

SPEEDIER

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

D8.8 – Second SPEEDIER video to engage target audience

Lead Contractor: Sustainable Innovations (SIE)

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This document is the Speedier project second video (contract no. 847034) corresponding to D8.8 (M25) led by SUSTAINABLE INNOVATIONS EUROPE (SIE).

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1 Introduction

This document addresses the second video 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 on the video itself and described in Section 3 of this deliverable.

1.1 Context of WP8 - Communication, Dissemination and Exploitation activities

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 Objective of Task 8.2 - Online Dissemination / Communication Activities

In order to create and increase awareness of the project as well as to 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 first SPEEDIER Newsletter was issued, and the official social media channels were activated at month 2 to help generate interest and commence the process of engagement with the targeted community.

As part of the process of generating interest in the SPEEDIER and to widen the targeted audience interest, two videos have been produced during the project. The first video was presented in deliverable D8.7 and released in October 2019. The video, produced by SIE, was designed, and produced in the vein of a general introduction of the project (at M5) and is now complemented with a second video, which showcases the SPEEDIER results to further strengthen the take-up of the SPEEDIER Service once the duration of the project is over. The deliverable was originally expected for M25 (June 2021), but it was decided to better postpone it to capture more impacts obtained during the period June-September 2021.

2 Communication strategy

The concrete objective of the SPEEDIER project's second video is to raise awareness on the impacts obtained by SPEEDIER and the benefits it brought to energy experts and SMEs in terms of training, financing, adoption of energy conservation measures and state-of-the-art tools for the support in the implementation of energy assessments.

Through this video, SPEEDIER addresses energy experts and SMEs to engage and take advantage of its ring-fencing mechanism, which allows companies to substantially reduce their energy bills thanks to the application of energy efficiency measures.

To help secure a wide audience interest, the video will be disseminated through several platforms, including [YouTube](#), [LinkedIn](#), [Twitter](#) and the official SPEEDIER [website](#).

The consortium partners will also be encouraged to share the video among their stakeholders, as well as through their corporate communication channels.

3 SPEEDIER Second Video

The video, available on <https://youtu.be/nBwtNo1xc-o> provides, in a minute and a half duration an overview of the achieved impacts and results of the project. It contains the following script:

For two years, the SPEEDIER project has been able to provide training, guidance, and support to SMEs and energy experts in the 4 pilot regions it operates in.

Our tools for training & energy assessments have made energy experts & SMEs' life much easier.

Also, our targeted training modules & e-learning materials offer the possibility to learn at its own pace!

We have also made sure that our SPEEDIER Service is viable, and it can be replicated in other European countries.

So, if you are an SME or an energy expert interested in any of the services we offer, please visit our website and social media channels!

And discover all the materials we just mentioned but also financing options, experts database...and much more!

The script is both shown on voice and text over, all along the video, in English, the official language of the project.

The SPEEDIER video starts with the official logo over a general background, to be easily identified, as shown in image 1. Likewise, it includes the sentence “key take-aways”, thus providing the target audience with the concrete content and objectives of the video (image 2).





Image 1 & 2: 1st video frames

The video continues with images produced during the SPEEDIER project duration at focus groups and workshop sessions (images 3 to 6).







Image 3, 4, 5 & 6: Focus groups and workshop images

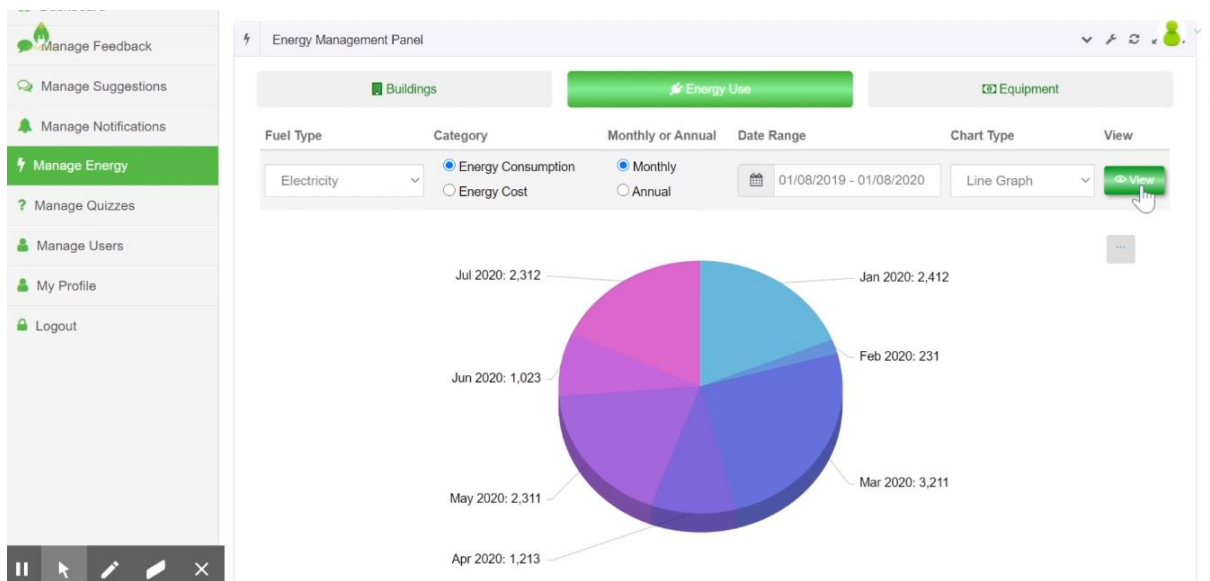
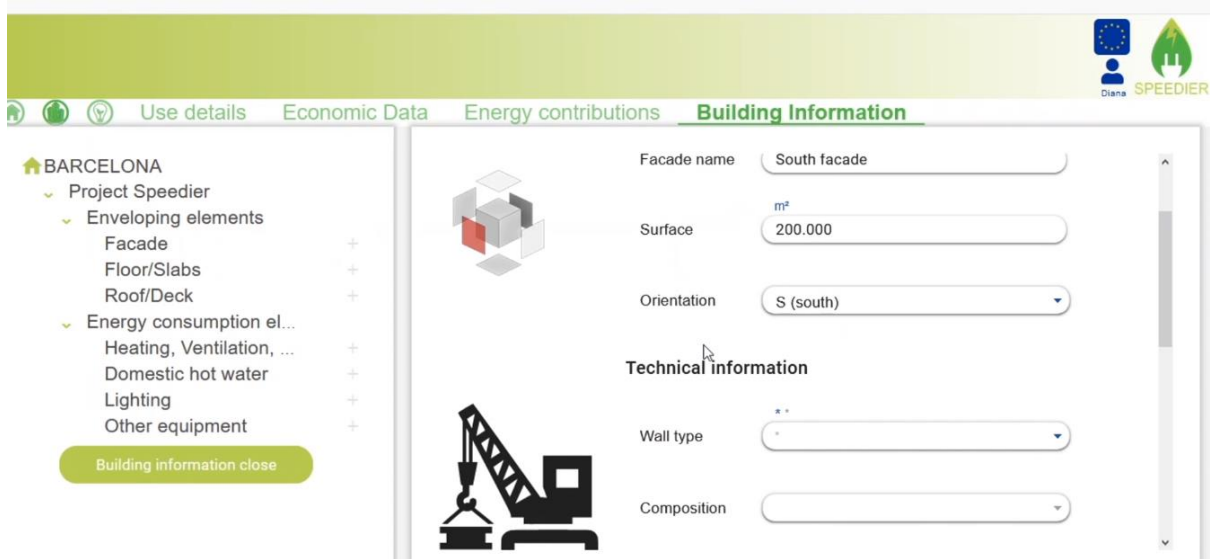
To make the project key performance indicators more impactful to the audience, SPEEDIER has included text over some of the images to highlight some of the project goals (images 7 to 9)





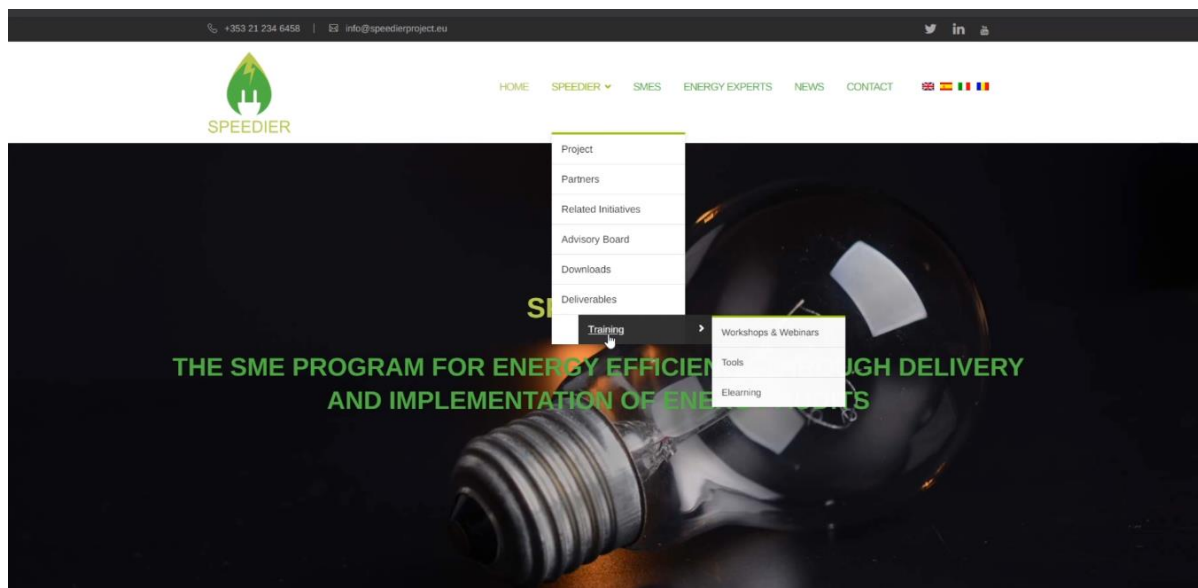
Images 7, 8 & 9: SPEEDIER KPIs on text over

The SPEEDIER scope included the development of two innovative tools. On the one hand, an energy support tool to help energy experts in the implementation of energy assessments and, on the other, a training tool that will help SMEs and staff to improve their capabilities and skills in energy efficiency management. Both are part of the video, as shown in images eight and nine.



Images 10 & 11. SPEEDIER tools: energy support and training app

The project website has evolved since its official release on M3 (August 2019), and the video showcases this evolution, including the brand-new training materials and workshops and webinars' resources. They are shown in images ten and eleven.



Whether you are a SME or an energy expert & trainer, we offer a set of tailored services that will help you boost your energy skills through energy management, training, financing and much more. Click below to discover how we can help you succeed.

I am a:

SMEs Energy Experts

Services for SMEs

Free energy audits	E-Learning	Access to finance	Energy efficiency
Our SPEEDIER experts can provide free energy assessments to identify possible energy efficiency measures and guide you through the implementation process. You will have lower energy bills in no time!	Want to learn more about how to better manage energy in your business? Take a look at our online training, tools and capacity building materials here	Interested in applying energy efficiency measures at your company but worried about the initial cost? Learn more about how the SPEEDIER ring-fencing approach can help and find out more about the financing assistance available in your location.	We know that managing energy is not always easy, but we are here to help! Learn how to improve your energy efficiency from our range of case studies!

Are you interested? Do not hesitate and leave us a message [here!](#)

Images 12 & 13: SPEEDIER training materials and services

The audience of the video is invited to follow the project on social media and to visit the project website, as shown in images 14 and 15.



Image 14 & 15: SPEEDIER social media and website

The video closes with the presentation of the consortium logos (image 16).



Image 16: SPEEDIER consortium logos