Report on the produced communication materials and tools

Deliverable D7.2

Version N°1

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Keywords

streamSAVE, energy efficiency, energy savings, streamlining, calculation methodologies, communication, dissemination, communication channels, visual identity, social media, web platform, project presentation, content, visualisations, promotional materials design

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Project acronym	streamSAVE+
Project coordinator	Jiří Karásek, SEVEn
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Contributing partner(s)	all
Lead authors	Dragomir Tzanev (EnEffect)
Contributing author(s)	Teodora Stanisheva, Petya Pakovska (EnEffect)
Reviewer(s)	Jiri Karasek (SEVEn)
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Content

1. Summary

The primary objective of the communication activities for the streamSAVE+ project is to engage and mobilise diverse stakeholders across the European Union, ensuring effective awareness-raising, collaboration, and the successful adoption of harmonized energy-saving calculation methodologies. This approach aims to enhance energy efficiency and support the implementation of the Energy Efficiency Directive (EED) across Member States. At both EU and national levels, the communication strategy focuses on building partnerships, promoting knowledge exchange, and providing resources to facilitate the use of these methodologies in various contexts. By leveraging synergies with other EU-funded initiatives, streamSAVE+ seeks to maximize its impact, ensuring long-term adoption and replicability of its results.

The dissemination strategy under the streamSAVE+ project supports the development of a stable network of stakeholders. This includes national authorities, local governments, energy experts, market actors, and civil society organizations. The strategy focuses on providing accessible tools and resources, focusing on the promotion of guidance documents, expert dialogues, online tools, and technical support to interested EED implementers. These efforts aim to support a broad understanding of the benefits of streamlined energy-saving calculations, enhancing the visibility and impact of the project.

To support the communication campaign, streamSAVE+ has developed a comprehensive suite of promotional materials, including a presentation template and model project presentation, a poster and roll-up banner, and social media visualisations, all designed to align with the project's distinct visual identity and meet the stringent publicity and visualization requirements of the LIFE Programme. These materials serve as essential tools for effectively disseminating the project's core messages and engaging a diverse array of stakeholders, ranging from national and regional authorities to energy experts, market actors, and civil society organizations. Together, they play a critical role in reinforcing the project's outreach efforts and promoting collaboration and awareness at local, national, and international levels.

2. Roll-up design

The streamSAVE+ project roll-up banner is developed in a high-quality, ready-to-print format, ensuring that all project partners can easily access and utilize it for promotional and dissemination activities. Designed as a versatile and impactful display tool, the banner effectively communicates the project's core objectives while reinforcing its visual identity and brand recognition.

This roll-up banner is intended for use at a wide range of events, including conferences, workshops, seminars, training sessions, and networking meetings at the local, national, and international levels. Whether displayed at large-scale forums or smaller expert gatherings, they serve as a crucial communication tool, enhancing the project's visibility and encouraging greater engagement from key audiences. It is produced in two versions, ready to integrate the streamSAVE+ web and social media addresses after their confirmation.

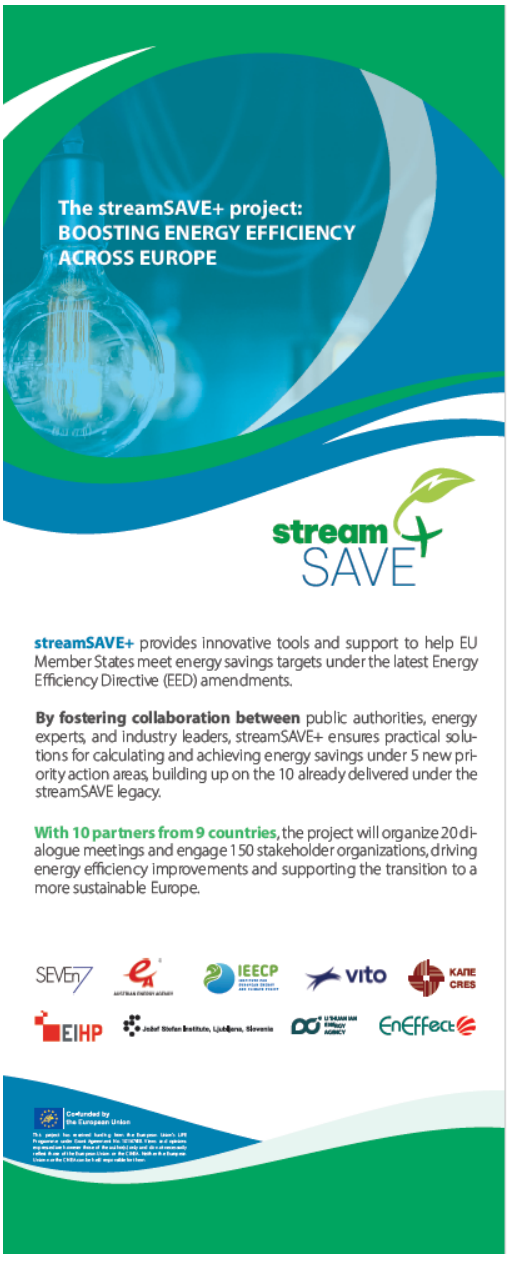

Figure 1. Visualization of the project roll-up banner.

3. PowerPoint Presentation template

As indicated in the Grant Agreement, a dedicated MS PowerPoint presentation template and model presentation were developed, as presented in the following visualisation.

Figure 2. Template for the MS PowerPoint presentation.

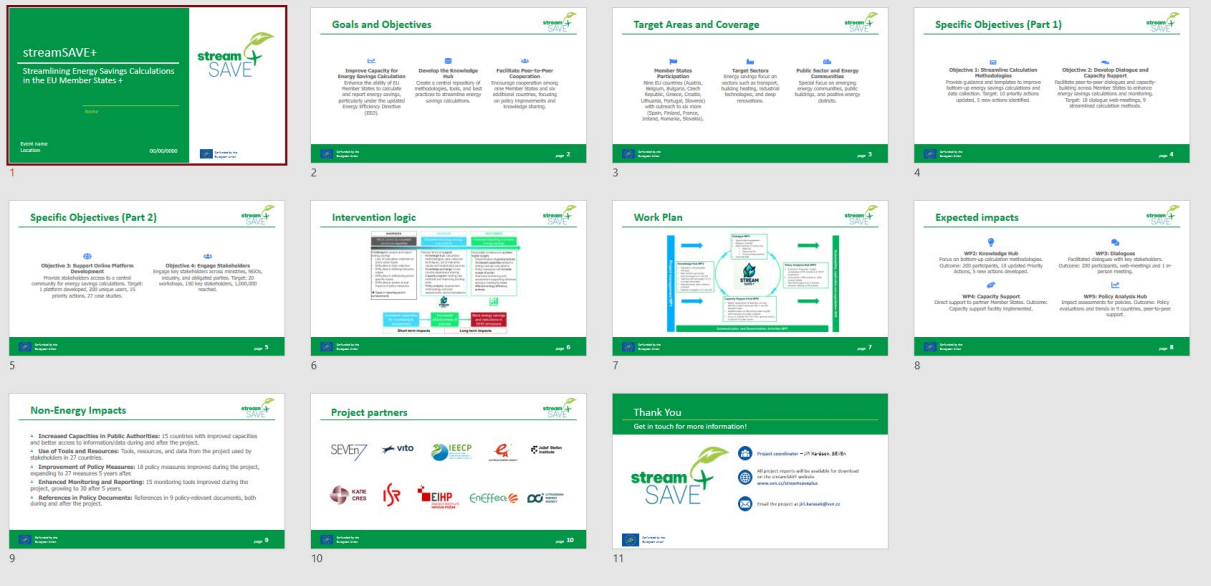

Figure 3. Project presentation.

4. Visualizations for dialogues

To effectively communicate and promote the dialogue events under the streamSAVE+ project, a series of professional visualizations were developed. These materials align with the project's visual identity and the requirements of the LIFE Programme, ensuring consistency, clarity, and accessibility. The visuals serve as key promotional tools to engage stakeholders, drive participation, and enhance the project's visibility across digital platforms, particularly Facebook.

The visualizations were designed to promote specific dialogue sessions focused on energy savings calculations. Each graphic integrates the project's branding elements, key messages, and event details to ensure immediate recognition and engagement. The visuals are optimized for online sharing and are compatible with various social media platforms.

Examples of the Visualizations:

Dialogue on Deep Energy Retrofits (22 October 2024):
A bright, green-themed design featuring a sapling and stacked coins, symbolizing both environmental and economic sustainability.

Figure 4. Visualization of the invitation for the Dialogue meeting on deep energy energy retrofits.

Dialogue on Water Conservation (14 November 2024):

Two variations: one showcasing water droplets symbolizing conservation and another featuring a serene wave backdrop to underline sustainability.

Figure 5. Visualization of the invitation for the Dialogue meeting on water conservation measures.

5. Social media posts for dialogues

1.1. LinkedIn

As part of the **streamSAVE+** communication and dissemination strategy, a series of LinkedIn posts were developed to promote key dialogue events on energy savings calculations. These posts aimed to engage professionals, policymakers, and industry stakeholders by providing clear, concise, and impactful messaging while maintaining alignment with the project's visual identity and strategic objectives.

Center for Energy Efficiency EnEffect
636 followers
3mo • Edited •

🙋‍♀️ Another speaker joins the webinar programme on water and energy saving on 14 November - Patricia Malta Dias, AQUA+ Programme Manager in Portugal and representative of ADENE - Agência para a Energia!
She will share examples of water efficiency in buildings and the contribution to primary energy. 💦

Sharing further experiences on the critical topic of water conservation, our other speakers will be:
✅ Manuel Sapiano (CEO, Malta's Energy and Water Agency), and
Ing David Sacco and Ing Stefan Cachia (Malta's Water Services Corporation) to present Malta's experience with water conservation measures and related energy savings
✅ Hugo Jacque (University College of Dublin) with insights from research studies on the evaluation of water-related energy savings within buildings.

👉 You can join next Thursday, at 11:00 CET, online in Zoom
https://lnkd.in/dAK-HGJ3

This is the second webinar part of the #streamSAVEplus series. Join for a stimulating discussion and learn more useful water conservation tips!

#LIFEprogramme Institute for European Energy and Climate Policy Foundation (IEECP) SEVEn, The Energy Efficiency Center Vlaamse Instelling voor Technologisch Onderzoek NV Austrian Energy Agency Jožef Stefan Institute, Energy Efficiency Centre Centre for Renewable Energy Sources and Saving (CRES) INSTITUTO DE SISTEMAS E ROBÓTICA - ISR Energy Institute Hrvoje Požar Lietuvos Energetikos Agentūra / Lithuanian Energy Agency

Figure 6. Example n.1 of the LinkedIn post about the Dialogue meeting on water conservation measures (avaliable online https://www.linkedin.com/feed/update/urn:li:activity:7260269386807042048).

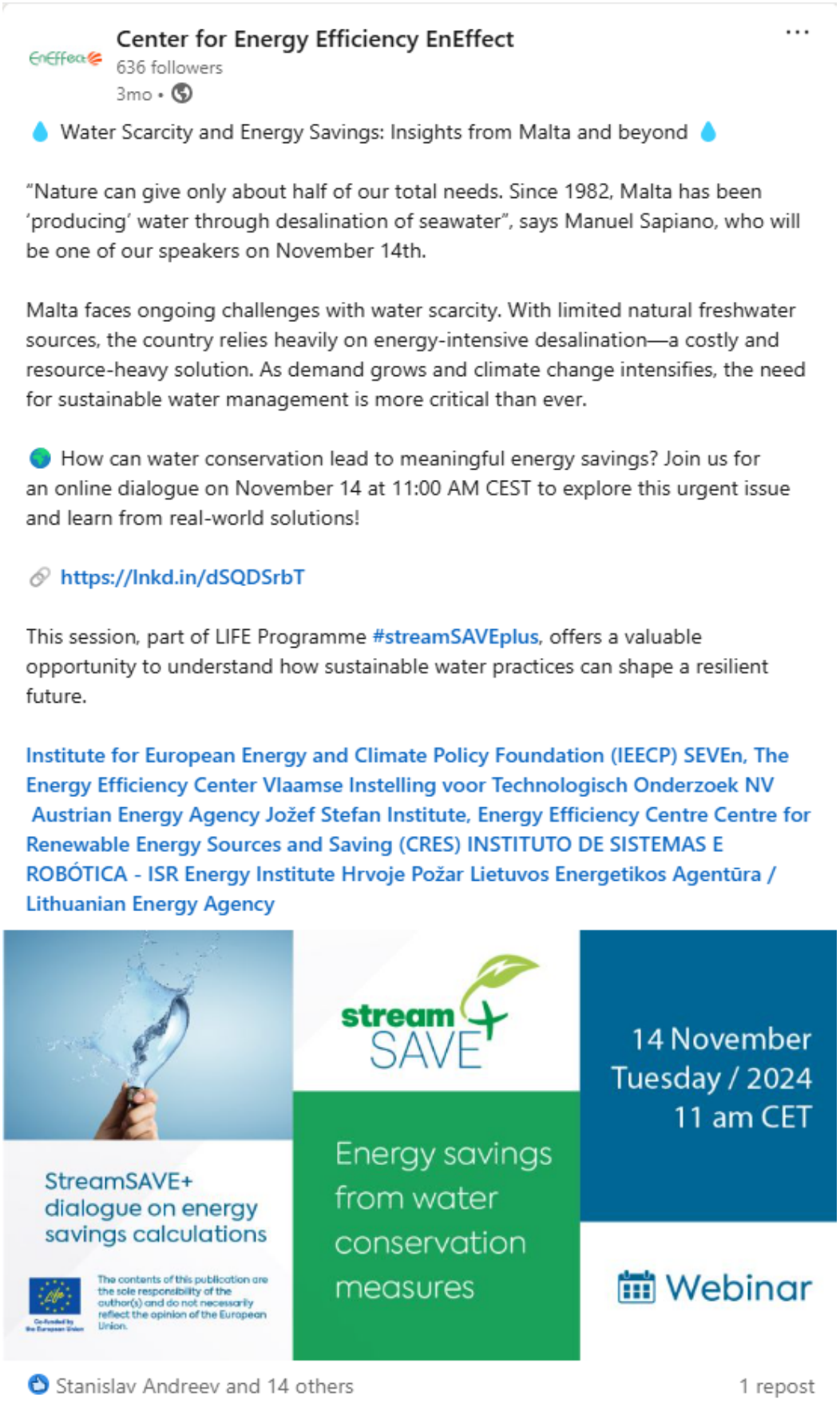

Figure 7. Example n.2 of the LinkedIn post about the Dialogue meeting on water conservation measures (avaliable online: https://www.linkedin.com/feed/update/urn:li:activity:7258048012461989889).

Figure 8. Example n.3 of the LinkedIn post about the Dialogue meeting on water conservation measures (avaliable online: https://www.linkedin.com/feed/update/urn:li:activity:7257323218472947712).

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🔔 More than 50 participants from 21 countries have already registered for the first dialogue of LIFE Programme #streamSAVEplus meeting, focusing on assessment of energy savings from #deepenergyretrofits. You can still join them on Tuesday, 22nd October, at 11 am CEST at
👉 https://lnkd.in/eRa99_W6.

Success stories from the #Czechia, #Croatia and #Ireland will be presented by:

- Miroslav Honzík (Czech Ministry of Industry and Trade) & Jiří Karásek (SEVEn, The Energy Efficiency Center): Czech programme for non-residential buildings
- Iva Fakin, Croatian real estate agency and Vanja Hartman, Energy Institute Hrvoje Požar: Programme of Croatia's real estate agency for the renovation of public buildings
- James Palmer, Sustainable Energy Authority of Ireland (SEAI): SEAI's programmes for deep renovation of residential buildings in Ireland

Facilitator: Jean-Sébastien Broc, Institute for European Energy and Climate Policy Foundation (IEECP)

#Energytransition starts from the built environment: the deeper we get, the furthest we go. Let's get going!

#LIFEprogramme #LIFEamplifier #Deepretrofit #EED
Institute for European Energy and Climate Policy Foundation (IEECP), SEVEn, The Energy Efficiency Center, VITO, Austrian Energy Agency, Jozef Stefan Institute, Centre for Renewable Energy Sources and Saving (CRES), Energy Institute Hrvoje Požar, Lietuvos Energetikos Agentūra / Lithuanian Energy Agency

16 1 comment • 1 repost

Figure 9. Example n.1 of the LinkedIn post about the Dialogue meeting on deep energy retrofits (avaliable online: https://www.linkedin.com/feed/update/urn:li:activity:7252282638021906433).

Center for Energy Efficiency EnEffect
636 followers
3mo • Edited •

If you are interested in the monitoring of energy savings from deep renovations, you can join the first online dialogue on Tuesday 22nd October at 11 am CEST
https://lnkd.in/eRa99_W6

This first dialogue of LIFE Programme #streamSAVEplus meeting will discuss how energy savings from deep retrofits of buildings can be assessed, with examples from the Czechia, Croatia and Ireland.

Speakers and topics:
- Miroslav Honzík (Czech Ministry of Industry and Trade) & Jiří Karásek (SEVEn), Czech programme for non-residential buildings
- Iva Fakin, Croatian real estate agency and Vanja Hartman, Energy Institute Hrvoje Požar, Programme of Croatia's real estate agency for the renovation of public buildings
-James Palmer, Sustainable Energy Authority of Ireland (SEAI), SEAI's programmes for deep renovation of residential buildings in Ireland

Excited to be part of this initiative, which is a continuation of the good work under the completed H2020's project #streamSAVE!

#LIFEprogramme #LIFEamplifier #Deepretrofit #EED #energuefficiencydirective Institute for European Energy and Climate Policy Foundation (IEECP) SEVEn, The Energy Efficiency Center Vlaamse Instelling voor Technologisch Onderzoek NV Austrian Energy Agency Jožef Stefan Institute, Energy Efficiency Centre Centre for Renewable Energy Sources and Saving (CRES) INSTITUTO DE SISTEMAS E ROBÓTICA - ISR Energy Institute Hrvoje Požar Lietuvos Energetikos Agentūra / Lithuanian Energy Agency

24 1 comment • 2 reposts

Figure 10. Example n.2 of the LinkedIn post about the Dialogue meeting on deep energy retrofits (avaliable online: https://www.linkedin.com/feed/update/urn:li:activity:7249685600218345472).

1.2. Facebook

To maximize outreach and stakeholder engagement, a series of Facebook posts were created to promote the streamSAVE+ dialogue events. Facebook will be used in the countries where relevant for the targeted audience. These posts aimed to inform target audiences about upcoming discussions on energy savings calculations while maintaining consistency with the project's visual identity and communication strategy. The posts were designed to be clear, engaging, and action-oriented, encouraging participation from policymakers, industry experts, and civil society representatives.

The Facebook posts were accompanied by custom-designed visuals aligned with the streamSAVE+ branding. Each visual effectively captured the event's theme while ensuring clarity and engagement on social media platforms. These posts were strategically shared with the hashtag "streamSAVE+" on relevant partner channels, ensuring wide dissemination among stakeholders. The structured approach to event promotion helped boost participation and visibility, reinforcing the project's role in advancing energy efficiency discussions across Europe.

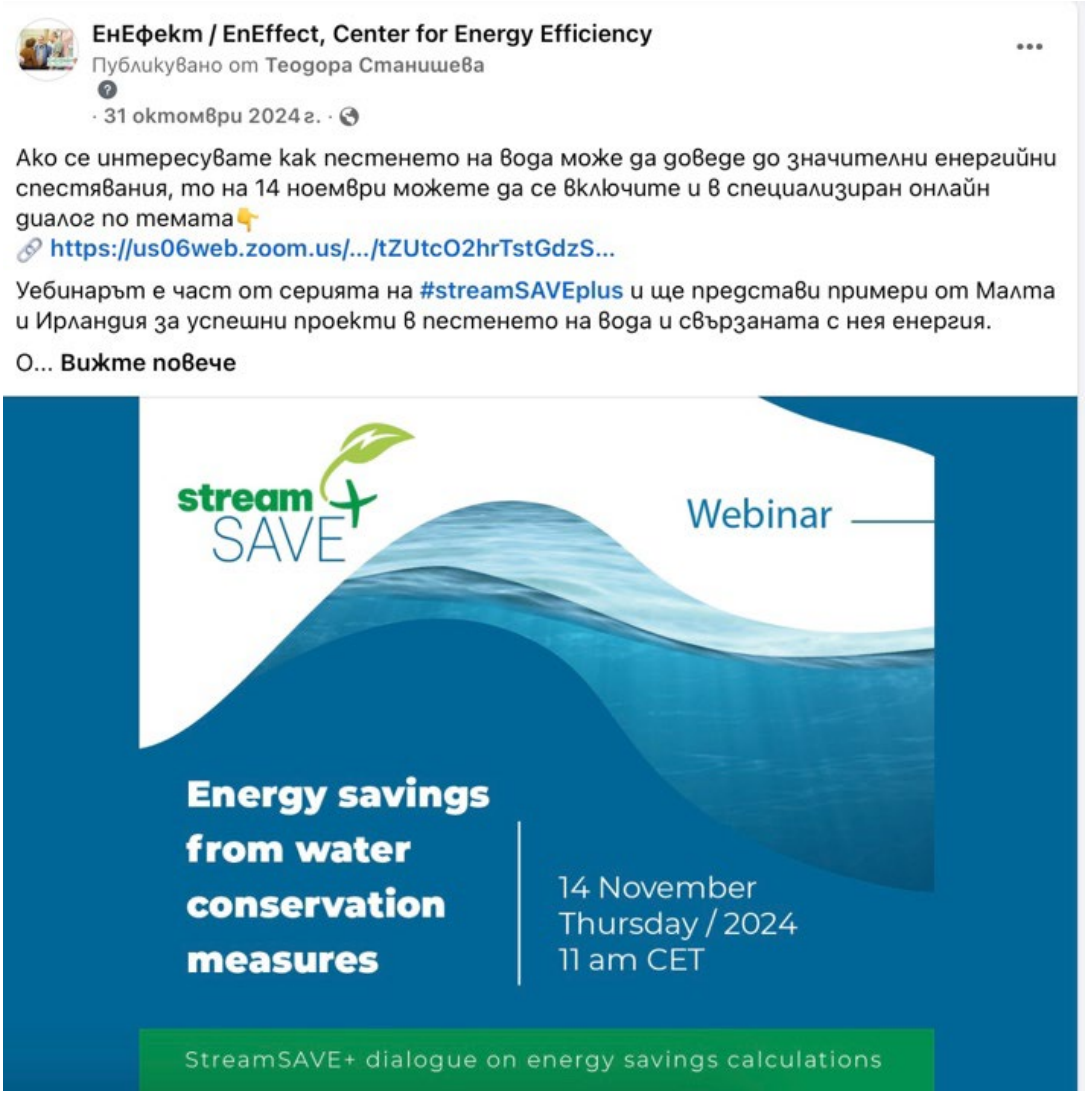

Figure 11. Example n.1 of the Facebook post about the Dialogue meeting on water conservation measures (avaliable online: https://www.facebook.com/eneffect/posts/pfbid02dJRUc6sW2PzMHwkSL1ja51vBpXSkS4wGN3P3CeVnfqadpKpmJ2uVPtruiDayE3YSl).

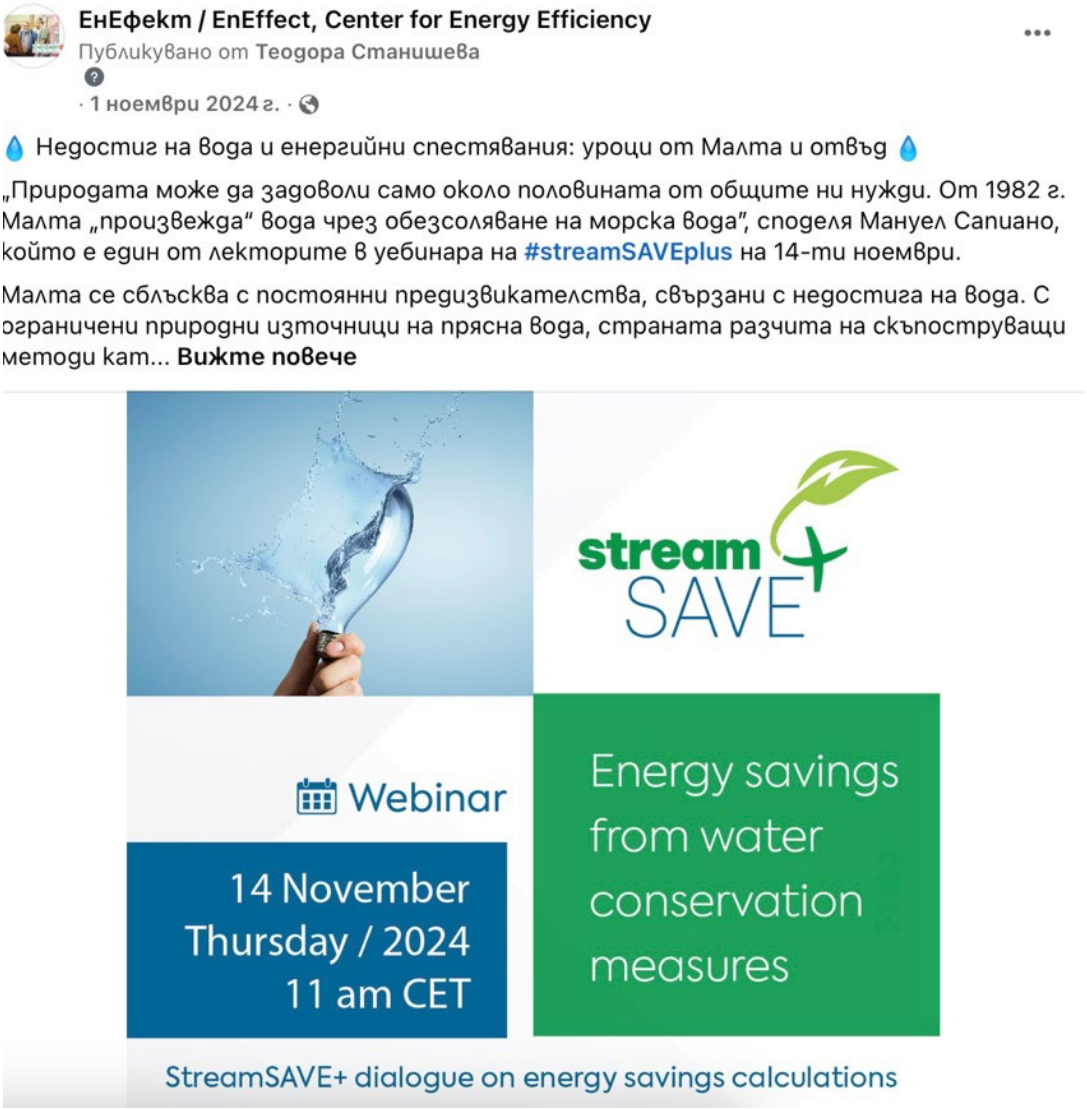

Figure 12. Example n.2 of the Facebook post about the Dialogue meeting on water conservation measures (avaliable online: https://www.facebook.com/eneffect/posts/pfbid0mhieiPkwzzC65iqb4Ja97depkBpUbWWjpr6vctd4TVK7yFzK1y9zo4EJ1J2eFWHDl).

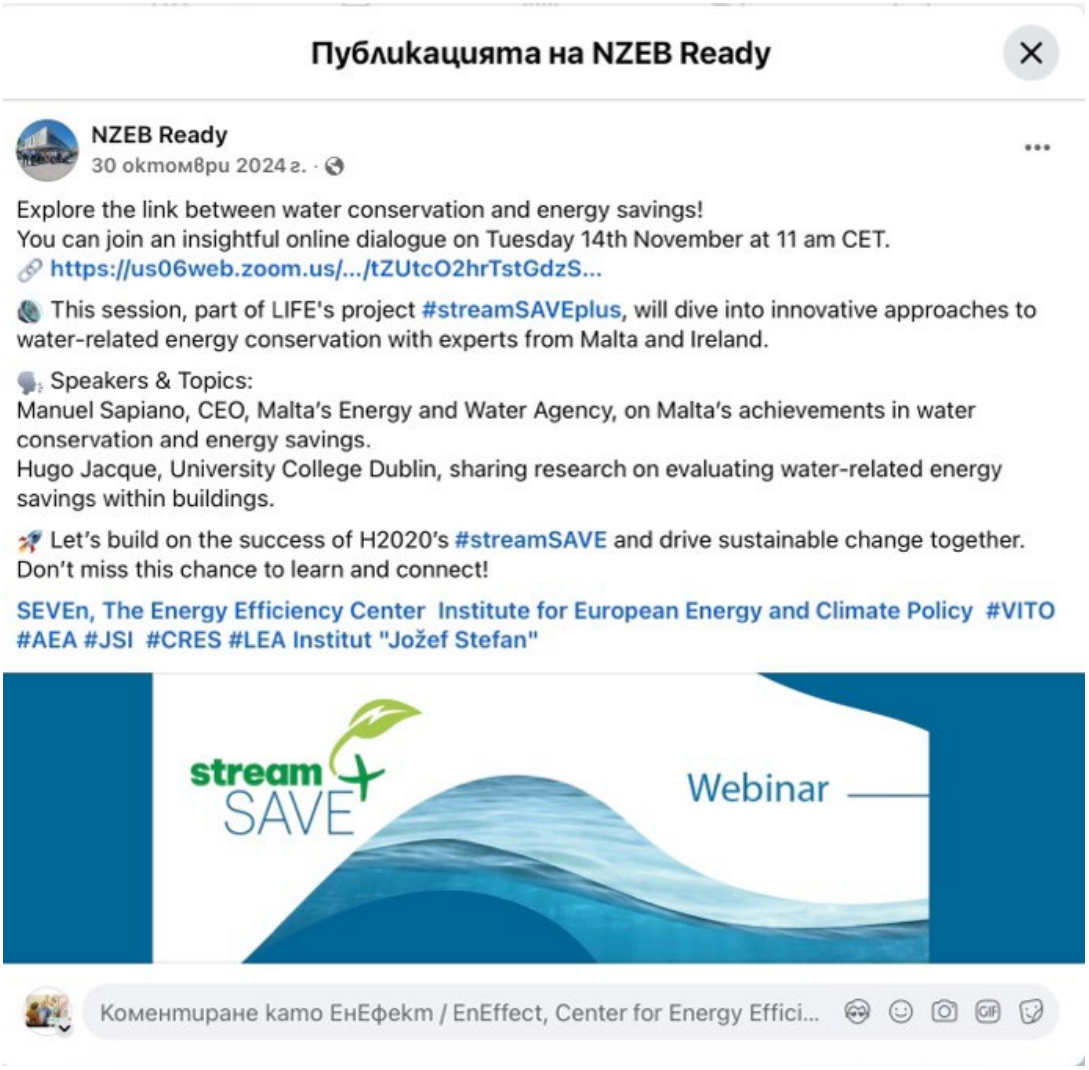

Figure 13. Example n.3 of the Facebook post about the Dialogue meeting on water conservation measures (avaliable online: https://www.facebook.com/nzebreadyeu/posts/pfbid02BmyDsW3ZD1XC7ZZZhHGHiDwMgAEaq3Ck5wCBVfB4ierDn2GfGvJpmfre2joa3TfJl).

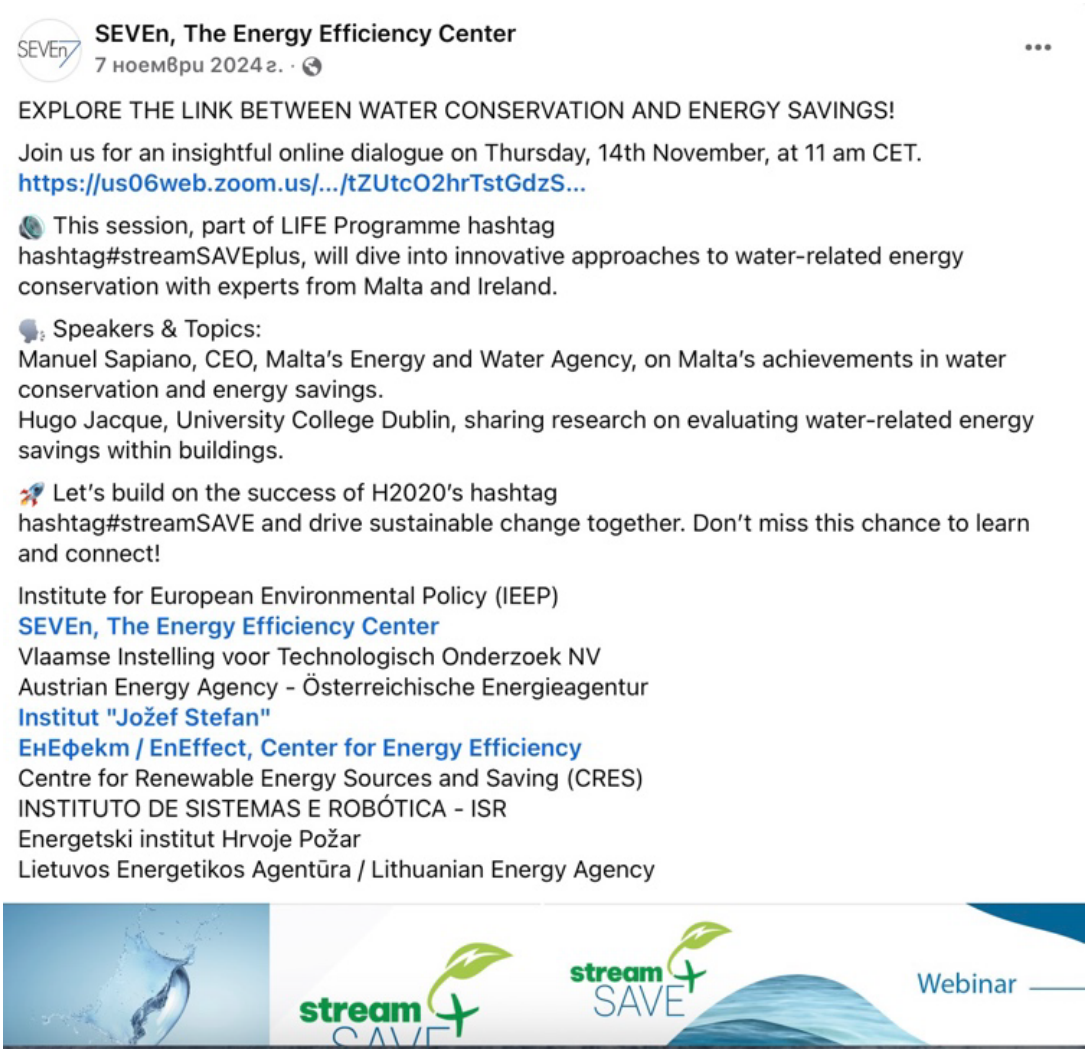

Figure 14. Example n.4 of the Facebook post about the Dialogue meeting on water conservation measures (avaliable online:

https://www.facebook.com/SEVEnEnergie/posts/pfbid037jw13xkNHBDNa7CDWhQSL7dm2hytZ1UAg2JkFKEz34YPUDzVEnjfa4Lepea1foRtl).

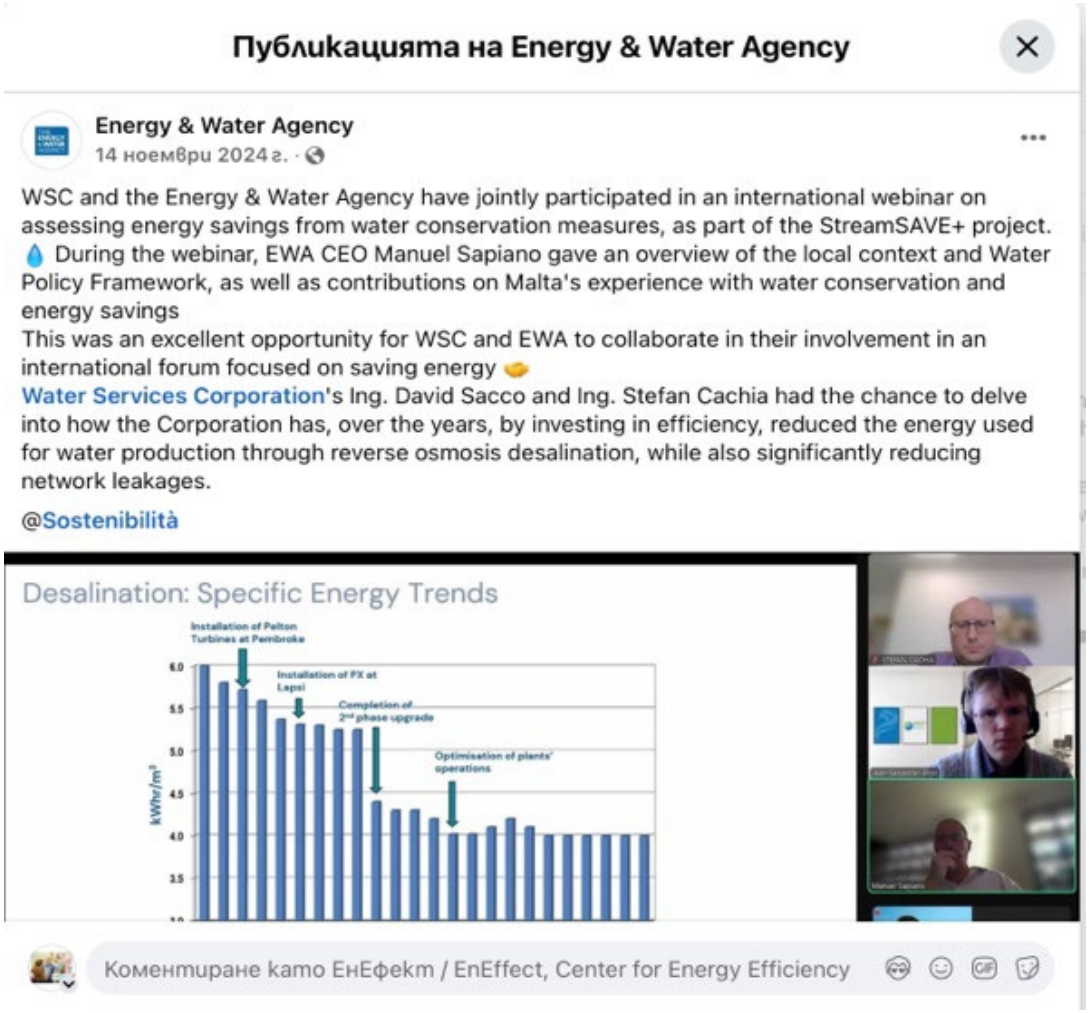

Figure 15. Example n.5 of the Facebook post about the Dialogue meeting on water conservation measures (avaliable online: https://www.facebook.com/MaltaEWA/posts/pfbid02rJdNFj55LxqArF8953BscUnrKkgvdbF2ctYUkTV83s6fi6Cbnecpgs8kqHPWAL9Cl).

The Facebook posts were accompanied by custom-designed visuals aligned with the streamSAVE+ branding. Each visual effectively captured the event's theme while ensuring clarity and engagement on social media platforms. These posts were strategically shared with the hashtag "streamSAVE+" on relevant partner channels, ensuring wide dissemination among stakeholders. The structured approach to event promotion helped boost participation and visibility, reinforcing the project's role in advancing energy efficiency discussions across Europe.

6. Websites

The coordinator promotes activities within the project on its dedicated website. The project summary is available on websites of all project partners as shown in table below.

Table 1. Partners websites dedicated to the project summary.

Partner	Website
SEVEn	https://www.svn.cz/streamsaveplus

VITO	https://energyville.be/en/project/streamsave-streamlining-energy-savings-calculations-in-the-eu-member-states-plus/
IEECP	https://ieecp.org/projects/streamsave-2/
AEA	https://www.energyagency.at/streamsave-plus
JSI	https://www.ijs.si/ijsw/Contacts
CRES	http://www.cres.gr/cres/pages/projects/projects_EU/life_15_uk.html
ISR	https://www.isr.uc.pt/index.php/projects/current-projects?task=showprojects.show&idProject=324
EIHP	https://eihp.hr/en/projekti/streamsave/
EnEffect	https://www.eneffect.bg/en/projects/52/streamsave
LEA	https://www-ena-lt.translate.goog/ssplus/?_x_tr_sl=auto&_x_tr_tl=en&_x_tr_hl=lt&_x_tr_pto=wapp

7. StreamSAVE+ platform

The online Platform serve as the knowledge Hub of the project as well as a tool to facilitate implementation of energy savings calculations. It integrates the streamSAVE+ resources, including all deliverables of the project, and provides access to the developed saving calculation methods over the course of the project. These calculations will be available to stakeholders with the aim of improving Member States' (MS) reporting under the Energy Efficiency Directive (EED) by bringing energy savings estimates and aligning energy savings calculations.

The Platform provides a user-friendly tool for calculating energy and CO_2 savings and incorporates all methodologies developed by the project. Once the calculation form is accessed, the key details on the methodology, important characteristics, formulas, and data to be entered are displayed. An information signal is available for each data input, and when the mouse pointer is placed over it, an explanation message about the data to be included is displayed. Whenever possible, it has been prepared indicative calculation values based on EU-averages in order to help with a rough assessment of savings that can be achieved. However, it is recommended to use national data (if available) in order to increase the accuracy and the level of detail of the calculations. In order to access the calculations, it is necessary to register on the streamSAVE+ platform. After that, users are able to save their own calculations, produce their own datasets, and exchange calculation-related information.

The platform is being developed at the moment. Each of the methodology for the ten savings actions—known as Priority Actions (PA)—that have been developed as part of the streamSAVE project will be transferred. Namely, Refrigeration systems, Building Automation & Control Systems, Electric vehicles, Lighting systems, Heat recovery, Motor Replacement, Behavioural Changes, Modal Shift, Small-scale renewable heating technologies and Energy Poverty. Methods for the new five PA will then be developed under streamSAVE+ and presented on the Platform.

The Platform will provide a practical module for each PA on energy savings estimations and cost effectiveness, thereby assisting public authorities and key stakeholders in improving their energy savings calculation skills and ensuring the sustainability and replicability of streamSAVE+ results across all MS.

Figure 16. Visualization of the Platform home page.

8. Conclusion

The development and implementation of targeted communication materials for the streamSAVE+ project have played a crucial role in enhancing stakeholder engagement and promoting key dialogue events on energy savings calculations. Through a structured and visually consistent approach, the project successfully leveraged a range of outputs - including visualizations, roll-up banners, and tailored social media content for LinkedIn and also Facebook - to reach diverse audiences and drive participation in discussions on energy efficiency methodologies.

The visualizations were designed to be clear, engaging, and aligned with the project's branding, ensuring that stakeholders could easily identify and connect with the event themes. The roll-up banners provide a professional and impactful presence at physical and hybrid events, reinforcing project visibility and credibility among policymakers, energy professionals, and industry actors. Meanwhile, the social media posts on Facebook and LinkedIn were crafted to maximize outreach, utilizing compelling messaging, clear calls to action, and relevant hashtags to enhance discoverability and interaction.

By integrating these communication materials into the broader dissemination strategy, streamSAVE+ will strengthen its outreach efforts, ensuring that key stakeholders are not only aware of the project’s objectives but are also actively engaged in discussions that contribute to the advancement of streamlined energy savings methodologies across the EU. The coordinated use of multiple channels has enhanced the project's visibility, fostering meaningful dialogue and encouraging long-term collaboration in the field of energy efficiency.

These communication efforts will continue to support the project’s goals, ensuring sustained impact and reinforcing streamSAVE+ as a leading initiative in the development of standardized energy savings calculations.

CONTACT THE PROJECT

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Co-funded by the
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