



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

Deliverable 7.3: Final Communication and Dissemination Strategy

May 2022



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Preface

Triple-A has a very practical result-oriented approach, seeking to provide reliable information answering on 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

This report aims to describe the actions undertaken so far to disseminate the outcomes and the progress of the Triple-A project from the beginning of the project (September 2019) until the end of May 2022, with a special focus on the period from April 2021 – to May 2022. In addition, the report presents the communication of the project message to the target audience.

The aim is to present the whole framework specifically developed to help project communications create awareness, engage stakeholders, and disseminate results. The framework provides an overall picture of what kind of content and messages were applied for several audiences and channels. This was then translated into an editorial plan that allowed all the partners to contribute communication content according to predefined subjects at specific times.

A clear presentation of the dissemination and communication activities and events were set out to meet the European, regional and local needs and make the best out of the project's aims. Moreover, this report outlines the targeted audiences, performance indicators, and implemented activities.

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 investment generation and pre-selection/ pre-evaluation.

The report serves as the updated and final communication and dissemination (C&D) strategy, including necessary strategic steps regarding the C&D activities realised during Triple-A's duration, covering especially the period from April 2021 to May 2022. This strategic plan has been thoroughly elaborated during the project's period by continuously implementing and developing dissemination, communication, and exploitation activities.

The Triple-A Communication and Dissemination Strategy have developed a framework specifically to help project communications create awareness, engage stakeholders, and disseminate results. The framework provided an overall picture of what kind of content and messages are appropriate for each target audience and channel. This was then translated into an editorial plan that allowed 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 to maximise their impact and trigger effects across the targeted stakeholders and communities. The main priority of the C&D plan has been to disseminate acquired knowledge on an ongoing basis and communicate it to a full range of stakeholders and target groups of potential beneficiaries, while also set a framework that allows the exploitation and further promotion of the project outcome after the project end. A range of activities and measures have been implemented so as to deliver appropriate content to key stakeholders, such as financing bodies, funds, banks, companies, policy makers, and researchers.

The unforeseen circumstances of the COVID-19 pandemic should also be highlighted, which caused an unprecedented situation at a global level. Most European countries enforce strict border shutdown and lockdown measures for significant periods to contain the pandemic. Cancelled events and postponed meetings have been the first and apparent consequences in response to the COVID-19 crisis. Triple-A coordinator (NTUA) and consortium members took several measures to address the situation, including adopting actions to ensure flexibility for effective project implementation. Almost all the events and meeting were organised virtually, but their duration has been restricted, and therefore further regular online meetings were encouraged and organised among partners for the smoother implementation of the project. Moreover, the C&D plan was updated under the new stresses of the conditions to ensure the dissemination of acquired knowledge on an ongoing basis and raise awareness regarding Triple-A progress and activities.

The present report is structured as follows:

Section 2 presents the definitions of communication and dissemination, stakeholders' target groups, and performance indicators. Section 3 outlines the created standard dissemination tools, the Triple-A e-presence and e-communication tools. Section 4 presents the updated Triple-A website, and the Triple-A Publications and outreach through events participation and organisation are indicated in Section 5.

2 Communication and Dissemination Strategy

2.1 The Concept

It is expected 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 a lot in common, specific points significantly differentiate them. As a starting point, communication and dissemination are essential as their main goal is to promote the project, leading to awareness-raising and increased interest, and finally enabling the project to impact. However, as a recent report¹ from the European IPR Helpdesk states, these two terms differ regarding the specific promotion goal and the respective audience.

In particular, **communication** relates to promoting the project to the general public 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 most likely 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 aim to achieve other goals, towards different targets, in various phases of a project, having (step by step) additional material available. Communication of Triple-A results takes several forms and uses multiple tools to raise awareness while disseminating project results to all interested stakeholders with personalised messages and objectives. Some activities are expected to have a more significant impact than others, and thus, their value to the aims of the project may differ. Some tools have a greater effect than others, and therefore, their importance to the project's aims varies.

Triple-A's communication and dissemination activities ensure awareness of 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 defined the targets and actions carried out, including timing and implementation details. It ensured and will ensure that all communication and dissemination activities maximise Triple-A outreach in Europe, with personalised messages and objectives to all relevant stakeholders

Communication and dissemination activities use language that is non-technical and understandable to a broader audience. Interested parties need to know what has been achieved and why it is vital for them. Throughout the whole project duration, the same messages could be used for dissemination to different audiences, but the language was be adapted for each audience.

2.2 Engagement of Target Groups

The Triple-A project has been 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 stakeholders to the project. Special effort has been made during the project so as to involve the stakeholders' target groups in the entire energy efficiency investments' value chain. These stakeholders

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

have participated in the majority of Triple-A's consultation activities and are the ones that provide the required knowledge to achieve the objectives of Triple-A, along with their interactions, which are presented in the following figure.

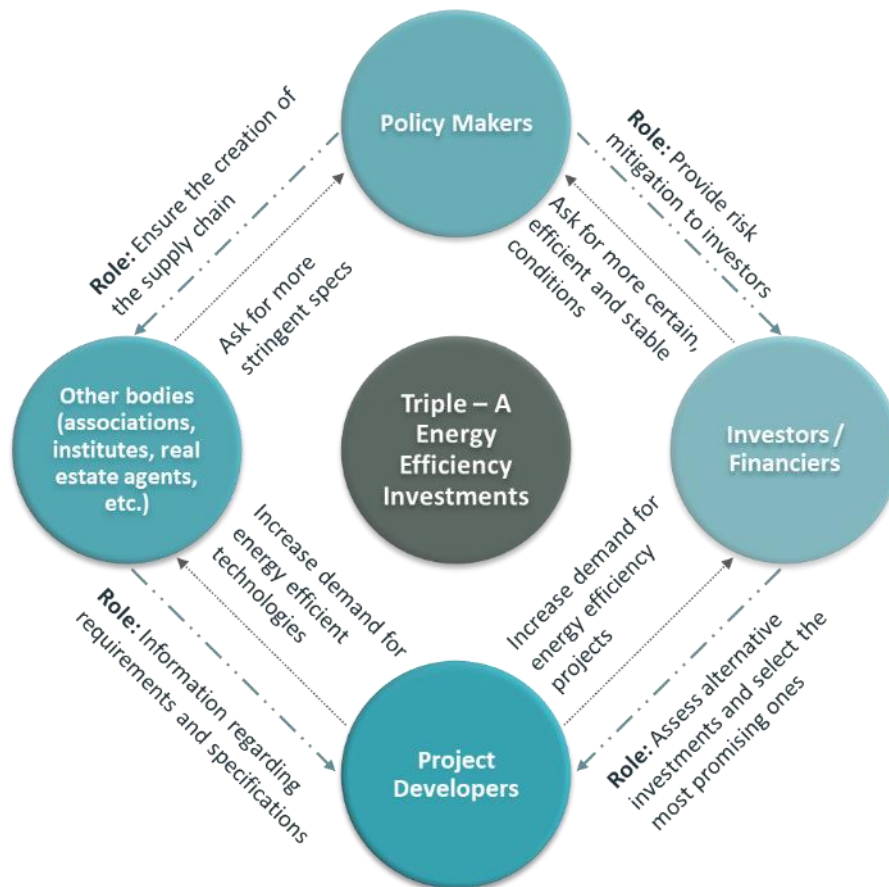


Figure 1 Triple-A Target Groups Interactions

The main target audience of Triple-A includes 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.	The exploitation of project results; Triple-A have actively supported these target groups in identifying “Triple-A” projects with data evidence. They have provided critical 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 has comforted these target groups on where to address and present their project ideas and involve banks, financing institutes, and the private sector to apply for funds.
C. Policy makers and Policy support Institutes	EC Directorates & Units, Governments and local authorities, Ministries that provide incentives and set the scene at a national and European level, and Policy support Institutes.	Triple-A Knowledge through the Triple-A Deliverables and the Triple-A Database on Energy Efficiency Financing is transferred to policy makers 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 brought 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 specifications, based on their expertise and experience; Diffusion and exploitation of the project’s results; Participation in the project’s events.

Targeted events and workshops have been organised either physical or online due to the COVID-19 situation to deliver Triple-A key outcomes encouraging stakeholders to offer their feedback. It is worth mentioning that the Triple-A consortium has successfully organised 9 Capacity Building Webinars and 8 Regional Training Workshops for each involved country in the form of webinars to exchange knowledge and expertise and present the Standardised Triple-A Tools along with helpful training insights to stimulate the interest and participation of key stakeholders. In addition, several joint workshops have been organised with Horizon 2020 projects, with which Triple-A has established synergies.

Online material has been continuously produced to inform the general public and targeted stakeholders, while the Triple-A social media and website have been keeping stakeholders updated on all implemented and future activities and outcomes. Documents produced as deliverables are archived through the Triple-A website with open access for interested individuals and organisations, while they are also uploaded to appropriate repositories. Scientific publications derived from Triple-A are also offered via open access schemes, either in gold or green open access.

² <https://www.eefig.com/>

The Consortium has emphasised facilitating this collaboration, establishing essential links and closely integrating with other organisations carrying out similar or related research and analysis. This integration and collaboration effort has strengthened the research and knowledge base for the research activities carried out in Triple-A and opened possibilities of enhancing future cooperation.

Table 2 Main Target Groups' Engagement Tools

Target Groups	Key Message	Action
A – Financing bodies B –Companies / Project developers C – Policy makers and Policy support Institutes	<p>Triple-A has set up and launched a series of bilateral and multilateral consultations (in the form of focused interviews) related to the developed case studies to motivate key case study stakeholders to implement the case studies.</p> <p>Online Capacity Building Webinars and Regional Training Workshops in each involved country have been organised to exchange knowledge/experience and stimulate the interest and participation of key stakeholders. They also facilitated a dynamic dialogue mechanism to share common tools and instruments on a national/regional level when introducing energy efficiency investments.</p>	<p>Interviews and one-on-one meetings:</p> <ul style="list-style-type: none"> • 228 responses in 5 Triple-A questionnaires • 123 bilateral meetings with 161 participants <p>9 Capacity Building Workshops and 8 Regional Training Workshops with 577 key stakeholders.</p>
A – Financing bodies B –Companies / Project developers C – Policy makers and Policy support Institutes D - Researchers and Academia in Business and Techno – economic fields E – Other	<p>This knowledge database integrates and illustrates, through interactive maps, graphs, etc., the results from the status quo analysis and the elaboration/categorisation of the financing instruments and risk mitigation strategies per case-study country, allowing stakeholders to find the needed information collected in one place.</p>	<p>Interactive Web-Based Database on Energy Efficiency Financing Updated version available on the Triple-A website³, gathering 211 reports downloads</p>
A – Financing bodies B –Companies / Project developers C – Policy makers and Policy support Institutes	<p>Triple-A supports and facilitates the private sector finance for energy efficiency projects by developing the standardised Triple-A Tools. The tools are accompanied by the respective guidelines, translated into 9 languages, and short instructional videos in Greek and English. The stakeholders facilitated the identification of the Triple-A investments, evaluation criteria, examples, and methodology.</p>	<p>User manual Tools</p> <ul style="list-style-type: none"> • User Manual report⁴ • Greek Video with Instructions⁵ • English Video with Instructions and subtitles in the case study countries languages.⁶
A – Financing bodies B –Companies / Project developers	<p>Lessons learnt have been presented to the interested stakeholders from the identification and selection of the Triple-A projects per case-study country.</p>	<p>Lessons learnt from the identification of Triple-A Investments Issued in April 2022</p>

³ <https://aaa-h2020.eu/database>

⁴ [https://aaa-h2020.eu/sites/default/files/reports/D4.4-User%20manuals%20\(final%20version\).pdf](https://aaa-h2020.eu/sites/default/files/reports/D4.4-User%20manuals%20(final%20version).pdf)

⁵ <https://youtu.be/kRhAYLkxsr0>

⁶ <https://www.youtube.com/watch?v=wd1XG4k6uyk>

Target Groups	Key Message	Action
A – Financing bodies B –Companies / Project developers C – Policy makers and Policy support Institutes	A sketch of policy frameworks and market architecture has been composed for each case study, with recommendations applicable to other European countries.	Triple-A Synthesis Paper for each case study/ Triple-A European Synthesis Paper Both were issued in April 2022 along with dedicated Briefing Notes.
A – Financing bodies B –Companies / Project developers C – Policy makers and Policy support Institutes D - Researchers and Academia in Business and Techno – economic fields E – Other	Triple-A has publicised the project results through various dissemination activities, raised awareness and motivation, and diffused knowledge towards all target groups. Triple-A strives to create as many links as possible with other projects and initiatives to establish a dialogue and continuous exchange among relevant stakeholder groups. Triple-A partners have connected with key stakeholders by participating in business and industry conferences and workshops, information days, tradeshow, and other events.	The communication and Dissemination Strategy was already established in October 2019 and has been updated in October 2020, April 2021 ⁷ and May 2022. Creation of synergies with other relevant projects & initiatives 53 synergies have been established ⁸ Participation in business and industry conferences and workshops, information days, tradeshow, and other events. Participation in 90 events ⁹
A – Financing bodies B –Companies / Project developers C – Policy makers and Policy support Institutes	The Final European Roadshow Event in Brussels was organised in Amsterdam on the 10 th of May to raise awareness and share the project findings at the EU level, ensuring their reproducibility and exploitation.	Final European Roadshow Event on Energy Efficiency Financing Realised on 10 th of May in Amsterdam (139 participants, 50 of whom are project developers and from the financing sector)

Engagement of Triple-A Advisory Board Members

The final Standardised Triple-A Tools have been available since December 2022, facilitating EE professionals in assessing and benchmarking EE. Since then, several discussions among partners and stakeholder consultation activities have taken place to gather valuable feedback on Tools' environments, parameters, KPIs, methodology and functionalities, while project partners and external stakeholders have realised several tests in Bilateral meetings, discussions, structured interviews, webinars, workshops, are some of the consultation means that were used by project partners to attract comments and input on the Tools, while live demonstrations and testing took to gather feedback in real-time in each step of the Tools.

In addition, Advisory Board Members have been fully engaged in discussing issues brought up by consortium members, providing feedback and input on Triple-A activities (workshops, surveys, tools), and advice on any corrective measure needed for the Triple-A project. The Advisory Board members have been mobilised through 41 interactions in total, to facilitate interlinkages with targeted stakeholder groups in the EU and support project dissemination activities, acting as "project ambassadors" by

⁷ 1st, 2nd and 3rd versions of D7.2: Communication and Dissemination Strategy available here: <https://aaa-h2020.eu/results>

⁸ <https://aaa-h2020.eu/synergies>

⁹ <https://aaa-h2020.eu/external-events>

informing their organisations and various networks on the project activities and outcomes. Advisory Board Members have been involved in the following activities:

- Constant bilateral meetings between Triple-A partners and Advisory Board Members on gathering valuable insights regarding the enhancement of Triple-A Tools and Database, considering projects' evaluations, risks' thresholds, criteria weights, mitigation strategies, etc.
- Testing the Triple-A Tools with actual project data in bilateral meetings and e-mail communication.
- Gathering feedback from questions that arose during the project implementation regarding the Triple-A methodology and Tools.
- When needed, Advisory Board members have been invited to participate in Triple-A internal meetings and consortium calls (i.e., monthly WP Leaders Meeting, Project Meetings). The main scope has been that they would be frequently informed about key developments and outcomes, challenges, and next steps of the project.
- Advisory Board Members were invited to participate in the 9 Triple-A Capacity Building Webinars (realised for the 8 case study countries from May until June 2021), the 8 Regional Training Workshops (organised for the 8 case study counties from September to November 2021), and other major Triple-A dissemination events (such as the EUSEW, and the Triple-A Final European Roadshow).

Synergies with relevant organisations/ companies

The following list presents the most critical synergies created with various organisations and other EU funded projects. The established synergies aimed to join forces with entities that are clearly connected with the Triple-A objectives or those that represent essential stakeholder groups and projects/initiatives, not so clearly associated with Triple-A but with substantial added value. and the respective actions

- Bilateral synergy with EnerSave Capital and discussion on possible synergies, reviewing and commenting on reports, and becoming a member of our Advisory Board.
- Synergy among EnerSave Capital, GreenEsco, and Triple-A towards possible cooperation in energy efficiency financing.
- Bilateral synergy with TNO, partner of LAUNCH project, for discussion on Triple-A methodology and possible synergies.
- Bilateral synergy with ICP project to explore the opportunity to select Triple-A Tools projects through sustainable investment pathways and possible financing schemes using ICP protocols.
- Synergy among Triple-A, iBRoad, and A.VA.G. (Association of Greek Valuers). Participation of 81 experts from AVAG in the Triple-A questionnaire for the building sector.
- Synergy with Czech projects related to the White certificates and potentially Energy Efficiency Obligation scheme (EEO) with all relevant ministries and Energy suppliers.
- Mapping of stakeholders from the BuildUpon project. Good networking opportunity, as SEVEN is a member of participating Czech national partner Czech Green Building Council (CZGBC).

- Bilateral synergy with the Greek Institute of near Zero Energy Buildings (INZEB) that led to organization of joint events, reviewing and commenting on reports and participation of INZEB member to the Triple-A Regional Training Workshops and Capacity Building Webinars.
- Bilateral meetings with the Netherlands Organisation for Applied Scientific Research (TNO) partner of LAUNCH project for discussion upon Triple-A methodology and of possible synergies.
- Synergy with Energy Efficiency Financial Institutions Group (EEFIG) in order for Triple-A to participate in common events, explore possible synergies of the Triple-A Tools and the EEFIG tools (DEEP Database, Underwriting Toolkit).
- Bilateral meetings with Resnovae (Greek consulting company) for the promotion and the dissemination and feedback for the Triple-A Tools.
- Bilateral synergy and meetings with ABEC Group LTD (Greek consulting and engineering company) for the promotion of the Triple-A Tools and feedback on the benchmarking methodology.
- Synergy with City Network “Sustainable City” in order to receive feedback for the Triple-A methodology. Sustainable City partners participated in Triple-A events and disseminating their expertise and knowledge.

2.3 Key Performance Indicators

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

Table 3 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. 	<p>Accomplished</p> <p>Project Identity: design in the proposal stage – finalisation in September 2019 (M1).</p> <p>Graphic Guidelines: delivered in September 2019 (M1)</p> <p>8 Logos for the Triple-A Standardised Toolkit</p> <p>1 Database logo</p> <p>1 X-mas Logo</p>
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. 	<p>Website online from Nov 2019;</p> <p>62,398 pageviews and 25,555 users;</p> <p>3.5% returning</p>
e-Newsletters	<ul style="list-style-type: none"> 4 e-Newsletter issues with more than 200 clicks per Newsletter (at least 50% of which are from the financial community) with a click-through rate of 30%. 	<p>29 items; 34% Opened; 201 Total clicks (average)</p>
Use of digital platforms	<ul style="list-style-type: none"> At least 20 announcements, reports' posts, etc., in partners' and relevant sites and platforms. 	<p>27 popularized publications developed by partners (articles, blogs);</p> <p>101 references in relevant websites</p> <p>89 Uploads of the Triple-A material in Capacity4dev, Energypedia, Zenodo, ResearchGate</p>
Promotional Brochure	<ul style="list-style-type: none"> Creation in M2; 200 downloads per year; printed version distributed in 1,000 copies. 	<p>2 leaflets, 3 brochures, 9 versions "Triple-A at a Glance", 1 brochure for the Tools and Database; 160 downloads; 167 distributed; 734 views in total of the webpage in the site with the communication material and 5,681 impression of the Social Media posts relevant to the promotional material.</p> <p><i>Due to covid-19 unforeseen circumstances, it was not possible to participate/organise physical events</i></p>
Poster	<ul style="list-style-type: none"> 100 downloads per year; Visible in at least 4 events 	<p>2 posters for the Kick-off Meeting</p> <p>1 roll-up poster with the basic details of the project</p> <p>20 social media Banners</p> <p>17 banners for the Capacity Building Webinars and the Regional Training Workshops</p>

Activity	Target	Status
		<p>2 banners for the European Roadshow event + 9 banners for the speakers</p> <p>1 poster for the ICDSST2022 (EWG-DSS 8th International Conference on Decision Support System Technology)</p> <p><i>Due to covid-19 unforeseen circumstances, it was not possible to participate/organise physical events.</i></p>
Factsheets	<ul style="list-style-type: none"> 1 for each case-study country; 1 with the final project results 	<p>7 factsheets developed on Triple-A objectives, activities, methodology</p> <p>8 Case study countries factsheets.</p>
Scientific Papers	<ul style="list-style-type: none"> At least 4 papers were submitted to scientific journals or a Special Issue, at least 8 conference papers 	<p>7 published in journals</p> <p>15 conference papers</p> <p>2 book chapter</p> <p>1 policy paper</p>
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. 	<p>27 popularized publications developed by partners (articles, blogs);</p> <p>21 non consortium newsletters articles</p> <p>14 partners' press releases (JRC, IEECP)</p> <p>4 Infographics</p> <p>101 references/ announcements in partners and relevant websites</p>
Social Media	<ul style="list-style-type: none"> More than 500 followers in 4 years; Reach of about 4,000 recipients via partners accounts 	<p>Twitter & LinkedIn own analytics, Twitonomy, document gathering the screenshots:</p> <p>Twitter: 416 followers</p> <p>LinkedIn: 374 followers</p> <p>Instagram: 155 followers</p> <p>YouTube: 1,101 views</p> <p>325 mentions and 208,039 impression from Triple-A accounts</p> <p>176 posts, 50 retweets, 68,882 impression, and 1,044 clicks by partners accounts</p>
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. 	<p>8 Advisory Board Members;</p> <p>557 stakeholders identified</p>
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. 	<p>123 bilateral meetings with 161 participants - 60% financing communities and project developers).</p> <p>228 responses to the 5 Triple-A questionnaires.</p> <p>Triple-A Advisory Board has been established since M4 and is consisted of 8 key experts. In</p>

Activity	Target	Status
		addition, 41 bilateral meetings have taken place between Triple-A partners and Advisory Board members.
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 the financial community. 	8 Regional Training Workshops took place with 353 attending stakeholders of which 137 from financial community
Webinars	<ul style="list-style-type: none"> Webinar series addressing asset owners and project developers. 	9 Capacity Building Webinars in Triple-A case study countries webinars to share knowledge relevant to financing energy efficiency projects in the EU with 224 participants.
Final European Roadshow Event	<ul style="list-style-type: none"> Topic: Energy Efficiency Financing; 100 participants, 50% of whom were from the financial sector. 	Realised in the 10 th of May, gathering 139 participants.
Impact on policymakers	<ul style="list-style-type: none"> 10 references to the results/findings gained within Triple-A from governance bodies in the targeted countries; Creating bilateral exchange with at least 4 additional MS governments or regulators on their national strategy for energy efficiency financing. 	<p>The Triple-A Tools have been presented to market players, regulators, and government representatives across the case study countries for each case study at least one synthesis paper with guidelines regarding market architecture fostering investibility of energy efficiency (8 Synthesis papers; 1 European Synthesis Paper; 9 Recommendation sets, 13 Briefing Notes)</p> <p>11 actions done by NTUA, IEECP, JRC, SEVEN, CREARA.</p> <p>4 bilateral exchanges with additional MS governments other than the Triple-A case study countries. More specifically, 3 from NTUA (Cyprus, Montenegro, North Macedonia) and 1 from SEVEN (Slovakia).</p>

3 Standard Dissemination Tools

3.1 Triple-A Visual Identity

Progress September 2019 – March 2021

Creating 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 logos are used in websites, promotional material and channel and the outcome of the project (reports, website, social media, etc.) to achieve a direct connection with the project.

Guidelines on the use of the logo and the visual identity are provided via the report "D7.1 Identity Guidelines" submitted by NTUA at the end of September 2019. More specifically, the report mentioned above provides the elements of visual identity for the Triple-A project and the guidelines for their proper use and reproduction.

Logos	Description
Triple-A Logo	Official Triple-A logo to establish project's visual identity and eventually supports "brand recognition". It is used in each and every dissemination and communication material and activity, reports, deliverables, articles, social media.
Assess – Agree – Assign logos	3 logos have been created for the Triple-A Standardised Toolkit, and more specifically for the identification of the three principal modules of the project's framework (Assess - Agree - Assign). These logos are placed on the website as well as in presentations and reports where the three steps and tools are presented.
Sectors of activity logos	5 logos have been designed for the sectors of activity that the project covers: Buildings, Outdoor Lighting, Transport, District Heating and Cooling, Manufacturing.
Christmas logo	A logo was designed for Christmas wishes in e-mails and social media

Progress April 2021 – May 2022

A Logo was designed for the promotion of the Triple-A Web-based Database on EE Financing on the website, reports, presentations.



Figure 2 Triple-A Database Logo

3.2 Triple-A Social Media Icons/ banners/ QR codes

Progress September 2019 – March 2021

Although not foreseen by the Grant Agreement, and in an effort to increase the social media visibility, sixteen (16) 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. In addition, twenty (20) different banners were developed for social media posts dedicated to Triple-A components (methodology, dissemination material, etc.) Nine (9) more alternative banners were developed for the promotion of the Capacity Building Webinars. The banners and QR codes posted in Triple-A social media accounts are designed according to the project's identity guidelines.

Progress April 2021 – May 2022

Eight (8) banners were designed for the promotion of the Triple-A Regional Training Workshops on the website, social media and respective reports. The banners and QR codes posted in Triple-A social media accounts are designed according to the project's identity guidelines. In addition, one banner was designed for the Triple-A Final European Roadshow with details on the date, place date on the event, while 8 banners were developed with the speakers' photos and quotes in order to promote the event through social media.



Figure 3 Triple-A QR Codes and Banners

Additionally, seasonal greeting banners, such as a Christmas card, have been designed and published so as to further engage with the Triple-A audience and catch the attention of Triple-A social media followers. It has to be noted that all the material has been designed accordingly to the Triple-A visual identity guidelines.



Figure 4 Triple-A Christmas Card

3.3 Triple-A Templates

Progress September 2019 – March 2021

Triple-A templates for presentations, reports, briefing notes, agendas, newsletters and press releases were created to be used by partners in their promotional activities (events' organisation, presentations in events, outcomes and opinions publishing, etc.) while at the same time maintaining a consistent project identity. In addition, a template for the partners' Triple-A online signatures was created, and the Triple-A partners just had to edit the personal information, copy and paste it into the user's e-mail software, and introduce the logo as an image.

Progress April 2021 – May 2022

During the whole stakeholder engagement process, all partners have kept a careful record of all aspects of stakeholder communications that occur over time. This includes information from bilateral meetings, phone calls, and emails. The stakeholders have been aware that the communication record is kept and that this document is available at any time to be sent to the stakeholder, if requested. The template of this procedure is analytically presented in deliverable "D7.6: Monitoring of Digital Communication Activities - Part 2".

A letterhead template was developed and designed to be used as an invitation to governmental bodies to ask them for follow-up communication to discuss further their ideas and intention to be part of Triple-A efforts and activities.

Another template was created for the factsheets targeted to the outcomes of the case studies in terms of market architecture and policy design.

See more in deliverable “D7.8 Communication Material and Media Coverage (2nd edition)”.



Figure 5 Triple-A Templates

3.4 Triple-A Brochures & Leaflets

Progress September 2019 – March 2021

To promote Triple-A action to interested audiences, a promotional leaflet was created to disseminate the project concept to the academic community even before the beginning of Triple-A. Moreover, it was translated into Czech to be used in national events and disseminated among national stakeholders' networks.

Two 3-fold brochures giving general information about the project have been created. The brochures 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.

Progress April 2021 – May 2022

Two different brochures were developed and designed during this reporting period.

The first one has the title “Triple-A at a Glance” and was translated into the eight (8) Triple-A case study countries' languages highlighting the Triple-A practical approach, methodology highlights, partners info and social media details.

Another brochure was developed by SEVEN and NTUA that focuses on the Triple-A Tools and Database and their benefits for the different target groups.

It is worth mentioning that due to the COVID-19 circumstances, there were several changes regarding the printed promotional material. According to Triple-A C&D KPIs, 1,000 printed copies of these materials should have been printed. However, it was decided to raise the effort to disseminate these materials through online events, social media accounts, and the Triple-A website. Consequently, the printed copies were reduced as the organisation of physical events was reduced to the minimum.

It is worth mentioning the although brochures was not distributes in hard copies, they were sent via email in stakeholders that were contacted and engaged in order to learn more details about the project, the brochures were uploaded in our website (734 views of the respective page) and were also promoted through social media (relevant posts gathered 5,681 impressions).



Figure 6 Triple-A Brochures

3.5 Triple-A Presentation

Progress September 2019 – March 2021

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

Progress April 2021 – May 2022

The standard presentation of the project has been constantly updated and used in various events in order to promote the project according to the audience. For instance, some relevant additional slides have been added in order to give an overview of the Triple-A Tools steps, and the methodology behind them, as well as a standard slide with the “Triple-A in Numbers” that provides the highlights and some outcomes of Triple-A in numbers.

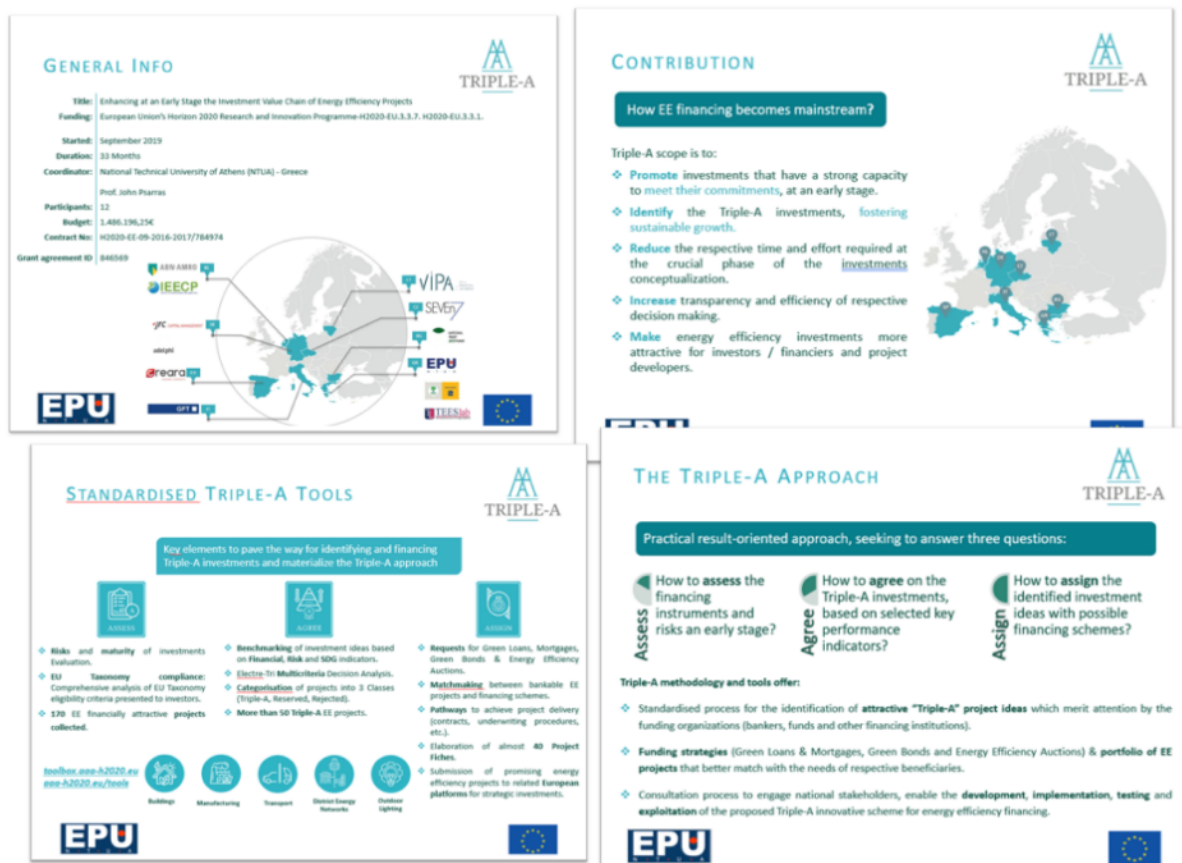


Figure 7 Updated Triple-A presentation

3.6 Triple-A Poster

Progress September 2019 – March 2021

Triple-A posters have been created to be used in events organised by the partners or hosted by other relevant organisations as promotional material. Already, two event posters have been created for the kick-off meeting, while a roll-up poster has been designed to be used in events. However, due to the COVID-19 pandemic, all physical events were postponed and thus, Triple-A posters have not been used according to the 1st version of the C&D plan.

Progress April 2021 – May 2022

Triple-A published a poster dedicated to the Triple-A Tools at the 8th International Conference on Decision Support System Technology. The poster presented the functionalities of the Triple-A Tools and the added value that they offer to the energy efficiency business sector. The title of the publication was “An online ecosystem of energy efficiency financing supporting tools”.

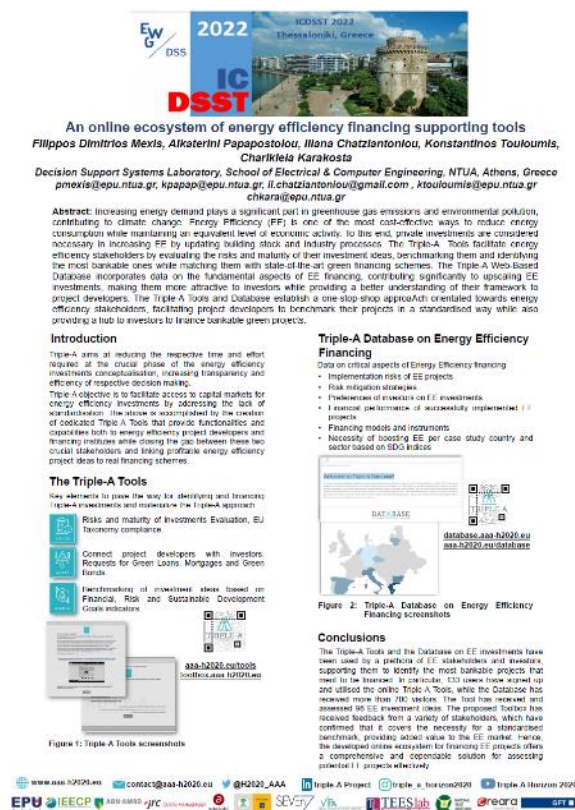


Figure 8 Triple-A Conference Poster

3.7 Triple-A Infographics

Progress September 2019 – March 2021

In total, four (3rd Infographic on Database) Triple-A infographics have been developed to attract the general audience to the Triple-A findings and Tools and also engage relevant stakeholders

The 1st Triple-A infographic entitled “Triple-A case studies” gave general information about the project. In particular, it briefly described the project’s objective and presented the eight (8) case study countries, while it emphasises the stakeholder consultation have been implemented within the case studies framework and the case studies outputs.

Progress April 2021 – May 2022

The 2nd infographic presented the status of Triple-A Key Performance Indicators, entitled “Triple-A in numbers”¹⁰. The 3rd Infographic¹¹ was dedicated to the results of the Triple-A Database on Energy Efficiency Financing, while an updated “Triple-A in numbers” consisted of the 4th Triple-A Infographic¹².

¹⁰ <https://my.visme.co/view/ojng11w4-triple-a-in-numbers>

¹¹ <https://my.visme.co/view/90r6y3o8-triple-a-database#s1>

¹² <https://my.visme.co/view/pvyddyn4-triple-a-in-numbers-2021>

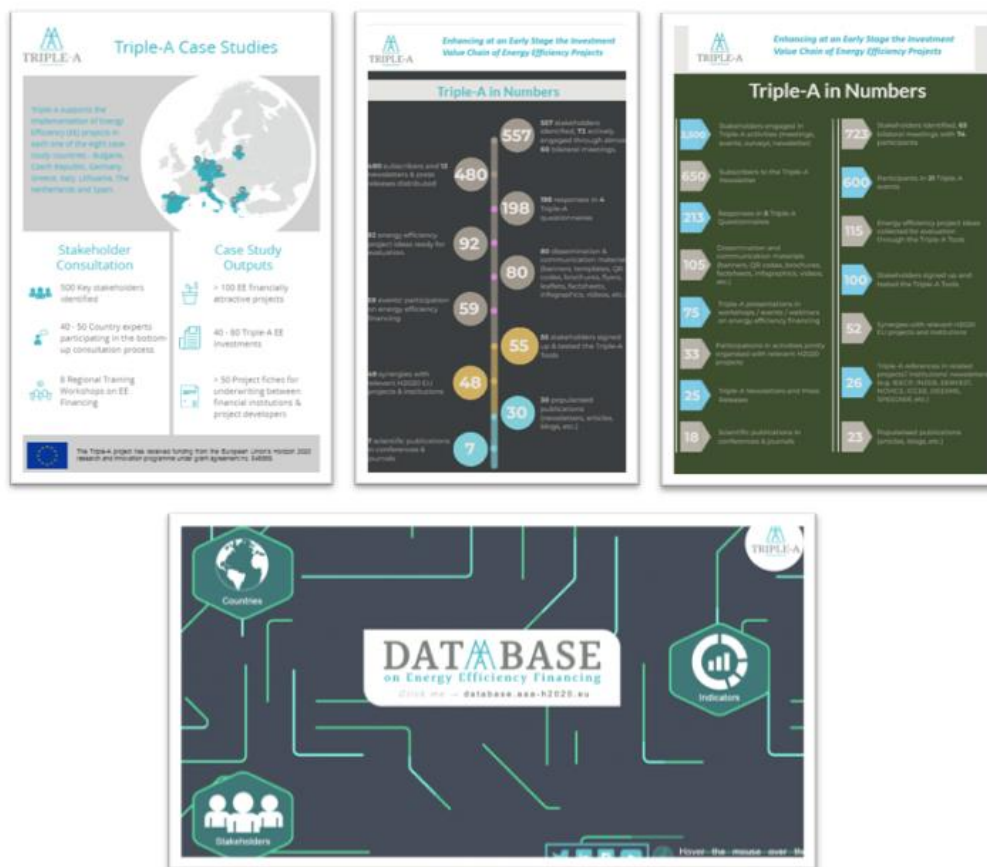


Figure 9 Triple-A Infographics

3.8 Triple-A Videos

Visual content, like video, provides a much more compelling experience than written content. Creating a video is a great way to introduce stakeholders to Triple-A and provides them with a more engaging experience. Videos could also help build the Triple-A brand, “humanising” the activities by providing relevant stakeholders with relatable stories. To this end, although the description of Triple-A action did not foresee it, it was decided, apart from compiling reports on Triple-A results and outcomes, to produce and publish videos on the Youtube platform. Since the project began, **23** Videos have been created with **1,101** total views, promoting various aspects of the Triple-A activities and results. See more in “D7.2: Communication and Dissemination Strategy – 3rd version”.

Progress September 2019 – March 2021

The “The Triple-A project¹³” video was produced within the framework of the EUSEW2020 Side Policy Session”. The video showcases general information on the project, such as its scope, the consortium members, Triple-A contribution, approach and methodology, the case studies and the stakeholder consultation process, and the outcomes and Triple-A Tools.

¹³ <https://www.youtube.com/watch?v=5H74C2KRtUM>

Triple-A partners from NTUA participated in the XIV Balkan Conference on Operational Research (Virtual BALCOR 2020), held virtually on the 1st and 2nd of October 2020. The video referred to the presentation of the paper “Financing Sustainable Energy Efficiency Projects: The Role of Stakeholders’ and it is available on the Triple-A YouTube channel¹⁴.

Progress April 2021 – May 2022

To support potential users of the Triple-A methodology, such as financiers, bankers, project developers, investors, energy associations, etc., in quickly navigating and using the Tools, a dedicated video in English¹⁵ and Greek¹⁶ audio has been developed. The video includes subtitles in 8 languages (English, Greek, Lithuanian, Czech, Dutch, Spanish, Bulgarian and Italian). The video acts as a user manual, including all the steps that need to be followed for a project to be inserted and evaluated through the Tools and for the matchmaking process (Tools with financing instrument) to be realised.

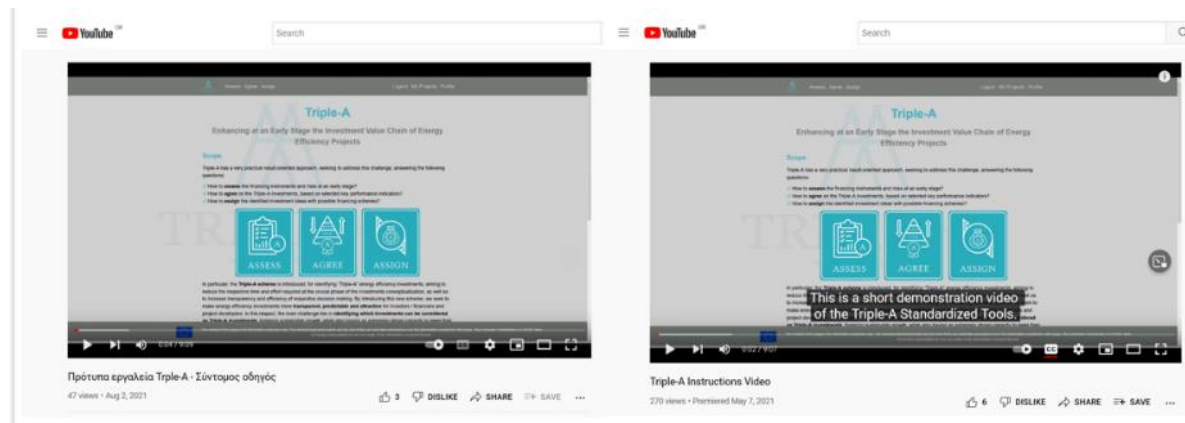


Figure 10 Triple-A Tools Instructions Video in Greek and English

Additionally, 6 recordings from the Capacity Building webinars have been uploaded to Triple-A's YouTube channel:

- Greek Capacity Building Webinar “Triple-A Επενδύσεις Ενεργειακής Απόδοσης: Ενσωματώνοντας τις Αρχές της Βιώσιμης Χρηματοδότησης και τις Οδηγίες της Ευρωπαϊκής Πράσινης Ταξινόμιας”¹⁷.
- Bulgarian Capacity Building Webinar “Financing Energy Efficiency Projects”¹⁸.
- Follow Up of the Bulgarian Capacity Building Webinar ¹⁹.
- Italian Capacity Building Webinar “Finanziare Progetti di Efficientamento Energetico”²⁰.
- German Capacity Building Webinar “Finanzierung von Energieeffizienz-Projekten”²¹.
- Lithuanian Capacity Building Webinar “Triple-A Tools and Methodology linking with Energy Efficiency Financing Mechanisms”²².

¹⁴ <https://www.youtube.com/watch?v=Tg836VySNxs>

¹⁵ <https://youtu.be/wd1XG4k6uyk>

¹⁶ <https://youtu.be/kRhAYLkxsr0>

¹⁷ https://youtu.be/gM_9svuWhZ0

¹⁸ https://youtu.be/ZHw-S_9zwEQ

¹⁹ <https://www.youtube.com/watch?v=Gxy8YyyRc9A>

²⁰ <https://youtu.be/uzRZtBABvrQ>

²¹ <https://youtu.be/fAlMXZMN2gk>

²² https://youtu.be/SZ5t_ackZu4

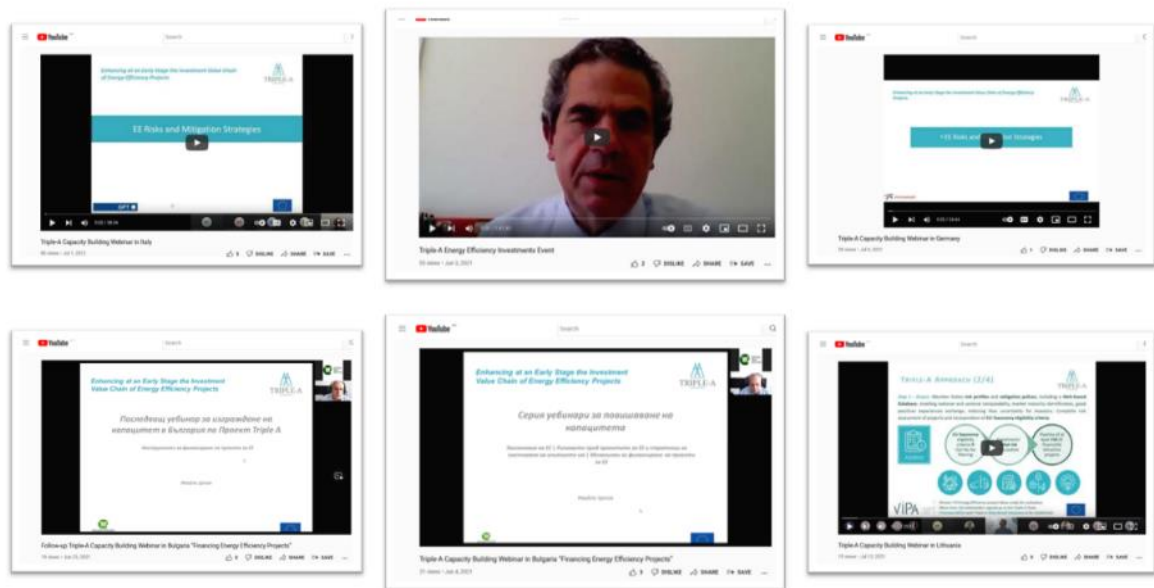


Figure 11 Triple-A Capacity Building Webinar Video Recordings

Similarly to the Capacity Building Webinars, the 3 of the 8 Triple-A Regional Trainings that have been realised have been recorded, and their content has been disseminated through the Triple-A Youtube channel to maximise their reach and added value to stakeholders.

- German Training Workshop²³
- Bulgarian Training Workshop²⁴
- Italian Training Workshop²⁵

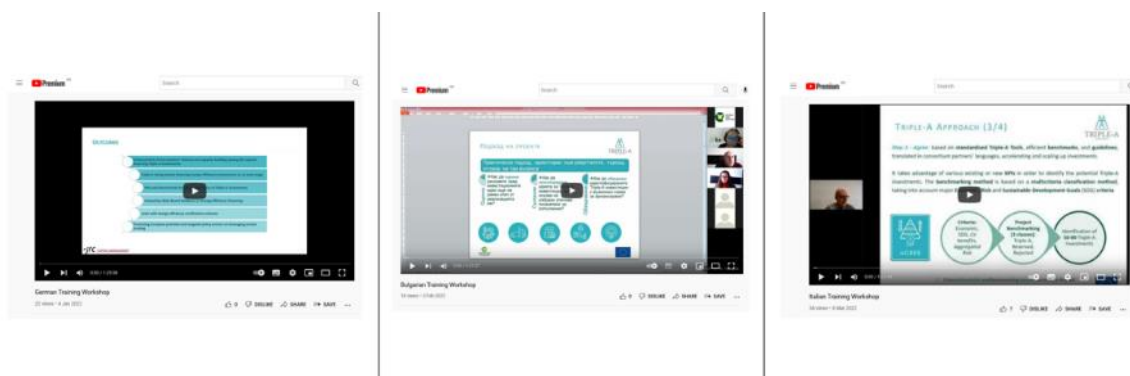


Figure 12 Triple-A Regional Training Workshop Recordings

Furthermore, recordings from events organised jointly with other H2020 projects have been uploaded:

- EUSEW 2021 - Increasing energy efficiency in SMEs for clean energy transition²⁶.
- Risk Assessment Techniques for Modern Sustainable Investments²⁷.

²³ <https://www.youtube.com/watch?v=XJpWcmtRKF8>

²⁴ <https://www.youtube.com/watch?v=gyvGnkkNRjU>

²⁵ <https://www.youtube.com/watch?v=AGvpaCx8thg>

²⁶ <https://www.youtube.com/watch?v=2NQH9ifCseQ>

²⁷ <https://www.youtube.com/watch?v=yBidEPkHvIM>

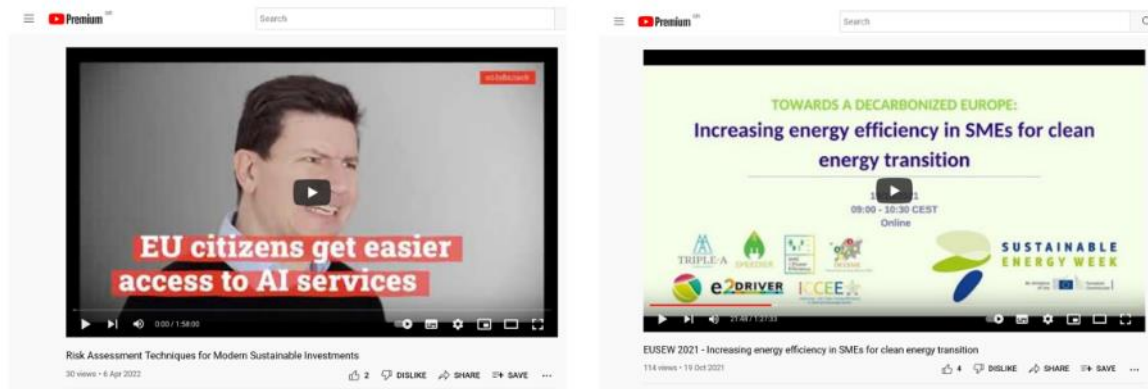


Figure 13 Recording from events organised jointly with other H2020 initiatives

One more video with the Final Triple-A European Roadshow event recording²⁸ is available on the YouTube channel and “Videos” page of the official Triple-A website, along with a generic promotional video presenting Triple-A and its results.



Figure 14 Triple-A Final Roadshow recording

Also, a short concluding video²⁹, presenting Triple-A’s overall scope, results and achievements has been created and uploaded to the Youtube platform.

²⁸ Available here: <https://www.youtube.com/watch?v=asCaDYVyKDA&t=243s>

²⁹ https://www.youtube.com/watch?v=KNcrczqZRM0&feature=emb_title

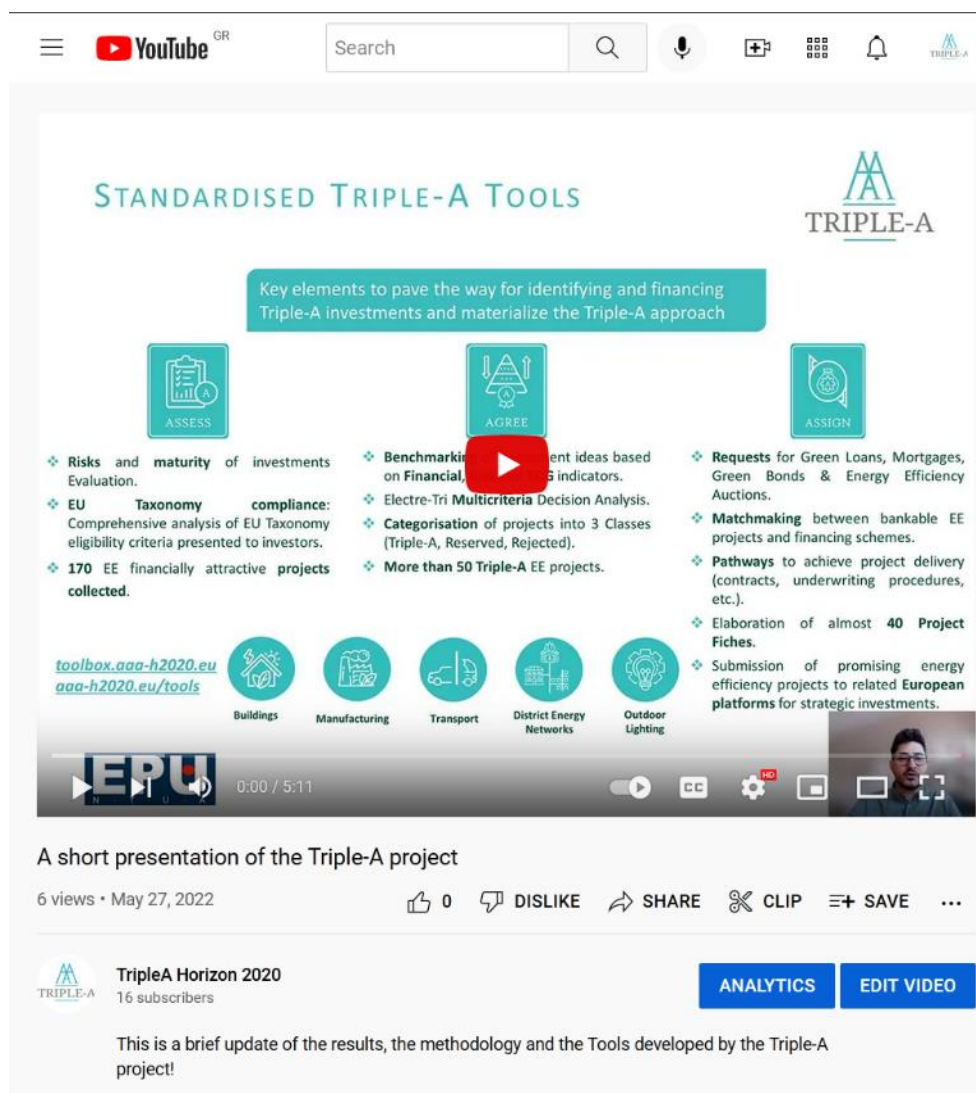


Figure 15 Triple-A Final Concluding Video

Another Triple-A video created is for the participation of Triple-A in the E2DRIVER Final Event. The participation has been realised through a pre-recorded video, as the E2DRIVER Final Event was organised the same day with the Triple-A Final European Roadshow on the 10th May 2022.

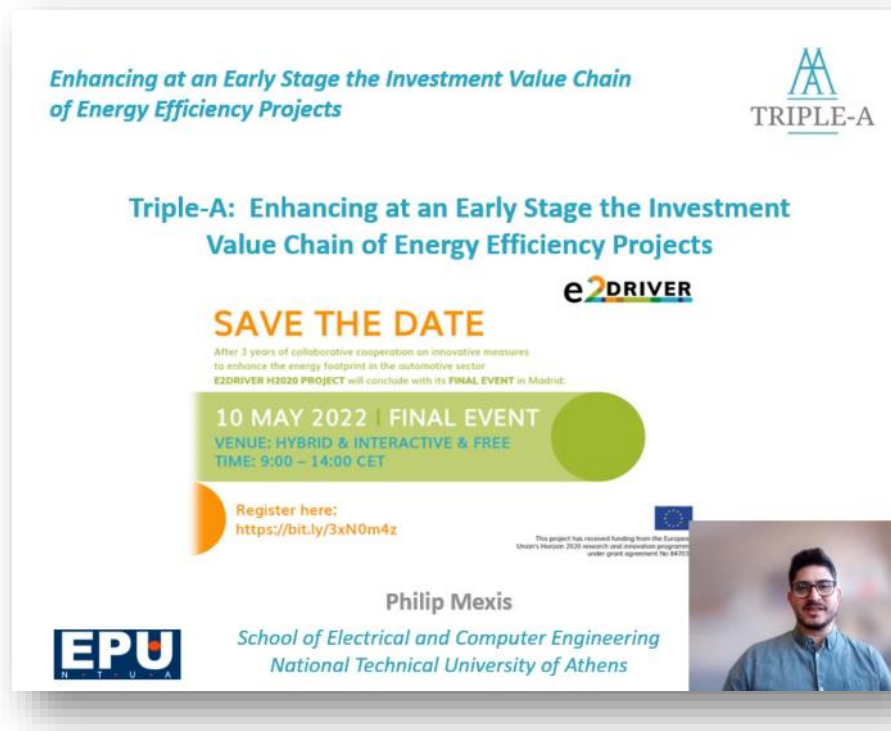


Figure 16 Triple-A video from the participation in the E2DRIVER's Final Event

In addition, a pre-recorded video has been made, supporting the poster participation “An online ecosystem of energy efficiency financing supporting tools” in the 8th International Conference on Decision Support System Technology, 23-25 May 2022 Thessaloniki, Greece.

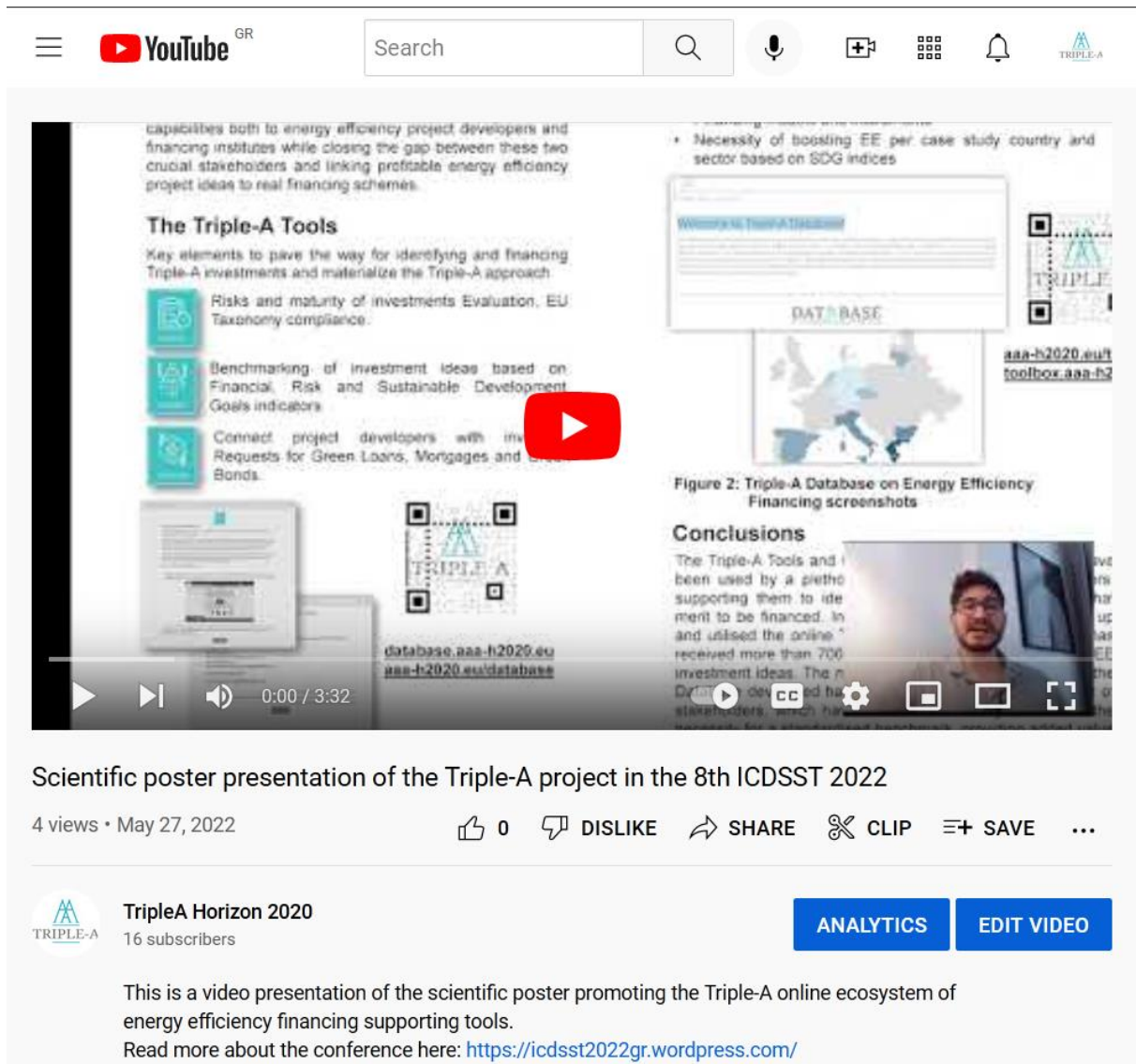


Figure 17 Triple-A video from the poster presentation in the 8th ICDST.

3.9 Triple-A Factsheets

Progress September 2019 – March 2021

Factsheets³⁰ ensure the dissemination of the project results. Altogether, 5 factsheets have been developed, presenting the summary of the context and overall objectives, work performed, and main results achieved, progress beyond state of the art, expected results and potential impacts.

Progress April 2021 – May 2022

The “6th Triple-A Factsheet”, was developed with a short description of the project, deliverables, main achievements in numbers, Triple-A Tools and Database. The “7th Triple-A Factsheet” was developed to

³⁰ <https://aaa-h2020.eu/factsheets>

present the Triple-A Methodology, Standardised Triple-A Tools, Triple-A Database on Energy Efficiency Financing, Triple-A Recommendations and Partners.

In addition, one factsheet per case study country was created, including information on the identified “Triple-A investment projects”, policy and market energy efficiency framework and funding schemes within the country.

See more in the deliverables “D7.7 Communication Material and Media Coverage (1st edition)” and “D7.8 Communication Material and Media Coverage (2nd edition)”.



Figure 18 6th and 7th Triple-A Factsheets



Figure 19 Triple-A Case Study Factsheets

3.10 Triple-A e-Newsletters

A series of e-Newsletters have been released to promote the project and its events and disseminate Triple-A outcomes. The e-Newsletter has been distributed to relevant stakeholders at EU and MS levels who have already subscribed and have provided their consent to receive electronic communications regarding Triple-A progress, according to GDPR compliance. E-Newsletters are further disseminated via the IISD peer-to-peer community mailing lists³¹ and are available on the website.

Progress September 2019 – March 2021

Newsletters from the 1st reporting period (September 2019 (M1) – March 2021 (M19)) have been listed analytically in D7.7: Communication Material Media Coverage 1st version.

³¹ <http://enb.iisd.org/email/indextest.php>

Progress April 2021 – May 2022

Triple-A Newsletter, Issue 6, June 2021³²

- ❖ Triple-A Database on Energy Efficiency Financing.
- ❖ Triple-A Events: Triple-A Capacity Building Webinars, 1st SMAFIN National Roundtable in Greece, A.VA.G. Webinar, 3rd Meeting of the EEFIG Industry Working Group.
- ❖ Triple-A Media: Standardised Triple-A Tools video, Triple-A Infographics, Triple-A Synergies.
- ❖ News: Invitation for EEnvest Mid-Term Conference, E2DRIVER Learning Platform.

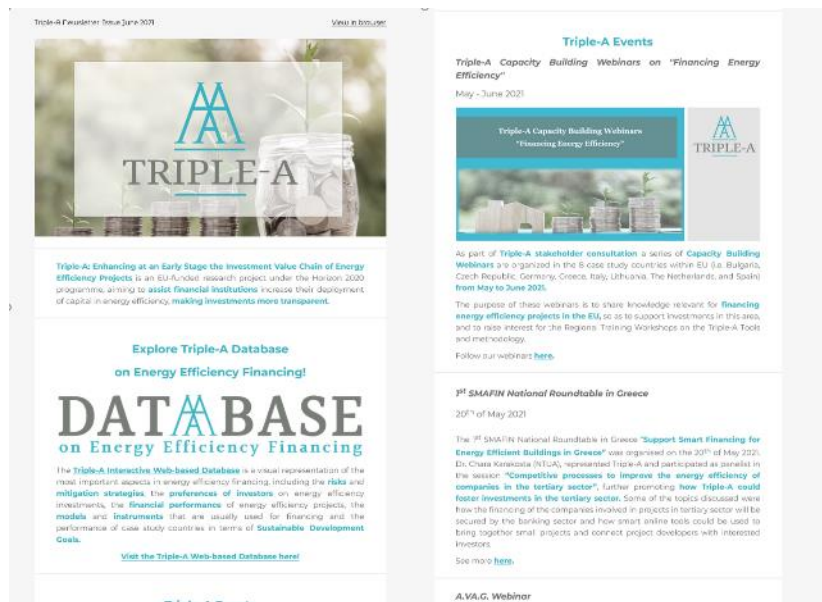


Figure 20 Triple-A Newsletter Issue June 2021

Triple-A Newsletter, Issue 7, May 2022³³

- ❖ Triple-A Events: Upcoming Events: Triple-A Final European Roadshow, Past Events: Regional Training Workshops Series; Triple-A & INFINITECH joint workshop; 2nd SMAFIN National Roundtable in Greece.
- ❖ Triple-A Results.
- ❖ Triple-A Briefing Notes.
- ❖ Triple-A Publications.
- ❖ Triple-A Communication: Triple-A Infographics, 6th Triple-A Factsheet, Triple-A Tools & Database Brochure.

³² <https://preview.mailerlite.com/n3l2u3>

³³ <https://preview.mailerlite.com/a8t4e2t9k3/1946430891773400374/17f2/>

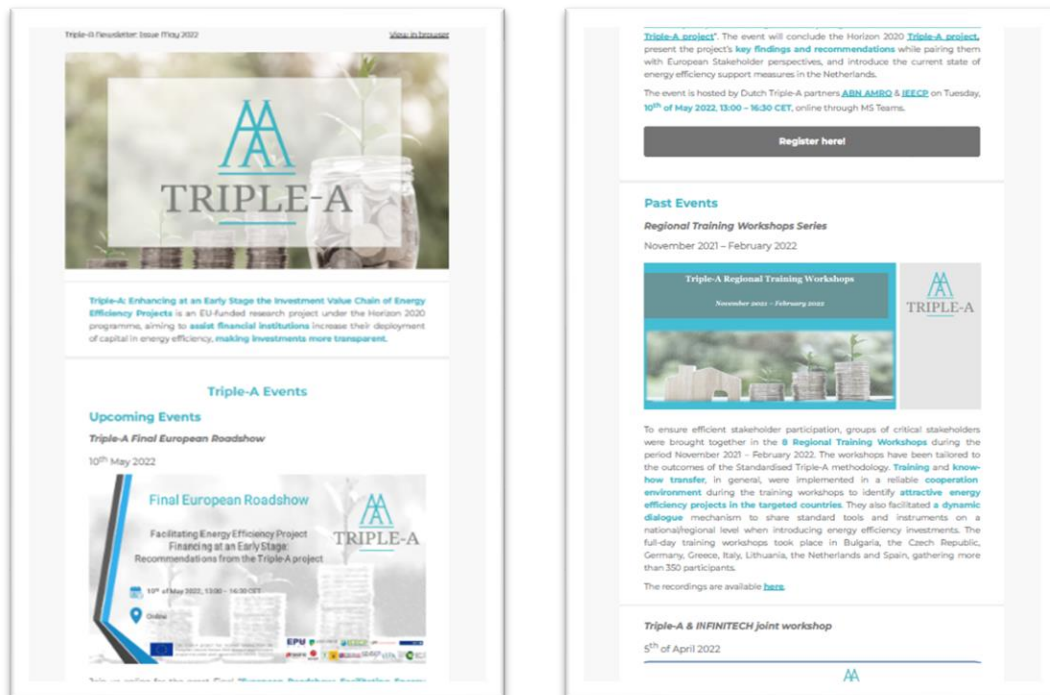


Figure 21 Triple-A Newsletter Issue May 2022

3.11 Triple-A Press Articles

3.11.1 Triple-A reference in Newsletters

Partners use their newsletters to share and disseminate project related information and results as widely as possible. Up until now, the following partners' newsletters have been developed, conveying the Triple-A message.

Progress September 2019 – March 2021

- IEECP NEWSLETTER, ISSUE FEBRUARY 2021
- IEECP NEWSLETTER, ISSUE SEPTEMBER 2020
- IEECP NEWSLETTER, ISSUE SUMMER 2020
- IEECP NEWSLETTER, ISSUE JUNE 2020
- INZEB NEWS & ACTIVITIES, ISSUE MAY 2020
- IEECP NEWSLETTER, ISSUE APRIL 2020
- IEECP NEWSLETTER, ISSUE FEBRUARY 2020
- IEECP NEWSLETTER, ISSUE SEPTEMBER 2019
- NOVICE NEWSLETTER

This material is presented in D7.7: Communication Material Media Coverage 2nd version.

Progress April 2021 – May 2022

JRC PRESS RELEASE³⁴: Triple-A description; Energy Efficiency Necessity measured by SDG covered by Triple-A Database; Energy Efficiency Strategy and Goals for Germany in 2030 & 2050; JRC Role in EE financing and in Triple-A Project; Triple-A outcomes.

INZEB NEWS & ACTIVITIES MARCH-APRIL 2022³⁵: Promotion of the Triple-A Final European Roadshow event, 10.05.2022.

ONASSIS SCHOLARSHIPS NEWSLETTER³⁶: The Onassis scholars association has published a press release mentioning the Triple-A project and its results through the relevant article of the Triple-A manager Chara Karakosta on the official site of the Onassis Foundation.

IEECP NEWSLETTER, ISSUE MARCH 2022³⁷: Triple-A and INFINITECH joint workshop “Risk Assessment Techniques for Modern Sustainable Investments”, 5 April 2022. Triple-A latest factsheet that presents the outcomes so far, tools, and highlights in numbers.

DEESME NEWS #2, DECEMBER 2021³⁸: Triple-A synergy H2020 project DEESME has released its latest Newsletter, mentioning Triple-A joint article with sister projects Innoveas, SMeMpower, E2driver, ICCEE and Triple-A, and under the leadership of the Speedier project, which just came to an end, we explore all crucial measures for companies, especially SMEs, to become more energy efficient.

INZEB INVITATION: INCREASING ENERGY EFFICIENCY INVESTMENT RATES IN GREECE³⁹: Upcoming online event Increasing Energy Efficiency Investment Rates in Greece: From Theory to Practice to be held in the Greek language on 25 November 2021 at 13:00 CET. Information about the event in English is available here.

INNOVEAS PRESS RELEASE ISSUE OCTOBER 2021⁴⁰: PRESS RELEASE – Towards a decarbonised Europe: Increasing energy efficiency in SMEs for the clean energy transition. 19 October 2021. INNOVEAS joined forces with six related Horizon 2020 projects: DEESME, E2DRIVER, SMeMPOWER, SPEEDIER, ICCEE and Triple-A.

SPEEDIER NEWSLETTER, ISSUE OCTOBER 2021⁴¹: EUSEW 2021 event: Towards a decarbonised Europe: Increasing energy efficiency in SMEs for clean energy transition. 19 October 2021.

INZEB NEWS & ACTIVITIES, ISSUE OCTOBER 2021⁴²: Online event: National Recovery and Resilience Plan: Investing in Buildings’ Renovation for a Climate Neutral Future organised by INZEB and GIZ and supported by H2020 projects iBRoad2EPC and Triple-A, and Build Back Better Greece initiative. 21 October 2021.

INZEB NEWS & ACTIVITIES SEPTEMBER-OCTOBER 2021⁴³: Recording and the proceedings of the online event National Recovery and Resilience Plan: Investing in Building Renovation for a Climate

³⁴ https://aaa-h2020.eu/sites/default/files/2022-05/Triple-A%20Press%20Release_JRC.pdf

³⁵ https://aaa-h2020.eu/sites/default/files/2022-05/%F0%9F%92%A1INZEB_News_%26_Activities_March-April_2022.pdf

³⁶ https://aaa-h2020.eu/sites/default/files/2022-04/Onassis_Scholarships_Newsletter.pdf

³⁷ https://aaa-h2020.eu/sites/default/files/2022-04/Onassis_Scholarships_Newsletter.pdf

³⁸ https://aaa-h2020.eu/sites/default/files/2021-12/DEESME_news_%232_-_Guiding_SMEs_and_national_authorities_to_take_profit_of_the_multiple_benefits_from_energy_audit_and_management_approaches.pdf

³⁹ <https://aaa-h2020.eu/sites/default/files/2021-11/%F0%9F%93%85%20%CE%99nvitation%20Increasing%20Energy%20Efficiency%20Investment%20Rates%20in%20Greece%20From%20Theory%20to%20Practice.pdf>

⁴⁰ https://aaa-h2020.eu/index.php/sites/default/files/2021-11/20211011_Innoveas_PressRelease3_final.pdf

⁴¹ https://aaa-h2020.eu/index.php/sites/default/files/2021-11/SPEEDIER_Newsletter%20for%20the%20EUSEW2021%20event_Issue%20October%202021.pdf

⁴² https://aaa-h2020.eu/sites/default/files/2021-11/INZEB%20News_%20Upcoming%20events%20for%20October%21.pdf

⁴³ <https://aaa-h2020.eu/sites/default/files/2021-11/INZEB%20News%20%26%20Activities%20September-October%202021.pdf>

Neutral Future” 21.10.2021. Upcoming Triple-A and SMAFIN are joint event “Increasing Energy Efficiency Investment Rates in Greece: From Theory to Practice”, 25.11.2021

ICCEE PRESS RELEASE, SEPTEMBER 2021⁴⁴: 7 projects provide SMEs guidelines and good practices to implement energy efficiency solutions and facilitate the energy transition.

DEESME PRESS RELEASE, SEPTEMBER 2021⁴⁵: Towards a decarbonised Europe - Increasing energy efficiency in SMEs for a clean energy transition: 7 projects funded by the European programme Horizon 2020 join forces to host high-level event.

INZEB NEWS & ACTIVITIES, ISSUE JULY-AUGUST 2021⁴⁶: Save the date: National Recovery and Resilience Plan: Investing in Buildings’ Renovation for a Climate Neutral Future organised by INZEB and GIZ and supported by H2020 projects iBRoad2EPC and Triple-A, and Build Back Better Greece initiative. 21 October 2021.

IEECP NEWSLETTER, ISSUE APRIL/ MAY 2021⁴⁷: Triple-A Capacity Building Webinars, Capacity Building Webinar in the Netherlands.

UPRC PRESS RELEASE⁴⁸: "Risks and mitigation strategies in energy efficiency financing: A systematic literature review"

UPRC PRESS RELEASE⁴⁹: "Explore the Triple-A Database on energy efficiency financing!"



Figure 22: Indicative example of Triple-A references in Newsletters

⁴⁴ https://aaa-h2020.eu/index.php/sites/default/files/2022-01/ICCEE_Press-release-mid-term-event.pdf

⁴⁵ <https://aaa-h2020.eu/sites/default/files/2022-01/Press-release-H2020-DEESME-EUSEW-event.pdf>

⁴⁶ <https://aaa-h2020.eu/sites/default/files/2021-11/INZEB%20News%20%26%20Activities%20July-August%202021.pdf>

⁴⁷ https://aaa-h2020.eu/sites/default/files/2021-04/IEECP%20Newsletter%20-%20April_May%202021_0.pdf

⁴⁸ <https://teeslab.unipi.gr/risks-and-mitigation-strategies-in-energy-efficiency-financing-a-systematic-literature-review/>

⁴⁹ <https://teeslab.unipi.gr/explore-the-triple-a-database/>

3.11.2 Triple-A Articles in Relevant Media

Several articles have been published in website and blogs by Triple-A partners. A “Related Content” section has been created in the Triple-A website. In this section articles on the day-to-day progress of Triple-A and its interlinkage to current affairs are posted. This further increased the content on the website and improved the site’s Search Engine Optimisation making it more probable to appear in relevant searches.

Progress September 2019 – March 2021

- Article “Supporting energy efficiency investments at an early stage” article at adelphi’s website⁵⁰.
- Article “Enhancing at an Early Stage the Investment Value Chain of Energy Efficiency Projects” at BUILD UP the European Portal for Energy Efficiency in Buildings⁵¹.
- Article “Risks of Energy Efficiency Financing and Mitigation Strategies Typology” at the IEECP website⁵².
- Article “Energy Efficiency Projects” at Platform for African – European Partnership in Agricultural Research for Development⁵³.
- Article “Pomáháme Zlepšovat Investování Do Projektů V Oblasti Energetické Účinnosti” at SEVEN website⁵⁴.
- Article “Enhancing at an Early Stage the Investment Value Chain of Energy Efficiency Projects” at TEESLab website⁵⁵.
- Article “Triple-A: Enhancing at an Early Stage the Investment Value Chain of Energy Efficiency Projects, European Commission, H2020” at EPU-NTUA website⁵⁶.
- Blog article “How to unlock lasting value”⁵⁷.
- IEECP Article “Can energy efficiency investments become more transparent, predictable and attractive for investors, financiers and project developers? News from the Triple-A project”⁵⁸.
- Article in “IEECP Annual Report 2019”⁵⁹.
- Article “HORIZON 2020 Projektas Triple-A” at VIPA website⁶⁰.
- Article about Triple-A Methodology and Tools with title “Risk-reducing approaches for energy efficiency projects” published in Czech Language, in SEVEN semi-annual bulletin⁶¹.
- Article promoting Triple-A project and its result with the title Kviečiame dalyvauti tarptautinio projekto „Triple-A“ konsultacijose at VIPA website⁶².

⁵⁰ <https://www.adelphi.de/en/project/supporting-energy-efficiency-investments-early-stage>

⁵¹ <https://www.buildup.eu/en/explore/links/triple-project>

⁵² <http://www.ieecp.org/report-risks-of-energy-efficiency-financing-and-mitigation-strategies-typology/>

⁵³ <http://paepard.blogspot.com/2020/01/energy-efficiency-projects.html>

⁵⁴ <https://eebw.cz/cs/aktualita/pomahame-zlepsovat-investovani-do-projektu-v-oblasti-energeticke-ucinnosti>

⁵⁵ <https://teeslab.unipi.gr/portfolio-item/triple-a-enhancing-at-an-early-stage-the-investment-value-chain-of-energy-efficiency-projects/>

⁵⁶ <https://www.epu.ntua.gr/node/333>

⁵⁷ <https://greenink.blog/2020/01/02/how-to-unlock-lasting-value/>

⁵⁸ <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/>

⁵⁹ <http://www.ieecp.org/wp-content/uploads/2020/09/IEECP-annual-report-2019.pdf>

⁶⁰ <https://www.vipa.lt/apie-vipa/dalyvavimas-projektuose/horizon-2020-projektas-triple-a/>

⁶¹ <https://www.svn.cz/cs/aktualita/zpravy-ze-seven-2020>

⁶² <https://www.vipa.lt/kvieciame-dalyvauti-tarptautinio-projekto-triple-a-konsultacijose/>

- Article “Snižování Rizika Investování Do Projektů Energetické Účinnosti” at SEVEN website⁶³.
- Final Report on Correlation Analysis between Energy Efficiency & Risk by Energy Efficient Mortgages initiative (EEMI)/EeDaPP⁶⁴.
- Article by NTUA and IEECP “Hiding fossil fuel subsidies under clean energy targets?” in euractiv⁶⁵.
- Article by NTUA and IEECP in Greek “Επιδιότωντας ορυκτά καύσιμα πίσω από τους στόχους για την ενέργεια και το κλίμα” at energypress⁶⁶.

Progress April 2021 – May 2022

- Article in the Greek magazine ESG+ published by BOUSSIAS communications with the title “Modern energy efficiency investment evaluation tools and ESG indicators” (in Greek)⁶⁷.
- Article in Spanish magazine El Instalador about the implementation of energy efficiency in SMEs. “La formación, el desarrollo de políticas corporativas y las auditorías energéticas, claves para el éxito de las medidas de eficiencia energética en pymes”⁶⁸.
- Article in ESG stories⁶⁹: Everything a company needs to know about adopting ESG practices
- IAMC News, Triple-A Database on Energy Efficiency Financing⁷⁰.
- VIPA website: VIPA prisijungė prie tarptautinio Europos Sąjungos mokslinių tyrimų ir inovacijų finansavimo program⁷¹.
- Kviečiame dalyvauti tarptautinio projekto „Triple – A“ konsultacijose, VIPA website⁷².
- Triple-A Article included in the unique stories of the members of the Onassis Scholars’ Association⁷³.
- Triple-A Article in GFT blog” Progetto *Triple-A: come migliorare la value chain dei progetti di efficienza energetica*”⁷⁴.
- Triple-A article by Piraeus Bank, posted on 20/05/2022 in 360funding.gr website with the title “*Triple-A at a glance*” (In Greek)⁷⁵.
- Triple-A article by Piraeus Bank, posted on 13/05/2022 in 360 funding portal regarding Triple-A - Invitation to the Final European Roadshow⁷⁶.

⁶³ <https://www.svn.cz/cs/aktualita/snizovani-rizika-investovani-do-projektu-energeticke-ucinnosti>

⁶⁴ <https://aaa-h2020.eu/index.php/related-content/final-report-correlation-analysis-between-ee-risk-ee-mortgages-initiative>

⁶⁵ <https://www.euractiv.com/section/energy/opinion/hiding-fossil-fuel-subsidies-under-clean-energy-targets/>

⁶⁶ <https://energypress.gr/news/epidotontas-orykta-kaysima-piso-apo-toys-stohoyis-gia-tin-energeia-kai-klima>

⁶⁷ https://issuu.com/boussiascommunications/docs/esg_1_issuu_e-magazine?fr=sMWU0OTMyODI1OTU

⁶⁸ <https://www.interempresas.net/Instaladores/Articulos/371800-formacion-desarrollo-politicas-corporativas-auditorias-energeticas-claves-exito-medidas.html>

⁶⁹ <http://www.esgstories.gr/business-esg/haris-doykas-ola-osa-prepei-na-xerei-mia-epiheirisi-gia-tin-yiothetisi-praktikon-esg>

⁷⁰ <https://www.iamconsortium.org/news-from-the-community/news-f-the-community/triple-a-database-on-energy-efficiency-financing/>

⁷¹ <https://aaa-h2020.eu/related-content/vipa-prisijunge-prie-tarptautinio-europos-sajungos-moksliniu-tyrimu-ir-inovaciju>

⁷² <https://www.vipa.lt/kvieciame-dalyvauti-tarptautinio-projekto-triple-a-konsultacijose/>

⁷³ <https://www.onassis.org/initiatives/onassis-communities/onassis-scholars-association/success-stories/charikleia-karakosta>

⁷⁴ <https://aaa-h2020.eu/index.php/related-content/progetto-triple-come-migliorare-la-value-chain-dei-progetti-di-efficienza>

⁷⁵ <https://www.360funding.gr/arthrografia/to-ergo-triple-me-mia-matia>

⁷⁶ <https://www.360funding.gr/ekdilwseis/triple-a>

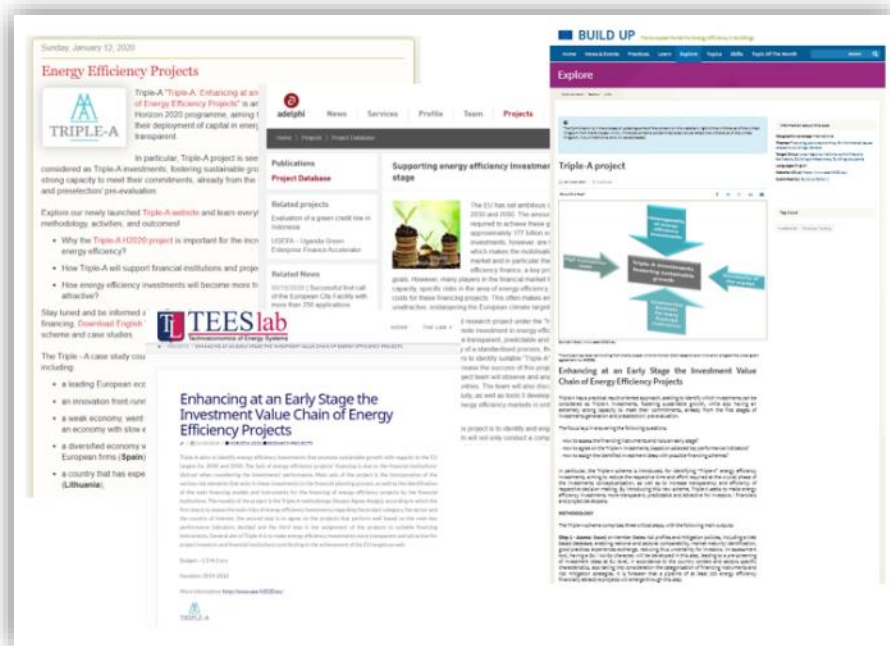


Figure 23 Indicative example of published articles regarding Triple-A in relevant media

3.12 Triple-A Press Releases

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

Progress September 2019 – March 2021

For the Triple-A press releases of the previous period, see the deliverable D7.7 Communication Material and Media Coverage (1st edition).

Triple-A Press Release, Issue March 2021⁷⁷: Triple-A Survey on Building Sector: The case of Greece

Triple-A Press Release, Issue January 2021⁷⁸: Triple-A Questionnaire on Building Sector: Highlights

Triple-A Press Release, Issue December 2020⁷⁹: Triple-A Questionnaires on Energy Efficiency Financing

⁷⁷ <https://aaa-h2020.eu/sites/default/files/2021-03/Issue%20March%202021.pdf>

⁷⁸ <https://aaa-h2020.eu/sites/default/files/2021-01/Issue%20January%202021.pdf>

⁷⁹ <https://aaa-h2020.eu/sites/default/files/2020-12/Triple-A%20Press%20Release%20Issue%20December%202020.pdf>

Triple-A Press Release, Issue October 2020⁸⁰: De-risking Energy Efficiency Investments Workshop

Triple-A Press Release, Issue June 2020⁸¹: Post-COVID-19: New Era for Energy Efficiency Investments & Economy Recovery Plans

Triple-A Press Release, Issue January 2020⁸²: Triple-A Website is now Online!

Progress April 2021 – May 2022

Triple-A Press Release, Issue May 2022 (in Greek)⁸³: Invitation to the event: Facilitating Energy Efficiency Project Financing at an Early Stage: Recommendations from the Triple-A project 10.05.2022 (in Greek).

Triple-A Press Release, Issue May 2022⁸⁴: Triple-A Final European Roadshow Facilitating Energy Efficiency Project Financing at an Early Stage: Recommendations from the Triple-A project

Triple-A Press Release, Issue 3, March 2022⁸⁵: Promotion of the Country Reports of the Triple-A Database.

Triple-A Press Release, Issue 2, March 2022⁸⁶: Joint Triple-A and INFINITECH projects webinar “Risk Assessment Techniques for Modern Sustainable Investments.”

Triple-A Press Release, Issue 1, March 2022⁸⁷: Outcomes of the Triple-A Regional Training Workshops in Bulgaria, Germany, Italy, Lithuanian, The Netherlands.

Triple-A Press Release, Issue, December 2021⁸⁸: Outcomes of the Triple-A Regional Training Workshops in the Czech Republic, Greece and Spain.

Triple-A Press Release, Issue November 2021⁸⁹: Invitation for the Triple-A Greek Training Workshop: Increasing Energy Efficiency Investment Rates in Greece: From Theory to Practice, 25.11.2021 (in Greek)

Triple-A Press Release, Issue 2 October 2021⁹⁰: Invitation to the event: National Recovery and Resilience Plan: Investing in Buildings’ Renovation for a Climate Neutral Future, 21.10.2021 (in Greek).

Triple-A Press Release, Issue October 2021⁹¹: 6th Triple-A Briefing Note: Triple-A Webinar Series on Financing Energy Efficiency Projects.

⁸⁰ <https://aaa-h2020.eu/sites/default/files/2020-10/Triple-A%20Press%20Release%2C%20Issue%203%20October%202020.pdf>

⁸¹ <https://aaa-h2020.eu/sites/default/files/2020-06/Triple-A%20Press%20Release%20Issue%20June%202020.pdf>

⁸² <https://aaa-h2020.eu/sites/default/files/2020-01/Triple-A%20Press-Release%20Issue%20January%202020.pdf>

⁸³ <https://preview.mailerlite.com/e3f5m5e4w3>

⁸⁴ <https://preview.mailerlite.com/q1g9e7v5a2>

⁸⁵ <https://preview.mailerlite.com/p6h8z1y7p6>

⁸⁶ <https://preview.mailerlite.com/l3m9e7j0f7>

⁸⁷ <https://preview.mailerlite.com/u4n5d7l1n0>

⁸⁸ <https://aaa-h2020.eu/sites/default/files/2022-01/Triple-A%20Press%20Release%2C%20Issue%2C%20December%202021.pdf>

⁸⁹ <https://aaa-h2020.eu/sites/default/files/2021-11/Triple-A%20Press%20Release%2C%20Issue%20November%202021.pdf>

⁹⁰ <https://aaa-h2020.eu/sites/default/files/2022-01/%CE%A0%CF%81%CF%8C%CF%83%CE%BA%CE%BB%CE%B7%CF%83%CE%B7%20%CE%B3%CE%B9%CE%B1%20%CF%84%CE%B7%CE%BD%20%CE%B5%CE%BA%CE%B4%CE%AE%CE%BB%CF%89%CF%83%CE%B7%2C%2021-10-2021.pdf>

⁹¹ <https://aaa-h2020.eu/sites/default/files/2021-10/Triple-A%20Press%20Release%20Issue%2C%20October%202021.pdf>

Triple-A Press Release, Issue 2 September 2021⁹²: Triple-A joint event “Integration of Finance for Energy Efficiency”, 29/09/2021, at 17:00 - 18:30, during Sustainable Places 2021.

Triple-A Press Release, Issue September 2021⁹³: EUSEW event: “Towards a decarbonised Europe: Increasing energy efficiency in SMEs for a clean energy transition”, 19.10.2021.

Triple-A Press Release, Issue July 2021⁹⁴: Outcomes of the Triple-A Capacity Building Webinars on Financing Energy Efficiency in Bulgaria, (follow-up), Germany, Italy, Lithuania.

Triple-A Press Release, Issue 2 June 2021⁹⁵: Triple-A Web-Based Database: Bridging the Transparency Gap in Energy Efficiency Financing.

Triple-A Press Release, Issue June 2021⁹⁶: Outcomes of the Triple-A Capacity Building Webinars on Financing Energy Efficiency in Bulgaria, Czech Republic, Greece, Netherlands and Spain.

Triple-A Press Release, Issue 2 April 2021⁹⁷: Integration of two standardised approaches for transparency, improving Energy Efficiency investments and confidence between owner and investor in Building Sector.

Triple-A Press Release, Issue April 2021⁹⁸: Triple-A Survey: Investors’ Preferences on Energy Efficiency Investments.

Final European Roadshow Invitation (in Greek)⁹⁹: Sent to Greek Triple-A stakeholders in Greek Language.

Triple-A Press Release: Issue 3 May 2022¹⁰⁰: Outcomes, material and recording of the Final European Roadshow event.

⁹² <https://aaa-h2020.eu/sites/default/files/2021-09/Triple-A%20Press%20Release%20Issue%202%2C%20September%202021.pdf>

⁹³ <https://aaa-h2020.eu/sites/default/files/2021-09/Issue%20September%202021.pdf>

⁹⁴ <https://aaa-h2020.eu/sites/default/files/2021-08/Issue%2C%20July%202021.pdf>

⁹⁵ <https://aaa-h2020.eu/sites/default/files/2021-08/Issue%2C%20July%202021.pdf>

⁹⁶ <https://aaa-h2020.eu/sites/default/files/2021-06/Triple-A%20Newsletter%20June%2021.pdf>

⁹⁷ <https://aaa-h2020.eu/sites/default/files/2021-04/Triple-A%20Press%20Release%2C%20Issue%202%20April%202021.pdf>

⁹⁸ <https://aaa-h2020.eu/sites/default/files/2021-04/Triple-A%20Press%20Release%2C%20Issue%20April%202021.pdf>

⁹⁹ <https://preview.mailerlite.com/e3f5m5e4w3>

¹⁰⁰ <https://preview.mailerlite.com/n2z1b4k5d8>

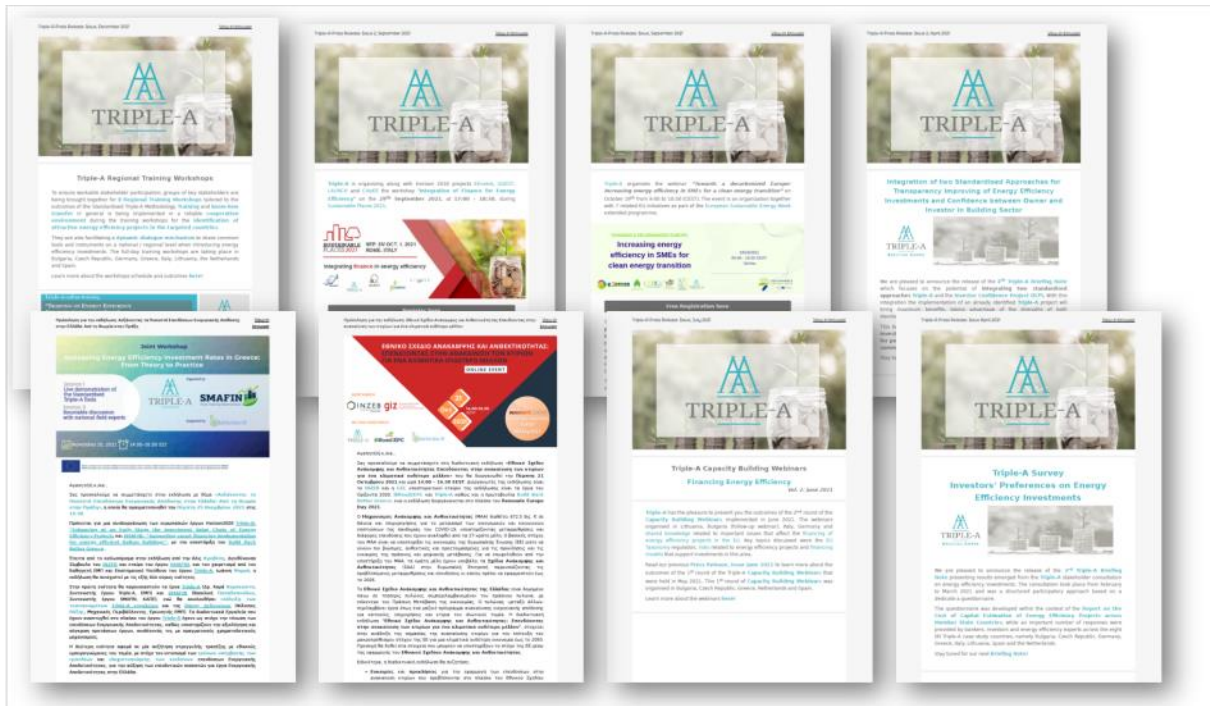


Figure 24 Triple-A Press Releases

3.13 Triple-A Social Networks

Social Media accounts have been created from the beginning of the project on Twitter¹⁰¹, LinkedIn¹⁰², Instagram¹⁰³, and YouTube¹⁰⁴ channels, even from Triple-A. The accounts of Triple-A on social media are the following:

Twitter: @H2020_AAA

LinkedIn: Triple-A Project

Instagram: triple_a_horizon2020

YouTube: TripleA Horizon 2020

Constant communication and regular news promotion to the various communities through such media have been continuously pursued until the end of the project life as it substantially increased and will increase the Triple-A impact after the project end. In addition, dissemination through the partners' social media accounts has been realised to share information about the project and increase stakeholders' participation. The following figure presents the Triple-A social media accounts.

¹⁰¹ https://twitter.com/H2020_AAA

¹⁰² <https://www.linkedin.com/company/triple-a-project>

¹⁰³ https://www.instagram.com/triple_a_horizon2020/

¹⁰⁴ <https://www.youtube.com/channel/UCNfbcNdsNcLYLfwV6wEUyYw>

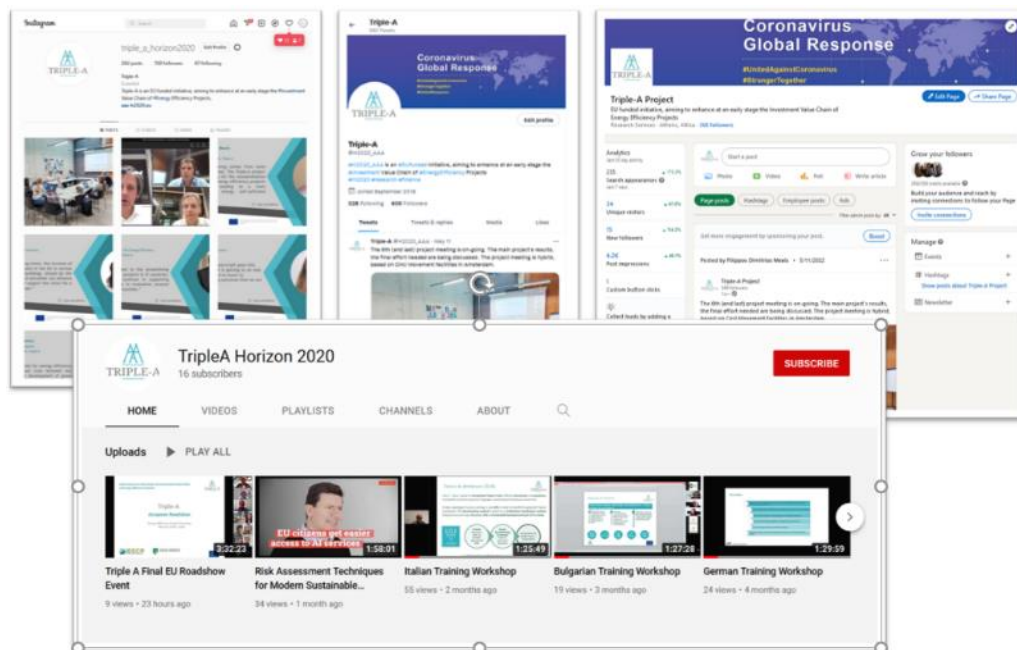


Figure 25: Triple-A Social Media Accounts

Progress September 2019 – March 2021

Triple-A has promised to get about 500 followers in 4 years, a target that has been exceeded already from the previous periods. By May 2021 Triple-A accounts have **961** followers. In detail:

- **155** followers in LinkedIn
- **416** followers in Twitter
- **155** followers in Instagram
- **16** subscribers in YouTube (with a total of **1101** views)

Progress April 2021 – May 2022

During the 2nd period the followers have increased, and the final numbers are as follows:

- **374** followers in LinkedIn
- **416** followers in Twitter
- **155** followers in Instagram
- **1101** views in YouTube

It is worth also mentioning the Triple-A posts by partners social media have earned more than **24,242** impression in Twitter and **42,601** in LinkedIn.

More information and analytics for the social media are available in “D7.6: Monitoring of Digital Communication Activities - Part 2”

Your Tweets earned **5.4K impressions** over this **49 day** period

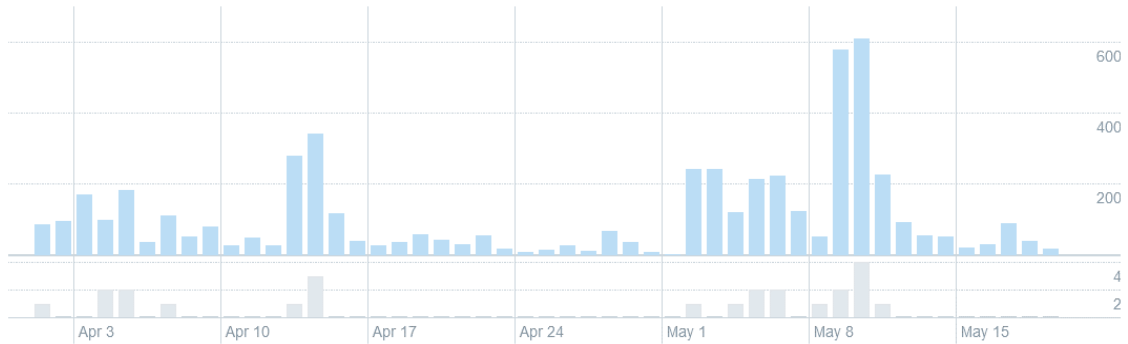


Figure 26 Triple-A Twitter Analytics highlights for the period April 2021 – May 2022

Visitor highlights

107
Page views
▲ 46.6%

51
Unique visitors
▲ 59.4%

1
Custom button clicks
▼ 66.7%

Visitor metrics

Page views ▾ All pages ▾ All filters

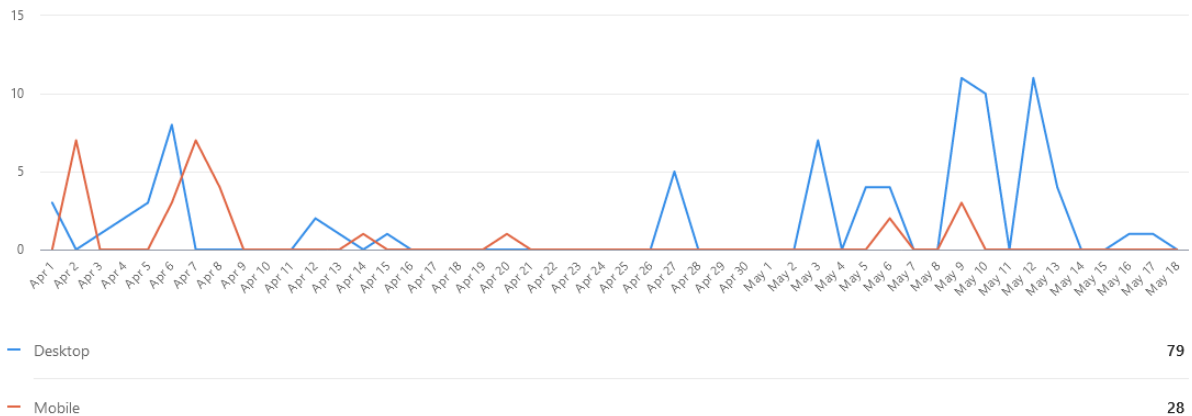


Figure 27 Triple-A LinkedIn Analytics highlights for the period April 2021 – May 2022

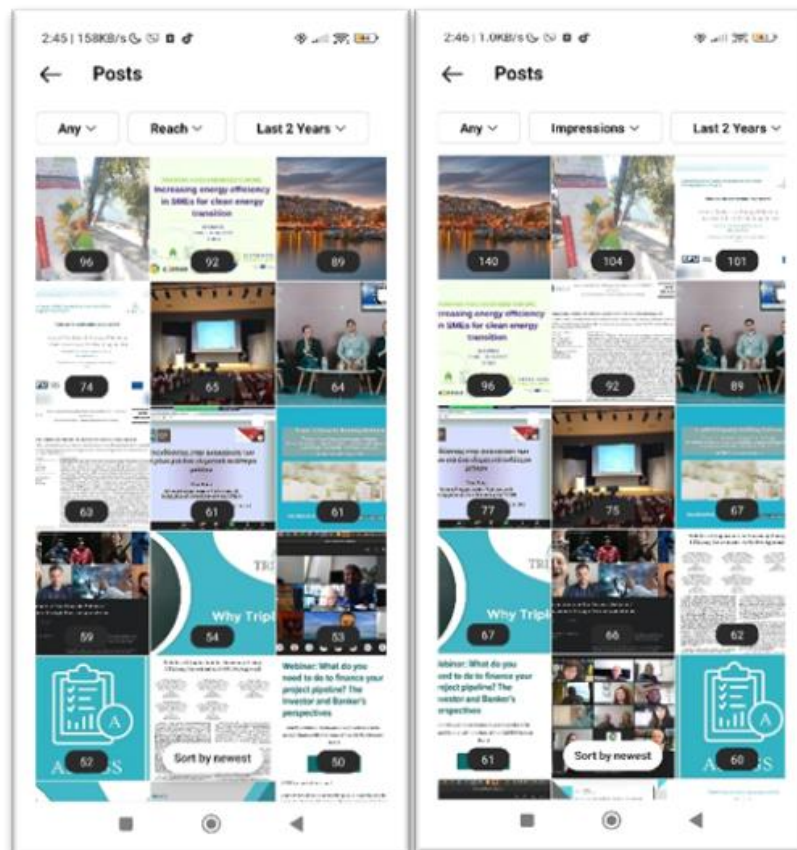


Figure 28 Triple-A Instagram highlights for the period April 2021 – May 2022

3.14 Digital Platforms

Triple-A shared information about the project updates and results on several platforms visited by key target groups, such as IISD Mailing Lists, ResearchGate, energypedia, capacity4dev etc. Partners use their websites, events, and contacts to share and disseminate project related information and results as widely as possible, and more than **94** references on relevant webpages host Triple-A articles and announcements. In comparison, only 20 references were foreseen on related webpages promoting Triple-A (See the total list of the link “D7.6: Monitoring of Digital Communication Activities - Part 2”).

The following digital platforms were initially explored during the previous reporting period (September 2019 – March 2021) and continued to be also exploited through the period April 2021 to May 2022:

Progress September 2019 – March 2021

ResearchGate¹⁰⁵: **8** papers have been uploaded and have gathered **170** reads.

Zenodo¹⁰⁶: Pre-prints from **5** Triple-A publications have been uploaded in Zenodo so as to ensure Gold Open Access.

¹⁰⁵ <https://www.researchgate.net/project/Horizon-2020-Triple-A-project>

¹⁰⁶ <https://zenodo.org/>

IISD Mailing Lists¹⁰⁷: **10** - All the Newsletter and press releases have been distributed in the IISD Mailing Lists

Progress April 2021 – May 2022

Zenodo¹⁰⁸: Pre-prints from **10** Triple-A publications have been uploaded in Zenodo. The Triple-A publications have gathered **278** views and **250** downloads.

Capacity4Dev¹⁰⁹: **46** reports and communication material have been uploaded

Energypedia¹¹⁰: **20** Reports have been uploaded

IISD Mailing Lists¹¹¹: **19** - All the Newsletter and press releases have been distributed in the IISD Mailing Lists

See the analytical description of this activity in “D7.6: Monitoring of Digital Communication Activities - Part 2”.

¹⁰⁷ <http://sdg.iisd.org/sdg-update/about-the-sdg-update-newsletter/>

¹⁰⁸ <https://zenodo.org/>

¹⁰⁹ <https://europa.eu/capacity4dev/>

¹¹⁰ https://energypedia.info/wiki/Main_Page

¹¹¹ <http://sdg.iisd.org/sdg-update/about-the-sdg-update-newsletter/>

4 Triple-A Website

Progress September 2019 – March 2021

The website¹¹² was developed including 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.

Moreover, the website contains information on the events organised by the project, as well as the events in which Triple-A partners have participated, which are called interventions. In addition, the website includes all the project results easily and freely downloadable, as well as past and next events and workshops. It focuses on sharing more digestible descriptions about Triple-A activities and avoids typical “project language” (e.g., deliverables, outputs, etc.), talking rather about objectives, successes, services, etc. Links to the Triple-A website have already been included on the websites of all consortium partners.

Triple-A website uses the Google Analytics infrastructure in order to track visitors’ traffic. 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. Up to March 2021 the website had **21,125** pageviews and **13,423** users, while the Triple-A reports and dissemination material uploaded on the website have almost **500** views.

Within the Triple-A website, there is a dedicated area for the most significant assets produced by Triple-A, and these are Triple-A Tools¹¹³ and Triple-A Web-based Database on Energy Efficiency Financing¹¹⁴. These outcomes have both their dedicated separate websites.

See more in D7.2 Communication and Dissemination Strategy (3rd edition).

¹¹² <http://aaa-h2020.eu/>

¹¹³ <https://aaa-h2020.eu/tools>

¹¹⁴ <https://aaa-h2020.eu/database>

Progress April 2021 – May 2022

The website's architecture is structured as it is presented below:

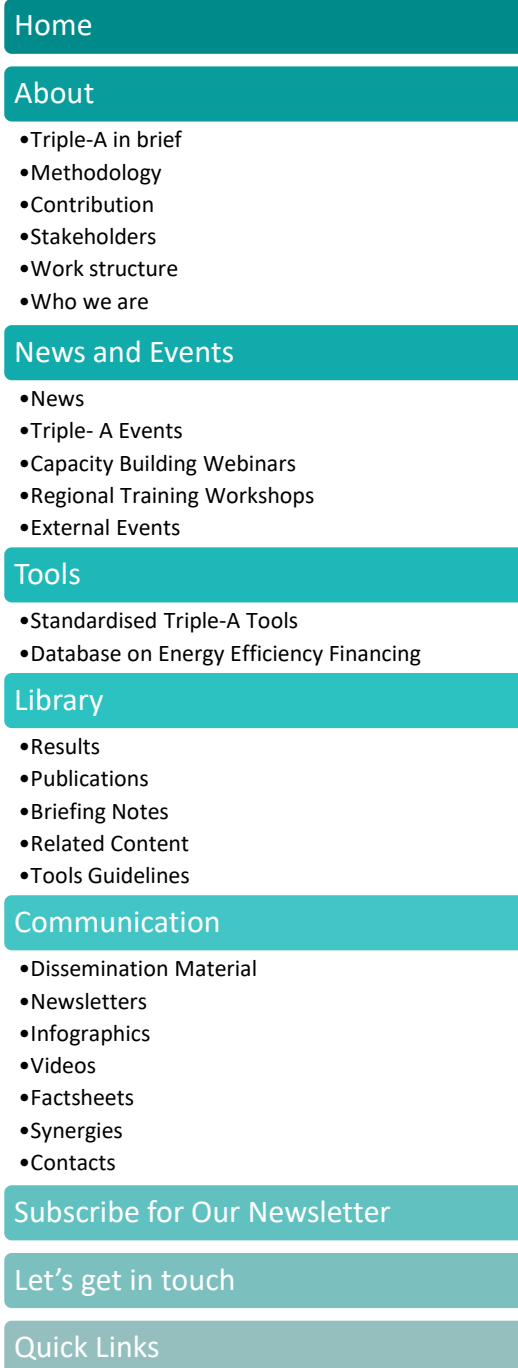


Figure 29 Triple-A Website Map

In the 2nd reporting period April 2021 – May 2022 new pages and content has been added, giving a new structure to the Website. E.g., dedicated pages have been added for the Infographics and Videos, new

format of the “Factsheets” page, new events under the “Regional Training Workshops” page. Of course, pages such as “Events”, “Newsletters”, “Synergies”, “Library” are being constantly updated.

Triple-A website¹¹⁵ uses the Google Analytics infrastructure in order to track visitors’ traffic. Up to May 2022, the website has **62,398** pageviews and **25,112** users, achieving the target set (At least **5,000 unique visitors** per year, i.e. **12,500 in total**), while the Triple-A reports and dissemination material uploaded on the website have **734** views.

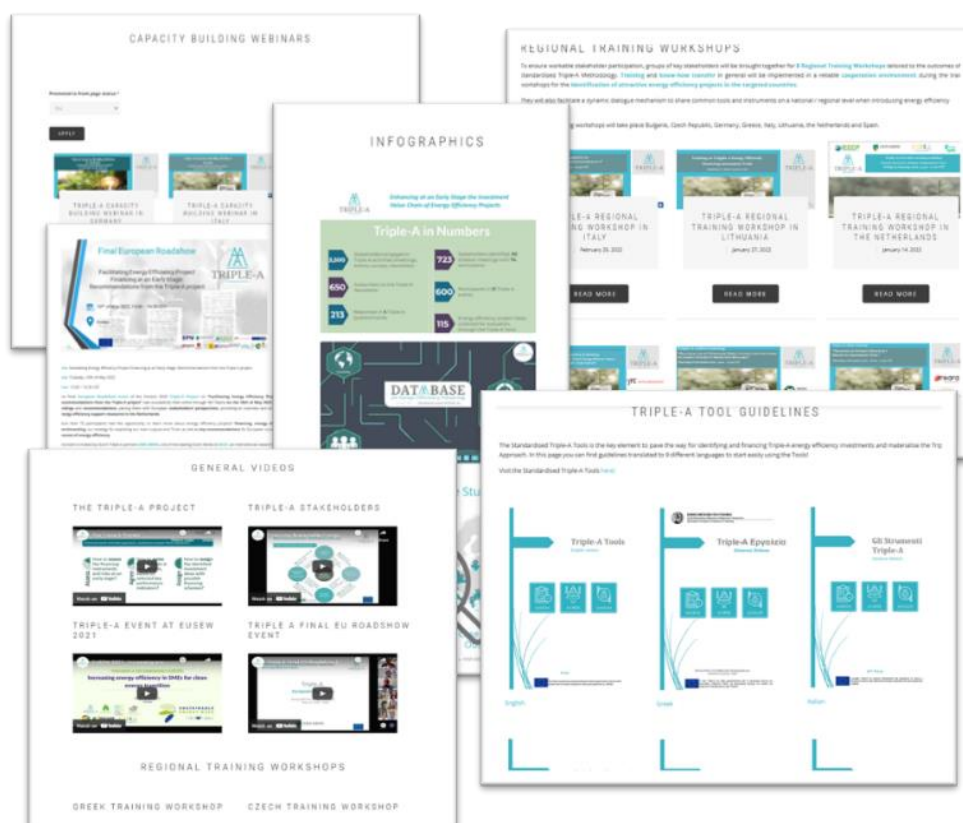


Figure 30: Triple-A Website

¹¹⁵ For detailed description of the Website content refer to deliverables “D7.7 Communication Material and Media Coverage (1st edition)” and “D7.8 Communication Material and Media Coverage (2nd edition)”.

Standardised Triple-A Tools

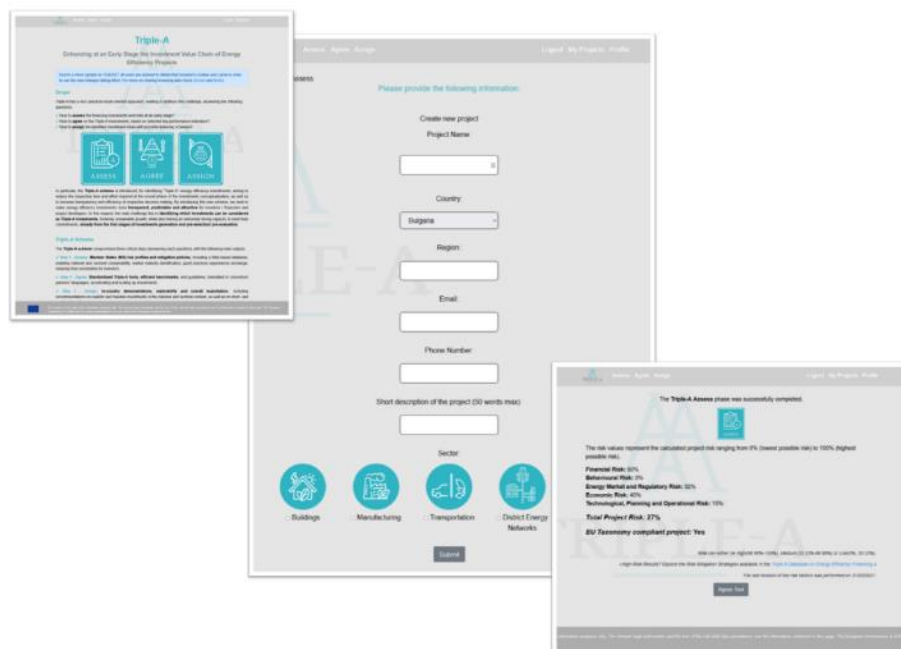


Figure 31: Triple-A Tools within Triple-A website

Assess Tool: The Assess Tool is aligned with EU Taxonomy technical screening criteria and assesses mainly the risks and maturity of the proposed EE project ideas.

Agree Tool: This tool supports the identification of Triple-A investments. It takes into account financial key performance indicators and risk and benchmarks the project ideas that have been evaluated in the previous step. The benchmarking classified potential energy efficiency investments into three classes: Triple-A, Reserved, Rejected.

Assign Tool: Triple-A Assign Tool is a multidimensional platform consisting of numerous interfaces according to the different types of beneficiaries. It aims to facilitate the underwriting procedure of energy efficiency investments financing with state-of-the-art financing schemes, such as Green Loans, Green Mortgages, Green Bonds and Energy Efficiency Auctions.

Web-based Database on Energy Efficiency Financing

There is an online interactive application that incorporates the results from the status quo analysis and the elaboration / categorisation of the financing instruments and risk mitigation strategies per case-study country within the framework of the Triple-A project.

The updated version of the database includes among others, data on energy efficiency financing, risks, and Sustainable Development Goals progress of the Member States linked to energy efficiency.

The Web-Based Database is available in the Triple-A's Website under the "Tools" section of the main navigation pane. The user can be easily navigated to the Web-Based Database from the Triple-A website home page, while it does not require any registration or log-in to be accessible.



Figure 32: Triple-A Web-based Database on Energy Efficiency Financing within Triple-A website

5 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 targets 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.

5.1 Scientific Publications

Even though Triple-A is a CSA project, targeted research publications are foreseen in Grant Agreement and have been developed. These publications validate Triple-A methodologies also by research community, which is one of the Triple-A target groups. The publications are also appealing to non-scientific community, targeted websites and journals related to financiers and investors.

Progress September 2019 – March 2021

1. Karakosta, C., Papapostolou, A., Vasileiou, G., Psarras, J. (2021). **Financial Schemes for Energy Efficiency Projects: Lessons Learnt from In-Country Demonstrations**. Energy Services Fundamentals and Financing. Edited by: David Borge-Diez and Enrique Rosales-Asensio. USA: Academic Press, Elsevier, ISBN: 9780128205921, <https://doi.org/10.1016/C2018-0-04950-6>, pp 55-78.

The aim of this publication is to propose a methodological framework on energy efficiency investments and robust financing programs/models in targeted case study countries (Spain, Lithuania, Greece, Bulgaria) that may act as first-of-a-kind demonstration for the banks, institutional investors and asset managers, with the use of approaches based on knowledge transfer and capacity building among key actors.

2. Papapostolou, A., Karakosta, C., Mylona, Z., Psarras, J. (2020). **Financing Sustainable Energy Efficiency Projects: The Role of Stakeholders**. Book of Proceedings of the XIV Balkan Conference on Operational Research, Operational Research in the Era of Digital Transformation and Business Analytics, 30 September - 3 October 2020, Thessaloniki, Greece, (pp. 116-120), ISBN – 978-618-85079-0-6, <https://dx.doi.org/10.5281/zenodo.4423397>

The aim of this study is to develop a concrete methodological approach that aims at involving highly relevant stakeholders, gathering their input and/ or training them in terms of energy efficiency financing. The key actors are identified among all the relevant Triple-A stakeholder groups, while their roles, interest, motives and power are analysed. The main challenge to be addressed towards this direction is how to ensure the necessary consultation with financial institutional bodies and market operators at national and EU level, which is fundamental for achieving a successful finance of energy efficiency projects.

3. Papapostolou, A., Mexis, F. D., Sarmas, E., Karakosta, C., Psarras, J. (2020). **Web-based Application for Screening Energy Efficiency Investments: A MCDA Approach**. 11th International Conference on Information, Intelligence, Systems and Applications (IISA), 15-17 July 2020, Piraeus, Greece, pp. 1-7, [doi: 10.1109/IISA50023.2020.9284403](https://doi.org/10.1109/IISA50023.2020.9284403).

In order to boost energy efficiency investments, this paper proposes a Multi-Criteria Decision Analysis (MCDA) methodology intending to support financing institutions to identify attractive energy efficiency project ideas in the early development phase of project initiation and planning. The study implements the ELECTRE TRI method to benchmark energy efficiency project ideas in a standardised, investor

recognisable credit rating form. A respective web-based tool facilitating the methodology and the screening of energy efficiency projects is also developed, supporting financing bodies and EE funds to rapidly detect and aggregate projects that meet the necessary criteria to be financed.

4. Mexis F. D., Papapostolou A., Karakosta C., Doukas H. (2020). **Fostering Energy Efficiency Investments at an Early Stage: A Standardised Toolbox**. 7th International Conference on Energy, Sustainability and Climate Change (ESCC 2020), 24-26 August, Skiathos, Greece, <https://dx.doi.org/10.5281/zenodo.4244911>

This study introduces the principles and makes a good overview of the three-step Triple-A toolbox focused on the pre-screening process of energy efficiency investments, where no standardisation exists, supporting the identification of attractive project ideas.

5. 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 (ESCC 2020), 24-26 August, Skiathos, Greece, <https://dx.doi.org/10.5281/zenodo.4244915>

This paper presents the multi-criteria approach based on the Electre Tri method, which aims to benchmark energy efficiency investment ideas incorporating financial, environmental and risk criteria. This methodology is used in the Triple-A Agree Step where the investments are classified into three classes: Triple-A, Reserved or Rejected, reflecting their capacity to achieve environmental and financial goals.

6. Loureiro T., Gil M., Desmaris R., Andaloro A., Karakosta C., Plesser S. (2020). **De-Risking Energy Efficiency Investments through Innovation**. Proceedings 2020, 65, 3. <https://doi.org/10.3390/proceedings2020065003>.

Three Horizon 2020 projects, EEnvest, Triple-A and QUEST, are exploring innovative approaches to de-risking energy efficiency investments, focusing on how to render those investments attractive to the financial sector.

7. Triple-A, SENSEI, LAUNCH, AmBIENCE, NOVICE, QUEST and U-CERT (2020). **Seven Horizon2020 projects advise EU leaders how to prepare buildings for the energy transition**. Briefing Note, H2020 project Triple-A. <https://www.buildup.eu/en/practices/publications/seven-horizon2020-projects-advise-eu-leaders-how-prepare-buildings-energy>
<https://cordis.europa.eu/article/id/428540-7-h2020-projects-partner-up-to-advise-eu-leaders-how-to-prepare-buildings-for-the-energy-tran/it>

To support energy transition, Triple-A, together with 6 H2020 projects – SENSEI, LAUNCH, AmBIENCE, NOVICE, QUEST and U-CERT have drafted recommendations in a letter to policymakers, based on all projects' findings and objectives, investigating ways to enable the mass adoption of energy efficiency measures and smart technologies supporting the uptake of more renewable energy sources.

Progress April 2021 – May 2022

8. Koutsandreas D., Kleanthis N., Flamos A., Karakosta C., Doukas H., (2022). **Risks and mitigation strategies in energy efficiency financing: A systematic literature review**. Energy Reports, Volume 8, 2022, Pages 1789-1802, ISSN 2352-4847, <https://doi.org/10.1016/j.egyr.2022.01.006>.

This study follows a systematic literature review to synthesize the respective literature, while the view of key players in energy efficiency financing is incorporated into the analysis through relevant projects' outcomes. Our results indicate that the risks in energy efficiency financing can be classified over eight general categories, with the ones referring to the regulatory framework of the country of

implementation and the technical aspects of energy efficiency projects being the most referenced ones.

9. A. Papapostolou, F.D. Mexis, C. Karakosta, J. Psarras. **A multicriteria tool to support decision-making in the early stages of energy efficiency investments**, 8th International Conference on Decision Support System Technology, 23-25 May 2022 Thessaloniki, Greece. ISBN 978-3-031-06529-3

This study focuses on introducing a rating system based on a Multi-Criteria Decision Analysis method that aims to promote the implementation and financing of energy efficiency investments. To this end, a benchmarking Tool is being deployed in order to materialise the proposed methodology and introduce a standardised procedure for benchmarking energy efficiency potential projects during the preliminary stages of investment conceptualisation. The proposed Tool exploits the Multi-Criteria Decision Analysis method ELECTRE Tri, taking into account major key performance indicators that are broadly used by investors and financing institutions to identify bankable energy efficiency investments and promote green transition. The methodology has been applied to benchmark 114 energy efficiency investments from eight different European countries. It should be mentioned that for the successful and effective development of the proposed Tool, in-put and feedback has been received by a variety of stakeholders from the energy sector and financing community, who also tested the Tool and con-firmed that the approach proved to be extremely helpful to those seeking for sustainable investments in energy efficiency. The analysis resulted in the conclusion that the Tool covers the necessity for a standardised benchmark, providing added value to the energy efficiency market.

10. F.D. Mexis, I. Chatziantoniou, A. Papapostolou, K. Touloumis, C. Karakosta. **An online ecosystem of energy efficiency financing supporting tools**, 8th International Conference on Decision Support System Technology, 23-25 May 2022, Thessaloniki, Greece

Increasing energy demand plays a major part in greenhouse gas emissions and environmental pollution, contributing to climate change. Energy Efficiency (EE) is one of the most cost-effective ways to reduce energy consumption, while maintaining an equivalent level of economic activity. To this end, private investments are considered necessary in increasing EE by updating building stock and industry processes. The Triple-A Tools facilitate energy efficiency stakeholders by evaluating the risks and maturity of their investment ideas, benchmarking them and identifying the most bankable ones, while matching them with state-of-the-art green financing schemes. The Triple-A Web-Based Database incorporates data on the fundamental aspects of EE financing, contributing significantly to upscaling EE investments, making them more attractive to investors while providing a better understanding of their framework to project developers. The Triple-A Tools and Database establish a one-stop-shop approach orientated towards energy efficiency stakeholders, facilitating project developers to benchmark their projects in a standardised way, while also providing a hub to investors to finance bankable green projects.

11. C. Karakosta, A. Corovessi, A. Papapostolou, F.D. Mexis. **Investing in energy efficient households in Greece: Policy framework and market architecture**. Residential buildings management and energy efficiency investment potential in Western Balkan countries

This study proposes a methodology that may boost the implementation of energy efficiency investments in the building sector. It provides an overview of the present energy efficiency conditions of the Greek building stock, along with the latest updates and trends regarding the policy framework and market architecture that support the implementation of potential investments in the building sector. In particular, the research conducted explores how European directives are adapted to the Greek legislative framework, also including the alignment to EU's overarching goal for carbon neutrality by 2050, providing also briefing details on the national energy efficiency financing schemes and the tendencies and updates regarding the mobilisation of private financing. In order to further

analyse the current situation in the Greek building stock, a consultation approach has been utilised involving highly relevant stakeholders, gathering their input, and depicting it in statistical results. The methodology focuses on multi-family apartment buildings in Greece, and it includes a survey regarding the energy efficiency of the Greek building stock, as well as a literature review that will facilitate energy efficiency stakeholders portraying the complete picture of the financing possibilities and the policy and legislative framework that applies to Greece concerning energy efficiency. The survey identifies the main barriers and difficulties that policymakers and energy efficiency professionals are facing when developing a feasibility plan for increasing energy efficiency measures in the building sector. Finally, the results of the research and the stakeholders' perception reveal that there is a dire need for state-of-the-art tools and databases that could provide valuable services in the building sector, such as the Building Renovation Passports (BRPs), closing the gap between energy efficiency project developers and financing institutes, providing access to financing instruments and, thus, boosting the implementation of energy efficiency actions in buildings.

12. Mexis F.D., Papapostolou A., Karakosta C., and Doukas H. (2021), **Assessing the Necessity for Investments in Energy Efficiency through the Sustainable Development Goals**, 31st European Conference on Operational Research, 11-14 July 2021, Athens, Greece, <https://doi.org/10.5281/zenodo.5095072>

Investing in energy efficiency is one of the main priorities of European Union's energy and climate policy offering a variety of benefits, including reduced energy costs, reduced carbon emissions, improved security of supply and improved employment conditions. These benefits cannot always be easily measured, while they are rarely considered when assessing the feasibility of energy efficiency projects. Towards this direction, the United Nation's Sustainable Development Goals (SDG) require strategies that build economic growth and address a range of social needs, while tackling climate change. Thus, it is considered a high-priority to link energy efficiency with SDG since the broad promotion and implementation of energy efficiency measures could significantly improve several SDG indices at a country level. In the context of the presented study, primary energy efficiency sectors and measures have been identified for eight European case study countries, namely Bulgaria, Czech Republic, Germany, Greece, Italy, Lithuania, the Netherlands and Spain. In addition, SDG indices, associated directly or indirectly with the implementation of energy efficiency measures have been assigned to relevant sectors. The emerging typology has concluded in an overall ranking among the case study countries by calculating the SDG indices associated with each relevant sector, which depicts the needs of the country on energy efficiency investments.

13. Koutsandreas D., Kleanthis N., Karakosta C., Flamos A. (2021), **Fostering energy efficiency investments through risk assessment**, 31st European Conference on Operational Research, 11-14 July 2021, Athens, Greece. <https://doi.org/10.5281/zenodo.5095083>

This study tries to bridge this gap by proposing an analytical framework for evaluating the total risk of EE projects to fail meeting their predicted performance. In this respect, all the risk factors and uncertainties that can negatively affect the profitability of EE projects are identified and analysed, while a mix of quantitative and qualitative techniques is utilised. The methodology is applied to the main EE sectors and several Member States.

14. Papapostolou A., Karakosta C., Koutsandreas D., Mexis F.D. and Doukas H. (2021), **Promoting Energy Efficiency Investments in Building Sector: A Stakeholder Consultation Approach**, 31st European Conference on Operational Research, 11-14 July 2021, Athens, Greece. <https://doi.org/10.5281/zenodo.5094993>

The aim of this study is to analyse through a targeted questionnaire the behaviour mainly of project developers, financiers, investors regarding EE investments in buildings, identify relevant risks and evaluate the added value of such investments' implementation. One of the conclusions emerged is that financial and economic risks were rated as the most critical ones affecting the successful financing of EE investments in the building sector

15. Kleanthis N., Koutsandreas D., Karakosta C., Doukas H., Flamos A. (2021), **A multi-methods framework for profitability assessment of energy efficiency investments under uncertainty**, 31st European Conference on Operational Research, 11-14 July 2021, Athens, Greece. <https://doi.org/10.5281/zenodo.5095900>

This study deploys a methodology that is applied to financial data for EE investments implemented in Germany, retrieved from the De-risking Energy Efficiency Platform (DEEP) database, an open-source database for EE investments performance monitoring and benchmarking. The results indicate that (i) investments realised in the industrial sector of Germany financially outperform those in the buildings sector, (ii) macroeconomic risk is a significant factor with regards to the uncertainty of EE investments, and (iii) separate investor profiles entail different preferences under distinct risk levels.

16. Karakosta C., Papapostolou A., Mexis F.D., Koutsandreas D., Psarras J. (2021), **Impact of energy efficiency measures in the Greek building sector**, 3rd Euro Mediterranean Conference for environmental integration, Sousse, Tunisia, 2021

The aim of this study is to analyze the energy efficiency situation in the Greek building stock by utilizing a consultation approach based on a dedicated online survey involving highly relevant stakeholders, gathering their input and depicting it in statistical results. The analysis focuses on identifying links between the energy efficiency performance of buildings and their value in the real estate market and evaluating the added value of implementing energy efficiency investments in the building sector, through illustrating the Greek stakeholders' behaviour. The main challenge that emerged is to ensure the necessary consultation with financial institutional bodies, investors, market actors and energy efficiency and real estate professionals.

17. Papapostolou, A., Karakosta, C., Mylona, Z., Psarras, J. (2021), **Energy Efficiency Financing and Stakeholder Engagement: Evidence from a Participatory Approach**, XIV Balkan Conference on Operational Research, 30 September-3 October 2020, Thessaloniki Greece, Springer Proceedings in Business and Economics (under review).

The aim of this study is to develop a concrete methodological approach that aims at involving highly relevant stakeholders, gathering their input and/ or training them in terms of energy efficiency financing. The key actors are identified among all the relevant stakeholder groups, while their roles, interest, motives and power are analysed. The main challenge to be addressed towards this direction is how to ensure the necessary consultation with financial institutional bodies and market operators at national and EU level, which is fundamental for achieving a successful finance of energy efficiency projects. Finally, the study could serve as an analytical guide on the development of a stakeholder engagement plan that could effectively exploit the broad scope of the financial instruments and various experiences of the market actors including their required knowledge and skills towards the energy efficiency investments financing.

18. Mexis F.D., Papapostolou A., Karakosta C., Sarvas E., Koutsandreas D., Doukas H. (2021), **Leveraging Energy Efficiency Investments: An Innovative Web-based Benchmarking Tool**, Advances in Science, Technology and Engineering Systems Journal. [DOI:10.25046/aj060526](https://doi.org/10.25046/aj060526)

This paper aims to boost EE investments by developing a web-based Tool that evaluates project ideas, connecting them with real financing proposals. All the above are being realised through standardised procedures, establishing a concrete typology of five (5) EE sectors, a well-structured risk assessment methodology of five (5) risk categories and (9) risk factors, and a benchmarking procedure that takes into account four (4) broadly used economic criteria and eleven (11) verified sustainability indicators. All the parameters are calculated using the candidate project data and EU official statistics, formulated into four (4) main criteria that are fed into a MultiCriteria Decision Analysis that performs the project's benchmarking. The presented methodology is being practically tested through the development of three (3) innovative Tools (Assess, Agree, Assign) and a stakeholder consultation process with around 200 participants. The Tools filter and benchmark candidate project ideas, based on the standardised benchmarking and the EU Taxonomy sustainability principles, while

connecting the most promising project ideas with state-of-the-art financing methods, such as the Green Loans, the Green Bonds and the Energy Efficiency Auctions. By this token, the developed Tools provenly provide added value to the respective stakeholders, offering standardisation in EE project benchmarking and financing, building trust between investors and projects developers.

19. Karakosta C., Mylona Z., Karásek J., Papapostolou A., Geiseler E., **Tackling covid-19 crisis through energy efficiency investments: Decision support tools for economic recovery**, Energy Strategy Reviews, Volume 38, 2021, 100764, ISSN 2211-467X, <https://doi.org/10.1016/j.esr.2021.100764>.

This study's aim is twofold; firstly, a review on the energy sector crisis with the critical role of EE investments and the investigation of available Decision Support (DS) tools to boost such recovery. The methodology followed by a review on strategically selected countries to capture their energy recovery needs and strategies. Results showed that EE investments will assist in countering pandemic recession, therefore, innovative DS tools and standardisation methods are required. However, hardly any tool exists identifying sustainable investments with strong potential to meet their commitments. The Triple-A Horizon 2020 standardised tools are considered to play critical role enabling EE projects to get financed towards assessing the EE

20. Mexis, F.D.; Papapostolou, A.; Karakosta, C.; Psarras, J. **Financing Sustainable Energy Efficiency Projects: The Triple-A Case**. Environ. Sci. Proc. 2021, 11, 22. <https://doi.org/10.3390/environsciproc2021011022>

This manuscript provides a standardised methodology and tools to assess the involved risks and benchmarks the proposed investment ideas, helping investors and policymakers choose the most profitable solution. This manuscript summarises the methodology established, tools developed, and results that emerged from Triple-A's venture to mainstream EE financing.

21. Loureiro, T.; Pozza, C.; Mexis, F.D.; Olivero, S.; Csiky, C.d.; Bogi, A. Integration of Finance in Energy Efficiency. Environ. Sci. Proc. 2021, 11, 7. <https://doi.org/10.3390/environsciproc2021011007>

This study presents innovative solutions to de-risk investments in energy efficiency projects, which the EU's goal of being carbon neutral by 2050.

5.2 Synergies with other relevant EU initiatives

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

Progress September 2019 – March 2021

Triple-A has established synergies with 53 Horizon 2020 projects and relevant initiatives (latest entries: U-Cert, X-tendo, CMZRB, FRESCO, ENTRACK, Re-MODULEES, ComAct, EXCITE, SMARTER, Finance for families, BEYOND, iBRoad2EPC, LEVEL EEI, EaaS (Efficiency as a Service), INFINITECH). Dialogue and continuous exchange of information have been taking place in the whole project's duration, either in the form of bilateral teleconferences, email exchanges, or focus groups.

Triple-A participates in two groups with relevant H2020 projects to maximise impacts on the field of energy efficiency investments. The scope is to assist each other in maximising excellence and impact by providing feedback on methodology, deliverables, and outcomes and increasing visibility. Bimonthly calls for collaboration have been held, and the identification of joint actions is underway.

Cluster 1

More particularly, Triple-A belongs to a group of 13 EU funded H2020 projects (**Cluster 1**) for communication and collaboration: Triple-A, LAUNCH, RenOnBill, AmBIENCE, X-Tendo, SENSEI, NOVICE, U-CERT, QUEST, QualitEE, DEESME, FrESCO, ENTRACK. Within the framework of this collaboration, the following activities have been realised:

- 4 collaboration meetings have been realised to discuss common activities.
- Preparation of the policy brief with the title “7 Horizon2020 Projects advise EU leaders how to generate the Renovation Wave”, by SENSEI, Triple-A, NOVICE, QUEST, U-CERT, AMBIENCE, and LAUNCH.¹¹⁶
- EUSEW2020 Policy Conference Side Session “Energy transition: new business models to de-risk investments and kick start the EU building renovation wave”, 18 June 2020 (virtual event, 83 participants). A co-organisation of Triple-A, SENSEI, NOVICE, LAUNCH, QualitEE, QUEST, and U-CERT.
- Sustainable Places 2020 Workshop “De-risking Energy Efficiency Investments” 29 October 2020 (virtual event, 20 participants). A co-organisation of Triple-A, EENVEST, and QUEST.
- Joint publication: Loureiro T., Gil M., Desmaris R., Andaloro A., Karakosta C., Plesser S. (2020). De-Risking Energy Efficiency Investments through Innovation. Proceedings 2020, 65, 3. <https://doi.org/10.3390/proceedings2020065003>.
- Triple-A article at NOVICE (<https://mailchi.mp/9b8faaf0c465/find-out-our-latest-news-on-energy-efficiency-and-demand-response-novice-project-newsletter-october-5043462>) and EENVEST project newsletters.
- Reference of the Triple-A project at NOVICE deliverable “D8.9 Sustainability Plan and Roadmap”.
- Bilateral communication with RenOnBill partners in order to organise a joint webinar at EU level, presenting Standardised Triple-A Tools and RenOnBill Energy Renovation Valuation tool to potential users from financing sector.

Cluster 2

The second group (**Cluster 2**) of 7 H2020 projects that Triple-A participates in, consists of: Triple-A, SPEEDIER, Innoveas, DEESME, ICCEE, SMEmPOWER efficiency and E2DRIVER. Monthly meetings were organised, and several discussions were taking place. In addition, the Triple-A Regional Training Workshop in The Netherlands has been Organised in cooperation with ICCEE and StreamSAVE projects. In addition, the SPEEDIER Final Event has been co-organised with Triple-A, including a special Triple-A presentation. Triple-A has also participated in the SMEmPower Efficiency online webinar entitled “Increasing Energy Efficiency of SMEs— opportunities, challenges and actions of the SMEmPower project. Triple-A collaborator Filippas Dimitrios Mexis presented Triple-A's scope, results and Tools to assist SMEs’. Not to mention the EUSEW Extended Programme “Towards a decarbonised Europe: Increasing energy efficiency in SMEs for a clean energy transition,” in which Triple-A participated along with DEESME, E2DRIVER, INNOVEAS, SMEmPOWER, SPEEDIER, and ICCEE. In that successful event, Triple-A's contribution and input were given in all presentations, registration in Zoom, and support in technical issues.

¹¹⁶ <https://cordis.europa.eu/article/id/428540-7-h2020-projects-partner-up-to-advise-eu-leaders-how-to-prepare-buildings-for-the-energy-tran/it>

EEFIG

A special synergy has been established with **EEFIG project** (NTUA is a partner of EEFIG). Dr. Spiros Mouzakitis (HOLISTIC PC) and Advisory Board Member of Triple-A is currently the main maintainer / developer of EEFIG DEEP platform database and the contact person for the discussions towards the interoperability between DEEP and Triple-A Tools. Dr Chara Karakosta (NTUA, Triple-A Project Manager) is a member of the SR10 - EEFIG Working Group on Industry. Triple-A has been also invited and participated in several EEFIG events. In the 3rd EEFIG Working Group on Industry “Thematic meeting on accelerating industrial energy efficiency investments in the context of the EU recovery package”, held on the 5th of February 2021, Triple-A presented its methodology and tools during the roundtable discussion “What is there for industry in the EU recovery package and what are the potential accelerators”. After the meeting, a dedicated article was released by Chara Karakosta on the outcomes and highlights of the event: “Reflections on the 3rd EEFIG Industry Working Group meeting”¹¹⁷.

SMAFIN

Another synergy is between Triple-A and H2020 **SMAFIN project**. Triple-A coordinator Chara Karakosta from NTUA became a Working Group Member of SMAFIN, while several email exchanges, phone calls and teleconferences have been realised between Chara Karakosta and SMAFIN partners from INZEB and CRES. The 1st SMAFIN Working Group Meeting was organised on the 19th of March 2021, where, among others, Triple-A was presented, conveying relevant experience and best practices. Following the success of the 1st Working Group meeting, an invitation was sent to Chara Karakosta (NTUA) for the 2nd SMAFIN Working Group Meeting. Triple-A and SMAFIN common actions were presented to the audience at that event. With the rest of the projects that Triple-A has established synergies, communication is mainly contacted on a bilateral basis promoting further our project scope, gathering input on Triple-A Tools and methodology (e.g., through a questionnaire that has been developed), and exploring future collaborations on results, events, and dissemination actions. This collaboration has also resulted in the invitation of Triple-A partners to participate and present Triple-A at sister projects’ events (see Section 5.4), references to deliverables (e.g., PARIS REINFORCE deliverable D8.14 Plan for Coordination and Synergies), as well as regularly sharing news with sister projects Newsletters and exchange of social media posts. Synergy and common dissemination activities with the LEVEL EEI project. Triple-A participated in the First Conference, the “Annual High-Level Expert Forum for Sustainable Finance (HLEF) (1st and 2nd of December 2021). Triple-A has also participated in the Renovate Europe Day “National Recovery and Resilience Plan: Investing in Buildings’ Renovation for a Climate Neutral Future” organised by INZEB and GIZ (on Thursday 21 October 2021), where a Triple-A presentation took place.

¹¹⁷ https://ec.europa.eu/eefig/news/reflections-3rd-eefig-industry-working-group-meeting-2021-03-03_en

Progress April 2021 – May 2022

New Synergies with the following companies and H2020 projects:

- CMZRB
- FRESCO
- ENTRACK
- Re-MODULEES
- ComAct
- EXCITE
- SMARTER Finance for families
- BEYOND
- iBRoad2EPC
- LEVEL EEI
- EaaS (Efficiency as a Service)
- INFINITECH

Cluster 1

- Presentation of Triple-A project and Tools in the ENTRACK Project Managing Board in Sofia,
- Triple-A has been mentioned in the “DEESME news #2” newsletter - Guiding SMEs and national authorities to take profit of the multiple benefits from energy audit and management approaches
- Sustainable Places 2021 Workshop, “Integration of Finance for Energy Efficiency” 17:00 – 18:30, 29th September 2021, hybrid. Co-organisation and Triple-A presentation
- EENVEST project mid-term conference, 9th June 2021, “Participation of NTUA on behalf of Triple-A with a presentation entitled “Facilitating energy efficiency project financing at an early stage: The Triple-A case.”
- Triple-A reference at EENVEST Invitation/ Press Release for the EENVEST Mid Term Conference on the 9th of June 2021.
- EENVEST Invitation for the Sustainable Places 2021 event, September 2021
- Presentation of the EN-TRACK project in the Triple-A Final European Roadshow.
- Presentation of the EENVEST project in the Triple-A Final European Roadshow.

Cluster 2:

- Newsletter by ESCI: INNOVEAS joined forces with six related Horizon 2020 projects: DEESME, E2DRIVER, SMEmPOWER, SPEEDIER, ICCEE and Triple-A, 19 October 2021
- Mention of Triple-A at the SPEEDIER “Thank you Letter” for the EUSEW2021 event.
- SPEEDIER Newsletter for the EUSEW2021 event - Issue October 2021
- Innoveas Press Release Issue October 2021: PRESS RELEASE – Towards a decarbonized Europe: Increasing energy efficiency in SMEs for a clean energy transition
- DEESME Press Release related to the joint EUSEW 2021 event, September 2021
- ICCEE Press Release related to the joint EUSEW 2021 event, September 2021
- Participation of Triple-A in the E2DRIVER Final Event.

EEFIG

- Triple-A became official data provider of the EEFIG DEEP 2.0 platform, providing statistical data from 36 projects of the Triple-A Tools.
- Invitation sent to NTUA and participation to the EEFIG Plenary Meeting 2022, 4 - 5 May 2022

SMAFIN

- 1st SMAFIN National Roundtable in Greece, “Support Smart Financing for Energy Efficient Buildings in Greece”, which was realised on 20 May 2021. Triple-A coordinator, Dr Chara Karakosta (NTUA),

represented Triple-A and participated as a panellist in the session “Competitive processes to improve the energy efficiency of companies in the tertiary sector”, further promoting how Triple-A could foster investments in the tertiary sector. Some of the topics discussed were how the banking sector secures the financing of the companies involved in projects in the tertiary sector and how smart online tools could be used to bring together small projects and connect project developers with interested investors.

- Greek Regional Training Workshop has been co-organised with the SMAFIN project.
- Presentation of the SMAFIN project in the Triple-A Final European Roadshow.
- Participation of Triple-A coordinator, Dr Chara Karakosta (NTUA) in the 2nd SMAFIN Working Group Meeting, representing Triple-A and its results, September 2021.
- 2nd SMAFIN National Roundtable in Greece, Triple-A coordinator, Dr Chara Karakosta (NTUA), represented Triple-A and participate as panelist in the session “Taxonomy”, further promoting Triple-A Tools and results from the Assess step with regards to the EU Taxonomy compliance of the energy efficiency project ideas. Mr. Kostas Pavlou (PB), Triple-A partner, also participated as panelist in the same roundtable in order to analyse important aspects of the EU Taxonomy. Mr. Yannis Konsolas (Triple-A partner, PB) also participated in the session “Financing energy efficiency in residential buildings” presenting “Financial tools for energy upgrading homes”.
- Participation of Triple-A in the 3rd SMAFIN Working Group Meeting in March 2022. Triple-A coordinator, Dr Chara Karakosta (NTUA) participated in the 3rd SMAFIN Working Group Meeting in Greece. The discussion focused on key selected policy measures and experts expressed their views and ideas on which policy measures to lean on and redesign, guidelines for improving the policy measures and funding programmes in Greece. In addition, stakeholders decided on the three main discussion pillars for the 2nd SMAFIN National Roundtable in Greece, which are: Financing energy efficiency in residential buildings; Financing energy efficiency in public buildings and EU Taxonomy.

INFINITECH

- In collaboration with the **H2020 INFINITECH project**, Triple-A has organised the “Risk Assessment Techniques for Modern Sustainable Investments” online workshop. The two successful European initiatives joined forces to gather and promote knowledge regarding Risk Assessment Techniques for modern, sustainable and ESG compliant investments.
- The Triple-A Tools and the Triple-A Database have been included in the INFINITECH Marketplace¹¹⁸.
- Presentation of the INFINITECH project in the Triple-A Final European Roadshow.

Other relevant Activities:

- Publication on the website of IAMC regarding the Triple-A Database on Energy Efficiency Financing¹¹⁹
- Newsletter of IAMC – Issue May 2021 with reference to the Triple-A Database on Energy Efficiency Financing
- Newsletter - Invitation from INZEB regarding the Greek Regional Training Workshop¹²⁰
- INZEB News & Activities September – October 2021 (Newsletter) with reference to the Greek Regional Training Workshop¹²¹

¹¹⁸ <https://marketplace.infinitech-h2020.eu/>

¹¹⁹ <https://www.iamconsortium.org/news-from-the-community/news-f-the-community/triple-a-database-on-energy-efficiency-financing/>

¹²⁰ <https://mailchi.mp/828d3ca4a4fe/smafin-triple-a-event-november-2021>

¹²¹ <https://us7.campaign-archive.com/?u=fd8d6a0ce6663ff956d8b548c&id=165cb32386>

- INZEB Newsletter – Upcoming Events for October 2021 with reference to the “Rational Resilience Plan” event, co-organised with Triple-A
- Invitation from INZEB regarding the online event National Recovery and Resilience Plan: Investing in Building Renovation for a Climate Neutral Future¹²²
- Invitation from SEGE regarding the online event National Recovery and Resilience Plan: Investing in Building Renovation for a Climate Neutral Future¹²³
- Triple-A mention in the INZEB invitation: Increasing energy efficiency investment rates in Greece.
- Triple-A mention in the INZEB News & Activities July-August 2021.
- Newsletter- INZEB News_2 Upcoming events for October 2021!
- Presentation of the Dutch Green Building Council (DGBC) in the Triple-A Final European Roadshow.
- Presentation of EP Group in the Triple-A Final European Roadshow.
- Presentation of the INZEB in the Triple-A Final European Roadshow.
- Presentation of EnerSave Capital in the Triple-A Final European Roadshow.



Figure 33: Synergies with Triple-A

¹²² <https://us7.campaign-archive.com/?u=fd8d6a0ce6663ff956d8b548c&id=5945ab2470>

¹²³ <https://mailchi.mp/aa26b8557dec/nwpwx372nd-7270906?e=5526ff8e99>

5.3.1 Organisation of events

Triple-A has organised 21 workshops in total or policy sessions to enhance the collaboration among partners and promote its results to external audiences.

Progress September 2019 – March 2021

Several workshops have been organised in the 1st Triple-A's reporting period, such as:

- Kick-off Meeting on 1-2 October 2019
- EUSEW 2020 Policy Session on the 18th of June 2020
- Triple-A Stakeholders Working Meeting, 29th September 2020
- Sustainable Places 2020: De-risking Energy Efficiency Investments, 29th October 2020

They are all presented in the previous deliverable D7.2 Communication and Dissemination Strategy – 3rd version¹²⁴.

Progress April 2021 – May 2022



Figure 34 Triple-A events

¹²⁴https://aaa-h2020.eu/sites/default/files/reports/Triple-A_D7.2-Communication%20and%20Dissemination%20Strategy_3rd%20vers_final.pdf

Capacity building webinars, April 2021 – June 2021¹²⁵

A series of Capacity building webinars were hosted and organized by the Triple-A partners between April and June 2021 reaching a total of 224 participants. The goal was to increase awareness of the project and disseminate knowledge needed to effectively use the tools. Three topics stood central:

1. The EU Taxonomy Regulation,
2. Risk and Mitigation strategies, and
3. Financial Instruments.

There was an under representation of policy makers (5%) while project developers were better represented (34%) among the participants. For more information regarding the Triple-A Capacity Building Webinars, please refer to the “Capacity Building Webinars Summary & Key Learnings Report”¹²⁶

Regional Training Workshops, November 2021 – February 2022¹²⁷

To ensure efficient stakeholder participation, groups of critical stakeholders were brought together in the 8 Regional Training Workshops during the period November 2021 – February 2022. The workshops have been tailored to the outcomes of the Standardised Triple-A methodology. Training and know-how transfer, in general, were implemented in a reliable cooperation environment during the training workshops to identify attractive energy efficiency projects in the targeted countries. They also facilitated a dynamic dialogue mechanism to share standard tools and instruments on a national/regional level when introducing energy efficiency investments. The full-day training workshops took place in Bulgaria, the Czech Republic, Germany, Greece, Italy, Lithuania, the Netherlands, and Spain, gathering more than 350 participants.

The recordings are available [here](#)¹²⁸.

For more information regarding the Triple-A Capacity Building Webinars, please refer to the “Report on Regional Training workshops on energy efficiency financing”¹²⁹.

Sustainable Places 2021 Workshop, 29 September 2021¹³⁰

Triple-A successfully organized along with Horizon 2020 projects EEnvest, QUEST, LAUNCH and CitizEE the workshop “Integration of Finance for Energy Efficiency” on the 29th of September 2021, at 17:00 - 18:30, during Sustainable Places 2021.

Energy efficiency is an integral part of global energy policy since it is not only widely recognized as an effective means of reducing greenhouse gas emissions, but also ensures the long-term security of the energy supply. Towards this direction, investing in energy efficiency directly affects reducing energy consumption, while also improving industrial competitiveness and driving economic growth. However, financial institutions and private investors do not consider energy efficiency as an attractive sector to invest in, limiting the possibility of using external private finance on top of equity of project owners or public funding. The lack of best practices and statistical data on the actual energy and cost savings

¹²⁵ <https://aaa-h2020.eu/capacity-building-webinars>

¹²⁶ <https://aaa-h2020.eu/sites/default/files/reports/D2.2%20-%20Capacity%20Building%20Webinars%20Summary%20Key%20Learnings%20Report.pdf>

¹²⁷ <https://aaa-h2020.eu/index.php/regional-training-workshop>

¹²⁸ <https://aaa-h2020.eu/regional-training-workshop>

¹²⁹ <https://aaa-h2020.eu/index.php/results>

¹³⁰ <https://aaa-h2020.eu/triple-events/integration-finance-energy-efficiency>

achieved by implemented energy efficiency projects and payment default rates, causes financial institutions to attribute high-risk premiums to energy efficiency investments.

The building sector is considered of significant importance at the European Union level, as it is responsible for 40% of the energy consumption and 36% of greenhouse gas emissions. These trends are expected to grow given the fact that energy demand from buildings and their construction rates continue following the current trajectory, creating enormous untapped efficiency potential. In this respect, nowadays, boosting the implementation of energy efficiency measures in buildings is of paramount importance, more than ever. Mainstreaming energy efficiency financing is considered the only way to achieve the EU's ambitious, compulsory for the environment goal of carbon neutrality by 2050.

The H2020 projects Triple-A, EEnvest, QUEST, LAUNCH and CitizEE are developing innovative solutions to tackle the above challenges, and they were joined forces for this common workshop at Sustainable Places 2021 to expose their approach and discuss potential synergies.

EUSEW Extended Programme, 19 October 2021¹³¹

Triple-A organised the webinar “Towards a decarbonized Europe: Increasing energy efficiency in SMEs for a clean energy transition” on October 19 from 9 to 10:30 (CEST), together with 7 related EU initiatives as part of the European Sustainable Energy Week extended programme.

This session provided SMEs and all relevant stakeholders with real practical examples and guidelines on how to enable the implementation of energy efficiency solutions to facilitate the energy transition. It presented available services, tools and policies that could unlock a considerable amount of energy/cost savings and assist in achieving emission targets, by sharing the actions, experiences and outcomes of the H2020 funded projects DEESME, E2DRIVER, ICCEE, INNOVEAS, SMePower Efficiency, SPEEDIER, Triple-A.

This session focused on the analysis of three key aspects of energy efficiency improvements in SMEs around Europe:

- Barriers and opportunities in the implementation of energy efficiency solutions
- Available best practices and case studies, such as trainings, tools, services etc.
- Current policies affecting the implementation of energy efficiency measures and their potential improvements in the upcoming years.

Main target groups are SMEs, representing 99% of European companies, as well as relevant stakeholders involved in the energy transition, such as policy makers, financial institutions, ESCOs, academia/research institutions, energy professionals and experts.

The format included short presentations of the projects' outcomes focusing on SMEs, interactive activities and a final roundtable open to questions related to the session topics that were presented. Key questions were set and discussions took place on the presented topics and the roadmap to the efficient implementation of the proposed measures, globally in the SMEs, beyond the targets set by the participating projects.

Renovate Europe Day, 21 October 2021¹³²

¹³¹ <https://aaa-h2020.eu/triple-events/towards-decarbonized-europe-increasing-energy-efficiency-smes-clean-energy-transition>

¹³² <https://aaa-h2020.eu/triple-events/renovate-europe-day-2021>

The online event National Recovery and Resilience Plan: Investing in Buildings' Renovation for a Climate Neutral Future organised by INZEB and GIZ was held on Thursday 21 October 2021 at 13:00-15:00 CET. The event highlighted the importance of building renovation to achieving the EU's long-term objective of a climate-neutral economy by 2050. The H2020 projects iBRoad2EPC and Triple-A and Build Back Better Greece initiative, perform as supporting partners of the event.

Attention was given to elements that can support the EU objective through the implementation of the National Recovery and Resilience Plan. Specifically, the online event discussed:

- Opportunities and challenges for the implementation of the investments in building renovation foreseen under the National Recovery and Resilience Plan.
- Long-term strategies and targets for building renovation in Greece.
- New requirements for building renovation at EU level under the "Fit-for-55" legislative package.
- EU Taxonomy on Sustainable Financing as a means to define sustainable investments according to higher energy savings criteria.
- Building Renovation Passports as an instrument for holistic, staged deep renovations working towards the avoidance of renovation lock-in effects.
- One Stop Shops as a mechanism helping regional and local authorities to roll out appropriate renovation schemes and monitor and measure the renovation performances.

The online event was organised in the framework of Renovate Europe Day 2021.

Triple-A First Exploitation Workshop, 7 October 2021

The First Exploitation Workshop is the first part of the workshop set organised to receive internal feedback by parnters, while also external feedback by experts and Triple-A Advisory Board Members in order to structure the Exploitation Strategy of the project's results and Tools after the end of Triple-A. More information can be found in the deliverable "D6.5 Final Exploitation Strategy".

Triple-A Second Exploitation Workshop, 24 January 2022

The Second Exploitation Workshop is the second part of the workshop set organised to receive internal feedback by partners, while also external feedback by experts and Triple-A Advisory Board Members in order to structure the Exploitation Strategy of the project's results and Tools after the end of Triple-A. More information can be found in the deliverable "D6.5 Final Exploitation Strategy".

Final European Roadshow, 10 May 2022¹³³

The Final European Roadshow event on "Facilitating Energy Efficiency Project Financing at an Early Stage: Recommendations from the Triple-A project" was successfully held on the 10th of May 2022.

The event focused on Triple-A's key findings and recommendations, pairing them with European stakeholders' perspectives, providing an overview and an introduction to the current state of energy efficiency support measures in the Netherlands.

¹³³ <https://aaa-h2020.eu/triple-events/triple-final-european-roadshow>

Almost 140 participants mainly from financing community, project developers, energy and industry experts and academia, had the opportunity to learn more about energy efficiency projects' financing, energy efficiency investments standardised benchmarking.

ABN AMRO representatives talked about key topics of interest to the financing community, and the status of the Dutch energy market, while interesting presentations were made by our Advisory Board Members, Leo Bedford - EP Group, Alice Corovessi – INZEB, Csaba de Csiky - EnerSave Capital. During the event Triple-A's sister Horizon 2020 projects E2DRIVER, EEnvest, EN-TRACK, INFINITECH, SMAFIN presented their approaches for the promotion of energy efficiency investments.

5.3.2 Participation in external events

Progress September 2019 – March 2021

Participation in events organised by organisations and projects outside Triple-A projects is of great importance since they provide the opportunity to communicate with external stakeholders and promote Triple-A outside the Consortium. In addition, participation in external event's organised by relevant H2020 projects ensuring the efficient implementation of Triple-A goal and information input exchange, the networking with stakeholders relevant to the field of energy efficiency financing and the excellent communication among different project partners. So far, the following interventions have taken place. Participation in workshops and conferences on particular topics conveys the Triple-A message through different target groups and communicates the progress and achieved results.

Due to covid-19 pandemic conditions, several events were cancelled or organised virtually. However, Triple-A participated in all virtual events that arose by taking this opportunity to disseminate outcomes further.



Figure 35 Triple-A participation in external events

Up until March 2021 Triple-A partners have participated in a total to **54** workshops/events / webinars/ conferences in the field of energy efficiency financing. In many of these events, Triple-A partners were invited to present Triple-A and convey Triple-A's message and activities. Below you may find a list of events that the Triple-A project was presented (19 in total):

1. 1st SMAFIN Working Group Meeting, 19 March 2021. Oral Presentation of Triple-A scope and objectives, methodological approach followed, Triple-A tools developed and expected outputs by Chara Karakosta (NTUA).
2. Workshop “Renovation of public buildings to energy class A according to the requirements of the recovery and sustainability plan: What do we need to know?”, 26 February 2021. Kamelia Georgieva (NTEF) participated in the roundtable discussion as panellist and presented the Triple-A Tools to attendees.
3. Association of Greek Valuers Webinar, 20 February 2021. NTUA (Triple-A Coordinator) participated in the Webinar organised by the Association of Greek Valuers (A.V.A.G.) “Enhancing the modern European valuers’ profession and recognising the challenges in the era of the pandemic”. Philip Mexis (NTUA) presented the preliminary results of the Triple-A Questionnaire on the Building Sector, being a part of the Triple-A stakeholders consultation process for the Greek case study.
4. 3rd Meeting of the EEFIG Industry Working Group, 5 February 2021. Triple-A presentation in the roundtable discussion “What is there for industry in the EU recovery package and what are the

potential accelerators". After the meeting a dedicated article was prepared by Chara Karakosta on the outcomes and highlights of the event with the title "Reflections on the 3rd EEFIG Industry Working Group meeting".

5. EEA discussions and opinion formation on the Recovery and Sustainability Plan (DIA), 19 November 2020. NTEF partner, Ivaylo Tzekov, participated and presented Triple-A objectives and progress so far through a dedicated presentation in the Bulgarian language with the title: Разгръщане потенциала на инвестициите в ЕЕ (Exploring the investment potential in EE).
6. 12th Municipal network for energy efficiency EcoEnergy Conference "The Green Deal and the Renewal Wave: Policies, Financial Mechanisms and Technical Assistance for Local Authorities", 13 November 2020. NTEF partner, Ivaylo Tzekov, presented Triple-A methodology and Tools progress so far through a presentation in the Bulgarian language with the title: Разгръщане потенциала на инвестициите в ЕЕ (Exploring the investment potential in EE).
7. INZEB and The Hellenic-Dutch Association of Commerce and Industry, "The Value of Energy Management Practices in the Business Sector", 15 October 2020. Assoc. Professor Haris Doukas (NTUA) made a presentation with the title "Opportunities and Threats towards a Sustainable Transition of the Industrial Sector", so as to promote Triple-A opportunities in the industrial sector.
8. XIV Balkan Conference on Operational Research (Hybrid BALCOR 2020), 30 September - 3 October 2020, Thessaloniki, Greece. Triple-A experts from NTUA and IEECP presented the scientific paper with the title "Financing Sustainable Energy Efficiency Projects: The Role of Stakeholders". The paper develops a concrete methodological approach that aims at involving highly relevant stakeholders, gathering their input and/ or training them in terms of energy efficiency financing.
9. 7th International Conference on Energy, Sustainability and Climate Change (ESCC 2020), 24-26 August 2020, Skiathos, Greece & online. Triple-A publications and relevant presentations were made based on outcomes from the Triple-A Methodology and Standardised Triple-A Tools development:
 - Fostering Energy Efficiency Investments at an Early Stage: A Standardised Toolbox by Filippos Dimitrios Mexis, Aikaterini Papapostolou, Charikleia Karakosta and Haris Doukas.
 - Benchmarking Energy Efficiency Projects: A Multicriteria Approach by Aikaterini Papapostolou, Charikleia Karakosta, Filippos Dimitrios Mexis and John Psarras.
10. 11th International Conference on Information, Intelligence Systems and Applications (IISA 2020), 15-17 July 2020. Triple-A publication was presented based on the energy efficiency projects benchmarking Tool that has been developed under Triple-A's activities with the title "Web-based Application for Screening Energy Efficiency Investments: A MCDA Approach", by Aikaterini Papapostolou, Filippos Dimitrios Mexis, Elissaios Sarmas, Charikleia Karakosta and John Psarras. It describes the Multi-Criteria Decision Analysis (MCDA) deployed and the web-based application's methodological steps for the benchmarking of energy efficiency project fiches.
11. Energy Efficiency Conference 2020, 9 July 2020, Athens, Greece & online. On behalf of Triple-A, Assoc. Prof. Haris Doukas and Dr Chara Karakosta (NTUA) participated in the Energy Efficiency Conference and presented mechanisms and tools that can support securing funding for energy efficiency investments in the building sector.
12. EUGCC webinar "Smart and sustainable local energy planning", 2 June 2020. In the webinar, Dr. Haris Doukas (NTUA), presented the Triple-A initiative and approach, regarding how energy efficiency projects could be mainstreamed.

13. INZEB webinar “Renovation Wave: What’s in for Greece”, 28 May 2020. On behalf of Triple-A, Assoc. Prof. Haris Doukas made a presentation with the title “Making investments more transparent and attractive”.
14. Association of Greek Valuers Webinar “Utilisation of new tools and models for buildings’ energy renovation and for investments”, 30 April 2020. A presentation of the Triple-A scope, activities and methodology were taken place by NTUA in Greek.
15. Conference of the Municipal Energy Management Network EcoEnergy, 29 April 2020, online. Kamelia Georgieva (NTEF) presented Triple-A through the presentation in the Bulgarian language: ФИНАНСОВИТЕ ИНСТРУМЕНТИ НА НДЕФ ЗА подкрепа на МЕСТНИТЕ ВЛАСТИ (Financial Instruments for Supporting Local Authorities).
16. WINDMission 2019, 14-15 October 2019, Athens, Greece. Assoc. Prof. Haris Doukas (NTUA) participated as a speaker in the panel discussion with the topic “Wind Energy project finance in Greece. Commercial bank debt and alternatives”. Haris Doukas had the opportunity to promote the Triple-A project through his oral speech and discuss about the challenges of financing energy related projects.
17. 4th Annual Symposium of the Association for Energy Economics, 7 May 2019, Athens, Greece. Assoc. Prof. Haris Doukas (NTUA) made 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 regarding the project and its implementation.
18. Conference of the Municipal Energy Management Network EcoEnergy, 23-24 April 2019, Gabrovo. Kamelia Georgieva (NTEF) introduced Triple-A through the presentation in the Bulgarian language: ФИНАНСОВИТЕ ИНСТРУМЕНТИ НА НДЕФ ЗА подкрепа на МЕСТНИТЕ ВЛАСТИ (Financial Instruments for Supporting Local Authorities).
19. Technical Chamber of Greece, Meeting on Buildings’ Energy Efficiency and Standardisation, 30 January 2019, Athens, Greece. Assoc. Prof. Haris Doukas (NTUA) made a presentation entitled “Standardisation in the energy efficiency of buildings” in Greek.

Triple-A representatives was also invited to participate at events by relevant institutions or projects with which Triple-A has established a synergy with, has bilateral interactions, or discussions on common topics (i.e., EEFIG, C-Track, FIRECE, LAUNCH, etc.). Triple-A partners also decided to participate in several events for networking issues and training in specific topics, methodologies, or tools (e.g., European Banking Federation (EBF) and UNEP FI webinar: Testing the application of the EU Taxonomy to core banking products: High level recommendations, 26-27 January 2021, ODYSSEE-MURE Webinar “Energy efficiency trends in buildings in the EU”. 8 December 2020, etc.). The list below includes the workshops and events that Triple-A partners participated as attendees:

1. U-CERT Workshop “Building Energy Performance Certificates for the people”, 30 March 2021.
2. ICCEE Workshop “Workshop on energy efficiency in the cold chain of the food and beverage sector”, 16 March 2021.
3. ENSMOV project meeting, “Experience exchange between Member States on taxation”, Reporting energy savings from energy taxes and CO₂ pricing for the Energy Efficiency Directive (EED) – experiences, challenges and methodological aspects, 9 February 2021.
4. EEFIG Plenary Meeting 2021, 9 February 2021.

5. Governmental Panel for Sustainable energy (RVUR - RADA VLÁDY PRO UDRŽITELNÝ ROZVOJ) meeting, 28 January 2021.
6. European Banking Federation (EBF) and UNEP FI webinar: Testing the application of the EU Taxonomy to core banking products: High level recommendations, 26 – 27 January 2021.
7. LAUNCH Webinar “What do you need to do to finance your project pipeline? The Investor and Banker’s perspectives”, 14 January 2021.
8. Investing in Energy Efficiency: Enterprises, Industry and Public Buildings, Online IENE Conference, 12 January 2021.
9. ODYSSEE-MURE Webinar “Energy efficiency trends in buildings in the EU”. 8 December 2020.
10. GIZ and INZEB workshop, “Smart & Energy Efficient Buildings”, 29 October 2020.
11. FLEXCON2020 DIGITAL TRACKS, last track: Active managed buildings & energy performance contracts, 28 October 2020.
12. X-tendo workshop “Towards the next-generation energy performance certification”, 1 October 2020
13. 2nd Covenant of Mayors - C-Track 50 Webinar, 9 June 2020, online
14. ALLIES project Virtual and Interactive Final Conference “Financing Local Energy Transition”, 26 May 2020.
15. LAUNCH Webinar “Facilitating Project Finance through Standardised Risk Assessment”, 7 May 2021.
16. Workshop of Sofena association and the Energy Efficiency Alliance, March 2020
17. EASME Contractors’ meeting 2020, 20 February 2020, Brussels, Belgium
18. Covenant of Mayors Investment Forum - Energy Efficiency Finance Market Place, 18- 19 February 2020, Brussels, Belgium
19. 2020 Annual plenary meeting of the Energy Efficiency Financial Institutions Group (EEFIG), 18 February 2020, Brussels, Belgium
20. Meeting of Governmental council for Sustainable Development, committee for Sustainable energy, 30 January 2020.
21. Fonds professionell Kongress 2020, 29 - 30 January 2020.
22. C-Track 50 Webinar: Long-Term Energy Planning for Carbon Neutrality in EU Cities and Regions, 18 December 2019
23. Workshop of FIRECE project on Evaluation of EE policies in the Czech Republic, 13 December 2019.
24. 2nd iBRoad stakeholders’ meeting, 5 December 2019, Athens, Greece.
25. LAUNCH Investor Board Meeting, 28 November 2019, Brussels, Belgium.
26. LAUNCH Investor Forum - Thinking BIG: Securitizing Sustainable Energy Assets in Europe, 27 November 2019, Brussels, Belgium.
27. Annual conference of the Bulgarian Energy Efficiency Municipal Network, November 2019.
28. Building Green Open Space 2019, 19 October 2019, Athens, Greece.
29. C-Track 50 Greek Energy Info Day, 19 September 2019, Athens, Greece.

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30. EC & UN Environment Finance Initiative, Experiences in bridging the gap between Investors and Project Developers Confirmation, 27 June 2019.
 31. 3rd EMAN Conference 2019, 28 March 2019, Ljubljana, Slovenia.
 32. SET-Nav Final Conference, 20 March 2019, Brussels, Belgium.
 33. 6th Student Conference of HELORS, 28 February - 2 March 2019, Xanthi, Greece.
 34. EASME Contractors' Meeting 2019 "Financing energy efficiency and project development", 21 February 2019, Brussels, Belgium.
 35. EEFIG Annual Plenary Meeting 2019, 6 February 2019, Brussels, Belgium.

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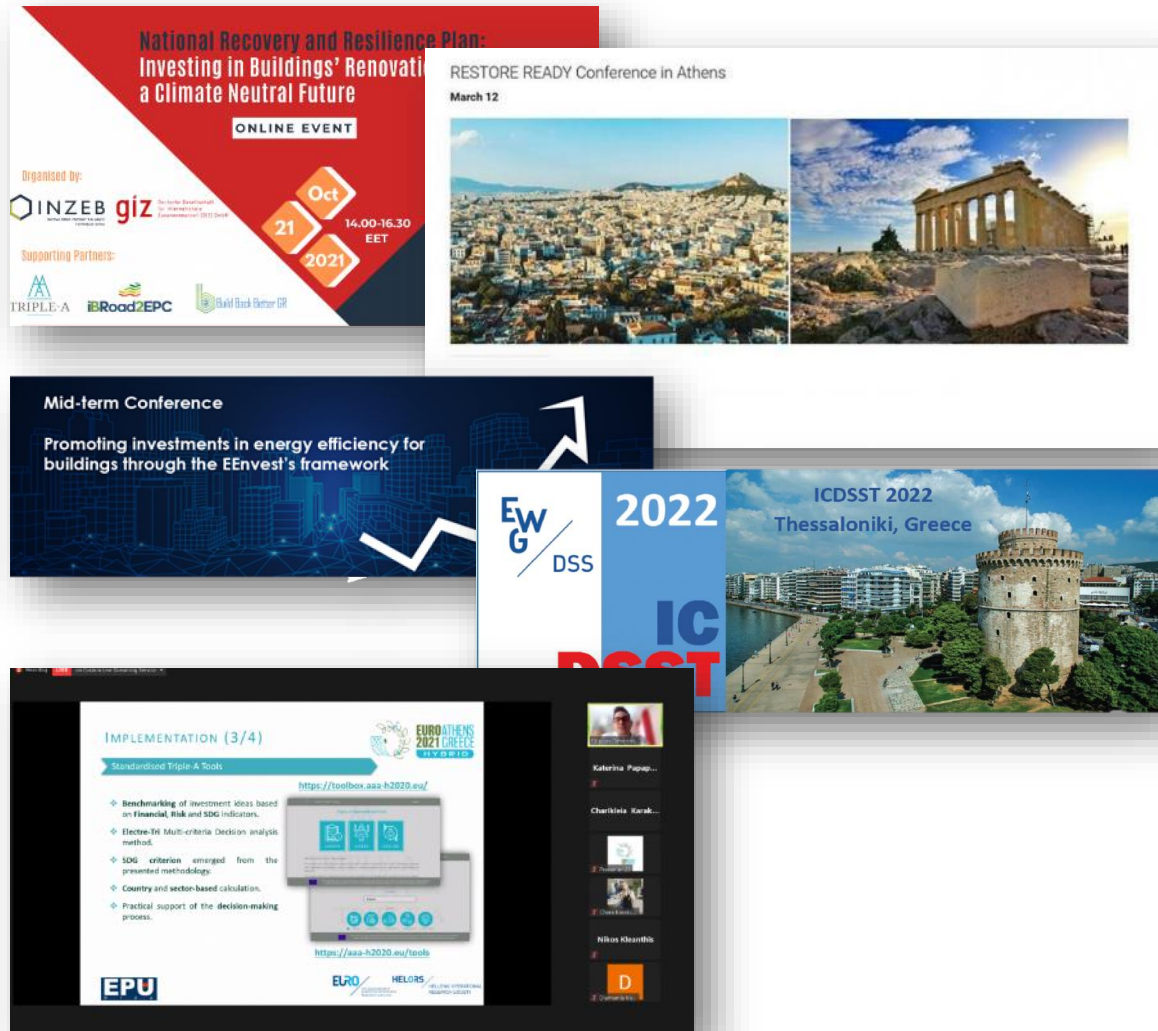


Figure 36 Triple-A participation in events

Participation in Conferences:

1. RESTORE READY Conference in Athens, 12 March 2021. Triple-A Advisory Board Member and managing director of INZEB, Alice Corovessi, represented the Triple-A project and presented the project scope, methodology and Tools.
2. EEnvest project mid-term conference, 9 June 2021. Participation of NTUA with a presentation entitled "Facilitating energy efficiency project financing at an early stage: The Triple-A case".
3. 3rd Euro Mediterranean Conference for environmental integration (EMCEI), 10-13 June 2021. Dr Chara Karakosta presented the paper "Impact of energy efficiency measures in the Greek building sector".

4. EC's Directorate-General for Energy, Directorate-General for Climate and the European Climate, Infrastructure and Environment Executive (CINEA) conference "Covenant of Mayors Investment Forum - Energy Efficiency Finance Market Place", 15-16 June 2021.
5. 31st European Conference on Operational Research, 14 July 2021. 3 Presentations have been realised promoting Triple-A findings with titles: "Assessing the Necessity for Investments in Energy Efficiency through the Sustainable Development Goals ", "Fostering energy efficiency investments through risk assessment ", "Promoting Energy Efficiency Investments in Building Sector: A Stakeholder Consultation Approach".
6. LEVEL EEI's First Conference, the "Annual High-Level Expert Forum for Sustainable Finance (HLEF)", 1 - 2 December 2021.
7. EIT-Climate-KIC: ClimateLaunchpad - Global Grand Final 2021, 27-29 October 2021.

Participation in Workshops

1. Online workshop: Energy Efficiency Perspectives for the Energy Transition in Oman on the 3rd of May 2021. - Virtual Workshop «Opportunities and Economic Benefits of Effective Energy Audits, Measurement and Verification (M&V), IPMVP and Energy Management Practices». Triple-A Advisory Board Member, Alice Corovessi (INZEB participated promoting Triple-A advances, methodology and Tools through a dedicated presentation with the title "EU experience and how EU is progressing in terms of EE towards Carbon Neutrality to ensure successful energy transition".
2. World Sustainable Energy Days 2021 (21-25 June 2021), Managing active buildings with Energy Performance Contracting, Organised in the context of the H2020 project AMBIENCE, Wels/ Austria & Online.
3. Corporate Sustainability and responsibility School 2021, on the 1st of July 2021. Triple-A partners will present Triple-A principles, methodology and the Triple-A Tools & Database, along with other sustainable energy financing tools and methods, such as the EEFIG DEEP. Energy Efficiency Case Studies and Example.
4. Webinar: The SPEEDIER Service: A new approach to selling energy audits and energy efficiency advice to SMEs. on the 29th and 30th of September 2021.
5. Start Up Now Forum on the 10th of October 2021. Panel Discussion: ESG & New Technologies and GreenFinancing. Triple-A collaborator, Filippas Dimitrios Mexis participated as a speaker elaborating on state-of-the-art Tools in Green Financing and the contribution of the Triple-A project in mainstreaming investments in energy efficiency.
6. SMEmpower Efficiency online webinar entitled "Increasing Energy Efficiency of SMEs– opportunities, on the challenges and actions of the SMEmpower project. Triple-A collaborator, Filippas Dimitrios Mexis presented Triple-A's scope, results and Tools to assist SMEs'.
7. Thermal insulation and waterproofing solutions in Buildings, Panhellenic association of insulation companies, AMALIA HOTEL, Athens & Online (Hybrid) on the 26th of January 2021. Alice Corovessi presented the presentation with title "Energy Efficiency in Building under the Programme Greece 2.0" further promoting Triple-A advances, methodology and Tools.
8. UNEP FI and EBF launch Practical Approaches to Applying the EU Taxonomy to Bank Lending, 15 February 2022.
9. Innovaideas: Paving the way for the decarbonisation of SMEs, 29 March 2022

Participation in an Event other than a Conference or a Workshop

1. LAUNCH Webinar: “EaaS vs. EPC: How contract modelling can impact your sales strategy”, 19 May 2021.
2. 1st SMAFIN National Roundtable in Greece, “Support Smart Financing for Energy Efficient Buildings in Greece”. Dr Chara Karakosta represented Triple-A and participated as panelist in the session “Competitive processes to improve the energy efficiency of companies in the tertiary sector”, further promoting how Triple-A could foster investments in the tertiary sector.
3. 2nd SMAFIN Working Group Meeting, 23 September 2021. NTUA participation and presentation. The purpose of the meeting was to evaluate the activities of the 1st SMAFIN National Roundtable in Greece, which took place on May 20, 2021 with the participation of 100 experts, to discuss proposals and ideas for the better formulation of existing policies and programs, and finally to discuss about three events that are being prepared for the autumn and the beginning of the new year that will be the precursor of the 2nd SMAFIN National Roundtable in Greece in the spring 2022. Triple-A and SMAFIN common actions were also presented to the audience.
4. 1st Virtual Dialog Series of the EaaS Initiative, 8 July 2021. Triple-A Coordinator, Chara Karakosta, was invited the first Virtual Dialog Series of the Efficiency as a Service (EaaS) Initiative on 8 July 2021 at 3:30pm CET time.
5. Covenant of Mayors Investment Forum - Energy Efficiency Finance Market Place, 15-16 June 2021. NTUA participated at the 2021 edition of the Covenant of Mayors Investment Forum - Energy Efficiency Finance Market Place. The conference included plenary sessions with high-level representatives from the European Commission, Covenant of Mayors initiative and the investment community.
6. Training: Training Course at Democritus University of Thrace, 2 June 2021. Triple-A Advisory Board Member, Alice Corovessi (INZEB) represented Triple-A at a training course that was held online on the 2nd of June 2021. The training course was organised within the frame of the Buildings' Energy Design course, of the Department of Environmental Engineering of the Democritus University of Thrace (D.U.Th.) and was targeted to environmental engineering students.
7. Sustainable cold chain and the Rome Declaration: delivering efficient ozone and climate-friendly cold chains to ensure nutritious and healthy food for all, 20 September 2021.
8. Propelling the sustainable energy finance market in Europe, 4 November 2021.
9. Triple-A presentations in the SPEEDIER Final Event, 19 November 2021.
10. Enterprise Greece - Invest and Trade & Eurobank, "Investing with ESG Criteria: A great opportunity for the international expansion of Greek companies ", 1 December 2021.
11. SENSEI Capacity Building Event "Take part in the implementation of Pay-for-Performance (P4P) model", 2 – 14 December 2021.
12. 3rd SMAFIN Working Group Meeting, Triple-A coordinator, Dr. Chara Karakosta (NTUA) participated in the 3rd SMAFIN Working Group Meeting in Greece. The discussion focused on key selected policy measures and experts expressed their views and ideas on which policy measures to lean on and redesign, guidelines for improving the policy measures and funding programmes in Greece. In addition, stakeholders decided on the three main discussion pillars for the 2nd SMAFIN National

Roundtable in Greece, which are: Financing energy efficiency in residential buildings; Financing energy efficiency in public buildings and EU Taxonomy, 3 March 2022.

13. 2nd SMAFIN National Roundtable in Greece, 14 April 2022. Triple-A coordinator, Dr Chara Karakosta (NTUA), represented Triple-A and participated as panelist in the session “Taxonomy”, further promoting Triple-A Tools and results from the Assess step with regards to the EU Taxonomy compliance of the energy efficiency project ideas. Mr. Kostas Pavlou (PB), Triple-A partner, participated also as panelist in the same roundtable in order to analyse important aspects of the EU Taxonomy. Mr. Yannis Konsolas (Triple-A partner, PB) participated in the session “Financing energy efficiency in residential buildings” presenting “Financial tools for energy upgrading homes”.
14. Event organised by HDB & to EBEA " ESG criteria for SMEs", 16 May 2022.