

Deliverable D6.2 (D6.2)

Project brochure, posters, roll-up, and infographics

The AmBIENCE Consortium

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EXECUTIVE SUMMARY

Deliverable D6.2 describes part of the communication material developed throughout the three years of the project. In particular, in order to disseminate project results and reach both the AmBIENCE target audience and a broader one, a project brochure available in 6 languages, a roll-up, webinar backgrounds, 5 factsheets and four digital infographics were produced.

Chapter 1 describes the brochures more in details; chapter 2 describes the roll-up and how the communication partners substituted it when the sanitary crisis prevented the in-person events from happening, Chapter 3 describes the infographics, webinar backgrounds and factsheets developed.

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1. INTRODUCTION

1.1 BACKGROUND AND SCOPE

The AmBIENCE project – standing for ‘Active Managed Buildings with Energy Performance Contracting,’ aims to extend the concept of Energy Performance Contracting to Active Buildings and making it available and attractive to a wider range of buildings. AmBIENCE provides new concepts and business models for performance guarantees of Active Buildings, combining savings from energy efficiency measures with additional savings and earnings resulting from the active control of assets leveraging for instance price based incentive contracts (Implicit Demand Response). The willingness to invest in additional sensorisation, ICT and IoT will be increased by offering adjacent other-than- energy services, e.g. related to comfort, security or maintenance.

Communication and dissemination activities aim to raise awareness about the AmBIENCE project and to expand the reach of its results and resources. In order to disseminate project results and reach both the AmBIENCE target audience and a broader one, several communication and dissemination materials were produced: a project brochure, a roll-up, webinar backgrounds, and different infographics.

1.2 PURPOSE AND SCOPE OF THE DOCUMENT

This document, Deliverable 6.2, describes the project brochures, posters, the roll-up and the infographics developed in the AmBIENCE project and aims to showcase the material and the outreach it achieved.

The project BrochureS were produced at the start of the project in six different languages to create a first hook to the project concept: it gives an overview about AmBIENCE, its objective, timeline, and impact. It was heavily distributed online (website, social media) but the Covid-19 crisis prevented the AmBIENCE partners from distributing it at in-person events (as most were cancelled).

The Project roll-up was produced at the beginning of the project to reinforce the project branding at in-person events. It was used in the background during the recording of some interviews to the consortium disseminated on social media and in a few in-person events, before the shift from in-person events to online ones due to the Covid-19 pandemic. This shift was considered also in the decision to produce two webinar backgrounds for online events, in lieu of a poster.

Four digital infographics were produced when key results were developed and aimed to make the AEPC concept developed by AmBIENCE more accessible. One infographic describes all the elements of a flexible smart buildings. The other two describe the AEPC concept and process. The infographics are available on the website and were printed for the AmBIENCE final conference to be used as posters. The fourth infographic has a different format compared to the first three, as it is an interactive tool available on the website, showcasing the business models developed by the project.

In addition to the infographics, five different factsheets were produced to describe the status of energy performance contracting implementation in the four countries of the project in a more visual and easy-to-read approach.

2. BROCHURES

The AMBIENCE brochures were developed at the beginning of the project in several languages: Spanish (Figure 1), English (Figure 2), , French (Figure 3), Portuguese (Figure 4), Dutch (Figure 5) and Italian (Figure 6). While the English version is the “general” brochure (to be disseminated worldwide), the other versions were initially intended to be disseminated locally by the consortium partners: having a version on their own language should ease communication with regional stakeholders.

The brochures were printed in 1000 copies, but, as the COVID-19 pandemic put face-to-face events on hold, the distribution became almost impossible. The focus was thus on the digital distribution: the AMBIENCE brochure is available in all languages for download at the [project website](#).

The brochures were downloaded more than 50 times and distributed to some events before and after the sanitary crisis, reaching in total around 400 stakeholders. One example of the events where the brochure was distributed was the Covenant of Mayors in 2019.



FIGURE 1: AMBIENCE BROCHURE (SPANISH)



FIGURE 2: AMBIENCE BROCHURE (ENGLISH)

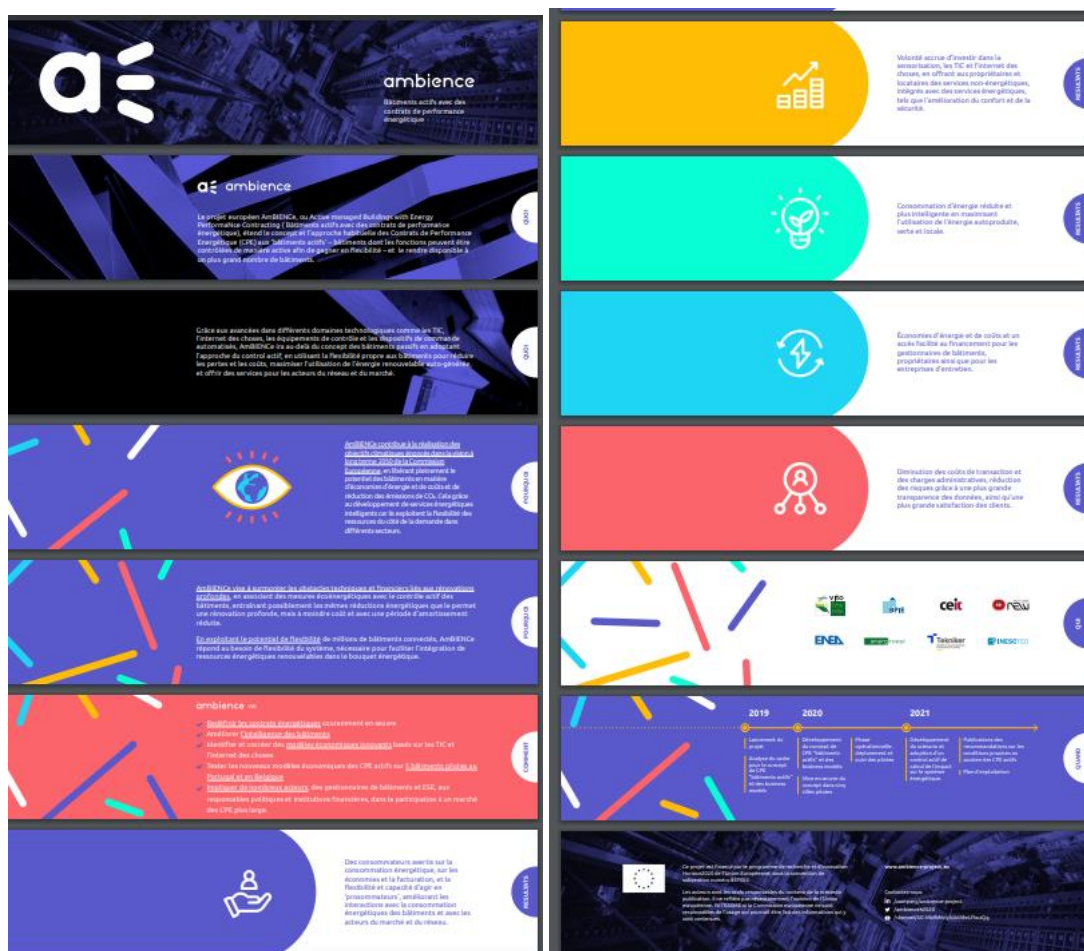


FIGURE 3: AMBIENCE BROCHURE (FRENCH)



FIGURE 4: AMBIENCE BROCHURE (PORTUGUESE)



FIGURE 5: AMBIENCE BROCHURE (DUTCH)

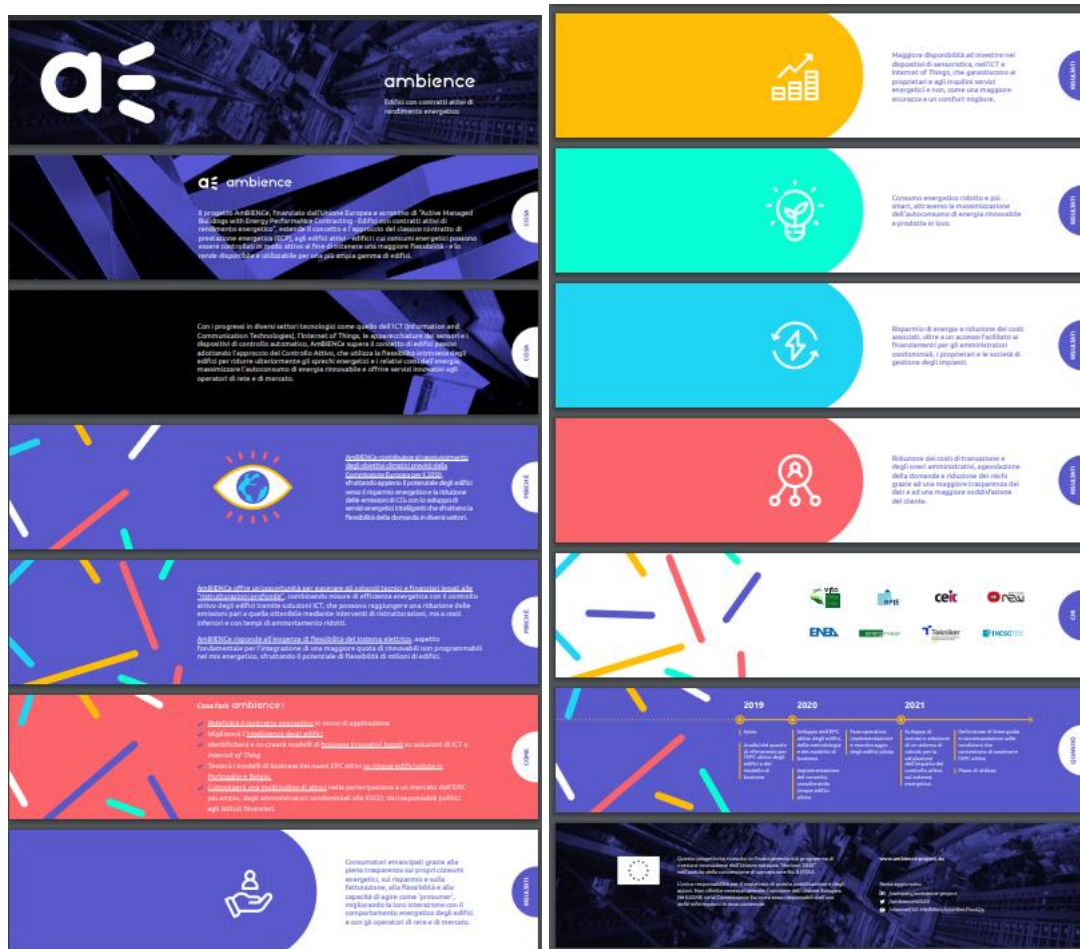


FIGURE 6: AMBIENCE BROCHURE (ITALIAN)

3. PROJECT ROLL-UP

Like the project brochure, the AmBIENCE roll-up (Figure 7) was designed to be printed and used to reinforce branding at project events, meetings, and presentations. It was used for recording some interviews to the consortium disseminated on social media (the example to the interview to our Spanish partner Tekniker can be found [here](#)) and to a couple of in-person events, before the shift from in-person events to online ones due to the Covid-19 pandemic. The roll-up was used at the Covenant of Mayors in Brussels and is available on [the project website](#). The idea behind making the design publicly available is to still help consortium partners brand their events whenever they see suitable.

This shift from in-person events to online ones was taken into account also in the decision of producing two webinar backgrounds for online events, rather than a poster (see under Posters and infographics) .



FIGURE 7: AMBIENCE ROLL-UP

4. POSTERS AND INFOGRAPHICS

Although not initially planned in D6.1, two AmBIENCE-branded online backgrounds (Figure 8) have been designed, to substitute the posters and the use of the roll-up for reinforcing the project branding at events. These pictures are internally available to all consortium partners and aim to brand their interventions in digital events.



FIGURE 8: AMBIENCE BACKGROUNDS FOR ONLINE EVENTS

Three infographics were produced when key results on the AEPC were developed and aimed to make the AEPC concept developed by AmBIENCE more accessible. One infographic describes all the elements of a flexible smart buildings (Figure 9). The other two describe the AEPC concept and process (Figure 10). These topics have been chosen as they could more easily represented and could thus be more appealing to the range of our main target groups that include Building managers and facility management companies, energy retailers and providers (EPC), ESCOs.

They have been used for communication on social media, for making reports more graphically appealing and at the AmBIENCE final conference as posters. All infographics produced within AmBIENCE are available on the [project website](#) and have been downloaded more than 100 times.

In addition to the three infographics mentioned above, there is another one that is a comprehensive interactive tool available on the AmBIENCE website that gives an overview of the business models developed by the project. The unique aspect of the infographic tool is its interactivity: the user can select different options from different filters to get the business model(s) they are looking for.

THE ELEMENTS OF A FLEXIBLE BUILDING

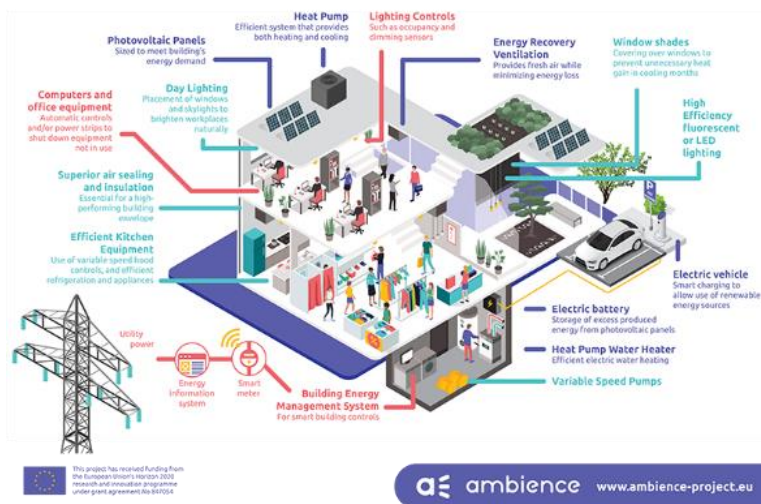


FIGURE 9: INFOGRAPHIC - THE ELEMENTS OF A FLEXIBLE BUILDING

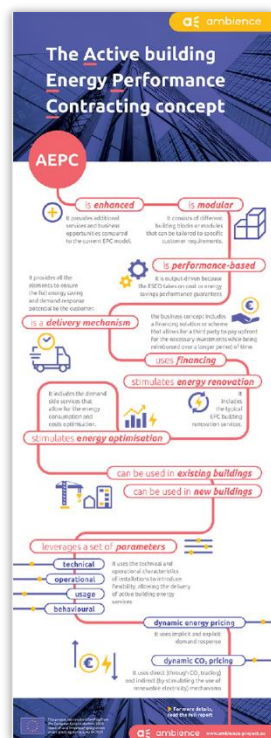
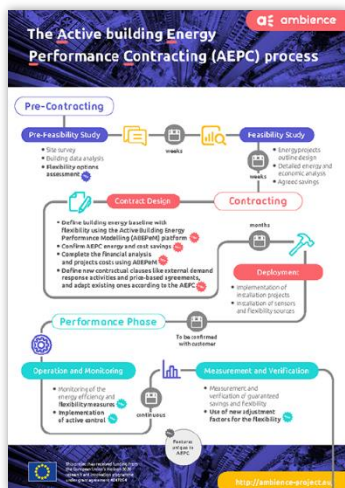


FIGURE 10: INFOGRAPHICS - THE AEPC PROCESS AND CONCEPT

Variation D.2



This variation of the Business Model involves financing by a social housing umbrella organisation that is very common in many countries. It finances the investment programs of the Social Housing Companies within the general budget of the national or regional government. Often, they provide either subsidies or low interest loans.



As this type of financing is often mandatory for the SHCs, this limits the possibility to contract alternative financing (e.g. ESCO financing). Also, this type of financing often comes with imposed savings targets (e.g. renovation to label B), with a restricted budget per social housing unit. This will then limit the insulation capacity and still require a gas fired boiler for heating. In other words, such financing schemes may limit the capability of the SHC to do more deep energy renovations in combination with electrification of the heat supply. The deep energy renovation with prefabricated wall modules may not be feasible either. As this creates a potential strong limit on the flexibility, the Business Model in this case may be more complicated to implement and the business case may turn out not to be positive for an AEPC in comparison to a standard CPC or even a separate contractor based approach.

DOWNLOAD FILE

FIGURE 11 - AMBIENCE INTERACTIVE INFOGRAPHIC

Besides the above-mentioned infographics, and in order to disseminate the key project results to the AMBIENCE target groups, a series on national factsheets have also been developed. Throughout the duration of AMBIENCE, 5 factsheets have been developed. Four regional factsheets described the status of Energy Performance Contracting in all four countries where consortium partners are located: Belgium, Italy, Spain, and Portugal. A fifth, general factsheet was a compilation of the other four, gathering information about all countries. Despite their regional approach, all documents were produced in English, so that broad online distribution was possible. The factsheets got more than 600 downloads from BPIE and AMBIENCE website.



FIGURE 12: AMBIENCE FACTSHEETS

5. CONCLUSIONS

Despite the global pandemic, almost all the communication material foreseen at the beginning of the project was developed. Only the poster that was originally foreseen, was not printed following the cancellation of the in-person events during the two years of the strict sanitary regulations. The poster was however substituted with adequate material reaching the same objectives, that are the infographics printed on the day of the final conference and the webinar backgrounds.

Every communication material was sponsored and disseminate on specifically identified channels targeting the main target audience of the project. In addition to the partners' websites, this material was often taken up by platforms like BUILD UP, Fleishmann Hillard, Coalition of energy savings, etc. in addition to being used in presentations at key external events and at those organised by the consortium where the partners were invited to speak. Some examples include the EUSEW session organised in collaboration with eu.esco in 2021 and the series of national events between 2021 and 2022.

The communication material managed to be seen by more than 2500 stakeholders and this number is expected to increase thanks to the fact that all AmBIENCE public resources will remain available on the AmBIENCE website for at least two more years.

The public availability of AmBIENCE results will also facilitate external access to information, encouraging entities outside the consortium to use project resources as a basis for their own innovation and development projects.

