

SPEEDIER

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

D8.7 – FIRST VIDEO

Lead Contractor: SIE

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This document is the Speedier project first video (contract no. 847034) corresponding to D8.7 (M5) led by SUSTAINABLE INNOVATIONS EUROPE (SIE).

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Document History			
Date	Version	Name	Changes
30/10/2019	0.1	Mariana Fernández	First document version.
31/10/2019	0.2	Tom Flynn	QA updates included.
31/10/2019	1.0	Jo Southernwood	Approved release.



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1 Introduction

This document describes the first video created for the SPEEDIER project. It was undertaken in line with the Grant agreement No. 847034 under the European Union's Horizon 2020 programme. It is not intended to be a detailed document, as the detail is contained in the video and described in Section 3.

1.1 Context of WP8

The objectives of WP8 are to:

- Enable future exploitation of the results to their full potential by disseminating and communicating them to the relevant stakeholders who will use and implement them.
- Ensure that the findings of the programme are widely communicated to the public in general.
- Support the market uptake of research and innovation results.
- Prepare the corporate image and a set of materials for the promotion and comprehensive dissemination of SPEEDIER Service and its outcomes.

1.2 Aim and Objectives of Task 8.2

In order to create awareness and grow interest in the SPEEDIER project and its outputs, a coherent and clear communication and dissemination strategy is essential. It begins with a consistent project identity. For this purpose, an appealing and branded project website was successfully launched at month 3 of the project.

Additionally, the official SPEEDIER social media channels were activated at month 2, and the first SPEEDIER Newsletter was issued at month 5 to help generate interest and commence the process of engagement with the targeted community. As part of the process of generating interest in SPEEDIER, and to widen the targeted audience interest, two videos will be produced during the course of the project. The first video is presented in this deliverable (D8.7). This video, produced by SIE, is designed to give a general introduction to the project (at M5) and will be further complemented with a second video (planned for M25), which will showcase the SPEEDIER results to further strengthen the take-up of the SPEEDIER Service beyond the end of the project. All partners provided SIE with feedback and input into the production of this initial video.

2 Communication Strategy

The main objective of SPEEDIER's first video is to ensure that the general scope and objectives of the project are presented to a wide range of stakeholders, ranging from SME's, to Energy Experts as well as to the general public. The principal adopted is to obtain good visibility at this early stage of the project and diffuse knowledge and information about SPEEDIER using the vehicle of a video as a key feature of our communication approach.

To help secure a wide audience interest, the video will be disseminated through several platforms, including: YouTube, LinkedIn, Twitter and the official SPEEDIER website (www.speedierproject.eu). Details of the video will be made known to a number of relevant Journal and newsletter publishers, such as Build Upon (buildupon.eu). Furthermore, the video will be an excellent collateral at events, conferences and exhibitions. The consortium and individual SPEEDIER partners will participate at events to promote the project and, in time, the SPEEDIER Service, availing of the video in the process.

Members of the Advisory Board will also be informed of the release of the video and asked to disseminate it to their own network of contacts. Furthermore, details of the video will be issued to relevant organisations and associations (e.g. Irish Green Building Council) with the view to further strengthen knowledge transfer and future collaborations. All partners will be encouraged to maximise the use of the SPEEDIER video to further attract interest in the project and the SPEEDIER Service.

3 Video

The video is available on <https://www.youtube.com/watch?v=loLodtCsuE>. It is a minute and a half in duration and uses the following script:

Recent studies on energy management systems in the European Member states show that although SMEs account for 99.98% of European enterprises and are responsible for approximately 13% of total energy demand, to date, only 25% of them have undertaken an energy audit. The main reason for this is that most SMEs lack the time, resources, in-house expertise, and finance needed to take action on energy efficiency, and consider energy management to be a low priority compared to other business needs.

This is where SPEEDIER, a H2020 project can help. SPEEDIER will support SMEs in four pilot regions: Italy, Ireland, Romania and Spain and will help them to implement energy efficiency measures that will reduce their operating costs.

SPEEDIER will train experts to deliver a tailored energy management service for SMEs that includes conducting energy audits and advising on the most cost-effective energy saving actions. SPEEDIER Experts will have access to a software tool to assist them to calculate the likely energy and cost savings for each company. SPEEDIER will advice on the most appropriate way of financing the energy efficiency options that have been identified. SPEEDIER will also oversee the implementation of those energy efficiency measures, removing the hassle from the process and allowing SMEs to focus on running their business. Would you like to know more about the project? VISIT OUR WEBSITE AND KEEP UP TO DATE VIA OUR SOCIAL MEDIA CHANNELS!

The script is delivered as a voice over with subtitles in English (the official language of the project). The video begins with the official project logo for easy identification and association of the project brand, as shown in image 1 below:



Image 1: 1st video frame

The video continues with resource images, such as image 2 and 3, that match the video voice over, explaining the context of the project.

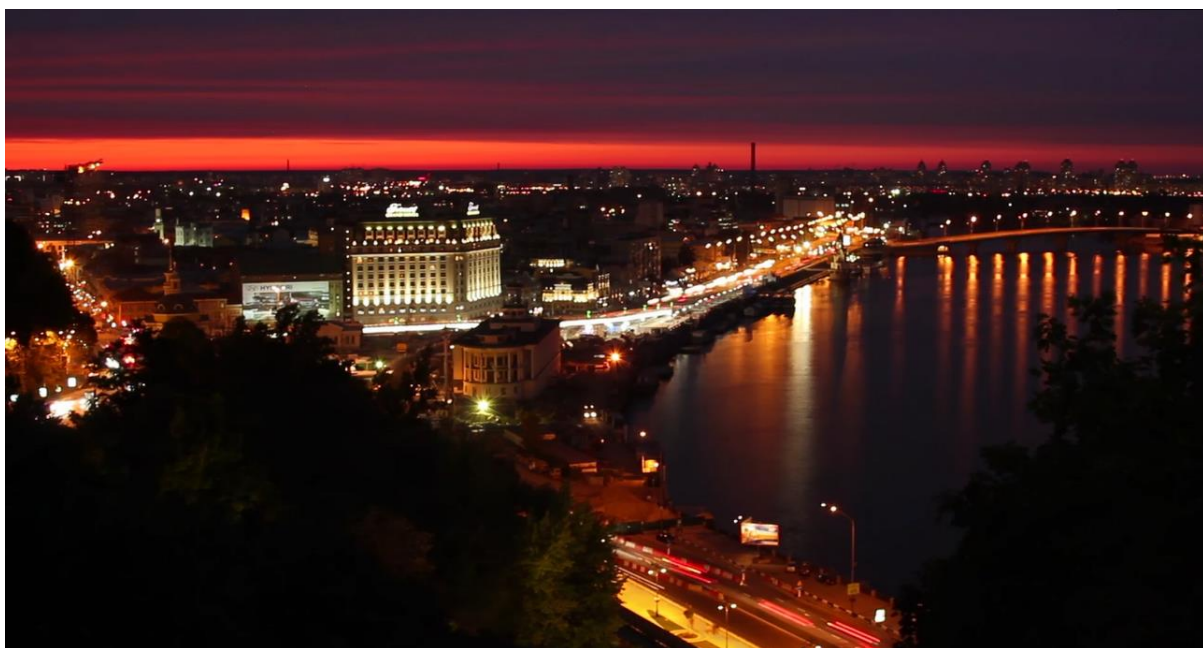


Image 2 & 3: Resource images

After a brief explanation of why energy audits are essential to achieving European Energy Efficiency targets, the SPEEDIER project main scope is presented, showing the pilot regions selected for this project, as in image 4:



ITALY
IRELAND
ROMANIA
SPAIN




Image 4: SPEEDIER pilot regions


The video also presents the first captures of the future auditing tool that will be available for SME's, expert and trainers (images 5 to 7):

1. Data Entry



Username
Company
Project




General information


Building

Owner

Address



Construction system



Façade

Windows

Size

Length <input type="text"/>	Width <input type="text"/>	Height <input type="text"/>	Permeability <input type="text"/>
			Absorptivity <input type="text"/>
Multiplier <input type="text"/>			Solar shading devices <input type="text"/>
			Solar pattern <input type="text"/>

Image 5: SPEEDIER auditing tool

2. Energy Consumption Measures



Action 1

Lighting

- 1a Switch off the alternate rows of lights, if not affecting the HSE standards
- 1f Regular cleaning of Light fittings, windows, and skylights
- 1h Labelling of light switches is important so that it becomes clear which switch relates to which light. - You can control only what you know

62%

Energy savings compared to expected consumption



Action 2

HVAC

- 2c Change the Set Points of Thermostat
- 2n Change Damper position
- 2m Adjust pressure in compressed air systems
- 2g Relocate thermostats to areas that aren't affected by local heating or cooling from radiators, or direct sunlight

23%

Energy savings compared to expected consumption



Action 3

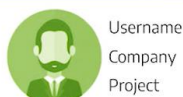
Transformer

- Change the Set Points of Thermostat
- Change Damper position
- Adjust pressure in compressed air systems
- Relocate thermostats to areas that aren't affected by local heating or cooling from radiators, or direct sunlight

07%

Image 6: SPEEDIER auditing tool

3. Project rankings



Username
Company
Project

Measures implemented:
1a - 1f - 1h -
2c - 2n - 2m-2g
3a-3j-3i

Energy saving achieved

73%

Project ranking

3/162

User / project

Measures implemented

%Reduction

Progress



Username
Company
Project

1r - 1s - 1n -
2c - 2n- 2m-2g
3a-3j-3i

86%



Username
Company
Project

1a - 1f
2v- 2b- 2k-2g
3a-3j-3i

75%



Username
Company
Project

1a - 1f - 1h -
2c - 2n- 2m-2g
3a-3j-3i

73%



Username
Company
Project

1a - 1f - 1h -
2c - 2n- 2m-2g
3a-3i

62%



Image 7: SPEEDIER auditing tool

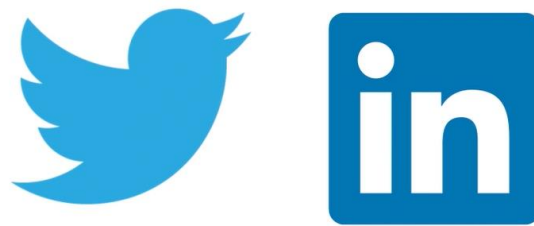


Horizon 2020
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The audience of the video is invited to follow the project on social media and to visit the project website, as shown in the image 8.

Would you like to know
more about the **project**?



SpeedierProject speedier-project
www.speedierproject.eu

Image 8: SPEEDIER social media and website

The video closes with the presentation of the consortium logos and the EC logo and contract statement (image 9).



Image 9: SPEEDIER consortium logos