



LC-SC3-ES-3-2018-2020

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 957845

Integrated local energy systems (Energy islands)

REnergetic

Community-empowered Sustainable Multi-Vector Energy Islands

Project N° 957845

Deliverable D9.1

Marketing material and website

Responsible: Roberto De Lotto (University of Pavia)
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Executive Summary

This deliverable describes the first set of marketing materials that will be used for the RENergetic project communication, aiming at guaranteeing broad visibility and promotion to the project's activities. It includes the description of the project visual identity, the project website, the social media profiles that have been created and the format of basic communication elements (poster, flyers, ppt presentations).

This is the first deliverable of Work Package 9, and it will be complemented by *D9.2 - Dissemination, communication and clustering KPIs and plans*, that will identify how to use this material during the project.

This material will be updated, as well as more elements will be included, in the set as required by the project.

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Table of Acronyms and Definitions

ACRONYM	DEFINITION
WP	Work package
SN	Social network
KPI	Key performance indicator

I. INTRODUCTION

I.1. Purpose and organization of the document

This deliverable D9.1 shows the marketing materials and website created for RENergetic project. It covers a comprehensive overview on the development of the project design including the logo, the first draft of communication channels and related content.

Section II describes the elements that compose the project visual identity, Section III explains the project website and Section IV refers to the material related to the social network and. Section V explains the future actions to be taken with respect to this material during the project execution. At the end, the document lists the most relevant internet links in Section VI.

I.2. Scope and audience

Three main communication objectives have been identified at the beginning of the project:

1. Provide the means to reach the receiver, both materials and the right messages,
2. Ensure the receiver understanding and receiver response in order to create relationships in the two directions (Consortium to audience and vice versa),
3. Ensure broad visibility and increase awareness about project main expected results: RENergetic's Replicability Package, the European analysis on obstacles to innovation around Energy Islands, AI Energy optimizers, energy vectors data interoperability and end-user oriented innovative services.

RENergetic will make use of four primary communication channels to achieve the above objectives:

Table 1 – RENergetic primary communication channels

Communication channel	Purpose
Project website	To present the RENergetic project and Consortium members and serve as the basis for digital communication and eventual dissemination activity. It will build a database of downloadable materials including technical articles, reviews, press releases and public project deliverables. User-centricity and general appeal will be key features of website content.
Print platform	A range of press releases, advertisements, technical and feature articles will be targeted at other print media, such as wider European press, as appropriate. Technical and scientific materials will engage the academic audience for technical and peer-reviewed publications.
Social media	To exploit the possibilities different SM profiles offer to reach a particular target audience.
Digital content	Presentations, banners, digital booklets, online news, etc. will be used in order to promote RENergetic among web-based channels. Project-related videos will communicate the principal messages to stakeholders, considering particular audiences' segmentation and devise appropriately targeted video content.

To this end, **all communication and dissemination activities of RENergetic will be supported by high-quality marketing material**. The first set has been developed within WP9 (Task 9.1 – Communication) from months one to three of the project. The aim was the creation of an appealing brand identity. Based on this corporate identity, a website was set up displaying information about the project, its partners and with sections for news and media. For a consistent dissemination of RENergetic concepts and results, templates for PowerPoint and deliverables were also created following brand and corporate identity.

These elements are helping to define the main marketing and communication guidelines that will be developed in the 2nd deliverable of this work package (D9.2 - Dissemination, communication and clustering KPIs and plans) and during the whole duration of the project.

From the RENergetic Consortium, University of Pavia is the Dissemination Leader and Inetum ES is the leader of the Communication task. Both partners worked together in the production of this first round of elements.

Under this collaboration framework, it was agreed that Inetum will organize and manage all the social media aspects, while University of Pavia will be focused on the website, the materials design and the next scientific dissemination.

It is key to understand which target audiences this communication needs to focus on. The project identifies five principal stakeholder groups, which are those that use RENergetic results:

- TA 1 - Users: Citizens associations, Municipalities/Public space managers, Private buildings owners, EScO, Energy utilities.
- TA 2 - Influencers: General energy industry lobby, Climate/environment pressure groups (Greenpeace, Transport and Environment, Citelec), City governments and Urban planners, Academic and technical publishers and European energy-related associations.
- TA 3 - Enablers: Council of European Municipalities and Regions (CEMR), related to municipalities: Eurocities, Covenant of Mayors, Energy Cities, Committee of the Regions, European Council of Spatial Planners, Electrical Utilities Associations such as EURELECTRIC, ENTSO-E, EDSO, EC supported initiatives such as BRIDGE, Clean Energy for EU Islands initiative, The Marketplace of the European Innovation Partnership on Smart Cities and Communities, and Standardization bodies and regulators.
- TA 4 - Suppliers: Sociologists focused on environmental sciences, Community-building solutions providers, Energy management systems providers, IoT and sensing networks providers, Energy big data managers, etc.
- TA5 - Beneficiaries: Energy Islands occupants and users that will benefit of community-based actions with applied-ICT in the energy sector to improve its life cycle and to provide a more optimal use of energy resources.

The document is addressed to all public, including non-expert readers. Used language is simple and clear in order to underline the main steps that carried to the definition of this RENergetic marketing material.

All marketing materials will be developed firstly in English and then translated into different EU languages when targeting specific national-ambit audiences within a particular country.

The Consortium partners are aware of the current limitations due to the Covid-19 pandemic will have effects on the communication strategy, especially when it comes to participation to in-site events and conferences, and therefore the partners leading these activities worked to firstly, deliver the elements that characterize the online communication (starting from website and social media).

II. VISUAL IDENTITY

An essential aspect to enhance RENERgetic project's visibility and identity is image branding. Visual identity in RENERgetic includes the generation of the project logo, colours and fonts; as well as corporate design guidelines and templates. All these elements will be applied on project materials as well as on all internal documents of the consortium members and stakeholders to create a cohesive representation of the project.

II.1. Logo design and concept

The process that led to the definition and subsequent adoption of the logo, representing the idea behind the RENERgetic project, required the active involvement of all partners. After a conference call participated by all partners, several proposals were developed, aimed at reflecting the concept of *community energy islands* that operate locally to integrate and develop *socially efficient energy* levels. A total of 14 logo proposals were produced, illustrated below:



Figure 1 – Logo proposals

The proposals were shared in an online poll in which all participants had the opportunity to express their preferences. The competition resulted in the tie of 3 logos:



Figure 2 – Three finalist logos

Finally, and after a second round of voting, the winning logo was the 3rd option presented above:



Figure 3 – Winning Logo

The color palette to be used in the project marketing material is therefore defined by the logo:

COLOURS:



CMYK: 50% 6% 91% 0%

RGB: 148 186 58

#94BA3A



CMYK: 73% 59% 57% 67%

RGB: 44 49 49

#2C3131

Figure 4 – RENergetic main colours palette

The logo is basically composed by two elements: The symbol and the name of the project.

In particular, the logo was designed to symbolize a tree, representing its commitment to the environment, nature and sustainability. In a less explicit way this tree reminds us of windmills, making a clear allusion to the commitment to renewable energy. Additionally, it is made up of 3 circles of different sizes that represents the three energy islands of the project.

In terms of colours, green means cleanliness, environment, freshness, nature; that is, it represents life and renewal. On the other hand, the grey colour takes us to the reliable, the mature or the intelligent. It is a colour of knowledge and commitment. The RENergetic logo was conceived to convey around these concepts.

Considering dissemination goals, the logo will be included in all types of marketing material (e.g., project folders, presentations, videos) and will be used for all templates and publications (e.g., deliverables).

Both the symbol and the name can be used considering the different location, dimension and position they could have in the different documents (online or on paper) as different formats are available.



Figure 5 - Logo and its symbol in different formats

II.2. Power Point template

Using the RENergetic logo and colours palette and following the H2020 guidelines, the template for the PowerPoint presentation that will be used by all partners throughout the project was designed by Inetum BE. Some of its slides are shown in Figure 6.

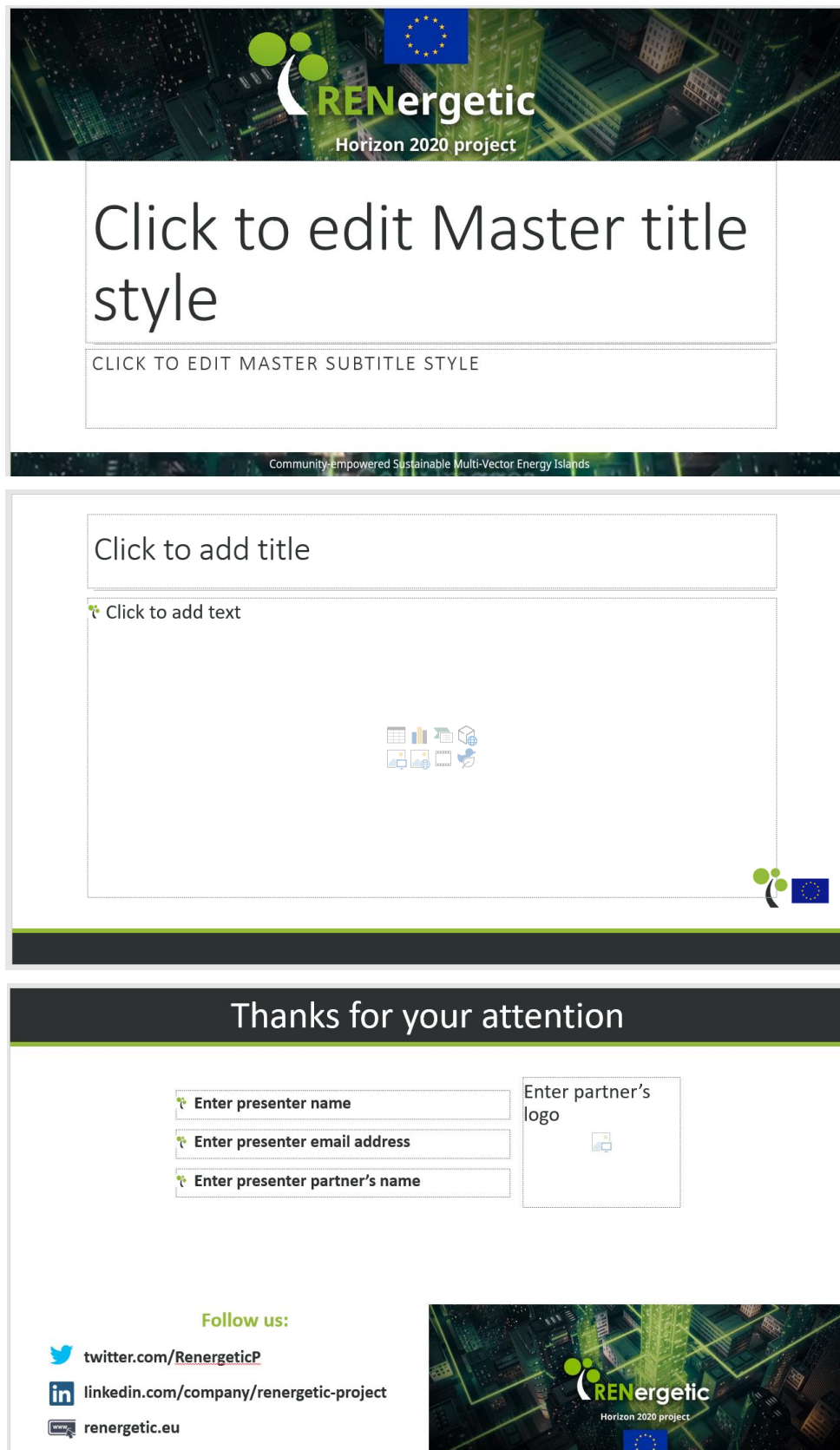


Figure 6 - PowerPoint Template, set of slides example

II.3. Deliverable template

Deliverable template was designed to standardize the reports delivered by each work package.



LC-SC3-ES-3-2018-2020
Integrated local energy systems (Energy islands)
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 957845

REnergetic
Community-empowered Sustainable Multi-Vector Energy Islands
Project N° 957845

**{Keywords from Properties} -
{Title from Properties}**

Responsible: {Manager from Properties} ({Company from Properties})
Document Reference: {Keywords from Properties} -
Dissemination Level: To be completed
Version: To be completed
Date: To be completed



{Keywords from Properties} - {Title from Properties} 30/01/2021

Executive Summary

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REnergetic 2

{Keywords from Properties} - {Title from Properties} 30/01/2021

Contributors Table

DOCUMENT SECTION	AUTHOR(S)	REVIEWER(S)
xxx	xxx	xxx

REnergetic 3

{Keywords from Properties} - {Title from Properties} 30/01/2021

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II.1.1. Third title 3

II.1.1.a. Forth title 3

II.1.1.a.1. Fifth title 3

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Table of Acronyms and Definitions

REnergetic 4

{Keywords from Properties} - {Title from Properties} 30/01/2021

I. INTRODUCTION

I.1. Purpose and organization of the document

Please shortly explain here the purpose of the document and the way it is organized.

I.2. Scope and audience

Scope of the text, possible dependencies/links to other deliverables and work packages.
Please describe the profile of the person that should read this document.

REnergetic 5

{Keywords from Properties} - {Title from Properties} 30/01/2021

II. SECTION NAME

II.1. Second title

II.1.1. Third title

II.1.1.a. Forth title

II.1.1.a.1. Fifth title

To use this template, use the following rules on the 1st page:

- Title: Fill in the fields "Title" and "Subject" in the File properties
- For deliverables, "Title" should be the deliverable title as written in the project's technical annex. For other reports, it's a free text.
- "Subject" is free
- Responsible: Fill in the fields "Manager" and "Entity" in the File properties
- Document reference: Fill in the field "Keywords" in the File properties
- For deliverables, it should take the form "D.x.n" according to the numbering defined in the project's technical annex
- For reports that are not deliverables, it should be "WPn" according to the work package in which the report is prepared
- Dissemination level: Indicate if the document is Public, Internal or Restricted (in the latter, also indicate to whom)
- Version: Draft A, B, C, ... or Version 1, 2, ... depending on the status

Also don't forget to update the Footer with date.

Tables formats to be used, as convenient depending on the kind of content.

Table 1 - Column type.

Column 1	Column 2

Table 2 - Matrix type.

Id	Column 1	Column 2
Row 1	xxx	
Row 2		
Row 3		

REnergetic 6

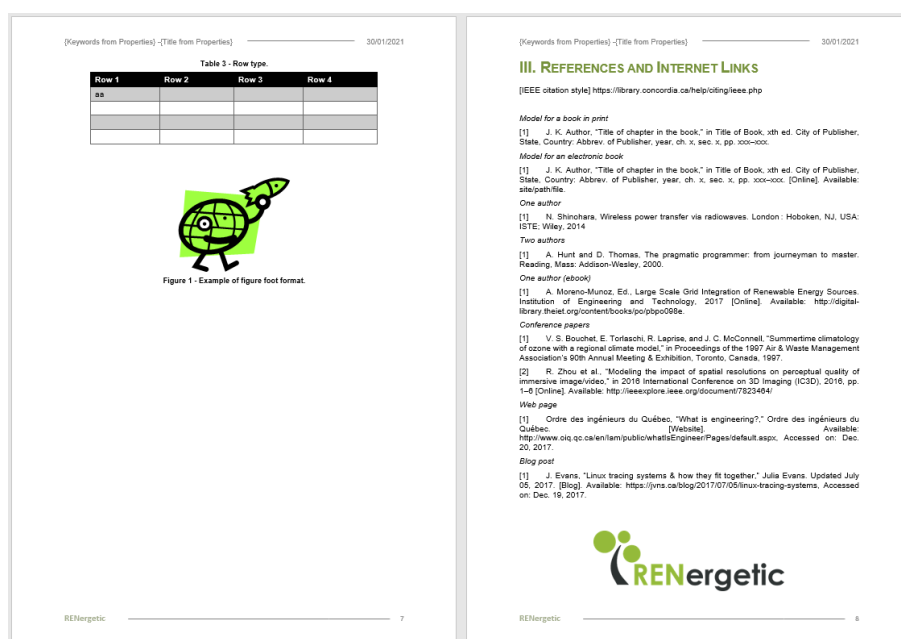


Figure 7 – Deliverable Template

II.4. Posters and flyers template

Posters and flyers templates have been introduced starting from the same basic elements previously cited (RENErgetic logo and colours palette, H2020 guidelines).

There are two main typologies of templates: online templates and on paper templates. The first are based on dark grey setting (to minimize screen energy consumption) and colour background, the second are based on white setting and greyscale background (to minimize ink consumption).

Posters are designed basing on same proportion formats (A4 and A1); flyers are designed from A4 format divided in 3 sections.

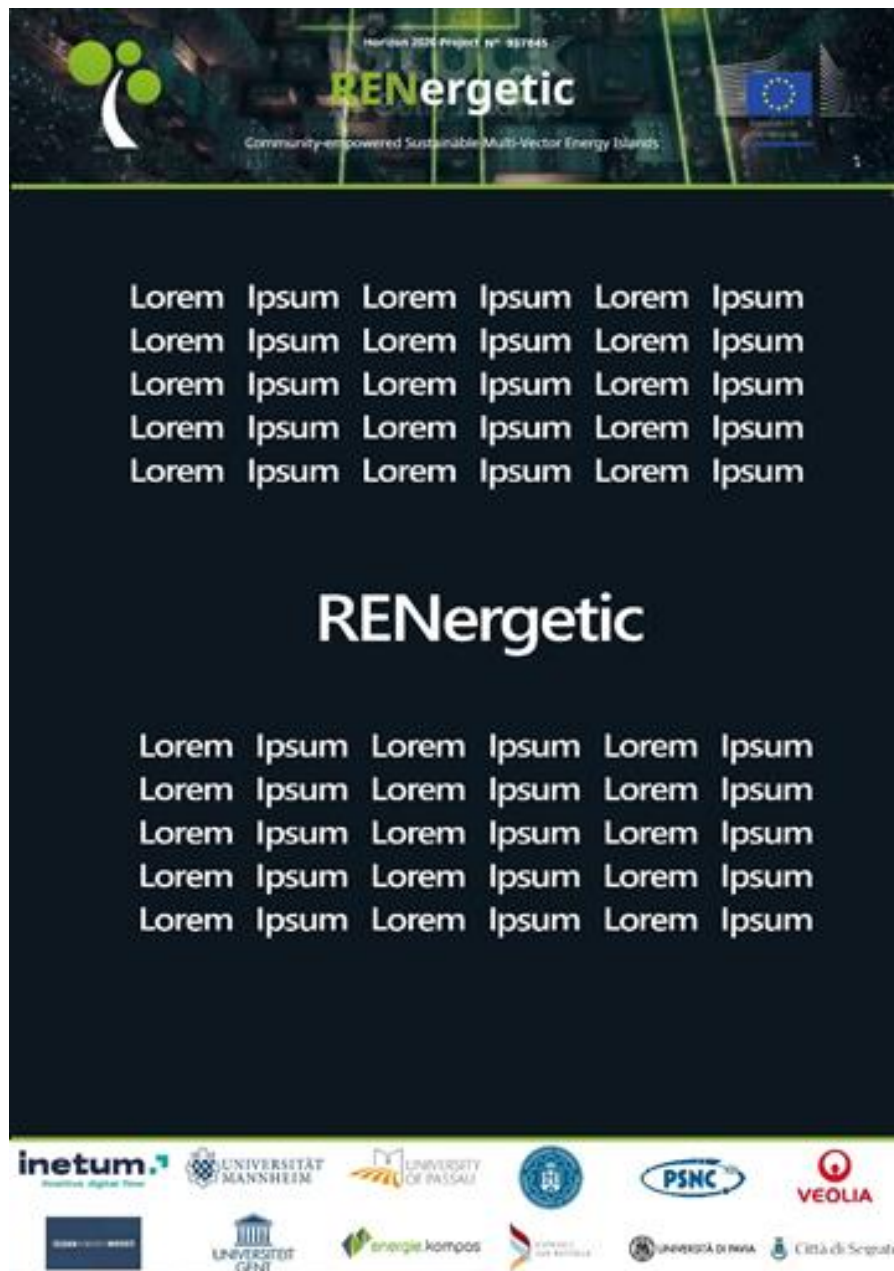


Figure 8 - Poster, online template



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RENergetic

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Figure 9 - Poster, on paper template



Figure 10 – Flyer Template

III. RENergetic PROJECT WEBSITE

The RENergetic website will be the main communication tool of the project, constituting an international showcase for all interested parts. RENergetic website will facilitate a prompt and continuous flow and exchange of information between the partners and the project stakeholders thus, promoting social awareness and stakeholder engagement.

Partners will refer to RENergetic's website in their own websites to increase the visibility of the project. They will also promote project actions and messages through their own social media channels.

The RENergetic project website has been designed, developed and operated by UNIPV. The website serves as the major dissemination and information channel of the project. It includes dynamic elements, being main website functionalities:

- The web design is responsive and includes all elements for search engine optimization (SEO) as well as social media sharing.
- It includes all the relevant information about the project, its goals and objectives, the consortium partners and its WPs.
- Provide regular news and information regarding RENergetic activities and results.
- Include links to Social Media to be attractive to the public.
- It will disseminate the different solutions and co-created materials generated by the consortium
- It will disseminate the repository providing Open Access to scientific publications and research data collected within the project implementation

KPIs for RENergetic website are: visitors, returning visitors, average time on page, top landing pages. Details of these KPIs will be provided in the dissemination plan, D9.2.

The URL of the website is: <http://www.renergetic.eu> .

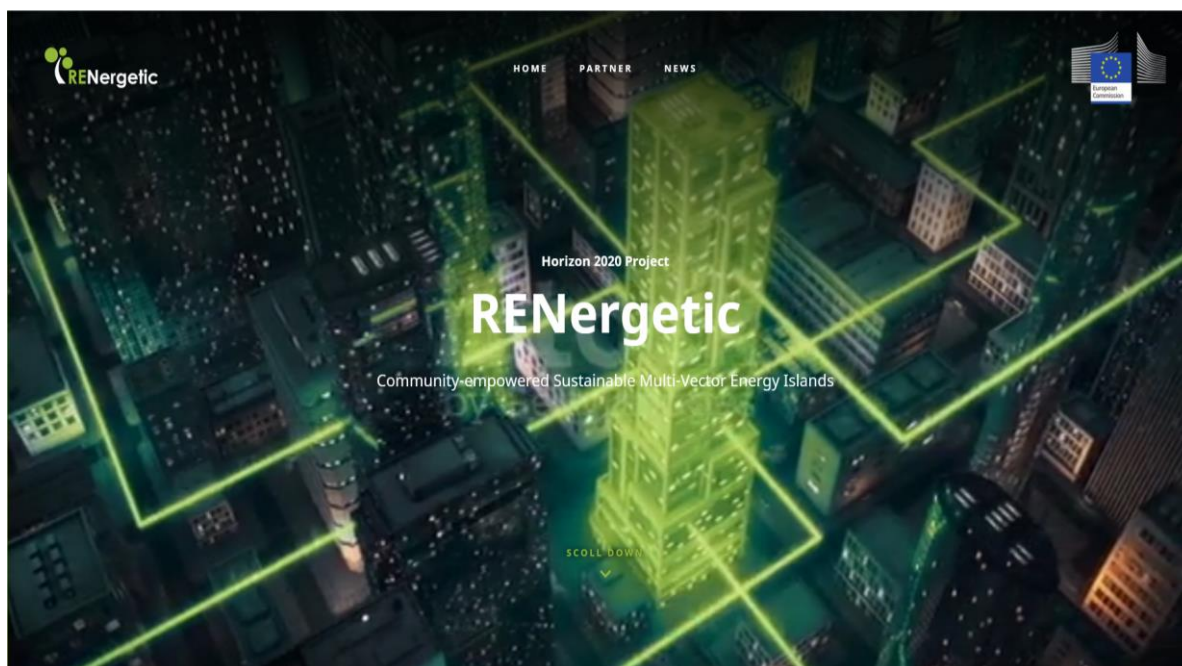


Figure 11 – RENergetic home page, top



Figure 12 – RENergetic home page, EC context

Considering that the pandemic emergency carried to a wider and longer use of online devices by all ages range of population (smart working, online didactics, online meetings and calls), and that probably the digitalization process will see a further acceleration, the exposition of users to multimedia contents will increase; so, the WP9 aim is to create a website able to attract attention of all users (driven users, experts, common users). The University of Pavia group started working from a deep check of all the websites that the Horizon2020 projects realized by now. It emerged that the technical content was always extremely detailed and well explained, while the specific communication language was always basic. So, the main goal was to improve this last aspect in order to make the website good-looking and exciting.

The dark grey background was chosen because of the low energy required for screen visualization, being fully in line with the project visual identity.

The big homepage animation aims to associate classic colour-oriented icons and ideas (i.e., green colour as metaphor of nature) and the energy flows carry user to cross-scaling concepts from the building scale, to the neighbourhood one (the energy island) until the worldwide scale.

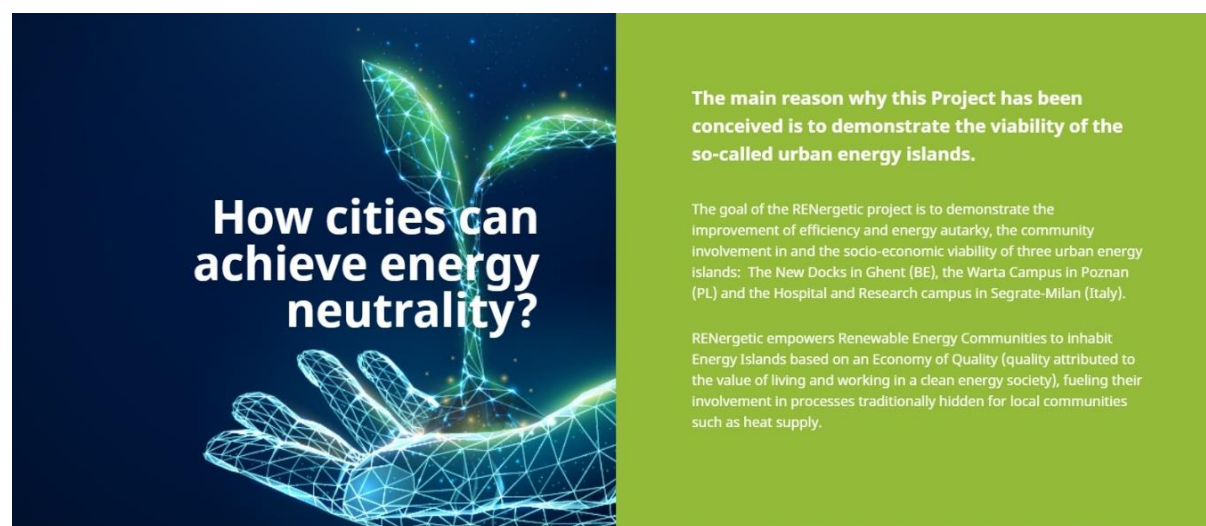


Figure 13 – RENergetic home page, project rationale



Figure 14 – REnergetic home page, project goals

The REnergetic goals were synthesized in icons that will be used in the social media and in the document's formats. The graphic definition of such icons aimed to have an immediate readability maintain the REnergetic logo main colours.

The personalization of the goals icons is a methodological matter that will be carried on for the whole communication future steps.

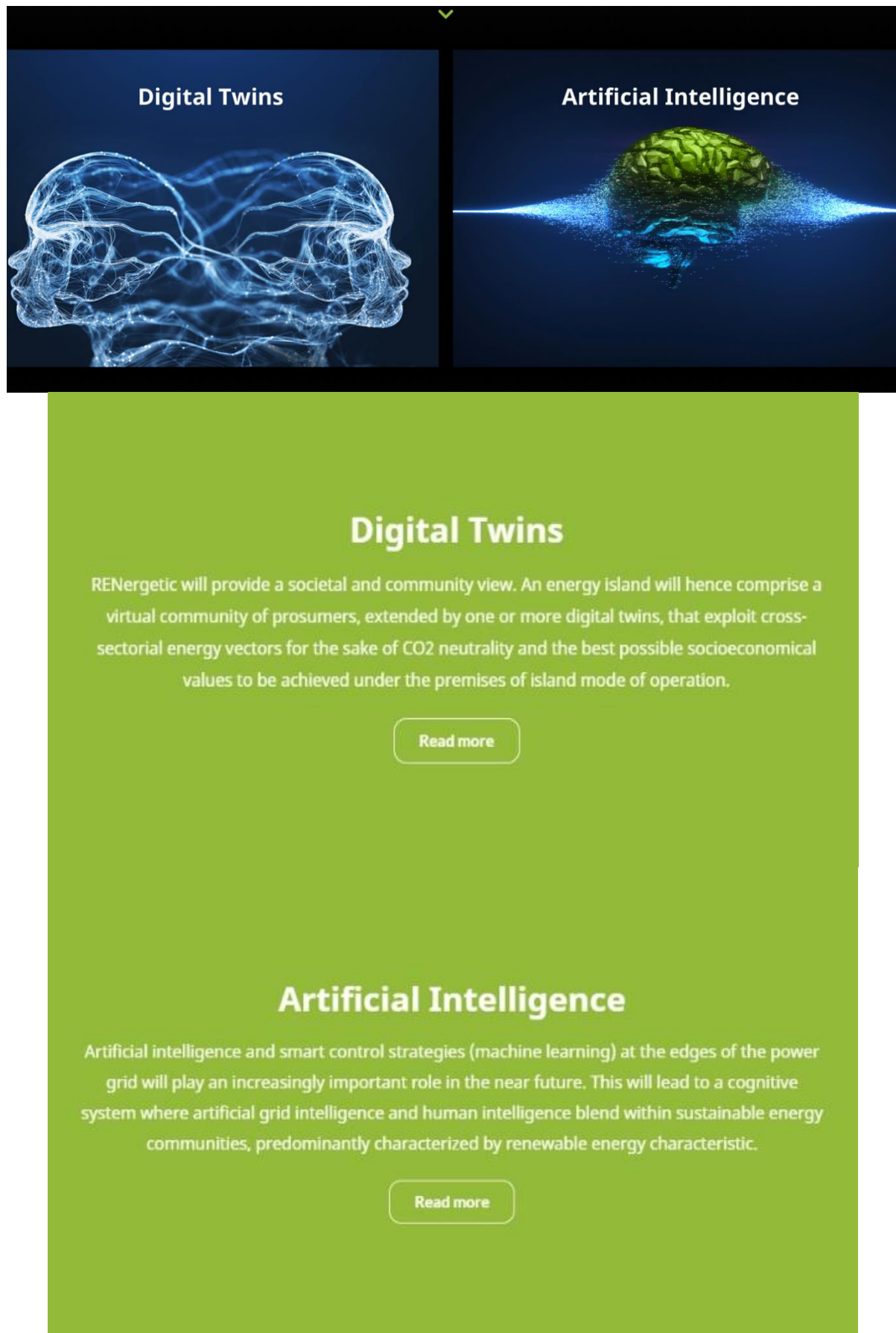


Figure 15 – Digital Twins, Artificial Intelligence

At the moment of this report submission, the “showcase website” refers to a few technical devices, such as Artificial Intelligence and Digital Twins. More will be added e.g. sociological and community aspects, regulatory aspects, etc.

During the project development this could be improved with new techniques that will be implemented along the project's life e.g. sociological and community aspects, regulatory aspects, technical optimizations, etc..

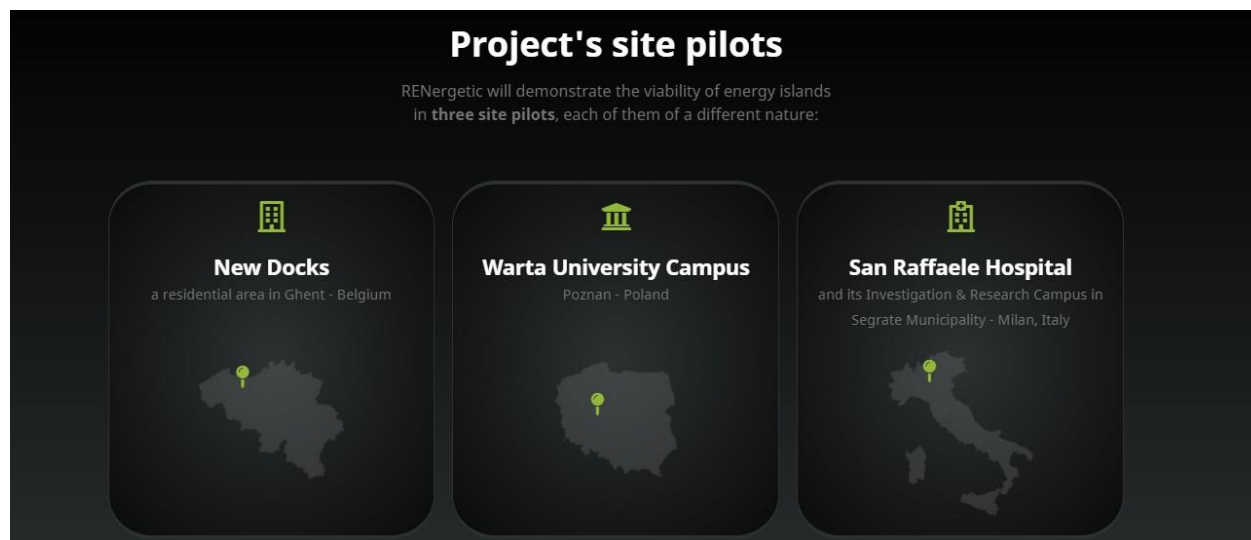


Figure 16 – Project's site pilots

The three Pilots of REnergetic, located in Ghent (Belgium), Warta (Poland) and Segrate (Italy) will be described with more detail according to the action's evolution in those territorial contexts.

The header and the footer of the web page will be improved with the basic information regarding:

- Partners;
- Contacts;
- Expected results;
- Possibilities to cooperate.

IV. PROJECT SOCIAL MEDIA PROFILES

Dissemination of the RENergetic activities and results is also carried out using social media.

Social Media channels will be created to promote participation of stakeholders and to strengthen the visibility and impact of the project results. Holding an active social media presence will attract the interest of stakeholders and the general public and will serve to make the virtual community grow.

Social Media channels will be fed with news, updated content from the website and other contents published by the stakeholders involved in the sector and related to RENergetic. This will allow to create an active and participatory community of followers around the project, and to increase the visits to the RENergetic website.

Partners should consider the following aspects in order to hold an active and relevant presence in social media and to provide information of interest to the public and stakeholders:

- Use the hashtags of the project: #RENergetic_#H2020
- Take advantage of any audiovisual material to be disseminated in social media channels.
- Report communicative milestones to UNIPV and INETUM in order to be supported.
- Participate in the conversation on social media channels.
- Monitor basic data from their own Social Media profiles/accounts

Guidelines for the use of social media channels developed for partners, including good practices for interacting with social media accounts will be included in the communication and dissemination plan within D9.2.

For the moment, three social media profiles are active for RENergetic in order to foster networking:

- LinkedIn: <https://www.linkedin.com/company/renergetic-project/>
- Twitter: <https://twitter.com/RenergeticP>
- Facebook: <https://www.facebook.com/ren.ergetic.92>

At the beginning, LinkedIn will be the most active social network in order to create synergies and awareness among related professional communities. Connections to other projects, stakeholders, associations and interested organizations will firstly occur via LinkedIn. Once the project is generating content, Twitter will be constantly fed to reach other type of audience: General public interested in urban sustainability and social engagement. Facebook is meant to be used if specific campaigns occur, e.g., empowerment/engagement of specific groups in the trials (residents, students, local businesses, etc).

As the world of social media is changing very fast, adaptations of the profiles during the 42 months of the project are likely to occur. One case to be analysed, later in the project, is Instagram. This SN account, mostly for sharing stories, has the power to be connected and fed by both partners' corporate accounts and personal ones; therefore, experiences during the trials could be shared by the project partners as well as by trials participants.

Social media channels will facilitate establishing meaningful connections with an active and relevant international network of current and potential stakeholders. These connections will produce beneficial opportunities for RENergetic network of stakeholders beyond communication and dissemination purposes.

KPIs for Social Media channels are: impressions, clicks, likes, shares, comments, mentions, followers, views...

Main actions to be carried out:

- Create a network of followers/fans/subscribers
- Keep in touch with partners and stakeholders
- Announce events, conferences, meetings, workshops and relevant milestones
- Use hashtags to disseminate events, conferences, workshops, etc.
- Live transmission of events, conferences, workshops, etc.
- Disseminate promotional video/animations of the project
- Disseminate promotional videos of events, conferences, workshops, etc.
- Connect with related initiatives at national and European level
- Search trends and tendencies related to the project (news, videos, projects, resources, etc.)

The marketing strategy suggests having a common graphical visualization (considering the specificity of each single social network) and to use the above-mentioned thematic icons for each communication that could refer to them.

The specific characteristics of the selected social media and their particular preferences of the heterogeneous public that will use of them, implies possible differences in the management of the profiles. Nevertheless, the graphical identity is mainly extracted from the website. Colours, logos and images will be repeated in every online platform in order to match as much as possible with the brand identity.



Figure 17 - Example of brand identity basic elements

The screenshot shows the LinkedIn profile of the RENERgetic project. At the top, there's a banner image with the project name and 'Horizon 2020 project' text. Below the banner, the profile name 'RENERgetic project' is followed by the description 'Community-empowered Sustainable Multi-Vector Energy Islands' and 'Renewables & Environment · Brussels · 4 followers'. There are buttons for 'Visit website' and 'More'. The 'About' tab is selected, showing an overview of the project's focus on energy systems, smart grids, and wireless energy transfer. Below this, a table lists key details: Industry (Renewables & Environment), Company size (51-200 employees), and Type (Nonprofit). A 'Locations (1)' section shows the primary location as Headquarters in Brussels, BE, with a 'Get directions' link.

Figure 18 - RENERgetic LinkedIn profile

The screenshot shows the Twitter profile of the RENERgetic project (@RenergeticP). The profile header includes the name 'RENERgetic project', the handle '@RenergeticP', and a bio stating it's a #H2020 funded project aiming to demonstrate the feasibility of Community-empowered Sustainable Urban Energy Islands. It also shows the website 'renergetic.eu' and the join date 'January 2021'. The profile has 8 following and 1 follower. Below the bio, there's a 'Who to follow' section with three accounts: 'EUScience&Innovation' (Following), 'EU Research Results' (Follow), and 'European Research Council (ERC)' (Following). Each account has a brief description of its role in EU research and innovation.

Figure 19 - RENERgetic Twitter profile

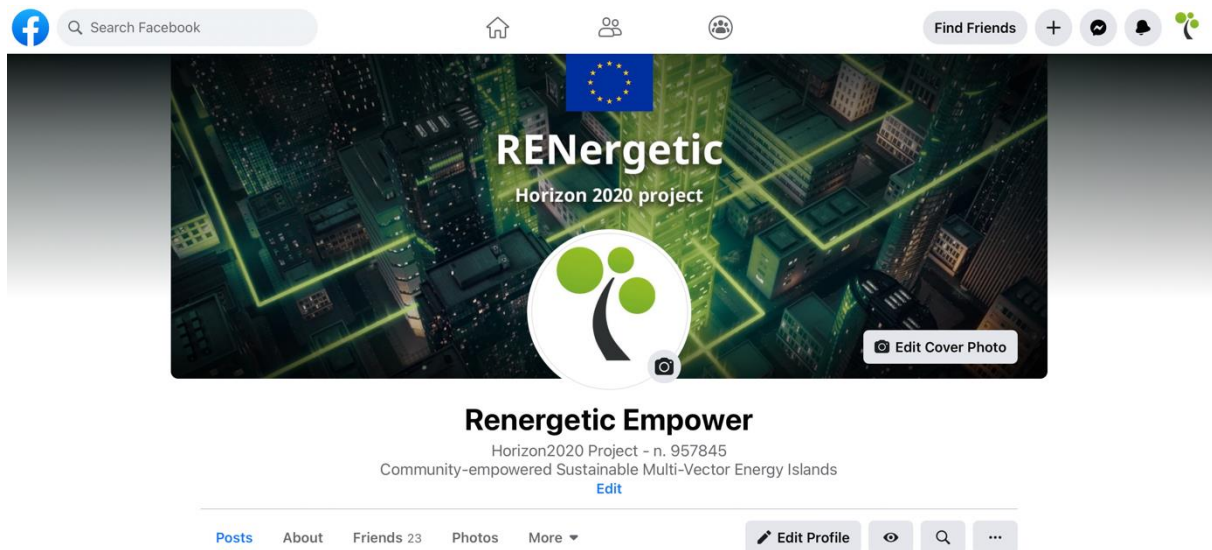


Figure 20 – RENERgetic Facebook page (PC version)

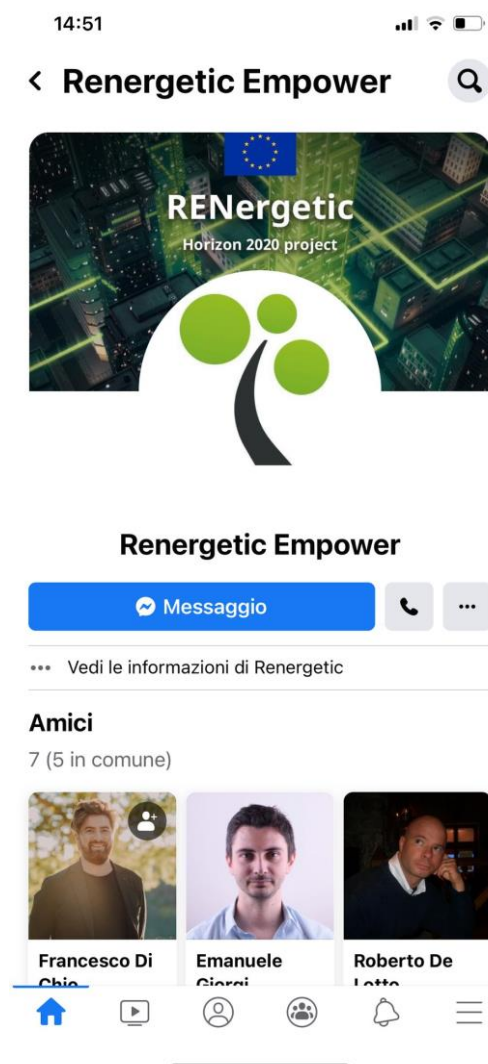


Figure 21 – RENERgetic Facebook page (mobile version)

V. FUTURE ACTIONS

Future actions, within the framework of Communication actions, are planned and listed below:

- RENergetic website will be updated regularly including technical articles, reviews, press releases and public project deliverables as well as new dissemination material;
- The project brochure, poster and factsheet templates will be adapted to support web visualization and then in print version;
- Project newsletters will be published and distributed as long as the project starts to propose novelties;
- The project social media profiles will be updated several times a month. Interesting news related to the project or EU initiatives will be posted and disseminated to the project's followers;
- Any other activity, like an article or paper etc. will be prepared and publicized according to the project's needs.

The future activities will be strictly oriented to reach the KPI goals as they have been defined in the Description of the Action of the Grant Agreement:

- D-KPI#9: Number of press releases published, translated into local language and distributed among local media: at least two per year;
- D-KPI#11: Number of produced videos introducing the project and its results: at least 2, one as an introduction and one presenting final results. Intermediate videos will be also considered;
- D-KPI#12: Social media channels for community building; to reach at least 500 followers in each SN, To post at least 2 posts per month in each social network;
- D-KPI#13: Frequency of blog posts and news feed on RENergetic website on project topics: 1 post per month.

VI. REFERENCES AND INTERNET LINKS

- Website URL: <http://www.renergetic.eu>
- LinkedIn profile: <https://www.linkedin.com/company/renergetic-project/>
- Twitter profile: <https://twitter.com/RenergeticP>
- Facebook profile: <https://www.facebook.com/ren.ergetic.92>

