



D5.7 Launch Event Report

Version number	Date	Organisation name	Comments
V0.1	20 February 2020	CA	Draft version shared with CMT
V0.2	19 February 2020	CA	Draft version round of comments ENC
V0.3	24 February 2020	CA	Final Version

Quality check	Status	Date	Comments
Quality Manager ENC	OK	30/06/2020	
Project Coordinator ENC	OK	30/06/2020	

The Purpose:

The launch event was geared towards raising awareness about EUCF, the application and call process, targeting both, local authorities, city officials, as well as financial institutions/ the investor side. It was organized to publicly and politically launch the EUCF, to set out its vision and promote the EUCF calls timeline. This report summarizes key outcomes of that event and gives an overview of the framework conditions. This should both, support the achievement of the project's objectives and inform policy-makers at local, regional and EU level of the initiative's goals and objectives.

Definitions:

CA – Climate Alliance
CE – Country Experts
CEMR - Council of European Municipalities and Regions
CMT – Core Management Team
CoM – Covenant of Mayors
CoR – Committee of the Regions
EASME – Executive Agency for Small and Medium-sized Enterprises
ENC – Energy Cities
ESCO – Energy Service Company
EU – European Union
EUCF – European City Facility
FEDARENE - European Federation of Agencies and Regions for Energy and the Environment
IC – Investment Concept
ICLEI – Local Governments for Sustainability
NN – National Networks
SECAP – Sustainable Energy and Climate Action Plan
WP – Work Package

Responsibilities:

The EUCF Launch Event Report is prepared by the CA, validated by the EUCF CMT.

Disclaimer:

The sole responsibility of this publication lies with the author. The European Union and EASME are not responsible for any use that may be made of the information contained therein.

Table of Contents

1. Launch event report.....	4
1.1. The event.....	4
1.2. Number and type of participants	4
1.3. Description of the event.....	4
2. Links with other tasks and impact.....	6
3. Concept note and agenda.....	7

1. Launch event report

1.1. The event

Event type	Launch Event
Event title	Official Launch of the European City Facility
Date & Time	19 Feb. 2020, 16h00 – 16h45
	Followed by a networking cocktail

1.2. Number and type of participants

More than 600 representatives from local authorities, industry and financial institutions were present, making this the biggest edition of the Covenant of Mayors Investment Forum - Energy Efficiency Finance Market Place to date.

1.3. Description of the event

The launch of the European City Facility was organized within the frame of the [Covenant of Mayors Investment Forum - Energy Efficiency Finance Market Place](#). The objective was to publicly and politically launch the EUCF, to set out its vision and promote the EUCF calls timeline. The event explained main EUCF objectives and goals to the target groups and made clear which municipalities can apply for and how the different elements of the EUCF will support them. Through this event, the core audience was informed about and interest was generated in municipal sustainable energy investment to mobilise support and engagement for the EUCF. A panel consisting of 4 speakers elaborated on the question “Why is the EUCF relevant for cities?” Speakers were:

- Luigi Acquaviva, Coordinator of the Ufficio Comune per la Sostenibilità Ambientale, Municipality of San Giuseppe Vesuviano (province of Naples, Italy)
- Henrik Bielefeldt, representative from Sønderborg (DNK) Project Zero Creates a high level of awareness and understanding on the EUCF;
- Geert Vanhorebeek, Advisor sustainable development, city of Leuven, BE
- Claire Roumet, Executive Director, Energy Cities Makes available EUCF material and documents;

The panel discussion was followed by the EC’s vision on why, for them, the EUCF represents a landmark project. Chaired by Vincent Berrutto, this part was presented by Eero Ailio, Adviser on Energy Transition and Local Governance, DG Energy, European Commission. The successful event was live-streamed and concluded that time has come to give the floor to cities when it comes to investing into sustainable energy projects and to provide them with the tools they need.

Parallel to the entire event (the Covenant of Mayors Investment Forum - Energy Efficiency Finance Market Place), the EUCF team hosted a stand in order to allow for questions and to provide a first point of contact to interested parties (see figures below).



Panel and speakers at the launch event



EUCF stand at the Energy Efficiency Finance Market Place




EUCF consortium members with EU Commission (EASME, DG ENER)

2. Links with other tasks and impact

Task 5.1 Dissemination & Communication on the EUCF and its outcomes	EUCF visual identity was fostered via the distribution of several hundred project leaflets and business cards (D5.1.5). In the aftermath of the event, a news article about the event was shared via EUCF public website (D5.1.6), via several web sites and newsletters (see promotion tracking table), and on consortium web sites.
Task 5.2 Outreach and engagement strategy	Materials and communications advice and support for active promotion of EUCF at country level by national city networks (see communication package)

3. Concept note and agenda



**Official Launch of the
European City Facility**
Brussels, 19 Feb. 2020, 16h00 – 16h45
Followed by a networking cocktail

1) Objectives

The objective is to **publicly and politically launch the EUCF**, to set out its vision and promote the **EUCF** next calls timeline. The event will **explain main EUCF objectives and goals** to the target groups and make clear which municipalities can apply for and how the different elements of the EUCF will support them. Through this event, we will inform our core audience and **generate interest** in municipal sustainable energy investment and **mobilise support** and engagement for the EUCF.

2) Target groups

The target groups for the launch event are EU-wide and national city networks, local authorities and their groupings, as well as relevant financial institutions who should be engaged from an early stage in the EUCF.


3) Context

The EUCF launch event will take place on February, 19 from 16:00 – 16:30, in the aftermath of the Covenant of Mayors Investment Forum and Marketplace (Feb, 18 & 19). Within 30min, the EUCF will be presented in a panel, linked to concrete examples from other facilities, highlighting existing obstacles for local sustainable energy investments and explaining how the EUCF will step in to overcome these obstacles. The EUCF is embedded in the new EU policy context, such as the EU Green Deal under the new Commission.
The date for the **practical online session (webinar)** will be announced.

Session	Description & Aims
<p>Panel (45 min) Wednesday, 19 Feb 2020, 4-4h45pm</p> <p>Followed by the closing of the Forum and a networking cocktail</p>	<p>High level political event at the CoM Investment Forum to publicly and politically launch the EUCF and set out its vision and objectives.</p> <p>Listening to what cities need to overcome financial barriers in sustainable energy financing.</p> <p>Reaching political level, as well as city officials and explaining the relevance of the EUCF as a support mechanism to accelerate sustainable energy investments.</p>

NOTE: A separate online event with practical information on application and evaluation process will be organised to follow-on, followed by physical info sessions in EU-28.

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4) Agenda

Welcome & Introduction 16h00 - 16h10

*Vincent Berrutto, Head of the Energy Unit (EASME)
Welcoming Words*

Presenting the EUCF – a landmark initiative

Claire Roumet, Energy Cities

What is the European City Facility? What are its objectives?

Cities' Vision 16h10 - 16h30

Moderated by Vincent Berrutto, EASME

Panel Interview with city representatives from 3 different regions

Why is the EUCF relevant for cities?

"Cities striving for cities: the need for specific support, the importance of aggregating investment projects, teaming up with several actors and the support of the EUCF on developing investment programmes on sustainable energy"

- Luigi Acquaviva, Coordinator of the Ufficio Comune per la Sostenibilità Ambientale, Municipality of San Giuseppe Vesuviano (province of Naples, Italy)
- Henrik Bielefeld, Project Zero, representative from Sønderborg (DNK)
- Geert Vanhorebeek, Advisor sustainable development, city of Leuven, BE
- Claire Roumet, Energy Cities

European Commission's vision 16h30 - 16h40

Chaired by Vincent Berrutto, giving the floor to Eero Ailio, Adviser on Energy Transition and Local Governance, DG Energy, European Commission

European Commission reacting on the cities' inputs

Why, for them, EUCF is a landmark project and supported by the EU policy framework (EU Green Deal)

"Cascade funding via networks, e.g. the ever increasing role of cities and the willingness of the Commission to support smaller cities and overcome bureaucratic obstacles, for cities, importance of making efficient use of public money."

Closing & Timeline 16h40 - 16h45

Claire Roumet, Vincent Berrutto, Eero Ailio unfolding the EUCF banner on stage, offering a photo opportunity and giving concreteness to the facility's launch

Closing remarks, Vincent Berrutto

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