



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

## **Deliverable 7.5: Monitoring of Digital Communication Activities - Part 1**

April 2021



The Triple-A project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 846569.



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

**GA#:**846569

**Topic:** LC-SC3-EE-10-2018-2019-2020

**Funding Scheme:** CSA

**Start Date:** September 2019

**Duration:** 30 Months

**Project Coordinator:** NTUA

<b>Deliverable Number (relative in WP)</b>	<b>D 7.5</b>
<b>Deliverable Title</b>	<b>Monitoring of Digital Communication Activities - Part 1</b>
<b>Work Package Number</b>	<b>7</b>
<b>Task Number</b>	<b>7.2</b>
<b>Date of Delivery</b>	<b>April 2021</b>
<b>Dissemination Level</b>	<b>Public</b>
<b>Work Package Leader</b>	<b>UPRC</b>
<b>Task Leader</b>	<b>NTUA</b>
<b>Lead Beneficiary</b>	<b>NTUA</b>
<b>Author(s) (Organisation)</b>	<b>Aikaterini Papapostolou (NTUA); Charikleia Karakosta (NTUA)</b>
<b>Keywords</b>	<b>Digital Communication, e-Presence, Online Material, Visual and Digital Identity, Promotion, GDPR</b>

## 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

The purpose of this report is to describe the digital communication and data sharing actions facilitating the dissemination of the outcomes and the progress of the Triple-A project from the project initiation (September 2019) and up until March 2021. The aim is to boost Triple-A online presence through dedicated platforms specifically used to help with project communications in creating awareness, engaging stakeholders, and disseminating results.

The activities under Task 7.2: Digital Communication and Data Sharing are the online window, promoting the Triple-A news and material to all potential audiences. To this end, it involves all partners and works closely with all WPs. The concrete actions and material produced allow all the partners to contribute to communication content according to Triple-A activities, methodologies, and Tools.

A clear presentation of the Triple-A online presence and material is set out to meet the European, regional, and local needs and make the best out of the project's aims.



# 1 Introduction

Communication relates to the promotion of the project to general public in order to show the impact and benefits that it achieves focusing on both the project and its results. Communication of Triple-A results take several forms and use a variety of tools to ensure raising awareness, while disseminating project results to all interested stakeholders with personalised messages and objectives. Some tools and activities are expected to have a greater impact than others and thus their value to the aims of the project may differ.

Digital communication is any exchange of data that transmits them in a digital form. For example, communications taken place via the Internet is a form of digital communication. In this context, various digital channels are used to disseminate and timely make available all the relevant Triple-A findings and its progress to stakeholders. At the same time experiences and expertise are exchanged with the targeted audiences in an easier way.

Triple-A's digital identity is its visual language, i.e., the perception that is shaped and the impression that is created through the project's visible and digital elements. In this way, the concept of the project is supported by the digital communication with specific features and elements that are applied accordingly.

Through a consistent digital communication strategy, the targeted audiences are outreached efficiently by the project's promotional materials and by the implementation of all internal and external communication and dissemination activities. Within these 19 months of Triple-A, an important number of newsletters, press releases, videos, infographics, etc., have been developed. Online material has been and will continually be produced to inform not only general public, but also targeted stakeholders, while the Triple-A social media and website will continue to keep stakeholders updated for all implemented and future activities and outcomes.

This particular report presents all the online material produced and activities taken place in order to establish the online presence of the project from September 2019 to March 2021. The impact of the above-mentioned activities is also measured and presented in numbers.

The remaining report is structured as follows:

- Section 2 presents the updates on the architecture and visual interface of Triple-A website.
- Section 3 presents the e-newsletters that have been distributed to Triple-A subscribers' list.
- Section 4 focuses on the Triple-A presence in social media.
- Section 5 analyses the use of digital platforms within the framework of Triple-A promotion of outcomes.
- Section 6 presents the e-press releases developed in order to promote Triple-A outcomes.
- Section 7 focuses on the two Triple-A videos and their content.
- Section 8 refers to the development of infographics promoting Triple-A activities, facts, and figures in an illustrative way.
- Section 9 presents the new e-mail signature that has been designed for communication purposes.
- Section 10 illustrates the Triple-A icons that have been developed to ensure the common visual identity of the project.
- Section 11 analyses how the GDPR compliance has been ensured through Triple-A activities and digital presence.
- Section 12 concludes with the foreseen activities and material to be designed and promoted.

## 2 Triple-A Website

Triple-A is supported strongly through the website, which is the main and central communication node of the project, as it is designed to be the main channel to reach all stakeholders and contribute to their active involvement and effective engagement. The project website is an important and versatile dissemination tool, as it contributes to target groups' awareness raising and it creates interest and attracts potential contributions to the whole effort.

The Triple-A website<sup>1</sup> has been developed and was launched in November 2019 (M3). All website functionalities have been presented at the **Deliverable 7.4 Triple-A Website**<sup>2</sup>, delivered in December 2019 (M4), which also includes information on the design process.

The current website homepage and the landing page are displayed in Figure 1 below.



Figure 1: Triple-A Home page

<sup>1</sup> <https://aaa-h2020.eu/>

<sup>2</sup> <https://aaa-h2020.eu/results>

From the early beginning of the project, the Triple-A website is constantly being updated, including all the project information, such as title, logo, brief description, objectives, methodology, work structure, expected contribution, and consortium members.

It is characterised by open architecture and a user-friendly interface, to simplify the users' navigation within the portal. The Triple-A website not only presents the project's results, but also serves as a reference site containing useful promotional material and a relevant information package with useful links related to energy efficiency investments and financing. The Standardised Triple-A Tools along with the Web-based Database on Energy Efficiency Financing are also hosted by the Triple-A website under the "Tools" webpage.

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

<b>Home</b>	<b>Tools</b>
<b>About</b>	<i>Database on Energy Efficiency Financing</i>
<i>Triple-A in brief</i>	<i>Standardized Triple-A Tools</i>
<i>Methodology</i>	<b>Library</b>
<i>Contribution</i>	<i>Results</i>
<i>Stakeholders</i>	<i>Publications</i>
<i>Work structure</i>	<i>Briefing Notes</i>
<i>Who we are</i>	<i>Related Content</i>
<b>News and Events</b>	<b>Communication</b>
<i>News</i>	<i>Dissemination Material</i>
<i>Triple- A Events</i>	<i>Newsletters</i>
<i>Capacity Building Webinars</i>	<i>Media</i>
<i>Regional Training Workshops</i>	<i>Factsheets</i>
<i>External Events</i>	<i>Synergies</i>
	<i>Contact</i>
<b>Subscribe for Our Newsletter</b>	
<b>Let's get in touch</b>	
<b>Quick Links</b>	

The following figure presents indicative sections from the Triple-A website.

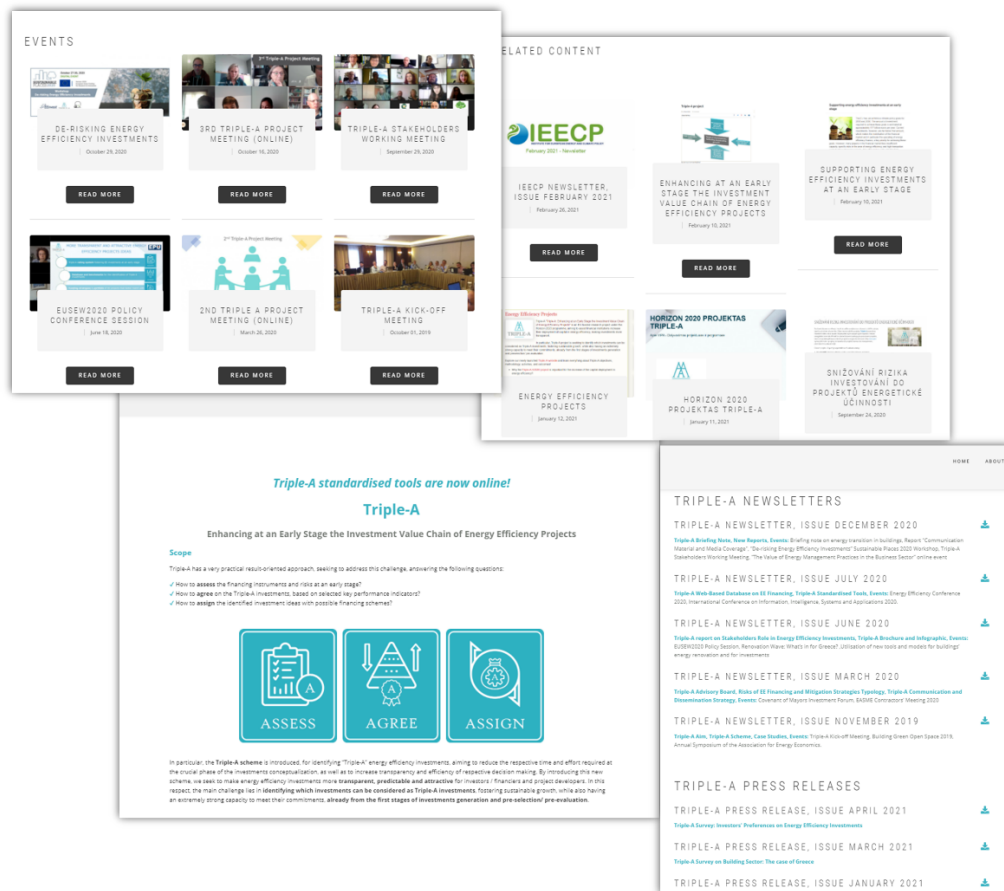


Figure 2: Triple-A Website

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 has 21,125 pageviews and 13,423 users, achieving the target set, while the Triple-A reports and dissemination material uploaded on the website have almost 500 views.

Apart from "Home" page (1,662 views) which holds the most visits, the pages "About" (1,455 views), "Tools" (701 views), "Database" (673 views), "Results" (571 views) and "Newsletters" (469 view) are those with the most visits, revealing that the users are interested in learning more about what the project is about, the Triple-A Tools as well as the reports delivered and news in order to be updated regarding the project outcomes and activities.

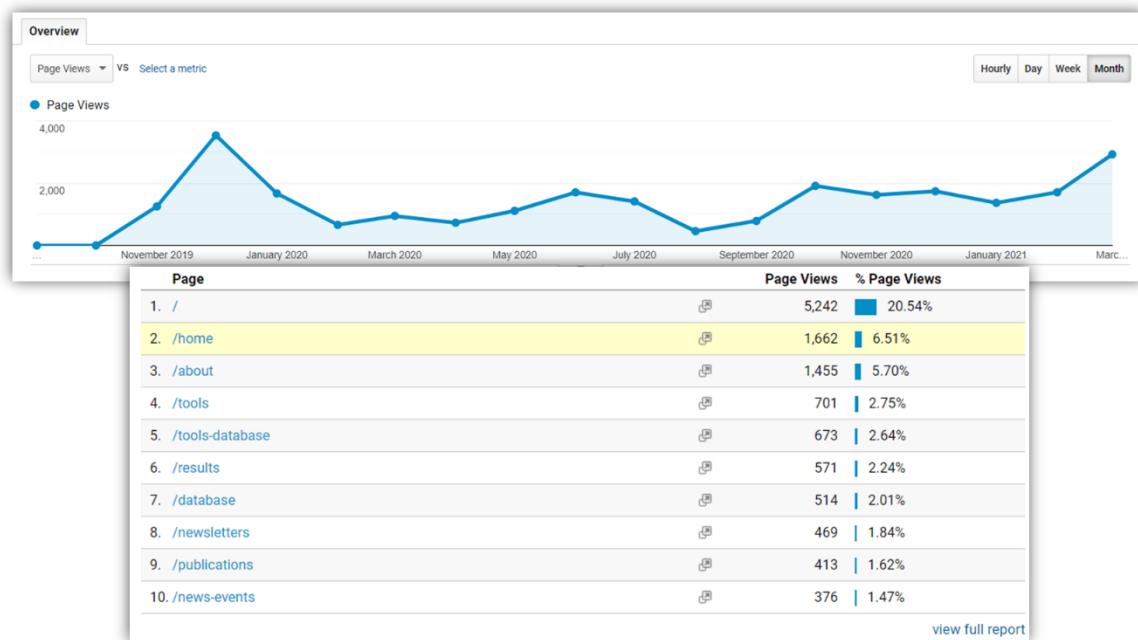


Figure 3: Triple-A Website Google Analytics

Withing Triple-A website, there is dedicated webpage for the most significant assets produced by the project and these are Triple-A Standardised Tools and Web-based Database on Energy Efficiency Financing.

### Triple-A Standardised Tools

Triple-A Standardised Tools are fully operational and are hosted in a dedicated webpage in Triple-A website under the “Tools” section of the main navigation pane. An introduction and description of the tools is presented and the link that redirects to the Triple-A Tools follows. The following figure presents sections from the Triple-A Tools webpage.



Figure 4: Triple-A Tools within Triple-A website

### Triple-A Web-based Database on Energy Efficiency Financing

The Triple-A Web-based Database on Energy Efficiency Financing<sup>3</sup> is an online interactive application that incorporates the results from the status quo analysis and the elaboration / categorization of the financing instruments and risk mitigation strategies per case-study country within the framework of Triple-A project.

A draft Triple-A Web-based Database on Energy Efficiency financing was developed by NTUA in Visme<sup>4</sup> designing environment, enriched with interactive graphs, figures, and infographic maps.

<sup>3</sup> <https://aaa-h2020.eu/database>

<sup>4</sup> <https://www.visme.co/>

The updated version of the database includes among others, data on energy efficiency financing, current building stock situation in terms of energy efficiency, 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.

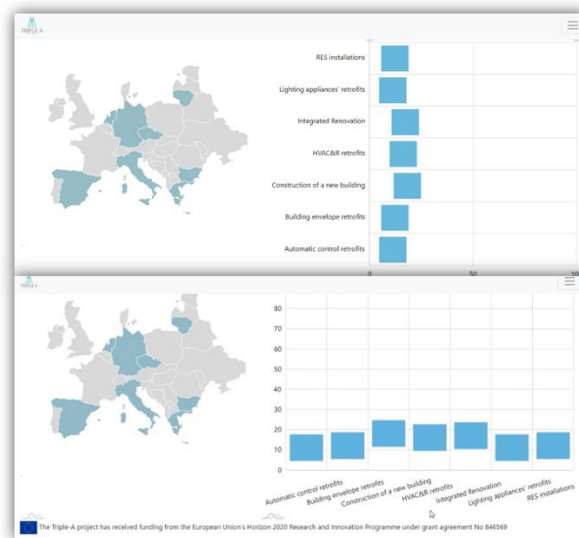


Figure 5: Triple-A Web-based Database on Energy Efficiency Financing within Triple-A website

### Website - Google Analytics and GDPR

Triple-A website itself does not process any personal data for general users. Individual IPs are not collected. Triple-A sets a single cookie on the user's browser, indicating whether it can run page elements written in Javascript. The cookie cannot be used to identify users (98% of browsers can run Javascript elements) and expires once the user closes their browser window. In addition, personalised cookies are set whenever registered users login to the site.

Moreover, Triple-A is using a number of external services. Google Analytics is used to track web traffic, YouTube to embed videos, and Visme to embed an infographic on the home page. The YouTube embedded video has been configured to not store cookies on a user's device unless the user clicks on the video to start playback. The Visme infographics sets a cookie, which expires when a user closes the browser and cannot be used to identify users.

In the case of Google Analytics, steps have been taken to safeguard the users' privacy and facilitate compliance with the GDPR. Specifically:

- The anonymisation of user IP addresses is enabled. The last octet of the users' IP addresses is set to zero before providing the data to Google Analytics for processing.
- The Google User-ID feature has been disabled.
- All statistics, traffic, and user behaviour information supplied by the Google Analytics service are anonymised.



- “Google Analytics Advertising” functions are disabled. These functions track information on demographics, interests, and other visitor information. They involve the use of 3<sup>rd</sup>-party cookies which may transmit identifiable information about the site visitors to other organisations. For this reason, their use requires obtaining the explicit consent of the site visitors and thus they have been disabled.
- “Google Remarketing” is disabled. This function uses Google’s own cookies to track the behaviour of logged-in Google users, who have consented to the use of their web-browsing behaviour for marketing purposes.

Finally, the site administration team (NTUA) has developed all technical features (e.g., front page pop-ups) which give further information to users regarding the handling of personal information.

### 3 Triple-A e-Newsletters

Triple-A compiles a series of newsletters for stakeholders and other interested parties with news about the project, related initiatives, and interesting developments in the area of decision making in energy efficiency financing.

E- newsletters could contribute greatly to the project’s dissemination, in building an online community, in incentivising the subscribers’ presence with a strong call-to-action, as well as in advertising the website and the social media channels. By delivering valuable content to the project’s subscribers, they stay connected and engaged, while the activity traffic on the website and the social media are increased.

For the efficient dissemination of project’s progress, 4 e-newsletters were planned to be developed in English and distributed (almost every 6 months) by e-mail to all subscribed stakeholders and interested parties. So far, 5 e-Newsletters have been released in December 2020 (M16), July 2020 (M11), June 2020 (M10), March 2020 (M7), November 2019 (M3).

Triple-A e-Newsletters are also available to download on the website and a relevant template has been developed, which follows the project visual identity and is available in Annex A.

Triple-A newsletters:

- are prepared in **English** and distributed **electronically**.
- have both **verbal** and **visual** content to be both **informative** and **eye-catching**.
- provide links to the Triple-A website to facilitate:
  - easy access to related material (agendas, invitations, reports, photos, etc.);
  - direct navigation to a more detailed content on the presented issues and news.
- increase traffic in the Triple-A project website and foster events’ and reports’ visibility and downloads.

The newsletters have been disseminated to relevant stakeholders at EU and MS level, who have already subscribed and have provided their consent to receive electronic communications regarding Triple-A progress, according to GDPR compliance. Newsletters are further disseminated via the International



Institute for Sustainable Development (IISD) peer-to-peer community mailing lists<sup>5</sup>, and are available at Triple-A website under the “Newsletters”<sup>6</sup> page. Triple-A newsletter subscribers database has **545 active subscribers**, therefore the target of more than 200 recipients, as it was foreseen in the Grant Agreement has been successfully achieved.

## Triple-A Newsletters

### Triple-A Newsletter, Issue 5, December 2020<sup>7</sup>

Triple-A Briefing Note, New Reports, Events: *Briefing note on energy transition in buildings, Report "Communication Material and Media Coverage", "De-risking Energy Efficiency Investments" Sustainable Places 2020 Workshop, Triple-A Stakeholders Working Meeting, "The Value of Energy Management Practices in the Business Sector" online event*

### Triple-A Newsletter, Issue 4, July 2020<sup>8</sup>

Triple-A Web-Based Database on EE Financing, Triple-A Standardised Tools, Events: *Energy Efficiency Conference 2020, International Conference on Information, Intelligence, Systems and Applications 2020.*

### Triple-A Newsletter, Issue 3, June 2020<sup>9</sup>

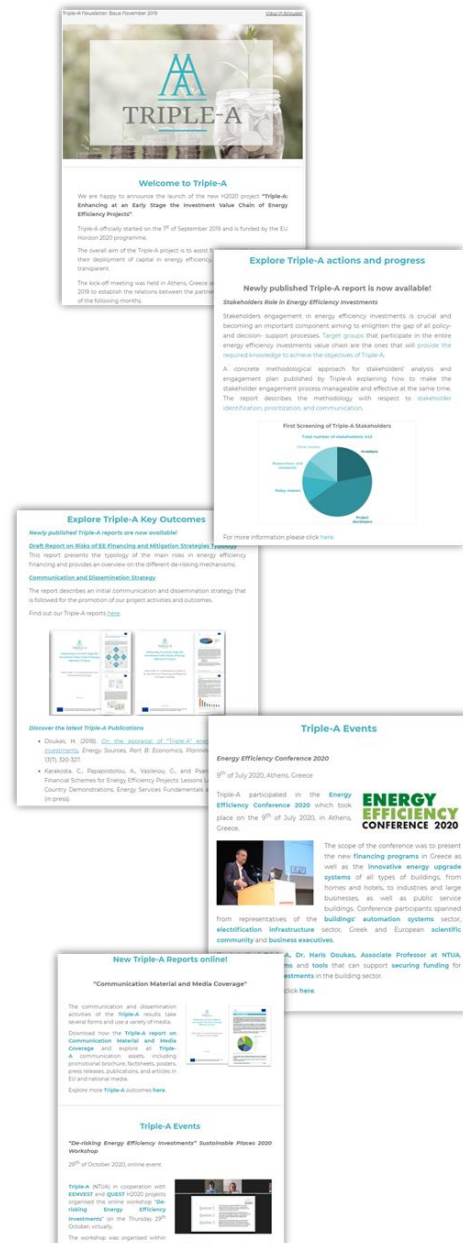
Triple-A report on Stakeholders Role in Energy Efficiency Investments, Triple-A Brochure and Infographic, Events: *EUSEW2020 Policy Session, Renovation Wave: What's in for Greece?, Utilisation of new tools and models for buildings' energy renovation and for investments*

### Triple-A Newsletter, Issue 2, March 2020<sup>10</sup>

Triple-A Advisory Board, Risks of EE Financing and Mitigation Strategies Typology, Triple-A Communication and Dissemination Strategy, Events: *Covenant of Mayors Investment Forum, EASME Contractors' Meeting 2020*

### Triple-A Newsletter, Issue 1, November 2019<sup>11</sup>

Triple-A Aim, Triple-A Scheme, Case Studies, Events: *Triple-A Kick-off Meeting, Building Green Open Space 2019, Annual Symposium of the Association for Energy Economics.*



<sup>5</sup> <http://enb.iisd.org/email/indextest.php>

<sup>6</sup> <https://aaa-h2020.eu/index.php/newsletters>

<sup>7</sup> <https://preview.mailerlite.com/m1j9m8>

<sup>8</sup> <https://preview.mailerlite.com/w8s9n7/>

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

<sup>10</sup> <https://preview.mailerlite.com/f1e2v0/>

<sup>11</sup> <https://preview.mailerlite.com/z2u7s3/>

### Newsletter Subscription and GDPR

NTUA is currently managing the mailing list of recipients of the project newsletters subscription via the Triple-A website which requires their consent, as the user must enter their address in the “Subscribe field” and select “Submit”. Removal from the mailing list is handled in a similar way as: the users must enter their address in the “Unsubscribe” field and press “Submit”. All current members of this list have expressed explicitly their consent to receive the Triple-A newsletter, and evidence of their subscription (incl. time and date) is maintained in the website platform accessible only to the website responsible partner. Additionally, all communication material sent to the subscription list contains instructions to manage their subscription.

E-mail communications for events have also used third-party lists, specifically the “Climate” and “Energy” lists managed by the IISD<sup>12</sup>. The lists are maintained with the purpose of peer-to-peer communication and dissemination on sustainable development topics. Explicit consent is also required for subscription to any of the topic’s mailing lists, and a link for unsubscribing is included in every message by the IISD e-mail infrastructure.

### Triple-A in Partners Newsletters

Partners use their organisations’ 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 Triple-A message.

#### **IEECP Newsletter, Issue February 2021**

IEECP Newsletter issued in February 2021<sup>13</sup> presented Triple-A Article “Hiding fossil fuel subsidies under clean energy targets?”, the IEECP and ABN AMRO collaboration for energy efficient projects in The Netherlands, and the Triple-A Survey on Building Sector: The Case of Greece.

#### **IEECP Newsletter, Issue September 2020**

IEECP Newsletter issued in September 2020<sup>14</sup> mentioned Triple-A’s presence in NOVICE - Innovation in building retrofits for energy efficiency and demand response - last project newsletter.

#### **IEECP Newsletter, Issue Summer 2020**

Triple-A has been promoted via the Summer 2020 issue of IEECP’s Newsletter<sup>15</sup>, in which the press release regarding post-COVID-19 era for Energy Efficiency Investments and Economy Recovery was promoted.

#### **IEECP Newsletter, Issue June 2020**

Triple-A has been promoted via the June 2020 issue of IEECP’s Newsletter<sup>16</sup>, where Triple-A’s participation in “Renovation Wave: What’s in for Greece?” event was highlighted along with the participation in EUSEW 2020 with other experts from H2020 funded projects.

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<sup>12</sup> <http://enb.iisd.org>

<sup>13</sup> <https://ieecp.org/ieecp-newsletter-february-2021/>

<sup>14</sup> <https://ieecp.org/ieecp-newsletter-september-2020-efficiency-first-examples-energy-efficiency-projects-financing-and-more-2/>

<sup>15</sup> <http://www.ieecp.org/ieecp-newsletter-summer-2020-efficiency-first-examples-energy-efficiency-projects-financing-and-more/>

<sup>16</sup> <http://www.ieecp.org/ieecp-newsletter-june-2020-efficiency-first-examples-design-implementation-and-mrv-of-energy-efficiency-programmes-and-more/>

#### IEECP Newsletter, Issue April 2020

Triple-A has been promoted via the April 2020 issue of IEECP's Newsletter<sup>17</sup>. The Risks of energy efficiency financing and mitigation strategies typology was presented by stressing out the importance to support the identification of Triple-A projects with a pre-screening of investment ideas at EU level. The Triple-A brochure was also presented in this IEECP newsletter.

#### IEECP Newsletter, Issue February 2020

Triple-A has been promoted via the February 2020 issue of IEECP's Newsletter<sup>18</sup>. In more detail, IEECP Triple-A partner Heleen Groenenberg wrote a blogpost on how to unlock lasting value and the importance of Triple-A, supporting financial institutions to increase their deployment of capital in energy efficiency, making investments more transparent, predictable, and attractive for investors and financiers as well as project developers.

#### JRC Newsletter, Issue October 2019

Triple-A has been promoted via the October 2019 issue of JRC press release. The Triple-A's initiation through the Kick-off meeting was presented along with the project objectives.

#### IEECP Newsletter, Issue September 2019

Triple-A has been promoted via the September 2019 issue of IEECP's Newsletter<sup>19</sup>. The Triple-A's scope and objectives were presented along with announcement for the KoM and actions to be undertaken for the effective implementation of the project.

## 4 Triple-A Social Networks

The importance of social media marketing in a brand's ability is undeniable since they generate brand awareness and online growth. From the beginning of the project, social media are enhancing communication of Triple-A activities among target groups and general public, while allowing the establishment of interactions and synergies with relevant EU projects and institutions.

Triple-A social media are constantly used to:

- **reach** out and communicate on a personal level with the target audience on a daily basis.
- **enhance** Triple-A web publishing actions to non-technical users in an efficient way.
- **collect** feedback from the stakeholders who check the related pages.
- **share** a variety of media resources, such as videos, website links, and other material.
- **encourage** users to visit the Triple-A website, which concludes to more traffic and views of the reports, the press releases, events etc.

<sup>17</sup> <http://www.ieecp.org/ieecp-newsletter-april-2020-efficiency-first-tackling-energy-poverty-and-the-climate-emergency-and-more/>

<sup>18</sup> <http://www.ieecp.org/ieecp-newsletter-february-2020-article-7-eed-energy-poverty-smart-finance-and-more/>

<sup>19</sup> <http://www.ieecp.org/ieecp-newsletter-september-2019/>

Triple-A project holds accounts in:

- Twitter<sup>20</sup>: [@H2020\\_AAA](https://twitter.com/H2020_AAA)
- LinkedIn<sup>21</sup>: [Triple-A Project](https://www.linkedin.com/company/triple-a-project)
- Instagram<sup>22</sup>: [triple\\_a\\_horizon2020](https://www.instagram.com/triple_a_horizon2020/)
- YouTube<sup>23</sup>: [TripleA Horizon 2020](https://www.youtube.com/channel/UCNfbcNdsNcLYLFWV6wEUyYw)

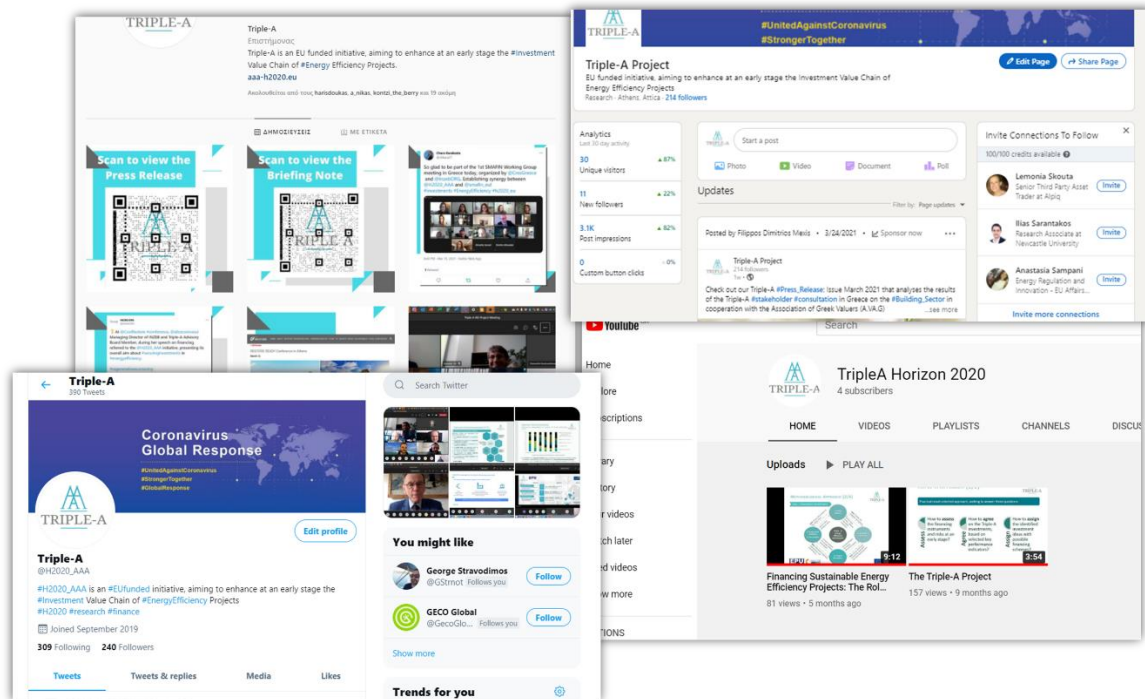


Figure 6: Triple-A Social Media Accounts

Triple-A focuses its social media engagement on Twitter, building a network of influencers, and stakeholders around strategic energy policy making. Tailor-made strategy to expose the Triple-A content to a wider audience includes:

- following popular accounts (@icpeurope, @ftfinancenews, @eepformance, @WMBtweets, @DrSteveFawkes, etc);
- following several European Commission accounts such as @EU\_Finance, @EU\_H2020, @EU\_EASME, @inea\_eu, @EU\_ecoinno, @H2020EE, @Energy4Europe, @EU\_ENV, @EUclimateAction, @SfEP, etc.,
- posting of interesting, compelling tweets on a regular basis;
- exploiting effective and popular hashtags (such as #H2020\_AAA, #EUfunded, #H2020, #horizoneu, #ResearchImpactEU, #Horizon2020, #H2020EE, #sustainablefinanceeu, #research, #energysolutions, #EnergyEfficient, #Investment, #Finance, etc.).

<sup>20</sup> [https://twitter.com/H2020\\_AAA](https://twitter.com/H2020_AAA)

<sup>21</sup> <https://www.linkedin.com/company/triple-a-project>

<sup>22</sup> [https://www.instagram.com/triple\\_a\\_horizon2020/](https://www.instagram.com/triple_a_horizon2020/)

<sup>23</sup> <https://www.youtube.com/channel/UCNfbcNdsNcLYLFWV6wEUyYw>

Triple-A has promised to get about 500 followers in 4 years, a target that has been exceeded, since it has:

- 214 followers in LinkedIn
- 240 followers in Twitter
- 102 followers in Instagram
- 238 views in YouTube

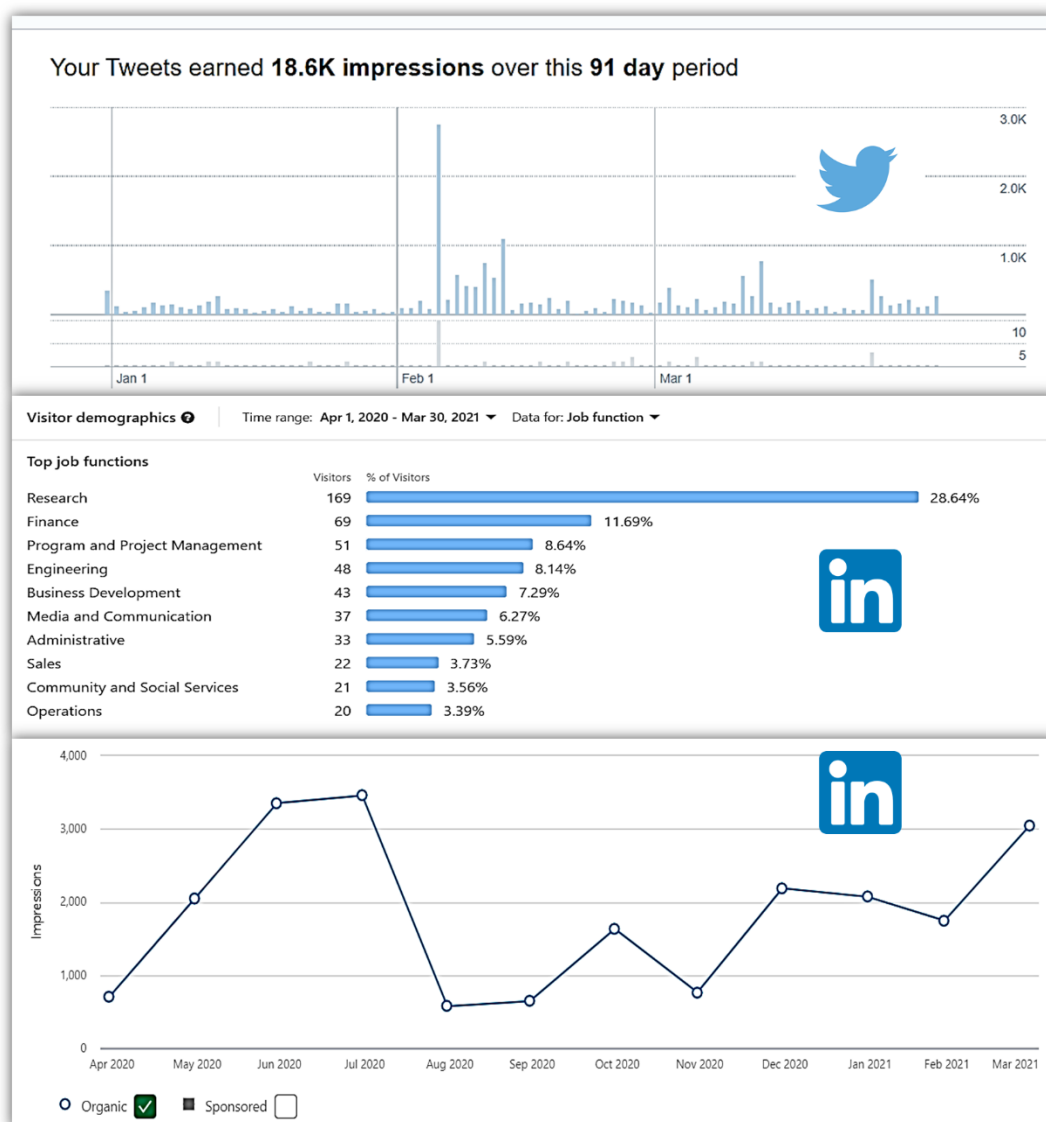


Figure 7: Triple-A Social Media Analytics

Although not foreseen, and in an effort to increase the social media impact, 16 QR codes have been created to facilitate users to reach Triple-A website and material. QR codes are an interactive form of sharing web content, leading to more efficient engagement, as they enable easier access to users. In addition, twenty (20) different banners were developed for social media posts, dedicated to Triple-A

components (i.e., methodology, dissemination material, etc.) The banners and QR codes posted in Triple-A social media accounts are designed according to the project's identity guidelines.

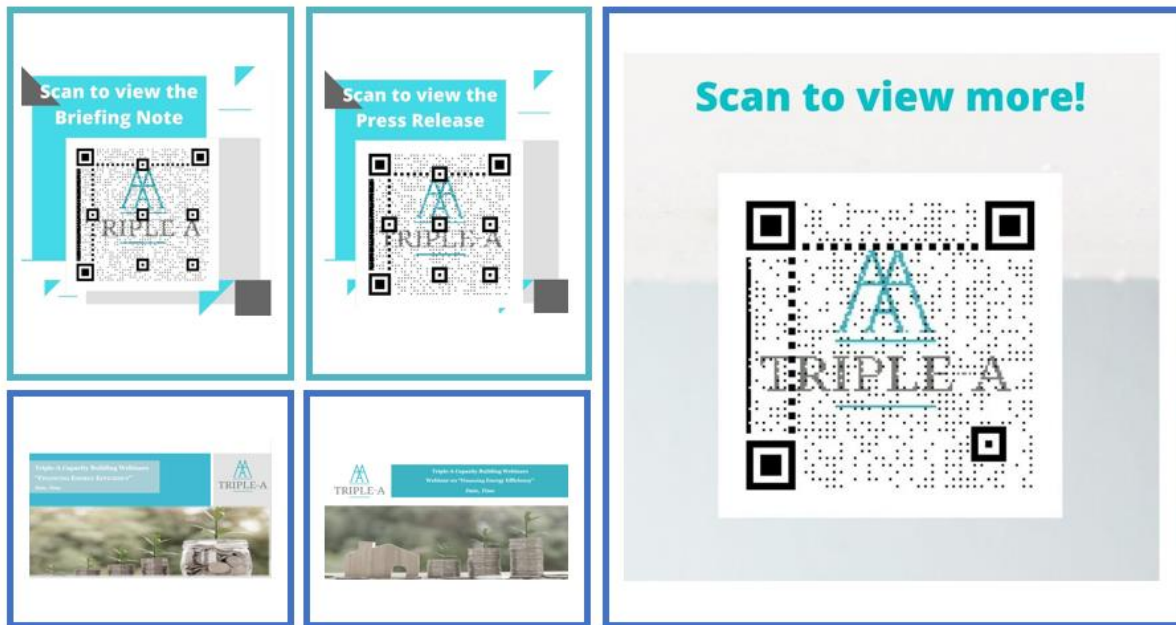


Figure 8: Triple-A QR Codes and Banners

## 5 Use of Digital Platforms

Triple-A makes sure to share/post information about the project updates and results on several platforms visited by key target groups, such as IISD Mailing Lists, ResearchGate, MyEuropa, energypedia, capacity4dev, climatechangemitigation.eu, etc. Partners use their websites, events, and contacts to share and disseminate project related information and results as widely as possible. In addition, liaison with networks, bloggers, and online libraries will be pursued to the greatest possible extent in order to share the Triple-A results/findings.





#### ResearchGate<sup>24</sup>

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



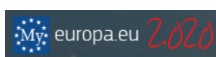
#### Capacity4Dev<sup>25</sup>

Capacity4Dev is the European Commission's knowledge sharing platform for development cooperation aiming to improve capacity building. This is done among others by enabling cross learning between practitioners from EU institutions and other organisations. The platform has over 25,000 members who share, learn, and collaborate on the fields of sustainable development. Within this channel Triple-A disseminates project reports, events, and dissemination material to a wide audience, since its members are scientists, industrialists, EU staff, sustainable development professionals from EU MS, policy makers in EU & global level as well as civil societies.



#### IISD Mailing Lists<sup>26</sup>

The IISD manages a number of peer-to-peer lists on topics related to sustainable development policy and practice. These freely available, moderated lists allow subscribers to share information about their own organization's work, such as new reports, meeting outcomes, and upcoming events with a community of like-minded practitioners. The "Climate" and "Energy" IISD community peer-to-peer lists are used so as to further distribute Triple-A electronic communication material.



#### MyEuropa<sup>27</sup>

MyEuropa platform is a meeting place for those working on European Projects, where experienced professionals can offer their services and where the thousands of potential beneficiaries of European Funds can find the right support and resources. The platform was developed by the European Academy for education and social research and is based on the results of a research project of the European Projects Association. The platform is offering a different approach to developing projects by adopting innovative methodologies and techniques. It is designed to overcome the difficulties in absorbing European funds in order to develop projects efficiently and with positive impacts on the European society. Triple-A has an account in the platform in order to be in close contact with EU projects and establish synergies by promoting activities, such as events and online material.

<sup>24</sup> <https://www.researchgate.net/project/Horizon-2020-Triple-A-project>

<sup>25</sup> <https://europa.eu/capacity4dev/>

<sup>26</sup> <http://sdg.iisd.org/sdg-update/about-the-sdg-update-newsletter/>

<sup>27</sup> <http://v2014.my-europa.eu/>



### Energypedia<sup>28</sup>

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



### Zenodo<sup>29</sup>

Zenodo is a data repository developed by CERN within the framework of OpenAIRE, welcoming all science data around the globe. Its main purpose is to provide an easy access data repository for every scientific data from all over the world and from every discipline. Triple-A uses Zenodo in order to provide open access to its outcomes and disseminate them to appropriate audiences at the same time. Pre-prints from all Triple-A publications have been uploaded in Zenodo so as to ensure Gold Open Access.

Following, additional digital platforms that are being explored are presented along with information which could be exploited.

### Climatechangemitigation

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

### OpenAIRE

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

### Blogposts

Apart from the articles in platforms targeting Triple-A main stakeholders, several platforms and blogs addressed to wider audience will be exploited in order to increase the project's outreach. In these websites articles in plainer language will be shared featuring the results of Triple-A, and its impact to the

<sup>28</sup> [https://energypedia.info/wiki/Main\\_Page](https://energypedia.info/wiki/Main_Page)

<sup>29</sup> <https://zenodo.org/>



general public. A non-exhaustive list of such platforms and blogs contains the following media: The Conversation, EURACTIV, ScienceDaily, Renewable Energy World.

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

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

Partners use their websites, events, and contacts to share and disseminate project related information and results as widely as possible and more than 70 references in relevant webpages host Triple-A articles and announcements, while only 20 references were foreseen in related webpages promoting Triple-A. In addition, liaison with networks, bloggers and online libraries is being pursued to the greatest possible extent, in order to share the Triple- A results/findings.

The following articles were placed in several websites promoting Triple-A methodology and activities:

- Article "Supporting energy efficiency investments at an early stage" article at adelphi's website<sup>30</sup>.
- Article "Enhancing at an Early Stage the Investment Value Chain of Energy Efficiency Projects" at BUILD UP the European Portal for Energy Efficiency in Buildings<sup>31</sup>.
- Article "Risks of Energy Efficiency Financing and Mitigation Strategies Typology" at the IEECP website<sup>32</sup>.
- Article "Energy Efficiency Projects" at Platform for African – European Partnership in Agricultural Research for Development<sup>33</sup>.
- Article "Pomáháme Zlepšovat Investování Do Projektů V Oblasti Energetické Účinnosti" at SEVEN website<sup>34</sup>.
- Article "Snižování Rizika Investování Do Projektů Energetické Účinnosti" at SEVEN website<sup>35</sup>.
- Article "Enhancing at an Early Stage the Investment Value Chain of Energy Efficiency Projects" at TEESLab website<sup>36</sup>.
- Article "Triple-A: Enhancing at an Early Stage the Investment Value Chain of Energy Efficiency Projects, European Commission, H2020" at EPU-NTUA website<sup>37</sup>.
- Blog article "How to unlock lasting value"<sup>38</sup> by IEECP.
- Article in "IEECP Annual Report 2019"<sup>39</sup>.

<sup>30</sup> <https://www.adelphi.de/en/project/supporting-energy-efficiency-investments-early-stage>

<sup>31</sup> <https://www.buildup.eu/en/explore/links/triple-project>

<sup>32</sup> <http://www.ieecp.org/report-risks-of-energy-efficiency-financing-and-mitigation-strategies-typology/>

<sup>33</sup> <http://paepard.blogspot.com/2020/01/energy-efficiency-projects.html>

<sup>34</sup> <https://eebw.cz/cs/aktualita/pomahame-zlepsovat-investovani-do-projektu-v-oblasti-energeticke-ucinnosti>

<sup>35</sup> <http://www.svn.cz/cs/aktualita/snizovani-rizika-investovani-do-projektu-energeticke-ucinnosti>

<sup>36</sup> <https://teeslab.unipi.gr/portfolio-item/triple-a-enhancing-at-an-early-stage-the-investment-value-chain-of-energy-efficiency-projects/>

<sup>37</sup> <https://www.epu.ntua.gr/node/333>

<sup>38</sup> <https://greenink.blog/2020/01/02/how-to-unlock-lasting-value/>

<sup>39</sup> <http://www.ieecp.org/wp-content/uploads/2020/09/IEECP-annual-report-2019.pdf>

- Article at IEECP website: Can energy efficiency investments become more transparent, predictable and attractive for investors, financiers and project developers? News from the Triple A project<sup>40</sup>.
- Article “HORIZON 2020 Projektas Triple-A” at VIPA website<sup>41</sup>.
- Article “Hiding fossil fuel subsidies under clean energy targets?” at euractiv website<sup>42</sup>.
- Article “Επιδοτώντας ορυκτά καύσιμα πίσω από τους στόχους για την ενέργεια και το κλίμα”<sup>43</sup> at Energypress
- Article in SEVEN semi-annual bulletins, “Risk-reducing approaches for energy efficiency projects”<sup>44</sup>.
- Article “Kviečiame dalyvauti tarptautinio projekto „Triple – A“ konsultacijose”<sup>45</sup> at VIPA website
- Article “VIPA prisijungė prie tarptautinio Europos Sąjungos mokslinių tyrimų ir inovacijų finansavimo programos „Horizontas2020“ projekto „Triple-A”<sup>46</sup>, at VIPA website

<sup>40</sup> <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/>

<sup>41</sup> <https://www.vipa.lt/apie-vipa/dalyvavimas-projektuose/horizon-2020-projektas-triple-a/>

<sup>42</sup> <https://www.euractiv.com/section/energy/opinion/hiding-fossil-fuel-subsidies-under-clean-energy-targets/>

<sup>43</sup> <https://energypress.gr/news/epidotontas-orykta-kaysima-piso-apo-toys-stohoy-s-gia-tin-energeia-kai-klima>

<sup>44</sup> <http://www.svn.cz/cs/aktualita/zpravy-ze-seven-2020>

<sup>45</sup> <https://www.vipa.lt/kvieciame-dalyvauti-tarptautinio-projekto-triple-a-konsultacijose/>

<sup>46</sup> <https://www.vipa.lt/vipa-prisijunge-prie-tarptautinio-europos-sajungos-moksliniu-tyrimu-ir-inovaciju-finansavimo-programos-horizontas2020-projekto-triple-a/>

## 6 Triple-A e-Press Releases

Apart from the e-Newsletters and although not foreseen by the Grant Agreement, dedicated e-press releases are developed as needed, aiming at strategically placing the outcomes of the project at local, regional, national, and European levels. Up until March 2021, 5 press releases have been distributed in March 2021 (M19), January 2021 (M17), December 2020 (M16), October 2020 (M14), and June 2020 (M10).

Similar to newsletters, press releases are communicated to stakeholders who have already subscribed and have provided their consent to receive electronic communications regarding Triple-A progress, according to GDPR compliance. Triple-A press releases are further disseminated via the IISD peer-to-peer community mailing lists and are available at Triple-A website under the “Newsletters” page.

The dedicated template that has been developed is available in Annex B.

### Triple-A Press Releases

#### Triple-A Press Release, March 2021<sup>47</sup>

*Triple-A Survey on Building Sector: The case of Greece*

#### Triple-A Press Release, January 2021<sup>48</sup>

*Triple-A Questionnaire on Building Sector: Highlights*

#### Triple-A Press Release, December 2020<sup>49</sup>

*Triple-A Questionnaires on Energy Efficiency Financing*

#### Triple-A Press Release, October 2020<sup>50</sup>

*De-risking Energy Efficiency Investments Workshop*

#### Triple-A Press Release, June 2020<sup>51</sup>

*Post-COVID-19: New Era for Energy Efficiency Investments & Economy Recovery Plans*



<sup>47</sup> <https://preview.mailerlite.com/e0b512>

<sup>48</sup> <https://preview.mailerlite.com/313q6>

<sup>49</sup> <https://preview.mailerlite.com/c1c6z8>

<sup>50</sup> <https://preview.mailerlite.com/m3k1q0>

<sup>51</sup> <https://preview.mailerlite.com/w7h3h3/>

## 7 Triple-A Videos

Visual content, like video, provides a much more compelling experience than written content. To this end, although it was not foreseen by the description of Triple-A action, Triple-A partners decided, instead of compiling extended reports and writing about project outcomes, to show to target groups and general public the work in action and what benefits are provided by Triple-A, through related videos.

Videos could also help in building Triple-A brand, “humanizing” the activities by providing relevant stakeholders with a relatable story. Creating a video is a great way to introduce stakeholder to Triple-A and provides them with a more intimate experience.

Within the framework of the EUSEW2020 Side Policy Session, “The Triple-A project”<sup>52</sup> video was produced. The video showcases general information on the project, such as the scope, the consortium members, Triple-A contribution, approach and methodology, the case studies, and the stakeholder consultation process as well as the outcomes and Triple-A Tools.

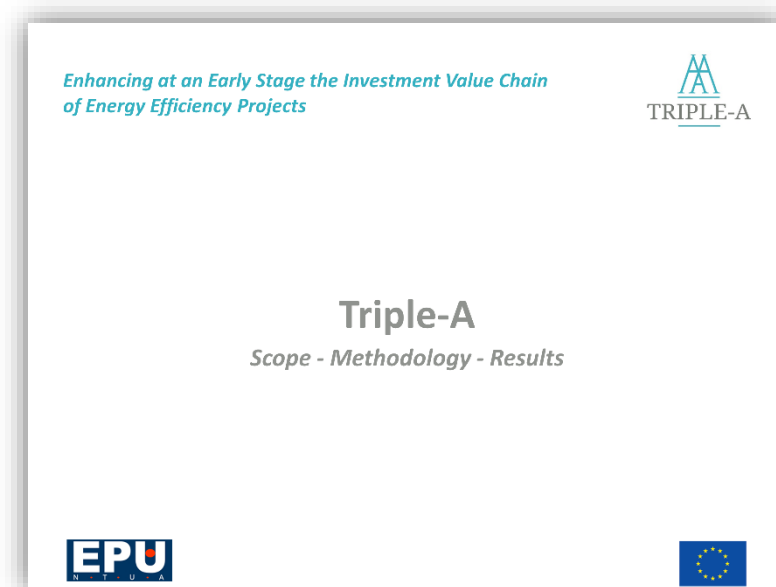


Figure 9: 1<sup>st</sup> Triple-A Video

The 2<sup>nd</sup> video prepared by taking advantage of Triple-A participation in the XIV Balkan Conference on Operational Research (Virtual BALCOR 2020), which was held virtually on the 1<sup>st</sup> and the 2<sup>nd</sup> of October 2020. Triple-A partners from NTUA participated and prepared a video which referred to the presentation of the paper “Financing Sustainable Energy Efficiency Projects: The Role of Stakeholders’ and it is available at Triple-A YouTube channel<sup>53</sup>.

<sup>52</sup> <https://www.youtube.com/watch?v=5H74C2KRtUM>

<sup>53</sup> <https://www.youtube.com/watch?v=Tg836VySNxs>



Figure 10: 2<sup>nd</sup> Triple-A Video

Two (2) more videos will be created to promote Triple-A Tools and Web-based Database in order to help potential users to learn how to use them.

## 8 Triple-A Infographics

Although not foreseen, during the project implementation Triple-A Infographics are being developed in order to:

- make broad or complex ideas more **distilled** and **simplified**;
- collect and **organise data** in **colourful**, **creative**, and **engaging** manner;
- be more **eye-catching** than printed words, since they will combine images, colours, movement, and content;
- allow visitors of the Triple-A website to scan and **get** the project's **results quickly** and **conveniently**;
- help stakeholders and wider public to **focus** on the **key information** and **save time** needed for reading;
- facilitate the **wider dissemination** of Triple-A outcomes, as they are **extremely shareable** for the use **around the web and** easily shared on social networks.

Thus, well-designed and visually appealing infographics have been created aiming to reinforce Triple-A recognisability.

The 1<sup>st</sup> Triple-A infographic entitled "Triple-A case studies" has been created, giving general information about the project. In particular, it briefly describes the project's objectives and presents the eight (8)

case study countries, while it emphasises on the stakeholder consultation that will be implemented within the case studies framework as well as on the case studies outputs.



Figure 11: The 1<sup>st</sup> Triple-A Infographic

The next infographic will present the status of Triple-A Key Performance Indicators, while three (3) more Triple-A infographics will be developed now that the Triple-A Tools are in their final version. The scope of these 3 infographics will be to navigate stakeholders into each one of Triple-A Tools giving insights and tips for better and efficient use of the tools.

Finally, as stakeholders play important role in the Triple-A project implementation, one more infographic has been planned to be prepared with important information regarding stakeholder consultation process along with conclusions for EE investments.

## 9 Email Signatures

The email signatures are a very important part of the digital brand. A template for this purpose was created and the Triple-A partners just have to edit the personal information, copy and paste it into the user's email software, and introduce the logo as an image.

Some of the reasons why an email signature is important are the following:

- **Legitimacy and Professionalism:** Creating a cohesive image displayed throughout project partners shows that the consortium is well established.
- **Brand Recognition:** By creating a cohesive email signature for each partner on the Triple-A team, the project's brand can be recognised by every person to whom the emails are sent.
- **Quick Links to relevant pages:** The most important links of the project (i.e., links for website, social media, e-mail, etc.) could be communicated in this way.



**First Name Last Name | Partner's company name**

Role in Triple-A project (e.g., Triple-A Project Coordinator, Triple-A Communication and Dissemination Leader)

**Email:** xxx@xxx.xxx

**Website**

aaa-h2020.eu

**Tools**

toolbox.aaa-h2020.eu

Figure 12: Triple-A Email Signature Template

## 10 Triple-A Icons

Icons are a powerful form of communication, specifically, because they do not communicate with words, but on a primal, emotional level and thus are more persuasive. The use of icons is also significant for brand recognition, as they can convey messages quickly, bring attention to the project, and be used in a multitude of ways (e.g., on webpages/ sidebar, presentations, social media graphics, or archives page). For the project's communication and dissemination purposes, eight (8) icons 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) and the energy efficiency sectors that are examined as well as for raising the awareness and recognition of the Triple-A Web-based Database.



Figure 13: Triple-A Icons

## 11 Data Protection Compliance

The Triple-A Consortium commits to comply with the General Data Protection Regulation (GDPR)<sup>54</sup>, which came into force on the 25<sup>th</sup> of May 2018. A specific procedure is implemented for the management of the personal data of the stakeholders that are engaged in Triple-A activities in various ways, namely: for the stakeholders' identification and consultation process, prior and during the participation in Triple-A, events, webinars, training workshops, interviews, surveys, the use of stakeholders' and all interested parties' data while subscribing to the newsletter and the use of the Triple-A website by users.

Specifically:

- Triple-A project partners have established bilateral personal and professional relationships with various key stakeholders at national and EU level, as all are actively involved in the domain that the project is addressing. Each partner is responsible to communicate with its stakeholders as identified under the **Task 2.1: Stakeholder Analysis and Engagement Plan** and reported in deliverable **D2.1 Stakeholder analysis and engagement plan**, which is confidential. The particular deliverable includes the analytical list of the stakeholders' identified along with their personal data: full name, name of organisation, position at the organisation, mobile phone number, e-mail, website, country. The list has a clear description of the stakeholders' organisations and how they are connected to the project. The initial list of stakeholders reported in D2.1 is constantly being updated; however, each new entry includes only the pre-defined personal data and nothing more.
- Triple-A will not use "open source" personal data about identifiable persons to create new records or files and profiles and does not intend to use data from social media networks.
- Triple-A does not intend to use personal data that were collected from previous projects. e.g., the partners will not make use of their lists of subscribers to previous projects in order to communicate the outcomes of Triple-A. This does not apply in case there are already established relations, as described in the first bullet.
- During the whole stakeholder engagement process, it is recommended that all partners keep 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 should be aware that

<sup>54</sup> <https://eur-lex.europa.eu/eli/reg/2016/679/oj>



the communication record is kept and that this document is available at any time to be sent to the stakeholder, if requested (see Annex C with the template for the recording of the stakeholder consultation activities). These documents are not publicly available but confidential among Triple-A partners.

- The stakeholders need also to be aware of how their data are kept (hard copy or electronically) and where they are kept (which tools and platforms). The project partner shall provide that information timely when requested by the stakeholders.
- For the upcoming participation in consultation, communication and dissemination activities such as, Capacity Building Webinars, Regional Training Workshops, and Final European Roadshow, an online registration form in Google Forms<sup>55</sup> will be developed, in which a description of the stakeholders' information will be presented (i.e., what information is collected, why they will be collected, how and where they will be stored, who is responsible for data security, how many years the data will be kept, if and where the data will be transferred (for example to the EC, if requested as a proof of the registration/participation). The online registration form will be defined and agreed with all partners prior to the implementation of the 1<sup>st</sup> round of the Capacity Building Webinars and during the design process. Moreover, all invited stakeholders need to be asked for their consent for being photographed and/or recorded during the meetings. The information to be requested through the online registration form are: full name, name of organisation, position at the organisation, phone number, e-mail, and country. Triple-A partners will never ask for personal sensitive data consisting of racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, genetic data, biometric data, data concerning health, or data concerning a natural person's sex life or sexual orientation.
- For the newsletter registration, subscribers either register themselves through either the website registration form or by signing their consent to be added in the list when bilateral meetings occur. In no case, stakeholders are being added to the subscription list without their consent. The digital proof of consent is stored. Subscribers are able to unsubscribe/opt-out from the list at any time by following the unsubscribe link. The GDPR-compliant database/tool for the use of newsletters is MailerLite<sup>56,57</sup>. At the end of the project, unless otherwise agreed, the database should be deleted if no further dissemination is going to be carried out past the end date. In the occasion that post-project communication will be carried out, an email will be sent to the database asking the subscribers if they wish to remain on the list for possible future communication.
- The surveys are conducted through an online tool, which is selected by each partner. The online tool is in compliance with the GDPR and provides all information regarding the Privacy and Legal, the Security, and includes a Data Processing Addendum. For the participation in the Triple-A surveys, a formal invitation is sent to the stakeholders, describing the purpose of the survey, the objectives, how the results will be used, and where those will be displayed (public or confidential reports). The participation link is included as well. Moreover, the stakeholders are informed that the answers provided in the survey will be anonymised and no connection with personal data is foreseen. Finally, the stakeholders are informed for how long and under which conditions the answers will be kept at the online platform.
- The Triple-A website has a specific section<sup>58</sup> in which the following legal notices are displayed:

<sup>55</sup> <https://policies.google.com/privacy>

<sup>56</sup> <https://www.mailerlite.com/>

<sup>57</sup> <https://www.mailerlite.com/gdpr-compliance>

<sup>58</sup> <https://aaa-h2020.eu/privacy-and-cookie-policy>

- *Terms of use.* In this section the information displayed are the links to other web sites and user-supplied content, the privacy, the copyright and trademarks, the user submissions and conduct.
- *Privacy policy.* In this section, information, on the users' data that are collected when they visit the Triple-A website and how those are used, is available.
- *Cookies policy.* General information about cookies (i.e., use preference cookies, marketing, and preference cookies, third party analytics cookies) is presented.
- *GDPR Policy.* In this section, the overall GDPR policy of the Triple-A project is available. The policy includes the following sections: the general data privacy regulation scope, information of the data controller, the purpose and legal basis for data processing, the recipients of personal data, the process and storage of personal data, users' rights, and the users' right to lodge a complaint with the data protection authority.

## 12 Foreseen Activities

All things considered, Triple-A's digital communication and data sharing activities is a substantial element of the project, as it is a corporate identity system that supports the relationship between the project and its target groups and delivers a consistent and coherent message.

To this end, the continuous development of the online material has been already foreseen for the upcoming months. More particularly, the following actions are foreseen for the upcoming period:

- 2-3 **Newsletters** will be developed by the end of the project to promote Capacity Building Webinars, Regional Training Workshops, Final European Roadshow, as well as Triple-A outcomes, reports and dissemination material produced.
- **Press Releases** will be distributed in order to promote stand-alone activities such as the issue of Briefing Notes, deliverables and publications, invitations and highlights of events.
- 2 **videos** will be developed and uploaded in the project website and YouTube channel, presenting the activities of the project in English (with subtitled versions for all project languages) and promoting Triple-A Tools and Web-based Database, by helping potential users to be navigated.
- 4-5 **infographics**, demonstrating various outcomes of the project and presenting the status of Triple-A Key Performance Indicators, will be delivered throughout the project duration. The produced infographics and videos, apart from the social media channels, will be also available at the project website, which is regularly updated with news and material.
- **Digital platforms** and **social media** will be constantly used in order to promote Triple-A reports, publications, and promotional material, each targeted at specific groups of stakeholders, while Triple-A partners will post constantly related **press articles** to external websites, gaining visibility to project activities.
- **Banners, icons, QR codes** and relevant **promotional material** will be designed in order to boost online presence.

## Annex A – Triple-A Newsletter Template



Triple-A: Enhancing at an Early Stage the Investment Value Chain of Energy Efficiency Projects is an EU-funded research project under the Horizon 2020 programme, aiming to **assist financial institutions** increase their deployment of capital in energy efficiency, **making investments more transparent**.

**New Triple-A Reports online!**

**Triple-A Events**

Stay tuned for more Triple-A News

[www.aaa-h2020.eu](http://www.aaa-h2020.eu)

Contact us




Stay connected with us



The Triple-A project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 846569.

You received this email because you expressed your interest in getting informed on Triple-A news via our online subscription form, meeting us in an event, or via e-mail.


## Annex B – Triple-A Press Release Template







Stay tuned for more Triple-A News












[www.aaa-h2020.eu](http://www.aaa-h2020.eu)


Contact us



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If you do not wish anymore to receive our latest news, you may

[Unsubscribe](#)

# Annex C – Stakeholder Consultation - Template

## 1 Country Name

### 1.1 General information

Please include general info about the bilateral meeting

Table 1: **Partners'** Bilateral meeting details

Topic	Please indicate the topic to be discussed
Location/ Online Means of Communication	(e.g. Location, in case of physical meetings, skype, Teams, GoToMeeting, etc.)
Date/ Time	(Date and time CET/CEST of the meeting)
Relevant WPs	
Participants Organisations	(Please provide the names of the organisations that participated)
Highlights	▲
Type of Stakeholders involved	(A: Investors, B: Project developers, C: Policy makers, D: Researchers, E: other bodies)
Links of event	(if applicable)

### 1.2 Agenda

Please include the agenda of the bilateral meeting

### 1.3 Bilateral Meeting Minutes

Please summarise discussions, e.g. outline discussions you had on innovative energy efficiency schemes, other innovative measures to tackle energy poverty, key recommendations, conclusions and actions decided)

### 1.4 Conclusions/ Next Steps/ Upcoming Activities

Please provide in bullets what is the overall goals discussed and if there are any upcoming activities to be organised.

### 1.5 Participant List

Please include the formal participant list of the bilateral meeting discussions

Table 2: Participants list

Name	Surname	Email	Organisation	Newsletter subscription (Yes/No)
John	Smith	John.smith@abc.com	ABC	Yes

## 1.6 Photos

Please include photos (if any) of the bilateral meeting discussions - otherwise delete subsection