



Deliverable 7.1: Main Dissemination Activities March 2021



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°847043. The information reported in this document reflect only the author's view and the European Commission is not responsible for any use that may be made of the information it contains.



DOCUMENT DESCRIPTION

DOCUMENT TITLE	Report on main dissemination activities
DOCUMENT ID	D7.1
DOCUMENT VERSION	V1.0
DOCUMENT TYPE	Report
DISSEMINATION LEVEL	Confidential, only for members of the consortium (including the Commission Services)
DUE DATE	Month 19
SUBMISSION DATE	March 2021
AUTHOR	BEUC





Contents

Introduction	3
Task 7.1: Creation of BELT website to disseminate the project.....	3
Task 7.2: Organization of a dissemination event to share information and material created by the project to consumers organizations and civil society	4
Task 7.3: Dissemination of project results to market actors.....	7
Task 7.4: Distill implications for existing policy tools and future policymakers	9
Conclusions	9
ANNEX: compilation of dissemination activities divided per organization	10
ALTROCONSUMO	10
BEUC and LINKED THIRD PARTIES (ALCO, EKPIZO, KEPKA, The CAI)	10
DECO PROTESTE	12
ERION	13
ICLEI EURO	14
MCBO	14
OCU	16
SOFIES	16
SONAE and WORTEN.....	16
TEST-ACHATS / TEST-AANKOOP	17
ZPS	19





Introduction

Deliverable 7.1 aims at reporting the dissemination activities developed under WP 7 – Dissemination activities. BEUC is the WP leader and there are 5 different tasks under the WP:

- **Task 7.1:** Creation of the BELT website to disseminate the project
- **Task 7.2:** Organization of a dissemination event to share information and material created by the project to consumers organizations and civil society
- **Task 7.3:** Dissemination of project results to market actors
- **Task 7.4:** Distill implications for existing policy tools and future policymakers
- **Task 7.5:** Disseminate the results of the project at European and national events and upon request of the EC

The report will tackle these tasks separately and detail the contributions of each partner of the BELT project. It was decided not to include a separate section for Task 7.5, as most of the activities reported under the previous four tasks also address the dissemination of results at European and national events.

Task 7.1: Creation of BELT website to disseminate the project

The BELT website was created in month 3 by Altroconsumo to inform all stakeholders about the project and to disseminate all relevant communication material with the public, including the Guidelines for Public and Business Procurement, the Infographics for Green Public and Business Innovation, the BELT Factsheet, the Report Summarizing Key Information, the Master Plan of Communication, and the Plan for a Transparent Consultation of Manufacturers. The BELT website contains separate dedicated sections for each of the interested stakeholders, which contain relevant information for consumers, retailers, public/business procurement, and manufacturers, respectively. The section of the website dedicated to market actors was developed by ERION within WP5 activities and is accessible through this [link](#). Details regarding the website content (as well as the associated newsletter) and on the numbers of views/users will be presented in D5.2 *Report on the campaigns performed. Lessons learnt: success stories and challenges*.

Embedded in the BELT website is also a [web tool](#) that calculates the energy efficiency of the domestic appliances. The tool has been designed by Altroconsumo in collaboration with all BELT consortium partners and it is embedded also in consumers organizations websites (DECO PROTESTE, OCU, TEST ACHATS – TEST AANKOOP, ZPS, KEPKA, ALCO, CAI, EKPIZO).





Figure 1: The home page of the BELT website

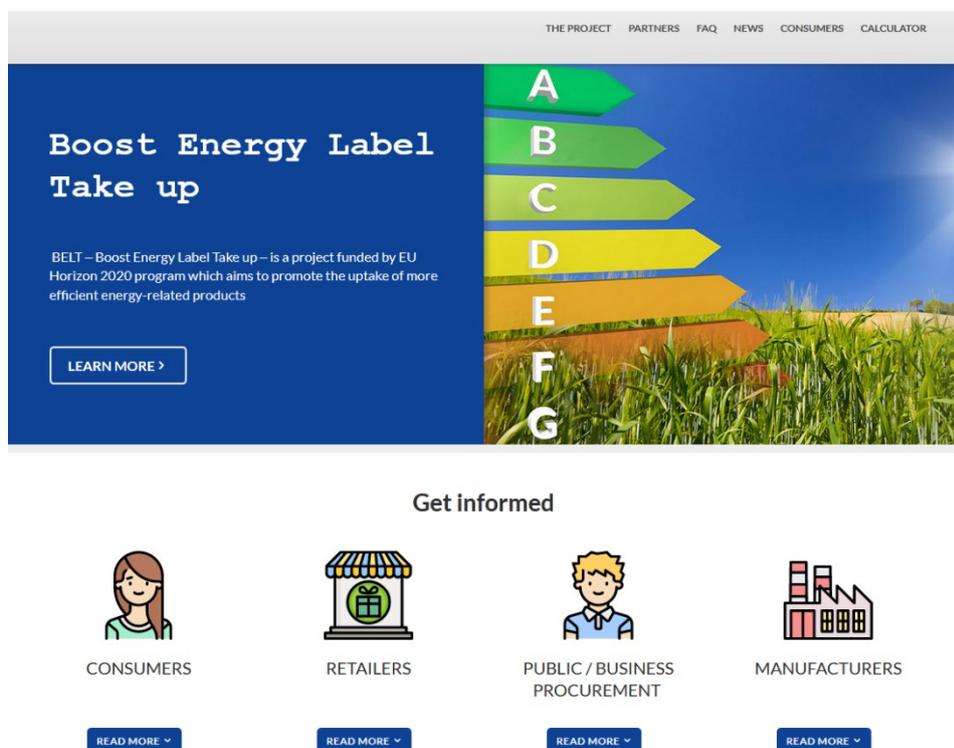
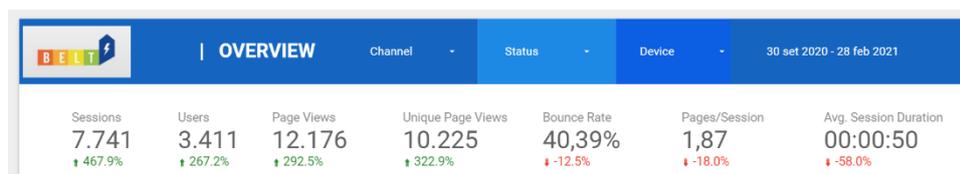


Figure 2: Number of views of BELT website – Period 30 September 2020 – 16 March 2021



Task 7.2: Organization of a dissemination event to share information and material created by the project to consumers organizations and civil society

Task 7.2 entails the organization of a dissemination event to share information and material created by the project, as well as dissemination activities to communicate BELT activities, findings, and outputs through:

- distribution via newsletters and social media channels of all BELT partners.
- engagement of the national and international press, depending on the BELT findings.
- BEUC will use its website and newsletter to further disseminate project results.



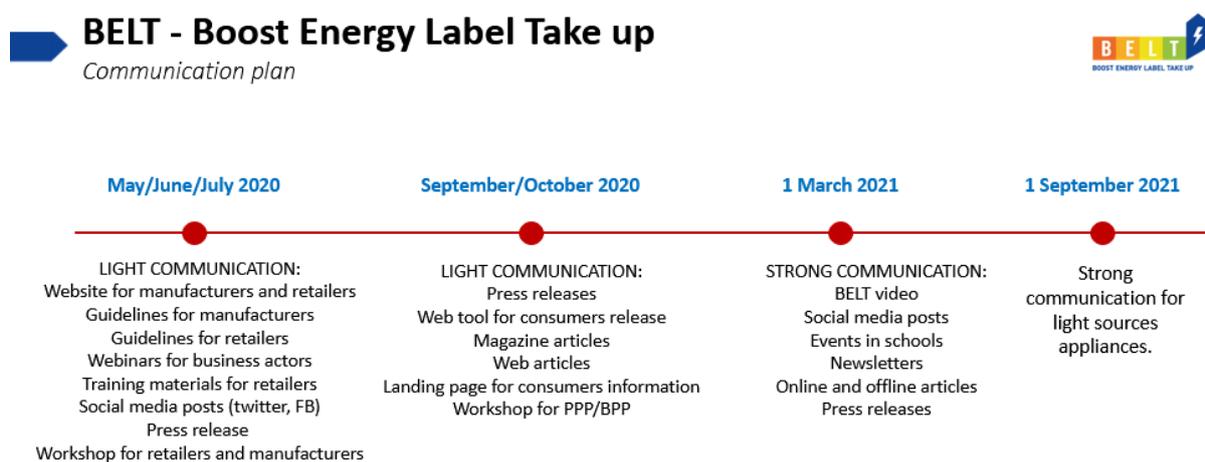
This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 847043. The information reported in this document reflects only the author's view and the European Commission is not responsible for any use that may be made of the information it contains.



It was decided to organize the dissemination event in September 2021, when material regarding the energy label for lighting products will also be available and so to give a more complete overview of the project's outputs.

Since the launch of the project, all BELT partners have engaged in various dissemination activities through the distribution of newsletters, dedicated social media campaigns and engagement with national and international press. These activities have closely followed the timeline of the BELT's communication plan, which entailed a light communication in the first months of the project, when most of the communication material has been developed, followed by strong communication between November 2020 and March 2021, with the arrival of the rescaled label in shops.

Figure 3: BELT's Communication Plan



Due to the months of confinement and physical restrictions necessary to contain the COVID-19 pandemic, most dissemination activities have taken place through online and digital means. Any activity that required physical meetings has been cancelled or postponed and most events have been organized through online platforms, when possible.

Each organization has successfully advertised the BELT project and repeatedly shared information on the rescaled energy label with the publication of online articles on their website or through dedicated sections in their newsletters. Each partner organization has also undertaken dissemination campaigns through social media, where the information material created under the other WPs of the project has been widely shared (including the videos, the calculator, the factsheet, etc.). BEUC has also disseminated information and material related to the rescaled label among its member organizations





which are present in all 27 EU Member States, allowing an even broader outreach of European consumers.

The arrival of the new label in shops on 1 March 2021 was anticipated by the publication of a series of Press Releases in every country covered by the project, which explained the key changes and contained details about the BELT project. Some of the partner organizations (including, Altroconsumo, ERION, DECO PROTESTE, SONAE/WORTEN, EKPIZO, OCU) published a joint Press Release with the parallel EU founder project Label2020, which was deemed a useful action to widen the outreach in these countries. The results of these campaigns have been very positive, as many major national and international newspapers and public TV/radio have addressed the topic of energy labelling, sometimes also directly mentioning the BELT project.

To mention a few:

- **Euronews** published an article on the rescaled energy label, referencing BEUC's work on the topic ([here](#)).
- The **German (ARD) and Austrian broadcasters (ORF)** have interviewed BEUC's Sustainability Director on the arrival of the new energy label and to explain what that meant for consumers. The interview was broadcasted by the German news portals BR24 ([here](#)) and tagesschau ([here](#)).
- In **Italy** one of the largest national newspaper published an article on the energy label ([here](#)).
- In **Portugal** DECO PROTESTE made two live appearances in prime-time news bulletins (for example, [here](#)) and a wide online media repercussion was also achieved due to a joint LABEL2020 and BELT Press Release. WORTEN was interviewed by TVI24 ([here](#)), a leading news TV, regarding the introduction of the new labels.
- In **Belgium**, Test-Achats Test – Aankoop launched three press releases (September 2020, November 2020, February 2021) to inform consumers about the new label. This allowed them to appear in several TV programs (VTM - RTL-TVI – Kanaal Z in Feb-Mar 21), radio programs (VRT Radio 1, Radio 2, MNM, Klara, StuBru on 21/9/20; VRT Radio 2 – Bruzz – RTBF La première - Radio Contact – RTBF Vivacité in Feb-March 21) and many interviews in principal newsletters and online news. Test-Achats – Test-Aankoop also had bi-monthly meetings with the Belgian government and main actors from the retailer's associations to share the materials that were developed within the project and to align on communication towards consumers.
- In **Spain**, information about the energy label were reported in several TV and radio programs ([here](#)) ([here](#)) ([here](#)).
- In **Slovenia**, ZPS was included in over 35 media hits (local media not included in this number). Most of them clearly stated the project BELT, referring consumer to use the BELT online





calculator tool and informing the public on the subsequent product categories to be equipped with the new EL in the following periods.

A more complete overview of the national and international press outreach is offered in the Annex to this report. It should be noted that, due to editorial choices made by the specific press and TV/Radio programs, the reference of the BELT project has not always been included. Nevertheless, the strong communication and dissemination activities performed by each BELT partner as part of the project has effectively contributed to the extensive press coverage of the energy labelling issue.

Task 7.3: Dissemination of project results to market actors

Task 7.3 entails the dissemination of project results to market actors, through their participation in events and conferences and thanks to the well-established informal network of stakeholders. The material to be shared with market actors (retailers, manufacturers, public procurement) has been created in WP 2 and includes dedicated factsheets and infographics, videos, training workshops, and the energy efficiency calculator.

Between 24 February and 30 November 2020, **BELT Partners** led the organization of workshops for retailers, including:

- At European level, a BELT webinar was organized by OER (25 June 2020).
- **The Metropolitan City of Bologna** further promoted and organized, together with Altroconsumo and DECO PROTESTE, the on-line workshop "New energy efficiency labels explained" within the 18th European Week of Regions and Cities. About forty people representing administrative institutions, public procurement, organizations took part in the meeting (21 October 2020).
- In Portugal, **SONAE/WORTEN**, together with Label2020, organized an online session to representatives from 11 Portuguese retailers, in collaboration with the national retailers' association APEDE, to share best practices and strategies to help retailers ensure a smooth and careful transition (28 September 2020).
- In Portugal, ADENE organized a joint webinar with **DECO PROTESTE**, bringing LABEL2020 and BELT together on a specific dissemination action, targeted for end consumers and focused on explaining the new Energy Label.
- In Spain, **OCU**, together with the Label2020 project, organized a webinar event to discuss the work of each stakeholder (retailers, manufacturers, consumers organizations, etc.) and align on future activities to make sure consumers are kept informed (1 October 2020).





- **ICLEI** organized a train the trainers' webinar on the revised energy label (21 October 2020). ICLEI used the training material developed within the project to inform the trainers on how public procurers can adapt to the new regulation. Trainers from the following countries participated: Bulgaria, Croatia, Cyprus, Estonia, Greece, Hungary, Latvia, Lithuania, Portugal and Romania. The trainers will disseminate this information with procurers across their network in 10 countries and help them understand the new labels. This approach will contribute to a European wide dissemination of the information on the new label.
- **Sofies** organized a series of online workshops on utilizing the introduction of the new energy labels as an opportunity for innovation. The 'Rescaling the Energy Labels: Tools for Innovation Workshops' provided participants with an introduction to the Circulab methodology and how this smart design and systems thinking 'serious game' could be used to take challenging circumstances, (i.e., introduction of the new labels) to create new opportunities and overall beneficial outcomes (environmental, social and economic). The specific focus was on how manufacturers and retailers could innovate to put more energy efficient appliances on the market, and other circular economy related innovations. Important contextual factors, such as Covid-19 were considered as well. In preparation for these workshops, specific material was developed aimed at sparking innovation, and the materials were adapted for Mural, an online interaction and co-working tool. These workshops required active participation and therefore small groups were favoured. Three workshops were conducted in November 2020, February and March 2021, with an average of 5 people registering per workshop. More workshops will be conducted later in the year, once face to face events are possible again.
- **ZPS** organized a series of online workshops for retailer, manufacturers, and those in charge for green procurement (1 September 2020, 19 November 2020, 4 February 2021). To be effective in passing information specific relevant material was prepared (ppt) and all material, prepared within the project BELT was distributed to them. At the webinars for retailers, specific focus was given on how to explain to consumer the differences in the labels and how to justify empty A classes.
- **Kepka and Ekpizo** participated in a webinar organized by the organization CRES (Label2020) which aimed at informing Greek retailers about the new energy labelling rules and resulting obligations. In that occasion, the BELT Greek partners disseminated the dedicated material created by the consortium. The educational presentation aimed to help companies in the industry in training their staff on issues related to the new energy label. The total participation in the seminar was 91 people (sellers, suppliers, other bodies) (17 February 2021).





Consumers organizations have also further contributed to the dissemination of relevant material to retailers, although most of the planned activities had to be reorganized due to the COVID-19 restrictions in many countries. For this reason, most of the dissemination towards retailers took place via digital means, e.g., by sharing relevant material to the main national retailers via email or through participating in online webinars co-organized by Label2020 national partners.

Task 7.4: Distill implications for existing policy tools and future policymakers

BEUC is a key stakeholder for the European institutions in terms of sustainable consumption and production and actively contributes to the development of Ecodesign and energy labelling policies having a permanent seat on the EU Ecolabel and EU Ecodesign and Energy Label Consultation Forums. In the past month, BEUC secretariat participated in several meetings organized by the Ecodesign and Energy Label Consultation Forums and had bilateral contacts with representatives of the European Commission and the European Parliament where relevant policy recommendations have been brought forward regarding the rescale of the energy label.

Over the course of 2020, BEUC participated and contributed to the policy discussions regarding the public interface of the EPREL database, by participating in two Experts Panels, along with other interested stakeholders.

Similarly, BEUC closely followed the work around the preparatory studies for future Ecodesign and Energy Labelling measures for several products, including smartphones, computers, space heaters and electric kettles. At each of these occasions, BEUC made policy recommendations regarding the introduction of a rescaled energy label for the relevant appliances, bringing forward the positive examples of those household appliances that already have a rescaled energy label in place.

Additionally, BEUC used its Brussels-based networks to disseminate information regarding the rescaled energy label among the various stakeholders working on energy labelling.

Conclusions

The dissemination activities performed by the BELT partners over the past months have been successful in informing stakeholders about the rescaled energy label. Although each organization faced several challenges due to the Covid-19 situation, all BELT partners have engaged in various online dissemination activities through the distribution of newsletters, dedicated social media campaigns, online webinars, and engagement with national and international press. BEUC will organize a dissemination event in September 2021, as part of Task 7.2 to share information and material created by the project to consumers organizations and civil society.





ANNEX: compilation of dissemination activities divided per organization

ALTROCONSUMO

Articles

- AC published 2 **online article** of the new energy label, where they explained to consumers how to reduce energy consumption with the help of the new label: available [here](#).
- AC published 3 **magazine articles** where they respectively addressed the arrival of the rescaled energy label and advertised the BELT web tool to calculate the energy efficiency of household appliances.

Press Release

- 1 January 2021: Press Release to announce the arrival of the new energy label and the resulting energy efficiency gains.
- 1 March 2021: Press Release to announce the arrival of the new energy label and the web tool.

Social media

- 2 Facebook posts
- 2 LinkedIn posts
- 1 podcast on Spotify: available [here](#)

BEUC and LINKED THIRD PARTIES (ALCO, EKPIZO, KEPKA, The CAI)

Articles

- **BEUC** published two news pieces regarding the energy label, introducing the objectives of the BELT project and announcing the arrival of the rescaled energy label in shops, describing the key changes: available [here](#) and [here](#).
- **EKPIZO** published an article about the new label: available [here](#).
- **KEPKA** published an article based on the BELT factsheet for consumers: available [here](#).
- **The CAI** published an article on the rescaled energy label: available [here](#).

Press Release



This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 847043. The information reported in this document reflects only the author's view and the European Commission is not responsible for any use that may be made of the information it contains.



- **BEUC:**
 - 23 February 2021: Press Release to announce to the media the arrival of the new energy label in shops and to share detailed information and material regarding the rescale, including a link to the BELT website: available [here](#). This activity resulted in the publication of several articles in different European newspapers, including [Euronews](#).
- **EKPIZO:**
 - 30 November 2020: Press Release about the new label and the transition period: available [here](#).
- **KEPKA:**
 - 11 February 2021: Press Release on arrival of new energy label in shops: available [here](#).
 - 1 March 2021: Press Release on the arrival of new energy label in shops: available [here](#).
- **ALCO:**
 - 15 June 2020: Press Release announcing involvement in BELT project: available [here](#).

Newsletters

- **BEUC's** newsletter edition of November includes an article on the new energy labelling rules.
- **KEPKA's** newsletter edition of December 2020 includes an article on the BELT project: available [here](#).
- **EKPIZO's** newsletter edition of March 2021 includes the first Press release on the BELT project.

Social media

- **BEUC** published 5 Twitter posts and 1 LinkedIn post on various aspects of the project.
- **EKPIZO** published 10 separate posts in LinkedIn, Twitter, Facebook, sharing information and material regarding the energy label.
- **KEPKA** published 2 separate posts in Twitter and Facebook where they shared their Press Release announcing the arrival of the new energy label in shops. In addition, they published 5 separate posts in Twitter and Facebook (one post per each label) with all the useful information provided by the new label:
 - New label for fridge: Facebook [post](#) – [tweet](#).
 - New label for dishwashers: Facebook [post](#) – [tweet](#).
 - New label for washing machines: Facebook [post](#) – [tweet](#).
 - New label for monitors: Facebook [post](#) – [tweet](#).
 - New label for wash dryers: Facebook [post](#) – [tweet](#)





- **KEPKA** designed and printed 6 different cards postal (one per each label) with all the useful information provided by the new label. The cards postal were disseminated to consumers by post due to COVID.

TV/Radio interviews

- On 8 December 2020, **BEUC** gave an interview to the Austrian Public broadcaster (ORF), where we answered questions regarding the new energy label and explained the key changes and positive results of the rescale from a consumer's perspective.
- On 23 February 2021, **BEUC** gave an interview to the German Public broadcaster (ARD) to answer questions on the new energy label and explain how the changes benefit consumers. The interview was broadcasted by the German news portals BR24 ([here](#)) and tagesschau ([here](#)).

DECO PROTESTE

Articles

- DECO published 3 magazine articles addressing different aspects of the energy label and the BELT project.
- DECO published 3 online articles available [here](#), [here](#) and [here](#).

Website and Tool

- On 25 November 2020, DECO PROTESTE has an active landing web page and a Tool.

Press Release

- 29 May 2020: Press Release.
- 23 February 2021: joint Press Release between BELT and Label2020 announcing the upcoming arrival of the rescaled label in shops on 1 March, and which supported a wide media coverage.

Newsletters

- DECO's newsletter editions of June 2020, December 2020 and February 2021 contained articles on the energy label.

Social media

- DECO published 6 Facebook posts dedicated to the energy label and the various materials created by the BELT consortium, including the leaflet, the videos, and the web-tool.





- DECO published 5 LinkedIn posts dedicated to the energy label and the BELT communication material.
- DECO posted 6 Twitter posts dedicated to the energy label.
- DECO posted 1 Instagram post.
- YouTube video releases by DECO PROTESTE: 19 January, 26 January, 2 February.

TV/Radio interviews

- On 25 and 28 February, DECO PROTESTE participated in live interviews on prime-time news bulletins.
- On 1 March, DECO participated in a TV interview regarding the energy label for the TV channel RTP1 ([link](#)).

Webinar

- On 4 March 2021, a joint LABEL2020 / BELT webinar was prepared ([link](#)).

ERION

Articles

- Six articles are available in ERION company website, in the News section: available [here](#).
- Two articles refers to the participation of ERION to international conferences for the presentation of BELT approaches and intermediate results: [here](#) and [here](#).

Press Release

- ERION collaborated to the editing and dissemination of 2 press releases (joint press releases between BELT and LABEL2020 Italian partners):
 - 1 January 2021: Press Release to announce the arrival of the new energy label and the resulting energy efficiency gains.
 - 1 March 2021: Press Release to announce the arrival of the new energy label and the web tool.

Newsletter

- The first newsletter dedicated to market actors (the subscription to this newsletter is possible through the BELT website dedicated to retailers and producers) has been published on 25 February 2021. The newsletter content is available in two languages: [English](#) and [Italian](#).

Social media





- Since the beginning of the project, ERION published 35 posts on company social media channels:
 - 12 Facebook posts: available [here](#).
 - 11 LinkedIn posts: available [here](#).
 - 12 Twitter posts: available [here](#).

ICLEI EURO

Articles

- 2 articles posted in the [Procurement Forum](#) (more than 5000 procurers registered).
- 2 articles posted in [Sustainable Procurement Platform](#) (around 3,000 monthly visitors).

Newsletter

- Article informing about the rescaled energy label was featured in the Green Public Procurement (GPP) News Alert in December 2020. The Green Public Procurement News Alert is sent to 3,175 direct contacts.
- Information on the rescaled energy label was included in The Procura + newsletter. The newsletter is sent out to 950 recipients.

Social media

- ICLEI published two posts on its Procurement Twitter Account: [886 Followers](#).

Train the trainers session

- On 9 November 2020, ICLEI organized a train the trainers' webinar on the revised energy label.

MCBO

Articles

- MCBO wrote an article entitled "Nuova etichettatura dei prodotti energetici" (New energy product labelling) on Vivere Sostenibile magazine published on its website. The article is available [here](#).
- MCBO wrote three articles entitled "Etichettatura energetica. Gli effetti nella contrattualistica pubblica del Regolamento (UE) 2017/1369" (Energy labelling. The effects in public procurement of Regulation (EU) 2017/1369), "Etichettatura energetica. Le novità legislative sulla nuova classificazione dei prodotti energetici" (Energy labelling. Legislative news on the





revised classification of energy products), “Nuova etichettatura energetica: pubblicate le linee guida Belt/Label 2020” (New energy labelling: Belt/Label 2020 guidelines published) on il Quotidiano della PA Journal published on its website. The articles are available [here](#), [here](#) and [here](#).

- MCBO wrote an article on Bologna Chamber of Commerce website “Etichetta energetica dell’Unione Europea” (European Union Energy Label). The article is available [here](#).

Press Release

- MCBO wrote and released the Italian press release entitled “New energy labelling, the Metropolitan City has drawn up guidelines for almost 200 thousand companies and P.A. Italian” on 4 February 2021 having several releases in the local media.
- MCBO contributed to the drafting and sending of the project press releases sent so far.

Newsletter

- MCBO has included content about the BELT project in the following newsletters:
 - Consip newsletter to over 130.000 contacts among companies and public administrations.
 - Metropolitan City of Bologna newsletter towards thousands of citizens of the metropolitan city of Bologna.
 - Metropolitan City of Bologna newsletter for schools.
 - G.A.R.I. Foundation (Fondazione Gazzetta Amministrativa della Repubblica Italiana) newsletter (more than 200.000 Italian public employees).
 - Emilia-Romagna Open Innovation Platform newsletter (more than 2,000 members including senior entrepreneurs, startupper, researchers, freelancers, and employees working in a wide range of public and private bodies).
 - ANCI Foundation - Institute for Local Finance and Economy (IFEL) (more than 105.000 contacts among public servants, local politicians, private companies tendering to public bodies and citizens interested in the field of local finance and economy.)

Social media

- MCBO created the LinkedIn BELT for buyers page and published a dozen posts within it.
- MCBO created and promoted a promotional video of BELT through LinkedIn advertising, reaching over 200,000 contacts between companies and public administrations. The contacts were profiled by choosing people working in the purchasing offices.





OCU

Articles

- OCU published 2 online article of the new energy label, where they explained to consumers how to interpret the new energy label, and what are the advantages of the most efficient appliances: available [here](#).
- OCU published 2 magazine articles where they respectively addressed the arrival of the rescaled energy label: available [here](#).

Press Release

- 1 June 2020: Press Release to announce the arrival of the new energy label and the resulting energy efficiency gains.
- 29 August 2020: Press Release to announce the arrival of the energy label.
- 24 February 2021: Press Release to inform about the results of the administration webinar with Label2020.
- 1 March 2021: Press Release to inform about the implementation of the new label of the first appliances.

Newsletter

- 17 March 2021: newsletter to inform about the implementation of the new label on the first appliances.

Tv/radio interviews

- TV appearance: [here](#).

SOFIES

Social media

- LinkedIn post about workshop: [here](#) (personal account).
- LinkedIn post about workshop: [here](#) (corporate account).
- The posts reached over 1200 people.

SONAE and WORTEN

Press Release





- SONAE/WORTEN contributed to the BELT/Label 2020 joint press release together with DECO Proteste (March 2021)

Social media

- Twitter posts: available [here](#).

Tv/radio interviews

- WORTEN was interviewed by TVI24, a leading news channel in Portugal, about the market introduction of the new labels: available [here](#).

Digital

- Dedicated landing page: available [here](#).
- Dedicated video: available [here](#).

In-store:

- Store displays.
- Store leaflets.

TEST-ACHATS / TEST-AANKOOP

Articles

- TAA has published 3 articles on the new energy label in the TA magazines in Dutch & French:
 - October 2020: article about the new labels to come in shops.
 - November 2020: article on the new label for washing machines.
 - March 2021: article about the official release of the labels.

Press Release

- TAA has done 3 press releases: one in September to announce the new label would come, one in November with focus on the BELT site and tool and one in March 21 with focus on the BELT video.

NL	https://www.test-aankoop.be/action/pers%20informatie/persberichten/2020/belt-energielabels	Sept, 22 2020
FR	https://www.test-achats.be/action/espace-presse/communiqués-de-presse/2020/belt-energielabels	Sept, 22 2020
NL	https://www.test-aankoop.be/action/pers%20informatie/persberichten/2020/belt-bis	Nov, 6 2020



This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 847043. The information reported in this document reflects only the author's view and the European Commission is not responsible for any use that may be made of the information it contains.



FR	https://www.test-achats.be/action/espace-presse/communiqués-de-presse/2020/belt-bis	Nov, 6 2020
NL	https://www.test-aankoop.be/huishoudelektro/wasmachines/pers/belt-16022021	Febr, 24 2021
FR	https://www.test-achats.be/electromanager/lave-linge/presse/belt-16022021	Febr, 24 2021

Newsletter

- TAA has published 3 newsletters linked to the newsflash of the press release.

FR	https://aline.fr.be.cm.scaline9.pro.conseur.org/newsletters/members/aligne/2020/corona-special/newsletter-2020-special-27?mode=ExtendedPreview	9/29/2020
NL	https://aline.nl.be.cm.scaline9.pro.conseur.org/newsletters/members/aligne/2020/corona-special/newsletter-2020-special-27?mode=ExtendedPreview	9/29/2020
FR	https://aline.fr.be.cm.scaline9.pro.conseur.org/newsletters/members/aligne/2020/corona-special/newsletter-2020-special-33?mode=ExtendedPreview	11/10/2020
NL	https://aline.nl.be.cm.scaline9.pro.conseur.org/newsletters/members/aligne/2020/corona-special/newsletter-2020-special-33?mode=ExtendedPreview	11/10/2020
FR	https://aline.fr.be.cm.scaline9.pro.conseur.org/newsletters/members/aligne/2021/corona-special/newsletter-16-02-2021?mode=ExtendedPreview	2/16/2021
NL	https://aline.nl.be.cm.scaline9.pro.conseur.org/newsletters/members/aligne/2021/corona-special/newsletter-16-02-2021?mode=ExtendedPreview	2/16/2021

Social media

- 14 Facebook posts (7 in Dutch & 7 in French): available [here](#).
- 4 posts on Instagram (2 in Dutch & 2 in French): available [here](#).
- 4 LinkedIn posts (2 in Dutch and 2 in French): available [here](#).

Tv/radio interviews

- TAA has present the new energy label in several TV programs in Flanders and in Wallonia

Datum	Taal	Media	Programma	Passage	Vermelding
23/02/2021	NL	VTM	Journal (19.00u)	1	SNO
22/02/2021	FR	RTL - TVI	RTL Info Bienvenue	1	JUF





01/03/2021	NL	Kanaal Z	Journal (20.30u)	1	SNO
------------	----	----------	------------------	---	-----

- TAA has been presented the new energy label in several radio programs in Flanders and Wallonia:

Datum	Taal	Media	Programma	#Passages	Vermelding
21/09/2020	NL	VRT- Radio 2	De Inspecteur	1	SNO
21/09/2020	NL	VRT- Radio 2	Journal (10.00u)	1	SNO
21/09/2020	NL	VRT - Radio 1	Journal (10.00u-11.00u)	2	SNO
21/09/2020	NL	VRT - MNM	Journal (11.00u - 12.00u)	2	SNO
21/09/2020	NL	VRT - Klara	Journal (10.00u-11.00u)	2	SNO
21/09/2020	NL	VRT - Stubru	Journal (10.00u-11.00u)	2	SNO

Datum	Taal	Media	Programma	Passage	Vermelding
10/02/2021	NL	VRT - Radio 2	De Inspecteur	1	SNO
23/02/2021	NL	BRUZZ	Journal (23.00h)	1	SNO
24/02/2021	FR	RTBF - La Première	Tendances Première	2	JUF
28/02/2021	FR	Radio Contact	Journaux (09.30-14.30)	2	JUF
01/03/2021	FR	RTBF - Vivacité	Journal (09.00h)	1	JUF

ZPS

Press Release:

- ZPS published 2 Press Releases.

Newsletter

- ZPS published 3 Newsletters.



This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 847043. The information reported in this document reflects only the author's view and the European Commission is not responsible for any use that may be made of the information it contains.



Social media

- 7 Facebook posts: available [here](#).
- 6 Twitter posts: available [here](#).
- 3 LinkedIn posts: available [here](#).

Tv/radio interviews

- ZPS appeared in two radio interviews: [here](#) and [here](#).
- ZPS appeared in three TV interviews: [here](#), [here](#) and [here](#).

