D9.11 Debrief report on workshop to discuss transferability of best practices to Italy and experiences on new tools to exchange best practices

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Transferability test - Summary

We are aware that Europe is made of many Countries, which are themselves a mosaic of Regions with different territories and populations. Consequently the need to test the feasibility of exporting an action implemented somewhere comes out, in order to verify if new actions can influence processes in a positive way even if the surrounding conditions change: this is the aim of the so called “transferability test”.

This cross country transferability test has been made in Italy: Terna has invited national stakeholders to discuss about some actions implemented by other TSO of the BESTGRID consortium within the pilot projects. In collaboration with WWF Italy, which has been working with Terna for some years on topics linked to the grid sustainability, three mini-workshops as a one-day event with different stakeholder groups have been organized: the first day with Terna technicians, representatives of the Italian Ministries and of Local Authorities, the second day with national environmental NGOs, the third with Consumers Associations as representatives of the public. Terna invited about 10 people to each event, so that small groups with similar views on the topic could facilitate the discussion. Terna and WWF selected 3 actions to be analysed from the pilot projects: 1. info-markets, a new form of dialogue with the public and early consultation, implemented by TenneT in Germany; 2. EMF measurements and information, new method implemented by 50Hertz to explain and talk about EMF to local citizens; 3. 50Hertz collaboration with the NGO Nabu aimed to nature protection.

Outcome

1. info-markets, a new form of dialogue with the public and early consultation, implemented by TenneT in Germany

This good practice is applicable in Italy, all the stakeholders welcome it whether is made with some criteria. This way of dialogue is a very useful tool but it has to be inserted in a wider process where citizens are involved in the dialogue in different moments and with contents that vary depending on the phase. For instance, Terna’s Unit for Authorizations and Consultation has identified three different moments for a new public dialogue within the process of grid development:

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Apart from the huge effort in terms of time, economic resources and dedicated personnel for the TSO, there are no other hindering factors but rather amendments that would have to be made to allow for successful application of info-markets in Italy, described in the following list.

Amendments

Presenting the TSO and anticipating information

a) Institutional presentation in each Italian Region in order to explain the role of the TSO and anticipate to the territory the electricity needs in the area, offering the chance to ask for details and leaving time for further discussion and a full understanding of complex matters.

b) Supply citizens with information and materials (invitations, flyers, framework sheets) to announce the event and its objectives a certain time before the event so that people will be able to participate having some correct information, and leave them the time to reflect and prepare detailed questions: through Municipality Councils open to the public, and through schools and NGOs.

c) Publish online all the available documents before the tour of events starts and share an e-mail contact to exchange questions and answers, showing FAQ on the website.

Separating target groups and favoring direct contact

d) For each phase of the dialogue, it would be useful to distinguish an initial information phase, differentiated by target (e.g. technical details to Associations and simple general data to people), a second phase for the consultation of all the citizens, and a third phase to report feedbacks to citizens explaining which suggestions have been considered and why.

e) In NGO’s opinion it would be better to make an early stakeholder analysis in order to separate events by target groups with similar interests.

f) Unable situations of direct contact among local people and Terna personnel, e.g. going to markets, bars, squares, parks and other highly frequented public places to meet residents and talk with them.

General recommendations

- Considering the info-market as a piece of a broader picture, an itinerary where the dialogue is spread over time and through different channels choosing the most suitable to each moment and phase of the process (conferences, TV programs, brochures online...).

- The dissemination of materials with correct information is crucial to avoid misinformation: asking for help from external consultants to deliver clearer information, communicate in an easy way and improve the accessibility of information.

- Institutional bodies should come back to their role: Authorities/Ministries should participate in these events to involve the public, and some of them agree to support the initiative. Even if in Italy credibility of institutions is quite low, so involving NGOs can be much more efficient.
- Municipalities would prefer to be neutral, so they can support the dialogue with citizens helping with location and personnel but they would rather not organize and promote the event. Specifically in the Italian case Municipalities have already taken part in the localization process with Terna indicating their preferences and asking to modify the project accordingly.
- Creating an info-point within the location to indicate an e-mail in-box, to be managed by a communication agency, where people can send observations.
- Reminding citizens about who Terna is and which quality guarantees has to fulfil and about the role of Ministries to grant the dignity and validity of the decisions.
- A warning from the NGOs world tells that the info-market makes sense only whether the proponent demonstrate that they really listen to the public, collect comments and take them into account.
- Involving different NGOs from the start, making sure that different NGOs take active part in the process and in the dialogue.
- It’s fundamental to involve the media for the very early stage, sharing the general frameworks, the objective of the events and explaining the contents to journalists.

2. **EMF measurements and information, new method implemented by 50Hertz to explain and talk about EMF to local citizens**

This action encountered some **hinder ing factors** for the transferability purpose:

a) The communication on this delicate topic needs to be clear and unequivocal and to be driven from a central level, with the support of the two Ministries of Environment and Health.

b) Measurements are a good idea but they should not be made/explained by private bus by Terna, it would be safer to organizing national events on the topic EMF first and then deepen the knowledge through local demonstrations in public places where technicians make measurements in collaboration with national authorities for health and environment. In Italy National/Regional/Local Agencies for Environment and Health Protection have different positions toward this topic and they would increase entropy and confusion, while in different countries they should definitely be involved.

c) In Italy talking about health issues we have to consider a high risk of panic diffusion and irrational reactions. It would be necessary to create culture on the topic starting from schools so that new generation can face it with a new mentality and the right tools of knowledge.

d) NGOs have put this issue apart because it’s not possible to find exact scientific answers; there is no real proof of neutral or negative effects so it’s difficult to take a position.

e) To the NGOs Comparing the EMF of the power lines to the ones of daily use household appliances the TSO would seem to look for a shift of attention: it would go into a reputational risk distracting people with other sources of emission. Furthermore it would risk alarmism without solving any problem.

Possible solutions

- Telling about Countries at the forefront regarding health and environmental protection, e.g. Denmark, which take as a precautionary limit the value of 100 microTesla, while here the Italian law has restricted to 3 microTesla the threshold to be respected for new power lines. This value has
been calculated reducing the ICNIRP recommendation value of 100 microTeslas by 10 times in application of the precautionary principle (10 micro Teslas, attention limit for existing power lines) and then bringing it down until the average EMF value present inside our houses (3 micro Teslas) in order to reassure citizens.

- Granting that the limits fixed by law are respected also considering the variation of EMF due to change in the current flows. In Italy the limits are referred to the worst conditions, so the maximum amount of current.
- Comparing power lines with the same voltage and when there are no lines with the voltage of interest close to the area where the dialogue is taking place, shoot the measurements on a similar power line (same voltage) with a webcam in order to show the results live.
- Never asking for a blind trust but explaining the legislation, granting its respect, reporting facts, monitoring results, giving tools to monitor emissions over time.
- Indicating the range of EMF values in areas under the power lines and close to them through signs of different colours for each buffer zone: labelling EMF values near the power line.
- When there is a project for new grid infrastructure, the TSO should go to the territory many times with a super partes committee, possibly including a group of trusted local citizens, sharing early information on the project and EMF with local populations and coming back to answer questions, explain details, make joint measurements and follow long term monitoring of emissions.
- Web portal with all the available science related to EMF: studies by international research institutes, declarations by the WHO, legislation explained in a simple way.
- Spreading the use of a certified application for smartphones able to measure EMF, so that everybody can check and compare emissions.

Tools for an efficient communication:

- Interactive screens with the support of technicians to understand EMF and explore new methods and technologies to measure them.
- Social networks as Twitter, Facebook for an immediate and widespread dissemination of information, invitations, results.
- Brochures/flyers easy to read and to be distributed, containing examples on EMF from household appliances.
- Blog and dedicated websites with accessible information and detailed attachments to describe scientific data and monitoring results.

3. 50Hertz collaboration with the NGO Nabu aimed to nature protection

All of the participants agree on the fact that the collaboration TSO-NGO is fundamental, especially in Italy where it’s difficult to collect data on avifauna, there is a lack of resources for a central management of nature protection at national level and local NGOs have much more credibility than institutional bodies.

Hindering factors

a) The major issue is funding these collaboration activities; it is clear the need to identify a way to finance the NGOs without reputational risks for both the parties and an indirect flow of
knowledge and data from NGOs to TSOs in order to improve the quality of EIA studies and procedures. TSOs usually prefer to divide activities and work on every single project to separate costs, while NGOs make general agreements preferably working on strategic objectives.

b) It’s difficult to imagine this kind of experience in the Italian context because of the differences in the political framework: in Germany there is a clear strategy for energy where national needs are identified, while in Italy there are just annual plans so a joint planning with institutions is impossible. In this situation where there is no explicit link between RES and the power lines to be developed the NGOs find it difficult to support the grid development on a local level.

c) Local sections of NGOs are represented by a few people on the territory who have urgencies to follow on other fields of action: that is why their reactions often come out late, when decision have been made and they can just oppose the realization phase of the project.

d) 50Hertz reported scarce collaboration by other NGOs, which is physiological considering the two parties subcontract within the BESTGRID project. A preferential relationship between the TSO and one particular NGO doesn’t help, it would be better to involve different subjects from the very beginning and to work with them at the same level.

Possible solutions
- Applying for a fund from the European Commission, setting up a big project which could cover the costs for collaboration activities on single projects, inserting a brief presentation in the Development Plan.
- Asking for funds coming from the Ministry of Environment instead of the TSO: if Authorities could finance the activities, they would gain more attention and credibility.
- The TSO could organize Seminars for NGOs at a national level to explain how Italian legislation, European regulations and directives have been applied, how the company face the most important obstacles to development, what it would be needed to open the door to renewable energy.
- A national group of several TSOs (when there is more than one), NGOs (and Consumers Associations for public acceptance matters) signs an agreement with a general framework for joint collaboration activities, starting from the need for infrastructure and the development plan.
- Making agreements on a general collaboration framework, then select a pool of NGOs on every project taking into account local competences, operational availabilities and relational dynamics among them.
- The TSO could commission to a group of NGOs an Atlas illustrating characteristics and spatial distribution of all the species of birds on the Italian territory, a big scientific manual financed by the TSO and indicating levels of attention for each species connected to good practices to apply for bird protection.
- Applying for a 360 degrees sustainability certification, for instance a process certificate like EMAS, which would grant that Terna fulfils defined requirements in different fields. Many Italian Companies subscribed to a United Nation foundation called Global ContactNetwork to adopt some international standards on sustainability matters, including impact analysis, mitigation measures and community compensations.
- Explaining the need for grid project in a wide context, showing needs and benefits to local NGOs at an early stage of the process.
Challenges to transferability due to particular Italian situations are marked in grey, all the other can possibly be found in other EU Countries and faced through the ideas above described.
Transferability test of approaches implemented in the pilot projects

The transferability test aims to assess some of the actions implemented in the BESTGRID pilot projects projecting them in the Italian context. From the RGI experience we know that all of the European TSOs face the same general issues and obstacles in grids development, but certainly there are big differences on one level linked to the legislations of each government, and on a local level within every Country due to different cultures and populations. This is why it is important, after the implementation of new approaches in certain areas, to discuss their feasibility, impacts and results with stakeholders of another region.

So Terna has discussed three selected actions from the pilot projects implemented by the other TSO partners through 3 one day workshops with different Italian stakeholder groups (max 10 participants each):

- a. Terna employees from different departments (technical, communication, public affairs...) and representative from authorities (ministries, Italian municipalities association)
- b. Italian NGOs
- c. Category Associations (Consumers, Renewables, Environmental, Industrial) as representatives of the general public

The selection of cases of good practices from described to the participants included:

- Community dialogue by Tennet (Infomarkets)
- EMF measurement by 50Hertz
- Collaboration NABU-50Hertz on nature conservation

Terna asked these national stakeholders to analyze to which extent these actions are considered applicable and useful in the Italian context, to describe which hindering factors they foresee for which reason, which amendments would have to be made for a successful application or which alternative approaches could be thought of.

**First workshop - Terna offices, national and local authorities**

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<th>Participants:</th>
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<tbody>
<tr>
<td>Terna - Authorizations and Consultation</td>
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<td>Terna - Studies and Grid Models</td>
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<td>Terna-International Affairs</td>
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<td>Terna -Engineering</td>
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<td>ANCI (National Association of Municipalities) – office for environment culture and innovation</td>
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<td>MATTM (Ministry of Environment) – environmental assessments department</td>
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1. Terna presents the action “Info-market” implemented by Tennet.

**Follow up to questions from the participants:**

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<tr>
<th>Timing:</th>
<th>the process in Germany takes about one year, but at the moment it is taking more time because of the political situation, that is discussing again about the procedures, even if the Government initially approved the methodology</th>
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<tr>
<td>Tennet experts’ team of 15-20 people</td>
<td>includes also external professionals, recognisable as members of Tennet during public events and having different skills (technicians, communication experts).</td>
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<td>Tennet meets Citizens groups</td>
<td>against the project separately in little working groups.</td>
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Big differences between Italy and Germany at a first glance:

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<th>Italy</th>
<th>Germany</th>
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<tr>
<td>Spatial planning (where the power line is) seems more important than the need for the infrastructure.</td>
<td>People pay attention to the need for the grid infrastructure and want to know why and how the development has been planned.</td>
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<tr>
<td>Important to engage the Ministries in these initiatives, the ministry of economic development has an exclusive competence</td>
<td>The Regulator has a much more strong role</td>
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<tr>
<td>Citizens don’t feel protected and represented by Local and National Authorities</td>
<td>Germans trust Authorities more, since they are more efficient, so the TSO has to guarantee just the technical quality of the project</td>
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<tr>
<td>Opposition to every kind of project is very common, even to little RES plants</td>
<td>There is a strong drive toward renewables, which can justify many grid development projects</td>
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Another Italian peculiarity is that everyone is very sensitive to landscape changes, because of the natural and historical beauty of their territory Italian citizens are worried about the eventual loss of its value in terms of real estate and production of agricultural areas.

**Difficulties in communicating the need for grid development:**

Consultation of Terna Development Plan of the national grid for electricity transmission: published online for 60 days, during these days everyone can send comments. This procedure, foreseen by the SEA is far from the citizens: on the territory nobody perceives the way to elaborate corridors for the new power lines, based on a methodology which is shared with all the competent subjects at regional and national level. Just a minor part of the population gives a contribution to the present official consultation online.
The Ministry of Environment, which collects observations from the public and analyses them to investigate which kind of questions and comments are more frequent and what is the real motivation behind them. The 80% of questions are about the need for the project and its benefits: citizens don’t believe that these infrastructures are necessary. The personnel of the Ministry gets an impression of exploitation of environmental matters to oppose infrastructure, the perception is that a few people use the environment as an excuse to say no to particular projects. The SEA procedure is not easy to understand so it doesn’t engage citizens.

The grid planning department explains that the centrality and the importance of electricity in our system and in the society is not directly perceived: people don’t know and don’t ask themselves where the energy comes from. It is very difficult to explain the drivers of the development plan, mainly based on the electricity market and technical/economic issues. There is a cultural barrier to clearly explain the Plan, since nobody knows what is the national price and how it is determined.

Also the spatial planning needs to be transmitted to local residents: the output of the SEA is a corridor (km) approved by the Ministry of Environment, then Terna dialogues with Local Authorities (Provinces, Municipalities) to identify Feasibility Routes (hundreds of meters). However the Administrations don’t inform citizens, there is a lack of intermediation between the population and Municipalities, which change representatives and political views very often during the long lasting process of Terna’s projects.

Possible solutions:

Terna should do more efforts both in the section of the Plan dedicated to the need for each scheduled project and especially using these moments of dialogue with citizens to explain how the electricity system works. Terna together with the competent Ministries should have a role in creating a culture about the need for energy, electricity, the security of supply, starting from new generations for instance at school.

The explanation of a strategy within a national energy policy would make possible to anticipate public participation and to avoid the receiving of hundreds of observations later on, during the EIA procedure.

Regarding this, the Ministry of Environment is planning a project in collaboration with the Italian Presidenza del Consiglio focusing on an integrated communication strategy, which aims to make an analysis of the subjects sending observations and of their real motivations, in order to identify the target to be reached through the communication activities.

It’s clear that the strategy behind the Development Plan is not transparent to external people: the output of a list of projects to be realized, perceived by the citizens too late (only when Terna comes to the territory), is not sufficient to transmit the motivation for the planned infrastructure. For this reason, Terna tells that a new action is ongoing with the aim to improve transparency: the Development Plan is now shared in advance with the Regulator (AEEGSI- Authority for Electricity, Gas and water supply) for their consultation.

Info-markets implementation-Risks and opportunities:

The EU regulation on PCI foresees the public consultation before the start of the permitting procedure: this can be an opportunity to drive the company processes and after some time maybe it could become a
standard for all the Grid projects. Managing a public assembly is very difficult for Terna because citizens take part in the events just to express their dissents, so inserting the info-market methodology after the consultation of Local Authorities and before the start of the permitting procedure is a good way to facilitate the dialogue. The Ministry of Economic Development points out the risk that these events may represent an occasion for gathering people against the projects and asks how we can avoid that days dedicated to dialogue become an outburst for public opposition.

Terna replies with the proposal to divide the discussion into several dates, communicating a schedule of different events disseminated in many locations on the territory, so that people and citizen groups can decide where and when to participate, therefore they would be less numerous and the situation less chaotic. It has been noticed that events such info-markets decrease the tension, since people little by little change their attitude getting correct and updated information directly from the source, so the number of opponents may drop substantially. Moreover we should consider the info-market as a piece of a broader picture, an itinerary where the dialogue is spread over time and through different channels (for instance conferences, TV programs, brochures online and other materials that can be downloaded).

The dissemination of materials with correct information is crucial to avoid misinformation: it happened that citizen groups published online wrong news, false pieces of information or misleading maps; very often these are the first results found by the web browsers, on the contrary official information on Terna’s website are difficult to source.

Terna entrusts the communication on the territory to external consultants who in these events could help to deliver clearer information, to communicate in an easy way and improve the accessibility of information. It comes out the question: how much time and how many events do citizens need in order to “digest” the information? A solution could be found anticipating to the territory the electricity needs in the area, offering the chance to ask for details and leaving time for further discussion and a full understanding of complex matters. This way it would be a consequence coming to people to describe new infrastructure projects: it wouldn’t be a surprise and the TSO wouldn’t come out of the blue. Nowadays in fact, Terna doesn’t communicate to citizens the need for grid infrastructure, fearing the direct exposure of its plans. The consequence is that people, without knowing motivation and objectives, immediately oppose to every kind of grid project. Today, Terna has seen the list of projects decreasing due the financial crisis, so it would be easier now to cope with a lower number of consultation processes, more complete than before. Terna could make an institutional presentation to each Region introducing a general framework of the electricity needs, avoiding the presentation of an uncertain detailed plan. The list of projects to be realized in fact can change with time, so it’s a risk to present all the foreseen projects at an early stage. Contents of these regional meetings would be aimed to explain how the need for infrastructure is determined, to show the role of the TSO and the need to cover the energy deficit in some areas, to describe the development plan in terms of economic benefits for the territory and for the national bill. We have to distinguish an initial information phase, differentiated by target (e.g. technical details to Associations and simple general data to people), and a second phase for the consultation of all the citizens. It’s fundamental to have also a third phase to report feedbacks to citizens explaining which suggestions have been considered and why.

Moments of information to citizens should also refer to the national strategy for energy, which should be better defined, and the electricity system, so to give sense to the transmission grid and to relate its planning with the electricity market. It’s important that institutional bodies come back to their role:
authorities have guaranteed quality and safety within the grid development process, so it would be logical that they participate in these initiatives to involve the public.

Terna’s Unit for Authorizations and Consultation has identified three different moments for a new public dialogue within the process of grid development:

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ANCI points out that the Municipality should be neutral, so it can support the dialogue with citizens helping with location and personnel but it is rather not the subject who organizes and promotes the event. Applying this methodology, the usual signing of an agreement between Terna and the Municipality at the end of the consultation with Local Authorities process would be counterproductive before the public dialogue.

The Ministry of Environment is investing on transparency and communication, the existing web portal is a good tool but it’s not sufficient, since it’s now possible to do more using audio/video media. So the team of the Ministry has requested funds for communication activities to the Government, to increase the information given to the citizens and enable a direct contact between the people and their personnel. This funding could be used also for info-markets.

The proponent needs to have a face, so that the Company is identified though real people, names, faces and it’s no more an indistinct entity. In MATTM experience is fundamental for a change of approach to become available and stimulate the direct dialogue: for instance Terna could interview local citizens asking for feedback and observations.

Suggestions for an effective implementation of info-markets in Italy:

- Create an info-point to indicate an e-mail in-box, to be managed by a communication agency, where people can send observations.
- Supply citizens with a framework a certain time before the event so that people can participate with a base of correct information, possibly received through the Municipalities (when the Administrations are open to dialogue), and have the time to reflect and prepare questions.
- Prepare the territory for the dialogue also through schools and NGOs: anticipate some information with invitations, flyers and other materials to announce the event and its objectives.
- Publish the invitation on the Municipality website and other websites (e.g. of local NGOs).
- Anticipate the event within Municipality Councils open to the public in order to favor the isolation of citizens who participate with the sole scope of obstructing and to inform people coming in good faith.
- Even if Terna is subjected to numerous controls working in a regime of concession by the Government, we don’t have to take for granted that citizens think that its conduct/actions are good quality ones, because the Company is not known, local populations don’t know anything about
Terna and how it works. A tip could be reminding citizens about the role of Ministries to guarantee the dignity and validity of the decisions.

Through the info-market dialogue, people have the chance to know the personnel who work at the projects and to appreciate their professionalism and the good quality of the work, so the trust grows more and more during the day. A few people have time and feel like analyzing details and give suggestions or propose for changes. At the end the question on the economic aspect prevails on the rest, most of the people want to know about compensations.

Terna technicians fear that this would give people the chance to organize in citizens groups against the project from a very early stage, facilitating all the actions aimed to obstruct the process. Sooner or later citizen groups form anyway when the information are available and get in touch one with the other.

**Possible role of Municipalities in the info-markets:**

- In Terna experience, Municipalities can have two different approaches during public events: 50% of Mayors are available for explanations and answers to opponents and try to help and solve doubts and facilitate the dialogue; the other 50% don’t take active part in the events, sometimes they don’t even come.
- When the Company has decided to open to a public dialogue with citizens, it’s meaningless the signing of agreements with Local Authorities.
- All of the Municipality involved should take part together in all the events organized
- Terna contacts the Municipality first, then meets the public, but without closing any agreements with the administration, open to integrate inputs from the citizens
- It is likely that Mayors will not participate to info-markets with the presence of citizen groups against the project, so it will be better to involve local dissident groups separately.

**Media and communication:**

It’s very important to build a strong relation between the TSO and media representatives: they should work together so that both TSO’s and citizens’ voices are represented in the same way. It would be great to enhance the number of communications, to publish more press releases to inform about the public consultation and invite people to the events. For a real exchange of information it’s fundamental the presence of professionals in the communication field among the team of the TSO, together with expert technicians. In every kind of communication initiative, language needs to be pondered and effective, so that the flow of information is perceived as clear and unequivocal.

**Ministries’ willingness to participate in the info-markets:**

- MISE: yes, they are aware they can help, but they need for an early alert so that they have the time to organize.
- MATTM: Yes, even if there are just two people available, they will try to grant their presence getting organized in due time; they think it would be useful to involve also the Local Agencies for Environmental Protection (ARPA).

**Citizens’ active participation and concrete contribution:**
During the first open day run by Terna in Pescara just 15 people over the 150 participants have filled printed forms available for their questions and comments, maybe because they preferred not to leave any trace of active participation.

In RGI’s opinion, this is primarily related to the past experience of single citizens. The TSO can encourage participation starting the dialogue though events, then leaving some time for its own learning process to make its way, so that every time new necessary adjustments come out until the process get refined. Results never come immediately, there is the need to test the methodology and improve it though time.

- People asked Tennet for macroscopic changes of localization, big scale alternatives to the proposed corridor. With a corridor this long (800 km) it’s obvious that the first requests and observations are on a big, than in the spatial planning phase it’s possible to collect detailed comments.
- If the project dimension allows it (power line not too long) it’s recommended to present citizens different alternatives of the corridor from the beginning for public evaluation.
- It would be very smart to turn the proponent approach upside down from “Terna is very well prepared, our experts studied the territory and have detailed knowledge about it” to “you’re the local residents and you know your territory much better than I do, so you can help to make a good project sharing with Terna new information and precious suggestions”.
- It would be useful to collect local people sensitivity about places, streets and local peculiarities, more important and difficult to reach compared to institutional information on national or regional protected areas.

2. **Terna describes the action “EMF measurements and information” implemented by 50 Hertz**

**Introduction:**

Measurements of the intensity of electromagnetic fields have been made just under a 220 kV existing power line, present in the area nearby the new project, which is a 380 kV power line that will produce EMF with higher intensity. During the measurements there were 2 representatives of two different universities (one with technical expertise, one with communication expertise) but no other external contribution, for instance there were no representatives of environmental institutions/bodies/agencies.

**Italian peculiarities about this topic:**

- The Italian Law set the limit of 3 micro-Tesla for “receptors” (areas where people stay for more than 4 continuable hours per day) of EMF produced by new power lines, and a 10 micro-Tesla limit for receptors of EMF produced by existing power lines. The threshold value defined by ICNIRP (International Commission on Non-Ionizing Radiation Protection) is 100 micro-Tesla.
- There is the lack of a substrate of information which is necessary for the population to accept Terna on the territory for dissemination and information activities about EMF; a scientific culture is missing so people don’t have the bases, the tools to understand these issues and papers/documents from competent institutes are not considered or have a scarce reputation.
- The real problem is the risk perception, because people are afraid of EMF and don’t feel protected
Discussion:

The Ministry of Environment confirms Terna vision: this issue is extremely delicate because citizens are scared and ignore the position of scientists about it, they link EMF with children leukemia and other terrible illness and they perceive the risk of being manipulated through false information. This phenomenon is due to the lack of a proper environmental education from early schools and of a search for valid information sources. The role of the TSO is not enough; Terna cannot talk about these issues alone: the topic is hot so communication is thorny, and has to be clear and unequivocal. Public health is an environmental component recognized by the EU, so Italy will have to produce law accordingly and the Ministry has to get prepared to face these topics.

ANKI believes that protocols for the physical monitoring of levels of EMF emissions and of effects on human health are very important: these monitoring protocols have been requested by many Italian mayors. The TSO should make long term monitoring on existing power lines, publishing results of past emissions and guaranteeing the future monitoring of effects on public health. Transparency about emissions and effects would be a strong element of support for public acceptance.

Italian Law is very restrictive, since the limit of exposure of 3 micro-Tesla is very low: it is a value which is normally present inside our houses due to illumination, mobile phones, hair dryers, micro-waves, ovens and other electronic devices. The monitoring activities made by Terna grant the respect of limits set by law. Epidemiological studies on a large scale have already long term results, so there are stable statistical data which demonstrate that the risk for human health is very low: in the carcinogenic factors list, exposition to EMF is in the 2B category together with coffee and pickled food.

The TSO would need the collaboration of an institution with recognized competence and authority, which would have to work and advocate in order to support EU recommendation and their background (first of all explaining where does the ICNIRP limit of 100 micro-Tesla come from). The WHO published a report based on 30 years of analyses, which confirm the low level of danger of EMF exposition. However there are also alternative studies and other schools of thought, and even regional agencies for environmental protection have different approaches, so it would be difficult to invite them to information events on the territory. On the contrary, the Ministry for Health is coherent and neutral, but it doesn’t have much to do with Terna (not many institutional relations). So it’s difficult to talk with citizens, even if it is possible to indicate them how to verify information sources and how to get reliable information (for instance from the WHO website).

The TSO must be transparent, fair, and neutral, and need to organize communication initiatives with the support of national ministries of health and environment.

Italy has the most cautious level of all of Europe, since it is the lowest, so the precautionary principle has already been applied. However, a threshold value sufficiently low for citizens doesn’t exist, because the question is the other way around: people want to see the evidence of the absence of a negative impact. Citizens need to be sure that there is no effect, they claim for an impact zero. Public opinion is that until it’s not clear that the risk doesn’t exist, no one knows if future studies will demonstrate that EMF emissions are harmful. History, in particular the experiences of DDT and asbestos, taught us that human beings can make mistakes and many substances have been found toxic or dangerous after years of use.

Possible solution for the Italian context:
It could be useful for communication purposes to talk about Countries very much advanced in the field of environmental protection, Denmark for instance, that fixed the limit of EMF to the European recommended level of 100 micro-Tesla. This value is considered preventive, so many Governments, even the most cautious ones and the ones caring about environment more than Italy, agreed to use this limit and didn’t feel the need of a major restriction.

The introduction of a European limit, a unique threshold value for EMF emission, doesn’t seem a useful solution. The only positive action would be to guarantee the real respect of fixed limits. Regional agencies for environment receive strong pressures from local citizens so they take cautious position to stay on the side of the population.

Measuring EMF intensity we have to consider that the current passing by may vary, influencing the instant value of EMF as well.

Comparing measured values of emissions with European bench marks and emissions of household electrical appliances can be a good information support.

In order to overcome the difficulties in finding an existing power line with the same characteristics of the proposed project in the same area, a solution could be the use of a webcam which shows, live, the measurement made in another place where a comparable line is operational. There are descriptive brochures in Italy, but they need to be simplified to become clear and easily understandable, otherwise their effect is counterproductive.

At ANCI they think there is an urgent need for a broader campaign on public health, to be made together with many environmental NGOs, to link new power lines to renewables and to the reduction of polluting emissions, showing a broader scenario which analyses pros and cons of grid development. In fact EMF are a negative local aspect, which have to be considered in a bigger context of global system improvement, where the use of renewable energy is favored to fossil fuels detriment. However, such a campaign would not solve the main issue: people could understand the need for power lines but they would never accept them on their own territory anyway. Furthermore it’s difficult to change the risk perception, even with the support from groups of NGOs.

Fear of EMF is like vertigo/fear of heights: uncontrollable. So who fears EMF will never easily talk about it. The TSO must not aim to convince everyone about its opinion; it would battle in vain against adamant positions caused by a strong psychological and irrational element.

Trying to find a compromise with scared citizens, the TSO Elia is offering to buy houses very close to power lines.

3. Terna presents the collaboration between the NGO NABU and the TSO 50Hertz aimed to nature protection

Also in Italy, as in Germany, scientific information on bird populations are scarce, we have a few cartographic data, which cover spot areas of the Italian peninsula and doesn’t help in the spatial planning phase of electricity grids. There is the lack of resources for a central management at a national level of these data: this is why the collaboration between TSO and NGOs is fundamental.
NABU really did a great job in the project, taking part in the TSO’s process with a technical and practical contribution, sharing specialist competences for detailed analyses without any fear to lose credibility. In Italy a similar collaboration took place some years ago between Terna and LIPU, to investigate the impact of overhead power lines on local bird populations.

All over Europe the main obstacle to NGO-TSO collaboration activities is the financing: there is the need of supporting NGOs avoiding reputational risks. RGI is seeking for a way to find a financing channel for these activities, for instance a fund to support NGOS so that the collaboration doesn’t have to be paid directly from TSOs. This time was easy since the subcontract to NABU was foreseen within the BESTGRID project.

Another barrier is represented by the fact that TSOs prefer to work case by case, allocating costs on single infrastructure projects, on the other hand NGOs would like to influence decisions at a national level or to work on a broader picture. Planning a common strategy at a higher level than projects it’s much more complicated.

For the TSO the most important thing is to import NGO’s precious knowledge and use it, but this support must not be paid by the TSO directly. There are a few experts in this field, so it is fundamental to integrate their contribution from the very beginning of the process with the aim to improve the quality of environmental impact assessments. Besides the collection of environmental data, the added value of the TSO-NGO collaboration is the joint analysis of information coming from the territory. So, if the NGO had available data, it would be possible to share them even without any official agreement. In Italy the problem is that environmental studies, especially with data on avifauna, are scarce and there is the lack of a national covering of digital data and layer on geographic information systems, which are necessary for a sustainable localization of new infrastructure.

Possible solutions for NGOs funding:

- A solution could be the sign off of a strategic collaboration agreement by a group of TSOs and NGOs, not focusing just on contracts based on single infrastructure projects.
- Within a big and long term EU funded project, foreseeing a budget to cover the costs for NGO-TSO collaborations over time, referred to single projects; making brief presentations of the collaboration activities in the TSO Development Plan.
- Commissioning to NGOs a national Atlas of the distributions of all the species of birds present in the Country, as a national scientific publication funded by the TSO within CSR activities; this atlas with an objective picture of avifauna populations has to be integrated with the indication of different levels of attention for birds’ protection and related good practices to be implemented.
- If collaboration initiatives would be funded by the Ministry of Environment instead of the TSO, they would be more credible and get more attention.

**Second workshop - NGOs**

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<th>Participants:</th>
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<td>Terna - Authorizations and Consultation</td>
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<td>WWF - Climate and energy</td>
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<td>WWF - Environmental policies</td>
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<td>WWF Research and Projects – CEO</td>
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Also LIPU (Italian Birdlife partner), FAI (Italian Fund for Environment) and Greenpeace Italy have been invited, but they were not able to participate. They have received an Italian version of the report for info and feedback.

1. **Terna presents the collaboration between the NGO NABU and the TSO 50Hertz aimed to nature protection.**

**Introduction:**

Which role does the NGO has regarding TSO’s decisions? How to defend the NGO-TSO collaboration from external judgements? Which information is necessary to share in order to make joint decisions from the early phases and then make them applicable in the planning phase?

When TSO and NGO accept a fruitful debate, which model fits best: a general framework or a concrete co-participation, project by project, on local issues? If the parties stipulate contracts to collaborate on single grid projects, the TSO is facilitated in financing the activities, but on the NGO side credibility can be undermined.

**Discussion:**

**Barriers to application in Italy and thoughts from NGOs**

To Legambiente, a new RGI partner, this pilot action within BESTGRID is a very interesting case study for the Italian situation, since at NGOs’ eyes every public infrastructure presents two crucial points: the dialogue with the territory and the EIA. The discussion between Terna and the NGOs is made along with chaotic decision making processes within the Company, or sometimes when decisions about a certain projects have already been taken. NGOs are often powerless or have a weak influence, while there are people/organizations with big decisional power. Since energy issues are complex, the moment when the NGO is involved is very important. A good collaboration should start at the SEA phase when scenarios are identified, also opening an informal round table to start the dialogue before the corridor proposal. This is the right approach, foreseen by PCI procedures but not implemented in the ordinary process followed by all the other projects. The NGO can help the TSO to open to the public, but not all environmentalists agree to be involved; sometimes they prefer to stay out of citizen groups’ dynamics, which often organize their activities independently.

WWF thinks that the best collaboration is the one that considers the whole picture: a local evolution is having its way, so it’s necessary to make clear the link between renewable energy sources and power lines that support their connection, in order to reduce polluting energy sources. It is important to justify projects of grid development to the eyes of local NGOs, explaining the need for new infrastructure in a broader context and the benefits coming after the realization.
Indeed it’s very difficult to imagine these experiences transferred in the Italian context, because the situation here is quite different: in Germany there is a defined energy strategy, clear energy policies which relate new infrastructure projects with national needs. On the other hand in Italy we have annual or two-year plans and a lack of energy strategy and policy, so the joint planning with public institutions is not yet possible. This deficiency has its costs: here it’s not possible to show local NGOs a defined context of change toward renewables.

WWF is collaborating with Terna to enhance the knowledge of the territory with technical and scientific support, for instance sharing new methodologies to mitigate impacts due to infrastructures. The need for the project is fundamental, because when the general framework is not clear, local people fall in the NIMBY syndrome and have something to start the opposition. About renewables, regional plans are more defined, efficient and proactive: participation should be moved to the regional level, on more reliable programs, based on renewable energy production. In this case any collaboration would be helpful, giving a concrete contribute to the local energy planning.

Possible solutions: practical actions

Terna is open to discuss feasibility routes (hundreds of meters wide) with NGOs, considering together the details of the projects: it would be possible to set up a joint process starting with the analysis of potential corridors (some kilometers wide), then proceeding with technical roundtables with participants from different NGOs to discuss the feasibility routes. Terna would prefer to separate roundtables for the dialogue with NGOs from the ones with local Authorities.

Present NGOs think that also a table with three subjects - Terna, NGOs and local Authorities – would work, since NGOs’ interest is similar to local Authorities’. Moreover, three points of view together have a more objective perspective and there is no risk that the NGO is perceived as a consultant working for the TSO. The starting point should be a shared document of guidelines, which should drive the elaboration of corridor hypotheses and then the definition of preferential corridors to be evaluated. Same approach should be applied for feasibility routes.

However, Terna explains that a roundtable with local Authorities, NGOs and Terna would be very difficult to be managed because we know from past experiences that perceptions, sensitivity, awareness of the three groups are extremely different. It would be helpful to anticipate the dialogue with NGOs in order to steer the choices that will be made by local authorities because of their administrative role.

Possible solutions: objectives, collaboration agreements and funding

NGOs have clear and transparent objectives, which can become operational through both steering activities and a collaboration role in a roundtable Terna-local Authorities-NGOs. Terna needs to acknowledge up to which point accepts NGOs’ point of view and NGOs need to see that their contribution has a recognized value. The collaboration with a defined scope and precise objectives allows to be transparent and to avoid reputational risks, anyhow not eliminating a healthy direct opposition. The bigger and final objective should be a change of the Company’s approach toward a sustainable development.

The TSO is able to sustain the cost for this collaboration, but the best way to maintain the NGO’s credibility is to create a sort of environmental committee with many different NGOs participating in technical discussions for every specific project. A transparent contract between the TSO and a group of many NGOs
would guarantee more trust and credibility to the roundtable and its work, that would include analyses of the corridors, definition of the feasibility routes and recommendations and inputs for the further dialogue between Terna and local Authorities.

WWF points out that the focused collaboration cannot take the place of the big scale collaboration. Terna and WWF have already experienced local collaboration within technical roundtables, but the most important aspect of the joint work is the energy strategy at a higher level, about renewables above all. However, since the market is now open, Terna has to provide the connection to the grid to any subject who makes a request. Unfortunately the political role is not in Terna’s hands: in Italy a concrete energy policy is missing at a national and regional level. It’s true that Terna can make important decisions within the company business strategy, for instance about storage. So NGOs believe that an agreement Terna-NGOs on the Company strategy would allow to create a scenario that could inspire the official programs by institutions and authorities.

NGOs present the idea of a workshop about energy, which should explain how Terna applies national and European laws, how strategy decisions are made, how problems are solved and what would be necessary to really open the doors to renewable energy. If this information would be transmitted to NGOs within a national table it would be easier for environmental and social subjects to defend TSO’s choices also in the local discussions. In fact if single citizens could understand the benefits coming from the grid improvement, it would easier to realize new infrastructure, through a bottom-up involvement of local communities, showing the common objective to increase the use of renewable energy. Citizens should be informed about the fact that the present electricity grid is not sufficient to transmit and deliver all the big quantities of clean energy produced, so it is necessary to improve grid infrastructures to integrate more electricity from renewable energy sources. It’s time for Terna to communicate in a transparent way about the need for new projects and to change approach, involving citizens first and politicians later.

Accepting these NGOs’ observations, Terna invites to define the structure of the new collaboration into two dimensions: a strategic dimension, to discuss and influence objectives of the national energy policy and share a scenario for the grid planning, a local dimension, to analyse the proposed corridors and routes of each project.

The strategic part of the agreement, which is not an investment cost so it has to be entirely paid by the Company, could foresee a dialogue regard these contents:

- Technologies (e.g. storage, pumping)
- Dimensions of the grid (energy consumption as assumption, development plan, scenario)
- Energy savings
- Efficient use of existing grid assets

After this strategic discussion, contracts on single infrastructure projects (included in costs for investments) would define the collaboration about the localization on the territory.

WWF and Legambiente agree with this model, which would avoid the direct funding to one single NGO and the fractioning of observations; it would also include different know-how and perspectives that facilitate the achievement of a shared strategic objective, still collaborating on local aspects.
The cost for strategic level activities should be calculated: round tables would be numerous and in different regions, so they would need many available people form the NGO.

WWF thinks that economic value of the strategic side of the agreement should be recognized as an investment cost, considering the advantage obtained through the application of new strategies.

The participants propose to write a document to formalize this 3 sides collaboration (Terna - WWF-Legambiente), with the aim to discuss about the energy strategy, to clarify the TSO expectations and the common points, and to define a framework of agreement enabling a higher level dialogue also with institutional bodies and authorities. A shared strategy and a joint objective help the dialogue with the local NGO sections and open the door to the discussion with Ministries and authorities.

The analysis of the possible scenarios together with the grid planning department (drivers and logic of the planning activities) should came first, followed by the phase of study of corridors and feasibility routes on the single local projects.

In WWF’s opinion, strategic round tables are helpful and fruitful only if experienced personnel with a strategic and national view participate, otherwise there is the risk that local members of the NGOS focus on localized problems in their areas.

Present participants intend to start working and then to extend the model to other Italian NGOs: the team could include LIPU (birdlife Italian branch), FAI (Italian Fund for Environment), Greenpeace, Touring Club, CAI (Italian Alpine Club) or other similar associations.

The process of collaboration with NGOs has to be integrated in the new procedure of dialogue of the TSO with citizens; people can be informed of joint actions TSO-NGO within info-markets or other public events.

2. Terna presents the action “Info-market” implemented by Tennet.

Introduction:

The dimension of Suedlink immediately shows its national strategic importance, in a Country where the national strategy allows energy programs.

Terna has just tested the info-market methodology for the first time in Pescara, aware that the time was too late since works had begun already. The intention for the next “open-days” is to organize them in due time, in order to meet citizens and local authorities before the final routing definition and the permitting procedure. Terna would go to Municipality authorities first to identify together preferential localizations, then would present these options to citizens, collecting observations, suggestions, inputs for improvement. Later on Terna intends to come back to the territory to explain how the feedback has been implemented and integrated in the final decisions and why.

Even if doing something more than what is foreseen by law means to add a step to the permitting procedure (which is already long enough), Terna is available to introduce info-markets at the beginning of every authorization process, to discuss feasibility routes options (hundreds of meters wide). Terna would also abandon the usual practice which consists in localization agreements with the Municipalities involved, because these agreements would fail when local people are directly involved and mayors stay on voters’ side.
Ideally the best way would be to organize three different tables to discuss localization alternatives: one with NGOs, one with NGOs and Local Authorities, one with NGOs and citizens.

**NGO’s recommendations:**

The info-market is an applicable model, but Terna has to pay attention in its management to guarantee true public participation: the TSO has to demonstrate to listen to people and really use their feedback. It would be a good way to gain trust, going beyond law requirements and working within parallel tables with Local Bodies and citizens.

People need to be informed in due time about the event, and to get prepared receiving information materials some time before: the info-market should be a follow-up event, a moment for discussion and not a first information channel. Useful documentation should be available on the web, through dedicated blogs and websites, and the TSO should use an e-mail box to reply to questions before the event (also reporting FAQ on websites).

Mentioned tips would allow for a better quality of the relation between TSO and stakeholders: enabling situations of direct contact with Terna’s personnel would be another good practice, for instance starting bilateral dialogues with citizen in public places (markets, streets, bars...).

A stakeholder analysis is necessary in order to identify target groups by their interests, then inviting similar stakeholders categories separately to different info-markets. It would be easier to focus the event on particular interests.

Another fundamental aspect is the collection of know-how from the territory: the aim of the participation is to gather also non-technical information from local residents, their tips, their perception of the area and important local cultural facts.

The TSO could improve its image, the way it is perceived by local communities, through advertising campaigns as ENEL (energy production and distribution Company) already did in Italy with good results.

3. **Terna describes the action “EMF measurements and information” implemented by 50 Hertz**

**Comments by NGOs:**

The mobile office (or a bus/caravan explicitly sponsored by the TSO) with personnel from the TSO doesn’t seem a good way to gain credibility on field: this action doesn’t seem applicable to Italian NGOs.

It would be more useful to organize big national events to talk about the issue EMF first, and secondly to go to the territory to meet people and make measurements in public places, avoiding private Company vehicle. The TSO should try to collect critical points, doubts, fears in advance, so then they could bring local citizens answers and explanations, and correct false believes and mistakes delivering true scientific reality.

Talking about EMF there is the risk of panic diffusion among local communities. WWF reminds as an example the Detox campaign on toxic substances, which caused hundreds of phone calls to the emergency
service for presumed poisoning. The topic is so delicate, since it lacks of precise independent scientific results, that many NGOs have stopped the dialogue about it.

Comparing EMF from power lines with EMF from house-hold appliances or other electrical and electronic devices would seem a stunt made by the TSO with the aim to divert public attention on other dangerous sources without solving the problem. In particular measuring EMF from mobile phones doesn’t represent a good example, since everyone is totally dependent on these devices nowadays. Showing that everyday use appliances may have higher values of EMF emissions would probably raise alarmism.

Possible solutions:

Communicating to the public about the existing Italian law, which already applies the precautionary principle, imposing limits to EMF exposition much ore restrictive than the European limits.

Smart control and management of communications on different media: the same messages on too many channels would be too insistent and would be counterproductive, generating suspect and other negative reactions.

When measuring EMF emissions together with the public, only the presence of an external scientific authority, recognized at international level, would raise credibility and trust, even if people can still have doubts because there is no scientific evidence from independent research and a lack of continuous epidemiologic studies.

A way to generally improve how the TSO is perceived is to invest on advertising campaigns, as Enel (Italian energy production and distribution Company) successfully did. es.

Actions to increase the TSO credibility on this topic:

- showing to the public that the TSO is an active part in the research on EMF effects;
- demonstrating that long term monitoring in continuum are ongoing along grid infrastructures in order to verify that there are no consequences for human health;
- making monitoring results available online and sharing new applications for smart-phones able to measure EMF independently ;
- being partner of international Associations which report results from worldwide trusted sources.

Tools for an effective communication directly involving the public:

- **Inter-personal dialogue** would be the best way to explain the phenomenon itself, methods and technologies used for the measurements.
  - **Interactive screens.** Instead of video projection, than could be boring for some people, a good substitute would be a touch screen with buttons for access to different information and detailed explanations.
  - **Social network,** for instance Twitter, may be better than a website, since they allow for an immediate capillary communication.
  - **Flyer/Booklet.** Clear, ready, easy to distribute, useful to deliver practical examples with pictures.
  - **Blog and dedicated website** to deliver both simple information and detailed follow up documents and technical data and monitoring results.
NGOs’ opinions on the BESTGRID project:

WWF thinks that it is very valuable the dialogue on these topics with the aim to collaborate with defined objectives. Since in Italy there are no institutional methodologies for public participation, it is fundamental talking about ways to implement citizens’ engagement and gather feedbacks on new approaches. There is the urgency to establish a standard shared methodology for public participation.

Legambiente has recently joined RGI because their members strongly believe in the usefulness of best practice exchange: inheriting know-how from other partners is a very good way to become richer in culture, open our mind and give our contribution aimed to improve the system.

### Third workshop - Consumers’ Associations

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<td>Terna - Authorizations and Consultation</td>
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<td>Terna - Business Regulation and Investments Facilitation</td>
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<td>Terna - Communication on the territory</td>
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<td>Foundation for sustainable development</td>
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<td>Consumers’ Association “CODICI”</td>
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<td>WWF Research and Projects</td>
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1. Terna presents the action “Info-market” implemented by Tennet.

Terna usually carries on a dialogue about corridor alternatives with Local Authorities, signing localization agreements with local authorities. The problem is that Mayors don’t involve the public and citizens, often not feeling represented by local authorities, burst out in opposition. At this point Mayors have to stay from electors’ side and disown any signed agreement with “the enemy”. This is why Terna is now testing the info-market methodology to engage directly with the public.

Reactions to info-market methodology:

The EU is now flexible on the adoption of different formats for public consultation, but the methods applied so far are not sufficiently effective and don’t allow to keep the process short. There would be the need of a consultation procedure lasting less than 2 years. The info-market could be a good solution, it is much better than other methodologies, for instance than the French débat public.

So this new approach should be definitively implemented, improving and sizing the method with regards to local peculiarities.

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<th>Italian hinders:</th>
<th>Possible solutions:</th>
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<td>Administrative bodies and local authorities are</td>
<td>a) Opening a communication channel from the</td>
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made of politicians, and very often are not efficient in meeting public needs and doing best choices for citizens.

| a) | very beginning of the process. |
| b) | Preparing the territory in advance, for instance through blogs with information on the energy issue. |

Info-markets are likely to attract protests and to be used as stage of the “opposition show”, so there is the risk that opposition would make the news instead of the dialogue events because journalist would report the more interesting facts on the protest. It is difficult to draw media attention on positive events, best practices, “happy-ending” dialogues: protests catalyze every interest.

| a) | Involve the media immediately at the start of the events organization, explaining the role of the TSO and sharing the need for new infrastructure and the electricity grid context, the benefits that will come from the realization of that powerline, the aim of the info-market consultation. Journalists should gather information from both the proponent’s side and local citizens’ side so that media could cover all the positions and give balanced neutral information. They often publish local false information because they don’t have other materials. |
| b) | Media reaction needs time to become neutral, but through a slow learning process a cultural change gradually takes place: journalists’ point of view change learning from experience and through a better understanding of the issue, consequently also the tone of the news changes. |
| c) | Anticipating media campaigns, disseminating correct information before media attention gets focused on negative aspects (a good example is what has been made in the polluted area “Terra dei Fuochi” for the producers of mozzarella cheese). |

The perception of Terna on local territories is very different from the one at a national level: because of the presence of infrastructures, the TSO is seen in a negative way by local communities, as a subject which sacrifices the territory to make profits. Where there are existing substations and power lines or new projects, the TSO has the need to be more trusted and credible to people’s eyes.

| a) | Big communications campaign to explain to the public what these powerlines serve for, to tell everybody about the need for infrastructure to reach the national public objective of transition to progress and technology. Environmental impacts and changes in landscape need to be evaluated, but the realization is unavoidable because it is for public interest and it is useful for the Nation. |
| b) | For the Italian case, Terna should improve its website because it is not clear and makes it difficult to find the information you need: it should contain, first of all, an easy accessible explanation on the electricity grid system. |
| c) | Building the proponent’s reputation, showing how existing infrastructures have been planned |
and realized and presenting CSR indicators and quality certificates achieved, making examples of good practices implemented.

d) A good visibility of appropriate quality and sustainability certification can improve the TSO perception also at local level.

e) Terna needs to be well known to citizens and to become a referent about energy issues and technical information, if we want to avoid the generation of local “experts” who usually spread wrong concepts and inexact knowledge. So giving correct information in advance and get to know communities directly is a crucial point to avoid that the territory gets prepared and informed by improvised technicians (often retired or unemployed people who have the time to investigate).

f) Terna is not well known on the territory, so there is still the possibility to create a reputation this is no more feasible for Italian DSOs, whose credibility is already ruined).

g) The national Authority for energy, gas and water could help Terna to build a good reputation if it had a public reputation itself, but unfortunately in Italy it is less known than Terna. The regulator or the authority may be a good partner for the dialogue with the public in other countries.

Another obstacle is the present Company position: many Terna top managers still think it is preferable not to face critical aspects in public, so even if the joint work with RGI and EU policy are accelerating the process, the Company will need time to open to a tangible change.

| a) | A national BESTGRID about lessons learnt by big Italian Companies (such as Ilva, ENI, TAV) that had to pay because of things they didn’t do, about negative experiences come out from the non-action. It could include an anthropological analysis on site aimed to identify the most suitable initiatives for the Italian situation and the most effective methodologies at local level (e.g. information blogs, social networks). |
| b) | In Italy is not possible to implement a fixed scheme: the methodology needs to be adjusted to meet local characteristics in terms of culture, society, morphology of the territory, which generate fundamental differences in citizens’ interests and values. |
| c) | Organizing orientation meetings with representative communities, in order to adapt the methodology to be used in the proper consultation on grid projects, so to make a ranking of the priorities to be discussed based on different territories and different perceptions. |
| d) | Approaching local communities at the spatial planning phase, through people who speak the local language. |

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| d) | Approaching local communities at the spatial planning phase, through people who speak the local language. |
same dialect and know their culture, in order to collect all the useful information, comments and observations with the aim of meeting everyone’s interest.

Italian citizens are generally lazy and are not eager to be involved and to give an active contribution in this kind of initiatives, especially if they have to make some reasoning and write down observations. Moreover they tend to mix economic, emotional, personal interests, which are difficult to express in black and white. Opening to free observations brings the risk of receiving absurd or useless comments.

a) Consumers Associations could prepare in advance a document with comments and suggestions, proposing to people to join them and sign the requests (signatures linked to ID numbers).

b) Citizens’ contributions depend on how the feedback is requested and how people are involved.

c) In Consumers’ Associations experience, interested citizens turn to competent professionals (expert lawyers, consumers’ associations, architects, surveyors, labor unions) to ask for advice and legal support.

Possible role of Consumers’ Associations:

Consumers’ Associations cover many different stakeholder groups with environmental, social, individual interests so they can help in the public consultation phase (their role is underestimated).

A memorandum of understanding signed by Terna and the consumers associations, aimed to create a synergy between the national level and local situations, in order to increase consumers’ knowledge about the electricity grid, the different energy sources and the need for new grid infrastructure.

Terna should introduce its work first to the local branches of consumers’ associations, then getting in touch with local people.

Tips for info-markets’ success:

Before the info-markets, studying which topics will come out and which is the best way to face and discuss them would allow to save time in the dialogue phase: a good preparation in advance could lead to a unique big meeting, efficiently advertised on the media.

Targeting the events case by case, organizing them considering target and issues already come out locally.

Communicating in advance to local communities which will be the necessary works on their territory that can be realized by local Companies, so to create job opportunities and to favor local businesses (then measuring any positive economic impacts).

Letting people vent their anger; asking them to tell their doubts, fears and concerns; understanding the differences among opponents and their motivations.

Distribution of paper information materials at every event, with direct contacts where further questions can be addressed.
A fundamental part of this action is coming back to the same info-market locations to present the consultation results, showing how the public feedback has been collected, evaluated and integrated in the project and explaining why some requested could not be implemented.

The consultation has to keep a moderate level of complexity; the contents of the dialogue should be understandable by every citizen. To talk about energy matters, a basic culture needs to be created first: people need to learn who Terna is, what is its role, how the electricity system works.

All of the participants agree on the need to slowly permeate society, to understand first what are the local people’s problems and peculiarities of that territory: it would be better to avoid to come out of the blue announcing information events linked to the need of new infrastructure. Before the opening of the dialogue Terna should prepare the territory gradually, favoring a positive perception of the TSO, and not coming to local communities all of a sudden presenting its role in a pretentious and arrogant way (as often many Companies do).

Other tools to improve the TSO reputation:

Since the experiment with a national tv spot about Terna failed, because it raised critics for the useless expenditure of public money, CODICI suggests to realize tv advertisings about single projects in order to capitalize the cost, but still explaining the overall role of the TSO.

Social networks have a very important role as vehicle of information towards young people and citizens who don’t consult other sources of information; these tools allow reaching, through the young generations, also other targets such as parents and old grandparents. It is important to involve the youngest part of the population, using different tools and preparing a campaign ad hoc.

2. Terna describes the action “EMF measurements and information” implemented by 50 Hertz

The mobile office is a good idea but doesn’t seem the best solution to communicate about this issue.

Adjustments for transferability:

The TSO should be part of a neutral committee with local agencies for health and environment and Mayors from involved Municipalities: this group should measure EMF and distances from lines to houses and check the monitoring results, then deciding together how to bring this issue to the table with citizens and to talk about this topic (that often scares people). If action groups against the project are present, they should be allowed to choose some elements of the committee.

A preparatory activity on the territory is needed, with the TSO going many times to the interested areas. As a first dialogue initiative, the TSO should involve local experts trusted by the community, citizens who are referents for the area in terms of public acceptance, telling them about the potential interest and the hypothesis of a new project and inviting them to measure EMF on an existing similar grid infrastructure (with the same main characteristics). When action groups/citizens opposition groups are already formed, a good idea is to bring them to measure EMF close to powerlines with the same voltage than the project, and then try to jointly publish the results.
Comparing EMF from power lines to EMF from household appliances is useful, but a third external party has to present and to demonstrate that common use electric devices can be sources of EMF with higher values than the electricity grid. A live test would be a perfect chance to measure EMF inside the houses of present citizens volunteering, so the house would not be pre-defined but a random choice.

The TSO should invest more time and more resources in this kind of dialogue, making long term monitoring and coming back to people to reassure them with new data, explanations and confirmations. This would create a long lasting relation with local communities and the proponent would gather more trust and acceptance.

Support activities:

Communication activities are an important support to the measuring and monitoring, also aimed to inform about existing renewables plants in the area whose energy could be integrated by the new power line. For instance, a positive experience has been the output of a green energy competition among a group of Municipalities: each of them had to communicate its amount of production and consumption of local renewable energy. Renewables sources are a complex problem to be solved for Terna because of they are discontinuous and not programmable, while EMF are a constant matter, which doesn’t depend on the source of production.

The TSO should not try to calm down worried citizens, since it is not its role and it would be pointless trying to reassure people and discuss about irrational feelings as fear. On the contrary the TSO should present national and international authorities’ point of view on this topic and show how its work has been carried out; it could disseminate and explain indications on EMF limits by law and demonstrate that planning and realization activities strictly follow the rules and are made with respect to the law.

The most honest and appreciated action to be carried out by the TSO is sharing information, details and explanations to let people understand the issue and give them tools to evaluate the present management and to monitor emissions over a long time. Italian law on EMF limits has to be available to the public, to be explained in simple words by a trusted external subject and to be compared with recommendations and studies by the WHO and with the legislation from other Countries. In fact in Italy citizens don’t trust the TSO in this field also because they don’t fully understand the meaning of the threshold values of emissions and how they have been established.

Innovative suggestions:

A dedicated web portal would be a smart tool to collect and publish all the available research studies on EMF, WHO declarations, law articles from different Countries, follow up materials, in depth analyses and so on; it could also contain a link to download a certified App to measure EMF for smartphones and tablets.

The TSO would be favored by the use of BAT (Best Available Technologies) in the realization of grid infrastructure and by the application of measures for health and environmental protection certified by the Regulator, the European Commission or another Authority. This should be accompanied by information activities to give citizens tools to know new technologies, understand how they work and monitor their effects.

In Codici’s opinion, a good way to share a universal and consistent message would be to use colored labels on different EF emission areas: signs indicating the EMF value present in the area close to the power line,
with different colors linked to different EMF zones in order to easily identify EMF intensity in different buffer zones.

A story-telling public document would be suitable to describe how the TSO works according to environmental and social responsibility principles, also through a web page with easy and clear inputs and links to further technical details. This would open the TSO approach to the public and would give the chance to elaborate a new strategy for sustainability, aimed to obtain and share a quality certification of every single step of the processes run by the Company.

3) Terna presents the collaboration between the NGO NABU and the TSO 50Hertz aimed to nature protection.

Suggestions for improvement:

The scarce reaction and collaboration from other NGOs, not directly involved by the subcontract, is physiological and should have been expected: better engagement and more participation would occur if the TSO involved many NGOs from the start.

Different organizations should have the chance to participate at the same level in collaboration activities coordinated by the TSO, sharing each strategic visions and practical contribution, without a single NGO leader. With the aim to guarantee that all the subjects have the same role and economic treatment, another option could be a neutral party who coordinates the working group, for instance a foundation with a broad network.

Local sections of some NGOs find it difficult to follow these processes and participate in collaboration tables, because they count a few people on the territory and they often have to work on more urgent matters (endangered species, pollution, environmental crimes...). This is why reactions from local branches of NGOs come out late and can only oppose to the project when the realization phase is already ongoing.

Every place presents a peculiar asset in terms of NGOs active on the territory: different NGOs may have different competences and interests, sometimes they can collaborate and integrate, and sometimes they are in opposition. So, in order to respect local situations, the best advice for the TSO is to prepare a general collaboration framework, including the national level of all the relevant NGOs, and then selecting case by case a local team of NGOs that can work together in the area of interest and give an operational and concrete contribution. Defining the participants of each working table (on each project/area), there is more certainty about NGOs availability and good results of the cooperation.

Possible new solutions:

A national copy of RGI with TSOs, Consumers’ Associations and Social/environmental NGOs, which could look for funds for the practical application of good practices (e.g. EU funds, National and Regional Operational funds).

A sustainability certification at 360 degrees, a complete assessment of the whole process, which guarantee that the TSO is respecting certain requirements in every phase and about all the relevant fields. Such a certification could be helpful to increase trust, even if the TSO risks that it becomes one of the requirements asked by authorities to get the permit.
Many Italian Companies (e.g. ENI, Italcementi) have joined the Global ContactNetwork Italia, a UN foundation for international standards: within this group they investigate impacts on different aspects and different scales, aimed to guarantee a comprehensive sustainability and to define mitigation and compensation measures together with interested citizens an on the base of shared established criteria, which has to take into account all the relevant factors (peculiarities of the territory, local economic situation...). Talking about compensations, the choice on how to spend the money from the TSO should be made within round tables with the participation of local authorities and citizens. Municipalities could organize meetings for consultation, to involve citizens in the management of the public budget and to jointly decide which are the most urgent expenses.

**Final considerations**

Unfortunately, due to time restrictions, we had to select for discussion just a small part of the actions implemented in the BESTGRID pilots: the test is not able to determine the feasibility of exporting every activity carried out within the project.

The explanation of the actions was based on the materials sent by directly involved partners, who have not participate in the discussions: sometimes the evaluation missed details about the original implementation.

Italian stakeholders found it difficult to think about general feasibility to export the discussed practices: the evaluation has often focused on the national situation and its peculiar hindering factors, well known by all the participants. Of course Italy can be considered as a good test since it is a definitely problematic country, but this test implemented in other countries may lead to different suggestions for a successful import of good actions.

**Conclusions**

This test has been a good opportunity for Terna to sit down with stakeholders and make some fruitful reasoning: many new ideas and strategic proposals arose within the 3 round tables.

All of the three stakeholder groups have been very enthusiastic about the actions implemented and willing to improve procedures in Italy, they actively participated in the discussion and gave useful feedback and suggestions. There is room for general improvement of the actions implemented, and need for adjustments due to different laws, organizational structures, competent authorities and local bodies. Also the cultural distances between Italy and Germany play an important role in this transferability test, which emerged in the dialogue.

Practical proposals have been made on how to find joint solutions to crucial issues as stakeholder engagement, public consultation, information about EMF - role of the TSO- need for infrastructure, identifying the contribution that each different stakeholder group could bring into the process.
Best practice share and exchange tools:

Theoretical evaluation summary

General key factors for the tools:

- select the target group selected carefully, designing the tool accordingly
- choose the right number of participants and make a final consultation to detect their level of satisfaction
- Willingness to learn and cooperation capacities from the participants
- best practices described in a comprehensive manner, quantity and quality of contents
- apply different tools according to the purposes of the BP and the subjects involved
- for tools implying speeches/verbal communication such as conferences, events and tutoring activities is to bring qualified speakers with good teaching skills
- need for good writing skills for blogs, webpages, newsletter, factsheets etc., in order to picture clear and concise concepts and answers.
- pre-planning, communication in advance, preparation of participants, a good program
- share contact details when possible, enabling personal contacts and more detailed conversations
- involving the subjects responsible for the implementation of monitoring measures and for the assessments of the results (environmental authorities)
- dedicate expert personnel to it and gain the approval by senior management

Most important BP exchange tools:

Tutor: it seems that the direct channel with someone that already implemented the BP is considered as the most effective way by most of our participants. Best Practice Tutor is mostly suitable to easily pass information, to
ensure that audience learns how to establish the tool and how to apply it and to provide technical and information details about BP. However, it is less well suitable to provide broad characteristics of BP, to trigger high-level awareness, to provide an opportunity for direct discussion between participants and to provide a feedback to the owner.

Best practice exchange event: with the favour from TSOs and Authorities which endorse the fact to go to the source to learn in a more direct way and see facts with own eyes. It provides opportunity for direct discussion between participants and to provide technical and information details of BP.

Good Practice Learning Conference, at the same level of importance for both TSOs and NGOs, is the best tool to provide broad characteristics of BP and it is also suitable to provide an opportunity for direct discussion between owner of the BP and other participants.

Group discussion within a workshop in NGOs’ opinion.

Blog indicated by TSOs, more useful for a simple/easy to explain BP and is not suitable for confidential information.

Personal direct communication (personal talks, meetings, visits).

Dedicated website/portal containing on line data base, documents, guidelines, other relevant information/data printed and online guidelines documents.

Clear brochures with brief info and pictures.

From the NGO worlds also comes the idea of a continuous process with 4 steps: work on the hypothesis, BP presentation, identification of invariants and translation of the invariants in new methods.

**Selection based on the audience**

<table>
<thead>
<tr>
<th>Target groups</th>
<th>Suitable tool</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journalists, media</td>
<td>Blog, learning conference, exchange event</td>
</tr>
<tr>
<td>Trade/industry associations, experts belonging to productive Companies, Investors (UE/private funding)</td>
<td>Learning Conference</td>
</tr>
<tr>
<td>Audience</td>
<td>Requirements</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>------------------------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>Academia: students/researchers</strong></td>
<td>Blog, learning conference, exchange event, tutor</td>
</tr>
<tr>
<td><strong>External people</strong></td>
<td>Blog</td>
</tr>
<tr>
<td><strong>General public</strong></td>
<td>Blog</td>
</tr>
<tr>
<td><strong>Municipalities</strong></td>
<td>Exchange Event</td>
</tr>
<tr>
<td><strong>Politicians, authorities</strong></td>
<td>Learning conference, exchange event</td>
</tr>
<tr>
<td><strong>Civil society groups</strong></td>
<td>Blog</td>
</tr>
<tr>
<td><strong>Experts on the topic</strong></td>
<td>Exchange event, tutor</td>
</tr>
</tbody>
</table>

**Success factors for different audiences**

<table>
<thead>
<tr>
<th>Audience</th>
<th>Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>All</strong></td>
<td>Technical details and amount of time according to age, role and competence of the audience. Quality of information: made by experts, contents with an added value. Consequential tools over time focused on specific audience: starting with the blog for general info, then conference and event and finally arriving to the tutor, the detail of info and concepts should be deeper and deeper.</td>
</tr>
<tr>
<td><strong>Journalists</strong></td>
<td>Easy access, little time.</td>
</tr>
<tr>
<td><strong>Experts on the topic (TSOs, consultants…)</strong></td>
<td>Good quality of shared material, selected information real applicability of BP. Little time, direct information: getting to the point quickly.</td>
</tr>
<tr>
<td><strong>Civil society groups, interested individuals, local NGOs, citizens, associations, local administrations</strong></td>
<td>Usefulness of the BP, transparency of process, accountability. Less conferences and events and more fieldworks to raise awareness and to build environmental culture. Direct approach (e.g. through Best Practice Tutor, dedicated fieldtrips and meetings) could be more effective.</td>
</tr>
</tbody>
</table>
Authority members

Visibility, applicability in term of management choices.
Not spending too much money, be cheap.
Clearly explaining both the tool (promoter and disseminator of BP) and the BP in terms of effectiveness and concrete feasibility. Selecting the right tool considering both the contents of the BP and the audience.

Politicians

Visibility, applicability for policy maker.
Easy access, little time.

Public

Use of websites, online tools to inform and exchange questions and answers.
Share of monitoring information and data to raise public awareness.

### Tools barriers/concerns

<table>
<thead>
<tr>
<th>Tool</th>
<th>Barriers</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>Political framework/debate, need for political support.</td>
</tr>
</tbody>
</table>
| Blog | Human resources, maintained over a long time.  
Confidential information.  
Lack of regular update of information, issues in reaching the target audiences due to lack of visibility.  
Moderation, animation. |
| Tutor| Depending on the 2 individuals: need to get along and understand each others; necessary to bring info to the whole company: act as a vehicle.  
Time consuming.  
Risk of tutor’s scarce skills and low quality of materials, lack of adequate communication. |
| Learning conference | Real Interaction for an effective exchange.  
|                     | Location and logistic problems, lack of proper communication, level of participants and useful BP examples.  
|                     | May help competitors. |
| Exchange Event:     | Location and logistic problems, lack of adequate communication, bad level of facilitator.  
|                     | May help competitors. |

**Conclusions**

All of the participants would participate in each of the mentioned tools and they would also set up one of these tools from the beginning, the NGOs specify that their possibility to take part in the exchange depends on funding and staff availability. So all the people reached by this survey strongly believe that sharing and exchanging best practices through different formats has an important value, that worth an investment in time and resources.
Best practice share and exchange tools:

1. Theoretical evaluation

**Sharing vs Exchanging best practice**
Sharing implies that a party that has a story to tell does so actively, through a one-way communication, while there is no active part of the target audience. While sharing may be worthwhile to raise awareness, it comes with the risk that a message is not being heard or being heard but not being actively used.

In contrast, an exchange of good or best practice could be understood as having an active part of both emitting and receiving party, information flowing in two ways as a mutual communication. For example the receiving part might criticize some elements of the practice, leading to a reconsideration or re-design that improves the practice further. This would guarantee for more in-depth learning but requires a higher organisational effort as the attention of the receiving audience has to be secured.

**Tools**
The following is a list of possible generic tools (column 1) through which good and best practices can be shared or exchanged (columns 2 and 3) and that have been evaluated through a practical test within BESTGRID or through a theoretical evaluation questionnaire (columns 4 and 5).

<table>
<thead>
<tr>
<th>Tools</th>
<th>to share</th>
<th>to exchange</th>
<th>Life test</th>
<th>Questionnaires</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newsletter article</td>
<td>X</td>
<td></td>
<td></td>
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<tr>
<td>Website news</td>
<td>X</td>
<td></td>
<td></td>
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<tr>
<td>Flyer</td>
<td>X</td>
<td></td>
<td></td>
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<tr>
<td>Factsheet</td>
<td>X</td>
<td></td>
<td></td>
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<tr>
<td>Online database</td>
<td>X</td>
<td></td>
<td></td>
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<tr>
<td>Training presentation</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Video presentation</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manuals</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chat</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BP blog</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Video conference</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
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<tr>
<td>------------------</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Group discussion within a workshop</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Learning conference</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BP exchange event</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BP tutor</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Table 1: List of tools to share and to exchange best practices**

In order to fulfil a theoretical evaluation of some new ideas for good practice exchange, we have sent to the participants a brief description of some exchange tools, the ones marked by the cross on "questionnaire" in table n.1, described in the following table n. 2:

<table>
<thead>
<tr>
<th>Tools to exchange</th>
<th>Importing Target</th>
<th>Format</th>
<th>By whom</th>
<th>When</th>
</tr>
</thead>
<tbody>
<tr>
<td>Best practice blog</td>
<td>Project partners (partners within a collaboration group)</td>
<td>Description of the BP, writing clear and brief “sketches about experiences” with useful links for deeper information followed by active discussion. Exchanging bad and good experiences, making examples, asking follow up questions, comments, observations, suggestions, new ideas etc. An attendance sheet may be registered by the blog keeper in order to check who is really participating, who is interested the most, which are the most followed topics.</td>
<td>The owner of the starting BP owns the blog, quickly provides exhaustive answers and moderate the discussions eventually changing topic. The available experts of the specific field feed the blog. The communication department check whether a discussion is going on. For the most “hot” topics, the communicators organize specific events inviting people to discuss online at the same time, giving the opportunity for an immediate Q&amp;A forum to focus on certain topics.</td>
<td>When a group of professionals is already in touch, because of connected business or past joint projects. The communication experts of every participant should check the blog once a week, calling the related technical experts to take the word. Q&amp;A forum once a month</td>
</tr>
<tr>
<td>Good practice learning conference</td>
<td>Homogeneous group of professionals, may be: TSOs, NGOs, Local Authorities, Ministries representatives, politicians, environmental services</td>
<td>Pre-selected topic, dedicated meeting hosted in a “neutral” room. Every participant sends a brief presentation of the own good practice in advance (2 weeks before the conference). All of the participants read the presentations carefully, preparing observations, in due time before the conference takes place. “Neutral” space, as a room rented in</td>
<td>When similar stakeholders need to compare what they are doing to improve and to be inspired by corresponding actors in other countries</td>
<td></td>
</tr>
</tbody>
</table>
companies, engineering companies, energy regulator representatives

an airport or an hotel of a “central” city. The agenda could foresee 15 minutes to expose the BP, 10 minutes of discussion (max 5/6 speakers), for a total amount of time of 4-5 hours. A detailed and technical approach can be foreseen if communicated in advance. The speakers share their contacts and are available for further details and deepening the topic through personal phone calls

| BP exchange event | Organizations with the same role, structured in a similar way that are a bit sceptical and prefer to see the situation first hand | It should start with a workshop beginning with the story of the hosting partner, then the agenda should foresee a moment of discussion (Q&A and suggestions) and one of exchange of similar practices applied by the participants. Then a visit to internal departments, other companies/partners involved in the good practice and eventually a fieldtrip on the territory related to the actions to realize what the action is all about onsite. At the end a brainstorming on how to improve and optimize the local best practice and points to export to the similar actions in the other countries | Hosted by the owner of the good practice who can show to the participants (2-3 organizations with max 4 people each). Availability of experts from different department involved in the BP for both the experienced and un-experienced participants. | When the un-experienced subjects feel the need to meet all the personnel directly and indirectly involved in the activities, to understand in which moment the actions take place and to see the results with own eyes |

| Best practice tutor | Organizations that are already at work to set up the BP and implement the related actions | The experienced party accompanies implementation of a good practice with the un-experienced party. The tutor sends materials (presentations, documents, pictures, videos etc.) via e-mail and remains available to personal phone calls or call conferences | Designated contact from experienced party | The un-experienced party needs advice and support in the first phases of the implementation: may contact the tutor about once a week for 3-4 months |

Table 2: Description of the tools to be tested though the questionnaire.

Then we have asked the participants to answer 13 questions using a bit of imagination: they had to think about a good practice (realized, heard, imagined...) focus on tools of table n.2 one by one, for each tool choose which would be its objectives and its target audience, then for each tool write down brief answers to a list of general questions.

Some practical examples of best practice to think of when answering have been written down in the questionnaires instructions:

- e.g. set up of a database online with information materials for the public on mainly discussed issues (EMF, nature protection, available realization technologies for grid development)
• e.g. engagement of citizens and/or NGOs in power-lines spatial planning activities (through meetings, interviews....) to raise awareness and get feedback from localization in order to optimize the localization of new infrastructure
• e.g. creation of detailed, updated and open project-websites for new power-lines to keep all of the stakeholders always informed
• e.g. realization of mitigation projects (anti-collision spirals for birds protection, sustainable accessibility of parks, masking grid infrastructure for the landscape) on the territory collaborating with national parks and NGOs

**Intro**

The questionnaire has been sent to all the partners, that has been asked to forward the request to subcontractors, consultants, collaborators, authorities...

We have received answers by 6 BESTGRID partners and 3 subjects external to the Consortium:

<table>
<thead>
<tr>
<th>TSO</th>
<th>NGO</th>
<th>Other</th>
<th>BESTGRID partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>TENNET - Marius Strecker, Thomas Wagner</td>
<td></td>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td>ELIA - Christophe Coq, Jeroen Mentens</td>
<td></td>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td>Terna - Berardo Guazzi</td>
<td></td>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>GERMANWATCH (Rotraud Haenlein) and DUH (Liv Becker)</td>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>BIRDILFE – Ivan Scrase</td>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>IEW - Valérie Xhonneux</td>
<td></td>
<td>No</td>
</tr>
<tr>
<td></td>
<td>WWF ITALY - Rossella Venezia, Fabrizio Bulgarini</td>
<td></td>
<td>No</td>
</tr>
<tr>
<td></td>
<td>ITALIAN MINISTRY OF ENVIRONMENT - Paola Ceoloni</td>
<td></td>
<td>No</td>
</tr>
<tr>
<td></td>
<td>RGI - Theresa Schneider</td>
<td></td>
<td>Yes</td>
</tr>
</tbody>
</table>

**Results**

1. Once identified the following list of possible objectives of the tools:
   - High-level awareness on existence of BP can be triggered
- The broad characteristics of the BP can be provided
- Technical/implementation details of the BP can be provided
- The "owner" of the BP can obtain feedback for further improvement
- The BP can be directly discussed between the owner of the BP and the audience
- It can be assure that the audience learns how to actually establish and apply the tool
- The format is suitable to easily pass the information to someone else

This is what emerged from our survey:

<table>
<thead>
<tr>
<th>Feature</th>
<th>Best Practice Tutor</th>
<th>Best Practice Exchange Event</th>
<th>Good Practice Learning Conference</th>
<th>Best Practice Blog</th>
</tr>
</thead>
<tbody>
<tr>
<td>Format is suitable to easily pass information</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To ensure that audience learns how to establish and to apply...</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To provide an opportunity for direct discussion between the...</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To provide feedback to the owner of the BP for further...</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To provide technical and implementation details of BP</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To provide broad characteristics of BP</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To trigger high-level awareness</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Best Practice Tutor is mostly suitable to easily pass information, to ensure that audience learns how to establish the tool and how to apply it and to provide technical and information details about BP. However, it is less well suitable to provide broad characteristics of BP, to trigger high-level awareness, to provide an opportunity for direct discussion between participants and to provide a feedback to the owner.

On the contrary, the Best Practice Exchange Event provides opportunity for direct discussion between participants and to provide technical and information details of BP.

The Good Practice Learning is the best tool to provide broad characteristics of BP and it is also suitable to provide an opportunity for direct discussion between owner of the BP and other participants.

The Best Practice Blog is suitable to provide information in easily to pass format, to provide a feedback between BP owner and other participants and to provide broad characteristics of BP.
Dependently on the goals of information campaign the following tools could be selected.

If information shall be provided in a suitable and easy to pass format, then the Best Practice Tutor and Best Practice Blog should be selected.

If it is necessary to ensure that audience learns how to establish and to apply the tool then again the Best Practice Tutor should be selected.

If it is necessary to provide an opportunity for direct discussion between the owner of BP and the participants then the Best Practice Exchange Event is the best suitable tool.

All of identified tools are only partially suitable to provide feedback to the owner of the BP for further improvement. The Best Practice Exchange Event and the Best Practice Blog can be applied.

If the task is to provide technical and information details of BP then the Best Practice Tutor and the Best Practice Exchange Event should be used.

Good Practice Learning Conference is the only suitable tool to provide broad characteristics of BP.

All four tools are not really suitable to trigger high-level awareness.

2. The success of exchanging best practices with an external audience also depends on the type of audience - we introduced four broad groups, asking if one of the tools is suitable to interact with these:

- Experts on the topic (e.g. from other TSOs) that are eager to learn about new solutions to implement
- Civil society groups or interested individuals that want to find better solutions that they can propose (e.g. NGOs, citizens organised in citizen action groups)
- Authority members that wish to see best possible solutions applied to grant permits
- Politicians that wish to understand new solutions to potentially adjust legal requirements

So this is what emerged:
The best way to communicate with politicians and authorities is definitely an event or a conference with a certain visibility, the presence of more people, the possibility to talk and participate directly and, for the event, to touch with own hands.

A blog would be the most suitable tool to involve civil society groups, easy and accessible for everyone, followed by a learning conference which should still work fine.

Experts on the topic probably would prefer to verify the implementation of methodologies in a dedicated event or to apply the new approaches with the help of a tutor.

3. Is there a group that we are missing that however the tool would be very suitable for?

<table>
<thead>
<tr>
<th>Missing target group</th>
<th>Suitable tool</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journalists, media</td>
<td>Blog, learning conference, exchange event</td>
</tr>
<tr>
<td>Trade/industry associations, experts belonging to productive Companies, Investors (UE/private funding)</td>
<td>Learning Conference</td>
</tr>
<tr>
<td>Academia: students/researchers</td>
<td>Blog, learning conference, exchange event, tutor</td>
</tr>
<tr>
<td>External people</td>
<td>Blog</td>
</tr>
</tbody>
</table>
General public | Blog
---|---
Municipalities | Exchange Event

4. Have you actively applied some of these tools before? How and for what sort of BP?

<table>
<thead>
<tr>
<th>Tool applied</th>
<th>Best practice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exchange events</td>
<td>Early public participation</td>
</tr>
<tr>
<td>Learning conference, exchange event</td>
<td>Public acceptance and participation (technical solutions, EMF, nature conservation)</td>
</tr>
<tr>
<td>Blog (by communication department)</td>
<td>News on different topics</td>
</tr>
<tr>
<td>Learning Conference (called mini-workshops)</td>
<td>Various</td>
</tr>
<tr>
<td>Written questionnaire filled together with people at local level who are active on health and environment topics. (goals of the project, steps, difficulties, evaluation, what will follow…)</td>
<td>Health and environment</td>
</tr>
<tr>
<td>Exchange events, live-chat, leaflets, DVD, exhibit, press conference</td>
<td>Local environmental mitigation activities</td>
</tr>
<tr>
<td>Good Practice Learning Conference, Best Practice Exchange Event</td>
<td>BP concerning different environmental issues, involving environmental authorities and stakeholders (mainly TSO, developers and experts)</td>
</tr>
<tr>
<td>Workshop</td>
<td>“EIA monitoring guidelines” as a tool for the follow up of the EIA process</td>
</tr>
</tbody>
</table>

NGOs have more experience since they frequently apply this kind of formats, often being part of their mission.

5. Is this tool suitable only for some types of BP and not for others?

Everyone agrees on the on the overall validity of the tools: if the tool is well implemented any BP can be exchanged: the only exception is the blog, that is more useful for a simple/easy to explain BP and is not suitable for confidential information.

6. What do you consider are general key factors to make application of each of the tools a success?

There are some general requirements that have to be fulfilled by all the tools in order to have a positive impact and not loose time and resources:
- The target group must be selected carefully, designing the tool accordingly, choosing the right number of participants and making a final consultation to detect their level of satisfaction.
Willingness to learn and cooperation capacities are needed from the participants to guarantee involvement in the process.

The best practices have to be described in a comprehensive manner, foreseeing accessibility, simplicity, frequency of updates, appropriate quantity and quality of contents, that need to be tailored on the participants needs.

The tools have to be selected and applied depending on the purposes of the BP and the subjects involved.

The tools are a unique occasion to show the benefits of the BP, to prove that the effort to implement the tool worth it.

A key factor for tools implying speeches/verbal communication such as the conference, the event and the tutor, is to bring qualified speakers with good teaching skills. The same can be said about the need for writing skills for the blog, in order to picture clear and concise concepts and answers.

In particular the event requires pre-planning, communication in advance to the hosting staff and preparation of participants, a good program foreseeing enough time for discussion and not too much input. This last characteristic is valid also for the conference: it is better to limit the subjects and focus on specific topics in order to have the possibility to go in depth and analyse each point of interest with due attention. Moreover the pre-planning of both conferences and events enable to involve expert and interested participants.

For both the blog and the event it would be useful to share contact details, enabling personal contacts and more detailed conversations.

A good tip for Conference, event and workshop is to invite the subjects responsible for the implementation of monitoring measures (enterprises, developers) and for the assessments of the results (environmental authorities).

The tutor is quite different from the others, so the advice is to Dedicate expert personnel to it, to gain the approval by senior management. Probably the best results occur when there is a request of support from the learning partner and a real intention to implement the BP.

7. Are there further key success factors different for different audiences?

<table>
<thead>
<tr>
<th>Audience</th>
<th>Requirements</th>
</tr>
</thead>
</table>
| All       | Technical details and amount of time according to age, role and competence of the audience.  
            | Quality of information: made by experts, contents with an added value.  
<pre><code>        | Consequential tools over time focused on specific audience: starting with the blog for general info, then conference and event and finally arriving to the tutor, detail of info and concepts should be deeper and deeper. |
</code></pre>
<p>| Journalists | Easy access, little time.                                                   |</p>
<table>
<thead>
<tr>
<th>Tool</th>
<th>Barriers</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>Political framework/debate, need for political support.</td>
</tr>
<tr>
<td>Blog</td>
<td>Human resources, maintained over a long time.</td>
</tr>
<tr>
<td></td>
<td>Confidential information.</td>
</tr>
<tr>
<td></td>
<td>Lack of regular update of information, issues in reaching the target</td>
</tr>
<tr>
<td></td>
<td>audiences due to lack of visibility.</td>
</tr>
</tbody>
</table>
Moderation, animation.

| Tutor | Depending on the 2 individuals: need to get along and understand each others; necessary to bring info to the whole company: act as a vehicle.  
|---|---
|    | Time consuming.  
|    | Risk of tutor’s scarce skills and low quality of materials, lack of adequate communication.  

| Learning conference | Real Interaction for an effective exchange.  
|---|---
|    | Location and logistic problems, lack of proper communication, level of participants and useful BP examples.  
|    | May help competitors.  

| Exchange Event: | Location and logistic problems, lack of adequate communication, bad level of facilitator.  
|---|---
|    | May help competitors.  

9.-10.-11. Would you/your organization invest the time to engage in such a tool (participation only, not setting it up)? And to actively set up this sort of sharing/exchange of best practice? If you think you would not invest the time/resources to actively set up this tool, who do you think should do it?

All of the participants would participate in each of the tools described and they would also set up one of these tools from the beginning, the NGOs specify that their possibility to take part in the exchange depends on funding and staff availability. So all the people reached by this survey strongly believe that sharing and exchanging best practices through different formats has an important value, that worth an investment in time and resources.

12. What are the three most important BP exchange tools from your point of view/experience? (this should also cover tools which may not have been mentioned here).

The winner tool is the tutor: it seems that the direct channel with someone that already implemented the BP is considered as the most effective way by most of our participants.

Secondly there is the best practice exchange event, with the favour from TSOs and Authorities which endorse the fact to go to the source to learn in a more direct way and see facts with own eyes.

Third position, at all at the same level of importance we can grade: the learning conference for both TSOs and NGOs, the group discussion within a workshop in NGOs’ opinion, and the blog indicated by TSOs.

Here we also collected relevant suggestions on other important tools to include in our considerations: personal direct communication (personal talks, meetings, visits), a dedicated website/portal containing on line data base, documents, guidelines, other relevant information/data, printed and online guidelines documents, clear brochures with brief info and pictures. From the NGO worlds also comes the idea of a continuous process with 4 steps: work on the hypothesis, BP presentation, identification of invariants and translation of the invariants in new methods.
13. What do you think is the value of tools for sharing? In your opinion which are the most relevant tools for sharing from the list of Table n.1?

From our research it comes out that the most important tool for sharing is the website: almost all agree on the usefulness of news with detailed information, references and contact points published online.

Then the second position is equally hold by newsletter articles and manuals: written pieces still have their importance for the possibility to give clear and complete information with full details. Someone indicated also factsheet as useful, ideally better for more focused information.

At the third level we find the training presentation, which would fit best for an “Old-style” audience and would allow to easily focus the level of details and the kind of language.

The participants also give good feedback on other web tools: social media, blog, online database. We can’t ignore the future, a very big piece of the population is getting informed on the internet these days, so being transparent though the creation of updated webpages and the discussion on blogs and social networks is fundamental to increase trust in new actions and let these good practices spread.

Some traditional tools are still considered quite important, such as reporting in local media (press/radio) and organizing conferences and events. The diversification of sources allows reaching many target groups, traditional tools better reach the older generations.

**Conclusions**

We very much thank all the participants since we are satisfied with the general picture we managed to draw though this questionnaire. Of course the unique way to learn and gain proved results is to actively test both good practices and tools to share and exchange them. Our BESTGRID partners are all keen to take part in exchange activities and to learn and implement good practices, so we hope this preliminary study can drive the choices of tools for a future with more and more connection opportunities.

**Best practice share and exchange tools:**

**2. Life test - Practical evaluation**

Some tools have been practically tested during the course of BESTGRID by consortium partners: a Telegram messenger Chat, new formats of dialogue within a public workshop, a Linkedin Group, a Skype videoconference.

**Telegram Messenger Chat**

The most successful life tested tool has been the Chat, that worked pretty well for internal communication among the operational team of the project, to keep updated on the progress of the pilots and show the atmosphere at events through pictures. Participants appreciated especially the possibility to share immediately impressions on field: meetings, events, info-markets, mobile office stops and so on. It also enabled users to communicate in a more casual language, facilitating direct communication and fostering unofficial relationship among partners.
There is the need to select a chat system suitable for all the participants: at the beginning What’s App has been proposed, but then discarded for scarce privacy and security properties. Telegram Messenger has been chosen even if it foresees a little cost for download, because everyone would have accepted to use it. This exchange tool is more efficient if all the members have work mobile phones with internet connection, or personal mobiles with fixed costs for internet. Otherwise it happens that participants can take part in the chatting just in the office or when a wifi connection is available, so they could miss “live conversations”. In the end we can confirm that chats are a good way to exchange impressions and show ongoing activities, even if they are not suitable to exchange detailed information and official materials.

**New formats of dialogue within a public workshop**

During the public workshop hosted by National Grid in London new formats for exchange experiences have been tested, in particular speed-dating, pitches and info-market. Direct feedback through brief interviews has been collected from the participants, who have been generally satisfied by the innovative formats, evaluated as useful tools to stimulate the circulation of innovative ideas, validated processes and unsuccessful practices.

From participants’ opinion emerged a couple of tips to adjust exchange tools:

**speed-date**
- can be confusing and too noisy if people are numerous and there is not enough room between one couple and the other (need for a larger/wider/open space);
- more useful if inserted into a program of discussion together with other formats;
- need for a good timing for an effective bilateral flow of information, maybe the one experienced was a bit too short

**pitches**
- need for clear and brief slides and dynamic speakers (importance of communication skills)

Particular appreciation goes to the speed-date because it forces to one to one talks that otherwise would never happen, facilitating direct contacts among different organizations. Also the info-market has gained everyone’s favour thanks to printed materials and brochures (available to be brought back to colleagues or to read details at home), the availability of experts to make direct questions and the possibility to go around and choose which table worth a deep interest and a longer listening of discussions.

**Linkedin Group**

The Linkedin group “BESTGRID – Best practice exchange” hasn’t generate much reaction and just a few people showed interest, participated and fed the discussions. So partners have been asked to answer the following questions to determine hindering factors and figure out how to make this tool worthwhile:

1. Have you joined Linkedin for the purpose of BESTGRID or you were already a member?
2. Are you an active Linkedin user? Are you member of other Linkedin Groups? Do you usually post links and reply to discussions?
3. Did you find the posts interesting? Were the topics introduced clear enough to stimulate a discussion?
4. Would you have reacted sooner or later if the moderator of the BESTGRID Group had generated more posts?
5. Would a mini-tutorial to use the Group have worked?
6. Do you think parallel e-mails inviting to send inputs or participate to discussions could help?
The analysis based on 6 answers to this questionnaire shows that most of the partners were LinkedIn members but occasional users, not very active ones. From their answers the following suggestions come out:

- It would be better to involve people who usually work with LinkedIn in the organization (communication department) to get more attention.
- E-mails describing what is going on in the group might attract more users.
- Feeding the group with more posts, information, materials about BESTGRID before starting to launch discussions would have given a better framework and a context favouring the dialogue.
- A tutorial or a kick-off meeting/call maybe could lift up participants’ awareness and attention.
- Keeping the group constantly alive with new materials and longer conversations would increase curiosity and encourage exchanges.
- It’s important to encourage the fostering of relationships between representatives of different organizations.
- At the beginning, separate e-mails aimed to stimulate discussion would help; after a while the group has to fly with own wings.
- Need for more advertising to involve external stakeholders.

**Skype videoconference.**

The first thing to report is that it is very complicated to choose a video conference system apt to all the different security systems active in the participants’ organizations. With Web conference platforms as “Go to meeting” and “WebEx” it’s easy to set up the event, but then they don’t work: troubles with connection and webcam setting often occur.

BESTGRID members involved in this life test discourage the use of these web systems, which in fact are not very much widespread, even if they are preferred by Companies’ security and IT staff that can allow temporary access without the need to install any software.

We managed to make a video call with 6 participants through Skype, with mixed personal and office devices. From laptops and computers it was possible to see all the others in different windows on the screen, from mobile phones there is no video option with more than two people so it becomes a call conference.

NGOs prefer to use these systems because internet connection is much cheaper than telephone calls and standard call conference platforms. In particular, Germanwatch often uses Skype also internally, to share and exchange information with colleagues.

Within a European project, to get the most from this tool probably it would be necessary to discuss the software from the very beginning, to make some tests and to choose together the most suitable system. This way all the partners will have the time to get to know the software and to take advantage of all its options.

**Conclusions**

Practical tests are always the most effective way to evaluate tools, measuring also concrete obstacles to application and giving more realistic results.

We thank all the partners, who have been available to actively test new exchange methods. An option for a future big project as BESTGRID could be to set up a complete official website with different areas (public, internal, collaboration, advisory…) and to make its use mandatory for the project purposes.
The website could include blog, chat, communication facilities to function also as an exchange tool, but partners should be in some way obliged to use it and participate in communication activities as essential part of the program.