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

D7.4: Triple-A Website

December 2019

TRIPLE-A

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

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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 polices, 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	EPU
2	ABN AMRO Bank N.V.	ABN AMRO	NL	ABN·AMRO
3	Institute for European Energy and Climate Policy Stichting	IEECP	NL	IEECP
4	JRC Capital Management Consultancy & Research GmbH	JRC	DE	jrc CAPITAL MANAGEMENT
5	GFT Italy srl	GFT Italy	IT	GFT
6	CREARA Consulting SL	CREARA	ES	creara
7	Adelphi Research Gemeinnützige GMBH	adelphi	DE	adelphi
8	Piraeus Bank SA	PB	GR	
9	University of Piraeus Research Center	UPRC	GR	TEESlab
10	SEVEn, The Energy Efficiency Center	SEVEn	CZ	SEVEn
11	Public Investment Development Agency	VIPA	LT	VIPA
12	National Trust Ecofund	NTEF	BG	NATIONAL TRUST ECO FUND

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Executive Summary

The aim of the present report is to explain in detail the design and content of the official Triple-A website which is online since November 2019 (M3). It also provides useful information about how to navigate through it, what information and material is expected to be presented, what social media are linked with it and useful and relevant links.

The project website is an important and versatile dissemination tool. The public website of the project is developed for disseminating project results, providing information related to the project and the partners and for the communication among all interested parties and relevant EU and case study stakeholders.

The Triple-A website aims not only to present the project's results, but also to be a referenced site containing useful promotional material, as well as relevant information package and useful links related to energy efficiency investments and financing. It will also host the Triple-A tools that will be developed.

The website development is of significant importance to the effective promotion of the project's concept, as it will contribute to awareness raising amongst target groups and create interest (and attract potential contributions) for the whole effort.

1 Introduction

The website development is very important for the effective promotion of the project concept, results and stakeholder engagement. Therefore, a website, dedicated to the Triple-A activities, has been developed in parallel to the other WPs, providing information regarding the project's activities and outputs.

The Triple-A website aims not only to present the project's results, but also to be a referenced site containing useful disseminating material, as well as relevant material and tools for policy and decision makers and useful links related to the energy efficiency financing. All the uploaded files will be easily and freely available to download, while a detailed calendar with next events and workshops will advise the visitors.

The aim is to share digestible descriptions about Triple-A activities without using typical "project language" in user-friendly manner.

The website contains at a minimum (but not limited to, as it will be constantly enhanced) the following:

- Information about the project, including: Objectives, Methodology, Contribution, Participants etc.;
- News and Events with relative information such as agendas, photos, events' scope, etc.;
- Library with main outputs, deliverables, reports, scientific publications, articles;
- Dissemination material (brochure, video, infographics, newsletters, press releases, etc).

The website provides open access to all its material, for all users. Moreover, it includes also link to the internal communication platform (Alfresco) for project partners (accessed only by username and password) used for internal communication and as a repository and platform for storing and developing scientific content, as well as other project management activities (internal meetings' minutes, photos, agenda, list of participants, progress reports, public and confidential deliverables, etc.). More information about Alfresco platform are analysed in D1.2 Document Management Platform.

The website's address has been reserved and is the following: https://www.aaa-h2020.eu/. In order to increase visitors' trust and ranking at Google search, a Secure Sockets Layer (SSL) certificate has been applied to the website. It is the intention of the consortium to keep the website running for at least two years after the project end.

The website and electronic communication practices will be compliant with the current EU legislation on personal data and communications - General Data Protection Regulation (GDPR). Compliance with GDPR will be ensured in the case of third-party tools used in managing electronic dissemination via the web, such as website traffic analytics, embedded multimedia, electronic communications' automation tools and other functionalities.

2   Website Structure

The main goals of the Triple-A website are to:

- ⅄ explain the Triple-A objectives, methodologies and expected results;

- ⅄ disseminate information about Triple-A activities and results;

- ⅄ present useful disseminating material (e.g. newsletters, press releases, policy briefs, brochures);

- ⅄ provide useful links related to the field of Triple-A;

- ⅄ offer a Newsletter subscription form;

- ⅄ include links to Triple-A social media accounts;

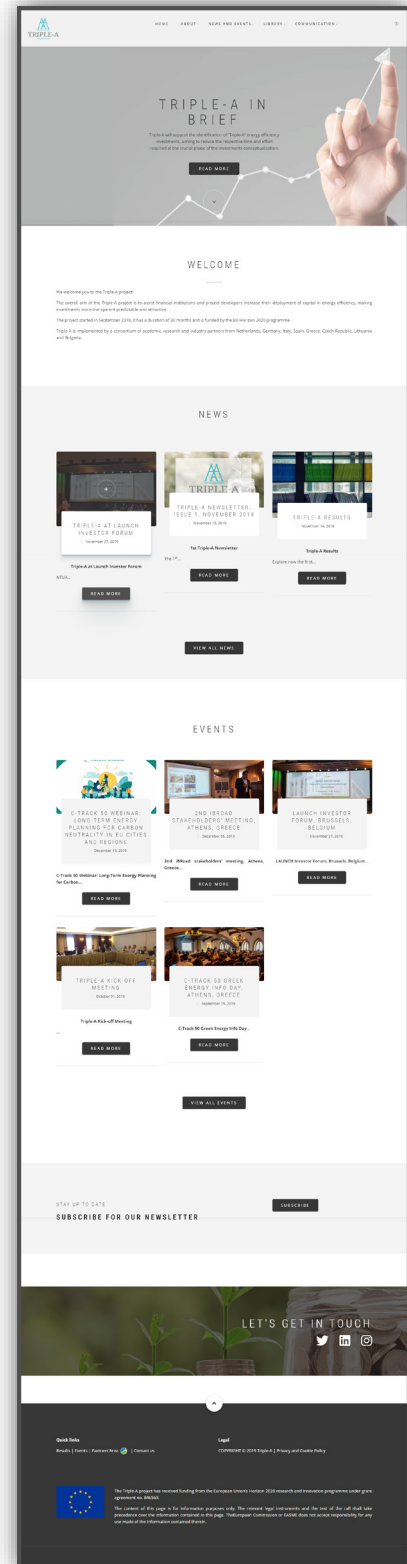The official project website home page is presented in Figure 1.

Figure 1: Triple-A Website Design

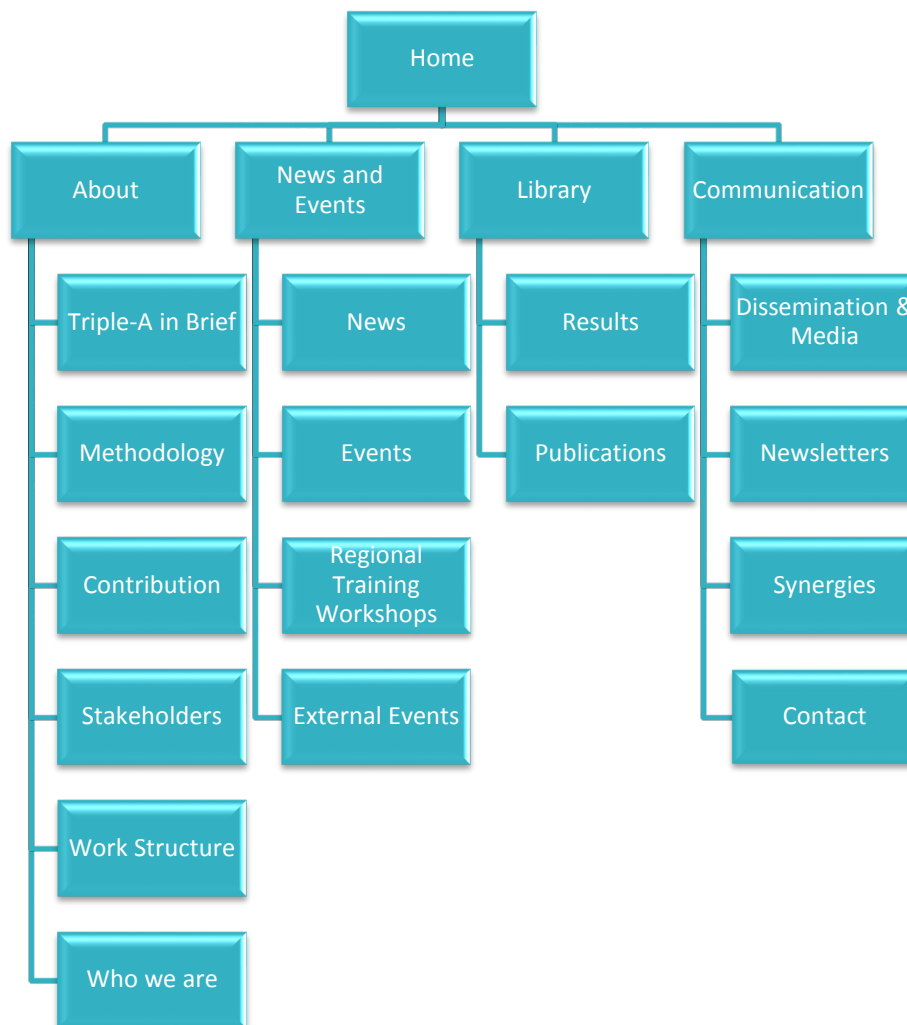The initial website's architecture is structured along the following domains:

Home page welcomes visitors to Triple-A project and has a slideshow which will be enhanced with photos from Triple-A News and Events. The most recent news regarding the project can be easily accessed in this page. Moreover, it has the "Newsletter Sign-Up" section which provides the ability to subscribe in order to receive newsletters. Additionally, links to the social media (Twitter, LinkedIn, Instagram) are incorporated in the Home page.

About page includes all the information relating to Triple-A project:

- ⚑ The **Triple-A in Brief** sub-page provides a small description of the project and its objectives.

- ⚑ The **Methodology** sub-page presents briefly the steps of the Triple-A scheme and their main outputs as well as the case study countries that are participating in the project.

- ⚑ The **Contribution** sub-page includes Triple-A's impact through the results of the project

- ⚑ The **Stakeholders** sub-page includes the target groups that will either provide knowledge to achieve the objectives of Triple-A or make use of project outcomes.

▲ The **Work Structure** sub-page includes information about the respective work packages and the linkage between them, presented in a graph.

▲ The **Who We Are** sub-page hosts an accordion-style table with all the consortium partners and links to their relevant websites for more information about each partner.
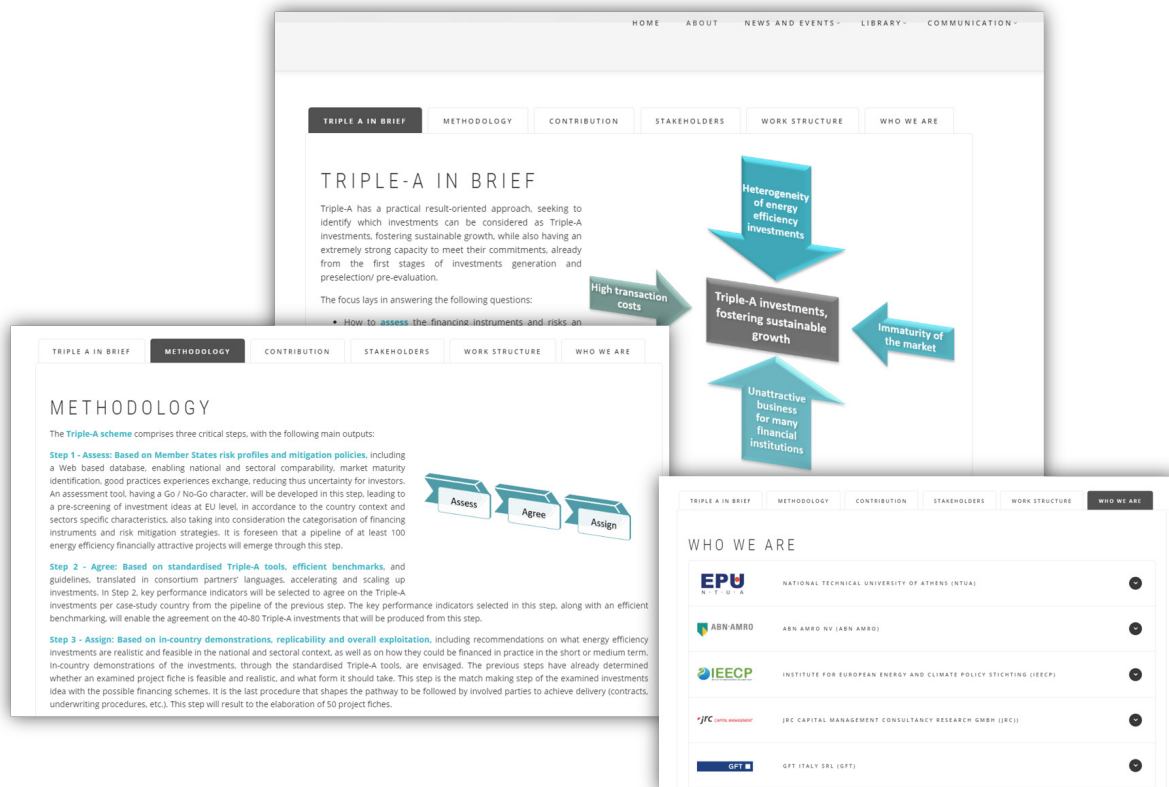

Figure 3: The About Webpages

The **News and Events** page is divided in five sub-pages as follows:

▲ The **News** page provides news and articles concerning the project, as well as newsletters produced by the Triple-A project. In addition, announcements of the project workshops and relative events at national and European level will be circulated through the particular domain.
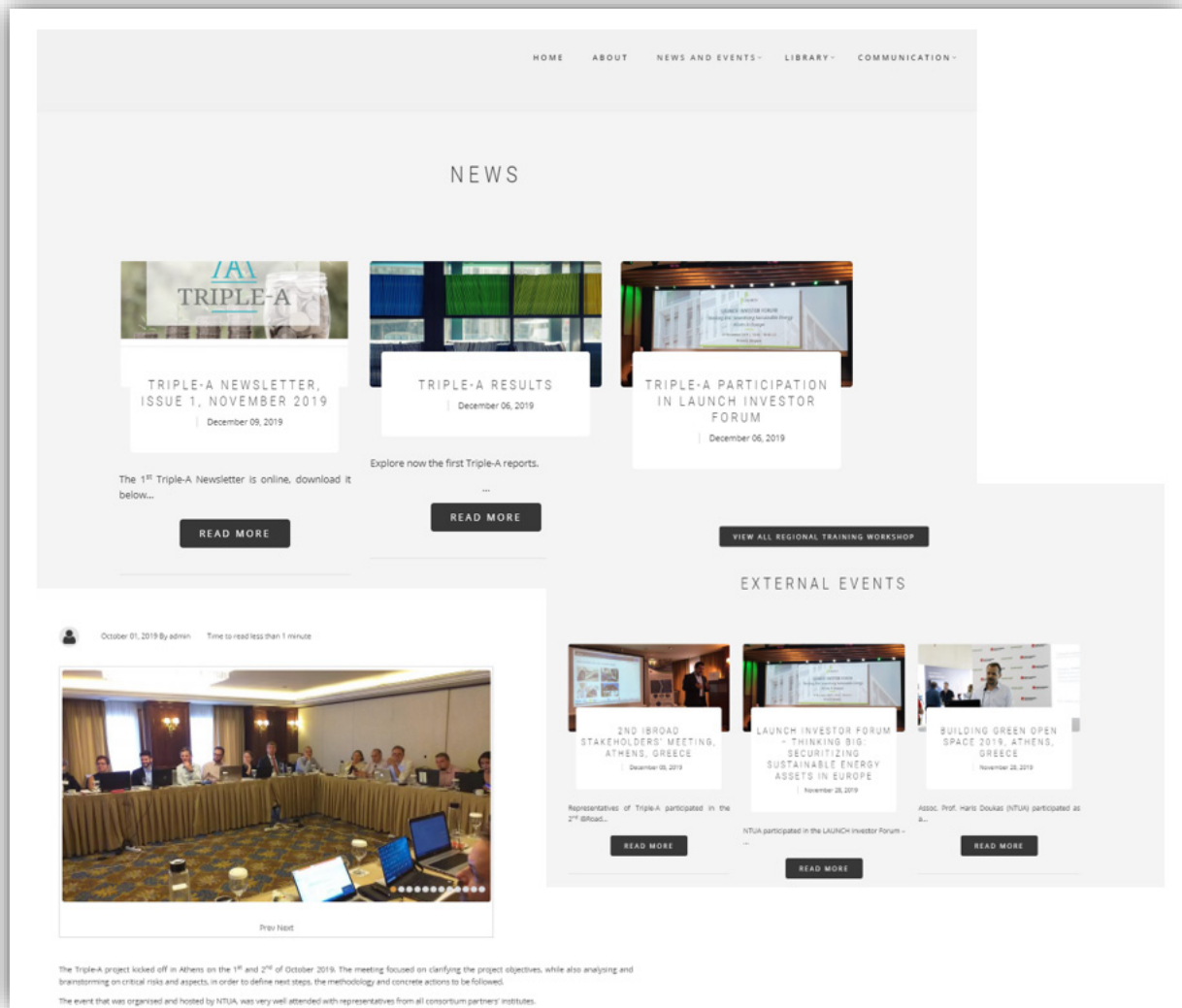
Figure 4: Events Webpage

⚐ At the **Events** page all relevant organisation details of the project workshops are uploaded, including all the informational material (agenda, presentations, photos).

⚐ The **Regional Training Workshops** page will showcase the organisation of the relevant workshops in order to give emphasis on them. It will contain all the informational material from the workshops (agenda, presentations, photos).

⚐ At the **External Events** page the participation of project representatives in events organised by external entities will be included. The webpage will include information regarding the events, as well as other informational material (agenda, presentations, photos) if applicable.

The **Library** page constitutes an information page including useful material, such as deliverables, related studies and other related scientific publications. More particularly, the **Results** sub-page includes all the public project deliverables to be downloaded by the visitors, while the **Publications** sub-page includes all the scientific publications, articles, online reports that has been published to promote the Triple-A methodology and results among the target groups.
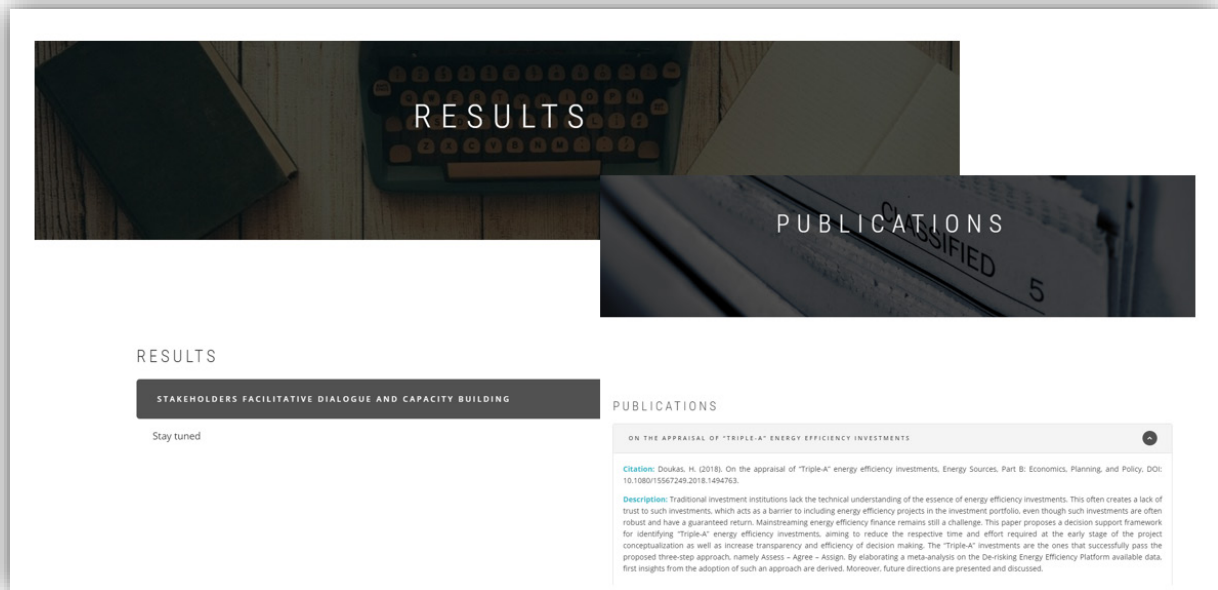
Figure 5: Library Webpages

The **Communication** page consists of three sub-pages, i.e. **Dissemination & Media**, **Newsletters**, **Synergies** and **Contact**, each one providing relevant information on: the promotional material (brochures, infographics, videos, posters, etc.), the electronic communications (Triple-A Newsletters, Triple-A Press Releases, Partners' Newsletters) and the synergies with projects, initiatives and organisations related to Triple-A, including links to their websites and featuring co-organised activities or ones that members of the Triple-A consortium have participated in. Finally, the **Contact** page provides a contact form and comprehensive contact information.

It is worth mentioning that the 1st Triple-A Newsletter (Issue November 2019), as well as the IEECP Newsletter (Issue September 2019), which includes a Triple-A relevant article, have been already uploaded at the News and Newsletters webpages.

It should also be noted that all pages of the Triple-A website include a subscription section for the Triple-A newsletter.

The Triple-A dissemination strategy foresees to achieve milestones regarding the website in order to ensure success of the dissemination activities and promotion of the Triple-A project. For this purpose, the **Google Analytics** (GA) service has been added in the website, offering detailed statistics about the website's traffic and the traffic sources. Google Analytics will provide information on the number of Triple-A website visitors, as well as the percentage of new visitors, the number of visits and pageviews, allowing us to monitor the website's success as a means of dissemination and information provision.

At least 5000 unique users per year are expected to visit the website with the 25% of them to be return visitors. Moreover, 200 downloads per year are expected for the promotional brochures of the project

through the website, 200 downloads per case-study report and 100 downloads of Triple-A posters. Finally, the number of downloads of factsheets from the website will be monitored as well.

Additionally, the website has been registered with Google's search service and Search Engine Optimisation analysis service (i.e. Google Search Console). This way, it will be possible to seek ways to improve the site's search ranking and identifying links and referrals.

3   Social Media Tools

Social Media are platforms that are easily accessible to anyone with internet access. Increased communication for organisations fosters brand awareness. Additionally, social media serve as a relatively inexpensive platform for organisations to implement marketing campaigns and effectively disseminate outcomes and associated information. With the proliferation of niche sites, and communities on the internet, it's becoming increasingly important to target long tail search terms and cast a wide net.

In this framework, exploiting all the assets social media have to offer, while paying attention to the related risks, they could be truly beneficial in successfully disseminating Triple-A scope, activities and outcomes. Through social networking Triple-A will gain wide access to the power of web publishing to non-technical users cost-effectively, while e.g. LinkedIn, Twitter, Instagram users drive traffic to Triple-A website, articles, workshops, etc.

Triple-A social media accounts are listed below:

https://www.linkedin.com/company/aaa-h2020/

https://twitter.com/H2020_AAA

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

Links to Triple-A social media accounts have been added to all the pages of the Triple-A website.

Triple-A social media accounts will be used throughout the duration of the project to engage users and create traffic to its website.

Posts and tweets may include announcements for events, reports and publications, dissemination activities, new dissemination material, several achievements and results. Photos will be also uploaded from Triple-A events and interventions in conferences/ workshops, screenshots from dissemination material, videos and publications.
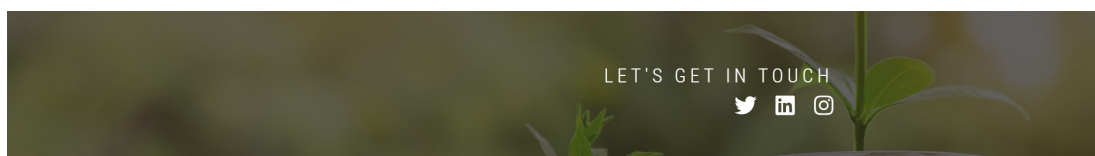

Figure 6: Links to Triple-A Social Media Accounts

Several retweets and reposts will be made from accounts relevant to climate change, Horizon2020, EC, etc., while targeted hashtags may be used e.g. #sustainablefinanceEU, #horizon2020, #energyefficiency etc.
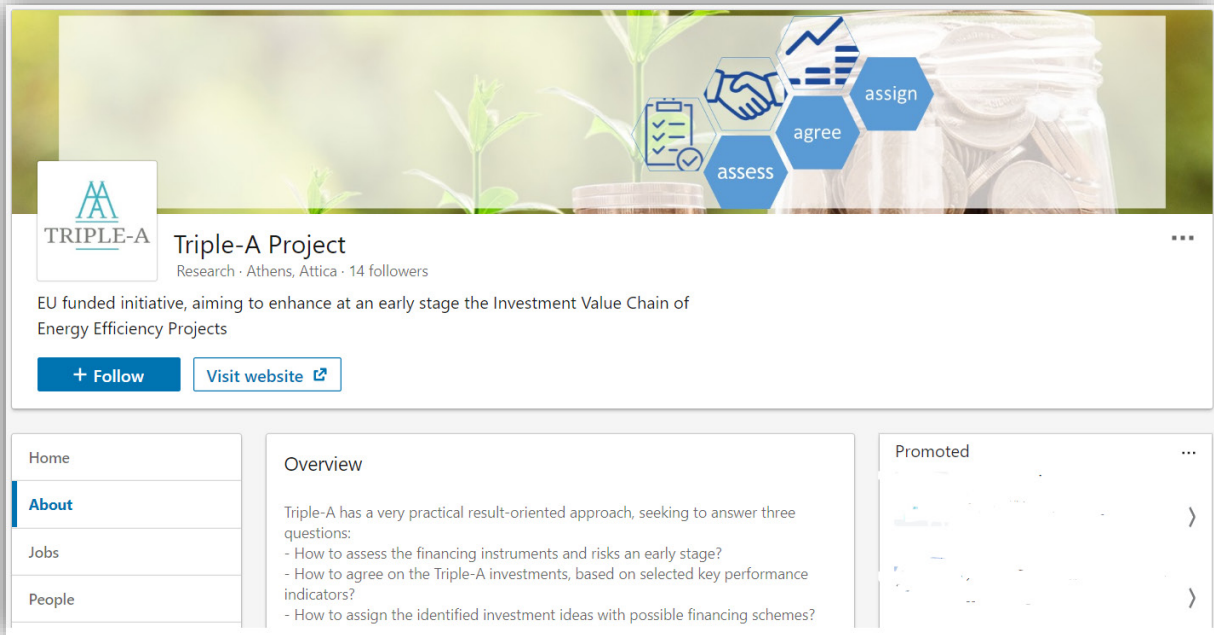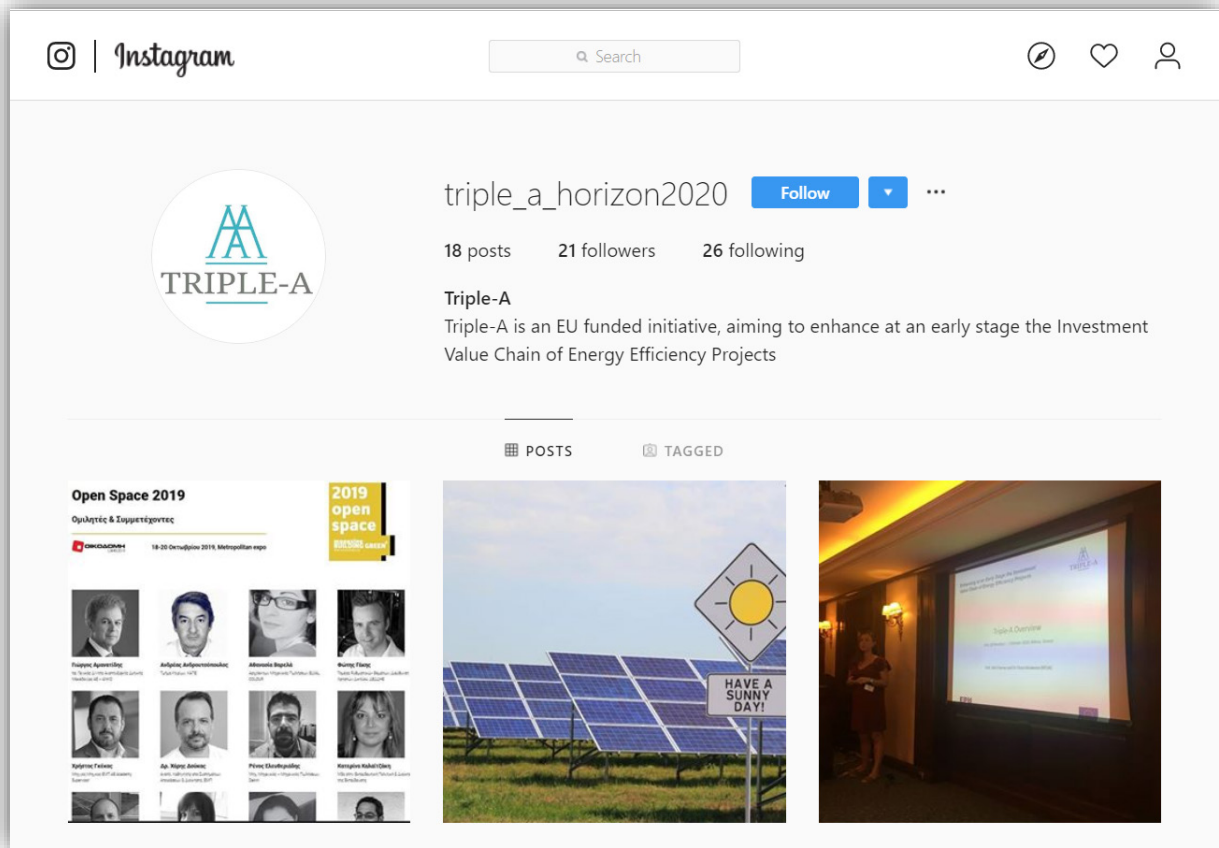
Figure 7: Triple-A LinkedIn page

Figure 8: Triple-A Twitter page

Figure 9: Triple-A Instagram page