



## **D8.4: General public dissemination report**

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# Multiple benefits of energy efficiency

## Project partners



Environmental Change Institute



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European Council for an energy efficient economy



[www.mbenefits.eu](http://www.mbenefits.eu)



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## Purpose

This deliverable summarizes the public dissemination activities and stakeholders reached by the Multiple Benefits project partners during the project. General dissemination activities include organization of and participation in regional/local workshops and events; distribution of press releases, columns, and newsletters; publications; social media posts and activities; and video/films produced.

## Overview of activities & reach

The tables in this section summarize the types and number of dissemination activities and the approximate number of major stakeholders reached via this outreach.

Activity category	Total # of Activities*
Organisation of Conference	9
Organisation of Workshop	10
Press releases (7), newsletters (3), and columns (4)	14
Publications (peer-reviewed and popular)	5
Trainings/webinars	12
Social Media	100+
Participation in Conference	28
Participation in Workshop	22
Video/Film	3
Participation in activities organized with EU project(s)	11

\*Note: Activities may be double counted in cases where e.g., several multiple partners were involved in planning or participating in or contributing to the same event/activity.

Stakeholder group	Total # individuals reached*
Scientific community (Higher Education, Research)	3250
Industry/business	3500
Civil society	6800
General public	5695
Policymakers & politicians (international, European, local)	1006
Media	415
Investors	725

\*Note: These figures are estimates and does not account for e.g., individuals on multiple mailing lists.

## Dissemination highlights

This section highlights a few of the significant dissemination and outreach activities led by Multiple Benefits partners or where Multiple Benefits partners made a substantial contribution during the project.

Note that pan-European events, including the Multiple Benefits mid-term conference and final conference, are summarized in a separate deliverable, Deliverable 8.3. In addition, synergies/collaboration with other EU-projects are specifically described in Deliverable D8.6.

The Appendix includes a full listing of dissemination events and publications.

## ***Workshops and events***

### **Conferenza Megalia**

On 8 May 2018 a Multiple Benefits partner participated in and presented the Multiple Benefits approach at a gathering of 200 stakeholders in Milan, Italy.

### **Swedish Energy Agency Workshop**

On 10 May 2019 several Multiple Benefits partners organized a workshop at the Swedish Energy Agency, attended by 20+ industry and business stakeholders. The partners presented the Multiple Benefits methodology and then participants practiced the approach by playing the Serious Game!

### **eceee Summer Study workshop**

In June 2019 Multiple Benefits partners led a workshop with approximately 30 participants, including policymakers, program developers, academia/researchers, industry representatives, and others. The purpose was to expose the stakeholders to the methodology and then practice by playing the Serious Game!

### **aceee Summer Study paper and presentation**

On August 13, 2019 two Multiple Benefits partners presented a paper on the Multiple Benefits methodology for approximately 80 attendees at the aceee Industrial Summer Study in Portland, OR, USA.

### **National-level training webinars/sessions**

Six Multiple Benefits partners organized multiple training webinars and sessions for national-level stakeholders (in their respective countries). These training sessions and workshops exposed primary business representatives, including energy managers and service professionals, to the Multiple Benefits methodology, the toolkit, and practice sessions involving the Serious Game.

### **Presentation at U.S. DOE webinar**

A Multiple Benefits partner presented at this event on 12 January 2021. The presentation outlined the multiple benefits logic and method and provided several examples drawn from experience in an industrial bakery in Switzerland, renovation and optimization of chromium plating facilities, and renovation of windows and lighting in an office building. The presentation can be downloaded via the Multiple Benefits library:

<https://www.mbenefits.eu/news-resources/library/industrial-bakery-example-part-of-us-doe-presentation/>

## ***Newsletters, columns, & press releases***

Three Multiple Benefits project newsletters were sent to the Multiple Benefits mailing list over the course of the project (November 2019, September 2020, and April 2021). Each newsletter was sent to over 500 contacts, and in total 282 contacts actively opened and read them, representing an open rate of about 30%. The newsletters shared information on upcoming events/trainings, key milestones, relevant news, columns and media coverage, and newly available reports or resources. Multiple Benefits news and updates were also shared via the BPIE monthly newsletters, which are sent to over 1800 contacts.

Multiple Benefits partners wrote or contributed to four columns focusing on Multiple Benefits evidence, case studies, and related themes. These columns were distributed via the project website and eceee news feed. All columns are available at this link:

<https://www.mbenefits.eu/news-resources/columns/>.

Multiple Benefits communication partners also sent seven press releases via the eceee and BPIE news feeds or other partner press channels during the project.

### ***Publications***

Multiple Benefits partners authored and contributed to five scientific and popular publications during the project, including peer-reviewed placements in the eceee and ACEEE proceedings and the Springer and ASHRAE journals. Publication details and links are included in the Appendix.

### ***Social media & film***

Multiple Benefits partners were active on social media over the course of the project, disseminating information on events/sponsored conferences, training opportunities, and new publications/milestones. Partners posted over 100 unique tweets/Linked in posts using #mbenefits.

For the most part the Implementation partners posted recorded trainings/webinars on their institutional YouTube channels. The links to the individual trainings and webinars are available here: <https://www.mbenefits.eu/training-center/training-workshops-webinars/>

Communication partners also produced a Multiple Benefits teaser video, which is available via the website [www.mbenefits.eu](http://www.mbenefits.eu) and hosted on the Vimeo platform.

## **Appendix**

### ***List of events/workshops***

Organiser	Type of Event	Name	Event focus/content	Contribution (e.g., speaker, display, etc)	Approx. # of attendees	Date	Place	Speaker/Presenter	Online	Report/presentation online	Name of poster/presentation
eceee	Summer Study 2019	eceee Summer Study	Expose methodology, play Serious Game	Workshop	30	3-8 June 2019	Belambra Presqu'île de Giens, France	Clemens, Catherine			
eceee	International Conference	eceee Summer Study	Presenting academic paper	Speaker	40	3-8 June 2019	Belambra Presqu'île de Giens, France	Gavin Killip (UOXF)	No	Multiple benefits of energy efficiency at the firm level: a literature review.	Multiple benefits of energy efficiency at the firm level: a literature review.
Ordine ingegneri	Workshop/conference	Convegno		Speaker		2016-05-18	Perugia, Italy	Francesco Belcastro			
Richmond	Workshop/conference	Richmond energy business forum		Speaker	50	17-18/05/2018	Rimini, Italy	Dario Di Santo		<a href="http://www.richmonditalia.it/energy/">http://www.richmonditalia.it/energy/</a>	
Fondazione Megalia	Workshop/conference	Conferenza Megalia		Speaker	200	2018-05-08	Milano, Italy	Dario Di Santo		<a href="http://www.megaliafoundation.it/convMaggio18/index.html">http://www.megaliafoundation.it/convMaggio18/index.html</a>	
Regione Sicilia	Workshop/conference	Convegno		Speaker	100	12 June 2018	Palermo, Italy	Francesco Belcastro			
Ordine ingegneri	Workshop/conference	Convegno		Speaker		2016-06-18	Modena, Italy	Francesco Belcastro			
	Workshop/conference	Convegno		Speaker		20 September 2018	Milano, Italy	Francesco Belcastro			
HERA	Workshop/conference	Workshop HERA		Speaker	30	2018-09-21	Bologna, Italy	Dario Di Santo		<a href="https://www.youtube.com/watch?v=pmkfvj2dh0">https://www.youtube.com/watch?v=pmkfvj2dh0</a>	
IDM Alto Adige	Workshop/conference	conferenza Ponti		Speaker	80	04 October 2018	Bolzano, Italy	Dario Di Santo		<a href="https://ponti.idm-suedtirol.com">https://ponti.idm-suedtirol.com</a>	
Richmond	Workshop/conference	Richmond energy business forum		Speaker	50	9-10/10/2018	Rimini, Italy	Dario Di Santo		<a href="http://www.richmonditalia.it/energy/">http://www.richmonditalia.it/energy/</a>	
FIRE	Workshop/conference	Enermanagement edifici		Speaker	140	23 October 2018	Bologna, Italy	Dario Di Santo		<a href="http://www.enermanagement.it">http://www.enermanagement.it</a>	
	Workshop/conference	Convegno		Speaker	60	2018-11-08	Rimini, Italy	Francesco Belcastro		<a href="https://www.keyenergy.it/eventi/programma/seminari-e-convegni/e9419016/gli-operatori-dell-efficienza-energetica-energy-manager-energy-auditor-egc-esco.html">https://www.keyenergy.it/eventi/programma/seminari-e-convegni/e9419016/gli-operatori-dell-efficienza-energetica-energy-manager-energy-auditor-egc-esco.html</a>	
Borg & Co/eceee	Workshop/seminar	Valuing the multiple benefits of energy efficiency	Expose the methodology; play Serious Game	Presentation, facilitate Serious Game	20+	10 May 2019	Stockholm, Sweden	Clemens, Catherine	No	No	Valuing and communicating the multiple benefits of energy efficiency
BPIE/Fraunhofer	Symposium	Symposium on valuing the multiple benefits of energy efficiency	Panel discussions, Serious Game	Organiser/speaker	50-80?	2019-10-28	Berlin; Germany	Janne Boll, Adrian Joyce, Sybil Steuwer,	No	No	Symposium on valuing the multiple benefits of energy efficiency



Organiser	Type of Event	Name	Event focus/content	Contribution (e.g., speaker, display, etc)	Approx. # of attendees	Date	Place	Speaker/Presenter	Online	Report/presentation online	Name of poster/presentation
FIRE	Conference	Enermanagement XI		Speaker	200	18 June 2019	Milano, Italy	Dario Di Santo	No	<a href="https://fire-italia.org/enermanagement-1-">https://fire-italia.org/enermanagement-1-</a>	
FIRE	Webinar	Webinar FIRE-GSE		Organiser/speaker	500	2020-04-30		Livio De Chicchis	YES		
FIRE	Conference	Conference SECEM	Panel discussions	Organiser/speaker	300	14 May 2019	Bologna, Italy	Livio De Chicchis	No	<a href="http://www.secem.eu/sesta-conferenza-secem-ege-2019/">http://www.secem.eu/sesta-conferenza-secem-ege-2019/</a>	
FIRE	Conference	Convegno Coordinamento Free a fiera	Panel discussions	Speaker		2019-02-07	Verona	Dario Di Santo			
FIRE	Conference	Conferenza Megalia edifici	Panel discussions	Speaker		21 February 2019	Roma	Dario Di Santo			
FIRE	Conference	Energy Business Forum - 3	Panel discussions	Speaker		11-12/04/2019	Rimini	Francesco Belcastro			
FIRE	Conference	Efficienza energetica nell'industria	Panel discussions	Speaker		15 May 2019	Milano	Dario Di Santo		<a href="http://www.megaliafoundation.it/">http://www.megaliafoundation.it/</a>	
FIRE	Conference	Enermanagement	Panel discussions	Organiser/speaker		2019-06-18	Milano	Dario Di Santo		<a href="http://www.enermanagement.it">http://www.enermanagement.it</a>	
FIRE	Conference	MC-Ter Smart Efficiency	Panel discussions	Speaker		27 June 2019	Milano	Livio De Chicchis		<a href="https://www.google.com/url?sa=t&amp;rct=j&amp;q=&amp;esrc=s&amp;source=web&amp;cd=1&amp;cad=rja&amp;uact=8&amp;ved=2ahUKEwiyfK9u5bkAhVJx4UKHe0SD_4QFjAAegQIABAB&amp;url=https%3A%2F%2Fwww.mcter.com%2Fsmart_efficiency_...">https://www.google.com/url?sa=t&amp;rct=j&amp;q=&amp;esrc=s&amp;source=web&amp;cd=1&amp;cad=rja&amp;uact=8&amp;ved=2ahUKEwiyfK9u5bkAhVJx4UKHe0SD_4QFjAAegQIABAB&amp;url=https%3A%2F%2Fwww.mcter.com%2Fsmart_efficiency_...</a>	
FIRE	Conference	direttore generale DG MEREEN	Panel discussions			2019-07-09	Roma	Dario Di Santo			
FIRE	Webinar	MC Ter Pharma and chemical	Energy efficiency in chemical industry	Speaker		26 February 2021	Online	Francesco Boccia		<a href="https://blog.fire-italia.org/wp-content/uploads/2021/03/2021-02-FIRE-mcTER-">https://blog.fire-italia.org/wp-content/uploads/2021/03/2021-02-FIRE-mcTER-</a>	
FIRE	Webinar	L'industria efficiente e la digitalizzazione	Quantification of MB	Organiser/Speaker		2021-03-25	Online	Valeria Caso		<a href="https://fire-italia.org/wp-content/uploads/2021/03/2021-03-benefici-multipli-">https://fire-italia.org/wp-content/uploads/2021/03/2021-03-benefici-multipli-</a>	

Organiser	Type of Event	Name	Event focus/content	Contribution (e.g., speaker, display, etc)	Approx. # of attendees	Date	Place	Speaker/Presenter	Online	Report/presentation online	Name of poster/presentation
FIRE	Webinar	MC Ter Alimentare	Energy efficiency in food industry	Speaker		12 April 2021	Online	Valeria Caso		<a href="https://www.verticale.net/buone-pratiche-e-strumenti-per-il-">https://www.verticale.net/buone-pratiche-e-strumenti-per-il-</a>	
FIRE	Webinar	Enermanagement 1	Multiple benefits	Organiser/speaker	400	2021-05-06	Online	Dario Di Santo, Livio De Chicchis		<a href="https://fire-italia.org/wp-content/uploads/2021/05/De-Chicchis.pdf">https://fire-italia.org/wp-content/uploads/2021/05/De-Chicchis.pdf</a>	
KAPE	Training	M-Benefits training + Serious Game	Explanation of M-Benefits methodology, introduction to the		25	13 November 2019	Warsaw, Poland	Piotr Nowakowski, Ryszard Wnuk	no	Yes, as a part of Deliverable 5.3	
KAPE	Training	M-Benefits training + Serious	Play Serious Game		32	2019-11-20	Warsaw, Poland	Piotr Nowakowski, Ryszard Wnuk	no	<a href="#">Yes, as a part of Deliverable 5.3</a>	
KAPE	Webinar	Energy efficiency in enterprises	Instruments stimulating development of energy efficiency, Energy Efficiency Act – goals and implications, Energy intensity indicators for different industry sectors, Barriers for energy efficiency, Project M-Benefits –	Organiser/speaker	29	13 May 2020		Piotr Nowakowski, Ryszard Wnuk	yes	<a href="https://www.youtube.com/watch?v=3zfIlXrqCWA&amp;ab_channel=KAPES.A.KAPES.A">https://www.youtube.com/watch?v=3zfIlXrqCWA&amp;ab_channel=KAPES.A.KAPES.A</a>	
KAPE	Webinar	Methodology for identification and evaluation of non-energy benefits – Project M-	Detailed explanation of every step of the M-Benefits project methodology	Organiser/speaker	32	2020-05-14		Piotr Nowakowski, Ryszard Wnuk	yes	<a href="https://www.youtube.com/watch?v=6AwQNzF5ok&amp;ab_channel=KAPES.A.KAPES.A">https://www.youtube.com/watch?v=6AwQNzF5ok&amp;ab_channel=KAPES.A.KAPES.A</a>	

Organiser	Type of Event	Name	Event focus/content	Contribution (e.g., speaker, display, etc)	Approx. # of attendees (at your session/event)	Date	Place	Presentations of Speakers		Report/presentationonline	Name of poster/ Presentation
								Speaker/Presenter	Online		
KAPE	Webinar	assessment of non-energy benefits	scale, The M-Benefits tool – guided going through the excel sheet	Organiser/speaker	15	2020-05-15		Piotr Nowakowski, Ryszard Wnuk	yes	<a href="#">wVZLo9fM&amp;ab_channel=KAPES.A.KAPES.A.</a>	
KAPE	6 meetings with the companies interested in/participating in the pilot	Introduction to the M-Benefits	Explanation of the methodology and the approach	Organiser/speaker	9	2019-2021		Piotr Nowakowski, Ryszard Wnuk			
UUU	Workshop	Workshop on additional benefits of energy efficiency measures in industries as part of the sEnergies project (EU H2020)	Discussing existing work and methods, among which the work and outputs of the M-Benefits project were discussed and highlighted.	Organiser/speaker	15	2021-04-14	Aalborg	Wina Crijns-Graus	Yes	No	
NTUA	International Conference	5th International Seminar on ORC Power Systems Athens Greece	Methodology and Project	Presentation at EU Corner	270 from 33 countries	9-11 September 2019	Athens, Greece	Sotirios Karellas		<a href="#">www.orc2019.com</a>	EU Projects Corner
IREES	Training	M-Benefits training + Serious Game	Explanation of M-Benefits methodology, introduction to the Serious Game	Training	20	2019-12-09	Karlsruhe, Germany	Jasmin Henrich, Kai Bergmann, Felipe Toro	no	Yes, as a part of Deliverable 5.3	
IREES	Training	M-Benefits training + Serious Game	Explanation of M-Benefits methodology, Play Serious Game	Training	15	2020-01-31	Karlsruhe, Germany	Jasmin Henrich, Kai Bergmann, Felipe Toro	no	Yes, as a part of Deliverable 5.3	
IREES	International EM Training	Mbenefits Presentation project and Method	Explanation of Mbenefits Method	Ministry of Commerce Colombia	200	2021-03-02	Bogotá, Colombia	Felipe Toro	Yes	Additional	No platform
IREES	Master Class EE	Mbenefits Presentation project and Method	Explanation of Mbenefits Method	Universidad Rosario	20	2021-03-15	Bogotá, Colombia	Felipe Toro	Yes	<a href="#">Additional</a>	No platform
IREES	Energy Efficiency Network in Sao Paulo	Mbenefits case studies	Explanation of Mbenefits Method	REDEE- GIZ	30	2021-05-26	Sao Paulo, Brasil	Felipe Toro	Yes	<a href="#">Additional</a>	No Platform

Organiser	Type of Event	Name	Event focus/content	Contribution (e.g., speaker, display, etc)	Approx. # of attendees (at your session/event)	Date	Place	Presentations of Speakers		Report/presentationonline	Name of poster/Presentation
								Speaker/Presenter	Online		
aceee	Summer Study 2019	aceee industrial summer study	Expose methodology	Speaker	30	2019-08-13	Portland; USA	Clemens Rohde, Catherine Cooremans			Value multiple benefits - Improve energy efficiency!
USDOE Better Buildings Better Plants	Webinar	Better Buildings Webinar Series	Expose methodology & pilot project results	Speaker	600	2021-01-12	Online	Catherine Cooremans		<a href="https://betterbuildingsolutioncenter.energy.gov/webinars/beyond-energy-savings-quantifying-additional-benefits-energy-efficiency">https://betterbuildingsolutioncenter.energy.gov/webinars/beyond-energy-savings-quantifying-additional-benefits-energy-efficiency</a>	Beyond Energy Savings: Quantifying the Additional Benefits from Energy Efficiency
TNO, The Netherlands	2 x One-day workshop	Beyond Energy Savings The MBenefits approach to investment projects	Expose methodology and play the M-Benefits serious game	Teacher	12 + 15	19 and 28.01.2021	Online	Catherine Cooremans			Beyond Energy Savings The MBenefits approach to investment projects
3M, USA/CANADA	One-day workshop	Beyond Energy Savings The MBenefits approach to investment projects	Expose methodology and play the M-Benefits serious game	Teacher	15	2021-02-25	Online	Catherine Cooremans			Beyond Energy Savings The MBenefits approach to investment projects
LEAP4SME – BEHAVE 2020-2021	Conference	BEHAVE 2021	Description of the theoretical framework underlying the M-Benefits methodology	Speaker	30 (?)	2021-04-21	Online	Catherine Cooremans			
European Commission	Webinar	Impacts, Achievements and Success Stories of EU-funded projects supporting EU companies towards the Clean	Description of methodology and of French-speaking Switzerland pilot results	Speaker	90 (?)	2021-04-22	Online	Clemens Rohde, Catherine Cooremans			The MBenefits approach to investment projects
EP UK - EEP - University of Lausanne	Webinar	Delivering Net Zero: the Power of Multiple Benefits Unlocked	Description of methodology and of French-speaking Switzerland pilot results	Speaker	70	2021-04-22	Online	Catherine Cooremans		<a href="https://consent.youtube.com/m?continue=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DhUplzFY-10%26feature%3Dyoutu.be&amp;gl=CH&amp;m=0&amp;pc=yt&amp;uxe=23983172&amp;hl=fr&amp;src=1">https://consent.youtube.com/m?continue=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DhUplzFY-10%26feature%3Dyoutu.be&amp;gl=CH&amp;m=0&amp;pc=yt&amp;uxe=23983172&amp;hl=fr&amp;src=1</a>	
eecee	eecee summer study	Energy efficiency in the new reality	Description of methodology and of French-speaking Switzerland pilot results	Speaker	34	2021-06-09	Online	Catherine Cooremans			Valuing and communicating the multiple benefits of energy-efficiency projects: Results from Swiss M-Benefits pilot projects

## Publications

Media/journal	Nr.:	Date:	Author(s):	Title:	Location:	Website link	Link to PDF if available	comment
eceee proceedings		eceee Summer Study 2019	Gavin Killip, Tina Fawcett, Catherine Cooremans, Wina Crijns-Graus, Subramani Krishnan, Fabian Voswinkel	Multiple benefits of energy efficiency at the firm level: a literature review	eceee	<a href="https://www.eceee.org/library/conference_proceedings/eceee_Summer_Studies/2019/2-whats-next-in-energy-policy/multiple-benefits-of-energy-efficiency-at-the-firm-level-a-literature-review/">https://www.eceee.org/library/conference_proceedings/eceee_Summer_Studies/2019/2-whats-next-in-energy-policy/multiple-benefits-of-energy-efficiency-at-the-firm-level-a-literature-review/</a>	<a href="https://www.eceee.org/library/conference_proceedings/eceee_Summer_Studies/2019/2-whats-next-in-energy-policy/multiple-benefits-of-energy-efficiency-at-the-firm-level-a-literature-review/">https://www.eceee.org/library/conference_proceedings/eceee_Summer_Studies/2019/2-whats-next-in-energy-policy/multiple-benefits-of-energy-efficiency-at-the-firm-level-a-literature-review/</a>	
eceee proceedings		eceee Summer Study 2019	Catherine Cooremans, Dominique Jaccard, Clemens Rohde, Jarle Hulaas	Play the game: learning about energy efficiency can be fun – seriously!	eceee	<a href="https://www.eceee.org/library/conference_proceedings/eceee_Summer_Studies/2019/1-the-dynamics-of-limiting-energy-consumption/play-the-game-learning-about-energy-efficiency-can-be-fun-seriously/">https://www.eceee.org/library/conference_proceedings/eceee_Summer_Studies/2019/1-the-dynamics-of-limiting-energy-consumption/play-the-game-learning-about-energy-efficiency-can-be-fun-seriously/</a>	<a href="https://www.eceee.org/library/conference_proceedings/eceee_Summer_Studies/2019/1-the-dynamics-of-limiting-energy-consumption/play-the-game-learning-about-energy-efficiency-can-be-fun-seriously/">https://www.eceee.org/library/conference_proceedings/eceee_Summer_Studies/2019/1-the-dynamics-of-limiting-energy-consumption/play-the-game-learning-about-energy-efficiency-can-be-fun-seriously/</a>	
Proceedings of the ACEEE Summer Study, 2019		August 12, 2019 to August 14, 2019	Catherine Cooremans, Clemens Rohde	Value multiple benefits - Improve energy efficiency!	ACEEE (USA)	<a href="http://publica.fraunhofer.de/dokumente/N-559112.html">http://publica.fraunhofer.de/dokumente/N-559112.html</a>	<a href="https://www.aceee.org/proceedings">https://www.aceee.org/proceedings</a>	
News Release to ASHRAE Journal		June/July 2021	NTUA	Multiple Benefits in the Greek Retail Sector	ASHRAE	<a href="https://www.ashrae.org/technical-resources/ashrae-journal/how-to-submit-a-news-release-to-ashrae-journal">https://www.ashrae.org/technical-resources/ashrae-journal/how-to-submit-a-news-release-to-ashrae-journal</a>		Foreseen for June-July 2021
SN Applied Sciences	2, Article number: 270	25-01-2020	Claas Wagner, Melissa Obermeyer & Richard Lüchinger	A methodology for the assessment of multiple benefits of industrial energy efficiency measures	Springer	<a href="https://link.springer.com/article/10.1007/s42452-020-2071-2">https://link.springer.com/article/10.1007/s42452-020-2071-2</a>	<a href="https://link.springer.com/article/10.1007/s42452-020-2071-2">https://link.springer.com/article/10.1007/s42452-020-2071-2</a>	