



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

Deliverable 7.7: Communication Material and Media Coverage (1st edition)

November 2020



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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 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 Triple-A consortium maintains a dissemination strategy and a variety of communication means to inform stakeholders about the project's results (as thoroughly described in deliverable D7.2 Communication and Dissemination Strategy¹). The following report presents key communication mechanisms including information and communication means for media coverage, such as logo, brochures, factsheets, presentations, social networks etc.; e-presence and web-based dissemination material, such as Triple-A website, e-Newsletters and e-Press releases, infographics, and finally, publications and Special Issue.

The consortium managed to ensure a close cooperation between its members, while successfully realising all the planned activities and accomplishing the project's communication and dissemination targets. The progress and impact of the dissemination material are analysed in this report.

The communication means deployed have allowed a meaningful number of stakeholders to participate in the Triple-A activities and give input and feedback on the Triple-A outcomes. Evidence could be found in the number of at least 2,500 stakeholders already reached through the various communication means, activities, and events. More particularly, more than 500 stakeholders have been identified and contacted within the framework of stakeholder consultation activities (bilateral meetings, teleconferences, questionnaires, etc.) gathering valuable feedback on Triple-A outcomes (Triple-A methodology, Standardised Triple-A Tools, etc.). With regards to media coverage, it is evident that Triple-A has 566 followers in Triple-A social media accounts (Twitter, LinkedIn, Instagram). In addition to that, more than 160 views have been realised in Triple-A videos, uploaded in Triple-A YouTube channel. In general, and according to Google Analytics, Triple-A has up to October 2020 10,352 sessions with 9,115 users, 79.66% bounce rate, 16,164 pageviews, and 9,083 unique visitors. These numbers justify the more than 2,081 reads of Triple-A deliverables uploaded on the website, and the 6 scientific articles and other publications promoting Triple-A activities and outcomes. There are also 53 references to Triple-A project through related websites. Finally, 30 synergies have been established with relevant projects/organisations.

It should be noted that due to COVID-19 pandemic crisis and the restrictions posed by all countries for events cancelation and traveling, there was no possibility to significantly distribute Triple-A brochures and leaflets, and up to date 167 copies have been distributed in events. However, Triple-A partners have intensified activities via social media and created communication means that were not foreseen to be deployed, such as videos and infographics, which facilitated the effective communication of projects' results despite the pandemic crisis circumstances.

This report is the 1st version of the deliverable on Triple-A Communication Material and Media Coverage and lists all the aforementioned material produced from the beginning of the project until end of October 2020 (M15).

¹ <https://aaa-h2020.eu/results>

1 Introduction

Efficient communication is a fundamental activity in any process, since the success of the communication and dissemination activities contributes decisively to the utilization of Triple-A outcomes by all interested actors and target groups. Careful and early planning of dissemination activities was therefore of utmost importance from the beginning of the project.

Triple-A communication strategy has contributed towards a continuous exchange of information and has established opportunities for further exploitation and cooperation among interested parties. The scope is the definition and execution of a multi-channel plan to carry out diverse and novel activities and address challenging issues that arise. Communication material has been prepared in order to enable a profitable two-way exchange of information and experiences with stakeholders and, consequently, prepare the ground for building investors' and financiers' confidence regarding the financing of energy efficiency projects.

The main priority of the Triple-A dissemination and communication package is to disseminate acquired knowledge on an on-going basis and communicate it to a wide range of interested parties and targeted groups of potential beneficiaries. A range of activities and measures have been developed and will be further explored not only during the project lifetime, but also after the end of the project. The ultimate scope is to deliver appropriate content to key stakeholders by raising awareness on critical issues that Triple-A can deal with, while at the same time disseminate project results.

The communication and dissemination activities of the Triple-A results take several forms and use a variety of media. Communication and dissemination actions use language that is non-technical and digestible 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 in such cases the language should be adapted for each audience. Concluding, although the goal of the message is similar, communication and dissemination tools differ on the message that is promoted to the targeted audience.

This report presents the communication assets that were created to be used by the Triple-A consortium partners. The objective is to list the communication materials available to all partners, which were produced to maintain brand coherence and ensure that the communication and dissemination of Triple-A is aligned with the general visual identity and look-and-feel of the project.

This document is the 1st version of the deliverable on Triple-A Communication Material and Media Coverage and reports the portfolio of communication material created from the beginning of the project (September 2019) until end of October 2020 (M15). Deliverable *D7.7: Communication Material and Media Coverage (1st edition)* describes all the communication means, including promotional brochure, factsheets, poster, press release, Special Issue, and articles in EU and national media.

Apart from this introductory section, the report consists of three sections, a representative description of Triple-A's communication material in numbers in order to present the impact achieved by persons reached, a presentation of Triple-A information and communication packages, and, finally, a brief description of the future activities scheduled beyond the project's lifetime.

2 Triple-A in Numbers

The overall objective for all communication material within Triple-A is to reach and enable as many as possible targeted stakeholders, who can benefit from project outcomes. Moreover, it is foreseen to enable their active participation to the project. During Triple-A's implementation, various channels were used to disseminate and timely make available all the relevant Triple-A key messages and findings as well as its progress to stakeholders. At the same time experiences and expertise were exchanged with the targeted audiences.

The stakeholders' groups that are taken into consideration for Triple-A communication and dissemination activities include among others financing bodies, companies, and project developers, policy makers, scientific community as well as other interested parties from the technoeconomic field.

A total of more than 2,500 stakeholders were reached from Triple-A activities through newsletters, events, consultation, emails, webinars, workshops, and bilateral meetings. Their participation and engagement will be further enhanced during next phases of project implementation when the Triple-A Tools will be completed.

The figure below displays the estimated proportions of persons reached, in the context of all dissemination and communication activities, in each of the following categories.

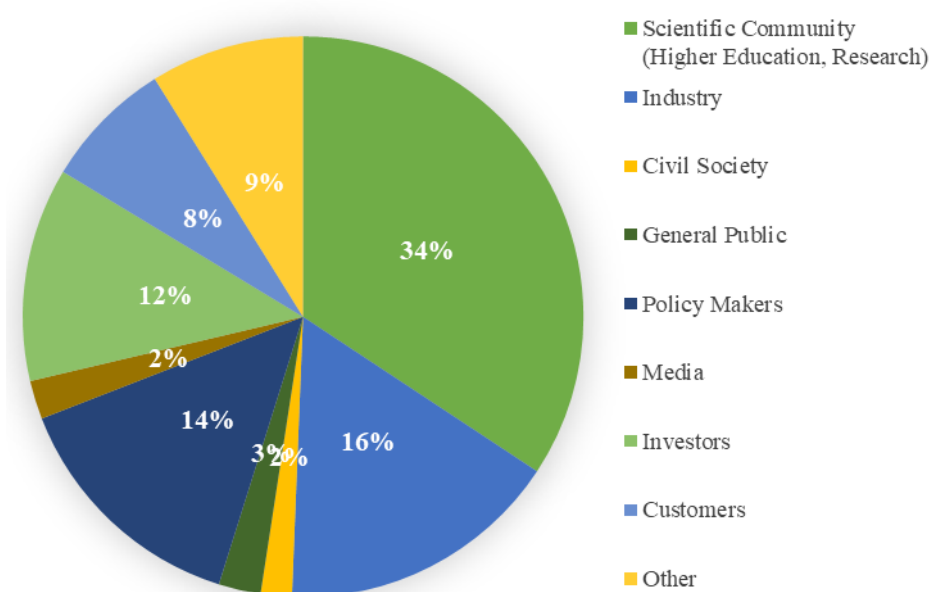







Figure 1 Stakeholders Categories Reached within Triple-A

Up to date, an important number of e-newsletters, press releases, brochures, etc., have been developed and uploaded at Triple-A website. The stakeholders' active engagement has ensured a high visibility for the project.

The information and promotional material that has been developed and published until October 2020 is listed in the following table (Table 1).

Table 1: Triple-A Portfolio of Communication Material

Communication Material		Until October 2020
Design of the Triple-A Logo		✓
Graphic Guidelines		✓
Website	Standardised Triple-A Tools	16,164 pageviews and 9,083 unique visitors
	Web-based Database on Energy Efficiency Financing	
Promotional Brochure / Leaflet		3
Templates / Presentation		✓
Triple-A e-Newsletters		4 (Jul 2020, Jun 2020, Mar 2020, Nov 2019)
Triple-A in Partners' and relevant Newsletters		9
		<ul style="list-style-type: none"> • IEECP Newsletters (Sept 2020, Summer 2020, Jun 2020, Apr 2020, Feb 2020, Sep 2019) • INZEB Newsletter (May 2020) • NOVICE newsletter (Jul 2020) • JRC Newsletter (Oct 2019)
Triple-A Articles in relevant webpages		12
Triple- A Press Releases		3 (Oct 2020, Jun 2020, Jan 2020)
Digital Platforms		5 (Capacity4dev, Energypedia, MyEuropa, Zenodo, ResearchGate)
Social Networks		170 followers
		78 followers
		160 views
		158 views
Factsheets		3
Social Media Banners		20
QR Codes		4
Videos		2
Infographics		1
Posters		3
Scientific Publications		6
Synergies with relevant projects and organisations		30
Special Issue		

3 Communication Assets

Throughout the project duration, a variety of printed and online dissemination tools has been developed and presented publicly to target groups of stakeholders through Triple-A official website and partners' websites, as well. Specifically, dissemination and communication tools include dedicated newsletters and press releases, social media, distribution of material in external events, publications, etc.

The next subsections present and describe the designed and developed Triple-A informational and communication material until the end of October 2020.

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 is used in every promotional material, channel, and outcome of the project (reports, website, social media, etc.), in order to be directly linked with the project. To decide on the final project logo, several alternatives were designed and proposed to the consortium partners during the proposal phase of the project. The official project logo was decided through an iterative process of proposals and feedback from the partners and an electronically voting procedure among the Consortium.

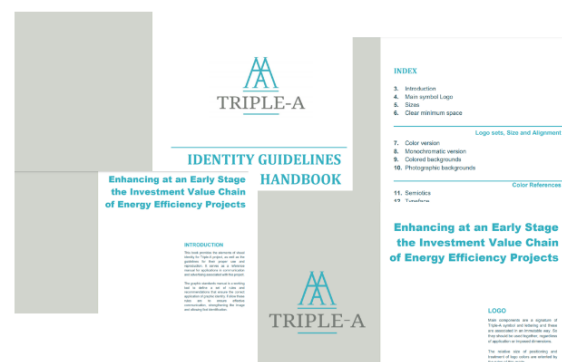
The alternative logos

Final Logo



Triple-A Graphic Guidelines

Guidelines regarding the use of the logo and the visual identity have been provided via the report *D7.1 Identity Guidelines* that was submitted by NTUA at the end of September 2019. The Graphic Guidelines provide the elements of visual identity for Triple-A project, as well as the guidelines for their proper use and reproduction. D7.1 is a manual of brand use. It includes all the uses of the logotype, colour palette, typographies, and all the resources needed in order to understand how to apply the visual identity in different materials. The guidelines are used as reference manual for applications in communication and advertising associated with the Triple-A project.



Triple-A Website

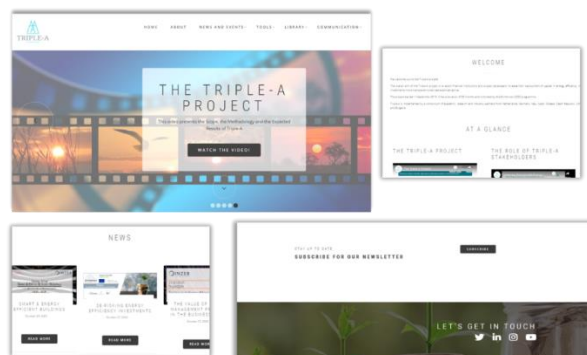
The development of Triple-A website (<https://aaa-h2020.eu/>) is of significant importance for the effective promotion of actions in the framework of Triple-A, as it contributes to target groups' awareness raising and both creates interest and attracts potential contributions to the whole effort. Triple-A has created a website that will be used as the main reference point for interested parties to get to know and follow the project.

The Triple-A website not only presents the project's results, but also is a referenced site containing useful promotional material as well as relevant information packages and useful links related to energy efficiency investments and financing. It includes all the project information, such as title, logo, brief description, objectives, methodology, work structure, expected contribution, consortium members as well as project outputs, such as Web-based Database on Energy Efficiency Financing, Standardised Triple-A Toolbox, deliverable, dissemination material, social media.

While creating the website, due care was taken to carefully define the role of the website in the communication mix for the project as well as the target audiences and appropriate content to meet their needs.

Up to October 2020 the website has 16,164 pageviews and 9,083 unique visitors, while the Triple-A reports have been downloaded 220 times.

Triple-A Website



Triple-A Promotional Brochure / Leaflet

Two 3-fold brochures have been created giving general information about the project, 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, the 8 case studies (Germany, The Netherlands, Greece, Italy, Spain, Lithuania, Czech Republic, Republic of Bulgaria) and their strategic selection. In addition, one Triple-A Leaflet in Czech was also developed by SEVEN. The brochures are available in project website and up until October 2020 167 copies have been distributed in several events. It is worth mentioning that it is foreseen by the description of the action that 1,000 copies of the brochure would be distributed, however, this target seems difficult to be reached due to COVID-19 situation, since all the events are currently organised online.

1st Triple-A Brochure²

2nd Triple-A Brochure³



Triple-A leaflet (a & b in English⁴, c in Czech⁵)



Triple-A Templates / Presentation

Triple-A Templates

- ❖ Several templates have been created for presentations, reports, agendas, newsletters, and press releases to be used by partners in their promotional activities (events' organisation, presentations in events, outcomes and opinions publishing, etc.) in order to have a common visual identity.
- ❖ Triple-A templates are easily editable, so that partners can use them according to their needs, e.g., make their own presentations, make the creation of each deliverable a much more efficient process, etc.
- ❖ All Triple-A templates, along with the project's logo and graphic guidelines, and the social media banners constitute the achievement of the first milestone of Triple-A.



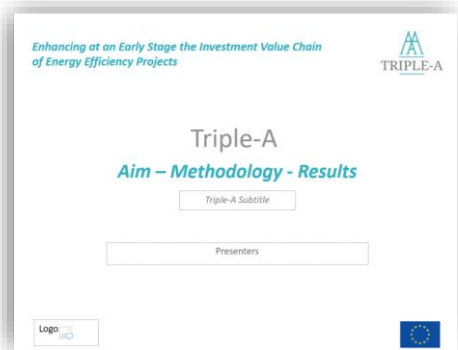
² <https://aaa-h2020.eu/sites/default/files/reports/Triple-A%20Brochure.pdf>

³ <https://aaa-h2020.eu/sites/default/files/reports/2nd%20Triple-A%20Brochure.pdf>

⁴ https://aaa-h2020.eu/sites/default/files/reports/Triple-A_1-pager%2014112019.pdf

⁵ https://aaa-h2020.eu/sites/default/files/reports/Triple-a_Leaflet_CZ.pdf

Triple-A Presentation



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

Triple-A e-Newsletters

A series of e-Newsletters have been released to promote the project and its events as well as to disseminate Triple-A outcomes. The e-Newsletter has been disseminated to relevant stakeholders at EU and MS level, who have already subscribed and have provided their consent to receive electronic communications regarding Triple-A progress, according to GDPR compliance. In more detail, the Triple-A progress has been promoted via the use of four electronic newsletters, which have been released to a wide list of stakeholders and are available in the project website. The plan (also foreseen by the GA) was to develop and circulate 4 e-Newsletters over the project lifetime, which is actually a target that has already been achieved. Triple-A Newsletter subscribers' database has up to October 2020 318 active subscribers and the target of more than 200 recipients, as it was foreseen in the Grant Agreement, has already been achieved. The following sections describe the structure of the already published Triple-A e-Newsletters and other Newsletters/Articles that Triple-A has been presented for its work, contribution, and general progress.

Triple-A Newsletter, Issue 1, November 2019⁶

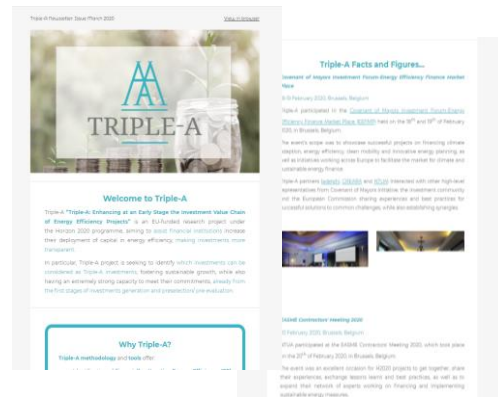
- ❖ Triple-A Aim & Scheme
- ❖ Triple-A Case Studies
- ❖ Triple-A Kick-off Meeting, 1st - 2nd of October 2019, Athens, Greece
- ❖ Annual Symposium of the Association for Energy Economics, 7th of May 2019, Athens, Greece



⁶ <https://preview.mailerlite.com/z2u7s3/>

Triple-A Newsletter, Issue 2, March 2020⁷

- ❖ Why Triple-A?
- ❖ Triple-A Advisory Board
- ❖ Explore Triple-A Key Outcomes
- ❖ Triple-A Facts and Figures...



Triple-A Newsletter, Issue 3, June 2020⁸

- ❖ Explore Triple-A actions and progress
- ❖ Renovation Wave: What's in for Greece?, 28th of May 2020, online event.
- ❖ Utilisation of new tools and models for buildings' energy renovation and for investments, 30th of April 2020, online event.
- ❖ Smart and sustainable local energy planning, 2nd of June 2020, webinar.
- ❖ EUSEW2020 Policy Session "Energy transition: new business models to de-risk investments and kick start the EU building renovation wave", 18th of June 2020, online event.
- ❖ Triple-A Brochure
- ❖ Triple-A Infographic
- ❖ Triple-A Synergies



⁷ <https://preview.mailerlite.com/f1e2v0/>

⁸ <https://preview.mailerlite.com/e9o9o3/>

Triple-A Newsletter, Issue 4, July 2020⁹

- ❖ Explore the Newly Available Triple-A Tools!
- ❖ Web-Based Database on EE Financing
- ❖ Triple-A Standardised Tools
- ❖ Triple-A Reports available
- ❖ Energy Efficiency Conference 2020, 9th of July 2020, Athens, Greece
- ❖ 11th International Conference on Information, Intelligence, Systems and Applications 2020, 15th -17th of July 2020, Athens, Greece



Triple-A Articles in relevant Newsletters¹⁰

- ❖ IEECP Newsletter, Issue September 2019
- ❖ IEECP Newsletter, Issue February 2020
- ❖ IEECP Newsletter, Issue April 2020
- ❖ IEECP Newsletter, Issue June 2020
- ❖ IEECP Newsletter, Issue Summer 2020
- ❖ IEECP Newsletter, Issue September 2020
- ❖ INZEB Newsletter, Issue May 2020
- ❖ NOVICE newsletter, Issue July 2020

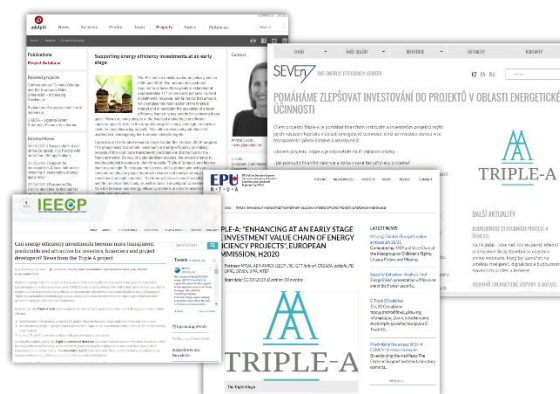


⁹ <https://preview.mailerlite.com/e9o9o3>

¹⁰ <https://aaa-h2020.eu/newsletters>

Triple-A Articles in Relevant Media

- ❖ Article **“Supporting energy efficiency investments at an early stage”** article at adelphi's website¹¹
- ❖ Article **“Enhancing at an Early Stage the Investment Value Chain of Energy Efficiency Projects”** at BUILD UP the European Portal for Energy Efficiency in Buildings¹².
- ❖ Article **“Risks of Energy Efficiency Financing and Mitigation Strategies Typology”** at the IEECP website¹³
- ❖ Article **“Energy Efficiency Projects”** at Platform for African – European Partnership in Agricultural Research for Development¹⁴
- ❖ Article **“Pomáháme Zlepšovat Investování Do Projektů V Oblasti Energetické Účinnosti”** at SEVEN website¹⁵
- ❖ Article **“Snižování Rizika Investování Do Projektů Energetické Účinnosti”** at SEVEN website¹⁶.
- ❖ Article **“Enhancing at an Early Stage the Investment Value Chain of Energy Efficiency Projects”** at TEESLab website¹⁷
- ❖ Article **“Triple-A: Enhancing at an Early Stage the Investment Value Chain of Energy Efficiency Projects, European Commission, H2020”** at EPU-NTUA website¹⁸
- ❖ Blog article **“How to unlock lasting value”**¹⁹
- ❖ IEECP Article **“Can energy efficiency investments become more transparent, predictable and attractive for investors, financiers and project developers? News from the Triple A project”**²⁰
- ❖ Article in **“IEECP Annual Report 2019”**²¹
- ❖ Article **“HORIZON 2020 Projektas Triple-A”** at VIPA website²²



¹¹ <https://www.adelphi.de/en/project/supporting-energy-efficiency-investments-early-stage>

¹² <https://www.buildup.eu/en/explore/links/triple-project>

¹³ <http://www.ieecp.org/report-risks-of-energy-efficiency-financing-and-mitigation-strategies-typology/>

¹⁴ <http://paepard.blogspot.com/2020/01/energy-efficiency-projects.html>

¹⁵ <https://eebw.cz/cs/aktualita/pomahame-zlepsovat-investovani-do-projektu-v-oblasti-energeticke-ucinnosti>

¹⁶ <http://www.svn.cz/cs/aktualita/snizovani-rizika-investovani-do-projektu-energeticke-ucinnosti>

¹⁷ <https://teeslab.unipi.gr/portfolio-item/triple-a-enhancing-at-an-early-stage-the-investment-value-chain-of-energy-efficiency-projects/>

¹⁸ <https://www.epu.ntua.gr/node/333>

¹⁹ <https://greenink.blog/2020/01/02/how-to-unlock-lasting-value>

²⁰ <http://www.ieecp.org/can-energy-efficiency-investments-become-more-transparent-predictable-and-attractive-for-investors-financiers-and-project-developers-news-from-the-triple-a-project/>

²¹ <http://www.ieecp.org/wp-content/uploads/2020/11/Annual-report-2019-IEECP.pdf>

²² <https://www.vipa.lt/apie-vipa/dalyvavimas-projektuose/horizon-2020-projektas-triple-a/>

Triple-A Press Releases

Apart from the e-Newsletters, dedicated Press Releases are developed as needed, aiming at strategically placing the outcomes and issues that have arose (such as the Covid-19 pandemic crisis) of the project at local, regional, national, and European levels. Similar to e-Newsletters, press releases are circulated to Triple-A e-communication subscribers and IISD mailing lists and are available in the project website. The following sections describe in detail the content of 3 press releases developed up to October 2020.

Triple-A Press Release, Issue 1, January 2020²³

Triple-A Website is now Online!



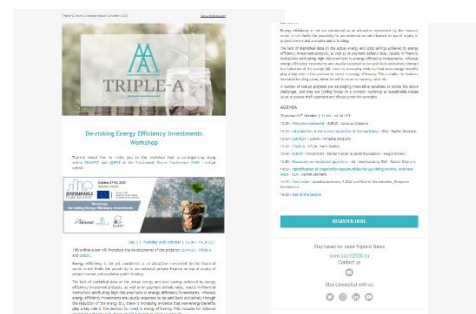
Triple-A Press Release, Issue 2, June 2020²⁴

- ❖ Post-COVID-19: New Era for Energy Efficiency Investments & Economy Recovery Plans
- ❖ Triple-A contribution
- ❖ Triple-A Tools



Triple-A Press Release, Issue 3 October 2020²⁵

De-risking Energy Efficiency Investments Workshop, Thursday 29th October | 13.00 - 14.30 CET



²³ <https://preview.mailerlite.com/m0y5o9/>

²⁴ <https://preview.mailerlite.com/w7h3h3/>

²⁵ <https://preview.mailerlite.com/m3k1q0/>

Triple-A Digital Platforms

Triple-A is investigating several platforms in order to share/post information about the project updates and results on several platforms visited by our key target groups/

Up until now, Triple-A is present in MyEuropa, energypedia and capacity4dev, where communication material and events'

description are available, further promoting Triple-A activities in targeted groups. In addition, all Triple-A newsletters and press releases are promoted through IISD Mailing Lists.



Triple-A platforms for promoting publications have been also explored. Triple-A has accounts in zenodo and ResearchGate. Zenodo is an open-access repository which allows researchers to deposit research papers, data sets, research software, reports, and any other research related digital artifacts. Up until now, all the pre-prints of Triple-A publications are uploaded in zenodo, in order to be open access as required, while an account in ResearchGate has been created with all the public reports and publications.

Partners use their websites, events and contacts to share and disseminate project related information and results as widely as possible and more than fifty (50) relevant webpages host Triple-A articles and announcements. In addition, liaison with networks, bloggers and online libraries is being pursued to the greatest possible extent, in order to share the Triple- A results/findings.

Triple-A Social Networks

To ensure communication and dissemination activities start as soon as possible, Social Media accounts have been created on Twitter²⁶, LinkedIn²⁷, Instagram²⁸, and YouTube channel even from the beginning of Triple-A. The Triple-A account in Twitter has been mentioned 98 times in other accounts' posts, visited 1,185 times and has 158 followers, while the Triple-A posts have been viewed more than 127,088 times. The LinkedIn Triple-A page has been accessed more than 732 times by 255 unique visitors and it has an audience of 170 followers, while the Triple-A posts have been viewed more than 21,000 times. The Triple-A Instagram account has 78 followers, while the Triple-A posts have been viewed more than 3,451 times. The two videos posted in the Triple-A YouTube channel have in total 160 downloads. Finally, Triple-A posts in social media have been further promoted via partners' social channels, especially EPU-NTUA's, TEESlab-UPRC's, and IEECP's. While most partners have used their websites to promote Triple-A news.

²⁶ https://twitter.com/H2020_AAA

²⁷ <https://www.linkedin.com/company/triple-a-project>

²⁸ https://www.instagram.com/triple_a_horizon2020

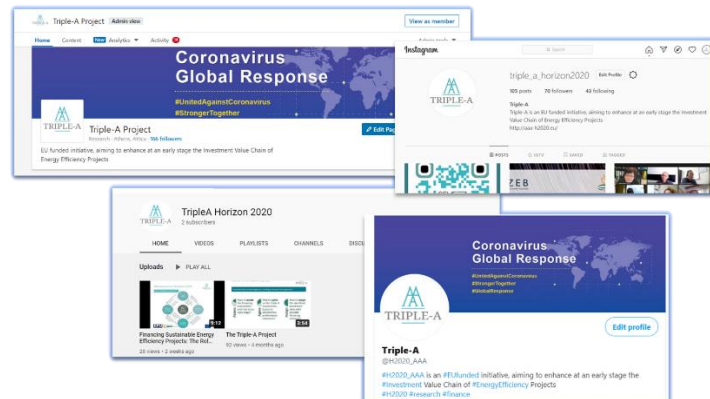
Triple-A Social Media Accounts

Twitter: @H2020_AAA

LinkedIn: Triple-A Project

Instagram: triple_a_horizon2020

You tube: Triple-A Horizon 2020



Triple-A Factsheets

Factsheets ensure the dissemination of the project results and already three (3) factsheets have been developed with the following content:

1. Main project information: title, duration, cost, funding scheme, objective, coordinator organisation, and consortium members).
2. Specific project's information: summary, methodology, expected contribution, exploitation, and sustainability plan and consortium members.
3. Triple-A main objective in a short descriptive paragraph.



Triple-A Video

Two (2) videos have been developed aiming at the promotion of Triple-A. It is worth mentioning that the development of videos was not expected in the GA but Triple-A took the advantage and under specific circumstances created two videos, which are available in Triple-A website and Triple-A YouTube channel.

1st Triple-A video²⁹

Within the framework of the EUSEW2020 Side Policy Session the video “The Triple-A project” was produced. The video showcases general information on the project such as the scope, the consortium members, Triple-A contribution, approach and methodology, the case studies and the stakeholder consultation process as well as the outcomes and Triple-A Tools.



2nd Triple-A video³⁰

Triple-A partners from NTUA participated in the XIV Balkan Conference on Operational Research (Virtual BALCOR 2020), which was held online on the 1st and 2nd of October 2020. The second video created for Triple-A presented a crucial part of Triple-A project and was a presentation for the paper “Financing Sustainable Energy Efficiency Projects: The Role of Stakeholders” in the XIV Balkan Conference on Operational Research.



²⁹ <https://www.youtube.com/watch?v=5H74C2KRtUm>

³⁰ <https://www.youtube.com/watch?v=Tg836VySNxs>

Triple-A Infographics

Although not foreseen by the description of the action, one Triple-A infographic entitled “Triple-A case studies” was developed, giving general information about the project. In particular, it briefly describes the project’s objective and presents the 8 case study countries, while it emphasises on the stakeholder consultation that is being implemented within the case studies framework as well as on the case studies outputs.

1st Triple-A infographic³¹

“Triple-A case studies”

- ❖ General information about the project and its objective
- ❖ Presentation of the Triple-A 8 case study countries
- ❖ Highlights for stakeholder consultation that will be implemented within the case studies framework as well as on the case studies outputs



³¹ <https://aaa-h2020.eu/sites/default/files/infographics/case-studies/index.html>

Two (2) posters were designed for the kick-off meeting and they are indicative examples to be used at fairs, workshops, webinars, conferences etc. Depending on the event, the poster could be adapted accordingly. Two poster types have been created, the content of which could be edited to fit different needs. Moreover, a promotional roll-up poster has been designed and printed including the basic information of the project in order to be placed in all the internal and external events

Basic information of the project including the aim and methodology was included in the Triple-A roll-up poster in order to be used in all the internal and external events.

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Triple-A Banners & QR Codes

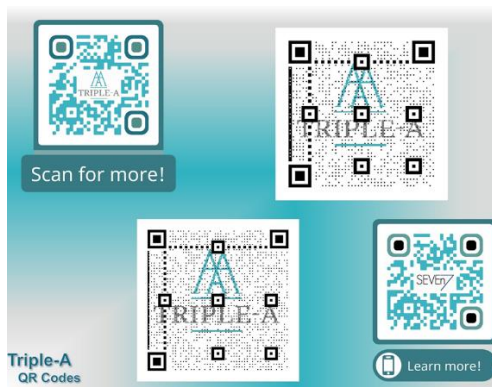
A package of social media banners and QR codes has been created in order to catch the attention of Triple-A social media followers according to the Triple-A visual identity guidelines.

Triple-A Roll-up Poster and Social Media Banners

Triple-A has prepared 20 different social media banners regarding the promotion of brochures, infographics, newsletter as well as the project in general (aim and methodology).



Triple-A QR Codes



In order to increase the social media visibility, four (4) QR codes have been created to facilitate users to reach Triple-A sites and material. QR codes are an interactive form of sharing web content, leading to more efficient engagement.

Triple-A Scientific Publications

A total of six (6) scientific publications have been presented in conferences and/or published in journals. Moreover, a **Special Issue** is envisaged to be published including a number of 6-7 papers in the topic of energy efficiency financing, in peer-review and open access journals.



Scientific Publications³³

- ❖ Karakosta, C., Papapostolou, A., Vasileiou, G., Psarras, J. (2021). *Financial Schemes for Energy Efficiency Projects: Lessons Learnt from In-Country Demonstrations*. Editor(s): David Borge-Diez, Enrique Rosales-Asensio, In Energy Services and Management, Energy Services Fundamentals and Financing, Academic Press, Pages 55-78, ISBN 9780128205921, <https://doi.org/10.1016/B978-0-12-820592-1.00003-8>.
- ❖ Karakosta, C., Mylona, Z., Groenenberg, H., Karásek, J., Papapostolou, A., Geiseler, E. (2020). *Energy Efficiency during and after covid-19 crisis: Decision support tools for economic recovery, Energies*, Under Review.
- ❖ Papapostolou, A., Karakosta, C., Mylona, Z., Psarras, J. (2020). *Financing Sustainable Energy Efficiency Projects: The Role of Stakeholders*, XIV Balkan Conference on Operational Research, 30 September-3 October 2020, Thessaloniki, Greece.
- ❖ Papapostolou, A., Karakosta, C., Mexis, F.D., Psarras, J. (2020). *Benchmarking Energy Efficiency Projects: A Multicriteria Approach*, 7th International Conference on Energy, Sustainability and Climate Change, 24-26 August 2020, Skiathos, Greece.
- ❖ Mexis, F.D., Papapostolou, A., Karakosta, C., Doukas, H. (2020). *Fostering Energy Efficiency Investments at an Early Stage: A Standardized Toolbox*, 7th International Conference on Energy, Sustainability and Climate Change, 24-26 August 2020, Skiathos, Greece.
- ❖ Papapostolou, A., Mexis, F.D., Sarmas, E., Karakosta, C., Psarras, J. *Web-based Application for Screening Energy Efficiency Investments: A MCDA Approach*, 11th International Conference on Information, Intelligence, Systems and Applications, 15 – 17 July 2020, Piraeus, Greece.

Triple-A Synergies with other relevant EU initiatives

Synergies with thirty (30) relevant EU projects have been successfully established, such as LAUNCH, RENONBILL, AMBIENCE, XTENDO, SENSEI, NOVICE, U-CERT, QUEST, QualitEE, Paris Reinforce, FIRECE, streamSAVE, REFINE, PROSPECT, etc. The scope is to further enhance project's impact in the field of energy efficiency investments and in all possible dimensions. To this end, bimonthly calls and collaboration workshops are taken place since the second half of Triple-A project. Finally, Triple-A synergies' actions have resulted in the planning of the creation of a common paper/presentation of sister projects in order to be used for policymakers and the stakeholder community as a common approach.

In total synergies with 30 relevant projects / initiatives



³³ <https://aaa-h2020.eu/index.php/publications>

4 Future Communication and Media Activities

A variety of communication means has already been launched and are publicly available. However, future activities are also envisaged aiming to deliver Triple-A key message and outcomes, not only by the end of the project but also after its completion. Following the presentation about progress of the Triple-A communication material and media coverage packages, the next steps are the following:

- Scientific publications in conferences, book, journals
- Publication of articles on digital forms
- Press releases and newsletters distribution to promote events organised by Triple-A (i.e., webinar series on Triple-A investments)
- Videos promoting the project's objective, expected results, and website in general
- Participation in scientific conferences and in other type of events
- Preparation and launch of 1 factsheet per case study country
- Continuation of active presence in Triple-A social media accounts by posts in key topics and Triple-A actions
- Launch of Special Issue for further diffusion of project outcomes in order to trigger international discussions via a knowledgeable International Journal with impact factor

In a nutshell, Triple-A website will continue to be updated with news and material relevant to Triple-A and energy efficiency financing in general. The project's social media will continue to inform about the Triple-A outcomes and policy recommendations of the project, once they are ready to be launched. Last but not least, all Triple-A partners will participate in external stakeholder events, workshops, and conferences to ensure the dissemination of its results within the scientific community.