



Enhancing at an Early Stage the Investment Value Chain of Energy Efficiency Projects

Deliverable 7.2: Communication and Dissemination Strategy

October 2019



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Preface













Triple-A has a very practical result-oriented approach, seeking to answer three questions:

- How to **assess** the financing instruments and risks at an early stage?
- How to **agree** on the Triple-A investments, based on selected key performance indicators?
- How to **assign** the identified investment ideas with possible financing schemes?

The Triple-A scheme comprises three critical steps:

- **Step 1 - Assess:** Based on Member States (MS) risk profiles and mitigation policies, including a Web based database, enabling national and sectoral comparability, market maturity identification, good practices experiences exchange, reducing thus uncertainty for investors.
- **Step 2 - Agree:** Based on standardised Triple-A tools, efficient benchmarks, and guidelines, translated in consortium partners' languages, accelerating and scaling up investments.
- **Step 3 - Assign:** Based on in-country demonstrations, replicability and overall exploitation, including recommendations on realistic and feasible investments in the national and sectoral context, as well as on short and medium term financing.

Who We Are

	Participant Name	Short Name	Country Code	Logo
1	National Technical University of Athens	NTUA	GR	
2	ABN AMRO Bank N.V.	ABN AMRO	NL	
3	Institute for European Energy and Climate Policy Stichting	IEECP	NL	
4	JRC Capital Management Consultancy & Research GmbH	JRC	DE	
5	GFT Italy srl	GFT Italy	IT	
6	CREARA Consulting SL	CREARA	ES	
7	Adelphi Research Gemeinnützige GMBH	adelphi	DE	
8	Piraeus Bank SA	PB	GR	
9	University of Piraeus Research Center	UPRC	GR	
10	SEVEn, The Energy Efficiency Center	SEVEn	CZ	
11	Public Investment Development Agency	VIPA	LT	
12	National Trust Ecofund	NTEF	BG	



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Executive Summary

The purpose of this report is to describe the approach that is followed for the dissemination of the outcomes and the progress of the Triple-A project from an early stage, as well as the communication of the project message to the target audience.

The aim is setting up a framework specifically developed to help with project communications in creating awareness, engaging stakeholders, and disseminating results. The framework provides an overall picture of what kind of content and messages will be appropriate for which audiences and channels. This is then translated into an editorial plan that allows all the partners to contribute communication content according to predefined subjects at specific times.

A clear definition of the dissemination and communication activities and events is set out, in order to meet the European, regional and local needs and make the best out of the project's aims. Moreover, in this report the targeted audiences, performance indicators, and the planned and /or implemented activities are outlined.

1 Introduction

Triple-A supports strategic decision making in identifying which investments can foster sustainable growth, while also having an extremely strong capacity to meet their commitments, already from the first stages of investments generation and pre-selection/ pre-evaluation.

The particular report serves a preliminary communication and dissemination (C&D) strategy including important strategic steps with regards to the C&D activities that have been and will be realized during the Triple-A duration. This initial plan will be further worked out and elaborated in the project period, specifying the dissemination, communication and exploitation activities.

The Triple-A Communication and Dissemination Strategy has been created under D7.2 with the aim of setting up a framework specifically developed to help with project communications in creating awareness, engaging stakeholders, and disseminating results. The framework provides an overall picture of what kind of content and messages will be appropriate for which audiences and channels. This is then translated into an editorial plan that allows all the partners to contribute communication content according to predefined subjects at specific times.

Communication and dissemination activities are of paramount importance to support Triple-A activities, in order to maximize its impact and trigger effects across the targeted stakeholders and communities. The main priority of the preliminary C&D plan is to disseminate acquired knowledge on an on-going basis and communicate it to a full range of stakeholders and targeted groups of potential beneficiaries. A range of activities and measures will be planned aiming to deliver appropriate content to key stakeholders. The stakeholders groups that will be taken into consideration include among others banks, companies, policy makers and researchers.

The remaining report is structured as follows:

Section 2 includes introduces the communication and dissemination definitions and concept, the stakeholders' target groups, and the performance indicators and set targets. Section 3 outlines the created standard dissemination tools, the Triple-A e-presence and e-communication tools, the Triple-A website, and the Triple-A Publications and outreach respectively.

2 Communication and Dissemination Strategy

2.1 The Concept

It is common that the terms “communication” and “dissemination” are used interchangeably regarding promotion activities. This is neither entirely false nor entirely correct. Although communication and dissemination have indeed a lot in common, there are certain points which significantly differentiate them. As a starting point, communication and dissemination are both important as their main goal is to promote the project leading to awareness raising and increased interest, and finally enabling the project to make an impact. However, as a recent report¹ from the European IPR Helpdesk states, these two terms are different regarding the specific goal of promotion and the respective audience.

In particular, **communication** relates to the promotion of the project to general public in order to show the impact and benefits that it achieved, focusing on both the project and its results. On the other hand, **dissemination**’s objective is to transfer the knowledge and results gained within the project to these particular audiences that are most probable to use them, focusing on the description and availability of the project’s results.

Dissemination and communication are horizontal activities and concentrate on distributing the activities and results of Triple-A itself to a wide range of existing or potential stakeholders, belonging to different target groups. The purpose of dissemination and communication is not unique. The dissemination activities are aimed at achieving different goals, towards different targets, in different phases of a project, having (phase by phase) different material available. Communication of Triple-A results will take several forms and use a variety of tools. Some tools are expected to have a greater impact than others, and thus, their value to the aims of the project may differ.

Triple-A communication and dissemination activities will ensure the raising awareness critical issues that Triple-A is dealing with, while disseminating project results. Dissemination activities are also in close relationship with engagement and networking activities at local, national, regional and European levels. The C&D plan defines the targets and the activities carried out, with their timing and implementation details and will ensure that all communication and dissemination activities are performed to maximize Triple-A outreach in Europe, to all relevant stakeholders with personalized messages and objectives. In order to ensure the application of a successful communication and dissemination strategy that will diffuse information but also contribute to the project’s reputation building, the detailed communication and dissemination plan has been based on the replies of the following critical issues:

What is our action aiming to clarify?

Who is or should be interested in the results?

What are we hoping to achieve by communicating / disseminating this action?

- long term goals;
- short term goals.

Who will we target in our dissemination activities?

Who can use our outcomes? (primary audience, secondary audience).

¹ https://www.iprhelpdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E_0.pdf

Concluding, it is obvious that, although the main aim is similar, communication and dissemination differ on the message that is promoted, as well as the targeted audience.

2.2 Engagement of Target Groups

The Triple-A project is envisaged to be beneficial for various target groups that are either directly interested in the project or influenced by the project or can impact the project's success or are considered as stakeholders to the project. An initial mapping of the stakeholders was done by the proposal phase of Triple-A. The target groups that participate in the entire energy efficiency investments value chain and are the ones that will provide the required knowledge to achieve the objectives of Triple-A are presented, with their interactions, in the following figure.

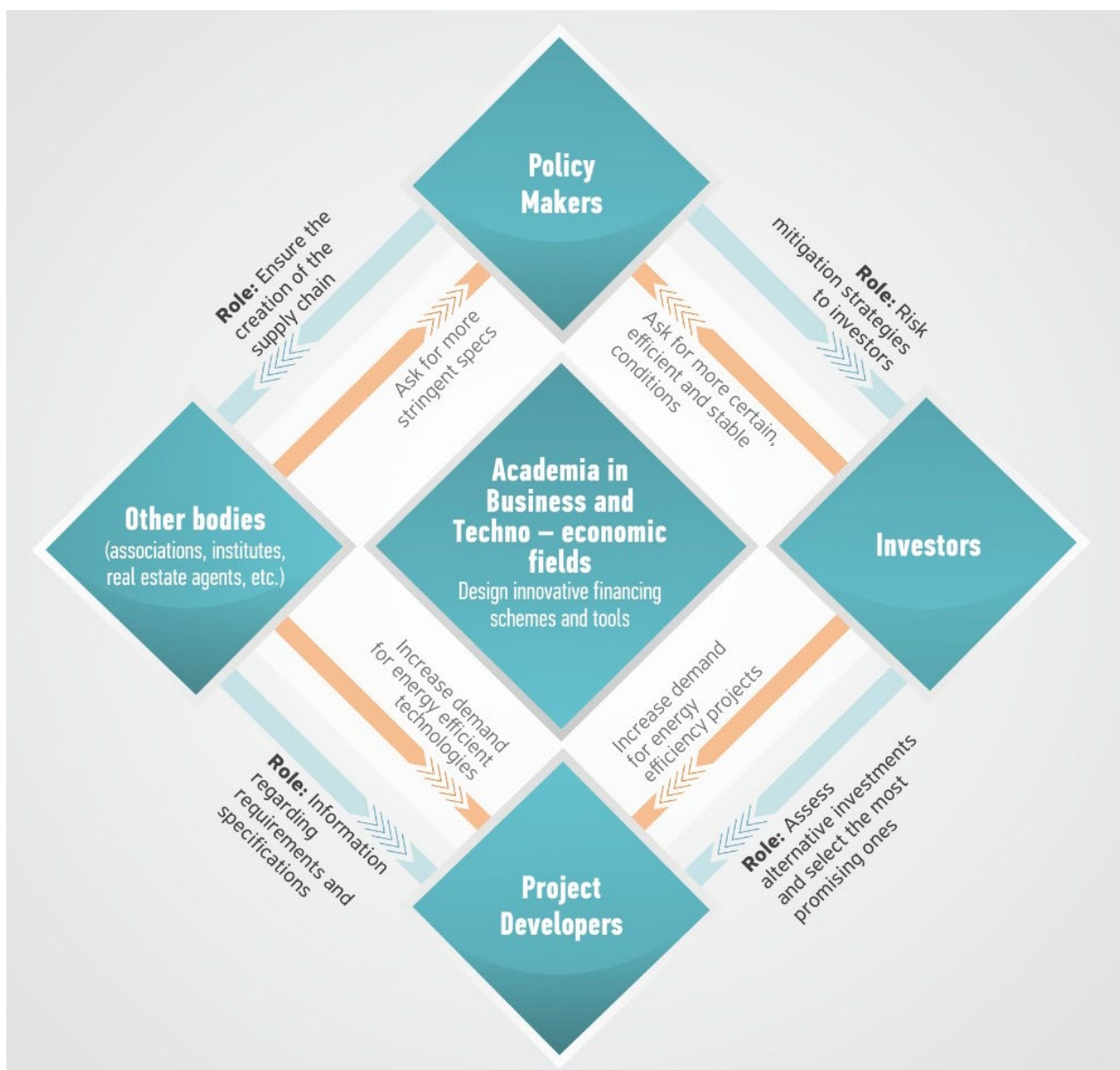


Figure 1: Triple-A Target Groups Interactions

The main target audience of Triple-A include groups such as:

Table 1: Triple – A Target Groups Descriptions and Benefits

Target Groups	Description	Benefits
A. Financing bodies	Commercial/green investment banks, EEFIG members ² , institutional investors (e.g. pension funds) and their financial advisors, insurance companies, brokerages, investment funds (national and international) and their managers, Unit Investment Trusts (UITs), and developers/managers of financial products.	Exploitation of project results; Triple-A will support these target groups in identifying “Triple-A” projects, with data evidence. They will provide key parameters on the available funding, and their perceptions on how to assess alternative investments and select the most promising one.
B. Companies / Project developers	Energy companies, ESCOs looking for additional finance, accredits professionals, management investment companies and construction companies.	Exploitation of project results; Triple-A will support these target groups on where to go, how to present their project ideas, to of interest for the banks, how to involve private sector, how to apply for funds.
C. Policy makers and Policy support Institutes	EC Directorates & Units, Governments and local authorities, Ministries who provide incentives and set the scene in a national and European level, as well as Policy support Institutes.	Triple-A Knowledge transfer to policy makers, in order to update policy frameworks with new financing mechanisms that promote energy efficiency investments.
D. Researchers and Academia in Business and Techno – economic fields	Individuals engaged in research initiatives and/or working in research/ academic institutes will bring their expertise in innovative energy efficiency financing.	Design innovative financing schemes; Extension of the project’s results to other application domains; Inspiration for future research initiatives based on the project’s concept and results.
E. Other	Technology suppliers, property valuers, real estate agents, Technical chambers, notaries, associations individuals (e.g. architects, engineers), Media and NGO	Identification of project ideas’ requirements and specification, based on their expertise and experience; Diffusion and exploitation of the project’s results; Participation in the project’s events.

Targeted events and workshops will be organised in order to deliver the Triple-A key outcomes encouraging them to offer their feedback. It is worth mentioning that Triple-A consortium will organise one day regional training workshops in each involved country (8 training workshops in total) in order to exchange knowledge and expertise, as well as to stimulate the interest and participation of key stakeholders.

Printed and online material will be produced in order to inform general public, but also targeted stakeholders, while the Triple-A social media and website will keep them updated for all implemented and future activities and outcomes. Documents produced as deliverables will be archived through the Triple-A website with open access for interested persons and organisations, while they will also be uploaded to appropriate repositories. Scientific publications that will be derived from Triple-A will be also offered via open access schemes, either in gold or green open access.

The consortium will place particular emphasis on facilitating this collaboration, establishing important links and closely integrating with other organisations carrying out similar or related research and analysis. This integration and collaboration effort will not only strengthen the research and knowledge base for the research activities carried out in Triple-A, but also open up possibilities of enhancing future cooperation.

² <https://www.eefig.com/>

2.3 Performance Indicators

Triple-A consortium has set specific targets in order to maximise the impact of the action. These targets are shown in the following table which is used to keep track of the targets' achievement.

Table 2: Communication & Dissemination Targets

Activity	Target	Status
Project Identity & Graphic Guidelines	<ul style="list-style-type: none"> Creation of Triple-A logo and graphic guidelines handbook; Development of templates for presentations, reports, and newsletters; and Creation of social media identity headers and banners. 	Accomplished Project Identity: design in the proposal stage – finalization in September 2019 (M1). Graphic Guidelines: delivered in September 2019 (M1)
Triple-A Website	<ul style="list-style-type: none"> At least 5,000 unique visitors per year & 25% of return visitors; At least 600 users of the web-based databases; and 200 downloads per case-study report from additional stakeholders. 	Website design in progress
e-Newsletters	<ul style="list-style-type: none"> 4 e-Newsletter issues with more than 200 clicks per newsletter (at least 50% of which from financial community), click-through rate of 30%. 	N/A
Use of digital platforms	<ul style="list-style-type: none"> At least 20 announcements, reports' posts, etc. in partners' and relevant sites and platforms. 	N/A
Promotional Brochure	<ul style="list-style-type: none"> Creation in M2; 200 downloads per year; printed version distributed in 1,000 copies. 	Initial Brochure created in February 2019 Final brochure in progress
Poster	<ul style="list-style-type: none"> 100 downloads per year; Visible in at least 4 events 	2 posters created for the Kick off meeting in September 2019 (M1)
Factsheets	<ul style="list-style-type: none"> 1 for each case-study country; 1 with the final project results 	3 factsheets in May 2019, July 2019, October 2019 (M2)
Scientific Papers	<ul style="list-style-type: none"> At least 4 papers submitted to scientific journals or to a Special Issue, at least 8 conference papers 	N/A
Media Pieces	<ul style="list-style-type: none"> 3 articles or press releases per partner with an expected readership of 2,000 people. At least 30 references, articles and mentions in relevant communications and media. 	1 article in IEECP's in September 2019 Newsletter (M1)
Social Media	<ul style="list-style-type: none"> More than 500 followers in 4 years; Reach of about 4,000 recipients via partners accounts 	Creation of Twitter, LinkedIn and Instagram in September 2019 (M1) 32 followers in twitter (October 2019 - M2)
Stakeholders	<ul style="list-style-type: none"> At least 7 high-qualified experts, members of the Triple-A Advisory Board; Identification of at least 500 key stakeholders. 	N/A

Activity	Target	Status
Bottom-up consultation process	<ul style="list-style-type: none"> Bilateral meetings/calls with stakeholders that wish to develop projects; 40-50 (in total) country experts participated in the process. 	N/A
Organisation of Regional Training Workshops	<ul style="list-style-type: none"> 8 workshops (1 per case study) tailored to the outcomes of WP4; 20-30 key stakeholders in each, with at least 10-15 stakeholders from financial community. 	N/A
Webinars	<ul style="list-style-type: none"> Webinar series addressing asset owners and project developers. 	N/A
Final European Roadshow Event	<ul style="list-style-type: none"> Topic: Energy Efficiency Financing; 100 participants, 50% of which from the financial sector. 	N/A
Impact on policymakers	<ul style="list-style-type: none"> 10 references to the results/findings gained within Triple-A from governance bodies at the targeted countries; Creating bilateral exchange with at least 4 additional MS governments or regulators on their national strategy for energy efficiency financing. 	N/A
Digital Platforms	<ul style="list-style-type: none"> Submission of promising energy efficiency projects to related European platforms for strategic investments (e.g. European Investment Project Portal – EIPP, EIB's Private Finance for Energy Efficiency (PF4EE) programme). 	N/A

3 Communication and Dissemination Activities

The communication and dissemination activities of the Triple-A results will take several forms and use a variety of media, so as to ensure raising awareness, while disseminating project results to all interested stakeholders with personalized messages and objectives will. Some activities are expected to have a greater impact than others, and thus, their value to the aims of the project may differ.

Communication and dissemination activities, mainly in the early phases, should use language that is non-technical and understandable to a wider audience. Interested parties need to know what has been achieved and why it is important for them. It is even possible that the same messages can be used for dissemination to different audiences, but the language should be adapted for each audience.

The internal objective of Triple-A communication and dissemination strategy is to provide an effective and efficient blueprint to follow in disseminating the work and results of the project. The activities that have been and/or will be implemented within the Triple-A duration are presented in the following subsections.

3.1 Standard Dissemination Tools

3.1.1 Triple-A Logo

The creation of the logo and the accompanying chromatic palette is of great importance since it establishes the project's visual identity and eventually supports "brand recognition" via an eye-catching concept. The Triple-A logo will be used in every promotional material and channel as well as outcome of the project (reports, website, social media, etc.) in order to achieve direct connection with the project. In order to create the logo a number of eight alternative project logos were designed during the proposal phase of the project. The official project logo was decided through an electronically voting procedure among the Consortium. The final Triple-A logo is illustrated in the following Figure.



Figure 2: Triple-A logo

The alternative logos which were considered in the voting process are illustrated in the Figure below.



Figure 3: Triple-A Considered Logos

Guidelines on the use of the logo and the visual identity are provided via the report “D7.1 Identity Guidelines” that was submitted by NTUA at the end of September 2019. More specifically, the aforementioned report provides the elements of visual identity for Triple-A project, as well as the guidelines for their proper use and reproduction. It serves as a reference manual for applications in communication and advertising associated with this project. The following figure illustrates the Triple-A Logo Guidelines.

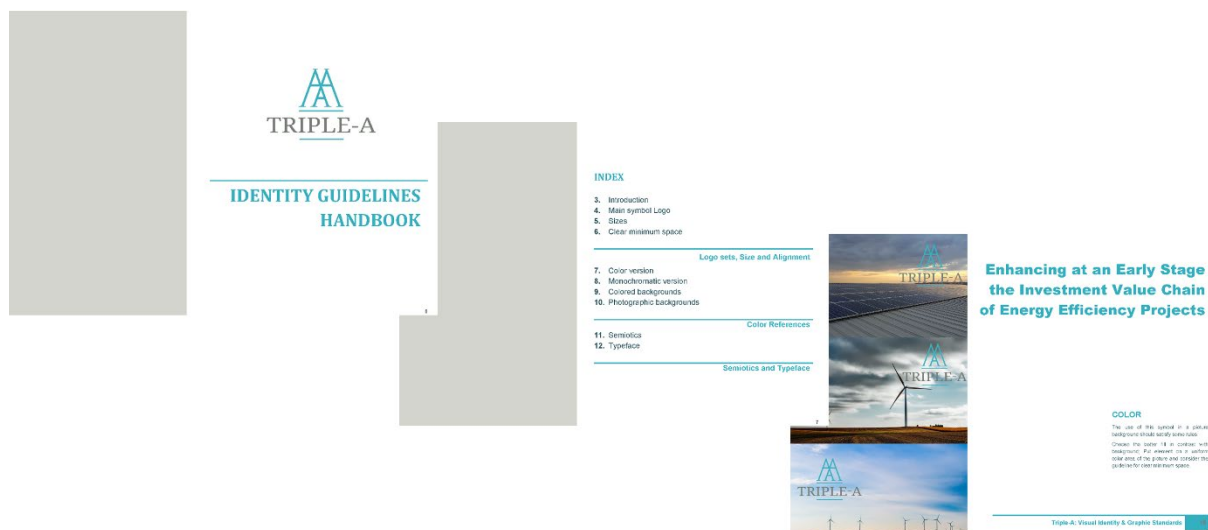


Figure 4: Triple-A Logo Guidelines

3.1.2 Triple-A Social Media Banners

In the beginning of the project, a distinctive banner for social media accounts was created in order to distinguish Triple-A's social media presence (see relevant section). The banner focuses on the economic-investment topic of Triple-A, and emphasises the “Assess-Agree-Assign” concept of the action. The following figure presents the social media banner.



Figure 5: Triple-A Banner for Social Media Accounts

3.1.3 Triple-A Templates

Moreover, Triple-A templates for presentations, reports, agendas, newsletters and press releases were created so as to be used by partners in their promotional activities (events' organisation, presentations in events, outcomes and opinions publishing, etc.) while in the same time maintaining a consistent project identity. The templates have been shared with partners, and along with the project's logo and graphic guidelines, and the social media banners constitute the achievement of the first milestone of Triple-A. The following figure illustrates the Triple-A templates.

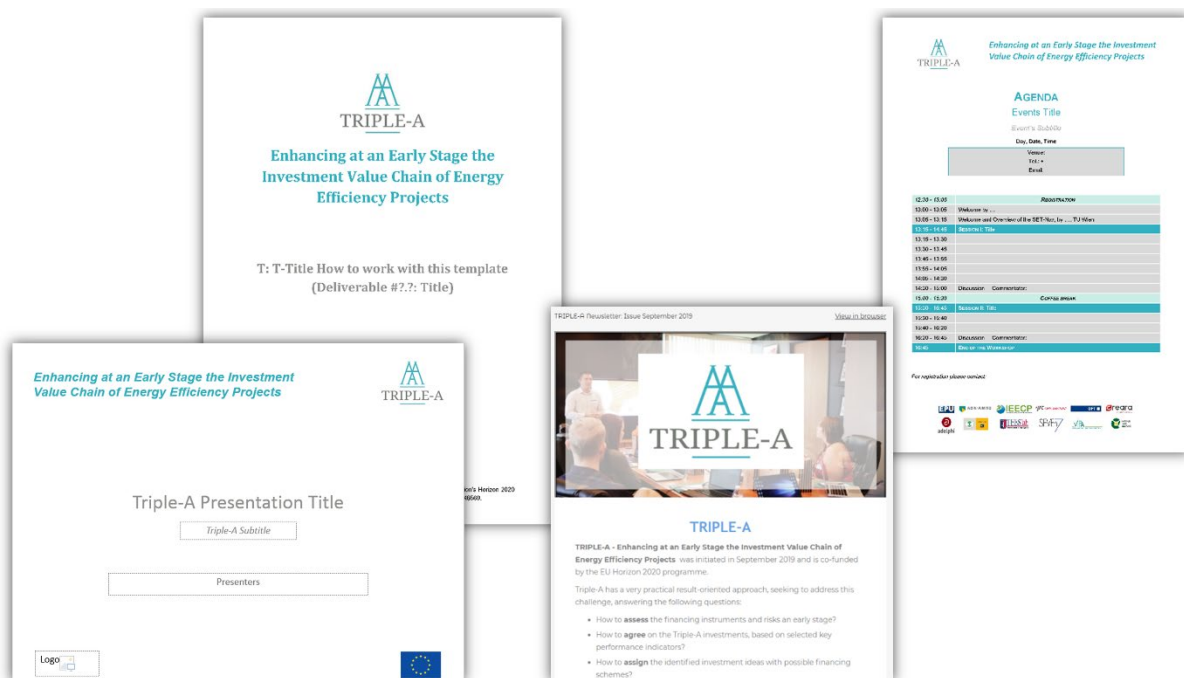


Figure 6: Triple-A Templates

3.1.4 Triple-A Promotional Brochure

In order to promote Triple-A action to interested audiences, even before the beginning of Triple-A, a promotional brochure had been created in order to disseminate the project concept to the academic community. The project has been used in several interventions (see relevant section) and after the official start of Triple-A it has been updated in order to include information on the funding of the project.

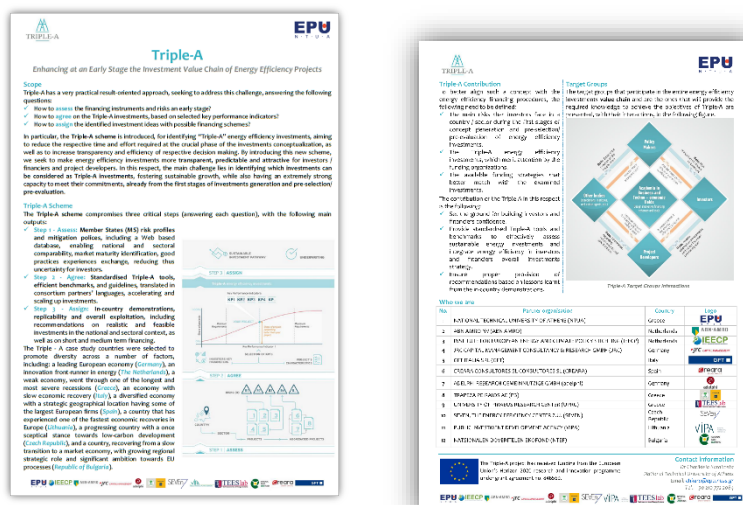


Figure 7: Triple-A initial brochure

A 3-fold brochure giving general information about the project is under creation. The brochure will include basic information such as the project's title; its contact details; the consortium; the project objectives; the "Assess-Agree-Assign" concept, and what each step consists of; how a Triple-A investment is defined; and finally, which are the 8 case studies (Germany, The Netherlands, Greece, Italy, Spain, Lithuania, Czech Republic, Republic of Bulgaria) and why the specific countries were chosen. The brochure will present the project in a simple and attractive way, with icons and infographic elements putting the spotlight on the key figures demonstrating the potential of energy efficiency investments and lost opportunities. It will be originally developed in English and translated in all the partners' languages to be used in the specific case studies. The brochure will be available in the project's website and will be used in events organised by Triple-A or in which partners have participated. It is envisaged that the brochure will be downloaded more than 200 times per year, and more than 1,000 print copies will be distributed in events. The preliminary draft of the brochure is illustrated in the following Figure.



Figure 8: Triple-A draft Brochure

3.1.5 Triple-A Presentation

A standard Triple-A presentation has been developed, briefly describing the project's aims, objectives, contents, expected results and participants. It will be used by the partners for dissemination purposes at relevant events. The standard presentation will be updated ad hoc when necessary and it can be adapted by the partners according to the type and size of audience/events, where the project will be presented.

3.1.6 Triple-A Poster

Several posters in various formats regarding the project will be created so as to be used in events organised by the partners or hosted by other relevant organizations as promotional material. Already, two event posters have been created for the kick-off meeting, while a project-focused poster is under development in A0 format, and finally a roll-up poster will be designed in order to be used in events.

Specifically, the kick-off meeting posters include the project's title and logo, the title, date and venue of the meeting, the project's social media channels and consortium. Moreover, the project-focused A0 poster will contain basic information such as the project's title; contact details and social media channels; the consortium; the project objectives; the "Assess-Agree-Assign" concept, and what each step consists of; and finally, the 8 case studies (Germany, The Netherlands, Greece, Italy, Spain, Lithuania, Czech Republic, Republic of Bulgaria). Finally, a promotional roll-up poster will be printed including the basic information of the project in order to be placed in all the internal and external events. The posters developed for the kick-off meeting are shown in the following Figure.



Figure 9: Triple-A posters for the Kick-off meeting

3.1.7 Triple-A Factsheets

Factsheets will ensure the dissemination of the project results. Already three factsheets have been developed, one with main project information (title, duration, cost, funding scheme, objective, coordinator and participants), one focusing on more specific project's information (summary, methodology, expected contribution, exploitation & sustainability and consortium), and the last one presenting the action's main objective in a short descriptive paragraph.

In addition, at least one factsheet per case study country will be created including information on the identified "Triple-A investment projects" and funding schemes within the country. The factsheets will be published in English and translated in the relevant language of the projects. Factsheets will mainly be disseminated during the Triple-A events, especially in the regional workshops and Final Conference. Finally, an additional factsheet will be developed presenting the key learning from the project and how to ensure the support /involvement of financial sector and project developers. Triple-A e-Presence and e-Communication Tools.

3.1.8 Triple-A e-Newsletters

A series of e-newsletters will be released in electronic format in order to promote the project and its events as well as to disseminate Triple-A outcomes. The e-Newsletter will be disseminated to relevant stakeholders at EU and MS level who will have already be subscriber and will have provided their consent to receive electronic communications regarding Triple-A progress, according to GDPR. Newsletters will be further disseminated via the IISD peer-to-peer community mailing lists³, and will be made available on the project website. A newsletter template which follows the project visual design has already been created, while a first newsletter is under development that disseminates the project general information and the kick-off meeting. E-Newsletters' content will be drafted by NTUA in collaboration with partners. It is envisaged that 4 e-newsletters will be distributed over the project lifetime, with more than 200 clicks per newsletter (at least 50% of which from financial community) and a click-through rate of 30%. A draft of the 1st newsletter is illustrated in the following Figure.



Figure 10: Triple-A 1st Newsletter (draft)

³ <http://enb.iisd.org/email/indextest.php>

3.1.9 Triple-A Articles in Partners' Newsletters

Partners will use their newsletters to share and disseminate project related information and results as widely as possible. In September 2019 the kick-off of Triple-A was featured in an article hosted in the IEECP newsletter, which is shown in the following figure.



Figure 11: Triple-A article in the IEECP's September 2019 Newsletter

3.1.10 Triple-A Press Release

Apart from the e-Newsletters, dedicated Press Releases will be developed as needed, aiming at strategically placing the outcomes of the project at local, regional, national and European levels. Similar to e-Newsletters, press releases will be circulated to Triple-A e-communication subscribers and IISD mailing lists, and will be made available on the project website.

3.1.11 Triple-A Social Networks

To ensure communication and dissemination activities start as soon as possible, Social Media accounts have been created on Twitter⁴, LinkedIn⁵, and Instagram⁶ even from the beginning of Triple-A. The accounts of Triple-A in social media are the following:

Twitter: [@H2020_AAA](https://twitter.com/H2020_AAA)

LinkedIn: [Triple-A Project](https://www.linkedin.com/company/triple-a-project)

Instagram: [triple_a_horizon2020](https://www.instagram.com/triple_a_horizon2020/)

Key Twitter accounts that are used as multipliers include among others several European Commission accounts such as @EU_Finance, @EU_H2020, @EU_EASME, @inea_eu, @EU_ecoinno, @H2020EE, @Energy4Europe, @EU_ENV, @EUClimateAction, @SfEP, etc. Key Twitter accounts that we will use as leverage include: @icpeurope, @fffinancenews, @eeperformance, @WMBtweets, @DrSteveFawkes, etc. In addition, appropriate hashtags (such as #H2020_AAA, #EUFunded, #H2020, #horizoneu, #ResearchImpactEU, #Horizon2020, #H2020EE, #sustainablefinanceeu, #research,

⁴ https://twitter.com/H2020_AAA

⁵ <https://www.linkedin.com/company/triple-a-project>

⁶ https://www.instagram.com/triple_a_horizon2020/

#energysolutions, #EnergyEfficient, #Investment, #Finance, etc.) have been identified and are used in order to expand Triple-A's social media outreach. Constant communication and regular promotion of news to the various communities through such media will be continuously pursued as it shall substantially increase the Triple-A impact. In addition, dissemination through the partners' social media accounts is envisaged to share information about the project and increase stakeholders' participation. It is envisaged that Triple-A social media accounts will have about 500 followers in the upcoming 4 years. The following figure presents the Triple-A social media accounts.

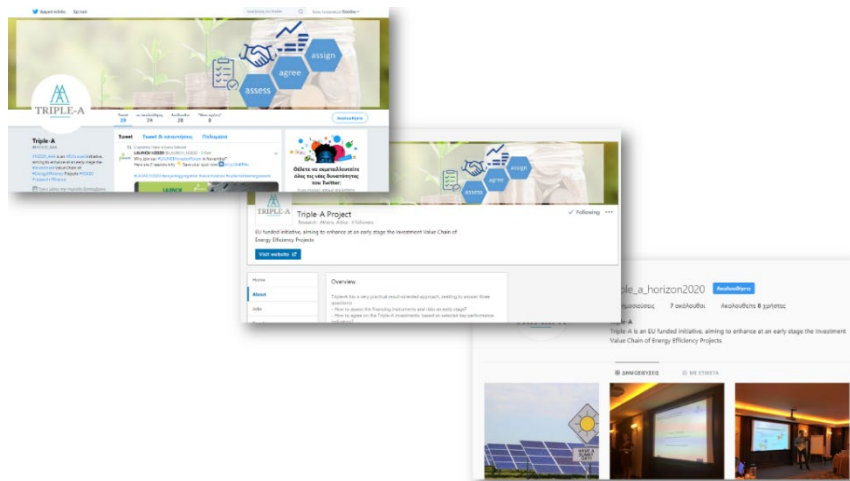


Figure 12: Triple-A Social Media Accounts

3.1.12 Digital Platforms

Triple-A will make sure to share/post information about the project updates and results on several platforms visited by our key target groups, such as BUILD UP, Constuction21, the UNEP Finance Initiative, the UNEP SCP Clearinghouse Platform, IISD Mailing Lists, ResearchGate, MyEuropa, energypedia, capacity4dev, climatechangemitigation.eu etc. Partners will use their websites, events and contacts to share and disseminate project related information and results as widely as possible. In addition, liaison with networks, bloggers and online libraries will be pursued to the greatest possible extent, in order to share the Triple- A results/findings. It is envisaged that at least 20 announcements, reports' posts, etc. will be posted in partners' and relevant sites and platforms.

The following sections present information on several digital platforms which could be exploited.

ResearchGate

ResearchGate is a social network for scientists and researchers to share papers, ask and answer questions, and find collaborators. Through this channel Triple-A will reach out to the scientific community in order to distribute its scientific publications and other reports.

Capacity4Dev

Capacity4Dev is the European Commission's knowledge sharing platform for development cooperation aiming to improve capacity building. This is done among others by enabling cross learning between practitioners from EU institutions and other organisations. The platform has over 25,000 member who share, learn and collaborate on the fields of sustainable development. This channel is ideal for

dissemination and exploitation purposes since its members are scientists, industrialists, EU staff, sustainable development professionals from EU MS, policy makers in EU & global level, as well as civil societies.

IISD Mailing Lists

The “Climate-L”, “Energy-L”, and “Development-L” IISD Reporting Services mailing lists managed by the International Institute for Sustainable Development (IISD) will be used so as to further distribute Triple-A electronic communication material. The IISD Reporting Services LISTSERVs are peer-to-peer mailing lists for policy makers and practitioners involved in sustainable development policy.

MyEuropa

MyEuropa platform is a meeting place for those working on European Projects, where experienced professionals can offer their services and where the thousands of potential beneficiaries of European Funds can find the right support and resources. The platform was developed by the European Academy for education and social research and is based on the results of a research project of the European Projects Association. The platform is offering a different approach to developing projects by adopting innovative methodologies and techniques. It is designed to overcome the difficulties in absorbing European funds in order to develop projects efficiently and with positive impacts on the European society.

Energypedia

Energypedia is a wiki-based platform for collaborative knowledge exchange on renewable energy and energy efficiency issues. It offers the opportunity to share knowledge through uploading documents and deliverables, and also through publishing pages of projects and initiatives that are relevant to these two main issues. In order to further promote Triple-A outcomes and deliverables, an Energypedia page will be created soon. This page will include a short description of the action, its objectives and general outcomes, and also links to the relevant reports and files.

Climatechangemitigation

Climatechangemitigation.eu is a portal that collects and posts information from EU-funded research and coordination projects on climate change mitigation and sustainable development. The portal was set up through the CARISMA project and features information from 21 EU-funded projects. The articles published in the portal highlight results of the collaborating projects and contain hyperlinks to the main documents on which they are based.

OpenAIRE

OpenAIRE is a science related portal whose mission is to provide unlimited, barrier free, open access to research outputs financed by public funding in Europe. The use of OpenAIRE will enable the project on one hand to report more effectively and efficiently the scientific, and other, outcomes of the action and on the other to reach to a wide community of scientists, policymakers, and stakeholders interested in EU-funded research in general.

Zenodo

Zenodo is a data repository developed by CERN within the framework of OpenAIRE welcoming all science data around the globe. Its main purpose is to provide an easy access data repository for every scientific data from all over the world and from every discipline. Triple-A will use Zenodo, or similar data repositories, in order to provide open access to its outcomes, and disseminate them to appropriate audiences at the same time.

Blogposts

Apart from the articles in platforms targeting Triple-A main stakeholders, several platforms and blogs addressed to more wider audience will be exploited in order to increase the project's outreach. In these websites articles in more plain language will be shared featuring the results of Triple-A, and its impact to the general public. A non-exhaustive list of such platforms and blogs contains the following media: The Conversation, EURACTIV, ScienceDaily, Renewable Energy World.

Moreover, official European Commission media channels will be used in order to reach stakeholders who keep track of EU projects' developments. These channels include "EASME news", "HORIZON" magazine, "H2020 Newsroom", "Research*eu" magazine, "Research Success Stories".

In addition, the creation of a blog section in the Triple-A website is explored. It is envisaged that in this section articles on the day-to-day progress of Triple-A and its interlinkage to current affairs, containing appropriate keywords, will be posted. This will further increase the content in the website and improve the site's Search Engine Optimisation making it more probable to appear in relevant searches.

3.2 Triple-A Website

The website⁷ development is of significant importance for the effective promotion of the Triple-A action, as it will contribute to target groups' awareness raising and it will create interest and attract potential contributions to the whole effort. It has already been developed and includes basic project information, such as title, logo, brief description, objectives, methodology (Triple-A scheme "Assess-Agree-Assign"), work structure, expected contribution, and consortium. Moreover, the website will contain information on the events organised by the project, as well as the events in which Triple-A partners have participated in, which are called interventions. In addition, the website will include all the project results easily and freely downloadable and a calendar of the next events and workshops. It will focus on sharing more digestible descriptions about Triple-A activities and will avoid typical "project language" (e.g. deliverables, outputs, etc.), talking rather about objectives, successes, services, etc. Links to Triple-A website have already been included on the websites of all consortium partners.

The website uses the google analytics infrastructure in order to track visitors' traffic, while in accordance to GDPR IP anonymization has been applied and relevant informative banner on the use of cookies are available. It is envisaged that the website will have at least 5,000 unique visitors per year and 25% of return visitors, while it will be maintained for a period of at least two years beyond the project lifetime. More information of the website will be available in the report "D7.4 Triple-A Website" to be delivered in December 2019. The following figure presents sections from the Triple-A website.

⁷ <http://aaa-h2020.eu/>

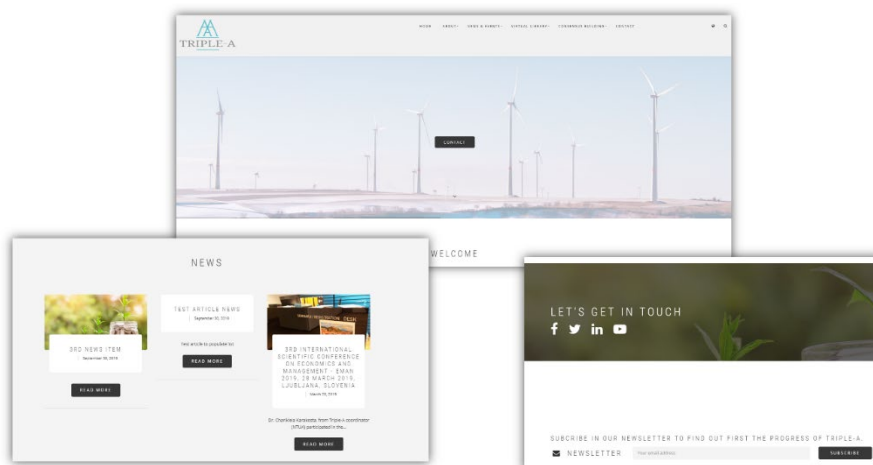


Figure 13: Triple-A Website (draft)

3.3 Triple-A Publications and Outreach

It is important that key results of Triple-A are made available to the larger possible stakeholder group to ensure ownership and the scientific community is one of the project target groups. These activities include a number of scientific articles and concrete actions to facilitate the interaction/synergies with stakeholders from other related to Triple-A projects and initiatives.

3.3.1 Special Issue

Articles for a special issue of a knowledgeable International Journal on the energy efficiency financing. These activities will ensure that Triple-A and its results will be made known to the specific interested parties and scientific target groups. A table containing potential high quality journals in which Triple-A scientific publications could be published will be created in order to discuss them with partners. This activity will be coordinated by NTUA.

3.3.2 Synergies with other relevant EU initiatives

Triple-A is envisaged to be beneficial for various target groups and key actors that are defined by their direct interest for energy efficiency investments and especially by their business, institutional and technical status. Subsequently, in order to maximise the impact of Triple-A, the creation of synergies with other relevant projects will be pursued. Thus, the effort towards the dissemination of the projects' results will be more efficient.

In this respect, initial discussions with the projects of LC-SC3-EE-10-2018-2019-2020 (LAUNCH, QUEST, EENVEST) have already taken place to promote investments in sustainability and energy efficiency; to identify, quantify and mitigate technical risks associated; and to support investors' decision making process. More particularly, the goal of LAUNCH is to pilot standardised processes required by both investors and project contractors to evaluate projects as investment opportunity. Thus, it could benefit from the outcomes of Triple-A regarding early detection of energy efficiency investments. Moreover, the coordinator of LAUNCH has provided a letter of support to Triple-A project. In November 2019 Triple-A representatives will participate in the LAUNCH Investors' Forum (see "external events"

section). The goal of QUEST project is to promote investments in sustainability and energy efficiency by identifying and empirically risk-grading factors that influence performance. Consequently, Triple-A could exploit the identification of these factors. Finally, the goal of EENVEST is to support investors' decision making process by translating building's energy efficiency technical requirements into economic indicators. This translation/matching could be very useful in the energy efficiency projects' evaluation at early stage that Triple-A will implement. In conclusion, Triple-A has already subscribed in the newsletters of the aforementioned actions and will be informed on their progress, while participation in their events will be considered thoroughly (see external events section).

Apart from the projects in the LC-SC3-EE-10-2018-2019-2020 call, synergies with other similar actions (PROSPECT, PARIS REINFORCE, SET-Nav, C-Track 50, SocialWatt, SENSEI, etc.) have been established. More particularly, a connection with the EEFIG-De-risking project has been created, and it is envisaged that Triple-A will exploit the EEFIG "energy efficiency investments" database.



Figure 14: Synergies with Triple-A

3.3.3 Participation in external events

Participation in events organised by organisations and projects outside the Triple-A are of great importance since they provide the opportunity to network with external stakeholders and promote Triple-A outside the consortium. In addition, participation in event's organised by relevant Horizon2020 project will ensure the successful idea and input exchange, the networking with stakeholders relevant to the field of energy efficiency financing and ensure the good communication among different project partners. So far the following interventions have taken place. The participation in workshops and conferences on particular topics will convey Triple-A message through different target groups and communicate the progress so far and the achieved results.

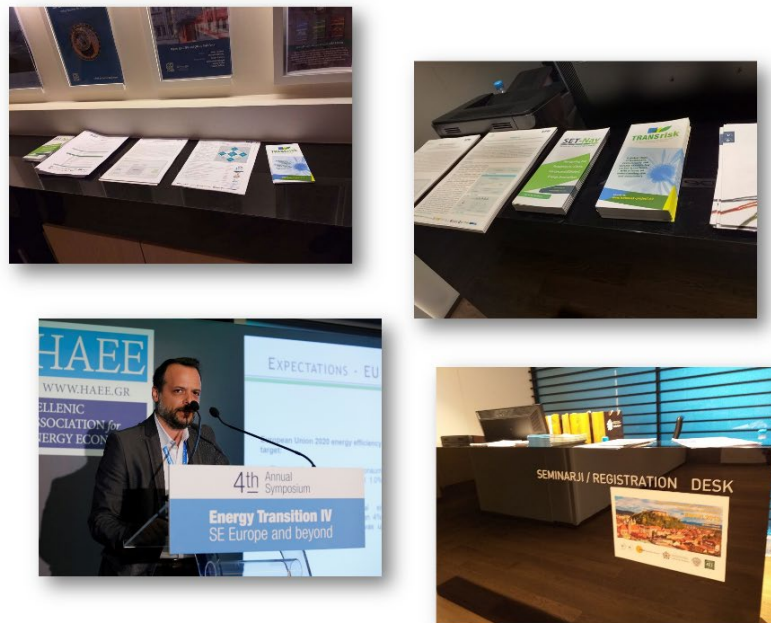


Figure 15: Triple-A participation in external events

Technical Chamber of Greece, Meeting on Buildings' Energy Efficiency and Standardisation, 30 January 2019, Athens, Greece

Assoc. Prof. Haris Doukas (NTUA) participated in the Meeting on Buildings' Energy Efficiency and Standardisation⁸ which was organised by the Technical Chamber of Greece on the 30th of January 2019, in Athens, Greece. Haris. Doukas delivered a presentation entitled "Standardisation's role in unlocking energy efficiency financing" which featured outcomes from research projects on energy efficiency financing, and among others demonstrated the innovative concept of the newly launched Triple-A towards the identification of Triple-A investments in early stages of the projects.

EEFIG Annual Plenary Meeting 2019, 6 February 2019, Brussels, Belgium

Assoc. Prof. Haris Doukas (NTUA) attended the 2019 Annual Plenary Meeting of the Energy Efficiency Financial Institutions Group (EEFIG). The event took place on the 19th of February 2019 in Brussels, Belgium. Haris Doukas presented the Triple-A project making an overview of its main aim and expected results and discussed about how EEFIG activities could support the newly launched Triple-A project.

Financing Energy Efficiency and Project Development - EASME Contractors' Meeting 2019, 21 February 2019, Brussels, Belgium

Assoc. Prof. Haris Doukas (NTUA) participated in the Financing energy efficiency and project development - Contractors' Meeting 2019. The event took place on the 21st of February 2019 in Brussels, Belgium, and brought together actions working on sustainable financing for energy efficiency and project development. The objectives of the meeting were to share expert's perspectives for the next years of EU funding in this area, facilitate the exchange of good practice in project implementation and communication, learn inspiring ideas from across Europe, share useful information on project

⁸ <https://youtu.be/VzJPYhlm4iw?t=13378>

management with peers and increasing synergies of colleagues working on similar issues. Haris Doukas presented the Triple-A project and established important synergies with other EU funded research actions.

6th Student Conference of HELORS, 28 February - 2 March 2019, Xanthi, Greece

Dr. Charikleia Karakosta and Aikaterini Papapostolou (NTUA), participated in the 6th Student Conference of HELORS⁹ which took place from the 28th of February to the 2nd of March 2019, in Xanthi, Greece. The conference gathered young researchers from all over Greece and Triple-A representatives had the opportunity to meet and discuss with them on the topic of energy efficiency financing.

SET-Nav Final Conference, 20 March 2019, Brussels, Belgium

Triple-A participated in the Final Conference of the Horizon2020 SET-Nav project¹⁰ which took place on the 21st of March 2019, in Brussels, Belgium. During the event SET-Nav's final conclusions were presented and detailed comparative assessments of low-carbon transformation paths were examined. Triple-A representatives had the opportunity to get together with experts of the energy sector and talk on the potential of several energy saving projects. Moreover, Triple-A brochures were distributed at the event.

3rd EMAN Conference 2019, 28 March 2019, Ljubljana, Slovenia

Dr. Charikleia Karakosta (NTUA), participated in the 3rd International Scientific Conference on Economics and Management - EMAN 2019¹¹ which took place on the 28th of March 2019, in Ljubljana, Slovenia. Dr. Karakosta had the opportunity to promote the newly launched Triple-A through the distribution of the initial Triple-A brochure brochures featuring the initiative's concept and scope, as well as to communicate with relevant stakeholders gathering feedback.

4th Annual Symposium of the Association for Energy Economics, 7 May 2019, Athens, Greece

Assoc. Prof. Haris Doukas (NTUA), participated in the 4th Annual Symposium of the Association of Energy Economics, held on the 7th of May 2019 in Athens, Greece. Haris Doukas delivered a presentation entitled "Sustainability and the new financing and corporate business models: On the appraisal and implementation of "Triple-A" investments", which featured the Triple-A scheme "Assess-Agree-Assign" and highlighted the challenges which Triple-A will address. Fruitful discussion took place on the project and its implementation.

Covenant of Mayors – C-Track 50 Greek Energy Info Day, 19 September 2019, Athens, Greece

Researchers from NTUA participated in the Covenant of Mayors – C-Track 50 Greek Energy Info Day¹² which took place on the 19th of September 2019 in Athens, Greece. Representatives of the Greek local government participated in the event, while significant action was the signing of the covenant of mayors by 29 municipalities from all over Greece. Triple-A representatives had the opportunity to connect with

⁹ <http://6eeestudent.com/>

¹⁰ <http://set-nav.eu/content/final-conference-21-march-2019-brussels>

¹¹ <https://www.eman-conference.org/>

¹² <https://www.c-track50.eu/el/node/167>

local policymakers who expressed interest in the project and how successful energy efficiency financing will be realised at a local level.

LAUNCH Investor Forum – Thinking BIG: Securitizing Sustainable Energy Assets in Europe, 27 November 2019, Brussels, Belgium

NTUA will participate in LAUNCH Investor Forum – Thinking BIG: Securitizing Sustainable Energy Assets in Europe¹³ that will take place on the 27th of November 2019 in Brussels, Belgium. The aim of the LAUNCH Investor Forum is to think BIG - key market players will discuss on the topic why EPC has not yet been securitised and what is needed to achieve securitization of Sustainable Energy Assets under EPC contracts. Triple-A partners were invited to participate and exchange ideas on the projects' implementation.

¹³ <https://www.launch2020.eu/workshop-27th-november>