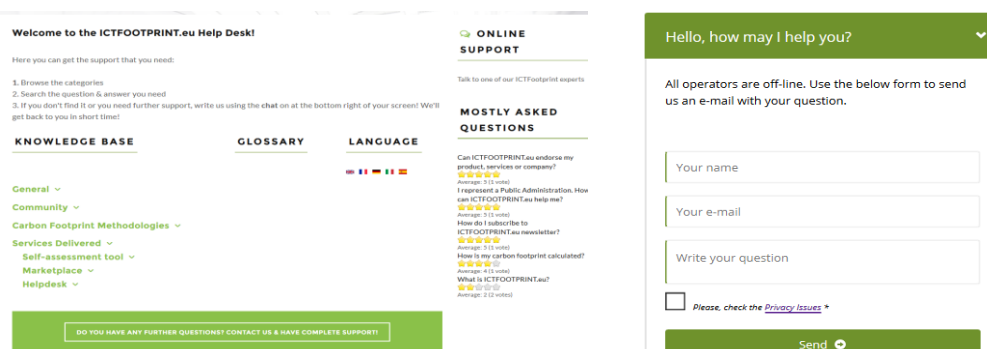
Figure 5 - Helpdesk page, with FAQ (left) and Live-Chat widget (right) in English

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[1] Special Eurobarometer 386 "Europeans and their languages - Report" June 2012
http://ec.europa.eu/public_opinion/archives/ebs/ebs_386_en.pdf
[2] ICTFOOTPRINT.eu Grant Agreement-690911-ICTFOOTPRINT_eu.pdf

Achieved Impacts

Both service levels of the helpdesk became available on July 2016 (M6) in English, while the remaining languages became available in October 2016 (M9).

Table 8 provides the statistics of helpdesk page (including FAQ) on ICTFOOTPRINT.eu, at the time when this deliverable was written.

Table 8 - Helpdesk Page Statistics (November 2016)

	Page Views	Unique Page Views	Average Time on Page	Bounce rate (%)	Exit Rate (%)
ICTFOOTPRINT.eu Helpdesk	558	420	01min30sec	28,83	6,61

It is foreseen the page will increase the number of visitors when marketplace is fully available and with the release of the self-assessment tool. The low levels of bounce rate and exit rate illustrates that visitors wanted to know more ICTFOOTPRINT.eu, being the project homepage the most common next page visited by users.

4.3 ICTFOOTPRINT.eu Social Networks

The most active ICTFOOTPRINT.eu social media platforms, **Twitter and LinkedIn**, recorded a rapid growth during the first year of the project (see figure 6). Compared to the social media status described in Deliverable "D4.1 Dissemination, Communication & Marketing Strategy and Plan" (M5), the number of Twitter followers and LinkedIn connections increased over 100% (153% and 140% respectively), while the number of tweets launched increased 415% and LinkedIn posts 540%.
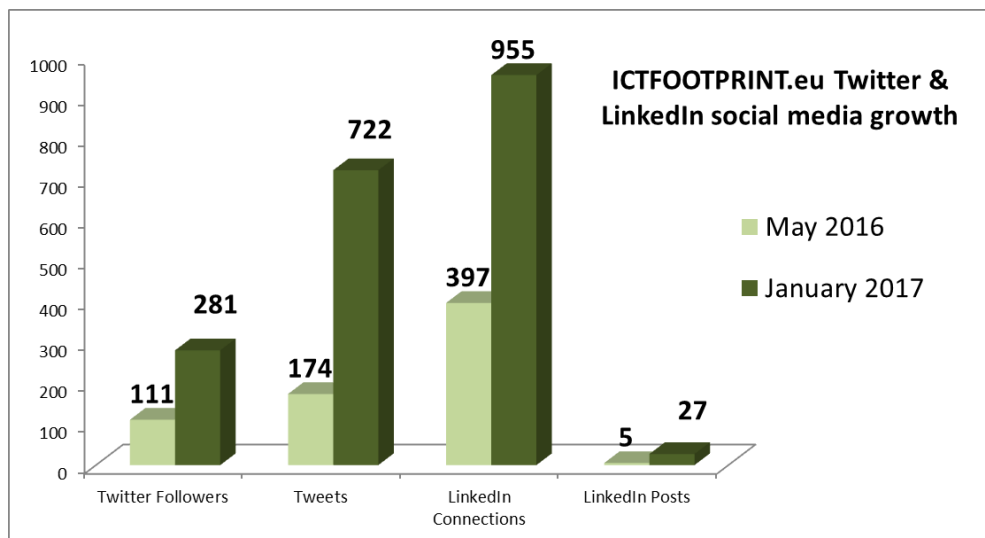
Figure 6 - ICTFOOTPRINT.eu Twitter & LinkedIn social media growth

Eight PowerPoints presentations produced from webinars and from the participations to events were uploaded on **SlideShare**. **YouTube** channel presents 3 videos: 2 of them are interviews made to EAG members during the "End-user requirements gathering & validation" and 1 is the ICTFOOTPRINT.eu presentation video (see chapter "4.8.1 ICTFOOTPRINT.eu Presentation Video).

Achieved Impacts

Twitter

During the first year of the project, Twitter had a relevant dissemination role, with 131.300 impressions, and an organic audience highly interested in technology, business, science news and green solutions (see table 9).

Table 9 - ICTFOOTPRINT.eu Twitter audience main interests

Interests	%	Interests	%
Tech News	78%	Science News	68%
Technology	77%	Business and finance	59%
Business and News	68%	Green Solutions	54%

Followers are mostly from Belgium (20%), followed by United Kingdom (13%) and France (10%), where the remaining audience is from The Netherlands, Spain, Germany, Italy and Denmark (27%). ICTFOOTPRINT.eu has caught attention to a non-European audience, having followers from the United States of America and Canada (13%), meaning that, although ICTFOOTPRINT.eu has as main target European ICT, the work developed so far is relevant to these non-European audiences.

LinkedIn

The main objective of the LinkedIn platform for Year 1 of activities was to engage with ICTFOOTPRINT.eu stakeholders, achieving an audience closely related with "ICT" industry (26%), followed by "Renewables & Environment" (20%) and "Environmental Services" (17%) and "Public Policy" (6%). These percentages are based only on the contacts whose industry was identified by LinkedIn.
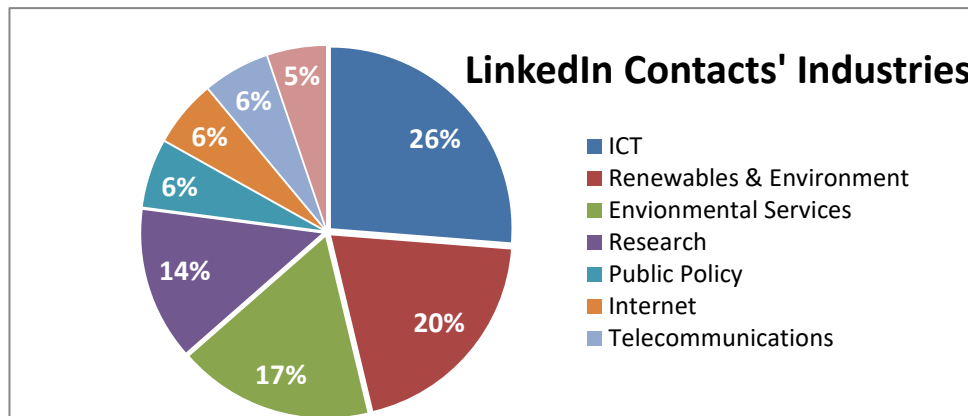
Figure 7 - LinkedIn Contacts' Industries

The 28 LinkedIn posts (see attachement 1 for full list) have been giving valuable information to mostly professionals from ICT and Renewables & Environment sectors, depending on each post. (see Figure 8).

Figure 8 - Readers' demographics of 1 ICTFOOTPRINT.eu LinkedIn Post

So far, ICTFOOTPRINT.eu LinkedIn posts have had over 1.100 visualizations, informing ICTFOOTPRINT.eu community about various elements of the ICTFOOTPRINT.eu marketplace and

webinars, success stories of sustainable ICT, events attended and general knowledge about ICT with low carbon footprint. (see Figure 9).
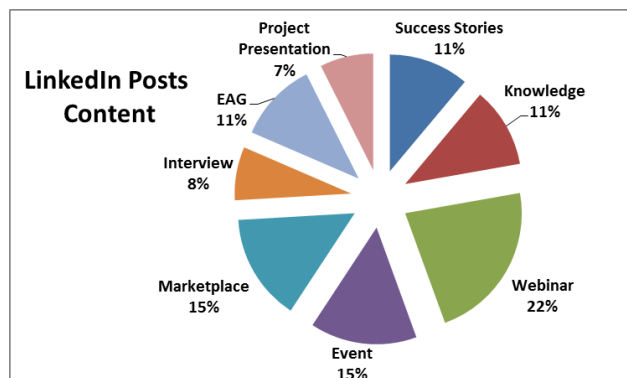
Figure 9 - Types of content on ICTFOOTPRINT.eu LinkedIn posts

Table 10 shows a sample of the outcomes achieved so far in Linkedin and Twitter.

Table 10 - Examples of ICTFOOTPRINT.eu social media communications activities

Social Media Channel		Performed communication actions (Examples)	Target Audience	Engagement Result
Twitter	**Example of Tweet**	NEW #ictfootprinteu #webinar 20 october12hpmCET w @EURECAproject @GreenITAms @jvlasveld RegisterNOW bit.ly/2dxaowj #datacentre #ghg pic.twitter.com/5P9g5vdko8	SMEs and Public Administrators /Cities	2.101 Impressions +43 engagements + 13 retweets + 19 clicks + 6 likes
	Examples of new followers since May 2016	Relevant Followers: Standford Energy, Geeman Yip, Ecologic Institute, IBeacon Trends, Data Centre World_FR, Joe Baguley, EU Regional Policy, Daria Europe, IPEEC, EU_ScienceHub, Javier Gomez Prieto, EU Agenda, Energy Efficiency, EU Environment, EuroEnergyInnovation, Marguerite Gazze,		
LinkedIn	**Example of Post**	The environmental impact of ICT: reducing the ICT footprint and rethinking progress & technology with sustainability in mind	General Audience	89 views + 7 likes
	Examples of new Connections	Relevant Connections: Damir Filipovic (Director Digital Enterprise and Consumer Policy at DIGITALEUROPE), Patrick Guillemin (Technical Officer, Senior Research Officer at ETSI), Renaud Di Francesco (Director Europe Technology Standards SONY), Fred Werner (Senior Communications Officer at International Telecommunication Union), Stephane Arditi (Policy Manager at European Environmental Bureau – EEB), Bruno Schroder (National Technology Officer at Microsoft)		

Youtube, with almost 300 views from 8 videos, and Slideshare, with over 1.000 views contributed for knowledge dissemination. Flickr has 4 albums with 20 photos from meetings and events.

4.4 ICTFOOTPRINT.eu Newsletter

As planned in D4.1, ICTFOOTPRINT.eu newsletters have the aim of promoting its events, the main milestones achieved by the project, as well as to disseminate news and insights on carbon footprint and success stories. During Year 1, two Quarterly Newsletters have been delivered to the community database (presenting key insights from ICTFOOTPRINT.eu activities).

Yearly Newsletter (presenting project's results), dedicated to consortium partners and policy makers, will be launched as soon as the results and insights of Deliverable D2.2 will be available.

Table 11 - KPIs for ICTFOOTPRINT.eu newsletters

Newsletters	Y1	Y2	Y3	End of project	Stakeholders	Achieved so far
Yearly Newsletter	1	1	1	3	Consortium partners & Policy makers	Not launched yet (first newsletter will be launched as soon as Deliverable D2.2 will be available)
Quarterly Newsletter	2	4	4	10	Community Database	3

Achieved impacts

The Quarterly Newsletters produced during Year 1 of activities were targeted to mainly two types of stakeholders: European ICT solutions providers (potential suppliers) and European SMEs (potential buyers). The newsletters sent achieved an average of 22,4% open rate and an average of 4,27% click-through rate.

Table 12 - Quarterly Newsletters sent during Year 1 & Impacts

Date	Theme	Sent	Open	% Open rate	Click	% Click Rate
11/07/16	Make your Business more Energy Efficient! Join our Webinar Tomorrow 12th July @ 14:30 CET & Learn How	597	135	22,61%	5	3,70%
12/10/16	Join tomorrow the free webinar 20th Oct @12:00 CEST which offers real case examples on how to improve ICT energy management with no impact on performance	802	189	23,57%	13	6,88%
14/12/16	Industrial approach & support from standards in minimising ICT carbon footprint - Webinar by ICTFOOTPRINT.eu	2953	628	21,27%	14	2,23%

4.5 ICTFOOTPRINT.eu Press & Media Channels

ICTFOOTPRINT.eu has released a total of 5 press releases during Year 1 of activities. A list of press releases that ICTFOOTPRINT.eu has launched during this first year of activities can be found in table 13.

Table 13 - ICTFOOTPRINT.eu Press Releases at Year 1

Date	Title	Type
August 2016	ICTFOOTPRINT.eu online marketplace: Connecting buyers and sellers for Energy Efficiency	**Website Service Releases**
June 2016	How Energy efficiency can drive business growth - A webinars series to support competitiveness of European SMEs in the ICT sector	**Webinars**
May 2016	Green Experts reach consensus on ICTFOOTPRINT.eu innovative approach for measuring energy efficiency	**18th May 2016 Meeting**
April 2016	SMEs and High Qualified International Experts come together to improve energy efficiency in ICT sector	**18th May 2016 Meeting**
February 2016	"ICTFOOTPRINT.eu is the new European initiative for energy efficiency in ICT"	**General**

Table 14 - KPIs for ICTFOOTPRINT.eu Press Releases

Press Releases	Description	KPI Year 1	Achieved so far
General	General and relevant news about ICTFOOTPRINT.eu	1	1
Website Service Releases	The 4 releases of ICTFOOTPRINT.eu website	2	1 (the second one will be released as soon as the Self-Assessment Tool is available)
18th May 2016	"End-user requirements gathering &	1	2

Press Releases	Description	KPI	Achieved so far
		Year 1	
Meeting	validation" meeting with SMEs and EAG		
Webinars	Reports and news about ICTFOOTPRINT.eu webinars	1	1
Deliverables D2.2, D2.3 & D2.5	Results on interpretation and selection of methodologies, plus market reports	1	A Press Release will be launched at M13 (as soon as D2.2 will be available)
Final Event	ICTFOOTPRINT.eu international final event	0	0

Achieved impacts

ICTFOOTPRINT.eu Press Releases have been published on several online platforms. An example of them can be found in table 15.

Table 15 - Examples of Online Platforms publishing ICTFOOTPRINT.eu Press Releases

Reference	Title	Source
July 2016 - IRENA International Renewable Energy Agency	Webinar: How Energy Efficiency can drive your business growth	European Council for energy efficient economy
July 2016 - European Council for energy efficient economy	Webinar: How Energy Efficiency can drive your business growth	European Council for energy efficient economy
July 2016 - Green Digital Charter	Webinar: How Energy Efficiency can drive your business growth	Green Digital Charter
June 2016 – Inside Networks Magazine	The Green Grid vice president, Lance Rütimann, has joined the advisory board of European Horizon 2020 initiative ictfootprint.eu to provide strategic guidance and feedback on sustainable ICT mechanisms to help organisations understand and improve energy efficiency in their technology estates.	Inside Networks Magazine
June 2016 – EUROCITIES	Green experts reach consensus on ICTFOOTPRINT.eu innovative approach for measuring energy efficiency	EUROCITIES
June 2016 - Green Digital Charter	Green experts reach consensus on ICTFOOTPRINT.eu innovative approach for measuring energy efficiency	Green Digital Charter
June 2016 - European Council for energy efficient economy	Green experts reach consensus on ICTFOOTPRINT.eu innovative approach for measuring energy efficiency	European Council for energy efficient economy
June 2016 - Green Digital Charter	How ICT can deliver energy efficiency	Green Digital Charter
June 2016 - WDB Builders	ICTFOOTPRINT.eu – Mauro Boldi Interview (Telecom Italia – Italy)	WDB builders
May 2016 - The Green Grid	The Green Grid's Vice President Joins The Advisory Board Of European Horizon 2020 Initiative ICTFOOTPRINT.eu, Aimed To Make ICT Efficiency More Accessible.	The Green Grid
May 2016 - Digitalisation World	The Green Grid's Vice President Joins The Advisory Board Of European Horizon 2020 Initiative ICTFOOTPRINT.eu	Digitalisation World
May 2016 - DATACENTRES.com	The Green Grid's Vice President Joins The Advisory Board Of European Horizon 2020 Initiative ICTFOOTPRINT.eu	DATACENTRES.com
May 2016 - European Council for energy efficient economy	Improve energy efficiency in ICT sector – "End-user requirements gathering & validation"	European Council for energy efficient economy
April 2016 - Go Green Business	New European project on sustainable ICT – get involved now!	Go Green Business
April 2016 - European Energy	SMEs and High Qualified International Experts	European Energy

Reference	Title	Source
Innovation	Come Together To Improve Energy Efficiency in ICT Sector	Innovation
March 2016 - ICT Information Centre	'ICTFOOTPRINT.eu' - SMEs/start-ups who care about energy efficiency	ICT Information Centre
February 2016 - Green Digital Charter	Do you want to improve energy efficiency in ICT? Follow ICTFOOTPRINT.eu	Green Digital Charter
February 2016 - Digitalisation World	ICTFOOTPRINT.eu is the new European initiative for energy efficiency in ICT	Digitalisation World
January 2016 - Green Digital Charter	Green Digital Charter and ICTFOOTPRINT.eu	Green Digital Charter

4.6 ICTFOOTPRINT.eu Events

During year 1 of activities, ICTFOOTPRINT.eu was actively present at 3 events (see table 16). During these events, ICTFOOTPRINT.eu presented the project's objectives and initiatives, at the same time providing an overview on sustainable ICT & low carbon footprint solutions to the stakeholders' audience.

During all these events, PowerPoint presentations and communication materials were produced in order to support the message that ICTFOOTPRINT.eu wants to deliver to its community (see chapter "4.8 ICTFOOTPRINT.eu Communication Materials").

Table 16 - ICTFOOTPRINT.eu events during 1st year

Event	Topics	Type of Attendees	Nº Attendees	When	Where
Sustainable Energy Week	Sustainable Energy Economy	Public Administrators, Industry Associations, Research Organisations	3.000	June 2016	Brussels, Belgium
EUROCITIES Knowledge Society and Mobility Forums	Smart cities strategies on local governance	Public Administrators & Cities	90	October 2016	Tampere, Finland
Data Centre World	Data Centres	ICT professionals from SMEs & Large Enterprises, from public and private sector	12.000 (Data Centre World London)	November 2016	Paris, France
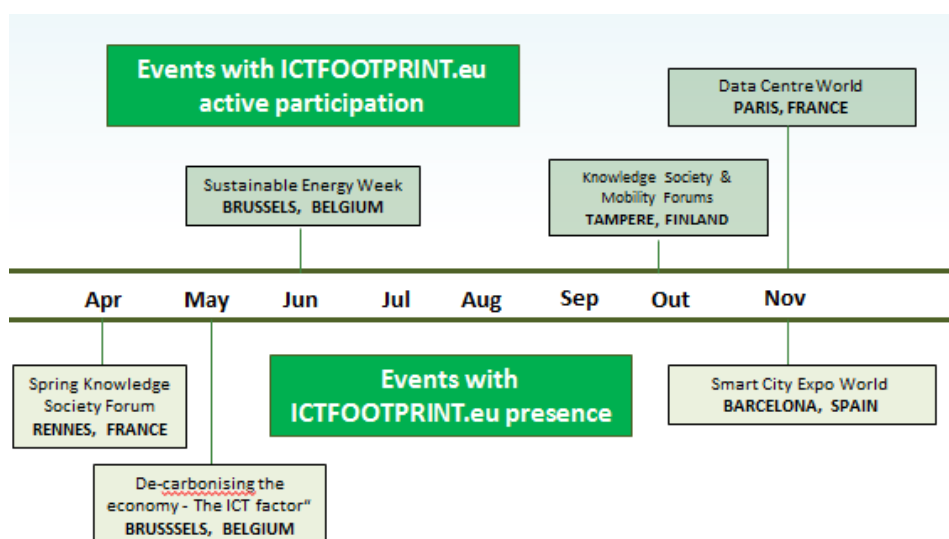
Figure 10 - ICTFOOTPRINT.eu presence on external events

Achieved Impacts

ICTFOOTPRINT.eu was introduced to different stakeholders: Cities & Public Administrators, ICT SME & Large Enterprises and even Research Organisations and NPOs.

Cities and public administrators where actively engaged during "Sustainable Energy Week" and "Knowledge Society and Mobility Forums". On both events, ICTFOOTPRINT.eu had dedicated presentations, where it was explained how cities can improve their energy efficiency and become more sustainable through digital transformation. Furthermore, the audience became aware of the tools that ICTFOOTPRINT.eu provides in order to improve energy efficiency for both Public Administration and as "Cities ICT Consumers".

"Public Administrations" can showcase green procurement procedures & policies to their local ICT businesses and give them competitive advantages by offering incentives for green initiatives. Furthermore, Cities will have the opportunity to support the Policy Action Plan Strategy on energy efficiency.

On the other side, as "Cities ICT Consumers", cities can benefit from measuring their carbon footprint on self-assessment tools and find ICT "green solution providers which will help them to increase energy efficiency in the online marketplace, also with the support of the helpdesk. Webinars facilitate the adoption of a common framework driven by ICTFOOTPRINT.eu. Last but not least, cities will be able to consult Success Stories from other city

Figure 11 - ICTFOOTPRINT.eu presentation at Sustainable Energy Week

stakeholders that have successfully increased their energy efficiency levels and to showcase their own success stories to the broad and always growing ICTFOOTPRINT.eu community.

The contact with **SMEs to Large Enterprises** took place at "Data Centre World - Paris", with a highly qualified audience of data management professionals from different disciplines (energy, health, public sector, finance, etc.) interested in Energy Efficiency, power, cooling, Data Centre Infrastructure Management (DCIM) and Data Centres of the Future. This is the biggest gathering of Data experts in France, a country with one of the biggest data centre markets in the world (4th most equipped in the world)[3].

Organisations learned how ICTFOOTPRINT.eu could help them in reducing their carbon footprint, with a special focus on standards that allow assessing carbon and environmental footprint of ICT goods, services and organisations. The presentation mentioned as well the benefits that come from such assessments.

ICTFOOTPRINT.eu joined also other 3 events, being mentioned along with other projects that focus as well on ICT sustainability (see table 17)

Table 17 - ICTFOOTPRINT.eu events

Event	Topics	Type of Attendees	Nº Attendees	When	Where
EUROCITIES Knowledge Society Forum	Digital Transformation in Cities	Public Administrators & Cities	Representatives of 23 cities	April 2016	Rennes, France
De-carbonising the economy - The ICT factor	ICT for a low carbon economy	Policy Makers, industry and NGO's	N/A	May 2016	Brussels, Belgium
Smart City Expo World	Smart Cities & Future Cities	Public Administrators & Cities	16.000	November 2016	Barcelona, Spain

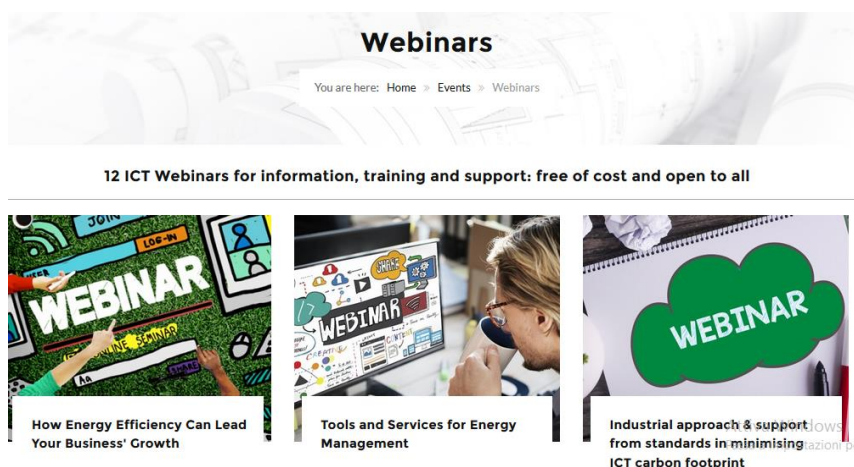### 4.6.1 ICTFOOTPRINT.eu Webinars

During Year 1, ICTFOOTPRINT.eu organised 3 (see table 18) webinars out of 12 webinars planned by the end of the project, stimulating the audience on the adoption of sustainable ICT procedures, by providing valuable information, education and training on best ICT green solutions.

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[3] Data Centre World website: http://www.datacentreworld.fr/english/why-exhibit

Table 18 - ICTFOOTPRINT.eu webinars organised during year 1

Nº	Title	Date	Duration	Speakers	Targeted Audience
1	How Energy Efficiency Can Lead Your Business' Growth	12-06-2016	30min	• Silvana Muscella (Trust-IT Services) • Frédéric Croisson (Deloitte Sustainability)	SMEs, Public Administration/Cities and SDOs
2	Tools and Services for Energy Management	20-10-2016	1 hour	• Jaak Vlasveld (GreenIT Amsterdam) • Rabih Bashroush (EURECA project)	SMEs and Public Administrators/Cities
3	Industrial approach & support from standards in minimising ICT carbon footprint	20-12-2016	1 hour	• Lance Rütimann (The Green Grid) • Joe Baguley (Vmware) • Jean Manuel Canet (International Telecommunication Union)	SMEs, Public Administration/Cities and SDOs

A dedicated page was created on the website (https://ictfootprint.eu/en/webinar), with all the information of previous webinars available (webinar video, speakers profiles and support material) and information about the next ones as well.

Figure 12 - ICTFOOTPRINT.eu webinar main page top section

All webinars have been organised with Brighttalk[4], a platform that provides professional webinar solutions and makes the respective promotion on the platform community. Webinars are recorded for viewers to return to listen to the webinar.

4.6.1.1 ICTFOOTPRINT.eu on external webinars

In partnership with the Green Digital Charter, ICTFOOTPRINT.eu was invited to contribute and speak on "Green information and communication technology (ICT) for smart cities" webinar, which took place on 7th November 2016. ICTFOOTPRINT.eu was introduced to an audience of around 20 attendees, composed mostly by cities and public administrators, explaining how ICTFOOTPRTIN.eu can help them in their energy efficiency journey. The webinar had 2 other speakers, from Green IT Amsterdam and the Swedish city Linköping, experts on Sustainable ICT.

Achieved Impacts

Thanks to a planned communication campaign through social media and newsletter, the audience from the 3 ICTFOOTPRINT.eu webinars and the one organised by GDC, included members from **ICT industry, cities and public administration**, were able to obtain valuable information and knowledge about how to become sustainable in their ICT and became more aware of the costs saving and other competitive advantages they can have.

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[4] https://www.brighttalk.com/channel/13847/trusttech

Audience members included ICT **SMEs** (Eicia Consulting) and **Large Enterprises** (Vodafone, Nokia, Fujitsu, EATON, Accenture, Tridos Bank) as well as **Cities** (Nantes - Fance). Other institutions included are **research centres** (AIT – Austrian Institute of Technology & IREC – Institut de Recerca en Energia de Catalunya), **policy makers** (European Environment Agency) and **NPOs** (Global Water Partnership, TechUK).)

Table 19 – ICTFOOTPRINT.eu webinars organised during year 1 Statistics

Title	Summary	Nº Registrations	Nº Video views	Nº page views	Nº unique page views
How Energy Efficiency Can Lead Your Business' Growth	Relevance of sustainable energy measures in ICT, showing how they lead to business growth and competitive edge. How ICTFOOTPRINT.eu can help in the journey to energy efficiency.	24	107	82	58
Tools and Services for Energy Management	Tools for energy efficiency and success stories, focusing on public datacentres and server rooms: how to procure and manage sustainable ICT capacity	54	82	156	99
Industrial approach & support from standards in minimising ICT carbon footprint	Standard methodologies (EN 50600 Series & ITU methodologies) and transparent procedures to calculate CO2 footprint.	56	100	144	85

4.7 ICTFOOTPRINT.eu Community Database

ICTFOOTPRINT.eu community database has over 1.100 contacts, surpassing the KPI established for the first year (1.000 contacts). These contacts are profiles that already engaged with ICTFOOTPRINT.eu through social media (LinkedIn connections & Twitter followers), sellers and buyers registered on the marketplace, webinar participants, and newsletter subscribers.

Table 20 - ICTFOOTPRINT.eu Community

Category	%	Category	%
Association	1,47%	Research Centre	1,60%
Large Enterprise	7,90%	SDO	0,93%
Media	2,75%	SME	64,23%
NPO	15,62%	SME (non-EU)	1,08%
Public Policy Maker	4,16%		

In addition to this community, ICTFOOTPRINT.eu has on its database over 2.000 contacts (see table 21), with the potential to become part of ICTFOOTPRINT.eu community, by becoming sellers or buyers on the marketplace, multipliers such as journalists and NPO which can promote ICTFOOTPRINT.eu in their networks, potential synergies, and others.

Table 21 - ICTFOOTPRINT.eu database to-date

Category	%	Category	%
Academia	1,59%	Public Policy Maker	3,82%
Association	1,55%	Research Centre	1,45%
Large Enterprise	7,19%	SDO	1,42%
Media	2,50%	SME	58,32%
NGO	0,03%	SME (non-EU)	0,98%
NPO	19,55%	Others	3,17%

Table 22 - ICTFOOTPRINT.eu contacts' sources

Category	%	Category	%
1st webinar new contacts	0,44%	Desktop research	20,43%
2nd webinar new contacts	1,24%	LinkedIn	27,03%
3rd Webinar new contacts	1,02%	Provided by partners	6,26%
H2020 Call H2020-LCE-2015-3	0,95%	H2020 EE-08-2014	5,56%
UK Digital Marketplace	32,62%	Others	4,45%

Achieved Impacts

The community database that ICTFOOTPRINT.eu, accurately profiled, allowed sending customised messages according to the recipients' category. This process leaded to relevant outcomes, such has: 7 applications for certified sellers on the marketplace double of participants on 2nd webinar compared with the first one, and higher open-rate and click-rate on newsletters (see correspondent chapters for more information).

4.8 ICTFOOTPRINT.eu Communication Materials

During the first year of the project communication materials were produced to support the dissemination activities of ICTFOOTPRINT.eu, mainly for events.

Achieved Impacts

The communication material was distributed at ICTFOOTPRINT.eu internal and external events, spreading the message how the project can help stakeholders in becoming sustainable in their ICT (see table 23).

Table 23 - ICTFOOTPRINT.eu Communication Material and distribution

Communication Material	Purpose	Communication Material	Purpose
ICTFOOTPRINT.eu general flyer	"End-user requirements gathering & validation" meeting	ICTFOOTPRINT.eu Popup – version 2	- Sustainable Energy Week - Knowledge Society and Mobility Forums
ICTFOOTPRINT.eu Popup – version 1			
ICTFOOTPRINT.eu folder		ICTFOOTPRINT.eu Flyer – Cities & Public Administrators	
ICTFOOTPRINT.eu notepad		ICTFOOTPRINT.eu Flyer - SMEs	Data Centre World
		Recycled notepad & Pen – Giveaway	
		Living Pouches – Giveaway	

Customised flyers to SMEs and Cities & Public Administrations were produced, showcasing the benefits for them when joining ICTFOOTPRINT.eu, with concrete call to actions on how they can engage with the project (see figure 13).
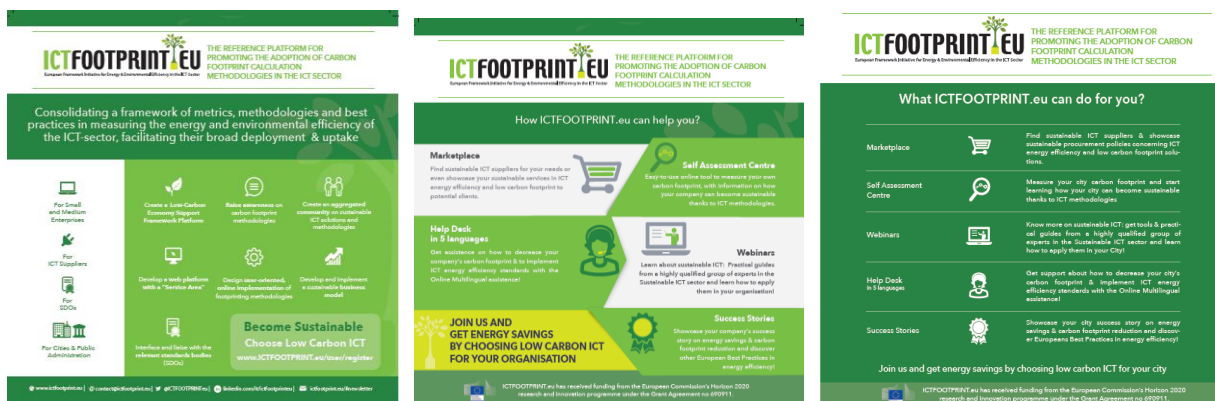
Figure 13 - ICTFOOTPRINT.eu Flyers: front side (left) & back customised for SMEs (middle) and back customised to Cities (right)

Popup banners, with general information about the project where designed to support the dissemination activities at events.

Plus, two **giveaways** have been prepared, with the ICTFOOTPRINT.eu logo and website URL, to be distributed at events: a recycled note pad & pen and Living Pouches. Both giveaways were carefully selected, ensuring they are in line with sustainability values themselves. The **notepad & pen, all**

recycled, is a useful object for attendees, they can take notes during ICTFOOTPRINT.eu presentations or when getting information at the ICTFOOTPRINT.eu café booths.

Living Pouches are a "desktop garden", supplied with seeds and organic soil, being an eco-friendly promotional product, which attendees can keep on their desks.

Figure 14 - Living Pouches and Recycled Notepad & pen with ICTFOOTPRINT.eu branding

4.8.1 ICTFOOTPRINT.eu Presentation video

A persuasive video was produced, 3.30 minutes long, which aims to engage with actual and potential stakeholders, giving quick insights of the state of art of ICT sustainability in Europe and how ICTFOOTPRINT.eu helps to achieve lower levels of carbon footprint.

Two shorter versions were produced, which are cuts of the "full" video, each one focused on specific parts of ICTFOOTPRINT.eu. This has been made to cater for peoples' attention span and can be used in different contexts.
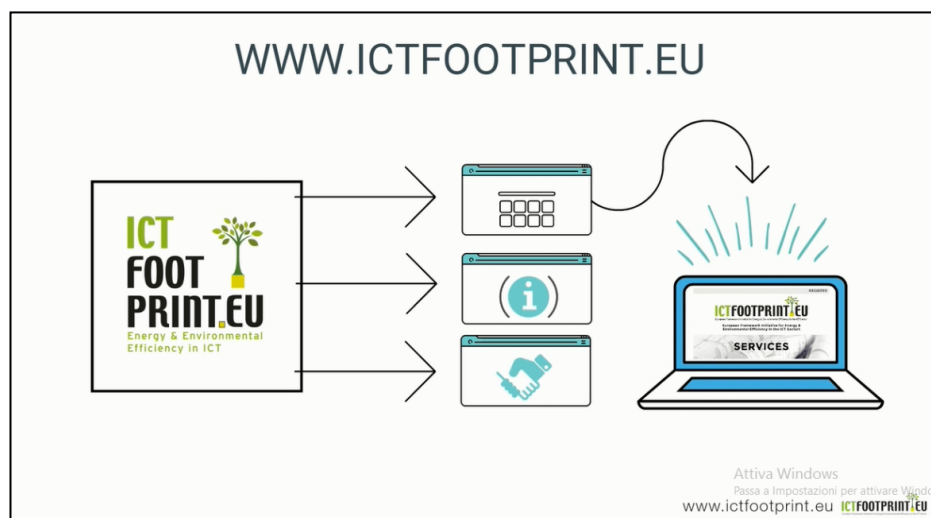
Figure 15 - ICTFOOPRINT.eu video screenshot

The video was made available on ICTFOOTPRINT.eu YouTube channel in December and it will be promoted on social media platforms during the project lifespan. In the near future, it will be used at events where ICTFOOTPRINT.eu will be showcased and QR codes will be included on communication material.

Achieved Impacts

ICTFOOTPRINT.eu presentation video was launched December 2016 and it will be used during the second year of ICTFOOTPRINT.eu through social media channels, events and other project presentations.

4.9 Success Stories

A section dedicated to Success Stories on ICTFOOTPRINT.eu website is currently being populated at the following url: https://www.ictfootprint.eu/en/success-stories), with stories gathered by consortium members. The stories illustrate best practice cases from end users, aiming at covering as many as possible practical examples where the ICT methodologies have been adopted. Clearly, where the consortium believes that there are success stories that merit attention due to the simple fact of displaying strong, positive results in low carbon ICT footprint, these will also be included.

The success stories provide users with an overview of the main benefits of becoming sustainable in ICT; they also describe how low-carbon footprint solutions may generate cost savings and represent competitive advantages for stakeholders, achieving higher levels of energy efficiency.

In addition to being available on the website, the stories are also published on ICTFOOTPRINT.eu LinkedIn, expanding the outreach of their valuable content.

Figure 16 - Success Stories published on LinkedIn
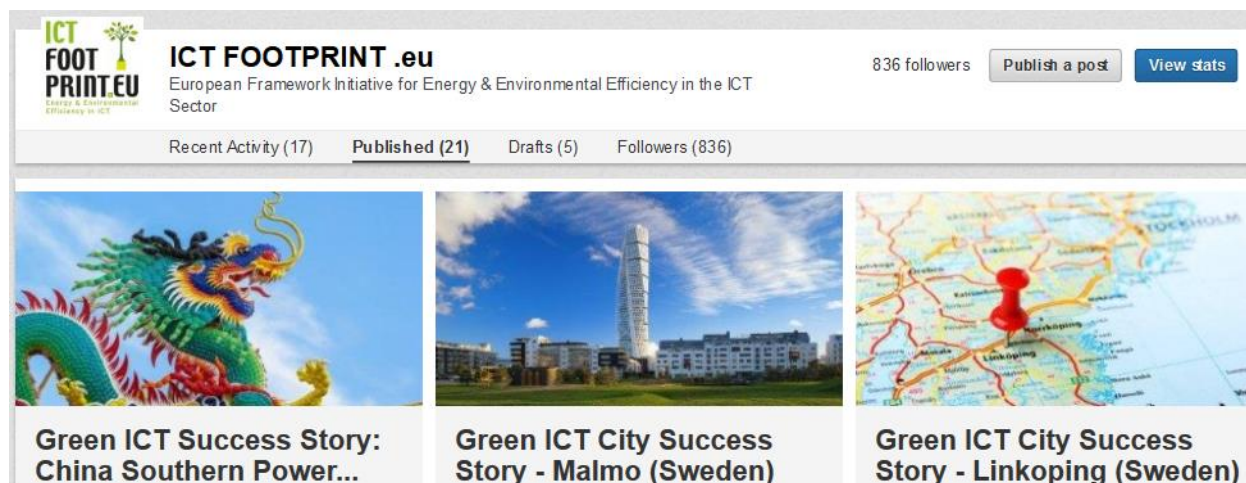
Success Stories are being collected by consortium members, EAG members, coming from webinar results and from synergies ICTFOOTPRINT.eu made during its first year of activity. All users are encouraged to submit their own success story, by filling out the form available on the ICTFOOTPRINT.eu website and this is communicated through the projects' outreach channels.

Achieved Impacts

The page and each individual Success Story will be highly promoted on social media networks and through the ICTFOOTPRINT.eu newsletter, to increase their outreach and provide valuable and practical content to stakeholders, promoting the adoption of sustainable ICT procedures. With the growing number of Success Stories available on the website, the number of visualizations will increase as well, as users will be engaged to read about these achievements.

The success stories available so far (see table 24) are related to "Green Cities" and ICT companies, showing how the main ICTFOOTPRINT.eu stakeholders can start make an "ICT sustainable self-analysis" and start addressing the sustainable ICT challenge.

Table 24 - Success Stories published on ICTFOOTPRINT.eu website – Year 1

	Institution	Country	Stakeholder
1	China Southern Power Grid	China	Public Company
2	Malmö city	Sweden	City /Public Administration
3	Linköping city	Sweden	City /Public Administration
4	Lexmark	USA	Large Enterprise

	Institution	Country	Stakeholder
5	Walhalla	Spain	SME
6	BMW Group	Germany	Large Enterprise
7	EARLHAM Institute	UK	Academia/Research
8	Verne Global	Iceland	SME

Table 25 - Success Stories webpage statistics

	Nº stories published	Page Views	Unique Page Views	Average Time on Page	Bounce rate (%)	Exit Rate (%)
ICTFOOTPRINT.eu Success Stories	8	329	223	01min24sec	47,62	16,11

4.10 External Advisory Group

The EAG of ICTFOOTPRINT.eu was set up at the beginning of the project and discussed, at length, during the kick-off meeting amongst consortium partners. What was important was to select a group of forward content-rich thinkers who were able to pro-actively engage in the discussions of ICTFOOTPRINT.eu but that at the same time were transparent enough to provide objective insights around the ICT methodologies without favouring one or another.

The EAG already met physically on May 18th in Brussels, Belgium, and again at the beginning of December 2016, telephonically, to account for the progress to date. The consortium communicates monthly with the EAG as well.

At the moment, EAG is formed by the members listed in table 26. The EAG is composed by 10 members from 8 different countries (5 European Union members' states). ICTFOOTPRINT.eu consortium will continue recruiting more EAG members who will add to the project, taking into account the defined KPI to be achieved by the end of the project.

Table 26 - ICTFOOTPRINT.eu EAG members - Year 1

Nº	Name	Institution	Role	Country	Info
1	Anders Andrae	Huawei technologies	Senior Expert LCA	Sweden	Anders has experience on estimating the environmental loadings of the ICT sector and is editor for first LCA standard for ICT developed by ETSI.
2	Mauro Boldi	Telecom Italia	System Engineer	Italy	Mauro is part of ETSI group dedicated to access network energy efficiency.
3	Emma Fryer	TechUK	Associate Director for Climate Change Programmes	United Kingdom	Emma spent the last six years representing the ICT sector in policy matters related to climate change, explaining how intelligent use of ICT can reduce net carbon emissions
4	Osamu Namikawa	Hitachi Japan	Environmental Policy	Japan	Osamu Namikawa is working for the Environment Policy Division, Information & Telecommunication Systems of Hitachi. He is responsible for environmentally conscious design and environmental standardization.
5	Dominique Roche	ETSI France	Chairman of OEU and ATTM committees	France	Experience on operational energy efficiency for users at ETSI.
6	Lance Rütimann	The green Grid	Vice President	Switzerland	Lance advocates for safe, secure and sustainable environments.
7	Daniel Schien	University of Bristol	Senior Research Associate	United Kingdom	Researcher in Sustainable IT, has developed models to assess the carbon emissions of consuming services over the Internet and investigated how ICT can best be used to bring more sustainable life styles.
8	Andie Stephens	Carbon Trust	Senior Customer & Project Manager	United Kingdom	Expert on carbon measurement and ICT companies advisor on carbon measurement & reduction programs. He initiated the development of ICT Sector Guidance for the GHG Protocol Product Standard and contributed to various international standards.
9	Thomas Wilson	ECOS	Standardisation Officer	Belgium	Thomas is the Standardisation Officer responsible for the ICT area and has experience on Smart

Nº	Name	Institution	Role	Country	Info
					meters, Smart grids and Energy.
10	Jaak Vlasveld	Green IT Amsterdam	Director	The Netherlands	Jaak has experience in Smart technologies and focus on making IT more energy efficient, delivering smart solutions to increase energy efficiency in other sectors and developing the green IT economy.

4.10.1 Impact of the External Advisory Group

Through the regular communications with the EAG, the consortium has managed to establish a constructive and pragmatic relationship with its members. Indeed, our Japanese member, Osamu Namikawa from Hitachi attended the "End-user requirements gathering & validation" meeting in Brussels, released a video testimonial, and consolidated an international support level to the project. Lance Rütimann, VP of the Green Grid and Jaak Vlasveld, Director of Green IT in Amsterdam, both participated as speakers in two webinars organised by ICTFOOTPRINT.eu, and provided useful input and discussions on the interactive map of ICT methodologies.

EAG members are being encouraged to support ICTFOOTPRINT.eu with Success Stories; Jaak Vlasveld has already contributed with content in this respect. This will be followed up in the coming months with the other members of the EAG.

Moreover, content was circulated by the EAG members in their networks: for instance Emma Fryer sent personalised messages to TechUK's national members. These activities resulted in the increased community members in the ICTFOOTPRINT.eu database and in our social media networks.

4.10.2 Risk & Mitigation Measures

The Consortium is sensitive to the fact that the EAG is a voluntary effort and it is difficult to acquire members' time and effort so some of the members are more active than others. What the consortium will do is in early 2017, as discussed during the PMB meeting in December 2016 amongst partners, is to reach out to those individuals currently not members but have shown interest and have contributed to the project. An example of a mitigation exercise is to consider representatives from H2020 related projects such as the EUREKA project coordinator or active members from the Standards Bodies such as from ITU-T and GHG protocol who have expressed interest in becoming more active in future months and substituting the non-active members with these representatives

4.11 Related International EU and SDOs synergies

A dedicated area has been created in the ICTFOOTPRINT.eu website (here: https://ictfootprint.eu/en/synergies) to promote all synergies established with different organisations.

A total of 42 projects funded under the same H2020 Call as ICTFOOTPRINT.eu (H2020-LCE-2015-3) and from the call (H2020-EE-2014-3-MarketUptake) have been contacted to explore potential cooperation and synergies. Positive response and on-going interaction have currently been set up with the ones listed in the table 27.
All of these projects are highly relevant but complementary with respect to the ICTFOOTPRINT.eu effort.

Table 27 - Synergies stablished with ICTFOOTPRINT.eu

H2020 Project	Synergies / Potential Synergies
EURECA	• EURECA joined the "End-user requirements gathering & validation" in M4; • Speaker at the 2nd ICTFOOOTPRINT.eu webinar.
Green Digital Charter - GuiDanCe	• Showcased ICTFOOTPRINT.eu at Sustainable Energy Week event, during "ICT applications in cities: delivering the energy union objectives" workshop; • Showcase ICTFOOTPRINT.eu at EUROCITIES Knowledge Society and Mobility Forums event; • Invited ICTFOOTPRINT.eu to be a speaker on the webinar "Green information and communication technology (ICT) for smart cities";

	• Provided Success Stories to be included in ICTFOOTPRINT.eu website.
multEE	• They promoted ICTFOOTPRINT.eu promoted in their website; • They promoted ICTFOOTPRINT.eu 3rd webinar promoted in their website; • Future potential synergy regarding their Monitoring and Verification Platform (MVp).
R4E	• ICTFOOTPRINT.eu promoted in their website; • ICTFOOTPRINT.eu marketplace promoted to their partners/companies/cities, who could apply as buyers or sellers of appropriate ICT products & services & policies in lowering ICT carbon footprint; • R4E to be a speaker in a future ICTFOOTPRINT.eu webinar, focusing on smart cities savings thanks to ICT based solutions; • R4E will share with ICTFOOTPRINT.eu success stories, from cities becoming more energy efficient thanks to ICT equipment; • ICTFOOTPRINT.eu to publish in the website R4E roadmaps about sustainably energy for municipalities, as soon as they are finished; • R4E to contact ICTFOOTPRINT.eu, in case they organise future seminars to teach private companies the benefits of sustainable ICT, to discuss potential joint-actions.
Save@Work	• Save@Work sent a short article about the Energy Teams Competition, about monitors' energy efficiency, which was published on ICTFOOTPRINT.eu website and LinkedIn account; • Save@Work to send us details of the Municipalities they are working with so ICTFOOTPRINT.eu can verify if these are partners in EUROCITIES and liaise with them. • Save@Work to send success stories, when having some initial results to share (March/April 2017) about implementing the Energy Saving Template, so ICTFOOTPRINT.eu can publish them; • Save@Work might join one ICTFOOTPRINT.eu webinar, with a brief presentation of their project and of the Energy Saving Template for energy efficient offices; • ICTFOOTPRINT.eu will contact Save@Work as soon as the Self-assessment tool is available so they can use it and maybe check if the Energy Saving Template can be included on it.
Trust EPC South	• ICTFOOTPRINT.eu promoted in their website; • Trust EPC-South will promote the ICTFOOTPRINT.eu marketplace to their partners, who could apply as buyers or sellers of appropriate ICT products & tools in lowering ICT carbon footprint. • Trust EPC South will check if they use any standards listed in the map of standards. If yes, ICTFOOTPRINT.eu may provide visibility, by creating a dedicated piece of news for the website, promoting on social media and creating a success story. • ICTFOOTPRINT.eu will contact Trust EPC South as soon as the self-assessment tool is available so they can try it out. Afterwards, Trust EPC South will discuss with Bureau Veritas about ICTFOOTPRINT.eu self-assessment tool and see how it could be leveraged in the Green Rating methodology for ICT energy breakdown calculations. • Trust EPC South may join one ICTFOOTPRINT.eu webinar, focusing on ICT Savings in buildings • Trust EPC South offered the possibility to exchange news on their bimonthly project newsletter.

Contacts are being set up for organising future webinars where these correlated projects can showcase their approaches to sustainable ICT and their contributions to a global reduction of GHG emissions.
As well as EU funded projects, also associations & organisations in the area of green ICT have been successfully engaged.

Particular efforts have been addressed in the engagement of SDOs (Standard Development Organisations) as demonstrated by their active interest in ICTFOOTPRINT.eu objectives and their participation in particular project's communication activities, e.g. webinars.

Table 28 - Synergies established with organisations

Organisation	Type	Synergies / Potential Synergies
GHG Protocol	SDO	• Potentially participating to a future ICTFOOTPRINT.eu Webinar.

Green IT Amsterdam	NPO	• Green IT Amsterdam joined the "End-user requirements gathering & validation" in M4; • Jaak Vlasveld, Director or Green IT Amsterdam, is an ICTFOOTPRINT.eu EAG member and he was a speaker during ICTFOOTPRINT.eu 3rd webinar
IEC	SDO	• Potentially participating to a future ICTFOOTPRINT.eu Webinar.;
ITU	SDO	• Jean-Manuel Canet (Vice Chairman Working Party "ICT and climate change" at **ITU**) was a speaker during ICTFOOTPRINT.eu 3rd webinar.
The Green Grid	SDO	• Lance Rütimann, Vice-President of The Green Grid, is an ICTFOOTPRINT.eu EAG member and he was a speaker on ICTFOOTPRINT.eu 3rd webinar. • Dissemination support on ICTFOOTPRINT.eu. Press Releases mentioning The Green Grid;
VMware	Large Enterprise	• Joe Baguley (Vice President & CEO at EMEA VMware) was a speaker at ICTFOOTPRINT.eu 3rd webinar.

Achieved Impacts

Impacts from these synergies can be easily translated in several indicators, such as the number of webinar attendees and variety of speakers, increased number of social media members and dissemination results, success stories available and website visits.

The establishment of synergies with different organisations (SDOs, H2020 funded projects, NPOs & Large Enterprises), is essential to allow ICTFOOTPRINT.eu to spread the project's values and message to a diversified and wider community of stakeholders. This engagement activity is also crucial for having a complete point of view on ICT methodologies and energy efficiency initiatives, in order to ultimately provide up-to-date information to users and establish ICTFOOTPRINT.eu as the reference platform for energy efficiency in ICT.

4.12 Risks & Contingencies

Table 29 has taken the most relevant and pertinent risks identified for Communication and Outreach activities (as listed in the ICTFOOTPRINT.eu Grant Agreement-690911) with respective applied mitigation actions taken during the year one activity.

Table 29 - Risks and Mitigation Actions implemented during Year 1

Risk number	Description of risk	Proposed risk-mitigation measures	Mitigation measures implemented
R12	Communication and exploitation failures	The Coordinating partner has plutiannual years of experience in the field and a long, positive track-record in similar initiatives. As a contingency measure, the continuative communication and exploitation activities will ensure timely corrections.	Trust-IT weekly meetings carefully monitor the achievement of communication and exploitation KPIs, but also discuss strategies to ensure or even surpass the performance expected. All major communication efforts were shared as well with Deloitte and EUROCITIES, inviting them, mostly to support social media efforts and exploit their own networks.

5 Plans for Year 2

5.1 Website

The first year of activities on the project's online platform produced a solid ground upon which the tools and services that ICTFOOTPRINT.eu will deliver during the entire project's duration can evolve and improve during the second year of activities and be completed by the end of the third year.

The website will reflect all the communication efforts that ICTFOOTPRINT.eu aims to do during the second year of activities. Most of the communication actions that have been described in this document will be communicated in specific sections of the website.

The website will also be improved on the basis of the results collected inside several deliverables planned for Year 2, such as Deliverable D2.3 "Second Market watch, best practice report, SDOs update & voice of the users" (M24) and Deliverable D3.2 "Recommendations and update by SMEs" (M18).

5.1.1 Marketplace

The Online Marketplace will be further extended in order to integrate more advanced functionalities that will allow buyers and sellers to:

- Better interact with each other;
- Increase the visibility options, from the seller point of view;
- Increase the information available;
- Improve the navigation experience for all the users.

One of the main features that are planned for Year 2 is the promotion mechanism that ICTFOOTPRINT.eu wants to integrate in the Marketplace landing page. This feature represents a way for displaying:

- Most relevant or most recent requests for quotations (buyers);
- Latest certified sellers who have joined the marketplace;
- Latest products or services uploaded or available;
- Special offers.

5.1.2 Self-assessment tool

As mentioned previously in chapter "4.2.2 ICTFOOTPRINT.eu Self-Assessment Tool", SAT-S is going to be launched, by the end of February, whereas SAT-O is foreseen to go live by the end of the 1st Quarter of 2017.

By end of 2017, a revised version of the SAT might be released based on the feedback and expectations received from the users.

5.1.3 Help desk

The Help desk, including the FAQ page (knowledge repository), will be implemented according to new insights and information that ICTFOOTPRINT.eu will gather during the Year 2 of activities, especially thanks to its engaging efforts with SDOs, policy makers and Industry sector.

5.2 Social Networks

During the second year of activity, the overall goal is to increase the social media community on all social media platforms, contributing to the goal of achieving 2.500 ICTFOOTPRINT.eu community members by the end of the year.

Twitter delivers quick updates on project's activities, as well as all topics related to sustainability, energy efficiency and low carbon footprint in ICT that are contributions from EU & global players in the field.. This will be possible thanks to exploring new hashtags and discovering/following new handles from relevant Twitter accounts.

LinkedIn continues to increase the number of relevant connections from ICT, Public Administration, SDOs, companies and other players interested in the topic. Plus, this platform will keep launching ICTFOOTPRINT.eu posts about project main achievements, success stories, webinars, outcomes from events, and valuable content about sustainability in ICT. Quick pots will be launched about project's updates or topics relevant to the ICT sustainability community.

YouTube hosts all future webinars organised by ICTFOOTPRINT.eu and other relevant videos that might be published during the year. SlideShare will host all ICTFOOTPRINT.eu PowerPoint presentations that will be prepared during the year.

Table 30 - ICTFOOTPRINT.eu social media KPIs for Year 2

Social Media Channel		KPI	Activity
		Year 2	
Twitter	Tweets sent	480	10 tweets / week
LinkedIn	LinkedIn Posts	96	1 post/ week
	LinkedIn Connections	1100	Not applicable
YouTube	Videos uploaded	2	2 videos/year

5.3 Newsletter

During Year 2, ICTFOOTPRINT.eu will deliver 1 Yearly Newsletter, presenting an overview of the project's activities performed and results achieved through the support tools ("Market watch, best practice report and voice of the users" series: D2.2, D2.3, D2.5), and 4 Quarterly Newsletters, offering relevant insights and reports on the project's main outputs and services. The Yearly Newsletter will be targeted to Consortium partners and policy makers, while the Quarterly Newsletters will be designed for the members of the community database.

Table 31 - KPIs for ICTFOOTPRINT.eu newsletters

Newsletters	Y1	Y2	Y3	End of project	Stakeholders
Yearly Newsletter	1	1	1	3	Consortium partners & Policy makers
Quarterly Newsletter	2	4	4	10	Community Database

5.4 Press & Media Channels

For Year 2, ICTFOOTPRINT.eu plans to launch at least 2 Press Releases. One of the two will describe the website services, implemented during the second year of activities, which can include: new features of the marketplace, status of SDOs engagement, evolution of the self-assessment tools, improvement of the ICT Standards & methodologies section, new success stories published, new synergies established. The second press release will cover the results and the insights produced with Deliverables D2.2, D2.3 and D2.5.

Table 32 - KPIs for ICTFOOTPRINT.eu Press Releases

Press Releases	Description	KPI
		Year 2
General	General and relevant news about ICTFOOTPRINT.eu	0
Website Service Releases	The 4 releases of ICTFOOTPRINT.eu website	1
18th May 2016 Meeting	"End-user requirements gathering & validation" meeting with SMEs and EAG	0
Webinars	The first webinar.	0
Deliverables D2.2, D2.3 & D2.5	Results on interpretation and selection of methodologies, plus market reports	1
Final Event	ICTFOOTPRINT.eu international final event	0

5.5 Events

ICTFOOTPRINT.eu will participate in several events, being selected according to events audience's type and size, location and exhibition costs. The participation will be through ICTFOOTPRINT.eu cafés, presentation sessions and other possibilities that might arise.

Events will be an opportunity to promote the final release of the marketplace (recruiting more sellers or buyers), the first version of self-assessment tools (inviting attendees to use it and identify the carbon footprint), promote and gather success stories to be included on the website, attract attendees to the webinars, get newsletter subscriptions and more connections in social media platforms.

Table 33 shows a list of potential events where ICTFOOTPRINT.eu could participate.

Table 33 - ICTFOOTPRINT.eu potential events to attend during Year 2

Event	Field	Audience	When	Where
Energy Efficiency Finance Marketplace	Financial mechanisms and products for energy efficiency	Cities, Public Administration, Industry and financial sector.	January 2017	Brussels, Belgium

Event	Field	Audience	When	Where
EUROCITIES Knowledge Forum Meeting	Knowledge Society	Cities and public administration	January 2017	Brussels, Belgium
Conference on Clean and Green Energy	Clean and Green Energy and other related areas	Researchers, developers, engineers, students and practitioners	February 2017	Frankfurt, Germany
South-East European Exhibition and Congress Energy Efficiency and Renewable Energy	Energy Efficiency and Renewable Energy	Industry Experts and Managers, from several sectors, interested in energy efficiency	March 2017	Sofia, Bulgaria
World Sustainable Energy Days	Technologies, Policies and Markets related with renewable energy and energy efficiency	Energy Efficiency Experts, Researchers, and Policy Makers	March 2017	Wels, Austria
EUROCITIES Environment Forum Meeting	Energy and environment	Cities and public administration	March 2017	Antwerp, Belgium
Smart Greens	Green ICT Systems and Smart Cities	Researchers, designers, developers	April 2017	Oporto, Portugal
EUROCITIES Knowledge Forum Meeting	Knowledge Society	Cities and public administration	April 2017	Lyon, France
REMOO 7th International ENERGY Conference & Workshop	Energy	Experts, researchers, professionals, investors interested in energy field	May 2017	Venice, Italy
eHealth	Healthcare IT	Industry related with Health based on IT equipment	May 2017	Malta, Malta
Sustainable Energy Week	Sustainable Energy	Policy makers, private companies and research organisations, citizen groups and NGOs	June 2017	Brussels, Belgium
International Research Conference on Sustainable Energy, Engineering, Materials and Environment	Sustainable energy and materials	Researchers and scientists from academia, industry and government	July 2017	Newcastle, UK
International Conference on Green Computing and Engineering Technology	Green Computing	Researchers & Scientists from electronics and technology fields.	August 2017	County Clare, Ireland
Conference on Green Communications, Computing and Technologies	Green ICT	Research & Industry	September 2017	Rome, Italy
EnviroInfo 2016	Environnemental information & communication technologies	Researchers, industry & students	September	Berlin, Germany
European Utility Week	Technologies related to urban utilities	Industry, cities, public administration, experts	October 2017	Amsterdam, Netherlands
EUROCITIES Knowledge Forum Meeting	Knowledge Society	Cities and public administration	October 2017	Uppsala, Sweden

5.5.1 ICTFOOTPRINT.eu Webinars

During year 2 of activities, ICTFOOTPRINT.eu foresees to organise 6 webinars, providing valuable information about ICT sustainability to all stakeholders. Speakers will be recruited from partners, EAG networks and from synergies that the project is establishing with SDOs, H2020 funded projects and other organisations.

Webinars will keep being an important channel to attract new members to ICTFOOTPRINT.eu community, seeing as this has already been initiated with a positive degree of success.

5.6 Community Database

ICTFOOTPRINT.eu plans to reach a total of 2.500 contacts on his community, from different categories from SMEs, Large Enterprises, NPO, SDO, Public Administrators and so on. These new contacts will be recruited from social media networks, webinars registrations, users of self-assessment tools and

marketplace, participations at events, success stories submissions and synergies that will arise during the year.

5.7 Communication Material

During the second year of ICTFOOTPRINT.eu, communication materials will be prepared, when necessary, to support dissemination activities, such as ICTFOOTPRINT.eu cafés at events, project presentations, meetings with EAG members or with other external organizations.

Table 34 describes the communication materials that will be prepared during Year 2, according to the plan described in Deliverable D4.1 "Dissemination, Communication & Marketing Strategy and Plan".

Table 34 - ICTFOOTPRINT.eu Dissemination Material for Year 2

Communication Material	Description	KPI
Flyer/Postcards	Promote, at relevant events, the services and early achievements according to each stakeholder, with images, quotes and key figures	2
Infographics	Capturing trends and showcasing the value proposition of ICTFOOTPRINT.eu to ICT sector	1
Webinar short reports	With key information from each webinar	6
Posters / Pop up Banners	To showcase the interim results and give visibility to ICTFOOTPRINT.eu main message	1
Templates	Set of standard presentations on ICTFOOTPRINT.eu offers	As required
Media Kit	Package available online with several communication materials so each partner can use to promote ICTFOOTPRINT.eu within their institutes and at specific events and media channels	Updated with new communication materials

5.8 Success Stories

ICTFOOTPRINT.eu will have a total of 100 success stories available on the website, by the end of year 2. Another group of 50 success stories will be identified, to be included on the website by the end of year 3. The stories will be used as LinkedIn posts, maximising their outreach and providing to the community valuable content.

5.9 ICTFOOTPRINT.eu Interviews

If relevant, interviews will be made to professionals and experts on energy efficiency and sustainable ICT topics, as well as on the relevance of ICTFOOTPRINT.eu project in the European sustainable ICT landscape.

5.10 Deliverables

A dedicated document describing the status and the further plans of communication and outreach activities, i.e. "Second annual report on ICTFOOTPRINT communication & outreach activities", will be delivered at M24.

Conclusions

During the first year of the project, ICTFOOTPRINT.eu managed to gain a unique position of visibility in Europe in the growing landscape of green ICT. In its first year, it has consolidated a reputable number of relevant actors in the field and believes it is on the path to becoming the only initiative in Europe that encompasses all the ICT methodologies together and is delivering a solid marketplace for both buyers and sellers of ICT products and solutions wishing to lower ICT carbon footprint, concluding with pushing out self-assessment tools for services and organisations that we hope will make a dent in EU sensitivity to becoming more ICT efficient.

Thanks to outreach activities that were organised engaging reputable actors of the green ICT scene, such as renowned speakers from SDOs, Industry and research who presented their topics of expertise at our webinars, ICTFOOTPRINT.eu has become a reference point for all that concerns reduction of the ICT carbon footprint. The participation of ICTFOOTPRINT.eu at key European events has allowed us to introduce the project and its benefits to a wider audience of stakeholders, and to establish valuable synergies with energy experts from SDOs, associations and Industry.

The ICTFOOTPRINT.eu website, which has been visited by over 1.900 unique visitors, is a unique one-stop-shop for finding updated and easily accessible information about methodologies for measuring and reducing the ICT carbon footprint. Our interactive map of ICT Standards attracted great interest and fuelled passionate discussions among SDO representatives and EAG members who actively interacted with the ICTFOOTPRINT.eu Consortium providing valuable feedback and input. The result is a coherent, clear and updated vision of ICT Standards, presented in an effective way to facilitate their adoption and reference even from a non-expert public, raising awareness on ICT related environmental issues.

The ICTFOOTPRINT.eu marketplace is populated by an increasing number of sellers who provide green ICT solutions. We expect this community to grow and attract more buyers in the next period also through promotion activities and the participation to key events, allowing ICTFOOTPRINT.eu to further expand its boundaries, attracting interest and engaging with an always wider audience.

Thanks to the liaison with the EAG and the extensive research the Consortium performed during the initial year of the project, we developed a clear and detailed understanding of the concrete needs of users, in particular ICT-intensive SMEs, who are approaching the green ICT world and are interested in reducing their carbon footprint. Based on this knowledge and on the partners' expertise in developing on line solutions, ICTFOOTPRINT.eu is delivering a comprehensive, useful and pragmatic Self-Assessment tool.

After the first year of activity, we can state that ICTFOOTPRINT.eu has gained a unique position in filling the gap to provide organisations, public administrations and citizens with the right knowledge, technical solutions and motivation to become more sustainable addressing the issues of ICT energy consumption and greenhouse gas emission, while also improving their efficiency, becoming more competitive and earning a better public image.

In the coming period for 2017 ICTFOOTPRINT.eu plans to finalise and, if necessary, to enhance the Self-Assessment tool through end-user validation and feedback, and to consolidate the initial trend, engaging with the most reputable green ICT players, ensuring that all innovations and news are under the ICTFOOTPRINT.eu radar and expanding its community which already counts over 1.000 highly interested and motivated members. A number of target events have been planned for the coming months where ICTFOOTPRINT.eu will further showcase its results to date.

References

/1/ ICTFOOTPRINT.eu Grant Agreement-690911-ICTFOOTPRINT_eu.pdf

/2/ Special Eurobarometer 386 "Europeans and their languages - Report" June 2012 - http://ec.europa.eu/public_opinion/archives/ebs/ebs_386_en.pdf

Attachments

Attachment 1 – List of ICTFOOTPRINT.eu LinkedIn Posts – Year 1

Nª	Title	Publication Date
28	Is It Worth It? - Save Energy at Work	18/01/2017
27	2017: Make Time for a Carbon Neutral Cloud	04/01/2017
26	ICT players learn ICT Standards & Industry Insights towards low carbon footprint	22/12/2016
25	ICT at the forefront in the fight against climate change	16/12/2016
24	If you are looking for green ICT solutions, you just need to visit ICTFOOTPRINT.eu Online Marketplace!	13/12/2016
23	Data Managers at Data Centre World got to know ICTFOOTPRINT.eu	07/12/2016
22	Industrial approach & support from standards in minimising ICT carbon footprint – Free webinar to know ICT standards & guidance for a sustainable ICT	05/12/2016
21	Green ICT Success Story: China Southern Power Grid, China	22/11/2016
20	Green ICT City Success Story - Malmo (Sweden)	17/11/2016
19	Green ICT City Success Story - Linkoping (Sweden)	17/11/2016
18	The environmental impact of ICT: reducing the ICT footprint and rethinking progress & technology with sustainability in mind	16/11/2016
17	ICT Players Learn Tools and Services for Energy Management	31/10/2916
16	Civil Servants & Politicians learn how ICTFOOTPRINT.eu helps on low carbon footprint in ICT	25/10/2016
15	ICT Standards: valuable guides to get benefits & improve competitiveness	10/10/2016
14	Tools and services for energy management – a free webinar giving you practical energy efficiency insights that won't impact your IT performance	06/10/2016
13	How to become a Certified Seller in ICTFOOTPRINT.eu online Marketplace	22/08/2016
12	ICTFOOTPRINT.eu online marketplace: Connecting buyers and sellers for Energy Efficiency	17/08/2016
11	ICT intensive organisations learn "How Energy Efficiency can lead your business growth"	25/07/2016
10	How Energy efficiency can drive business growth - A webinars series to support competitiveness of European SMEs in the ICT sector	28/06/2016
9	European Cities learn how can deliver energy efficiency with ICTFOOTPRINT.eu	22/06/2016
8	Mauro Boldi (Telecom Italia - Italy) on energy efficiency & ICTFOOTPRINT.eu	15/06/2016
7	Osamu Namikawa (Hitachi - Japan) on energy efficiency & ICTFOOTPRINT.eu	15/06/2016
6	Green Experts reach consensus on ICTFOOTPRINT.eu innovative approach for measuring energy efficiency	03/06/2016
5	SMEs & High Qualified International Experts come together to improve energy efficiency in ICT sector	21/04/2016
4	Meeting on 18th MAY – How SMEs can improve energy efficiency and reduce carbon footprint	21/04/2016
3	Key experts together to improve EU SMEs on calculating their ICT energy efficiency - ICTFOOTPRINT.EU External Advisory Group	20/04/2016
2	ICTFOOTPRINT.eu: Who are the Partners?	25/02/2016
1	Your energy efficiency in ICT? Follow ICTFOOTPRINT.eu	18/02/2016