B.6.3 - Summary Report on implementation of the ETV promotional campaigns

31.10.2024

Responsible Partner: IOŚ-PIB

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EXPLANATION OF PARTNERS ACRONYMS

Acronym	Full name
IETU	Institute for Ecology of Industrial Areas
CET	CETAQUA, Centro Tecnológico del Agua, Fundación Privada
ENEA	Agenzia nazionale per le nuove tecnologie, l'energia e lo sviluppo economico sostenibile
ETA-DK	ETA-Danmark A/S
IOŚ-PIB	Institute of Environmental Protection- National Research Institute
KA	KÖVET Association for Sustainable Economies
ZAG	Slovenian National Building and Civil Engineering Institute

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1. DOCUMENT OVERVIEW

This document has been developed by IOŚ-PIB under Action B6: Pilot EU ETV promo campaigns Task B.6.3 Pilot campaigns wrap up . This report summarizes the promotion activities conducted in the project partner countries in Poland, Hungary, Italy, Spain, and Slovenia under the ETV promotion campaigns implemented in the framework of the LIFEproETV project and the outcomes they achieved.

The report presents the implemented activities in figures. Equally important to the promotion activities data compilation is the section detailing the objectives met by project partners, along with any additional activities undertaken beyond the planned scenario during the implementation of promotional efforts.

The summary is based on the scenarios and assumptions included therein for each national campaign developed by IOŚ-PIB as a deliverable preceding campaign implementation developed in Action B6: Pilot EU ETV promo campaigns.

2. GENERAL ASSUMPTIONS

The goal of these campaigns was to establish a strategic communication approach to ETV, considering the distinct national contexts of the scheme implementation and the varying levels of awareness and development across the project target countries considering their participation in the ETV pilot programme. The campaigns were implemented following the scenarios developed for each country (deliverable B.6.1 - Pilot EU ETV promotional campaign scenarios) based on the key assumptions, needs and objectives defined in the national roadmaps and with the use of supporting tools and materials. Country-specific goals of the campaigns follow in section 3.2. of this report. Each campaign was also focused on a dedicated ETV use case defined in the National Roadmaps for building ETV market acceptance and recognition developed under Action B4: Establish an EU wide framework for ETV recognition and market acceptance.

The national campaigns were united by shared objectives aimed at increasing awareness and fostering market acceptance and recognition of ETV and in particular:

a) build/improve awareness, knowledge, understanding and skills about ETV and its use as a voluntary environmental scheme among target groups focusing on ETV unique features, existing verification infrastructure and opportunities in relation to satisfying the needs of the target groups relevant for specific ETV use case;

b) promote and validate ETV business cases relevant for ETV use case with a transfer and replication potential among target audiences: potential scheme operator, potential new VBs, engaged test and ETV Knowledge Centres, technology, providers and buyers and other stakeholders for whom ETV may be useful;

c) mobilise stakeholders to apply ETV/create ETV based programmes at national/sectoral basis by mobilising e.g. institutional bodies/policy and decision makers responsible for environmental, climate, innovation, Green Public Procurement policies, etc. ;

d) increase the EU ETV community, and use of the ETV Knowledge Hub as a reference for the scheme;

e) position ETV as a valuable tool within national innovation ecosystems by establishing strategic partnerships with stakeholders crucial to innovation (such as Regional Innovation Platforms, technology buyers, and providers) to stimulate demand.

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2.1. Methodology

To ensure effective promotional activities across all partner countries and sectors, a universal methodology was developed. Individual scenarios were created for each country, forming the foundation of their promotional campaigns. Each scenario (B.6.1 - Pilot EU ETV promotional campaign scenarios) followed a consistent structure and included:

- promotion (campaign) goals,
- target audiences,
- key messages related to the ETV use case and promotion goals,
- recommendations for the most effective communication channels for each country,
- key media,
- key events,
- a proposal of basic activities and additional activities (depending on project budget available per national campaign),
- baseline ETV awareness level i.e. if the country participated in the EU ETV pilot programme or not.

The scenarios were discussed with the project beneficiaries and took into account the background knowledge of ETV in the project countries based on the fact if a given country participated in the EU ETV pilot or not, implementation capacities of the beneficiaries and the budget variations among beneficiaries foreseen in the project budget per each campaign as well as the anticipated effectiveness of the different promotion actions to be implemented.

To ensure the effective execution of the campaigns, a comprehensive set of promotional tools and materials was prepared. These resources were specifically tailored to support the dissemination of ETV-related information and to address the unique needs of each campaign. The following material were developed:

- campaigns rollups,
- banners for events promotion,
- campaign landing pages linked to the project web site,
- press pack,
- general ETV promotion materials: ETV brochure, ETV videoclips, fact sheets,
- project promotional materials,
- ETV /LIFEproETV slide decks,
- LIFEproETV outputs e.g.: ETV HUB, guidance materials, self-assessment tools.

2.1.2. Time frames

The campaigns were planned to run for a minimum period of three months, from April 2024 to the end of June 2024. However, in many countries, they began earlier , even in November 2023 to take advantage of available opportunities, such as dedicated presentation events and similar occasions.

2.1.3. Key performance indicators (KPIs) for the campaigns

To measure and evaluate the effectiveness of the promotional campaigns, the following KPIs were proposed:

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- Website Traffic: Track the number of website visits and unique visitors.
- Social Media Engagement: Monitor interactions, including likes, reactions, shares, comments, and follower growth.
- Conversion Rate: Measure the number of technology developers requesting verification after engaging with ETV content, including self-assessments and direct requests.
- Media Mentions: Track the frequency of ETV mentions in press and media, along with advertising value equivalents.

Throughout the campaign, it was essential to regularly assess strategy effectiveness using these KPIs. Project partners refined and adjusted their approaches based on performance data and stakeholder feedback from each country.

3. ANALYSIS REPORT ON IMPLEMENTATION OF THE ETV PROMOTIONAL CAMPAIGNS

This section provides an in-depth analysis of the implementation process for the ETV promotional campaigns. It examines the duration of the campaigns across participating countries, country-specific objectives, and the identification of key target audiences whose engagement was essential to achieving the campaign goals.

3.1. Duration of the national campaigns

The timelines for the campaigns varied across countries, reflecting their specific contexts and strategic planning. Below are the details of the campaign periods in each country:

- Hungary: November 2023-June 2024
- Italy: November 2023-June 2024
- Poland: December 2023-June 2024
- Slovenia: December 2023-June 2024
- Spain: November 2023-June 2024

3.2. Country specific goals of the campaigns

Based on the findings from the five Roadmaps (deliverable B.4.2, developed under Task B.4) and the possible ETV use cases valid for a national context, the ETV promotion goals per each campaign were defined as follows:

POLAND: VALIDATE THE ETV USE CASE FOR SUSTAINABLE FINANCING AND INVESTMENT DE-RISKING

- Integrate ETV into national sustainable financing and reporting ecosystem approaches.
- Increase awareness among technology providers and users (public and private) on the role of ETV in assessing technologies in line with green transition strategies and public procurement.
- Promote ETV's value to technology providers (companies, research institutes) as a scheme helping demonstrate compliance with sustainability requirements in the EU taxonomy.

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ITALY: VALIDATE THE ETV USE CASE TO SUPPORT ITALIAN NATIONAL STRATEGY ON CIRCULAR ECONOMY

- Present and promote ETV as a tool to help companies, especially SMEs, implement technologies and approaches for efficient, sustainable product management, create a competitive market for secondary raw materials and establishing a market for "by-products„ for the needs of industrial symbiosis.
- Create an opportunity and an environment for promoting ETV verified innovations enabling circular economy.

SPAIN : Validate the ETV use case in water sector

- Promote ETV as a tool for accelerating innovations in water sector aligned with EU and national policies.
- Standardise the technology innovation process within the water sector, by implementing ETV effectively to meet the specific needs of stakeholders and water associations and using ETV as a reference tool for innovative water technologies and a foundation for regulatory frameworks.
- Position ETV within the broader certification and verification landscape for water-related materials and solutions.

SLOVENIA: VALIDATE THE ETV USE CASE TOWARDS CIRCULAR CONSTRUCTION

- Supporting innovative companies especially from construction sector by validating their environmental technologies with ETV in line with sustainability transition objectives.
- Enhance the value of ETV statements for sustainability reporting.
- Increasing awareness among SMEs and decision-makers of the benefits of ETV statements.

HUNGARY: VALIDATE THE ETV USE CASE FOR BUILDING NATIONAL INNOVATION ECOSYSTEMS

- Positioning ETV as a key tool within Hungary's national innovation ecosystem by fostering strategic cooperation with stakeholders who play a vital role in innovation (e.g., Regional Innovation Platforms).
- Raising awareness of ETV among innovative technology providers and users, supporting their green transition in line with national and EU strategies and policies.

3.3. Target audiences

The target audiences relevant for ETV at national level have been identified already under Action B1 dedicated to stakeholders engagement and interaction, where stakeholders registers were created and updated. The following 11 key stakeholders groups were identified for the campaigns:

1. Policy and legislation makers responsible for development and implementation of national and local policies and regulations concerning environment, climate, innovation in which ETV can be incorporated.

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2. Business support organizations, technology platforms national agencies and ministries responsible for supporting innovation processes in companies and sustainability reporting . (e.g. chambers of commerce and industry, entrepreneurship agencies, enterprise funds, innovation platforms, consultancy companies, law offices/legal practices supporting companies in ESG reporting)
3. Start-up communities / incubators that help innovations reach the market.
4. Technology buyers (private and public) that need a proof of compliance for purchased technologies and products.
5. Technology providers (private, mainly SMEs, or R&D-industry consortia) seeking to enhance the exploitation potential of demo projects, distinguish a technology from competitors, build a competitive position in the market and de-risk a novel technology towards investors;
6. Financial investors, banking sector, venture capital that need a proof of innovative and environmental benefits of technologies they invest in.
7. Business organizations who inform organizations about the requirements related to necessary environmental reporting.
8. Media organisations responsible for environmental related events (training, conferences, fairs) to plan and provide joint awareness raising and training activities.
9. Relevant decision-makers, regulation-makers responsible for sustainability reporting, environment, green public procurement, pre-commercial procurement.
10. R&D entities, testing centers offering testing and validation services
11. National Accreditation Bodies

The stakeholders and target groups for the campaign were further finetuned at the stage of the national roadmaps development, where the specific objectives for each of the campaigns and the related problem categories to be addressed : cultural, regulatory, technology, market were analysed and defined (Table 1) emphasising their roles in shaping the outcomes of the campaign and area of impact of the ETV campaigns within national and EU-level frameworks.

Table 1. Target audiences

Target group	Relevance for the problem			
	Cultural	Regulatory	Technology	Market
Policy and legislation makers, regulatory bodies responsible for development and implementation of national and local policies and regulations concerning environment, climate, innovation in which ETV can be incorporated.		X		X
Business support organizations, technology platforms, professional associations national agencies and ministries responsible for supporting innovation processes in companies and sustainability reporting . (e.g. chambers of commerce and industry, entrepreneurship agencies, enterprise funds, innovation platforms, consultancy companies, law offices/legal practices supporting companies in ESG reporting)	X	X		X
Start-up communities / incubators that help innovations reach the market.	X		X	
Technology buyers (private and public) that need a proof of compliance for purchased technologies and products.		X		X

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Technology providers (private, mainly SMEs, or R&D-industry consortia) seeking to enhance the exploitation potential of demo projects, distinguish a technology from competitors, build a competitive position in the market and de-risk a novel technology towards investors;	X		X	X
Financial investors, banking sector, venture capital that need a proof of innovative and environmental benefits of technologies they invest in.	X			X
Business support organizations who inform organizations about the requirements related to necessary environmental reporting.	X			X
Media organisations responsible for environmental related events (training, conferences, fairs) to plan and provide joint awareness raising and training activities.	X			
Relevant decision-makers, regulation-makers responsible for sustainability reporting, environment, green public procurement, pre-commercial procurement.		X		X
R&D entities, testing centers offering testing and validation services	X	X		
National Accreditation Bodies	X			X

Following the indications as above, specific organisations for interaction and involvement in each country were identified.

4. CHANNELS

This section details the main channels used for communication and engagement during the campaign. It is divided into two subsections: "Basic Activities," which addresses essential communication methods, and "Additional Activities," which emphasises supplementary strategies aimed at increasing the campaign's outreach and effectiveness.

4.1. Basic activities

The basic activities focused on building the campaign's visibility and connection with the audience. Table 2 lists the channels used, highlighting their roles in sharing updates, engaging through social media, participating in events, and creating content for various media outlets.

Table 2. Channels used for basic activities

Channel type	Channel description
Website	News, progress, industry news
Social media marketing	LinkedIn
	Facebook, Instagram, X
	YouTube
Podcasts/Videocasts	YouTube
Events	Participation
	Organisation
Trade Press	Interview, article, sponsored copy
National Media	Article, interview, Press, On-line Platform

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Content Marketing	Post, articles, publication materials, videos, fact sheets, presentations, interviews, case studies
PR	Press releases, media relations, advertorials, interviews, expert's opinions, speaking opportunities, media monitoring
Networking	Meetings, events, workshops

4.2. Additional activities

The proposed additional activities aimed to enhance the campaign's reach and engagement through diverse channels. Table 3 outlines the types of channels utilised for these activities, providing a brief description of their scope and application across online advertising, affiliate marketing, and influencer marketing strategies.

Table 3. Channels used for proposed additional activities

Channel type	Channel description
Online advertising	E-mail marketing, search engine marketing (SEM), social media marketing, display advertising (including web banner advertising)
Affiliate Marketing	Search engine marketing, e-mail marketing, content marketing, display advertising, organic social media marketing
Influencer Marketing	Podcast, post, movie, shorts, case study

5. SOCIAL MEDIA

Project partners utilised **various social media channels** to disseminate content aimed at educating audiences about ETV. The most effective platforms were Facebook, which achieved a total reach of over 2.5 million people, and LinkedIn, where published content reached nearly one million interested individuals. As illustrated below, other platforms did not play a significant role in the campaign. **Total outreach** of all social media activities is **2 566 956.**

Table 4. Social media activity

Platform	Number of Posts	Views	Likes	Comments	Shares
HUNGARY					
LinkedIn	15	3 712			
Facebook	18	5 342			
ITALY					
Facebook	11	44 367	1008	43	49
LinkedIn	13	4 386	131	5	21
Instagram	7	13 084			
X	6	791			
POLAND					
Facebook	28	1 515 158	205	6	25
LinkedIn	33	950 202	391	8	9
LinkedIn LIFEproETV	7	3 066			1
SLOVENIA					

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LinkedIn	10	1659	97	10	
X	85		1	2	1
SPAIN					
LinkedIn	35	19 160	331	3	17
X	31	6 029	18	7	21
SUMMARY					
Facebook	57	1 564 867	1213	49	74
LinkedIn	113	982 185	950	26	47
Instagram	7	13 084			
X	122	6 820	19	9	22
TOTAL	299	2 566 956	2 182	84	143

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Figure 1. Sample of social media communication

Figure 1 presents a sample of the communication in social media during the campaign in Poland, Spain, Slovenia, Italy and Hungary, while Figure 2 shows the distribution of social media campaign posts: quantity and percentage by platform.

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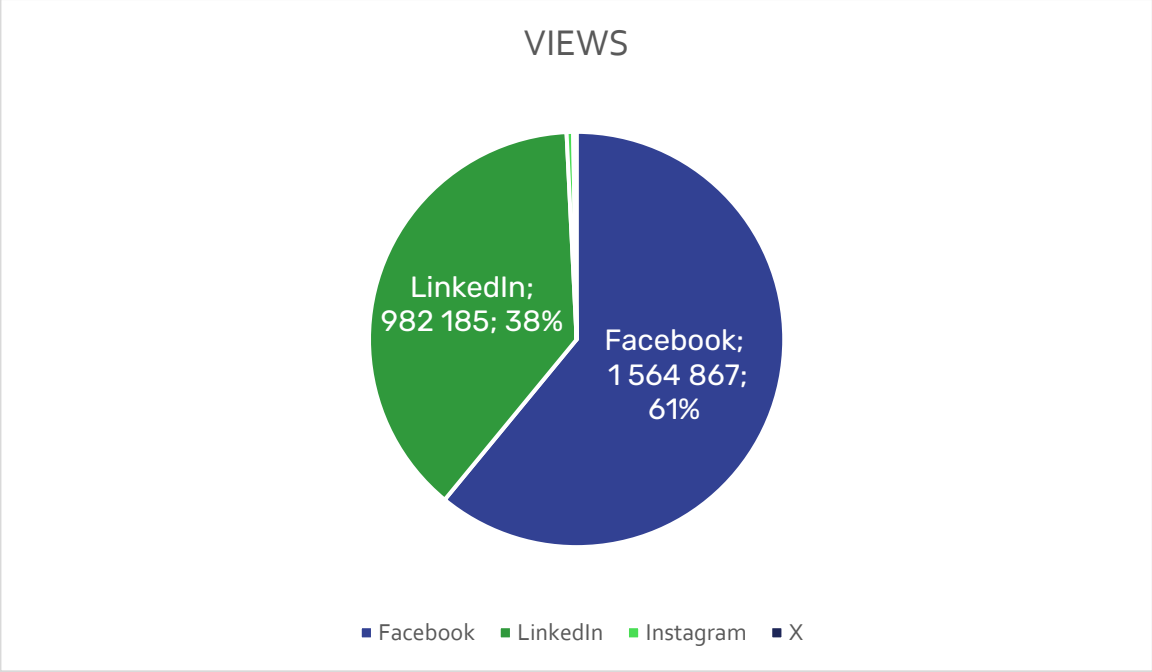

Figure 2. Distribution of Social Media Campaign Posts: Quantity and Percentage by Platform

6. EVENTS

As part of the promotional campaigns, partners actively participated in external events to promote the ETV scheme and organised their own. These included local, national, and international gatherings, such as trade fairs, workshops, conferences, congresses, roundtables, and seminars.

- Project partners organised 17 events, attracting a total attendance of 556 people.
- ETV scheme was showcased at 8 events, drawing over 1 875 attendees.

Altogether, ETV was promoted at 25 events, reaching over 2 431 participants.

Table 5. Events organised within ETV promo campaign

Title of Event	Date	Location	Target Groups	Number of Participants
HUNGARY				
KÖVET Conference	14.11.2023	Budapest	potential technology buyers and provider	72
KÖVET General Assembly	20.03.2024	Budapest	potential technology buyers and provider	50
ETV Workshop	11.04.2024	Budapest	technology buyers and provider	23
ETV Workshop	11.06.2024	Veszprém	potential technology buyers and provider from that area of the country	12
ETV Workshop	28.06.2024	Miskolc	potential technology buyers and provider from that area of the country	8
ITALY				
ETV exhibition stand at Ecomondo fair	7-10.11.2023	Rimini (IT)	technology providers; Policy makers; technology buyers	26
Seminar at Ecomondo fair: Third-party verification of environmental	7.11.2023	Rimini (IT)	technology providers; Policy makers;	23

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technologies as a tool for the circular economy: the role of Environmental Technology Verification (ETV)			technology buyers; Business support organisations	
Workshop with companies organised with the support of the potential Knowledge centres (Sviluppumbria, ARPA Umbria)	21.05.2024	online	technology providers; Policy makers; technology buyers	5
Workshop with companies organised with the support of the potential Knowledge centres (Sviluppumbria, ARPA Umbria)	13.06.2024	Terni (IT)	technology providers; policy makers; technology buyers; Business support organisations	38
Workshop with steel making companies	14.06.2024	Terni (IT)	technology buyers; technology providers	5
Workshops organised with the support of the potential Knowledge centres (University of Brescia)	24.06.2024	online	technology providers; Business support organisations	5
POLAND				
Round table debate at ESG Congress	4.12.2023	Warsaw	government and local administration, academia, businesses, NGOs, media	22
Round table debate at TOGETAIR 2024 Climate Summit	22.04.2024	Warsaw	government and local administration, academia, businesses, NGOs, media	12
Workshops at conference „Międzynarodowej Konferencji OZE dla Przemysłu, Nauki i Polityki – Zielona Rewolucja"	3-6.06.2024	Bukowina Tatrzańska	Producers of RES	20
SLOVENIA				
How a company can improve its sustainability with use of ETV?	15.02.2024	Ljubljana, SI	Companies, decision-makers	20
SPAIN				
"Cómo mejorar tu competitividad en el sector del agua con ETV" How to increase your competitiveness in the water sector through ETV	04.04.2024	hybrid (online and Barcelona)	Technology providers, water utilities, research and innovation centers, companies in need to reduce water consumption, water footprint associations, administrations	105
"LIFEproETV: Cerrando el círculo de la eficiencia hídrica en la industria: de la auditoría hídrica a la verificación tecnológica" Closing the loop of water efficiency in the industry: from water audit to technology verification	14.06.2024	hybrid (online and Barcelona	Technology providers, water utilities, research and innovation centers, water footprint associations, administrations	110
TOTAL			17	556

Table 5 above presents all the events organised during the campaign by country, while Table 6 below shows the external events where ETV was promoted as part of the campaign.

Table 6. External events used for ETV promotion during the campaign

Title of Event	Date	Location	Target Groups	Number of Participants
ITALY				
Presentation at SUN congress in Ecomondo fair: ETV Come strumento di supporto per il raggiungimento degli obiettivi specifici della SNEC in tema di simbiosi industriale	8.11.2023	Rimini	technology providers; Policy makers; technology buyers; Business support organisations	60

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Presentation at SUM2024 - 7th Symposium on Circular Economy: ETV. Uno strumento per confermare le prestazioni ambientali delle tecnologie innovative a supporto dell'Economia Circolare	15-17.05.2024	Capri	technology providers	140
Presentation at Ecomondo fair session: ETV in support of circularity. A credible performance-based verification tool to Boost the diffusion and adoption of technologies to Turn wastes into resources	7.11.2023	Rimini (IT)	technology providers; technology buyers	148
POLAND				
"Zamówienia publiczne a nowe technologie"	20.05.2024	Lublin	Public procurement experts	180
TOGETAIR 2024 Climate Summit	22.04.2024	Warsaw	government and local administration, academia, businesses, NGOs, media	1200
Presentation at conference „Międzynarodowej Konferencji OZE dla Przemysłu, Nauki i Polityki – Zielona Rewolucja"	3-6.06.2024	Bukowina Tatrzańska	Producers of RES	107
SPAIN				
XV Congreso Español de Tratamiento de Aguas	19-21.06.2024	A Coruña	Technology providers, water utilities, research and innovation centers, companies in need to reduce water consumption, water footprint associations, administrations	n.a.
Sesión de Trabajo Presencial – Jornada Interplataformas: riesgos emergentes en el ciclo del agua	27.06.2024	Madrid	Technology providers, water utilities, research and innovation centers, water footprint associations, administrations	40
TOTAL			8	1875

Figure 3 and Figure 4 show a collection of photos from campaign events held across five countries.

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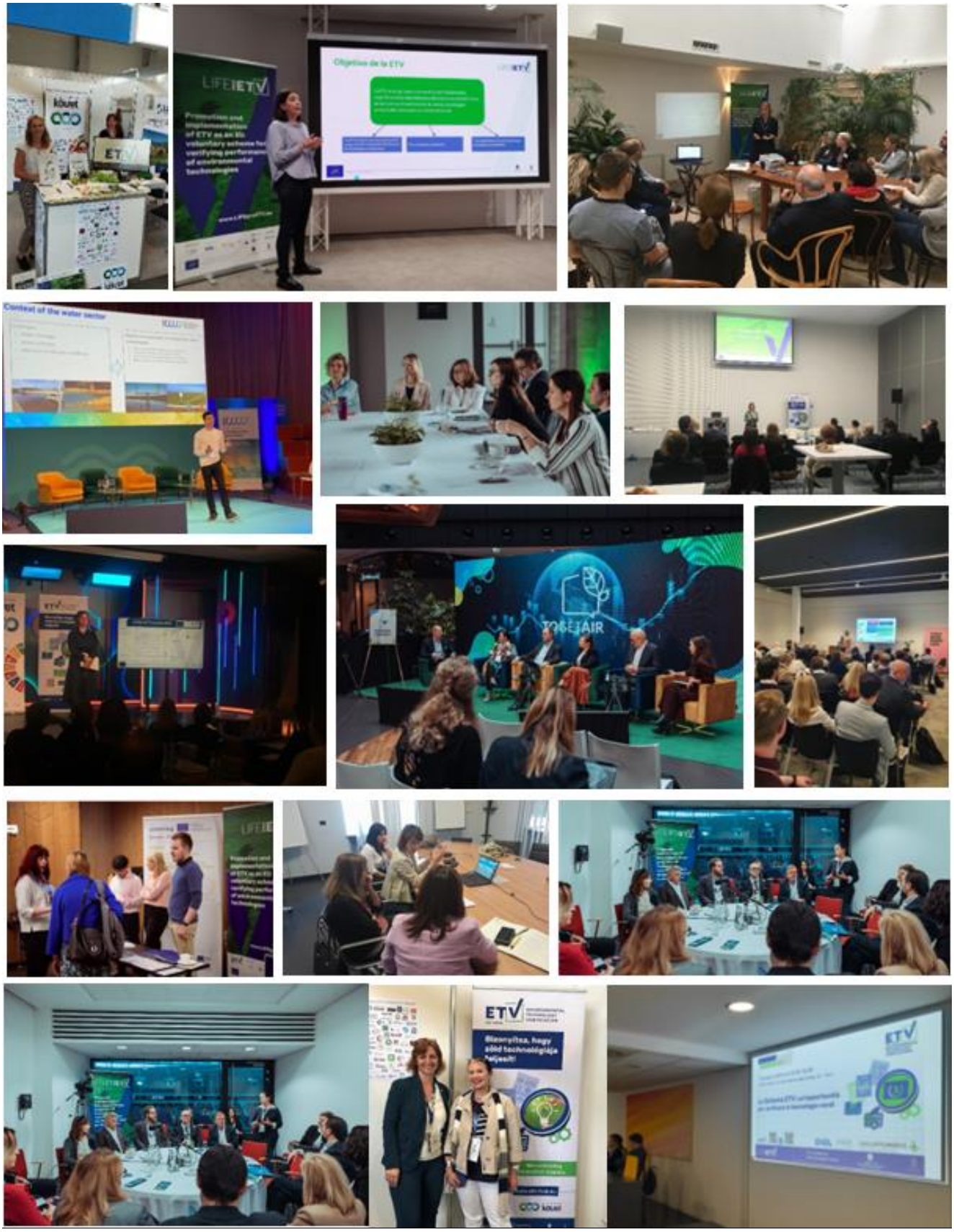

Figure 3. Collection of photos from campaign events held across five countries

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Figure 4. Photos from campaign events held across five countries

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7. PUBLISHED ARTICLES

A total of 36 publications were released as part of the ETV promotional campaigns, targeting trade and national media across five countries, specific to the campaign's profile within the country and national media outlets. There were 14 in Poland, 13 in Italy, 5 in Hungary, 3 in Spain and 2 in Slovenia. These press releases highlighted the importance of the ETV scheme in verifying environmental technologies and promoting green innovation. The outreach exceeded 270,000 recipients, showcasing ETV's role in combating greenwashing and fostering the market uptake of verified sustainable technologies. The campaign effectively raised awareness through diverse media channels, including online articles, conference proceedings, and industry-specific magazines. Figure 5 shows samples of the publications developed during the ETV promotional campaigns, while details can be found in Table 7.

Table 7. Publications

Title of Article	Media	Author(s)	Link/PDF	Total outreach
ITALY				
TECNOLOGIE VERDI DA CONOSCERE E SVILUPPARE. Il progetto LifeproEtv cerca di rilanciare lo schema Etv, lanciato una decina di anni fa dalla Commissione Europea	Platinum, N. 072, November 2021, printed and online (open access)	Interview to Silvia Sbaffoni and Rovena Preka	https://platinum-online.com/pubblicazioni	140.000
ETV as tool dedicated to acceleration of market uptake and diffusion of green innovations. The LIFEproETV project	SUSTENG Conference Proceedings	E. De Marco, S. Sbaffoni, R. Preka, E. Mancuso, I. Ratman-Kłosińska and T. Beltrani	https://www.susteng.eu/uploads/tenantsusteng/photos/susteng-2022-conference-proceedings-with-isbn.pdf	n.a.
"LIFEproETV: Promotion and implementation of ETV as an EU voluntary scheme for verifying performance of environmental technologies"	"I progetti ENEA per l'economia circolare" Enea online publication	Silvia Sbaffoni, Erika Mancuso, Emanuela De Marco	https://www.pubblicazioni.enea.it/download.html?task=download.send&id=566:i-progetti-enea-per-l-economia-circolare&catid=3	117
ETV as a supporting tool for the achievement of specific goals of the Italian national strategy for the circular economy on the issue of industrial symbiosis	SUN Conference Proceedings	Emanuela De Marco, Silvia Sbaffoni, Erika Mancuso,	www.pubblicazioni.enea.it/download.html?task=download.send&id=700:verso-un-programma-nazionale-per-la-simbiosi-industriale-prospettive-e-opportunita-per-litalia-atti-sun-2023&catid=3	365
Industria: a Ecomondo ENEA presenta il "bollino" delle tecnologie green	Enea online article	Silvia Sbaffoni, Erika Mancuso, Emanuela De Marco	https://www.media.enea.it/comunicati-e-news/archivio-anni/anno-2023/industria-a-ecomondo-enea-presenta-il-bollino-delle-tecnologie-green.html	930
Pubblicata la Roadmap Italiana del progetto LIFEproETV	Enea online article	Silvia Sbaffoni, Erika Mancuso, Emanuela De Marco	https://risorse.sostenibilita.enea.it/news/pubblicata-roadmap-italiana-progetto-lifeproetv	n.a.

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Article title: "Hai sviluppato una tecnologia green? Ecco le aziende che le hanno certificate con lo strumento ETV "	Green Me website	Silvia Sbaffoni, Erika Mancuso, Emanuela De Marco	https://www.greenme.it/ambiente/economia-circolare/hai-sviluppato-una-tecnologia-green-ecco-le-aziende-che-le-hanno-certificate-con-lo-strumento-etv/	879
Article title: "Hai sviluppato una tecnologia green? Ecco perché dovresti certificarla con lo strumento ETV"	Green Me Website	Silvia Sbaffoni, Erika Mancuso, Emanuela De Marco	https://www.greenme.it/ambiente/economia-circolare/hai-sviluppato-una-tecnologia-certificala-con-lo-strumento-etv/	4700
Conference proceedings of SUM2024 - 7TH SYMPOSIUM ON CIRCULAR ECONOMY AND URBAN MINING. Title of contribution: ENVIRONMENTAL TECHNOLOGY	SUM2024 website	Silvia Sbaffoni, Erika Mancuso, Emanuela De Marco, Rovena Preka	https://www.sumsymposium.it/en/symposium-proceedings	n.a.
La tecnologia certificata ETV che rivoluziona il riciclo dell'acciaio e che funziona davvero, intervista a Marc Faverjon di Deref	Green Me Website	Silvia Sbaffoni, Erika Mancuso, Emanuela De Marco, Rovena Preka	https://www.greenme.it/ambiente/economia-circolare/la-tecnologia-che-rivoluziona-il-riciclo-dellacciaio-e-che-funziona-davvero-intervista-a-marc-faverjon-di-deref/	651
Certificazione ETV: "Sono l'Ingegner Marc Faverjon di Deref e ti mostro come abbiamo rivoluzionato il processo di riciclo dell'acciaio"	Green Me Website	Silvia Sbaffoni, Erika Mancuso, Emanuela De Marco, Rovena Preka	https://www.greenme.it/ambiente/economia-circolare/certificazione-etv-sono-lingegner-marc-faverjon-di-deref-e-ti-mostro-come-abbiamo-rivoluzionato-il-processo-di-riciclo-dellacciaio/	549
Sono un ingegnere e ti spiego come certificare la tua tecnologia ambientale con ETV	Green Me Website	Silvia Sbaffoni, Erika Mancuso, Emanuela De Marco, Rovena Preka	https://www.greenme.it/ambiente/economia-circolare/certificazione-etv-processo-verifica-come-funziona-intervista/	531
HUNGARY				
Bizonyíték a zöld innovációk hitelességére – ETV, a környezeti teljesítmény záloga	Zöld Ipar magazin – Green Industry	KÖVET Association		n.a.
LIFEproETV projekt – Bizonyítsa, hogy zöld technológiája teljesít!	Steps toward Sustainability	KÖVET Association	https://kovet.hu/wp-content/uploads/2024/04/Lepesek-90.pdf	500
Zöldtanúsítvány-rendszer új technológiákhoz: bemutatjuk az ETV-rendszert	KSZGYSZ – Green Economy	Herner Katalin		5000
Az innováció szerepe a zöld átállásban- ETV, a környezeti teljesítmény záloga	Innotéka	KÖVET Association	https://www.innoteka.hu/cikk/az_innovacio_szerepe_a_zold_atallasban_etv_a_kornyezeti_teljesitmeny_zaloga.2971.html	15000

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Bizonyíték a zöld innovációk hitelességére ETV, a környezeti teljesítmény zálog	Steps toward Sustainability	KÖVET Association	https://kovet.hu/wp-content/uploads/2024/07/Lepesek-91.pdf	500
SPAIN				
Verificación de tecnologías ambientales: factor decisivo para acelerar la innovación en el sector del agua	RETEMA	Ioanna Karakatsanidou, Eric Santos	https://www.retema.es/actualidad/verificacion-de-tecnologias-ambientales-el-factor-decisivo-para-acelerar-la-innovacion	1330
Combatir el "greenwashing" con sistemas de verificación y transparencia	Corresponsables	Cetaqua	https://www.corresponsables.com/opinion/greenwashing-sistemas-verificacion-transparencia/	1241
Complementariedad entre la huella hídrica y la Verificación de Tecnologías Ambientales (ETV): optimizando la sostenibilidad industrial	Industriambiente	Albert Serra, Ioanna Karakatsanidou.	https://www.industriambiente.com/articulos/20240610/complementariedad-entre-la-huella-hidrica-y-la-verificacion-de-tecnologias-ambientales-etv-optimizando-la-sostenibilidad-industrial https://www.industriambiente.com/kiosco/revista52/visor	6900
POLAND				
Inwestowanie w przyszłość: innowacyjne technologie kluczem do osiągnięcia celów środowiskowych	klimat.rp.pl	Izabela Ratman-Kłosińska, Agnieszka Stangreciak	https://klimat.rp.pl/zielone-technologie/art40717311-inwestowanie-w-przyszlosc-innowacyjne-technologie-kluczem-do-osiagniecia-celow-srodowiskowych	23 100
Inwestowanie w przyszłość: innowacyjne technologie kluczem do osiągnięcia celów środowiskowych	pb.pl	Izabela Ratman-Kłosińska, Agnieszka Stangreciak		4 585
Inwestowanie w przyszłość: innowacyjne technologie kluczem do osiągnięcia celów środowiskowych	newsletter.pb.pl	Izabela Ratman-Kłosińska, Agnieszka Stangreciak		18 393
Inwestowanie w przyszłość: innowacyjne technologie kluczem do osiągnięcia celów środowiskowych	serwisy.gazetaprawna.pl	Izabela Ratman-Kłosińska, Agnieszka Stangreciak		9 098
ETV jako klucz do komercjalizacji innowacyjnych technologii środowiskowych, czyli jak uniknąć greenwashingu	modanaurode.pl	Izabela Ratman-Kłosińska, Agnieszka Stangreciak		433
Klucz do komercjalizacji innowacyjnych technologii środowiskowych, czyli jak uniknąć greenwashingu	agronomist.pl	Izabela Ratman-Kłosińska, Agnieszka Stangreciak		487
ETV jako klucz do komercjalizacji innowacyjnych technologii	polskaekologia24.pl	Izabela Ratman-Kłosińska, Agnieszka Stangreciak		1288

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środowiskowych, czyli jak uniknąć greenwashingu				
IOŚ-PIB o tym, jak uniknąć greenwashingu	komercja24.pl	Izabela Ratman-Kłosińska, Agnieszka Stangreciak		124
ETV jako klucz do komercjalizacji innowacyjnych technologii środowiskowych, czyli jak uniknąć greenwashingu	spolecznieodpowiedzialni.info	Izabela Ratman-Kłosińska, Agnieszka Stangreciak		876
Jak uniknąć greenwashingu?	dobramarka.eu	Izabela Ratman-Kłosińska, Agnieszka Stangreciak		317
Jak uniknąć greenwashingu?	focusonbusiness.eu	Izabela Ratman-Kłosińska, Agnieszka Stangreciak		368
Jak uniknąć ekościemy (greenwashingu)? System weryfikacji technologii środowiskowych ETV	infor.pl	Izabela Ratman-Kłosińska, Agnieszka Stangreciak		31 710
ETV jako klucz do komercjalizacji innowacyjnych technologii środowiskowych, czyli jak uniknąć greenwashingu	ceo.com.pl	Izabela Ratman-Kłosińska, Agnieszka Stangreciak		340
Krok w stronę zrównoważonej przyszłości: jak budować wiarygodną ofertę zielonych innowacji	Money.pl	Izabela Ratman-Kłosińska, Agnieszka Stangreciak	https://www.money.pl/gospodarka/krok-w-strone-zrownowazonej-przyszlosci-jak-budowac-wiarygodna-oferte-zielonych-innowacji-7043388520864576a.html	565
SLOVENIA				
Novo preverjanje okoljskih tehnologij (New verification of environmental technologies)	565	ZAG	https://www.linkedin.com/feed/update/urn:li:activity:7248275439297720320/ https://gradbenik.net/revija/november-2023	n.a.
Uporaba sekundarnih surovin v gradbeništvu, dajanje proizvodov na trg in okoljsko označevanje (Use of secondary raw materials in construction industry, putting products on the market and environmental labelling)	Mineralne surovine v letu 2023 (Mineral Raw Materials in 2024) – in press	Alenka Mauko Pranjić, Primož Oprčkal, Ana Mladenovič	In press	n.a.
Total			36	270 847

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Figure 5. Sample of publications during the ETV promotional campaign

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8. OTHER ONLINE ACTIVITIES

Some partners leveraged additional communication channels. In Italy, there were 5 newsletters released and in Hungary there were 7 posts on the partner's website. These activities reached an audience of 338 315.

Table 8. Other activities

Activity	Number of Posts	Outreach
ITALY		
Newsletter	5	337 698
HUNGARY		
Website	7	617
Total	12	338 315

9. PARTNERSHIPS AND COLLABORATIONS

The ETV promotional campaigns led to new partnerships and collaborations, involving academic institutions, industry leaders, certification bodies, and environmental organisations. By leveraging these partnerships, the campaigns have expanded the network of stakeholders engaged in ETV and created new opportunities for knowledge exchange, technological development, and market uptake. The following key partnerships and collaborations were established during the campaigns:

1) Two Knowledge Centers in Hungary: Miskolc University Territorial Innovation Platform
2) University of Pannon Territorial Innovation Platform got involved in the ETV topic thanks to common workshops (1 with each of these Centers).
3) Collaboration with Sviluppumbria (IT) and Brescia University as potential Knowledge Centres for ETV.
4) Cooperation with ICESP (Italian Circular Economy Stakeholder Platform) to identify and/or propose the technologies for verification and provide information on Italian best practices on circular economy.
5) Networking with Unioncamere (IT) to promote ETV as a tool to strengthen the market for innovative technologies and to encourage their diffusion, directly involving companies and business associations.
6) Collaboration with Green Me Magazine to disseminate and communicate news and information about ETV (IT).
7) Meeting with Mrs. Tanja Orhini-Valjavec, Ministry for Environment, Climate and Energy regarding sustainability indicators and possibility to include ETV innovation of national regulation for Green Public Procurement (Product groups: Office Building Design, Construction and Management; Road Design, Construction and Maintenance).
8) Meeting with construction company GIC Gradnje (SI)– cooperation in the field of sustainability and circular economy between ZAG and GIC Gradnje, one of the biggest construction companies in Slovenia.

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9) Meeting with other companies and decision makers on external events (SI)– through different events ZAG experts talked with companies, decision-makers about the ETV as powerful tool for proving environmental claims, especially in construction industry and linked industries (e.g. waste owners, by-products manufacturers) but also other areas (e.g. wastewater treatment, CO2 capture and storage, etc.)

10) Cooperation with AGBAR-Veolia (ES), a relevant water operator that offers water supply in different cities, one of the most relevant ones is Barcelona.

11) Collaboration with Sentiatech (ES) which is a technological platform which includes topics such as innovative water monitoring technologies for emerging contaminants.

12) Cooperation with Bioazul (ES), a technology provider with a technology already verified under ETV.

13) Cooperation with Adasa (ES) which has a water technology already verified under ETV and can become ambassadors of ETV for their customers and other technology providers.

14) Cooperation with IELAB (SP) which is a certification centre of reference materials and other water related products, thay may contribute becoming an ETV Verification Body (VB).

15) Cooperation with Labaqua (SP), a laboratory certified with ISO 17025 for different water analysis, which may become a testing body for ETV.

16) Collaboration with +Positive, an entity specialised in the calculation of the water footprint in different types of companies.

10. OTHER ACTIVITIES

In addition to the basic activities during the promotional campaigns, several complementary activities were undertaken to enhance the visibility and impact of the ETV scheme. These activities aimed to provide tangible examples of ETV's benefits through engaging formats, such as videos and interviews, further strengthening its credibility and outreach. Below are the key initiatives implemented as part of this effort.

10.1. Video reference recording

Three videos were produced to highlight real-world applications of ETV, featuring testimonials from companies and organisations that successfully utilised the scheme. These recordings provided compelling visual content to demonstrate the value of ETV in fostering innovation and environmental credibility.

- Dissemination video of ETV (ZAG, SLO).
- Bioazul: Testimonial of a water technology verified under ETV (SP).
- Adasa: Testimonial of a water technology verified under ETV (SP).

10.2. Interviews:

During the campaigns a series of interviews with key figures in the field of Environmental Technology Verification (ETV) was conducted. The interviews featured experts from diverse sectors, including technology developers, scientific researchers, and journalists, who discussed how ETV supports the verification and scaling of innovative solutions for environmental challenges. These discussions underline the crucial role of verification in ensuring the credibility and effectiveness of green technologies. There were seven interviews during the campaign:

- Podcast and radio interviews to Katalin Herner (HU) according ETV.

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- Interview with Giovanni D'Angelo (IT) from RINA, an Italian verification body that certified more than 60 environmental technologies under ETV.
- Interview with Professor Nicola Frison (IT), scientific referee for the University of Verona of the Smart-Plant project, that explained the benefit from ETV verification for SCENA technology that reduces the carbon footprint of municipal wastewater treatment plants.
- Interview with Marc Faverjon (IT), Sales Engineer at Deref. Deref S.p.A. (an Italian company specialising in the dismantling of industrial furnaces and the recovery of refractory materials) that tested and demonstrated the innovation and environmental benefits of its technology through ETV.
- Interview with Izabela Ratman-Kłosińska (PL) in TV programme "Szczerze o pieniądzach" (the title of episode 224: "ETV or new environmental technologies") distributed through different channels: Interia.tv, Polsat News, Szczerze o pieniądzach YouTube channel, Biznestuba.pl.
- A "hot chairs" conversation: Izabela Ratman-Kłosińska (PL), Head of the Environmental Technology Verification Unit, Project Manager of LIFEproETV, in conversation with editor Dorota Choma, talks about modern technologies conducive to improving the efficiency of the energy transition.
- Influencing: Szymon Bujalski - journalist for Climate on why there is no room for insinuation when verifying green technologies (PL).

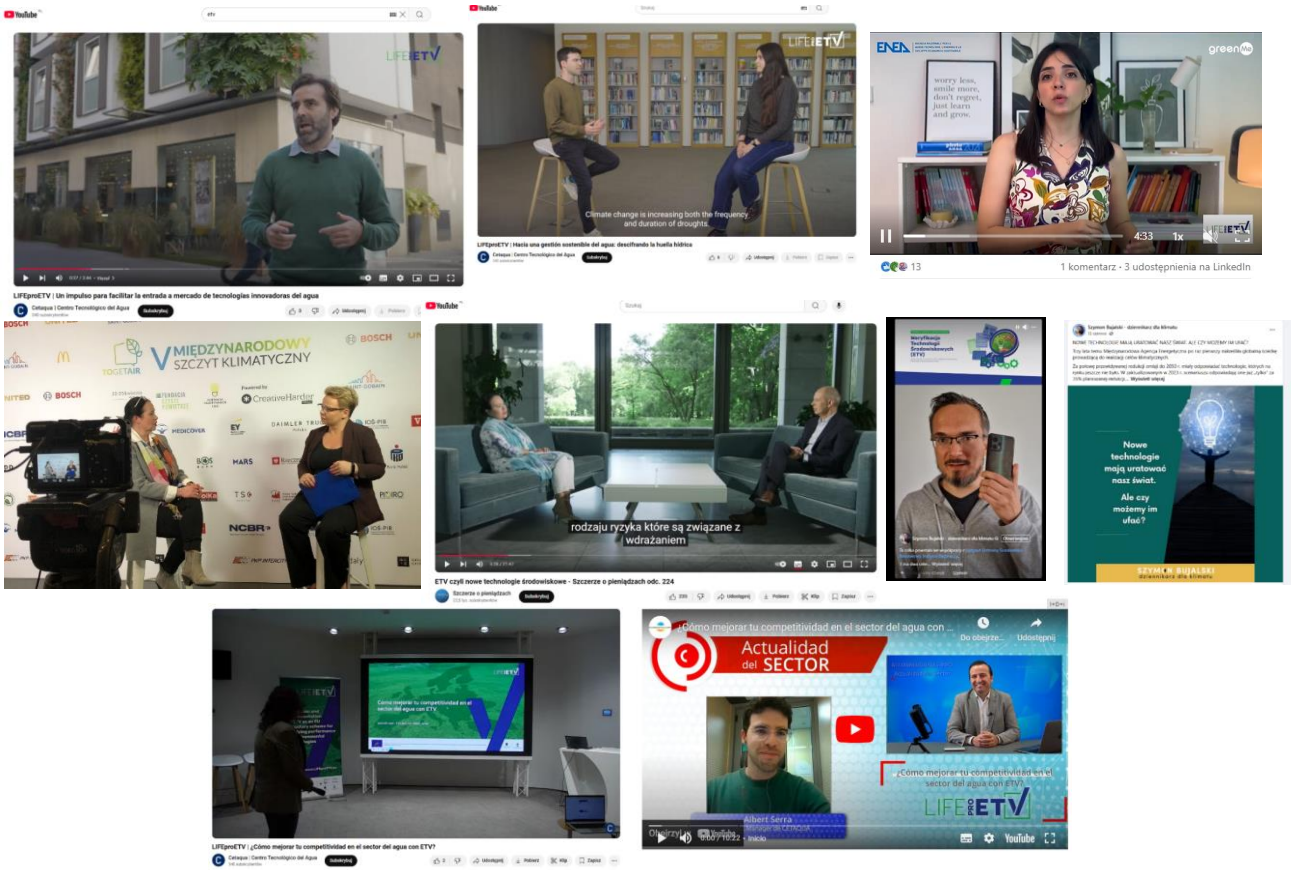

Figure 6. Interviews conducted during the ETV campaign

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11. KEY ACHIEVEMENTS AND CONCLUSIONS

The key achievements and conclusions from the implemented campaigns can be summarised as follows:

- The campaign significantly increased awareness of the ETV system among diverse stakeholder groups, including businesses, research institutions, and non-governmental organisations. It directly engaged nearly 4,000 individuals and reached over 2.8 million indirectly through social media, websites, and articles targeting key audiences.
- Key target groups, including technology providers, buyers, policy-makers, researchers, were effectively informed about the ETV scheme's benefits.
- The campaign successfully encouraged several new technology providers to explore the potential of ETV for validating their innovations as well as provided a basis for new projects (e.g. a new Horizon project on use of ETV in precommercial procurement)
- ZAG got market relevant information to build an ETV business case as a potential Verification Body
- We managed to engage 10 additional entities as ETV knowledge centers to contribute to ETV promotion::
    - Hungary: KÖVET Association, University of Miskolc, University of Pannonia.
    - Spain: CETAQUA.
    - Italy: ENEA (Agenzia Nazionale per le Nuove Tecnologie, l'Energia e lo Sviluppo Economico Sostenibile), Sviluppumbria, University of Brescia.
    - Poland: IOS-PIB, Polish Chamber of Advanced Technologies.
    - Slovenia: ZAG.
- New partnerships and contexts were established to promote ETV, including collaborations with the Water Footprint Association in Spain, the Circular Economy Platform in Italy, and Poland's National Chamber of Commerce and Chamber of Commerce for Renewable Energy Equipment. These partnerships with organisations supporting the circular economy and technological innovation bolstered the campaign's success.
- ETV has been was prominently featured at several industry conferences, trade shows, and thematic events, enhancing its profile within key sectors.
- By leveraging a mix of communication channels—local media, industry portals, and social media—the campaign effectively reached a wider audience and conveyed its message with greater impact.
- Feedback from workshops and meetings confirmed that ETV is widely regarded as a valuable tool relevant in the case of all use cases promoted during the campaigns, however its implementation as national/private/sectoral scheme is hampered often by such factors as:
    - lack of references in legal /regulatory documents (ETV is a voluntary scheme),
    - reduced interest in ETV of national authorities due to termination of the EU ETV programme, many authorities use an argument that since ETV is not continued by the EC it is terminated and should also not be continued at national level;
    - competition and/or limited interested in building synergies with other nationally funded programmes or initiatives;
    - ETV costs and duration, although a new approach has been developed by IETU to be considered in the future as a basis for business model for the ETV Body;

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  - lack of sufficient skills and competences in companies concerning ESG reporting especially among companies for which the reporting is not obligatory yet;
  - established practices of due diligence for technology assessment in financial sector at lack of clear internal guidance on creating green portfolio investments;
  - weak business case of ETV accreditation from the side of the National Accreditation Bodies;
  - very strong competition from existing, well established in the market certification schemes e.g. in the case of heat pumps.

- To sustain momentum, ongoing promotional efforts are essential. These should include continued collaboration with media and industry organisations, along with additional educational and informational events to expand awareness and engagement in line with the AfterLIFE activities .

Below are achievements and conclusions for campaigns in specific countries.

POLAND

Key Achieved Results:

- Raised awareness about ETV and its utility to support due diligence processes related to green investment projects among the representatives of financial sector (banking sector : Pariba, Bank, Bank Gospodarstwa Krajowego, BOŚ Bank).
- Engagement with consulting companies and business support organisations including ESG Committee by the National Chamber of Commerce, Council of ESG Innovators by Polish ESG Association and legal practices providing support for ESG reporting to companies about ETV and its use to support demonstration of compliance with screening criteria of the EU Taxonomy and demonstration of the Do No Significant Harm (DNSH) rule.
- Increased interest in verifications among Polish companies, especially applying for subsidies from the FENG programme dedicated to innovative and green enterprises.
- Foundations for the development of a new business case and model for utilising ETV in based on the cooperation with Chamber of Commerce for RES Equipment.
- New partnerships for ETV promotion established with the Polish Chamber of Advanced Technologies IZTECH established.
- Insights into technology areas where there is a niche for ETV based on an existing or emerging need for independent demonstration of technology performance for example in the absence of common standards or multiplicity of certification schemes on the market (for example RES equipment like heat pumps, stormwater management systems enabling use of greywater in households, sustainable waste recycling solutions for circular economy).

Way forward to enhance the impact of the results:

- Engage with the National Fund of Environmental Protection and Water Management to foster ETV as a trust-based mechanism for the market uptake of technologies developed under the FENG Programme or supported under the Innovation and Environment Programme or under the Cleaner Air Programme and encourage technology providers and developers to explore ETV for verifying their innovations,
- Engage with IZTECH and 3W initiative, coordinated by the Bank Gospodarstwa Krajowego, the Lukasiewicz Research and Development Network and the Polish

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Chamber of Commerce to build an effective ETV ecosystem in Poland integrating the innovation value chain in Poland.

- Explore the identified niche areas for ETV and engage with stakeholders to establish an operational framework for ETV through new projects e.g. LIFE, Horizon Europe
- Promote aligning the innovation performance claims with the EU Green Taxonomy among technology providers trough possible inclusion of taxonomy relevant parameters or consideration of additional parameters calculated like carbon footprint, etc. to be presented in the Statements of Verification to facilitate the ETV utility for taxonomy demonstration compliance of the innovation, enhance its marketability and trustworthiness in sustainable finance and procurement contexts. For example, a RES technology developer can use ETV to verify their technology's energy efficiency and carbon reduction potential, directly supporting compliance with the taxonomy's climate change mitigation criteria. Similarly, a waste recycling solution could demonstrate through ETV its capability to recover resources sustainably, addressing both the "substantial contribution" and DNSH criteria.
- Establish new cooperation, possible project with the beneficiaries to capitalise on the exchange of new knowledge, transfer and replication of the results from the project (tools, guidance for capacity, skills and knowledge building) and from the campaigns (e.g. ETV in water innovation ecosystems, ETV vs ESG, ETV for construction, ETV for industrial symbiosis/circular economy).

SPAIN

Key Achieved Results :

- Engagement of technology providers of innovative water technologies through the events carried out during the campaign. Involvement of a key partner Bioazul that has a technology verified under ETV used to demonstrate the technological alignment with new policies related to water reclamation at EU level, that serves as testimonial for other water technologies.
- Involvement of a relevant water association (Sentiatech) in the Spanish drown ecosystem that will be able to identify the technological needs of relevant stakeholders of the sector.
- Definition of a collaboration mode between ETV and other relevant certification of the water sector (such as the water footprint) and to other related initiatives such as water audits, to enhance and position ETV within other water related certifications.

Way forward to enhance the impact of the results:

- Capacitate Bioazul as ETV Knowledge Center in order to reinforce the use of ETV to verify innovations aligned with EU policies.
- Establish an operational framework to work with Sentiatech in order to identify relevant technological needs to propose innovative solutions to be verified under ETV.
- Position ETV within Veolia company aligned with the services provided related to the water footprint calculation and water audits.

HUNGARY

Key Achieved Results:

1. Establishment and Integration of ETV in Hungary's Innovation Ecosystem:
    - KÖVET successfully positioned ETV as a key element in Hungary's national innovation framework.

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- Strategic partnerships with University of Miskolc and University of Pannon have been instrumental in establishing Knowledge Centres, which now serve as local hubs for promoting ETV and supporting technology providers in the region.

2. Raising Awareness and Promoting ETV Among Technology Providers:

- Awareness campaigns organised by KÖVET have effectively reached innovative technology providers and technology buyers, significantly boosting the understanding of ETV's role in verifying the performance of green technologies in Hungary.
- KÖVET led the organisation of workshops, conferences, and dissemination activities that directly engaged local stakeholders, increasing ETV adoption among Hungarian companies and policymakers.
- These efforts have contributed to the growing recognition of ETV as a trusted tool for advancing green technology solutions and aligning with sustainability goals.

Way forward to enhance the impact of the results:

1. Expanding Knowledge and Awareness:

- Continue organising training sessions, workshops, and meetings for key stakeholders, including business support organisations, policy makers, and technology providers, to deepen their understanding of ETV and its application in the green transition.
- Promote the ETV self-assessment tool, actively encouraging technology providers to use it to evaluate their innovations' readiness for verification, streamlining access to the ETV process.

2. Strengthen ETV's Role in Hungary's Green Transition:

- Foster stronger collaborations with regional innovation platforms and government bodies, ensuring that ETV plays a key role in public procurement and innovation policies, and that verified technologies gain wider market uptake.

3. Sustain Awareness and Long-Term Impact:

- KÖVET already established long-term communication channels, such as newsletters and media outreach, and will maintain and amplify awareness of ETV and its benefits, ensuring continuous support for its adoption across Hungary.

ITALY

Key Achieved Results:

- Expansion of ETV Stakeholder Network through a series of targeted meetings and discussions. Identification of two potential candidates as ETV Knowledge Centres.
- Strengthening Italy's partnerships with various circular economy platforms and their member organisations, which has helped accelerate the identification of technologies that not only meet the requirements for ETV but also contribute to reducing environmental impact, improving resource efficiency, and fostering innovation.

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- Raising awareness about the benefits of ETV through media (videos, interviews, articles) and workshops, raising awareness about ETV's role in advancing circular economy goals among businesses, SMEs, and the research community.
- Enabling stakeholders to better understand the value of ETV in helping businesses navigate the complexities of adopting innovative technologies.
- Meaningful impact on supporting the adoption of green technologies across various industries via stakeholder engagement: workshops for SMEs and researchers providing insights into the ETV process, promoting its benefits for sustainable technology adoption.

Way forward to enhance the impact of the results:

- Highlight ETV as a critical tool for supporting circular economy practices, using real-world use cases to demonstrate its contribution to the transition to circular economic models.
- Increase awareness of ETV among key stakeholders, including technology providers, buyers, and potential end users, to encourage the adoption of the verification scheme across industries.
- Promote ETV as a tool to help small and medium-sized enterprises (SMEs) adopt technologies for sustainable product management, efficient use of secondary raw materials, and industrial symbiosis.
- Extend the network of cooperation by recruiting additional knowledge centres for ETV, working closely with ENEA to identify and integrate new candidates.
- Develop and provide customized training on the ETV tool for specific target groups, ensuring the creation of accessible and relevant training materials for wider dissemination.
- Strengthen the replication and transfer of activities conducted by ENEA during the LIFEproETV project to maximize the impact of ETV promotion and market uptake.
- Engage with policymakers to demonstrate the usefulness of ETV in supporting future legislation on environmental protection, product circularity, and performance-based regulations.
- Ensure that the campaign leads to a lasting impact by promoting the integration of ETV into national strategies for circular economy development and facilitating a sustainable market for green technologies.

SLOVENIA

Key achieved results:

- Expanded ETV stakeholders network through a seria of targeted meetings and events, including national decision-makers becoming aware of potential implementation of ETV in Green Public Procurements regulation (Ministry for Environment, Climate and Energy and Ministry for Public Affairs) or potential publication of vouchers for supporting companies in transition to a circular economy (SPIRIT Slovenia Business Development Agency).
- Raised awareness among different stakeholders, including SMEs and decision-makers, with a better understanding of the value of ETV for sustainability reporting and marketing/procuring innovative solutions in private and public funding schemes.
- Enhancing partnerships in Slovenia for promoting circular and sustainable construction solutions and role of ETV as valuable ISO standardised tool for marketing innovative green solutions, especially under the flagship of Strategic Research and Innovation

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Partnerships (SRIP) such as SRIP Circular Economy and SRIP Smart Home with wood value chain (latter led by ZAG).

The way forward:

- Establishment of a new unit at ZAG called Environmental Declaration Service, which will serve as ETV Verification Body (expected to start operating in Q1 2025) while testing units under ZAG will serve as Testing Body
- Add a new ETV Knowledge Center under Chamber of Commerce and Industry of Slovenia
- Continue to raise awareness about ETV role in verifying the performance of green technologies in Slovenia and fostering collaboration with circular economy, construction and sustainability platforms and national decision-makers.

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