

# ***FIESTA Long term strategy for ensuring impact beyond project lifetime***

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## 1. INTRODUCTION

All FIESTA LOCAL AUTHORITIES (LA) are strongly committed to promote energy efficiency and CO<sub>2</sub> reduction as a key priority. FIESTA project has been mainly an opportunity for setting up the Energy Help Desk (EHD) and promote it among citizens by mean of wide promotional campaign. Nevertheless toward the end of the project each LA, supported by the national technical partner, worked to assure the sustainability of the project, thus to keep generating a beneficial impact also in years following the project end.

To this respect the results achieved are as follows:

- 14 FIESTA partner Municipalities committed themselves in keeping the FIESTA Energy Help Desk active also after the project end;
- 39 European cities committed themselves to replicate the FIESTA approach and its experience, promoting the concept of energy saving among citizens, by following the FIESTA-style approach and activities.

## 2. LONG TERM STRATEGY

The specific objective foreseen by the project was to achieve the sustainability of the FIESTA EHDs already created.

All LAs involved in the project are strongly committed to promote energy efficiency and CO<sub>2</sub> reduction as a key priority. FIESTA has given the opportunity to set up the local EHD and promote it among citizens by mean of wide promotional campaign. At the end of the project the EHDs are well established and each LA supported by its national technical partner has defined a long term strategy for keeping the EHD working also beyond project lifetime.

The following table summarizes the results achieved to this respect.

Country	FIESTA Municipality	Long term strategy
ITALY	TRIESTE	The Municipality of Trieste has been working with AREA Science Park to ensure that the Energy help desk will continue its activity and will reach out further. AREA has already drawn up a general agreement concerning a bundle of activities in the field of Energy which has already been accepted by the Municipality. It includes terms and conditions also for the maintenance of the Energy help desk for citizens. The EHD will therefore be operating until 31.12.2020 and the service will be assured by expert staff provided by AREA Science Park. The agreement is expected to be signed by the end of the year (2017) and the Municipality will fund it with its own budget.

	<b>RAVENNA</b>	The city of Ravenna will keep the FIESTA Energy Help Desk working after the end of the project, even though some of its activities will be slightly revised. The Office of Energetic Policies of the Municipality of Ravenna, that already works on the issue but only from an industrial point of view, will take over the consultancy activity targeting citizens.
	<b>FORLI'</b>	The City of Forlì will keep the FIESTA Energy Help Desk working after the end of the project. In addition to the services and information already provided, it will also inform about issues related with asbestos and how to remove it from the buildings. After a selection accomplished according to the Municipality rules, and based on the Executive Decision n. 2169, approved on 11/10/2017, an expert has been entrusted the task of providing information at the Energy and Asbestos Help Desk and answering the questions raised by the citizens about such issues. The renewed Help Desk will be running from the 1st of November 2017.
<b>SPAIN</b>	<b>ZARAGOZA</b>	The Municipality will keep the FIESTA Energy Help Desk working after the end of the project. The office will be open every Wednesday from 9:00 to 14:00 in the premises of Zaragoza Vivienda - "Punto de Asesoría Energética, PAE".
	<b>PAMPLONA</b>	<p>The City of Pamplona will keep the Energy Help Desk working after the end of the project. A particular attention will be given to the assessment of families that are suffering fuel poverty, as already done during the FIESTA project.</p> <p>Also the EHD will keep on with the organization of workshops at schools thanks to the local environmental education team, with the aim to spread knowledge and values among children about energy efficiency, renewable energies and sustainable mobility.</p> <p>Last but not least, perhaps not systematically, the EHD will occasionally organize workshops for social housing residents about energy efficiency, energy prices, energy market (costs, social discounts, how to understand energy bills, etc.).</p>

	<p><b>LOGRONO</b></p>	<p>Logroño City Council has developed a synergy with the “Caritas Diocesananas de La Rioja” NGO in the realization of social workshops. So this NGO programmed during the life of the project, nine social workshops as well as a workshop designed for its volunteers so that they can give a better aid to the families they attend to.</p> <p>The FIESTA project has also had a fluid relationship with the General Directorate of Social Services, having organized eight social workshops (five aimed to families and three aimed to social workers). In addition, the FIESTA project provides energetic advice to families applying for aid to deal with energy bills due to the fluid relationship with the staff of the aforementioned address.</p> <p>For all the above, the Logroño City Council will continue carrying out social workshops, both organized by “Caritas Diocesananas de La Rioja” and Social Services of the Logroño City Council.</p> <p>“Caritas Diocesananas La Rioja” plans to hold a social workshop every month or two. In addition, this organization intends that all families who get help in paying energy bills will receive an energy audit.</p> <p>On the other hand, the City of Logroño will also make energy audits for all families coming through Social Services, as well as other NGO’s.</p> <p>Regarding the school workshops, Logroño will organize them within the environmental education campaigns. In these workshops, the videos of the FIESTA Project will be showed. Besides, energy counseling will be provided to families receiving financial aid from the Logroño City Council as a measure to alleviate energy poverty in the city. To provide advice, the EHD will be moved from the main floor to the second floor of the Logroño City Council.</p> <p>Therefore the Logroño City Council will continue carrying out activities of the FIESTA Project focused on alleviating energy poverty in the city of Logroño as well as raising awareness of a responsible use of energy and promoting energy saving by changing habits in the students.</p> <p>Logroño will use the FIESTA animations to carry out school workshops about energy efficiency, which will be developed in the schools of Logroño within the campaigns of environmental awareness in schools in Logroño.</p> <p>In addition, Logroño is developing “Energy Education Factsheets” for its later delivery in the schools of Logroño in order to make the students of the city aware on a rational use of the energy.</p> <p>These “Energy Education Factsheets” are divided into five groups: pre-school, primary, secondary, high school and special education.</p> <p>At first, there will be approximately 125 factsheets (25 factsheets per group). These factsheets explain what is the energy and emphasize renewable energy and its benefits.</p>
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<b>BULGARIA</b>	<b>VRATSA</b>	<p>The Vratsa Municipality will keep the FIESTA Energy Help Desk working even after the end of the project.</p> <p>In particular, with regards to the consumer purchasing groups, the FIESTA team decided to initiate negotiations with the same companies, as well as with the other interested companies, in order to extend the CPG campaign for another year.</p>
	<b>BURGAS</b>	<p>The energy tool developed during the project, used to evaluate the energy characteristics of households, is very useful and the City is planning to use it in further initiatives. Also the info materials (FIESTA energy efficiency guide and FIESTA animations) will be further used as well to promote the energy efficient behaviour. The tool and the info materials are also distributed among other municipalities of South East Bulgaria.</p> <p>The Energy Help Desk will continue its work regularly sending information to people and NGOs on the territory of Burgas. The City will try to further develop the concept of CPG and investigate the opportunity of local NGOs becoming the driving force for implementation of CPG in Burgas.</p>
	<b>PAZARDZHIK</b>	<p>Pazardzhik Municipality intends to keep some of the FIESTA EHD services beyond the project end. In particular they intend to keep offering the following free services to citizens:</p> <ul style="list-style-type: none"> <li>- Organization of workshops, especially with schools and social housing, that proved to be very successful in Pazardzhik;</li> <li>- Offer to citizens consultation services on energy saving issues, RES heating/cooling systems and sustainable energy purchases.</li> </ul>
<b>CYPRUS</b>	<b>LIMASSOL</b>	<p>The FIESTA project in Limassol was successful. The feedback from the citizens, who required either information from the Energy Help Desk or free energy audits, was very positive and encouraging. Therefore, the Municipality of Limassol will keep the FIESTA Energy Help Desk working until the end of this year (2017).</p> <p>The knowledge that has been gained will be disseminated further, especially through the activities of the Environmental Management Department of the Municipality. The monitoring tool will be frequently updated according to new standards or prices for equipment and can be used in the future for similar research.</p> <p>Limassol Municipality is a local authority particularly active with European funded programs and its participation in the FIESTA project improved its expertise in managing EU project and enhanced future opportunities for funding its activities.</p>

	<b>LARNAKA</b>	<p>The FIESTA project in Larnaka was successful. The feedback from the citizens, who required either information from the Energy Help Desk or free energy audits, was very positive and encouraging. Therefore, the Municipality of Larnaka will keep the FIESTA Energy Help Desk working at least until the end of the year 2018.</p> <p>The knowledge that has been gained will be disseminated further, especially through the activities of the Environmental Management Department of the Municipality. The monitoring tool will be frequently updated according to new standards or prices for equipment and can be used in the future for similar research.</p> <p>Limassol Municipality is particularly active with EU programs and its participation in the FIESTA project improved its expertise in managing EU project and enhanced future opportunities for funding its activities.</p>
<b>CROATIA</b>	<b>PULA</b>	<p>The city of Pula Pola will keep the FIESTA Energy Help Desk working even after the end of the project. In the City of Pula Pola, in the Department of Physical Planning, Communal System and Property, had been established the Sub-Department Energy Efficiency and European Projects, that will be in charge of elaborating and developing projects funded by EU targeting energy efficiency and energy saving.</p> <p>The department will take over the activities with public through the FIESTA Help desk. The regular activities of the department such as information of the citizens' about energy efficiency and EU-related tenders will be provided by the employees of the Municipality of Pula Pola from the Department for Energy Efficiency and European Projects. The Help desk will be financed by the Municipality of Pula Pola.</p>

	<p><b>ZADAR</b></p>	<p>The City of Zadar will keep the FIESTA Energy Help Desk working even after the end of the project having the same working hours kept during the project. Also, City of Mostar from Bosnia and Herzegovina and City of Nin intend to replicate FIESTA model by creation of FIESTA style energy help desk on which citizens could inform and advise on energy efficiency, possibilities of energy saving in their home and co-financing of such projects as well as all other information and advises. They express their interest to keep it after the end of the project. City of Nin also will be supported by Zadar County Development Agency which opened Solar Education Centre where technical experts provide citizens with information and advises regarding energy efficiency.</p> <p>Regarding the Consumer Purchasing Group (CPG) City of Zadar plans to invite companies involved in CPG Zadar to continue act in the Group with the discounts and also explore possibility to expand the range of discounted products. Some of them have already showed their will to stay in CPG Zadar. Regarding the dissemination activities City of Zadar has already presented project in the media and events after the end of the project and will continue with such activities. The plan is also to present project as an example of good practice to other project events, energy weeks or other appropriate events. In addition, FIESTA Facebook page will continue with its work after project ends providing followers with interesting and useful information and advices on energy saving. City of Zadar will strive to get more Facebook followers so that information on FIESTA will be provided to more stakeholders after the end of the project. It will help that much more people get the information and advices which should lead to raising citizens awareness and in general energy savings and CO<sub>2</sub> emission reduction.</p>
	<p><b>RIJEKA</b></p>	<p>The most obvious benefits reaped by the FIESTA project in Rijeka are the reduced energy consumption and greenhouse gas emissions, lower energy bills for FIESTA families along with an increased public awareness about the importance of a more sustainable energy use in households..</p> <p>The City of Rijeka will continue to participate in energy saving projects, regardless of funding source (commitment to the Covenant of Mayors initiative). All new projects will be more effective only if there is public awareness and will to participate in reducing energy consumption</p> <p>The City of Rijeka will keep the FIESTA Energy Help Desk working even after the end of the project.</p>

### 3. REPLICATION STRATEGY

The specific objective foreseen by FIESTA was the creation of Energy Help Desks in further local authorities, thus to enhance and broaden the project impacts.

### **Transferability of the model**

The FIESTA model and tools have been conceived and created to be easily transferred to other local authorities interested in replicating the FIESTA approach. All materials developed for FIESTA are freely available in the FIESTA website in the languages of the 5 involved countries plus English. The FIESTA Publishable Report represents a sort of ‘FIESTA business card’ to be distributed to relevant key actors in order to spread at national and European level the FIESTA results and ensure a multiplier effect.

It includes the *FIESTA replication kit*, that consists as follows:

- a report on the energy performance data showing the energy consumption improvements obtained by the participating families, (Kw/h saved, CO<sub>2</sub> reduction data and other similar data);
- instructions for the replication of FIESTA model (including the tools and guides produced in English);
- brief description of project results and lessons learnt and partners plans for the future.

### **Disseminate to replicate**

Project partners (both technical partners and municipalities) were requested to contribute to a wide dissemination campaign to communicate the results achieved by the FIESTA project, in terms of energy savings, to other local authorities with the aim of inform them about the project and support/promote the replication of the FIESTA model.

In particular Municipalities were invited to:

- make the most of the networks and initiative they belong to (such as: European and International Twinning programs, the Covenant of Mayors, ANCI, Union of Bulgarian Black Sea LAs, Spanish Network of Smart Cities, Udruga Gradova Croatian Association of City councils, etc.);
- participate at workshops and conferences dedicated to local authorities and dealing with energy issues, and present the FIESTA projects and mention the opportunity for replication;
- Set up meetings with Municipalities interested in the replication of the FIESTA model.

The international workshop organized in Brussels by ICLEI was also a way of securing relevant, targeted communication of project results to foster further replication of the FIESTA package and provide visibility for all participating authorities, which, in turn, will act as a disseminator of the reliability and effectiveness of the FIESTA model.

### **Set up replication meetings**

The idea was to plan a replication campaign offering interested cities on site training arranged by FIESTA municipalities and/or technical partners. The priority was to focus mainly on Municipalities located within the project countries, but other EU countries were welcomed as well.

To this aim a total of 78 Local Authorities have been selected and contacted by FIESTA municipalities and technical partners, resulting in the organization of 26 replication meetings To train them in establishing EHD in their cities. These meetings were held on replicators’ premises or in those of the FIESTA partners and in some cases as web conferences. In such meetings the FIESTA experts trained the local staff on the operational methodology and approach, the energy audits process and tools and the lessons learnt during project implementation.

All replicating cities have been provided with full access to all FIESTA tools and materials.

### Replication results

A total of 39 LAs formalized their will to replicate the EHD/FIESTA model in their cities by signing a letter of intent.

In addition to project replicating authorities, in Larnaka the municipalities of Lefkara and Athienou decided to adhere to Larnaka local EHD activities in a slightly different way. Since due to the economic crisis and major cuts in the municipalities' annual budget, it would be very difficult for cities to establish their own Energy Help Desks, they have decided to re-direct the people who are interested in energy saving in their territory, to the Energy Help Desk of Larnaka that will keep running even after the project end. In turn, municipalities of Lefkara and Athienou will support Larnaka EHD in the promotion of its activities.

The following table summarizes the results achieved in terms of replication of the FIESTA model at the time of the project end (September 2017).

Country	FIESTA partner	Potential replicators	Letter of commitment already signed
ITALY	AREA SCIENCE PARK	Municipality of Pesaro	- Municipality of Pesaro
	TRIESTE	Municipality of: - Spilimbergo - Sacile - Gorizia - Tolmezzo - Talmassons - Gradisca d'Isonzo - Tarvisio - Gemona del Friuli - Visco - Duino-Aurisina - Muggia - San Dorligo della Valle - Sgonico - Monrupino	- Municipality of San Dorligo della Valle
	RAVENNA	Municipality of: - Ferrara - San Lazzaro - Montegalda	- Municipality of Ferrara - Municipality of San Lazzaro - Municipality of Montegalda
	FORLI'	Municipality of: - Palermo - Cesena	- Municipality of Cesena - Municipality of Palermo
SPAIN	CIRCE	Municipality of: - Málaga - Utebo	- Municipality of Utebo

		- Monzón	
	<b>ZARAGOZA CITY</b>	Municipality of: - Teruel - Huesca - Madrid City Council	-
	<b>ZARAGOZA VIVIENDA</b>	The Agencia de I´ Habitatge de Catalunya	- The Agencia de I´ Habitatge de Catalunya
	<b>PAMPLONA</b>	Municipality of: - Isla de Hierro - Arguedas - Auritz-Burguete	- Municipality of Isla de Hierro - Municipality of Arguedas - Municipality of Auritz-Burguete
	<b>LOGRONO</b>	Municipality of: - Motril - Avilés - Santander - Bilbao - Gijón - Campillos - Lleida - Tarragona - Marbella - Albacete - Cáceres - Castellón - Murcia - Sevilla - Fuenlabrada - Córdoba - Almería	- Municipality of Campillos - Municipality of Santander - Municipality of Cordoba - Municipality of Caceres - Municipality of Murcia
<b>BULGARIA</b>	<b>REAP</b>	Municipality of Kochani (from FYROM)	- Municipality of Kochani
	<b>VRATSA</b>	Municipality of: - Krivodol - Kozloduy - Oryahovo - Borovan - Mizia - Mezdra - Byala Slatina - Varshets	- Municipality of Krivodol - Municipality of Kozloduy - Municipality of Oryahovo - Municipality of Borovan - Municipality of Mizia - Municipality of Mezdra
	<b>BURGAS</b>	Municipality of: - Sliven - Yambol - Stara Zagora	Municipality of: - Sliven - Yambol - Stara Zagora

	<b>PAZARDZHIK</b>	Municipality of: - Peshtera - Bratsigovo	Municipality of: - Peshtera - Bratsigovo
<b>CYPRUS</b>	<b>STRATAGEM</b>	- Municipality of Agios Athanasios	- Municipality of Agios Athanasios
	<b>LIMASSOL</b>	Municipality of: - Ypsonas - Mesa Gitonias - Polemidia - Agios Athanasios - Agios Tychonas - Germasogeia	Municipality of: - Mesa Gitonia - Germasogeia
	<b>LARNAKA</b>	Municipality of: - Lefkara - Athienou - Livadia	-
<b>CROATIA</b>	<b>REAK</b>	Municipality of Čavle	- Municipality of Čavle
	<b>PULA</b>	Municipality of: - Verteneglio - Grisignana	Municipality of: - Verteneglio - Grisignana
	<b>ZADAR</b>	Municipality of: - Mostar - Nin	Municipality of: - Mostar - Nin
	<b>RIJEKA</b>	- Municipality of Kastav - CEZAR, no profit organisation for sustainable energy development	- Municipality of Kastav - CEZAR, no profit organisation for sustainable energy development

Thanks to the word of mouth as well as to the FIESTA dissemination that will be performed by project partners in future events and occasions, additional cities are expected to uptake the FIESTA model in the years to come even if no precise figure can be provided.

## 4. CONCLUSIONS

The FIESTA project has been pivotal in establishing in participating cities Energy help desks and make them familiar to the population.

This task was not just spreading information among consumers but also persuade them that their local authorities could help them in saving energy and money keeping or even improving their quality of life.

The IEE funding was therefore required not just for elaborate a common methodology and tools but also to launch wide communication and awareness raising campaigns, whose impact went far beyond the boundaries of the cities involved.

The results achieved were extremely positive and the LAs will keep their Energy Help Desk working somehow.

Unfortunately in all the countries involved in the project local authorities are facing spending reviews, and have their staff turn over blocked leading to a systematic lack of staff.

That means that the set of services that will be offered by the LAs and their intensity will depend in most cases on their ability to access funding opportunities beyond their ordinary budget at regional, national and European level as Interreg, ESF, ERDF etc.). The opportunity of having young people serving as internships performing the audits under the supervision of senior auditors has been considered by many authorities.