



ANNEX 2 Best practice Identified and transferred

Section	Indication of content
1 Title of the best practice	Communication and dissemination of the potential of renewable energy to citizens
2 Precise theme/issue tackled by the practice	Information for the deployment of renewable energy
3 Objectives of the best practice	Communication and dissemination of the potential of renewable energy to citizens
4 Location	<ul style="list-style-type: none"> - Country: Italy - Region or District or Metropolitan Area or Municipality: Province of Ravenna
5 Detailed description of the best practice	<ul style="list-style-type: none"> - Origin: Province of Ravenna - Timescale: from the beginning of 2010 onward - Bodies involved / implementation: Province of Ravenna - Process and detailed content of the practice: <ol style="list-style-type: none"> 1. definition of the contents of a specific booklet addressed to the citizens to inform about the potential of renewable energy 2. the booklet was drawn up introducing also a specific schedule on wind energy following the on going experience of WICO and of the Provincial Energy Plan (which is very new for the Province of Ravenna) 3. the booklet is downloadable from the web site of the Province http://www.provincia.ra.it/Argomenti/Ambiente/Energia-ed-elettromagnetismo and is distributed through the energy info desk of the Province of Ravenna. It was furthermore distributed in the occasion of the WICO local workshops - Legal framework: EU, National and Regional law on energy

	<ul style="list-style-type: none"> - Financial framework: local public funds of the Province of Ravenna
6 Evaluation	<ul style="list-style-type: none"> - Possible demonstrated results (e.g. through indicators): nr. of booklets distributed and nr. of contacts to the energy info desk thanks to the information gathered from the booklet - Possible success factors: effectiveness of the dissemination activity - Difficulties encountered: n.a.
7 Lessons learnt from the best practice	Active, clear and effective communication is a key element of sensitization of people toward the use of renewable energy and energy saving. The booklet is a simple communication tool very appreciated by citizens and businesses
8 Contact information	<ul style="list-style-type: none"> - contact details/email: mbacchini@mail.provincia.ra.it - Website :
9 Other possible interesting information	<ul style="list-style-type: none"> - booklet downloadable http://www.provincia.ra.it/Argomenti/Ambiente/Energia-ed-elettromagnetismo
10. Best practice transferred	<ul style="list-style-type: none"> - the best practice was transferred to the partners