CERVINO
Creating an EneRgy data exchange and VIsualizatioN tOol for the alps

Report D1.5.1

Lead Partner: Regional Agency for Infrastructure development, building Renovation and Energy of Liguria – IRE spa (Lead partner)

Activity 1.5 – Dissemination and awareness raising on the new energy data management tool

Leader Organization: EWO

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Acknowledgments & Disclaimer

Executive Summary

Project Overview

The CERVINO project aimed to establish a stable system for collecting, managing, updating, and using Alpine energy data to support decision-making across the Alpine region. The project successfully achieved its goals and developed a user-friendly online platform for accessing and visualizing energy data.

Communication Strategy

A comprehensive communication strategy was developed and implemented throughout the project to inform and involve target audiences, including EUSALP members, regional authorities, and energy agencies.

Communication Activities

The project **website** served as the central information hub, showcasing project progress, achievements, and communication materials. In addition, information was spread over partners' websites to communicate CERVINO's goals and objectives.

CERVINO and its partners utilized various **social media channels** to reach a wider audience and share project updates. A **press release** was issued to announce the final project deliverable. Two **newsletters** were sent out during the project, informing stakeholders about key developments, and promoting the data platform. Various **communication materials** were developed, including videos, posters, presentations, brochures, and a video wall, to raise awareness and promote the project and its outcomes. The project was presented at numerous **EUSALP and external events**, along with dedicated workshops for EUSALP members to receive feedback and refine the data platform.

Overall Success

The communication strategy successfully reached the target audiences and raised awareness about the CERVINO project and its results. The project effectively utilized diverse communication channels and materials to achieve its objectives.

Table of Contents

1. Communication Strategy

The overall objective of CERVINO has been to set up a stable and reliable system that enables the collection, management, update and use of Alpine energy data within and across the Alpine regions to support decision-making. Main target audiences are the members of the European Strategy for the Alpine Region (EUSALP) (48 Regions) and other Alpine organisations such as the Alpine Convention and the Alpine Space programme (AS). To reach the project goal, CERVINO's communication plays a vital part and is integrated in all project activities.

In Month 3 (November 2022), CERVINO partner Energiewende Oberland (EWO) created a Communication Strategy, that was commented on by all project partners (PPs). All PPs agreed to work in accordance with the strategy.

The strategy contains an introduction to the CERVINO project. It gives an overview to the general communication strategy presenting communication measures, stakeholders and target groups, specific project and communication objectives, communication approaches and channels. Furthermore, it displays a detailed plan of communication activities and deliverables as well as an overview on the communication monitoring.

In order to inform and involve the CERVINO target groups, the communication was directed at target group 1 (TG1: EUSALP members, other regional authorities within the EU), target group 2 (TG2: National ministries involved in EUSALP) and target group 3 (TG3, Energy agencies primarily involved at regional level with established data centres, local energy agencies involved in energy planning and data sharing activities in the EUSALP and EU). Further groups were kept informed (observers: DG Regio, Interreg cross border programmes / larger public: Higher Education and research organisations, interest groups incl. NGOs, and Interreg programmes).

2. Overview of Communication Activities

The objectives set out in the Communication Strategy were all achieved, and in some cases were even more than achieved. The fact that the goals were reached is due to the excellent and smooth cooperation of all project partners.

News were published continuously throughout the project via the project's as well as via partners' websites and social media, disseminating information on the CERVINO goals, relevance for the EUSALP region, progress, and achievements.

During project lifetime, the consortium decided that the local press should just be informed about the tool once it had been completed, as this would allow to communicate the added value and future of the tool to the general public – and the press release would therefore be of greater regional interest.

However, instead of just one, two newsletters were sent out - one halfway through the project, when the first developments could already be presented. The second, which was sent out at the end of the project, contained all the final information and results that the project had developed.

In order to achieve sustainable availability of project information, CERVINO relied heavily on communication through videos recorded during interviews with project partners and different EUSALP AG members.

The developed communication products were used by all PPs to promote the project and all digital material is visible and available on the CERVINO website and channels.

3. Media Activity

In order to reach CERVINO's target groups and involve them in the reshaping and usage of the new Alpine Energy Data Platform, and in order to maximize the platform's visibility also among the broader public, the CERVINO team made use of a number of selected media activities.

Concerning websites, firstly a project website was set up. Embedded in the official Alpine Space website, it offered a general overview of CERVINO, displayed as outcome the newly developed CERVINO Alpine Energy Data Platform, the accompanying explanatory videos and CERVINO's deliverables prominently, gave access to resources like video interviews with EUSALP and project members showing the project's contribution to EUSALP strategies and the importance of collecting and visualizing Alpine energy data, and through 17 articles informed regularly about project news and events. Besides the CERVINO website, all partners disseminated the project via their organizations' websites, thereby reaching a wide range of audience on a local level.

To spread news even further, reach a wide a range of people and facilitate cooperation between the countries, the social media channels X, YouTube, and LinkedIn were created for the CERVINO project. During the project, a total of 23 posts directed at the target groups, observers and the large public was disseminated via the project channels. In addition, via partners' social media channels and further 65 posts, project news reached altogether around 8.300 interested parties, ranging from energy agencies to political decision-makers, public bodies and interest groups.

A press release was published in February 2024 to inform the regions about CERVINO's final product and the deliverable D1.4.1 Roadmap. It was made available to all partners to be translated into the respective national languages and to be sent to the regional press.

Two newsletters were specifically directed at CERVINO's target groups in the Alpine Space countries, reaching 127 selected stakeholders, putting the Alpine-wide energy data collection on the agenda of the target groups and informing them about the project results.

To communicate and disseminate the CERVINO project and products, the consortium produced various basic communication materials for several types of use. Among them were two posters – one for the partners' offices, a second one a scientific poster for the World Sustainable Energy Days 2023 –, business cards, a foldable video background, a PowerPoint presentation, a brochure distributed at the EUSALP Slovenian precidency event 2024, and regional energy profiles provided to all regions that had completed CERVINO's energy data survey 2023.
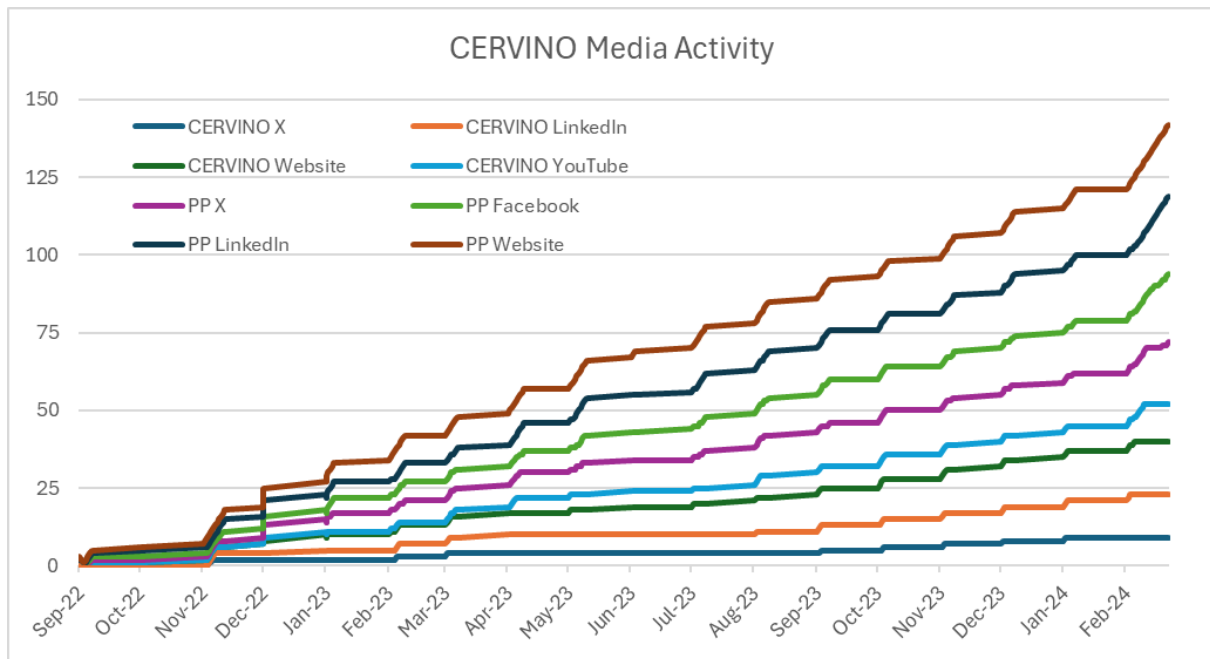
Figure 1: CERVINO Media Activities

3.1. Website Activity

In the digital age, a project website has become indispensable. It offers numerous benefits, e.g. it is a central information provider; it shows transparency in dealing with funding and raises outreach and visibility of the project. As CERVINO is an Interreg Alpine Space project, a main project website was provided by the Alpine Space programme, with a fixed website structure. The content for the project site was provided by EWO in strong cooperation with all PPs and the lead partner (LP). Additionally, each partner has placed the CERVINO project on its own website and informed about the progress of the project. The following sections display website activities of the project and the individual project partners.

3.1.1. Project Website

The project website of CERVINO (https://www.alpine-space.eu/project/cervino/) is embedded in the official Alpine Space website with a fixed website structure. In the following sections an overview about the content provided by CERVINO is given.
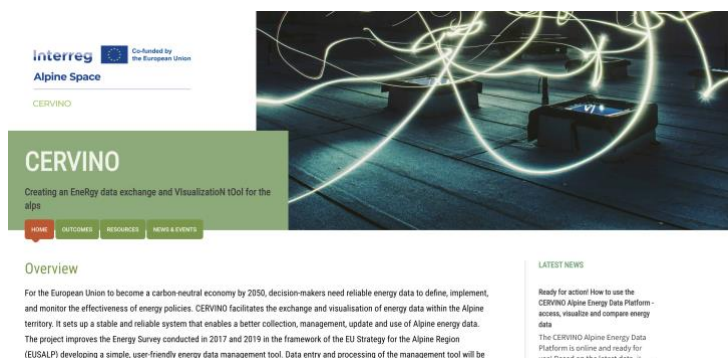
3.1.1.1 Home

The home page provides a general overview of the project. A short summary of CERVINO is shown, as well as all framework conditions (factsheet with e.g. duration, scope, specific objectives, and contribution to EUSALP AG9) and a short description of the project partners.

3.1.1.2 Outcomes

On the Outcomes section, the developed CERVINO tool is presented and four videos, which were produced by the CERVINO team, are linked. The content of the videos is listed below.

How to use the CERVINO visualization platform:

- Overview video on features, benefits and own dashboards.
- Deep-dive interview on how to access, visualize and compare energy data.

The Energy Survey 2023 and the CERVINO data collection platform:

- Overview video interview.
- Deep-dive interview on how to add data to the survey platform.

Linking the videos makes it easy for users to get an idea of how the tool works. These videos are also available on the CERVINO YouTube Channel.

All deliverables created within the project were announced in this section and are made freely available to all interested parties under "resources".

3.1.1.3 Resources – CERVINO Videos and Deliverables

The project placed a very strong focus on disseminating the results via videos as a sustainable and innovative way of communication. During the project lifetime, twelve videos were recorded to draw attention to the CERVINO project and its results.

The videos were created to serve the main target groups of the project and to make the project results available in a long-term and sustainable way.

These can be divided into three categories:

1. Videos showing the contribution to EUSALP strategies,

2. Videos showing the process of the CERVINO project,

3. Tutorial videos about the use and functionality of the data collection and the visualization tool.

The interviews with the CERVINO partners served to provide information about the latest activities in the project and to draw attention to the importance of collecting and visualizing energy data across the Alps. In further interviews, the functionalities of the tool are explained, giving the user the opportunity to see how to use the tool at any time, just like in a tutorial.

To address CERVINO's contribution to different EUSALP AG groups (and therefore to the EU strategies to achieve the climate targets for 2030 and climate neutrality by 2050), interviews were conducted with AG members, e.g. AG2 leader Sylvain Guatez, AG9 co-coordinator Benjamin Auer, AG9 member Patrick Biard, and AG9 member Matteo Mazzolini.

All videos are published on the project's own YouTube channel (https://www.youtube.com/channel/UC2sXYpj-Pl2vNw0i2ffOHoA). The video-interviews with EUSALP and project members can be viewed on the project website under Resources. In addition, all videos were promoted via news on the project website, via X, Facebook, LinkedIn and the websites and social media channels of the partners.

In addition, all deliverables created within the project are published in this section and are freely available to all interested parties. These are:

- **D1.1.1** Reshaping, upgrading, and improving the existing Energy Survey structure based on the lessons learned. Leader Organization: Eurac Research
- **D1.2.1** Developing a tool allowing for effective management of energy data within the AS. Leader Organization: AURA-EE
- **D1.3.1** Conducting the new Survey and validation of the developed tool. Leader Organization: KSSENA
- **D1.4.1** Developing a Roadmap for durability of the new energy data management system. Leader Organization: IRE SpA
- **D1.5.1** Dissemination and awareness raising on the new energy data management tool. Leader Organization: EWO

3.1.1.4   News & Events

A total of 17 news items was published on the Alpine Space website about the CERVINO project. The news articles inform about the latest activities in the project and draw attention to the importance of collecting and visualizing energy data across the Alps. Besides, the contribution of CERVINO to the European Union's strategies to achieve the climate targets for 2030 and climate neutrality by 2050 were addressed, so that the project is seen as part of the bigger picture.

The articles were written by PP3 (EWO) in strong collaboration with the LP and all PPs for the target groups TG1, TG2, TG3, as well as for project observers and the general public.

3.1.2. Websites of Project Partners

All news published on the ASP website were made available to the project partners in English to spread them via their individual websites. The translation, forwarding and use of the content was undertaken independently by the partners.

To reach a wide range of audience on a local level, the sharing and posting of CERVINO contents on individual partner websites is necessary.

A total of 24 articles was shared and published on the project partners' websites over the project duration of 18 months.

The main users of the **IRE (Infrastrutture – Recupero edilizio – Energia) Liguria website** are citizens, municipalities and administration, sectoral agency. Individuals and companies in sectors related to renewable energy, sustainability, and environmental science also visit the website. Just recently, the IRE website has been equipped with a new interactive and captivating graphic design. All information on CERVINO was published on a sub-site of the IRE website: https://www.ireliguria.it/progetti/cervino.html

The main target group of the **AURA-EE (Auvergne-Rhône-Alpes Energy Environment Agency) website** (https://www.auvergnerhonealpes-ee.fr/) are local authorities from the Auvergne-Rhône-Alpes region. The website is intended to be a resource center for the green transition of AURA-EE's regional territories. An English version of the website is also available (https://en.auvergnerhonealpes-ee.fr/), targeting EU and interregional organizations working on energy and climate issues, to promote AURA-EE good practices. On both website versions, CERVINO is presented.

The main users of the **EWO (Civic Foundation Bürgerstiftung Energiewende Oberland) website** (https://energiewende-oberland.de/) are citizens, municipalities and administration and companies of the Oberland Region. Visitors use the website to find out about regional news relating to the energy transition, climate adaptation, subsidies and projects. The articles about the project were intended to make the CERVINO platform known to the regional authorities and sectoral agencies, to win them over for data updating and the platform's subsequent use and to create visibility in the wider public. All information on CERVINO was published on a dedicated sub-site of the EWO website: https://energiewende-oberland.de/hp18175/Energiebericht-fuer-die-Alpen-CERVINO.htm

The CERVINO project is present in **Eurac Research's Institute for Renewable Energy website** (https://www.eurac.edu/en/institutes-centers/institute-for-renewable-energy), in the section on projects (no articles were written on the project). Eurac Research website is mostly visited by researchers and academics interested in the institution's research projects, publications, and findings. Individuals and companies in sectors related to renewable energy, sustainability, and environmental science also visit the website.

The main users for the **KSSENA (Energy Agency of Savinjska, Šaleška and Koroška region) website** (http://www.kssena.si/sl/) are municipalities, the general public and foreign (energy) organizations, that wish to work with KSSENA on EU projects as partners and are actively searching for the organization's expertise. Visitors can find information on what KSSENA offers on the energy market and what kind of projects the agency is implementing. It is worth mentioning, that the website will undergo complete restructuring in the next month and will be updated and refreshed to meet more

modern standards of visualization and communication and put more vivid representation of KSSENA's work out on the market.

3.2. Social Media Activities

3.2.1. Social Media of CERVINO

Social media has become a powerful tool for organizations and projects to connect with supporters. The rise of social media has made it possible to reach a big audience with their project news. In order to reach a wide a range of people and to facilitate cooperation between the countries, a number of social media channels were created for the CERVINO project. For spreading project news, the channels X, YouTube and LinkedIn were used. During the project, a total of 23 posts was created via the various project channels. This enabled 85 people to be reached directly via the project channels – and many more indirectly via partners' social media by sharing and forwarding. In order to inform and involve the CERVINO target groups, the posts were directed at target group 1 (EUSALP members, other regional authorities within the EU), target group 2 (National ministries involved in EUSALP) and target group 3 (Energy agencies primarily involved at regional level with established data centers, local energy agencies involved in energy planning and data sharing activities in the EUSALP and EU). In addition, the posts were directed at the project's observers and the large public.

3.2.2. Social Media of Partners

CERVINO project partners have different target groups, therefore the posts reached a wide range of audience. It was an inexpensive way to keep them updated on project's progress.

A total of about 8.300 people could be reached via the project partners' social media channels. The range of interested parties extended from energy agencies to political decision-makers, public bodies and interest groups. In total, 65 posts on partners' social media channels were published.
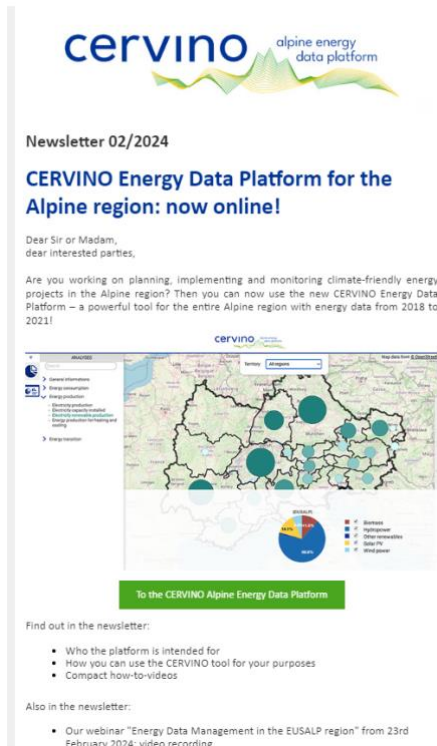
IRE (LP) mainly uses the social media channels LinkedIn, Facebook e and X (Twitter). These channels are mainly used to reach citizens, municipalities and administration, as well as companies.

AURA-EE (PP2) is very active on LinkedIn. The AURA-EE account has more than 5.000 followers, mainly from local authorities and stakeholders in the energy sector.

EWO (PP3) mainly uses the social media channels LinkedIn, YouTube and X (Twitter). There is a channel on Facebook, but it is hardly used any more. These channels are mainly used to reach citizens, municipalities and administration, as well as companies of the Oberland Region.

EURAC Research (PP4) uses social media channels primarily to reach researchers, public administrations, practitioners in the field of renewable energy and energy transition. Mainly LinkedIn and X (Twitter) are used for social media activities.

KSSENA (PP5) rarely uses social media and posts only on Facebook as the main social media channel. The target groups are the general public, companies and organizations from the energy sector who can be reached by the posts.

3.3. Press Release

A press release on the deliverable D.1.4.1 Roadmap and the final product was published end of February 2024. It was made available to all partners to be translated into the respective national languages and to be sent to the regional press. The project team decided to send out only one press release during the project period, as mainly the CERVINO Alpine Energy Data Platform as outcome is of interest to the regions. Instead of the second press release, two newsletters (instead of one) were sent out.

3.4. CERVINO Newsletter

Two newsletters were sent out during the project period:

The first newsletter was published in September 2023, as there were already presentable results from the project at this point. The content of the first newsletter was based on eight CERVINO news and videos published on the Alpine Space website.

The aim of spreading the newsletter was to draw attention to the data collection, putting the topic of an Alpine-wide energy data collection on the agenda of the target groups. The time of dispatch was chosen so that visual results of the data collection could already be seen.

In order to collect the right addressees for the newsletter, a distribution list of all stakeholders was created with the help of all project partners. It was sent to 127 contacts from the Alpine Space countries. Among the recipients were TG1, TG2 and TG3.

By means of the second newsletter, the ready-to-use CERVINO Alpine Energy Data Platform was promoted, including the video recording of the introductory seminar "Energy data management in the EUSALP macro-region" and the accompanying explanatory videos on features, benefits and operation of the CERVINO energy survey and visualization platforms. Furthermore, the link to the Energy Data Platform (https://cervino.eurac.edu/#/) and the visualization tool (https://www.alpine-energy-data.eu/) were disseminated to the target groups via the newsletter.

3.5. Communication Material

Communication materials play a central role for the communication of projects and their results. To reach a high recognition, also after the end of the project, the consortium decided to produce various basic communication materials for several types of use. They serve for visual representation, dissemination and for increasing the awareness of the project and its products.

3.5.1. Corporate Design and Corporate Identity
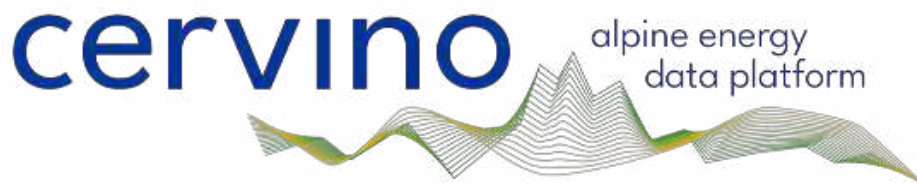
Besides the Corporate Design Kit from Alpine Space, where a logo and templates for CERVINO were provided, the project team decided to create an additional design kit for the CERVINO product: The Alpine Energy Data Platform.

In a creative development process, all project partners collected keywords to reflect the expectations of the project. These ideas were then processed by an advertising agency to create the platform's corporate identity.

The requirement was to consider the colours and shapes of the existing Alpine Space CD kit and integrate them into the platform design so that the recognition value of the Interreg Alpine Space funding is guaranteed even after the project has ended.

The data platform design was used as well for the CERVINO survey, business cards, newsletter, project ppt, scientific poster as well as for the foldable video wall and the digital video background, in addition to the design kit of the Alpine Space programme.

3.5.2. Posters

To present CERVINO at events and conferences as well as in project partners' offices, two posters for different target groups were created:

Project Poster

At the beginning of the project, EWO created a general CERVINO project poster based on the Interreg template in close consultation with all project partners. This poster was made available to all partners so that it could be clearly displayed in the respective institutions. The aim was to make all employees and guests aware of CERVINO, to illustrate the breadth of the field of activity and to draw attention to the subject matter of CERVINO.

Scientific Poster

For the World Sustainable Energy Days (WSED) 2023, which took place from the 28th of February to the 3rd of March 2023 at the Stadthalle of Wels (Austria), EWO and Eurac designed a scientific poster about CERVINO to be shown at the conference. Eurac Research presented it during the poster session of the conference that lasted throughout the duration of the event.

The conference had over 650 participants from over 60 countries. News about the participation in the event was published on the CERVINO website in March 2023.

3.5.3. Business Card

The project team decided to develop a business card for CERVINO instead of a multi-page flyer.

This ecological variant saved paper, printing costs and material. In addition, by linking to the existing, constantly updated project website, the latest news about the project could always be viewed. It was prepared to hand out at events, leading to the website via a QR-code. A number of 500 business cards were printed, almost all could be distributed at various events.

3.5.4. Foldable Video Background

Instead of printing roll-ups for each project partner, a foldable video background was developed and printed. This was used as a backdrop for the recorded interviews with CERVINO project partners and EUSALP AG members at events, as well as for photos.

The framework of the wall is sustainable and can continue to be used with new canvases in different places after the end of the project.

3.5.5. Powerpoint (ppt)

To ensure effective communication at workshops and events, EWO developed a dedicated CERVINO presentation. This presentation leverages the established structure of the Interreg Alpine Space template, providing a clear and familiar framework for audiences.

To enhance CERVINO's distinct identity and ensure recognition beyond the project's duration, the presentation incorporates the project's own branding (CI) alongside the Alpine Space CI.

The presentation's content focuses on providing a concise introduction to CERVINO, outlining its key objectives, and showcasing the project's successful outcomes. This approach allows for efficient communication and ensures audiences gain a clear understanding of the project's value proposition.

ALPINE ENERGY DATAFACILITATING
MACRO-REGIONAL DECISION-MAKING

For the European Union to become a carbon-neutral economy by 2050, decision-makers need reliable energy data to define, implement, and monitor the effectiveness of energy policies. Thanks to the CERVINO platform, the exchange and visualisation of energy data within the Alpine territory is facilitated.

The CERVINO platform is a user-friendly energy data visualisation tool gathering data from EUSALP regions from 2018 - 2021. It enables users to have a graphic representation of data, draw regional energy profiles (delimiting a territory, choosing categories) and compare performances across regions and/or years.

The Alpine Energy Data Platform has the potential to be used as a macro-regional decision-making tool to support decision-makers in their planning. This brochure presents some excerpts from the CERVINO platform, of the main indicators aggregated at EUSALP level.

FINAL ENERGY CONSUMPTION PER COUNTRY

Final energy consumption per country in the Alpine region vary due to distinct economic structures and geographical factors. Despite the political efforts at European level, final energy consumption is not decreasing, either in total or even per capita. More energy efficiency measures are required to meet the EU targets.
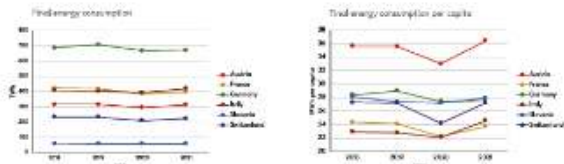
ELECTRICITY RENEWABLE CAPACITY INSTALLED

The Alpine region showcases a significant increase in electricity renewable capacity installed. This involves hydropower which development remains limited by natural topography. On the other hand, wind and solar power sources still have great opportunities for stronger investments.

Electricity renewable capacity installed refers to the total amount of renewable energy infrastructure set up, while electricity renewable capacity production denotes the actual amount of energy generated from these installations. The trend is promising and shows large political and financial support in the renewable sources throughout EUSALP.
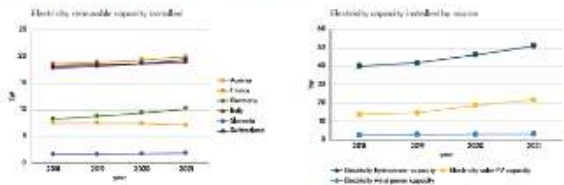
ALPINE ENERGY DATAFACILITATING
MACRO-REGIONAL DECISION-MAKING

3.5.6. Brochure

This two-sided brochure, distributed at the EUSALP Slovenian Presidency Event 2024, highlights the value of the CERVINO Alpine Energy Data Platform for the project's target audiences. Overall, the CERVINO brochure aims to raise awareness of the platform's capabilities and potential benefits for stakeholders in the Alpine region.

Content of the brochure:

Focus: The brochure showcases the platform's added value for its target groups.

Data: It features key findings from the 2023 Energy Survey, showcasing various graphs that compare energy data across EUSALP regions.

Target Audience: The brochure was distributed to participants at the EUSALP event, reaching individuals interested in energy data and related decision-making within the Alpine region.

3.5.7. Regional Energy Profiles

The EUSALP energy profile is available to anyone accessing the CERVINO Alpine Energy Data Platform, as a public dashboard. Anyone can export it as a pdf. This aggregated energy profile can be easily compared with regional data thanks to the "comparison" functionality available on the platform. A link to the dashboard with both the EUSALP and regional energy profile was sent to all the regions which completed the survey, along with a personalized dashboard for each region, available both on the platform and as a pdf.
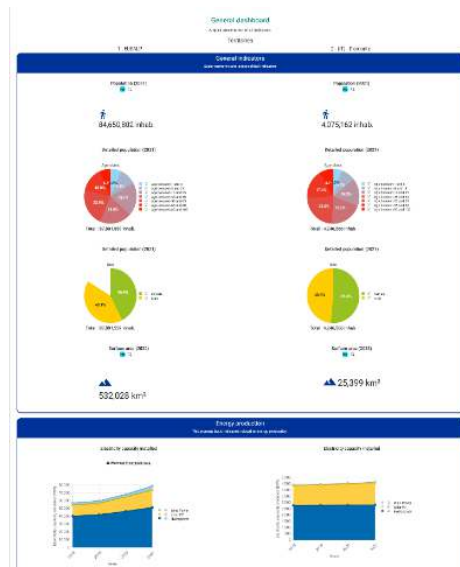
4. Events

4.1. Events for Target Groups

The objective of planning and holding events was to inform stakeholders about the CERVINO project's progress and raise awareness of its resulting tool: the CERVINO Alpine Energy Data Platform.

The following activities were carried out:

Presentations: The CERVINO project actively participated in several key events, contributing valuable insights, and promoting the CERVINO Alpine Energy Data Platform:

The project team presented at **five EUSALP events**: These presentations focused on broader project updates and achievements relevant to the EUSALP community.

Another four external events targeted audiences outside the EUSALP framework. EWO presented the project's findings and the data platform's capabilities to representatives from each of the four Oberland districts within the EWO framework at two **EWO Advisory Boards**. This engagement aimed to raise awareness among local stakeholders and explore potential applications of the platform at the district level.

During the **KLEAS - Slovenian Energy Agencies Event**, KSSENA presented CERVINO's achievements to a wider audience of Slovenian energy agencies and national stakeholders. This participation fostered collaboration and ensured that relevant actors in Slovenia are aware of the platform's potential for national energy data management and analysis.

CERVINO's contribution to the **Alpine Climate Board** focused on demonstrating how the data platform can support informed decision-making related to climate action and energy transition within the Alpine region. This interaction aimed to connect the project's outcomes with broader regional climate goals and strategies.

CERVINO's presence at the **DigitAlps conference** served to showcase the project's contribution to digitalization efforts in the Alpine region. By presenting the data platform, the project team highlighted the potential of digital tools and data-driven approaches for advancing energy management and sustainability across the region.

Through these diverse event contributions, the CERVINO project successfully reached a wide range of stakeholders, fostered knowledge exchange, and promoted the value of the Alpine Energy Data Platform for various applications and audiences.

Workshops: Two dedicated workshops were held specifically for EUSALP members. The focus was on gathering feedback on the developed tool and customizing it based on users' needs.

At the end of the project, a **Final Dissemination Webinar** was held with the target groups: stakeholders involved in planning, implementing, and monitoring climate-friendly energy projects in the Alpine region, actors working towards achieving the 2030 climate targets and climate neutrality by 2050, and EUSALP members, ministries, energy agencies, infrastructure operators, and companies from the Alpine region.

This webinar with 49 registered participants presented the CERVINO project's goals and results, highlighting the final product, the CERVINO Alpine Energy Data Platform, and emphasizing its benefits for the targeted audience.

Annex - CERVINO Target Groups

TG No.	Members
TG1:	EUSALP members, other regional authorities within the EU
TG2:	National public authority: National ministries involved in EUSALP
TG3:	Sectoral Agency: Energy agencies primarily involved at regional level with established data centres, local energy agencies involved in energy planning and data sharing activities in the EUSALP and EU