

SPEEDIER

SME Program for Energy Efficiency through Delivery and Implementation of EneRgy Audits

D8.1 – PROJECT WEBSITE

Lead Partner: Sustainable Innovations (SIE)

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Type of Action	CSA	Coordinator	Jo Southernwood (IERC)
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1 Introduction

Task 8.1 aims at proactively promoting the SPEEDIER project and its final results by providing targeted information to various audiences. The promotion activities will be part of the dissemination and communication plan, and this document presents the first step in achieving the partial objective.

A responsive website structure and design has been developed to be accessed from any device. The content and messages incorporated in the SPEEDIER website have been defined with the purpose of reaching different audiences, including: general public, scientific community, industry, and policymakers with the objective of communicating project results.

The design of the website has been developed by SIE with the collaboration of the whole consortium; it has been streamlined and presented in a way that is accessible by wide range of stakeholders. This document presents a detailed description of the website communication strategy, responsive design, look and feel, navigability, and content development process.

2 Introduction

The Communication Strategy for the public website will respect the Dissemination and Communication plan of the project (D8.2). The channels considered for mass dissemination to end-users included:

- Marketing media, the press, magazines, broadcast news, television, radio and Internet;
- SPEEDIER official website (will contain information and commercial material);
- Social media: LinkedIn & Twitter
- Media and press contacts or spokesperson;
- Newsletter, distributed every 6 months to update stakeholders;
- Publications in scientific and non-scientific journals;
- General communication material (brochures, flyers, etc.).

The execution of the website encompasses a variety of material allowing successful communication amongst the partners, as well as with the different audiences targeted. The following visual materials are part of the dissemination strategy:

1. Creation of a visual identity, font and colour palette to be included in all graphic communication.
2. Development of physical dissemination materials: publications, reports, brochure, catalogue.
3. Development of social network group profiles.
4. Participation in dissemination events: conferences, seminars, exhibitions, meetings.
5. Press releases, radio and TV presence.

Regarding the SPEEDIER website, the communication strategy was designed around key questions that external visitors to the website may have:

- WHY:** Highlight the importance and purpose of the project.
- WHAT:** Provide a description and approach of the project.
- WHO:** Present the consortium that will work to achieve these objectives.
- HOW:** Describe SPEEDIER process throughout the project's development.

2.1 Target Audiences

The website will be provided with information matching the particular interests and needs of each target group and subgroup. By creating clear headings and subheadings, readers will be able to seek out content that is most pertinent to them. By addressing technical language in a clear manner, it is the intention that the content be understandable for all audiences.

Target group / Stakeholder	Targeted results/content
European society	The importance of energy conservation, the benefits of undertaking energy audits and of the implementation of the recommended energy-saving measures.
Industry Associations, large companies and SME's	To highlight the financial gains from undertaking energy audits and implementing the recommended energy saving measures.
Landlords or Property management companies	Benefits of investing in sustainable energy solutions, undertaking energy audits and implementing the recommended energy saving measures.
Public Administrators	Showcase the social and economic benefits of undertaking energy audits in companies, highlighting the general welfare improvements that this brings.
Investors	Business approach, high profitability of investing in energy savings measures.
Energy Companies and Energy Authorities	The social responsibility of these companies focused on the reduction of the greenhouse gas emissions and air pollutants.
Academia	Improvements and challenges in energy conservation measures, a future vision of the path that must be taken to achieve optimum use of energy.
European Energy Organisations	To highlight the future of Europe linked to the conservation of energy and a general binding vision to all sectors to work together to achieve relevant energy savings.

2.2 Target Audiences

The social media activities will start as the project kicks off while the website is being developed. The publications and conference presentations will be prepared as the project progresses and will be published in the relevant locations on the website.

N.B. Publications and conference presentations are subject to project IP policy. Dissemination activities can be delayed as securing the business interests of any partner needs to take priority.

The Dissemination and Communication Plan strategy developed in Deliverable 8.2 will be continuously updated to ensure the maximum measurable project impact is achieved and the project website will be the central tool to track the efficacy of the team's communication efforts.

Ambitious indicators for SPEEDIER have been established:

Tool/ Channels	Indicator	Target Number	Information source
Brochures	Number of copies distributed	1 edition (3,000 copies distributed)	Consortium information, number of copies distributed to target groups / stakeholders
Poster	Number of copies distributed	2 editions	
Project Website	Number of visits	4,000 visitors 1,000 clicks	Website analytics
Social media	Number of followers / friends /retweets /reposts	500 followers	Twitter, Linkedin, Youtube analytics
Newsletters (NW)	Number of readers	450 readers	Recording of e-mail sent, website download, analytics
Press Releases (PR)	Number of media stakeholders receiving PR Number of views on information channel	5 press releases	Recording of e-mails sent, consulting media website
Non Scientific Publications	Number of publications	5 publications	Consulting site where publication is placed
Scientific Publications	Number of publications	3 peer review paper published	Consulting site where publication is placed Contemplate ResearchGate as a platform
Workshops	Number of attendees	8 workshops (4 engagement WS - 200 attendees) (2 experts training WS – 50 experts trained) (2 trainer	Registration list

			WS – 40 attendees)	
Final conference		Number of attendees	100 attendees	Registration list
Videos		Number of views	2 videos	Website / youtube analytics
Interaction with EU projects		Events organized together, cross references, cross links	6 interactions	Website, reports, social media
External advisory board		Meetings held	3 meetings held	Reports
Events	Conferences & trade shows	Number of conferences attended	6 events attended, 4 presentations at international round tables or forums	Certificate of participation; Proof of registration; Event information, Business Trade fairs Cards exchanged
	Association platforms	Number of participants in the conference		
		Number of Trade fairs attended		
		Number of exhibitors/ participants in the Trade fair		



3 WEBSITE STRUCTURE

3.1 Responsive Design

The SPEEDIER website <https://speedierproject.eu/> has been designed to respond to different user behaviours and environments based on the device, screen size and resolution, platform, and orientation. The website's functionality works and is adapted to different devices including Smart Phones and Tablets using the Android, iOS or Linux operative systems.

3.2 Design & Functionalities

The design describes the appearance of the website from an end-user perspective. This considers the operations and ergonomics of the site including the layout, icons or visuals used to represent functions, such as opening and closing files, directories and application programmes, and the appearance and operation of menus.

The SPEEDIER Project website has a modern layout and uses impactful images that represent the project's link to the field of sustainability in different shades of green and grey colours as chosen by the Consortium during the logo review. The site invites visitors to navigate intuitively, learning more about the project's goals, approach, progress, and news, (Figure 2).

The website follows the visual identity established for the project, using the typography and colours that best reflect the project developments and objectives. (Figure 1).

Special attention has been given to Search Engine Optimisation (SEO) for the project home page, to ensure that the project is listed in the first positions of the different internet search engines. This way, metatags and meta descriptions include the following terms: energy audits, energy efficiency, SME, training, capacity building, energy experts, cost reduction, and financing.

The layout is based on story telling principles that guides the visitor through the SPEEDIER story using images, icons, and key appealing messages expressing the value proposition of SPEEDIER technologies, methodologies and identity.

Figure 1: Visual identity

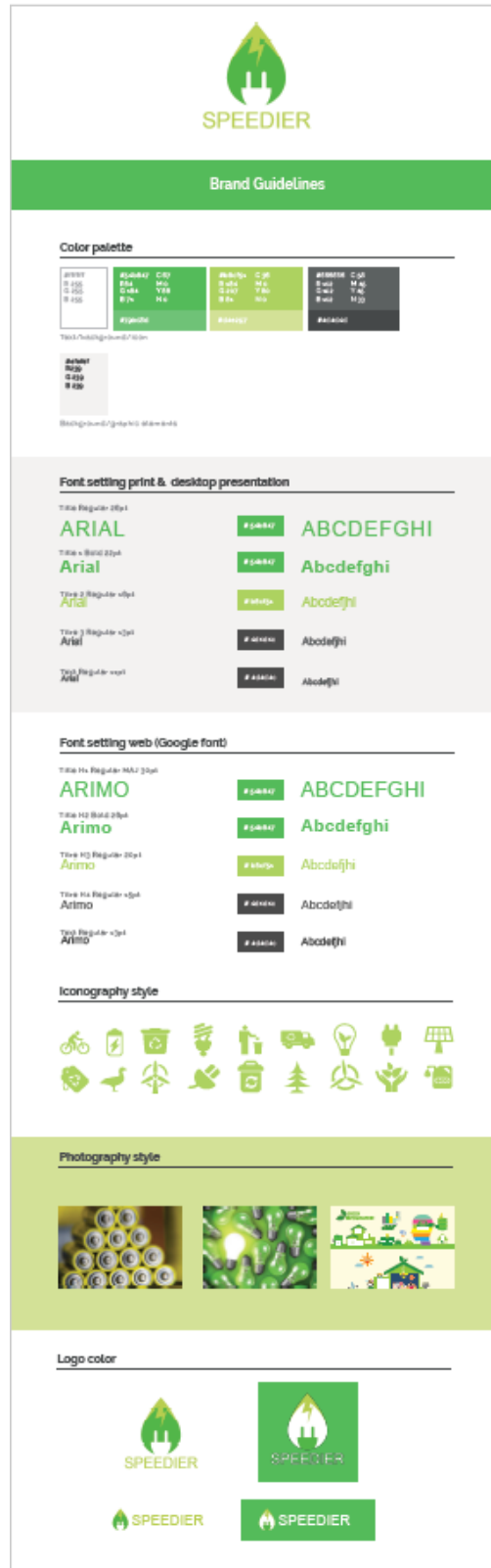


Figure 2: Website Home Page

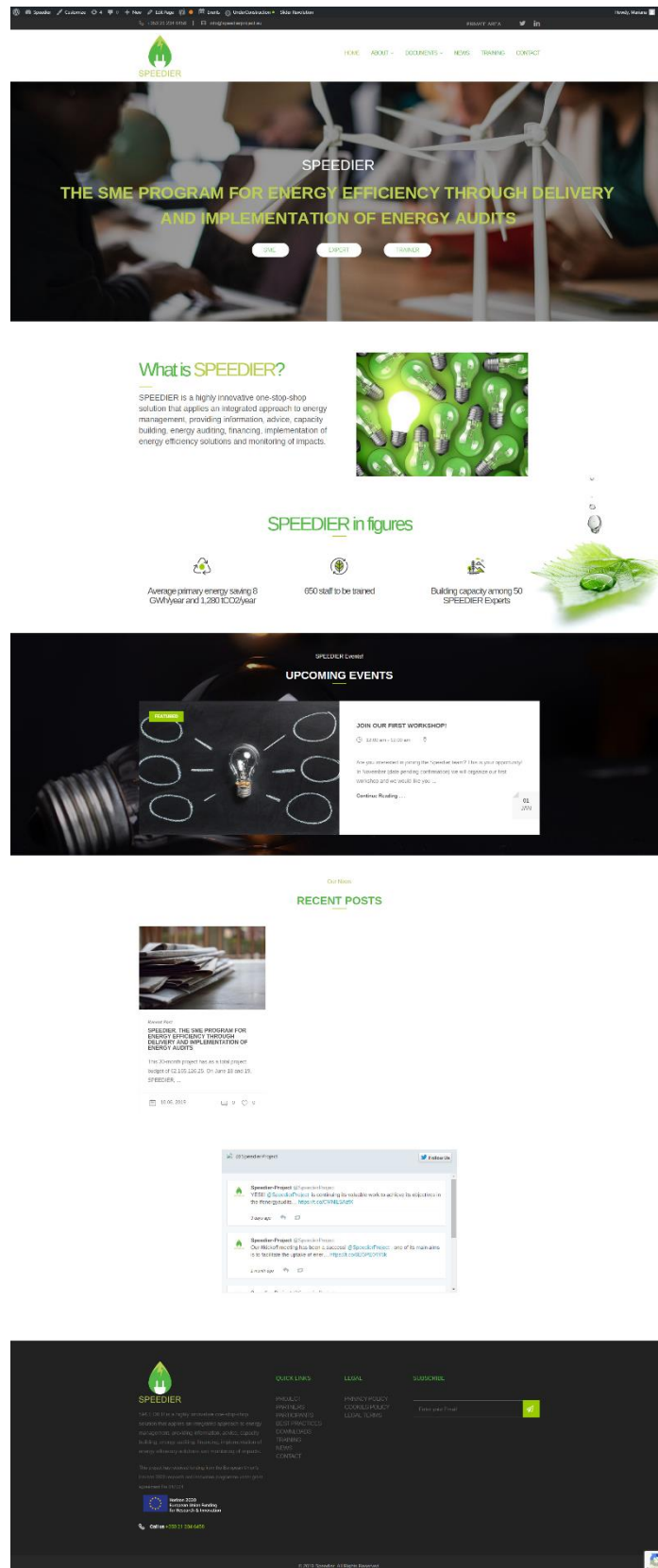



Figure 3: About / Partners / Participants


Partners



IERC
International Energy Research Centre

The International Energy Research Centre (IERC), located in Cork, Ireland is a collaborative research organisation that seeks to identify and exploit opportunities in the energy demand space through a holistic, systems approach to technology, policy, and markets. The IERC delivers the research needed to enable implementation through the use of energy technology, analysis, behaviour, business models, and policy and regulation.


IERC industry members work collaboratively with leading researchers to address the energy demand side challenges by increasing how the highest quality and use service can be delivered at maximum efficiency.



Sustainable Innovations Europe

SUSTAINABLE INNOVATIONS EUROPE is a Spanish engineering SME. The team is focused on engineers, energy recovery experts, environmental and a business development focused on the market uptake of innovations.


The research team has more than 10 years of experience in Europe-based innovation projects. The main goal of Sustainable Innovations is to fill the gap between research activities and market implementation. Our aim consists of bringing forward sustainable ideas into profitable and environmentally friendly business models. We are experts in research to market, business strategies and sustainable communication methods. We help organisations generate their innovation under a sustainable and circular economy thinking method. The core competencies offered by SUSTAINABLE INNOVATIONS which are associated with the innovation-driven research activities are structured in four main pillars: Research & Development, Commercialisation of innovation products, Sustainable Communication and Capacity Building.



LIT
Limerick Institute of Technology

Limerick Institute of Technology (LIT) is an institution of higher education in Limerick, Ireland, funded by the Government of Ireland and set up under the 1974 legislation. It is one of 23 such institutions in Ireland. The Institute has five campuses spread across Limerick City, County Tipperary and County Clare in the Mid-West Region of Ireland. There are currently 633 staff and all campuses in LIT comprising of 851 permanent staff and 245 part-time and contract staff members.

The Research, Development and Innovation units, (RDI) are located in Limerick and Tipperary with 11 research hubs across the Institute and are involved in research, enterprise support, training, social and community development and active in regional development and European participation through EU funded projects. In addition to its research development and enterprise activities, the Development LAC implements a wide range of projects in partnership with academic institutions at, from and across, professional organisations, local and central government, representative organisations, industry and commercial bodies.




C4t=a³
Computational Technology for Architecture

Fundación C4t: Tecnología de Arquitectura

Fundación C4t: Tecnología de Arquitectura (C4t) is a regional public-private partnership (PPP) that was created in 2005 as a joint effort of Andalusian regional government and a group of key companies in digital innovation activities performed by the foundation provide sector and to connect these activities with academia and society, supporting public bodies innovation policy implementation and promoting public-private R&D in a transition region.


Currently, C4t is made by more than 230 companies, 20% of them SMEs, in 7 main European industry priority sectors: ICT, Aerospace and production processes, Agriculture, Biotechnology, Building and civil engineering, Energy and Environment, and Leisure and Tourism.



ICT Campus

ICT Campus, Science and Technology Park Campus, is the great scientific and technological district of Sevilla, an an industrial incubator, Incubator of ICTs in Sevilla, with a unique architectural design. It is home to 400 companies and organisations that have a common denominator for innovation.


The commitment to a new productive model based on R&D+i generates a result of around 1,000 R&D+i economic activity. ICT Campus is also responsible for the Main Case Incubator for technology-based companies, provides support services to companies from the Incubator since 2010, in which it was founded, while the management team works with more than 300 new technology-based companies since 2007.



Vertech

VERTECH GROUP is a multinational private support and property company that improves social and environmental conditions, inside the principles of the circular economy and economic profitability in a sustainable manner. As a strategic partner, the Vertech Group clients define commercial and communication strategies that will accelerate the adoption of early innovation technologies in the market.

The organization is aligned with the Sustainable Development Goals of the United Nations (UN SDGs) and, in addition, to maximize the impact on society. Vertech Group actively participates in an international network of organizations related to the field: environmental and R&D projects.




POLITECNICO DI MILANO

Politecnico di Milano

Politecnico di Milano was established in 1809 and is now ranked as one of the most outstanding European universities in Engineering, Architecture and Industrial Design. In many disciplines is regarded as a leading research institution worldwide. Politecnico di Milano is technology organization in 10 Departments and a network of 5 Schools (The Department Management, Economics and Industrial Engineering (DISE) for specific competencies in the fields of applied economics, energy, competition and market analysis, technology assessment and feasibility study, DISE staff is made of 82 professors (Professors, Associate Professors and Assistant Professors) and 10 researchers (Research Associates and PhD Students).


Within DISE, the Energy & Strategy Group (Energy-Strategy-GR) is a reference group in Italy for the analysis and understanding of the energy efficiency, innovative and alternative energy industrial and competitive environment. Exploiting the competences in the field of innovation and technology management of the School of Management of Politecnico di Milano and the technical knowledge held by other Departments, in particular the Department of Energy. The activity of the Energy & Strategy Group is supported by key players of the energy industry in Italy, such as Ansaldo Energia, ENI, Enel, Edison, Enel City, Enel Power, Innes-Sorapower, Microvision Electric, Safran, Snam, Sogefra, Sotagaz and Technip. It also aims to support Italian research projects, invite to provide clients and consults industrial associations in the field of energy and environment.



ITeC


ITeC

ITeC is a non-profit private foundation in the service of society, working in the construction sector since 1976. Our goal as an organization is support innovation as the generator and transfer of information and knowledge together with the presence of technological services, to improve the competitiveness of the construction sector stakeholders public and private companies, and independent professionals. The professional staff of our technicians, a Board representing the majority of those involved in the sector and having various non-profit making businesses give us independence and stability.



TFC
TFC Research and Innovation Limited

TFC Research and Innovation Limited (TFC) an SME based in Dublin, Ireland. Founded in 2010, the company was established to meet the growing demand of engaged clients seeking services for both industrial sectors and the scientific research community. TFC provides products for following services: project management, standardization, engagement as well as market research support and the company works across a wide range of sectors including health, Finance, Security, ICT, Energy and Agriculture. Engagement with CEN/ISO/IEC International Organization for Standards Body as well as related standards bodies is the backbone of our business. The demand for internationalisation is being driven by the growing national, European and environmental regulatory bodies as well as related industry compliance requirements. TFC is committed to partnering in scientific research projects aimed at demonstrating value creation, meeting needs on industrial and societal challenges and in national and European funds. Current European research projects include H2020, STARS4CLIMATE and SPEEDIER.




e
Energy Efficiency

Message Energy

The Local Energy Agency of Barcelona (Agència per a l'Energia Eficient de Província Barcelonès - AEEPB - High Energy Management) is an independent legal entity with its own status and a subordination to public law for public goods. AEEPB The focus of the Agency as a not-for-profit organization (public NGO) is an initiative of Barcelona Region. A Local Council with access to existing and activities in community interest and subject to financing law. The Agency is Project Management body for local, regional, national or international projects in the field of energy and environmental protection. The association helps the local authorities and communities to formulate strategies in their areas and support their activities and communication in terms of providing information to the public, in awareness of current issues in the field, as well as advice on setting and setting energy saving programs and conducting the innovation.

Participants

Coming soon



SPEEDIER
SPEEDIER is a highly innovative technology that enables the development of new energy storage technologies, increasing efficiency, reducing costs, and improving safety.

QUICK LINKS

- PROJECT INFORMATION
- CONTACT US
- ABOUT US
- OUR SERVICES
- OUR PARTNERS
- OUR PROJECTS
- OUR NEWS

LEGAL

- PRIVACY POLICY
- TERMS AND CONDITIONS
- LEGAL NOTICE
- DISCLAIMER

SUBSCRIBE

Enter your email address to receive the latest news and updates from SPEEDIER.



Figure 4: About / Project



[HOME](#)
[ABOUT](#)
[DOCUMENTS](#)
[NEWS](#)
[TRAINING](#)
[CONTACT](#)



Project

SPEDIER is a highly innovative one-stop-shop solution that applies an integrated approach to energy management, providing information, advice, capacity building, energy auditing, financing, implementation of energy efficiency solutions and monitoring of impacts.

SPEDIER delivers a self-financing outsourced energy management service with much benefits to SMEs, enabling them to implement energy conservation measures and also obtain access to the energy services market. The service will be available via energy consultants, auditors and experts and will facilitate the uptake of energy audits, and the subsequent implementation of energy efficiency measures in SMEs. The service also streamlines for SMEs the process of identifying and implementing energy saving measures by outsourcing all time-consuming energy management activities that require technical expertise.

The iterative cycle of implementing energy conservation measures, determining the savings against an agreed baseline, ring-fencing those savings and reinvesting them into additional measures is the core innovative principle of the SPEDIER Service that can be applied to both SMEs and large enterprises.



OBJECTIVES

- ▲ To facilitate the uptake of energy audits and implementation of the resulting energy conservation measures in SMEs in each of the 4 pilot regions by offering a programme of outsourced energy management;
- ▲ To demonstrate the effectiveness of the self-financing mechanism as a means of driving investment in energy conservation measures among SMEs and large enterprises;
- ▲ To enhance the energy culture of SMEs through a series of engagement awareness and capacity building activities leading to SMEs that are fully aware of the multiple benefits of energy auditing;
- ▲ To demonstrate the SPEDIER Service as an innovative & effective tool that can be used by member states to enhance the delivery of Article 8 of the EED in SMEs and large enterprises;
- ▲ To increase the skills of the key market stakeholders that will enable the long-term delivery of the SPEDIER Service beyond the end of the project.

IMPACT



IMPLEMENTATION



The project will develop and test the SPEDIER Service in a number of iterative steps in the quest to create a fully functioning and self-sustaining service that can be rolled out across the EU, starting in the piloted countries.

In the first step, a review of existing programmes, schemes, incentives, projects, tools and lessons learnt will set the starting point for the SPEDIER Service (WP2). The initial service will be defined to merge successful elements of previous projects whilst finding ways to overcome the challenges they faced (WP4). This initial service definition and staff engagement training will be implemented by the partners, who will implement the SPEDIER Service in the first round of pilots in each of the pilot regions (WP5).

Based on feedback received during and after the initial round of pilots, the service, the training, the energy auditing tool and the revenue app will be further refined in WP4, being better in testing in a second round of pilots (WP5) in each pilot region. A further evaluation will capture any additional training points and those will be used to fine tune the service before developing the final best practice guides and service definitions that will sustain the ongoing service.

A number iterative workshops will be taken in the development of training for SPEDIER Experts and SPEDIER Trainers. After the first round of SPEDIER Expert training delivered in WP6, potential experts who attended the session will be invited to shadow the consortium as they deliver the first round of pilots.

- ▲ WP1 Project Management
- ▲ WP2 Literature review and needs analysis
- ▲ WP3 Needs and Opportunities for SMEs
- ▲ WP4 Development of content for SPEDIER training materials
- ▲ WP5 Implementation of SPEDIER service in SMEs and large enterprises in 4 pilot regions
- ▲ WP6 Training of SPEDIER Experts and future Trainers on SPEDIER guidelines
- ▲ WP7 Replicating SPEDIER in other Member States
- ▲ WP8 Communication, dissemination and exploitation activities
- ▲ WP9 Quality assurance

Figure 5: Documents / Best practices / Downloads / Deliverables

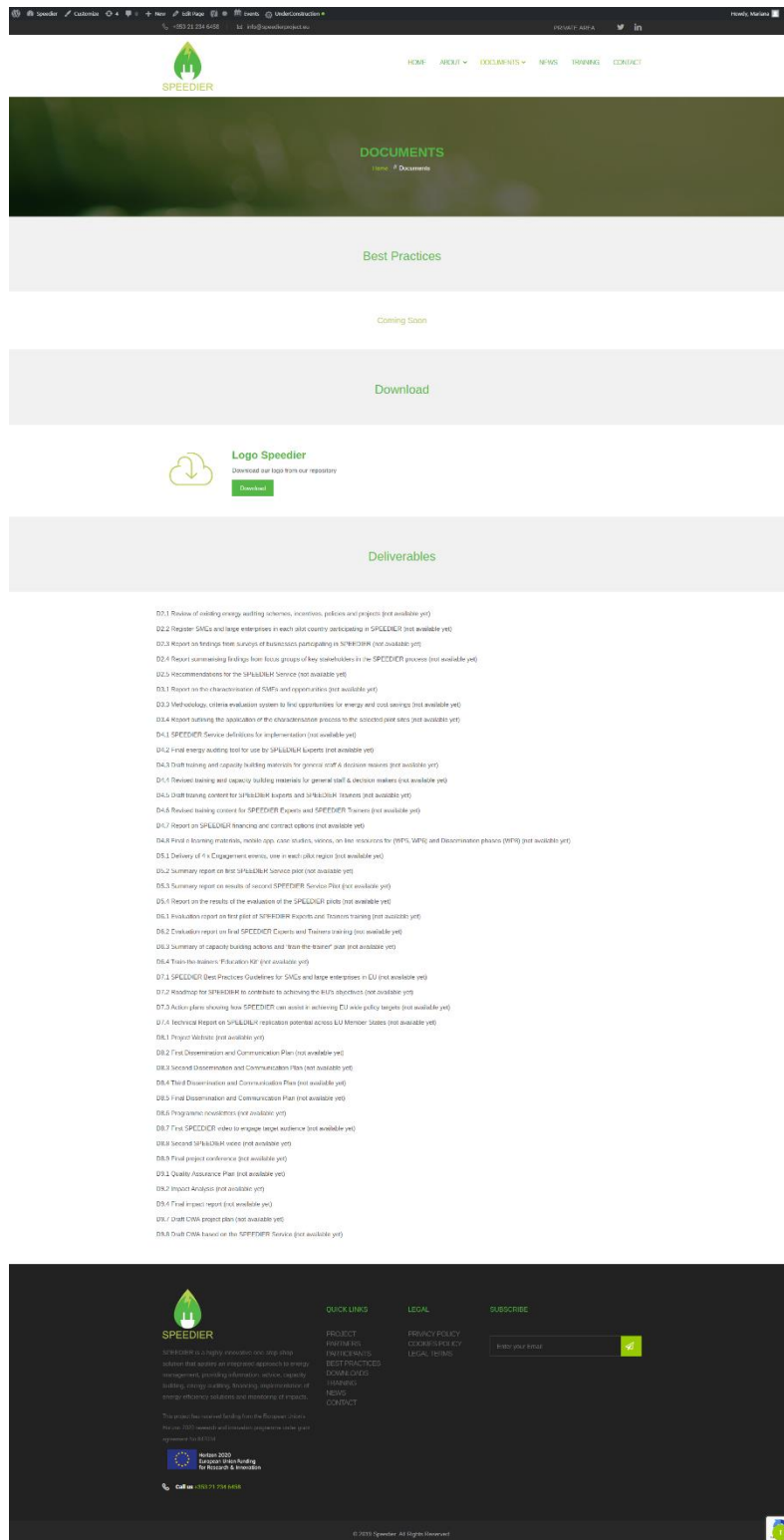


Figure 6: News

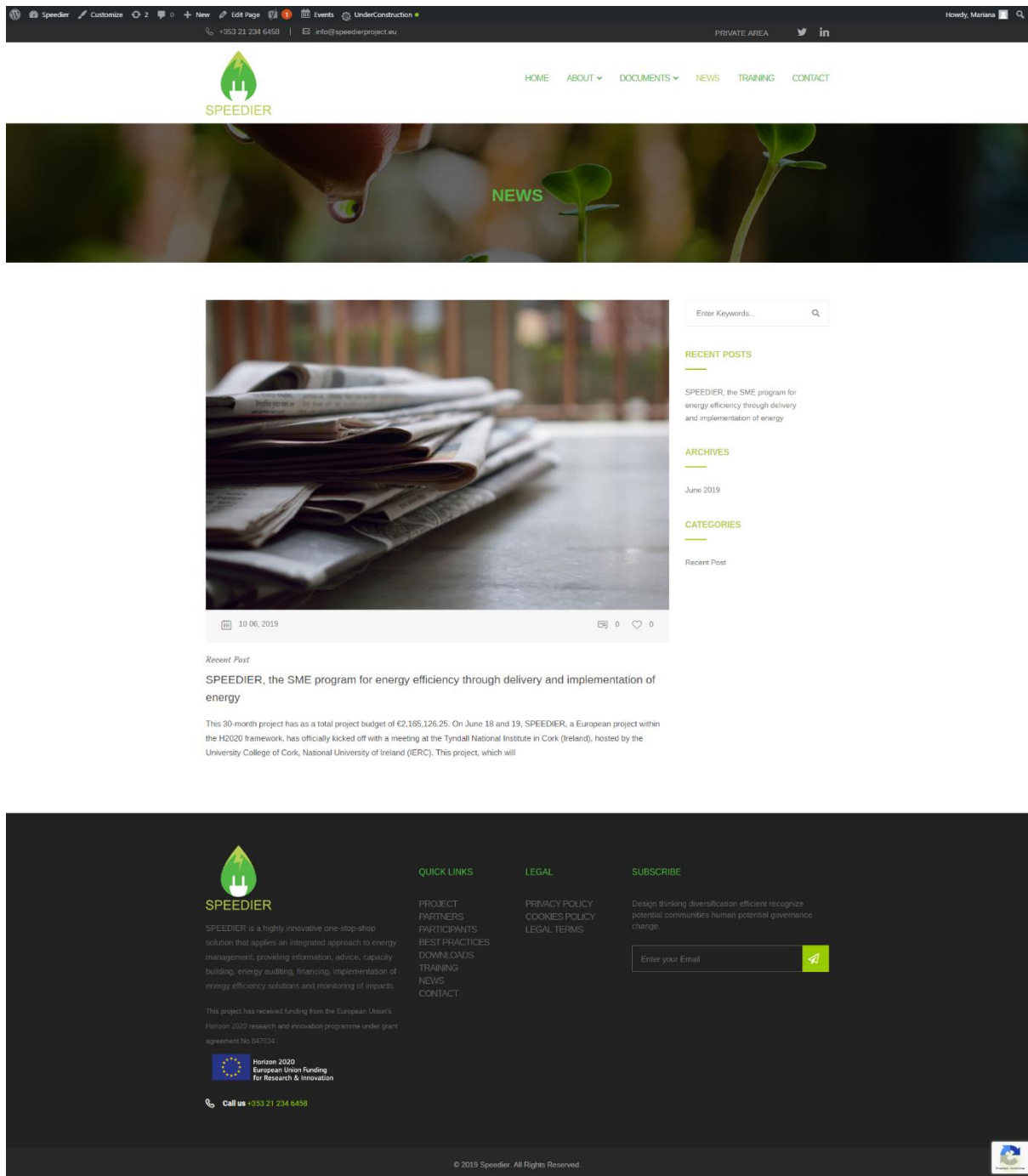
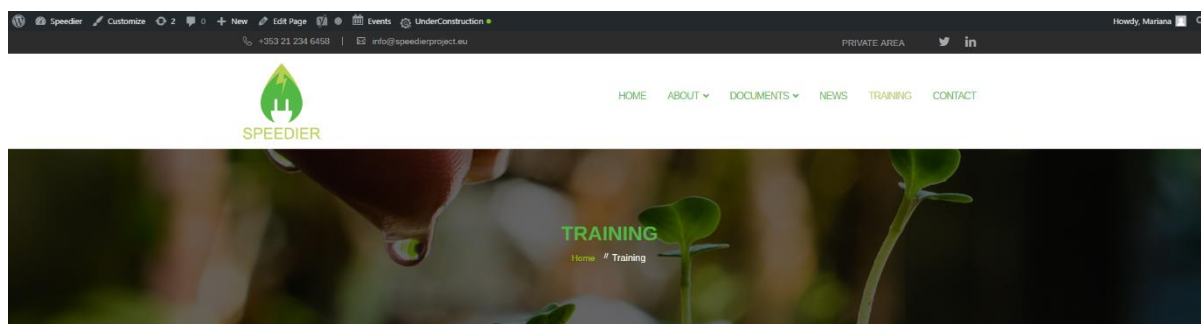


Figure 7: Training



Coming soon

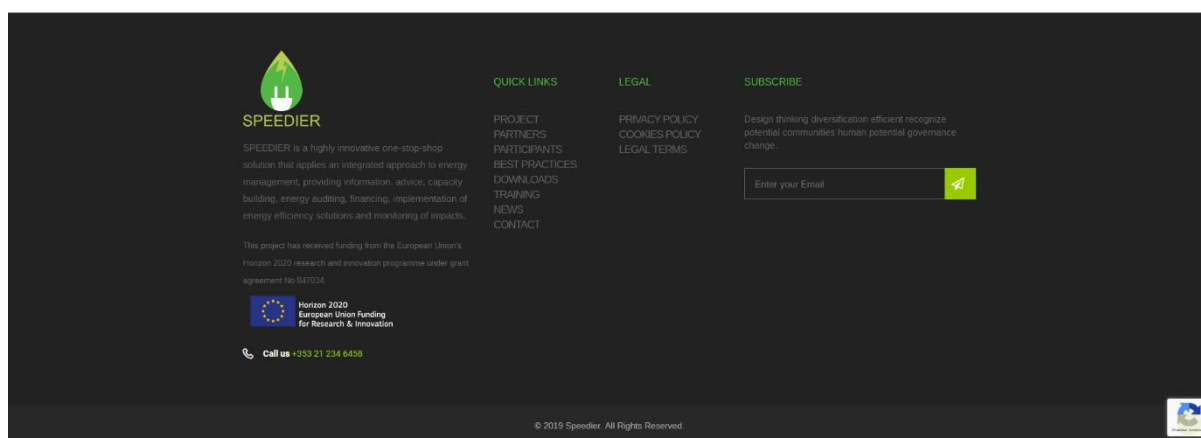


Figure 8: Contact

SEND US MESSAGE

Name *

Email *

Phone

Subject

Message *

☐ I agree and accept the Policy Privacy

SUBMIT NOW

International Energy Research Centre (IERC)

International Energy Research Centre (IERC)
Tyndall National Institute, Lee Maltings, Dyke Parade,
Cork, T12 R5CP Ireland

Mail Us
info@speedierproject.eu

Call Us
+353 21 234 6458

Mapa **Satélite**

SPEEDIER

SPEEDIER is a highly innovative one-stop-shop solution that applies an integrated approach to energy management, providing information, advice, capacity building, energy auditing, financing, implementation of energy efficiency solutions and monitoring of impacts.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 847034

Horizon 2020
European Union Funding
for Research & Innovation

Call us +353 21 234 6458

QUICK LINKS

- PROJECT PARTNERS
- PARTICIPANTS
- BEST PRACTICES
- DOWNLOADS
- TRAINING
- NEWS
- CONTACT

LEGAL

- PRIVACY POLICY
- COOKIES POLICY
- LEGAL TERMS

SUBSCRIBE

Design thinking diversification efficient recognize potential communities human potential governance change

Enter your Email

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3.3 Navigability

The SPEEDIER Project website is characterized by its easy navigability, simplicity and user-friendly features. On the menu, the following sections have been created: About, Documents, News, Training, Contact and Private area. Intended to be an informative website, and according to the project's need to update information, this organisation or internet architecture allows the different audiences (especially SMEs, Experts & Trainers) know more precisely about the project. The Private Area is specifically dedicated to the partner's exchange platform and links directly to the SharePoint site created by the coordinator.

The 'About' submenu comprises of three subsections to introduce the project: 'Project', 'Partners' & 'Participants'. The first one ('Project') also includes three further subsections: 'Objectives', 'Impact', 'Implementation'. They briefly present the value proposition of the SPEEDIER project including pictures, graphics, figures and messages to help the audience understand what the project is about and why it is innovative and marketable. The 'Partners' section includes a description of each organisation involved in the project.

On the 'Documents' submenu, there are three subsections: 'Best practices', 'Downloads' & 'Deliverables'. Each section will be used to organise all the important documents that should be disseminated during the project's execution.

In the 'Training' area all the relevant information related to the informative sessions and the capacity building materials will be located.

The 'News' submenu is useful to inform on recent developments within the project.

The 'Contact' section presents the project coordinator's contact details and a 'Fields' box where audiences can send messages that will be directed to the coordinator via a dedicated email address: info@speedierproject.eu.

The 'Private area' submenu is linked to the workspace platform where the consortium will have access to relevant files for the consortium.

Social media icons (LinkedIn and Twitter) appear in the header, while the generic contact email address appears in the footer. A Twitter feed is also available on the homepage to facilitate access and to improve SEO for page.

3.4 Content Dissemination and Publication

The SPEEDIER website was developed in three phases:

- 1) content and visual proposition;
- 2) design, and
- 3) feedback and corrections.

Final input was given prior to the closeout of beta-testing (27/07/19). The content included possible messages, menus, and submenus, navigability as well as visual prospects in the form of a site map. The site went live, as planned, but is not a static tool. Modifications can be made at any time at the Consortium's request and verification with the Project Coordinator.

SIE will coordinate the project dissemination by updating the project's website, e-newsletters (produced by IERC), etc. It will play a proactive role in checking with partners for the latest news, thus ensuring the regularity of the flow of information.

During the early stage of the project, when results are not yet available, project kick-off will be announced, general information on SPEEDIER technology will be disseminated and the website will be promoted. The project's website was accessible from Month 2 (July) (Date of delivery: 29 July 2019).

Content resulting from project outcomes and other activities will be published on a regular basis. Preferably, update reports will be received by the 20th of each month. SIE will then consolidate the information, validate it with the coordinator and then proceed to update the website.

Any publically available scientific articles as well as partners' participation in other events will be tracked using an Excel file stored on the SharePoint and will be updated every 2 months. In this way, any communication material to be disseminated will be tracked and archived to have a successful control and coordination in message deployment. This document will be put in place during M3.