



Report on M-Benefits webinars

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Multiple benefits of energy efficiency

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1. Introduction

This work is complementary to the regional training workshops developed by each implementation partner in Task 5.2. In addition to the regional training workshops, a sequence of 3-4 national webinars in local language has been developed and offered to a broader audience to reach out to further potential participants. Webinars have been used both to ensure largest dissemination of the training materials, allowing a broader participation from target audience, and to promote the participation to the T5.2 and T5.4 actions and the use of the tools produced by the project.

The three webinars have been differentiated in terms of content, in order to provide a comprehensive training experience, and focused respectively on the following topics:

- Overview of the multiple benefits
- How to assess multiple benefits
- Use of the tools produced by the M-Benefits project

In this document a brief overview of the national webinars is proposed, highlighting how they have been scheduled by each implementation partner and the results in terms of number of participants and contents.

2. Results from implementation partners

FIRE – Italy

FIRE has scheduled the webinars planned by the M-Benefits project during the month of July 2019 according to the following calendar:

- July 8, 11-12 am, “*Introduzione ai benefici multipli dell’efficienza energetica*” (Overview of the multiple benefits)
- July 15, 11-12 am, “*Come valutare i benefici multipli dell’efficienza energetica*” (How to assess multiple benefits)
- July 22, 11-12 am, “*Benefici multipli: gli strumenti del progetto M-Benefits*” (Use of the tools produced by the M-Benefits project)

The webinars were broadcast live via the GoToWebinar platform.

Speakers: Lorenzo Tuzzolo, Livio De Chicchis

Webinar title	Date	Number of participants
Overview of the multiple benefits	July 8	66
How to assess multiple benefits	July 15	58
Use of the tools produced by the M-Benefits project	July 22	53

Table 1. Webinars in Italy and number of participants

The first webinar introduced the topic of the non-energy benefits, explaining how they could be relevant both at macro level and at company level, and providing a generic list of them.

Second webinar explained the possibility to assess the multiple benefits from a qualitative and quantitative point of view, providing some tools to evaluate it and some practical examples of evaluation.

The third webinar was focused on M-Benefits project, going more in detail through the five steps of the methodology and introducing the Serious Game that is part of the following training programme.

Attendees were mostly energy managers of large companies, energy experts and people from energy service companies, which have expressed interest in M-Benefits project. The cycle of webinars was disseminated at a larger scale than the trainings (which have been limited to potential pilots candidates), giving multiple subjects the opportunity to learn about non-energy benefits and Multiple Benefits project.

All three webinars were successful: active participants, with a good question time and the level of attention from the participants always high.

Link of the recordings:

Webinar #1: <https://www.youtube.com/watch?v=3wXDdPYxCsU>

Webinar #2: <https://www.youtube.com/watch?v=uyILdWVeiaU&t=1s>

Webinar #3: <https://www.youtube.com/watch?v=xxmAPJ4fIFI>

ISR - Portugal

ISR has scheduled the webinars planned by the M-Benefits project during the month of July and September 2019 according to the following calendar:

- July 19, 11-12 am, *Avaliar e Comunicar os Benefícios Múltiplos da Eficiência Energética* (Valuing and Communicating the Multiple Benefits of Energy Efficiency)
- July 20, 11-12 am, *Avaliar e Comunicar os Benefícios Múltiplos da Eficiência Energética* (Valuing and Communicating the Multiple Benefits of Energy Efficiency). This webinar was a reply of the first one
- September 27, 11-12 am, *Porquê avaliar os Benefícios Múltiplos da Eficiência Energética* (Why value the Multiple Benefits of Energy Efficiency?)
- October 4, 2.30-3.30, pm, *M-Benefits Metodologia e Toolkit* (M-Benefits Methodology and Toolkit)

The webinars were broadcast live via the GoToWebinar platform.

Speakers: Joao Fong, Paula Fonseca

Webinar title	Date	Number of participants
The M-Benefits Project	July 19	15
The M-Benefits Project	September 20	14
Why evaluate the M-Benefits of energy efficiency projects	September 27	15
The M-Benefits Methodology	October 4	13

Table 2. Webinars in Portugal and number of participants

The three webinars held in Portugal covered the topics set out in the proposal and aiming at giving a detailed overview of the M-Benefits methodology and tools.

This first webinar gave an outline of the project's main objectives beginning with an overview of the context, project partners and a summary of the M-benefits methodology and how companies can use it to improve the attractiveness of their energy efficiency projects. Ways of cooperation with the project, either through pilot projects or through participation in the trainings were also presented.

This webinar was held on two occasions (live, not recorded), one before the summer holidays and one just after, to maximise the audience for the two following webinars. On the second webinar basic concepts were introduced in order to explain why it is important to value the Multiple Benefits of Energy Efficiency. Concepts such as "strategic investment" were explained and the importance of making energy efficiency investments strategic for businesses was highlighted. What are multiple benefits and how to identify them was also presented. Finally, practical examples of multiple benefits in energy efficiency projects were presented to illustrate their importance in different settings (e.g industry, buildings).

The last webinar gave an in depth look of the various steps of the M-Benefits methodology and on how to use the Toolkit to help carrying out those steps. Concepts that are critical for the use of the methodology such as the business model canvas, process mapping, operational excellence, etc.

All webinars had good participation with participants from different groups of target audiences: public administration, policy makers, municipalities, energy agencies, ESCOs and private companies.

Good feedback was received from attendees by email along with requests for the presentations and related materials which were distributed after the sessions. Some participants also showed further interest about the implementation of the methodology and communication strategies.

Link of the recordings:

Webinar #1: <https://youtu.be/iPxgPjrjco4>

Webinar #2: <https://youtu.be/ywxgfrP2XDo>

Webinar #3: https://youtu.be/44vpdJC_gGU

IREES - Germany

IREES has scheduled the webinars planned by the M-Benefits project during the month of January 2020 according to the following calendar:

- January 16, 9:30-10:30 am, Multiple Benefits Webinar 1
- January 21, 9:30-10:30 am, Multiple Benefits Webinar 2
- January 22, 9:30-10:30 am, Multiple Benefits Webinar 3
- January 23, 9:30-10:30 am, Multiple Benefits Webinar 4

The webinars were broadcast live via the GoToWebinar platform.

Speaker: Felipe Toro

Webinar title	Date	Number of participants
Multiple Benefits Webinar 1	January 16	26
Multiple Benefits Webinar 2	January 21	20
Multiple Benefits Webinar 3	January 22	20
Multiple Benefits Webinar 4	January 23	18

Table 3. Webinars in Germany and number of participants

The four-webinar series (each 1-hour duration) was focused on M-benefits project and included the following contents.

In the first webinar the topic of multiple benefits was introduced, and the underlying analysis method and approach. This provided the participants with an initial overview of the range of the methodology.

In the second webinar the importance of the company analysis and the strategic analysis of business, energy and operations was explained.

In the third webinar the financial analysis of energy efficiency projects was explained in detailed and introduced the participants to profitability as a criterion for investment decisions, taking into account the multiple benefits quantification.

In the fourth webinar, an overview of the basic communication concepts was provided giving the participant useful advice and tips on how you can use communication as the key to success within the multiple-benefits method.

All four parts of the webinar provided the participants the basics for the application of the Multiple Benefits Method and were a prerequisite for participation in the one-day advanced training course.

Link of the recordings:

Webinar #1: https://www.youtube.com/watch?v=Rx9_LQqFSR8

Webinar #2: <https://www.youtube.com/watch?v=CrPt4BiiVTw>

Webinar #3: <https://www.youtube.com/watch?v=NwAdPB-OjU0>

NTUA - Greece

NTUA has scheduled the webinars planned by the M-Benefits project during the month of February 2020 according to the following calendar:

- February 13, 1:00-4:00 pm, NTUA-LSBTP Webinar I
- February 14, 1:00-4:00 pm, NTUA-LSBTP Webinar II
- February 28, 1:00-4:00 pm, NTUA-LSBTP Webinar III

In addition to the three webinars a fourth webinar with 27 students from NTUA, was held on May 6th 2020, in the frame of NTUA's teaching programme of the lecture "Environment and Development".

The webinars were broadcast live via the GoToWebinar platform.

Speakers: Christina Hatzilau, Platon Palis

Webinar title	Date	Number of participants
NTUA-LSBTP Webinar I	February 13	8
NTUA-LSBTP Webinar II	February 14	9
NTUA-LSBTP Webinar III	February 28	16
University Webinar	May 6	27

Table 4. Webinars in Greece and number of participants

The adopted approach was slightly different from other implementation partners, as it has been chosen to include all the topics in each webinar of approximately three hours duration, and to repeat it three times (always in "live" session). After communicating many times with the potential participants, NTUA concluded that this would be the best approach since there were no dates on which a significant number of potential participants would be able to attend all three sections.

More in detail, each webinar was conducted as follows. The first hour was dedicated to an introduction to the Project, an overview of the multiple benefits and legislation on energy efficiency and climate change. The second hour was dedicated to the methodology and test cases and to the assessment of the multiple benefits and the use of the tools regarding the non-energy benefits and the financial analysis while the third hour to the presentation of the serious game.

The participants of all four webinars were mostly engineers. The fourth webinar had students as participants, which origin was from several Schools, i.e. Mechanical Engineering, Electrical Engineering, Architecture, Chemical Engineering and the School of Applied Mathematics and Physics, as the particular subject is an interscholar one.

Link of the recordings:

Webinar #1: <https://www.youtube.com/watch?v=xOP8JJBLERs> (one webinar includes all contents)

GEA - Austria

GEA has scheduled the webinars planned by the M-Benefits project during the month of February and May 2020 according to the following calendar:

- February 18, 1-2 pm, *Webinar Serie: Erfolgreich am Markt durch Energieeffizienz* (Webinar Series: Success on the market through energy efficiency)
- February 25, 1-2 pm, *Webinar Serie: Erfolgreich am Markt durch Energieeffizienz* (Webinar Series: Success on the market through energy efficiency)
- March 3, 1-2 pm, *Webinar Serie: Erfolgreich am Markt durch Energieeffizienz* (Webinar Series: Success on the market through energy efficiency)

The webinars were broadcast live via the GoToWebinar platform.

Speaker: Reinhard Ungerbock

Webinar title	Date	Number of participants
Webinar Serie I	February, 18	15
Webinar Serie II	February, 25	12
Webinar Serie III	March, 3	9

Table 5. Webinars in Austria and number of participants

The first webinar explained the concept of the Multiple Benefits method, the necessary resources for this process and provided some examples of non-energy related benefits.

Second webinar went through the strategic dimension and the financial evaluation of multiple benefits, providing some examples of it.

In the third webinar communication and accompanying processes were deepened, introducing the Serious Game and the M-Benefits software.

Attendees mainly come from companies, that were further involved in pilot projects.

Link of the recordings:

Webinar #1: <https://youtu.be/duEG8hv4cX0>

Webinar #2: <https://youtu.be/TtnWpwB54jQ>

Webinar #3: <https://youtu.be/Qm9hXMHBqgw>

HSLU - Switzerland

HSLU has scheduled the webinars planned by the M-Benefits project during the month of September and October 2019 according to the following calendar:

- September 17, 3-4 pm, *M-Benefits Einführung: Den Energieverbrauch senken und gleichzeitig den Wettbewerbsvorsprung ausbauen* (M-Benefits introduction: Reduce energy consumption and expand your competitive advantage)
- September 24, 2-3 pm, *Werkzeuge zur ganzheitlichen Analyse des Nutzens von Energieeffizienz-Massnahmen* (M-Benefits Toolkit: Tools for a holistic analysis of the benefits of energy efficiency measures)
- October 1, 2-4 pm, *M-Benefits in der Praxis: Ganzheitliche Analyse des Nutzens von Energieeffizienz-Projekten in Unternehmen* (M-Benefits in practice: Holistic analysis of the benefits of energy efficiency projects in companies)

The webinars were broadcast live via the GoToWebinar platform.

Speaker: Ingo Schneider

Webinar title	Date	Number of participants
M-Benefits introduction: Reduce energy consumption and expand your competitive advantage	September 17	14
M-Benefits Toolkit: Tools for a holistic analysis of the benefits of energy efficiency measures	September 24	10
M-Benefits in practice: Holistic analysis of the benefits of energy efficiency projects in companies	October 1	6

Table 6. Webinars in Switzerland and number of participants

Webinars were focused on Multiple Benefits project, starting with an introduction of the topic and linking it to the competitive advantage, then presenting the project's tools and finally, in the third webinar, explaining how the methodology could be put in practice for the companies.

Link of the recordings:

Webinar #1: <https://www.youtube.com/watch?v=nDekbFMBOTU&t=202s>

Webinar #2: https://www.youtube.com/watch?v=IOI2Rsj_pDg&t=279s

Webinar #3: <https://www.youtube.com/watch?v=IB4poJtVSCO>

KAPE - Poland

KAPE has scheduled the webinars planned by the M-Benefits project during the month of May 2020 according to the following calendar:

- May 13, 10-11 am, *Efektywność energetyczna w przedsiębiorstwach* (Energy efficiency in enterprises)
- May 14, 10-11 am, *Metodyka identyfikacji i oceny nieenergetycznych korzyści wynikających z działań na rzecz poprawy efektywności energetycznej* (Methodology for identification and evaluation of non-energy benefits – Project M-Benefits)
- May 15, 10-11 am, *Prezentacja i omówienie narzędzia do identyfikacji i oceny nieenergetycznych korzyści* (Presentation and explanation of the tool for identification and assessment of non-energy benefits)

The webinars were broadcast live via Microsoft Teams platform.

Speaker: Piotr Nowakowski, Ryszard Wnuk

Webinar title	Date	Number of participants
Energy efficiency in enterprises	May 13	29
Methodology for identification and evaluation of non-energy benefits – Project M-Benefits	May 14	32
Presentation and explanation of the tool for identification and assessment of non-energy benefits	May 15	15

Table 7. Webinars in Poland and number of participants

The main themes covered in the first webinar focused on energy efficiency at a company level (instruments stimulating its development, energy intensity indicators for different industry sectors) and at a policy level, then a first Project's introduction was given.

Second webinar explained in detail the five steps of M-Benefits methodology, giving furthermore a practical example of its application.

The last webinar presented some related projects and publications, the non-energy benefits in macro and micro scale and the M-Benefits Toolkit going through the excel sheet.

Generally, at the end of each webinar there was a short time dedicated for discussion and questions.

The series of webinars were attended by the representatives of industry sector, small and medium enterprises, financing institutions, governmental institutions, consulting companies and branch associations.

The webinars were well received by the stakeholders, who highlighted the importance and need of dialogue on non-energy benefits.

The methodological materials and presentations will be distributed among the experts of Bank of Environmental Protection – initiative came up from Chief Ecologist of Bank of Environmental Protection, who participated in the series of the webinars.

Link of the recordings:

Webinar #1: <https://www.youtube.com/watch?v=3zfilXrqCWA>

Webinar #2: <https://www.youtube.com/watch?v=6AwQNZaF5ok>

Webinar #3: <https://www.youtube.com/watch?v=C1YwVZLo9fM>

3. Conclusions

In general, webinars achieved the objective of dissemination for which they have been designed. Each implementation partner adopted the best suited approach in terms of webinar's structure, contents and timeline, basing on his own national framework. For example, regarding timeline, some IPs have preferred to provide the webinars before the trainings, while others have chosen to deliver them in parallel. Results in terms of number of participants and feedback, where provided, are encouraging and in line with expectations, also in view of the following project activities (trainings and pilots) where at least a part, or in some cases the whole, of the attendees will be involved.

In some cases, involvement of participants has been a bit more challenging due to the pandemic crisis faced from March 2020 onward. In any case, this issue has been less critical than for training and pilot projects for two main reasons: many IPs held their events before March, and webinar mode allowed to overcome the issues related to the lockdown.

Webinars proved to be an effective way for dissemination, being easy to use and allowing to reach a wide range of people. Interaction with participants was ensured through the chat-box tool, through which questions and comments could be stated. Webinars also allowed many partners to find partners for the pilot projects, together with other forms of advertisement.

All the webinars have been recorded and published on each implementation partner's own YouTube channel. All the links were then posted on M-Benefits website, where a repository of them can be accessed. This option was preferred to the creation of a specific M-Benefits' YouTube channel, due to the better visibility that the partners' social profiles can ensure.