REPORT

Date	10/01/2017
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Project Name	ICP EU
Project Number	649836
Deliverable Number	D7.1
Deliverable Title	Report on Data Management

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Stakeholder Management

i. What we are collecting

The Investor Confidence Project (ICP) teams including in-country advocates, finance and project management are compiling lists of relevant stakeholders with an interest, or potential interest in energy efficiency and in particular financing energy efficiency. The main areas of focus include (but not exhaustive):

Finance	• Investors
	• Banks
	• Insurance companies
	• Pension funds
Energy efficiency	• ESCos
	• Consultants
	• Equipment vendors
	• Utilities
	• M&V specialists
Property owners	• Commercial / private sector
	• Public sector
	▪ Central government
	▪ Local government
	• Real estate asset managers
Government agencies	• Central government
	• Local government
NGOs	

A percentage of these stakeholders are then invited to, or register on the ICP Europe website to either become a member of the Technical Forum, sign up as an Ally, or join an in-country National Steering Group.

ii. How are we collecting the data

There are several sources from which we are gather this data:

- Stakeholder data captured from completed registration forms from the ICP Europe and ICP (US) websites
- Established stakeholder lists already sourced from consortium team members
- Newly created stakeholder data generated from dissemination activities such as public speaking opportunities, conferences and partnership events

iii.   How we are using the data

The main use of the stakeholder data is to track, expand and engage interested groups and individuals and enable the project teams to keep those groups informed of ICP Europe activities.

These activities include (and are not limited to):

- In-country dissemination activities including invitations to attend and participate in ICP in-country and pan European meetings, webinars and events
- Technical Forum and National Steering Group meetings
- ICP updates and news

iv.   How we are storing the data

The databases are managed in Excel spreadsheets, sorted by in-country sections. The fields in the database are defined by:

- First Name
- Last Name
- Email
- Title
- Organisation
- Country
- Category
- Sub-category
- National Steering Group
- Ally
- Technical Forum

Each individual in-country database is stored on the computer of the appointed in-country Data Manager for the programme, employed with handling all ICP Europe data according to in-country data protection legislation.

The master database - including all stakeholder data from all in-country activity in the ICP Europe programme - is saved on an un-networked, regularly backed up secure office computer and on the ICP Europe password protected intranet platform.

Stakeholder Communications

i. Adhering to Data Protection principles

In addition to protected storage of stakeholder data and to ensure ICP Europe is compliant with data protection principles, ICP is using an email marketing service provider to send out emails.

MailChimp is a widely used online service with a format that enables stakeholders to make an informed decision as to whether they wish to continue receiving emails from the programme or not.

For example, recipients:

- Can review how they have been selected to receive that email
- Can opt out of receiving any further communication from ICP at any time by simply clicking on an 'unsubscribe' link at the bottom of the email, which is a compulsory requirement before the email can be sent out
- Can review the ICP website, Linkedin and Twitter feeds through links in all ICP emails sent out

To encourage accurate disclosure of data source, this service also stipulates that all email lists:

- must be owned by an individual to encourage accurate disclosure of source before the list can be used
- that stakeholders must have agreed to be on or added to a list being used