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**EeISI**

European eInvoicing Standard in Italy

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| **Project number** | INEA/CEF/ICT/A2017/1560867 2017-IT-IA-0150 |
| **Project acronym** | EeISI |
| **Project title** | European eInvoicing Standard in Italy |
| **Starting date** | 1 May 2018 |
| **Ending date** | 31 December 2019 |
| **Programme** | Connecting Europe Facility (CEF) |

Dissemination Report

Deliverable D6.2

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| **Deliverable number** | 6.2 |
| **Due date** | 31/12/2019 |
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Deliverable Info

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| **Responsible organisation** | AgID |
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| **Contributors** | Unioncamere; AgID; Intercent-ER; InfoCert; UNINFO |
| **Reviewers** | **AgID** |
|  |  |
| **Abstract** | **This activity aims at consolidating the outcomes of the project and giving them large visibility, while paving the way for larger deployment.** |
| **Keywords** | dissemination, evaluation, exploitation, valorisation, visibility |
|  |  |
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| **Confidentiality** | The information in this document is confidential and restricted only to the members of the EeISI consortium (including the Commission Services). |
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| **Note** | - |
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Executive Summary

The Deliverable summarizes all the activities of the Work Package 6 “Dissemination”.

In the first part we introduce how we intend to proceed for the valorisation, that is of dissemination and exploitation, of the project according to the canonical methods of communication. Both the channels to be used for the dissemination as well as the classes of users were identified to communicate the project results and how this improved and enhanced the state of the art in the electronic invoicing scenario in the country.

The second and last part describes in detail the activities according to the different type of instrument used for dissemination: the demonstration of services for the validation and conversion of the different invoice formats; open-source software resulting from project activities; the planning and execution of face-to-face dissemination in conferences set up for the specific purpose and whose documentation (slides and other) constitutes, together with the project information pages and specific whitepapers, the material to support the dissemination.

In particular, the conference activity was very intense and profitable, having widely disseminated the results both on the territory and at specific classes of auditors.

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1. Introduction

The objective of this deliverable is to present an overall communication and dissemination strategy designed to provide a comprehensive framework for the diffusion of EeISI aims and results, as well as to report the how these strategies have been pursued and the gained results. It provides a clear understanding of the target groups and actions needed to approach them. Furthermore, it explains the disseminations activities and tools and how they need to be employed during EeISI life so that the project and it results will be disseminated as widely and effectively as possible.

The dissemination strategy is being constantly updated based on the project development stage. These needs emerged through the close interaction with the target groups as well as among the EeISI consortium (the Consortium) partners themselves and their interaction with the main stakeholders. This deliverable aims to assist the Consortium to generate an effective flow of information and publicity about the objectives and results of work.

The activities and the results of the action, especially the Italian CIUS, have been discussed in the following national fora:

* the national Forum for the electronic invoicing (“Forum nazionale sulla fatturazione elettronica”, a forum which involves the main public administrations, the most representative private trade associations interested in the e-invoicing issues, universities, the Bank of Italy and AgID, the private sector with representatives of trade associations in the industrial, commercial, advanced tertiary, services and freelance sectors);
* the national Forum for the e-procurement ("Forum nazionale dell'e-procurement", established by AgID and the Ministry of Economy and Finance, the forum is attended by representatives of public administrations, associations of economic operators, technology providers, universities and research institutes);
* the UNI/CT 522 UNINFO eBusiness and financial services technical committee (its members are public and private sector stakeholders, interested in standardisation activities, both directly and through trade associations).
  1. Dissemination, Exploitation and Communication

Often the terms dissemination and exploitation are used in the same breath. Obviously in CEF projects, the terms are considered to be of great importance and highly valued by the European Commission. We often see that the two terms are being used interchangeably, but their definitions are by no means identical.

* + 1. Dissemination

The definition of dissemination is “the act of spreading something, especially information, as far as possible”. In our case, it is the transfer of results to the ones that can best make use of it.

There are 3 aims of dissemination: create awareness, create understanding and aim for action. Your project benefits from a good dissemination strategy, because it will maximise the impact of projects.

This dissemination strategy should cover **why, what, how, when, to whom and where** disseminating of results will take place, both during and after the funding period.



Figure 1 – The “keys” in a dissemination activity.

* + 1. Exploitation

Exploitation is the act of making use of and benefiting from resources. This term is related to the development or commercialisation of a product or a service. It is, so to say, the next step in your route-to-market to ensure that your results will be used beyond the lifetime of the project. Therefore, in the case of EeISI projects, considering its specific aims and objectives, need an extensive exploitation strategy. If the target focus drift more and more on impact in society, the exploitation importance grows accordingly.

* + 1. Communication

Communication, according to the European Commission, is promoting the action and its results. In your communication, you should promote the project by showing how your project has achieved more than if there was no joint effort for the action. Examples of communications are press releases and brochures.



Table 1 – Dissemination vs Communication.

1. Dissemination strategy and plan

Dissemination is concerned of making EeISI visible, creating awareness, understanding and promoting participation in the Project, assuring an effective impact on society, by carefully planning and implementing dissemination, exploitation, standardisation. Therefore, a dissemination strategy needs to address the following issues:

* the aim of dissemination, Objectives;
* what will be disseminated, Project results;
* who is the audience, Target groups;
* what medium will be used, Resources;
* when will be disseminated, Timing.

Thereby, these issues cannot be regarded in an isolated way. The development of the dissemination activities is in line with EeISI progress status. Effective dissemination thus has to take into account the following principles:

* information has to be available, accessible, adaptable and diversified. Depending on the different purposes, target groups and cultural backgrounds, dissemination activities and tools need to be updated;
* information has to be relevant and compatible for the different user groups so as to reach its maximum understanding and impact;
* interaction with end-users has to be stressed. Analysing the end-users needs and responses creates links between the project goals and actual achievements. This interaction requires a constant adoption of dissemination activities.

All promotional material of EeISI will include its logotype, the CEF and EU Flag Logo.

* 1. Objectives

The dissemination plan aims to:

* develop a communication strategy through a concrete set of activities;
* offer to EeISI related stakeholders (Developers, Industry, Administrations, etc.) the maximum visibility of the Project;
* effective transfer of EeISI knowledge to prospective end users;
* inform the information management community (administration, industry, etc.) about EeISI;
* bring project achievements to the attention of as many relevant people as possible;
* aim to demonstrate the ways in which standard and innovation is contributing to a European 'Innovation Union' and account for public spending by providing tangible proof that collaborative activity adds value by:
* showing how European collaboration has achieved more than would have otherwise been possible, notably in achieving common standards, contributing to competitiveness and solving societal challenges;
* showing how the outcomes are relevant to our everyday lives, by creating jobs, introducing novel technologies, or making our lives more comfortable in other ways;
* making better use of the results, by making sure they are taken up by decision-makers to influence policy-making and by industry and the scientific community to ensure follow-up.

EeISI dissemination actions intend to maximize impacts related to awareness creation about the Project and its specific area of work, promotion of results to the different target groups and maximize potential exploitation of such results.

* 1. Target groups for dissemination

The target group concerns those who will be positively influenced by EeISI activities and outcomes. The consortium will ensure that the elaborated dissemination materials are appropriately adapted to the target audiences so that all activities can be tailored to the target groups’ special information need. The materials will be internally reviewed by the EeISI Consortium before exposition to the general audiences.

In order to aid the subsequent dissemination and tailor the information and approach for EeISI different audience types have been identified. For each audience, we should work on a distinct strategy using targeted messages, means and language. The main target areas will be the following.

1. The **EU community**: the project will communicate how EU funding instrument to promote growth, jobs and competitiveness through targeted infrastructure investment at European are a key of success in competiveness and efficiency, and how this supports the development of high performing, sustainable and efficiently interconnected trans-European networks in the fields of digital services.
2. The **Public authorities**: these have at their disposal various policy instruments to prioritise certain innovation areas. The key-messages to political and business leaders will focus on the strategic importance of EeISI, its capability to contribute to the wider policy requirements of the EU and to bring new support to business development opportunities. The dissemination strategy should focus on creating awareness, understanding and support of the overall societal and economic benefits of EeISI in enabling and improving security and standards in accessing and in the use of infrastructure for the eInvoicing platforms and other overall business opportunities that EeISI can bring.
3. The **Public Sector** and **Public Administration**: all Italian Public Administrations will receive a direct support from EeISI, boosting their capability in internal/national and international/cross-border eInvoicing capability.
4. The **Enterprises** and **SME**: both large and small enterprises as well as SME can be direct beneficiary of EeISI outcomes. Target enterprises include those with a strong presence in the European market and with important commercial network.
5. The **Standard bodies**: participation in working groups that relate to eInvoicing and technology and integration will promote EeISI results among ITC industry key players.
6. Workshops & presentations: dissemination results and visibility

All project partners contributed directly or indirectly to the dissemination of the results of the EeISI project. In particular, this activity was satisfied through the organization of specific events on the topic and on the results obtained in the project; through the publication on the respective websites of the partners of specific cards regarding the project; and finally with the preparation of specific documents that describe the role and results of the project. In particular, this work was carried out by Unioncamere, AgID, InfoCert, Intercent-ER, UNINFO as detailed below.

The following events have been organized:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Date** | **Place** | **Event** | **Title** | **Partners** | **Person** | **Available material** |
|  |  |  |  |  |  |  |
| **1 April 2019** | <https://infocert.digital/wp-content/uploads/sites/9/2019/05/EU_eInvocing_whitepaper.pdf> | White Paper Published | European eInvoicing - a semantic meta language | InfoCert | Luigi Fabbro/ Sara Facchinetti |  |
| **15 May 2019** | <https://futurodigitale.infocert.it/agenda-digitale/nuovo-standard-per-la-fatturazione-elettronica-europea/> | Article | Nuovo standard per la fatturazione elettronica europea | InfoCert | Gaetano Incremona/Sara Facchinetti |  |
| **15 May 2019** | <https://www.linkedin.com/posts/infocert_nuovo-standard-per-la-fatturazione-elettronica-activity-6534471031929876480-O3ll> | Post Linkedin | #FuturoDigitale #FatturazioneElettronica Nuovo standard per la fatturazione elettronica europea. Leggi di più http://bit.ly/30lQBav | InfoCert | Claudio Tommasino |  |
| **15 May 2019** | <https://twitter.com/InfoCert_it/status/1128705381482598400?ref_src=twsrc%5Etfw> | Post Twitter | #FuturoDigitale #FatturazioneElettronica Nuovo standard per la fatturazione elettronica europea. Leggi di più http://bit.ly/30lQBav | InfoCert | Claudio Tommasino |  |
| **16 May 2019** | <https://www.facebook.com/InfoCertSpA/posts/2310788262510321> | Post Facebook | #FuturoDigitale #FatturazioneElettronica Nuovo standard per la fatturazione elettronica europea. Leggi di più http://bit.ly/30lQBav | InfoCert | Claudio Tommasino |  |
| **27 November 2019** | Bari | Workshop 1 - https://www.uninfo.it/index\_pages/news/focus/1576837806331.html https://www.odcecbari.it/node/766 | Nuovi servizi per gli studi professionali e le PMI con l'avvio della fatturazione elettronica europea (New services for professional firms and SMEs with the launch of European e-invoicing) | UNINFO | Caccia-Tumietto | 27 November 2019 |
| **6 December 2019** | Novara | Workshop 2 - https://www.agid.gov.it/it/agenzia/stampa-e-comunicazione/notizie/2019/12/03/progetto-eeisi-dicembre-nuovo-calendario-dincontri-rivolti-pa-imprese https://www.commercialistinovara.it/index.php?option=com\_content&view=article&id=1083:newsletter-n-170-del-27-novembre-2019-convegno-06-12-2019-nellambito-del-progetto-eeisi-european-einvoicing-standard-in-italy&catid=58:newsletter-2019&Itemid=43 <https://www.uninfo.it/index_pages/news/focus/1576837806331.html> | Nuovi servizi per gli studi professionali e le PMI con l'avvio della fatturazione elettronica europea (New services for professional firms and SMEs with the launch of European e-invoicing) | UNINFO | Caccia-Tumietto | 6 December 2019 |
| **11 December 2019** | Roma | Workshop 3 https://www.agid.gov.it/it/agenzia/stampa-e-comunicazione/notizie/2019/12/03/progetto-eeisi-dicembre-nuovo-calendario-dincontri-rivolti-pa-imprese <https://www.uninfo.it/index_pages/news/focus/1576837806331.html> | Nuovi servizi per gli studi professionali e le PMI con l'avvio della fatturazione elettronica europea (New services for professional firms and SMEs with the launch of European e-invoicing) | UNINFO | Caccia-Tumietto | 11 December 2019 |
| **16 December 2019** | Milano | Workshop 4 https://www.agid.gov.it/it/agenzia/stampa-e-comunicazione/notizie/2019/12/03/progetto-eeisi-dicembre-nuovo-calendario-dincontri-rivolti-pa-imprese <https://www.uninfo.it/index_pages/news/focus/1576837806331.html> | Nuovi servizi per gli studi professionali e le PMI con l'avvio della fatturazione elettronica europea (New services for professional firms and SMEs with the launch of European e-invoicing) | UNINFO | Alfano-Caccia-Tumietto | 16 December 2019 |
| **9 December 2019** | Milano | Workshop 5 https://anorc.eu/attivita/implementazione-della-fe-anorc-partecipa-alle-iniziative-della-commissione-europea/ | “Implementation Workshop” | AgID | Caccia-Tumietto | 9 December 2019 |
| **11 December 2019** | Roma | Workshop 6 <https://anorc.eu/attivita/implementazione-della-fe-anorc-partecipa-alle-iniziative-della-commissione-europea> | “Implementation Workshop” | AgiD | Caccia-Tumietto | 11 December 2019 |
| **17 January 2019** | online | Italian Mirror Committee meeting | UNI/CT 522 "UNINFO eBusiness e servizi finanziari" | UNINFO | Sirocchi-Caccia-Tumietto | 17 January 2019 |
| **20 February 2019** | online | Italian Mirror Committee meeting | UNI/CT 522 "UNINFO eBusiness e servizi finanziari" | UNINFO | Sirocchi-Caccia-Tumietto | 20 February 2019 |
| **19 March 2019** | online | Italian Mirror Committee meeting | UNI/CT 522 "UNINFO eBusiness e servizi finanziari" | UNINFO | Sirocchi-Caccia-Tumietto | 19 March 2019 |
| **11 April 2019** | online | Italian Mirror Committee meeting | UNI/CT 522 "UNINFO eBusiness e servizi finanziari" | UNINFO | Sirocchi-Caccia-Tumietto | 11 April 2019 |
| **10 June 2019** | online | Italian Mirror Committee meeting | UNI/CT 522 "UNINFO eBusiness e servizi finanziari" | UNINFO | Sirocchi-Caccia-Tumietto | 10 June 2019 |
| **8 July 2019** | online | Italian Mirror Committee meeting | UNI/CT 522 "UNINFO eBusiness e servizi finanziari" | UNINFO | Sirocchi-Caccia-Tumietto | 8 July 2019 |
| **16 September 2019** | online | Italian Mirror Committee meeting | UNI/CT 522 "UNINFO eBusiness e servizi finanziari" | UNINFO | Sirocchi-Caccia-Tumietto | 16 September 2019 |
| **21 October 2019** | online | Italian Mirror Committee meeting | UNI/CT 522 "UNINFO eBusiness e servizi finanziari" | UNINFO | Sirocchi-Caccia-Tumietto | 21 October 2019 |
| **25 November 2019** | online | Italian Mirror Committee meeting | UNI/CT 522 "UNINFO eBusiness e servizi finanziari" | UNINFO | Sirocchi-Caccia-Tumietto | 25 November 2019 |
| **1 July 2019** | online | <https://www.agendadigitale.eu/documenti/fatturazione-elettronica/fatturazione-elettronica-tra-privati-quale-futuro-ci-attende/> | Fatturazione elettronica obbligatoria dal 2019: cos’è, come funziona, come fare, esoneri e normativa (tra privati, PA e B2B) | UNINFO | Tumietto | online from 1 July 2019 |
| **1 October 2019** | online | https://www.agendadigitale.eu/documenti/evasione-fiscale-ecco-tutte-le-mosse-del-governo-per-combatterla/ | Evasione fiscale, ecco tutte le mosse del Governo per combatterla – Aggiornamento Nadef 2019 | UNINFO | Tumietto | online from 1 October 2019 |
| **Date** | Place | Event | Title | Partners | Person | Available material |
|  |  |  |  |  |  |  |
| **1 April 2019** | <https://infocert.digital/wp-content/uploads/sites/9/2019/05/EU_eInvocing_whitepaper.pdf> | White Paper Published | European eInvoicing - a semantic meta language | InfoCert | Luigi Fabbro/ Sara Facchinetti |  |
| **15 May 2019** | <https://futurodigitale.infocert.it/agenda-digitale/nuovo-standard-per-la-fatturazione-elettronica-europea/> | Article | Nuovo standard per la fatturazione elettronica europea | InfoCert | Gaetano Incremona/Sara Facchinetti |  |
| **15 May 2019** | <https://www.linkedin.com/posts/infocert_nuovo-standard-per-la-fatturazione-elettronica-activity-6534471031929876480-O3ll> | Post Linkedin | #FuturoDigitale #FatturazioneElettronica Nuovo standard per la fatturazione elettronica europea. Leggi di più http://bit.ly/30lQBav | InfoCert | Claudio Tommasino |  |
| **15 May 2019** | <https://twitter.com/InfoCert_it/status/1128705381482598400?ref_src=twsrc%5Etfw> | Post Twitter | #FuturoDigitale #FatturazioneElettronica Nuovo standard per la fatturazione elettronica europea. Leggi di più http://bit.ly/30lQBav | InfoCert | Claudio Tommasino |  |
| **16 May 2019** | <https://www.facebook.com/InfoCertSpA/posts/2310788262510321> | Post Facebook | #FuturoDigitale #FatturazioneElettronica Nuovo standard per la fatturazione elettronica europea. Leggi di più http://bit.ly/30lQBav | InfoCert | Claudio Tommasino |  |
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| **6 December 2019** | Novara | Workshop 2 - https://www.agid.gov.it/it/agenzia/stampa-e-comunicazione/notizie/2019/12/03/progetto-eeisi-dicembre-nuovo-calendario-dincontri-rivolti-pa-imprese https://www.commercialistinovara.it/index.php?option=com\_content&view=article&id=1083:newsletter-n-170-del-27-novembre-2019-convegno-06-12-2019-nellambito-del-progetto-eeisi-european-einvoicing-standard-in-italy&catid=58:newsletter-2019&Itemid=43 <https://www.uninfo.it/index_pages/news/focus/1576837806331.html> | Nuovi servizi per gli studi professionali e le PMI con l'avvio della fatturazione elettronica europea (New services for professional firms and SMEs with the launch of European e-invoicing) | UNINFO | Caccia-Massimi-Tumietto | 6 December 2019 |
| **11 December 2019** | Roma | Workshop 3 https://www.agid.gov.it/it/agenzia/stampa-e-comunicazione/notizie/2019/12/03/progetto-eeisi-dicembre-nuovo-calendario-dincontri-rivolti-pa-imprese <https://www.uninfo.it/index_pages/news/focus/1576837806331.html> | Nuovi servizi per gli studi professionali e le PMI con l'avvio della fatturazione elettronica europea (New services for professional firms and SMEs with the launch of European e-invoicing) | UNINFO | Caccia-Tumietto | 11 December 2019 |
| **16 December 2019** | Milano | Workshop 4 https://www.agid.gov.it/it/agenzia/stampa-e-comunicazione/notizie/2019/12/03/progetto-eeisi-dicembre-nuovo-calendario-dincontri-rivolti-pa-imprese <https://www.uninfo.it/index_pages/news/focus/1576837806331.html> | Nuovi servizi per gli studi professionali e le PMI con l'avvio della fatturazione elettronica europea (New services for professional firms and SMEs with the launch of European e-invoicing) | UNINFO | Alfano-Caccia-Tumietto | 16 December 2019 |
| **9 December 2019** | Milano | Workshop 5 https://anorc.eu/attivita/implementazione-della-fe-anorc-partecipa-alle-iniziative-della-commissione-europea/ | “Implementation Workshop” | AgID | Caccia-Massimi-Tumietto | 9 December 2019 |
| **11 December 2019** | Roma | Workshop 6 <https://anorc.eu/attivita/implementazione-della-fe-anorc-partecipa-alle-iniziative-della-commissione-europea> | “Implementation Workshop” | AgiD | Caccia-Massimi-Tumietto | 11 December 2019 |
| **16 December 2019** | Roma | Workshop with DG Grow |  | AgID | Mariotti-Reale-Massimi | 16 December 2019 |
| **17 January 2019** | online | Italian Mirror Committee meeting | UNI/CT 522 "UNINFO eBusiness e servizi finanziari" | UNINFO | Sirocchi-Caccia-Tumietto | 17 January 2019 |
| **20 February 2019** | online | Italian Mirror Committee meeting | UNI/CT 522 "UNINFO eBusiness e servizi finanziari" | UNINFO | Sirocchi-Caccia-Tumietto | 20 February 2019 |
| **19 March 2019** | online | Italian Mirror Committee meeting | UNI/CT 522 "UNINFO eBusiness e servizi finanziari" | UNINFO | Sirocchi-Caccia-Tumietto | 19 March 2019 |
| **11 April 2019** | online | Italian Mirror Committee meeting | UNI/CT 522 "UNINFO eBusiness e servizi finanziari" | UNINFO | Sirocchi-Caccia-Tumietto | 11 April 2019 |
| **10 June 2019** | online | Italian Mirror Committee meeting | UNI/CT 522 "UNINFO eBusiness e servizi finanziari" | UNINFO | Sirocchi-Caccia-Tumietto | 10 June 2019 |
| **8 July 2019** | online | Italian Mirror Committee meeting | UNI/CT 522 "UNINFO eBusiness e servizi finanziari" | UNINFO | Sirocchi-Caccia-Tumietto | 8 July 2019 |
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| **21 October 2019** | online | Italian Mirror Committee meeting | UNI/CT 522 "UNINFO eBusiness e servizi finanziari" | UNINFO | Sirocchi-Caccia-Tumietto | 21 October 2019 |
| **25 November 2019** | online | Italian Mirror Committee meeting | UNI/CT 522 "UNINFO eBusiness e servizi finanziari" | UNINFO | Sirocchi-Caccia-Tumietto | 25 November 2019 |
| **1 July 2019** | online | <https://www.agendadigitale.eu/documenti/fatturazione-elettronica/fatturazione-elettronica-tra-privati-quale-futuro-ci-attende/> | Fatturazione elettronica obbligatoria dal 2019: cos’è, come funziona, come fare, esoneri e normativa (tra privati, PA e B2B) | UNINFO | Tumietto | online from 1 July 2019 |
| **1 October 2019** | online | https://www.agendadigitale.eu/documenti/evasione-fiscale-ecco-tutte-le-mosse-del-governo-per-combatterla/ | Evasione fiscale, ecco tutte le mosse del Governo per combatterla – Aggiornamento Nadef 2019 | UNINFO | Tumietto | online from 1 October 2019 |
| **20 June 2019** | REGGIO EMILIA | Please read the attached file "dissemination.zip". It contains 16 folders entitled with the name of the city where the dissemination event took place, each of the folders contains (in Italian): - the final report on the event, - pictures taken in place, - poster of the event and text of the invitation e-mail, - any press releases and other material extracted from the web and/or social media. | Electronic invoicing in Europe: the EeISI project and services available for SMEs | Chamber of commerce / Unioncamere | M. Altavilla |  |
| **3 July 2019** | PRATO |  | Electronic invoicing in Europe: the EeISI project and services available for SMEs | Chamber of commerce / Unioncamere | M. Altavilla |  |
| **4 July 2019** | LUCCA |  | Electronic invoicing in Europe: the EeISI project and services available for SMEs | Chamber of commerce / Unioncamere | M. Altavilla |  |
| **23 July 2019** | BOLZANO |  | Electronic invoicing in Europe: the EeISI project and services available for SMEs | Chamber of commerce / Unioncamere | M. Altavilla |  |
| **24 July 2019** | VERONA |  | Electronic invoicing in Europe: the EeISI project and services available for SMEs | Chamber of commerce / Unioncamere | M. Altavilla |  |
| **2 October 2019** | ORISTANO |  | Electronic invoicing in Europe: the EeISI project and services available for SMEs | Chamber of commerce / Unioncamere | M. Altavilla |  |
| **8 October 2019** | BARI |  | Electronic invoicing in Europe: the EeISI project and services available for SMEs | Chamber of commerce / Unioncamere | M. Altavilla |  |
| **17 October 2019** | PADOVA |  | Electronic invoicing in Europe: the EeISI project and services available for SMEs | Chamber of commerce / Unioncamere | M. Altavilla |  |
| **22 October 2019** | FORLI' |  | Electronic invoicing in Europe: the EeISI project and services available for SMEs | Chamber of commerce / Unioncamere | M. Altavilla |  |
| **22 October 2019** | RIMINI |  | Electronic invoicing in Europe: the EeISI project and services available for SMEs | Chamber of commerce / Unioncamere | M. Altavilla |  |
| **23 October 2019** | TREVISO |  | Electronic invoicing in Europe: the EeISI project and services available for SMEs | Chamber of commerce / Unioncamere | M. Altavilla |  |
| **29 October 2019** | LECCE |  | Electronic invoicing in Europe: the EeISI project and services available for SMEs | Chamber of commerce / Unioncamere | M. Altavilla |  |
| **5 November 2019** | COSENZA |  | Electronic invoicing in Europe: the EeISI project and services available for SMEs | Chamber of commerce / Unioncamere | M. Altavilla |  |
| **12 November 2019** | CAMPOBASSO |  | Electronic invoicing in Europe: the EeISI project and services available for SMEs | Chamber of commerce / Unioncamere | M. Altavilla |  |
| **19 November 2019** | RIETI |  | Electronic invoicing in Europe: the EeISI project and services available for SMEs | Chamber of commerce / Unioncamere | M. Altavilla |  |
| **28 November 2019** | VITERBO |  | Electronic invoicing in Europe: the EeISI project and services available for SMEs | Chamber of commerce / Unioncamere | M. Altavilla |  |
| **11 December 2019** | PALMANOVA (UD) |  | Electronic invoicing in Europe: the EeISI project and services available for SMEs | Chamber of commerce / Unioncamere | M. Altavilla |  |
| **20 June 2019** | REGGIO EMILIA | Please read the attached file "dissemination.zip". It contains 16 folders entitled with the name of the city where the dissemination event took place, each of the folders contains (in Italian): - the final report on the event, - pictures taken in place, - poster of the event and text of the invitation e-mail, - any press releases and other material extracted from the web and/or social media. | Electronic invoicing in Europe: the EeISI project and services available for SMEs | Chamber of commerce / Unioncamere | M. Altavilla |  |
| **3 July 2019** | PRATO |  | Electronic invoicing in Europe: the EeISI project and services available for SMEs | Chamber of commerce / Unioncamere | M. Altavilla |  |
| **4 July 2019** | LUCCA |  | Electronic invoicing in Europe: the EeISI project and services available for SMEs | Chamber of commerce / Unioncamere | M. Altavilla |  |
| **23 July 2019** | BOLZANO |  | Electronic invoicing in Europe: the EeISI project and services available for SMEs | Chamber of commerce / Unioncamere | M. Altavilla |  |
| **24 July 2019** | VERONA |  | Electronic invoicing in Europe: the EeISI project and services available for SMEs | Chamber of commerce / Unioncamere | M. Altavilla |  |
| **2 October 2019** | ORISTANO |  | Electronic invoicing in Europe: the EeISI project and services available for SMEs | Chamber of commerce / Unioncamere | M. Altavilla |  |
| **8 October 2019** | BARI |  | Electronic invoicing in Europe: the EeISI project and services available for SMEs | Chamber of commerce / Unioncamere | M. Altavilla |  |
| **17 October 2019** | PADOVA |  | Electronic invoicing in Europe: the EeISI project and services available for SMEs | Chamber of commerce / Unioncamere | M. Altavilla |  |
| **22 October 2019** | FORLI' |  | Electronic invoicing in Europe: the EeISI project and services available for SMEs | Chamber of commerce / Unioncamere | M. Altavilla |  |
| **22 October 2019** | RIMINI |  | Electronic invoicing in Europe: the EeISI project and services available for SMEs | Chamber of commerce / Unioncamere | M. Altavilla |  |
| **23 October 2019** | TREVISO |  | Electronic invoicing in Europe: the EeISI project and services available for SMEs | Chamber of commerce / Unioncamere | M. Altavilla |  |
| **29 October 2019** | LECCE |  | Electronic invoicing in Europe: the EeISI project and services available for SMEs | Chamber of commerce / Unioncamere | M. Altavilla |  |
| **5 November 2019** | COSENZA |  | Electronic invoicing in Europe: the EeISI project and services available for SMEs | Chamber of commerce / Unioncamere | A. Alfano, M. Altavilla |  |
| **12 November 2019** | CAMPOBASSO |  | Electronic invoicing in Europe: the EeISI project and services available for SMEs | Chamber of commerce / Unioncamere | M. Altavilla |  |
| **19 November 2019** | RIETI |  | Electronic invoicing in Europe: the EeISI project and services available for SMEs | Chamber of commerce / Unioncamere | M. Altavilla |  |
| **28 November 2019** | VITERBO |  | Electronic invoicing in Europe: the EeISI project and services available for SMEs | Chamber of commerce / Unioncamere | M. Altavilla |  |
| **11 December 2019** | PALMANOVA (UD) |  | Electronic invoicing in Europe: the EeISI project and services available for SMEs | Chamber of commerce / Unioncamere | M. Altavilla |  |

The Action web presence (news, mailing lists, web pages) is verifiable at the following resource locators:

|  |  |  |
| --- | --- | --- |
| **Partner** | **Type** | **Link** |
| **AGID** | Project Description | https://www.agid.gov.it/en/platforms/electronic-invoicing/cef-eeisi-project |
| **AGID** | Project Description | https://www.agid.gov.it/it/piattaforme/fatturazione-elettronica/progetto-cef-eeisi |
| **INTERCENT- ER** | Newsletter | http://intercenter.regione.emilia-romagna.it/progetti/progetti-regionali-nazionali-ed-europei-1 |
| **INTERCENT- ER** | Project summary | <http://intercenter.regione.emilia-romagna.it/progetti/progetti-regionali-nazionali-ed-europei-1> |
| **INTERCENT- ER** | Project description | <http://intercenter.regione.emilia-romagna.it/progetti/progetti-regionali-nazionali-ed-europei-1/progetti-europei/eeisi/eelsi-european-einvoicing-standard-in-italy> |
| **INTERCENT- ER** | Leaflets | <http://intercenter.regione.emilia-romagna.it/progetti/progetti-regionali-nazionali-ed-europei-1/progetti-europei/eeisi/leaflet-eelsi.pdf/@@download/file/Leaflet%20EelSI.pdf> |
| **INTERCENT- ER** | News | <http://intercenter.regione.emilia-romagna.it/notizie/2019/dicembre/si-conclude-il-progetto-eelsi> |
| **InfoCert** | White Paper | <https://infocert.digital/wp-content/uploads/sites/9/2019/05/EU_eInvocing_whitepaper.pdf> |
| **InfoCert** | Article | <https://futurodigitale.infocert.it/agenda-digitale/nuovo-standard-per-la-fatturazione-elettronica-europea/> |
| **InfoCert** | LinkedIn Post | <https://www.linkedin.com/posts/infocert_nuovo-standard-per-la-fatturazione-elettronica-activity-6534471031929876480-O3ll> |
| **InfoCert** | Twitter Post | <https://twitter.com/InfoCert_it/status/1128705381482598400?ref_src=twsrc%5Etfw> |
| **InfoCert** | Facebook Post | <https://www.facebook.com/InfoCertSpA/posts/2310788262510321> |
| **UNINFO** | News | https://anorc.eu/attivita/implementazione-della-fe-anorc-partecipa-alle-iniziative-della-commissione-europea |
| **UNINFO** | Article | <https://www.agendadigitale.eu/documenti/fatturazione-elettronica/fatturazione-elettronica-tra-privati-quale-futuro-ci-attende/> |
| **UNINFO** | Article | <https://www.agendadigitale.eu/documenti/evasione-fiscale-ecco-tutte-le-mosse-del-governo-per-combatterla/> |
| **UNINFO** | Article | <https://anorc.eu/attivita/implementazione-della-fe-anorc-partecipa-alle-iniziative-della-commissione-europea/> |

* 1. Unioncamere

The Chambers of Commerce, Industry, Agriculture and Handcrafts are the most effective point of contact between Italian institutions and companies, especially small and medium-sized ones; all the companies established in the national territory are registered in the Business Register (kept by the Chamber of Commerce).

The Chambers of Commerce, as a public entity, have been assisting Italian companies since 2017 with a free, electronic invoicing service that meets all the obligations in force in Italy, the digital platform is designed for simple use (directly) by the entrepreneur.

For the above reasons, the EeISI project has expressly provided that the dissemination action aimed at small and medium-sized enterprises should take place (at least) in 15 Chambers of Commerce distributed throughout the national territory.

The design of the interventions has concerned first of all the contents to be illustrated, starting specifically from the practical interest and usefulness for entrepreneurs. For Italian companies, which are already used to electronic invoicing, it has was deemed appropriate to explain the differences between domestic and EU electronic invoice and to define the reference scenario, all focused on the supply of goods and services to public administrations. All the dissemination events have been completed with a practical demonstration of the electronic invoicing platform made available free of charge by the Chambers of Commerce to entrepreneurs.

Since April 2019, this digital platform allows to the entrepreneur to fill out an invoice like in use for domestic duties and to send that to a public administration of the EU in the format required by the European standard. The delivery can be done through the PEPPOL network if the recipient public administration joins this network.

To select the Chambers of Commerce to involve in organizing and implementation of the dissemination events, Unioncamere sent a call of interest to all Chambers of Commerce with the EeISI project's explanation and the invitation to apply. The list of eligible Chambers of Commerce has been established according to the "who comes first is served first" principle, under the condition to realize a homogeneous diffusion of the events throughout the national territory. Finally, the following were selected: five Chamber of commerce in the southern regions, 4 Chambers of commerce in the central regions and 6 in northern Italy.

Guidelines for organizing events according to a program defined by Unioncamere were provided to the 16 selected chambers of commerce, moreover direct assistance was provided at all stages of the organization, including the participation of a Unioncamere speaker (Dr Mario Altavilla) to present the EeISI project on the day of the event. At the end of the EeISI project, a contribution equal to 80% of the expenses incurred was paid to the 16 Chambers of Commerce that carried out the events; a maximum limit of € 4,000.00 was set for the contribution.

The 16 meetings held at the Chambers of Commerce took place between June 20 and December 11, the informative impact on small and medium-sized enterprises was significant; an average of 50 entrepreneurs attended each of the events, with a maximum of almost 100 entrepreneurs present in Treviso, at the Treviso-Belluno Chamber of Commerce, on 23 October. The information coverage created with the dissemination events has been however much more extensive, in fact all the Chambers of Commerce have:

* carried out an information campaign on the event, by posting news on own institutional website, publishing the poster and sending a specific communication via e-mail to a selection of over 143,000 companies,
* operated through social media and the local press,
* informed the representative associations of entrepreneurs operating in the area.

The entrepreneurs that participated in the meetings showed some disorientation with the differences between national and European scenario: widespread obligation vs. voluntary use by companies; different protocol and electronic format between the invoices they issue in Italy and those they will issue to the EU.

In any case, they have shown satisfaction and interest in the free public service that the Chambers of Commerce offer them thanks to the outputs developed by the project, and they have appreciated that much of the complexity has been “taken away” in a practical way by digital technology.

* 1. Intercent-ER

In relation to the communication and dissemination activities envisaged by the Intercent-ER Agency, various actions have been planned and implemented, which mainly involve the Agency's institutional website at https://intercenter.regione.emilia-romagna.it/. In particular, the activities put in place concern the creation and putting online of a specific information section dedicated to the EeISI project, as well as the publication of a news item on the home page relating to the development of the project and the results achieved. Furthermore, the same information have been conveyed through the "Intercent-ER Magazine" newsletter of the month of December, which counts over a thousand subscribers, including Public Administrations of the territory and economic operators. Finally, a digital brochure was prepared and published containing detailed descriptive information on the EeISI project and its scope in the context of the Emilia-Romagna region. In addition, Intercenter-ER has published a specific page on EeISI on their website.

In relation to the communication and dissemination activities envisaged by the Intercent-ER Agency, the following actions have been activated and completed:

* publication on the institutional website of Intercent-ER of an information section with a detailed description of the EeISi project;
* publication on the institutional website of Intercent-ER of a news on the results achieved in the context of EeISI and on the closure of the project;
* insertion of news on EeISI on the monthly Intercent-ER Magazine newsletter;
* creation of a digital brochure, to be published on the institutional website of Intercent-ER, containing descriptive information on the EeISI project and its application in the context of the Emilia-Romagna region.
  1. UNINFO

The White Paper “The European electronic invoice and Directive 2014/55/EU” has been published by UNINFO in both Italian and English with the contribution of the experts of the Commission UNI/CT 522 “eBusiness and financial services”. The White Paper includes a detailed description of CIUS and describes the whole infrastructure including guidelines at the transmission.

The White Paper has also been made available free of charge for publication and further distribution on the website of any of the trading association and public administrations participating to UNI/CT 522, the e-invoicing and e-procurement forums.

1. Expected results

The expected results of the dissemination activities are to raise awareness about outcome of the project, to summarise and spread the lessons learned from the project and provide recommendations for further steps.

These results are built on two distinct lines of dissemination: first of all in an increase in technical, commercial and legal knowledge internally to individual partners and companies that work closely with them; a second one that directs small, medium and large enterprises and in general all the actors of both public administration and private individuals interested in electronic invoicing.

It is therefore expected that all these actors refer to, but more than anything else, use the results of the software products of the project when this is required or necessary; otherwise, the dissemination of the evolving roadmap for e-invoicing and related European standards has been clearly and effectively communicated to all interested parties, so that they can make the required transitions in the necessary and anticipated ways and times.

As this action builds upon a previous action (the eIGOR project), amongst the dissemination goals there was also the need to maintain all relevant stakeholder, which were involved in the previous phase, “in the loop” in order to demonstrate strategical continuity in the actions implementing the EU e-invoicing directives at the national level.

1. Conclusions

This document summarizes the strategies, accomplishments and results of the valorisation activities of the EeISI project from all partners. After a clear and detailed planning of the activities, developed taking into account both the possible technical tools and the specific objectives that the project had set itself, in the final phase of the project a massive and demanding dissemination activity was carried out.

Sixteen different specific events have been organized by Unioncamere in sixteen different Italian cities, covering the entire national territory and diversifying according to the specific interests of the auditors. A capillary action that has found a wide response both among private companies and offices and institutions of the public administrations.

The material used in these events has been made available online and constitutes the documentation to support anyone who wants to deepen the topics covered or wants to have a safe and reliable reference on the evolution of the electronic invoice system in Italy according to and in accordance with the provisions of the European Commission. To this must be added the different information pages of the projects published by the majority of partners, as well as leaflet and / or whitepaper as described in the previous paragraph.

A White Paper “The European electronic invoice and Directive 2014/55/EU” has been published by UNINFO in both Italian and English with the contribution of the experts of the Commission UNI/CT 522 “eBusiness and financial services”.