



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

Deliverable 7.2: Communication and Dissemination Strategy (3rd edition)

April 2021



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

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Preface

Triple-A has a very practical result-oriented approach, seeking to 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 actions undertaken so far for the dissemination of the outcomes and the progress of the Triple-A project from the beginning of the project (September 2019) up until March 2021, as well as the communication of the project message to the target audience.

The aim is setting up a framework specifically developed to help with project communications in creating awareness, engaging stakeholders, and disseminating results. The framework provides an overall picture of what kind of content and messages are appropriate for several audiences and channels. This is then translated into an editorial plan that allows 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 is set out, in order to meet the European, regional and local needs and make the best out of the project's aims. Moreover, in this report the targeted audiences, performance indicators, and the planned and /or implemented activities are outlined.

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 investments generation and pre-selection/ pre-evaluation.

The particular report serves an updated communication and dissemination (C&D) strategy including important strategic steps with regards to the C&D activities that have been and will be realised during the Triple-A duration. This strategic plan will be further elaborated in remaining the project period, by continuously implementing and adding more dissemination, communication, and exploitation activities.

The Triple-A Communication and Dissemination Strategy has been created with the aim of setting up a framework specifically developed to help with project communications in creating awareness, engaging stakeholders, and disseminating results. The framework provides an overall picture of what kind of content and messages are appropriate for each target audience and channel. This is then translated into an editorial plan that allows 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, in order to maximize its impact and trigger effects across the targeted stakeholders and communities. The main priority of the preliminary C&D plan is to disseminate acquired knowledge on an on-going basis and communicate it to a full range of stakeholders and targeted groups of potential beneficiaries. A range of activities and measures have been already implemented during the first year of the project to deliver appropriate content to key stakeholders. such as financing bodies, funds, banks, companies, policy makers and researchers.

It should be also highlighted the unforeseen circumstances that the whole world faced during 2020-2021 with the COVID-19 pandemic which caused an unprecedented situation at a global level. To contain the pandemic, most of the European countries enforces for significant periods strict border shutdown and lockdown measures. Cancelled events, postponed meetings are the first and obvious consequences in response to the COVID-19 crisis. Triple-A coordinator (NTUA) along with consortium members has taken several measures to address the crisis, starting with the adoption of actions in order to assure the needed flexibility for the effective project implementation. All events and face-to-face meetings were cancelled until further notice. Project meetings were organised virtually but the duration of them is restricted and therefore further 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 in order to ensure the dissemination of acquired knowledge on the on-going basis raise of awareness regarding Triple-A progress and activities.

The remaining report is structured as follows:

Section 2 introduces the communication and dissemination definitions and concept, the stakeholders' target groups, and the 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 are indicated in Section 5.

2 Communication and Dissemination Strategy

2.1 The Concept

It is common 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 indeed a lot in common, there are certain points which significantly differentiate them. As a starting point, communication and dissemination are both important as their main goal is to promote the project leading to awareness raising and increased interest, and finally enabling the project to make an impact. However, as a recent report¹ from the European IPR Helpdesk states, these two terms are different regarding the specific goal of promotion and the respective audience.

In particular, **communication** relates to the promotion of the project to general public in order 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 that are most probable 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 are aimed at achieving different goals, towards different targets, in different phases of a project, having (phase by phase) different material available. Communication of Triple-A results take several forms and use a variety of tools so as to ensure raising awareness, while disseminating project results to all interested stakeholders with personalised messages and objectives. Some activities are expected to have a greater impact than others, and thus, their value to the aims of the project may differ. Some tools have a greater impact than others, and thus, their value to the aims of the project differ.

Triple-A communication and dissemination activities ensure the raising awareness 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 defines the targets and the activities carried out, with their timing and implementation details and ensures that all communication and dissemination activities are performed to maximize Triple-A outreach in Europe, to all relevant stakeholders with personalised messages and objectives. In order to ensure the application of a successful communication and dissemination strategy that diffuse information but also contribute to the project’s reputation building, the detailed communication and dissemination plan has been based on the replies of the following critical issues:

What is our action aiming to clarify?

Who is or should be interested in the results?

What are we hoping to achieve by communicating / disseminating this action?

- long term goals;
- short term goals.

Who will we target in our dissemination activities?

Who can use our outcomes? (primary audience, secondary audience).

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

The communication and dissemination activities of the Triple-A results take several forms and use a variety of media.

Communication and dissemination activities use language that is non-technical and understandable to a wider audience. Interested parties need to know what has been achieved and why it is important for them. It is even possible that the same messages can be used for dissemination to different audiences, but the language should be adapted for each audience.

Concluding, although the main material's goal is similar, communication and dissemination actions differ on the message that is promoted, as well as the targeted audience.

2.2 Engagement of Target Groups

The Triple-A project is envisaged to be 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 as stakeholders to the project. The target groups that participate in the entire energy efficiency investments value chain and are the ones that provide the required knowledge to achieve the objectives of Triple-A along with their interactions are presented, in the following figure.

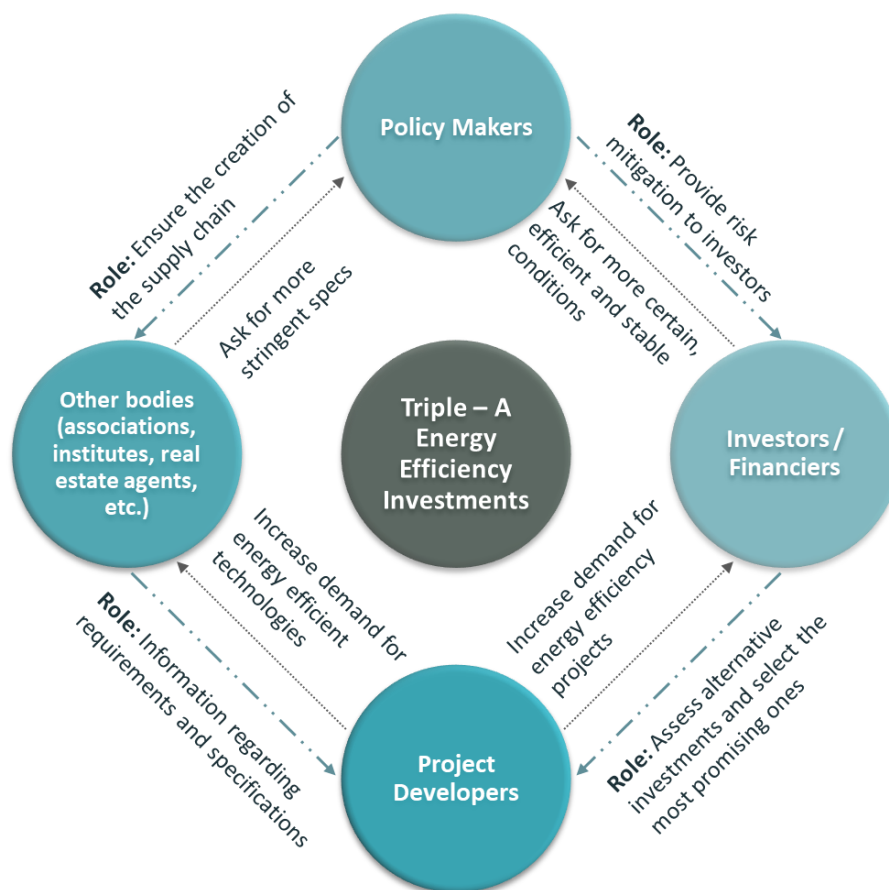


Figure 1: Triple-A Target Groups Interactions

The main target audience of Triple-A include 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.	Exploitation of project results; Triple-A will support these target groups in identifying “Triple-A” projects, with data evidence. They will provide key 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 will support these target groups on where to go, how to present their project ideas, to of interest for the banks, how to involve private sector, how to apply for funds.
C. Policy makers and Policy support Institutes	EC Directorates & Units, Governments and local authorities, Ministries who provide incentives and set the scene in a national and European level, as well as Policy support Institutes.	Triple-A Knowledge transfer to policy makers, in order 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 will bring 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 specification, 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 and will be organised either physical or online due to COVID-19 situation, in order to deliver Triple-A key outcomes encouraging stakeholders to offer their feedback. It is worth mentioning that Triple-A consortium will organise Capacity Building Webinars and Regional Training Workshops for each involved country in the form of webinars to exchange knowledge and expertise, present the Standardised Triple-A Tools along with useful training insights, in order to stimulate the interest and participation of key stakeholders.

Online material has been and will continually being produced in order to inform 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. 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.

The consortium places particular emphasis on facilitating this collaboration, establishing important links and closely integrating with other organisations carrying out similar or related research and analysis. This integration and collaboration effort has not only strengthened the research and knowledge base for

² <https://www.eefig.com/>

the research activities carried out in Triple-A, but also 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 towards the cases studies' implementation.</p> <p>One day Regional Training Workshops in each involved country will be organised to exchange knowledge / experience and stimulate the interest and participation of key stakeholders. They will also facilitate a dynamic dialogue mechanism, so as 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"> • 198 responses in 4 Triple-A questionnaires • 59 bilateral meetings with 72 participants <p>8 Regional Training Workshops - Bulgaria, Czech Republic, Germany, Greece, Italy, Lithuania, Spain and the Netherlands (20-30 key stakeholders in each, at least 10-15 stakeholders from financial community)</p> <p>Scheduled for autumn 2021</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 / categorization 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 in Triple-A website³</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 through the development of the standardised Triple-A Tools. Guidelines are available in report and video format for the identification of Triple-A investments; criteria, examples, and methodology assist the target groups.</p>	<p>User manual Tools</p> <ul style="list-style-type: none"> • User Manual report • Video with Instructions⁴
A – Financing bodies B –Companies / Project developers	<p>Lessons learnt will be 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</p> <p>To be issued in November 2021</p>
A – Financing bodies B –Companies / Project developers C – Policy makers and Policy support Institutes	<p>A sketch of policy frameworks and market architecture will be provided for each case study, with recommendation applicable for other European countries.</p>	<p>Triple-A Synthesis Paper for each case study/ Triple-A European Synthesis Paper</p> <p>To be issued in January 2022.</p>

³ <https://aaa-h2020.eu/database>

⁴ <https://www.youtube.com/watch?v=wd1XG4k6uyk>

Target Groups	Key Message	Action
A – Financing bodies B – Companies / Project developers C – Policy makers and support Institutes D – Researchers and Academia in Business and Techno – economic fields E – Other	<p>Triple-A through a variety of dissemination activities publicizes the project results, raises awareness and motivation, and diffuses knowledge towards all target groups.</p> <p>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.</p> <p>Triple-A partners get in touch with key stakeholders through their participation in business and industrial conferences and workshops, information days, tradeshows, and other events.</p>	<p>Communication and Dissemination Strategy already established from October 2019.⁵</p> <p>Creation of synergies with other relevant project & initiatives 48 synergies have been established⁶</p> <p>Participation in business and industrial conferences and workshops, information days, tradeshows, and other events. Participation in 54 events⁷</p>
A – Financing bodies B – Companies / Project developers C – Policy makers and support Institutes	<p>The Final European Roadshow Event in Brussels will be organised to raise awareness and share the project findings at the EU level, ensuring their reproducibility and exploitation.</p>	<p>Final European Roadshow Event on Energy Efficiency Financing (100 participants, 50% of which from the financial sector) To be organised in February 2022.</p>

Engagement of Triple-A Advisory Board Members

Standardised Triple-A Tools have been finalised, however, on the one hand input is still needed in order to be enhanced (both in front and back end), become as user friendly as possible, and meet the target groups expectations and needs. On the other hand, effort is also required to further promote the Triple-A Tools to financing institutions and project developers (several activities are being organised towards this direction, events, etc.).

Advisory Board Members will be fully engaged on discussing issues that will be brought up by consortium members, providing feedback and input on Triple-A activities (workshops, surveys, tools), and advice on any corrective measure needed for Triple-A project. The Advisory Board members are being mobilised to facilitate interlinkages with targeted stakeholder groups in the EU and support project dissemination activities, acting as “project ambassadors”, by keeping informed their organisations and various networks on the project activities and outcomes. Advisory Board Members will be mobilised as presented in the following activities:

- Constant bilateral meetings between Triple-A partners and Advisory Board Members on gathering useful insights regarding the enhancement of Triple-A Tools and Database, considering projects’ evaluations, risks’ thresholds, criteria weights, mitigation strategies, etc.
- Advisory Board Members will be invited to test the Triple-A Tools with real project data.
- An up-to-date list of unanswered questions on Triple-A methodology and Tools have been composed and will be distributed to Advisory Board Members in order to gather feedback on these issues (Tools’ architecture and methodology, surveys, outputs, etc.).

⁵ 1st version of D7.2: Communication and Dissemination Strategy in October 2021. <https://aaa-h2020.eu/results>

⁶ <https://aaa-h2020.eu/synergies>

⁷ <https://aaa-h2020.eu/external-events>

- Advisory Board Members will be invited to participate in Triple-A internal meetings and consortium calls (i.e., monthly WP Leaders Meeting, Project Meetings) when needed in order to be informed about key developments and outcomes, challenges, and next steps of the project.
- Advisory Board Members will be invited to participate in Triple-A Capacity Building Webinars (organised in 8 case study countries from May until June 2021), Regional Training Workshops (organised in 8 case study countries from September to November 2021), and other major Triple-A dissemination events (such as EUSEW, Triple-A Final European Roadshow).

Synergies with relevant organisations/ companies

The following list presents the most important synergies along with respective actions created with organizations clearly connected with Triple-A objectives or representing significant stakeholder groups and projects/initiatives, not so clearly connected with Triple-A but with important added value.

- Bilateral synergy with EnerSave Capital and discussion on possible synergies, reviewing and commenting on reports, and becoming 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 projects using Triple-A Tools through sustainable investment pathway 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 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 BuildUpon project. Good networking opportunity, as SEVEN is a member of participating Czech national partner Czech Green Building Council (CZGBC).

2.3 Performance Indicators

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

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. 	Accomplished Project Identity: design in the proposal stage – finalization in September 2019 (M1). Graphic Guidelines: delivered in September 2019 (M1) 8 Logos for the Triple-A Standardised Toolkit 1 X-mas Logo
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. 	Website online from Nov 2019; 21,125 pageviews and 13,423 users; 2.5% returning
e-Newsletters	<ul style="list-style-type: none"> 4 e-Newsletter issues with more than 200 clicks per newsletter (at least 50% of which from financial community), click-through rate of 30%. 	11 items; 33.49% Opened; 410.2 Total clicks (average)
Use of digital platforms	<ul style="list-style-type: none"> At least 20 announcements, reports' posts, etc. in partners' and relevant sites and platforms. 	65 references
Promotional Brochure	<ul style="list-style-type: none"> Creation in M2; 200 downloads per year; printed version distributed in 1,000 copies. 	2 leaflets & 2 brochures 83 downloads; 167 distributed
Poster	<ul style="list-style-type: none"> 100 downloads per year; Visible in at least 4 events 	2 posters created for the Kick-off meeting in September 2019 (M1) & 1 roll-up poster. 56 downloads Poster; banners; QR codes
Factsheets	<ul style="list-style-type: none"> 1 for each case-study country; 1 with the final project results 	5 factsheets developed on Triple-A objectives, activities, methodology 29 downloads.
Scientific Papers	<ul style="list-style-type: none"> At least 4 papers submitted to scientific journals or to a Special Issue, at least 8 conference papers 	2 published papers 1 paper under review 4 conference papers 1 policy paper
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. 	28 articles (7 partners' press releases); 65 references
Social Media	<ul style="list-style-type: none"> More than 500 followers in 4 years; Reach of about 4,000 recipients via partners accounts 	Twitter & LinkedIn own analytics, Twitonomy, document gathering the screenshots:

Activity	Target	Status
		LinkedIn: 214 followers Twitter: 240 followers Instagram: 102 followers YouTube: 238 views
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. 	8 Advisory Board Members; 557 stakeholders identified
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. 	198 responses in the 4 Triple-A Questionnaires; 59 bilateral meetings with 72 participants
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 financial community. 	To be organised in autumn 2021.
Webinars	<ul style="list-style-type: none"> Webinar series addressing asset owners and project developers. 	8 Capacity Building Webinars in Triple-A case study countries webinars to share knowledge relevant for financing energy efficiency projects in the EU: The Netherlands: 21.04.2021 Czech Republic: 18.05.2021 Greece: 26.05.2021
Final European Roadshow Event	<ul style="list-style-type: none"> Topic: Energy Efficiency Financing; 100 participants, 50% of which from the financial sector. 	To be organised in February 2022.
Impact on policymakers	<ul style="list-style-type: none"> 10 references to the results/findings gained within Triple-A from governance bodies at the targeted countries; Creating bilateral exchange with at least 4 additional MS governments or regulators on their national strategy for energy efficiency financing. 	Now that the Tools are finalised, they will be presented to market players, regulators, and government representatives across the case study countries
Digital Platforms	<ul style="list-style-type: none"> Submission of promising energy efficiency projects to related European platforms for strategic investments (e.g., European Investment Project Portal – EIPP, EIB's Private Finance for Energy Efficiency (PF4EE) programme). 	N/A

3 Standard Dissemination Tools

3.1 Triple-A Logo

The creation of the logo and the accompanying chromatic palette is of great importance since it establishes the project's visual identity and eventually supports "brand recognition" via an eye-catching concept. The Triple-A logo is used in every promotional material and channel as well as outcome of the project (reports, website, social media, etc.) to achieve direct connection with the project. In order to create the logo a number of eight alternative project logos were designed during the proposal phase of the project. The official project logo was decided through an electronically voting procedure among the Consortium. The final Triple-A logo is illustrated in the following Figure.



Figure 2: Triple-A Logo

The alternative logos which were considered in the voting process are illustrated in the Figure below.



Figure 3: Triple-A Considered Logos

Guidelines on the use of the logo and the visual identity are provided via the report "D7.1 Identity Guidelines" that was submitted by NTUA at the end of September 2019. More specifically, the aforementioned report provides the elements of visual identity for Triple-A project, as well as the guidelines for their proper use and reproduction. It serves as a reference manual for applications in communication and advertising associated with this project. The following figure illustrates the Triple-A Logo Guidelines.

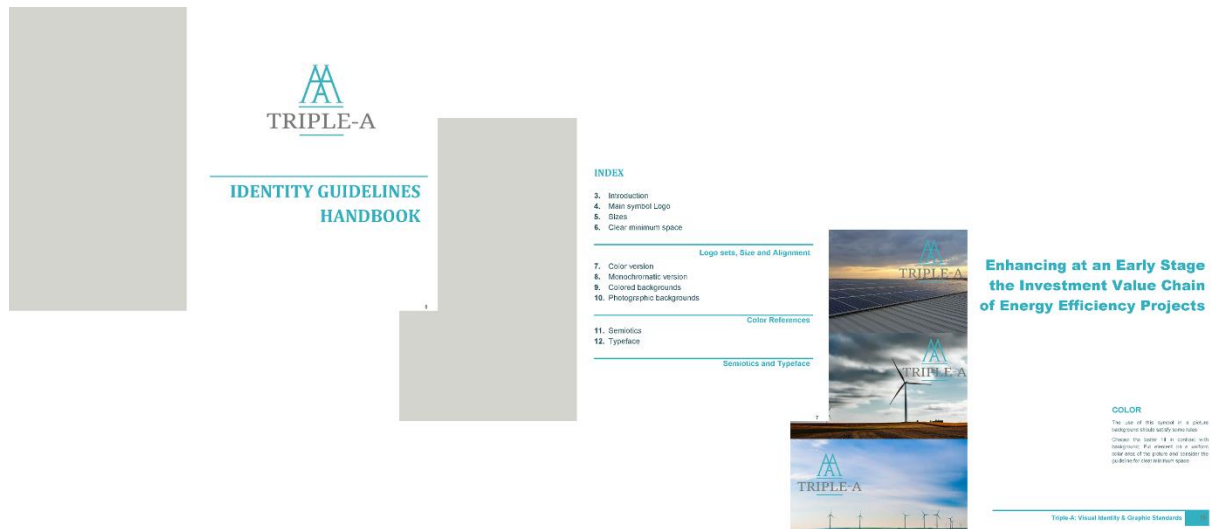


Figure 4: Triple-A Logo Guidelines

Eight (8) 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) 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 5: Triple-A Tools' Logos

One logo was also design for Christmas wishes in emails and social media



Figure 6: Triple-A X-mas logo

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

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.) Six (6) 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.

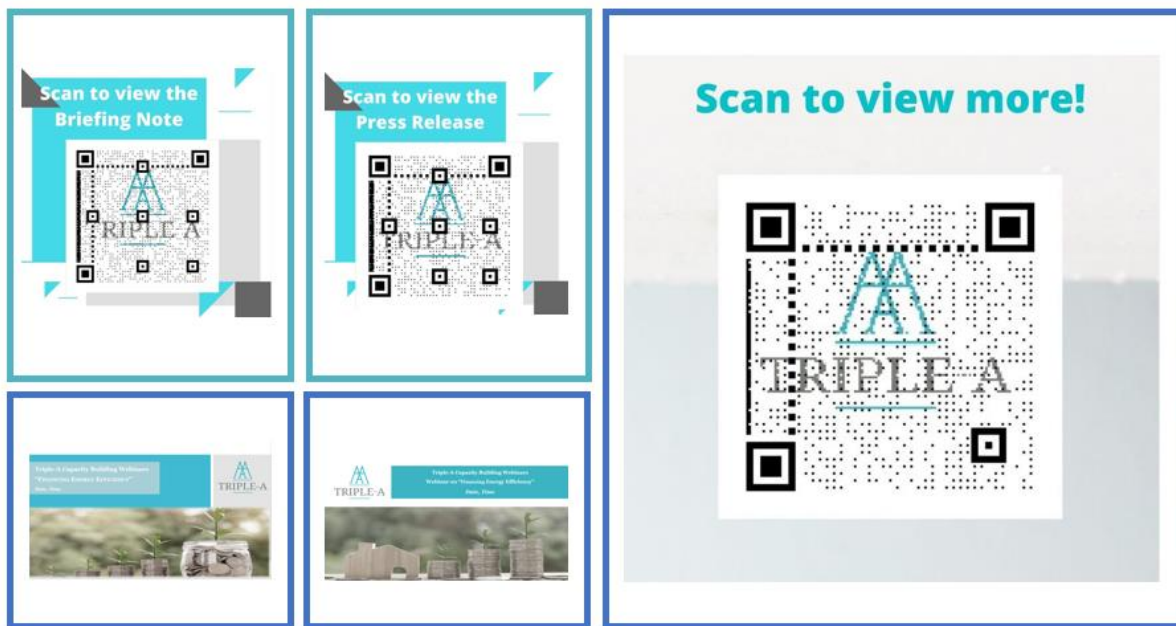


Figure 7: Triple-A QR Codes and Banners

3.3 Triple-A Templates

Triple-A templates for presentations, reports, briefing notes, agendas, newsletters and press releases were created so as to be used by partners in their promotional activities (events' organisation, presentations in events, outcomes and opinions publishing, etc.) while in the same time maintaining a consistent project identity. The templates have been shared with partners, and along with the project's logo and graphic guidelines, and the social media banners constitute the achievement of the first milestone of Triple-A. The following figure illustrates the Triple-A templates.



Figure 8: Triple-A Templates

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.



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 9: Triple-A Email Signature Template

3.4 Triple-A Promotional Brochure

In order to promote Triple-A action to interested audiences, even before the beginning of Triple-A, a promotional leaflet had been created in order to disseminate the project concept to the academic community. The project has been used in several interventions (see relevant section) and after the official start of Triple-A it has been updated to include information on the funding of the project. Moreover, it was translated in Czech to be used in national events and disseminated among national stakeholders' networks.



Figure 10: Triple-A leaflet, (a&b in English, c in Czech)

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. The brochures present the project in a simple and attractive way, with icons and infographic elements putting the spotlight on the key figures demonstrating the potential of energy efficiency investments and lost opportunities. The brochures are available in the project's website and have been used in events organised by Triple-A or in which partners have participated.

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, 1000 printed copies of these material should have been printed. However, it was decided to raise the effort on disseminating these materials through online events, social media accounts and Triple-A website and consequently, the printed copies were reduced as the organisation of physical events was reduced to minimum. The brochures are showcased in the following figures.

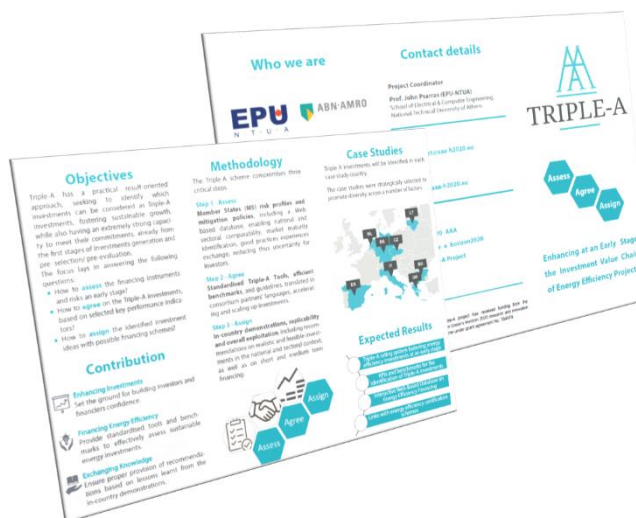


Figure 11: 1st Triple-A Brochure



Figure 12: 2nd Triple-A Brochure

3.5 Triple-A Presentation

A standard Triple-A presentation has been developed, briefly describing the project's aims, objectives, contents, expected results and participants. It has been used by the partners 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 audience/events.

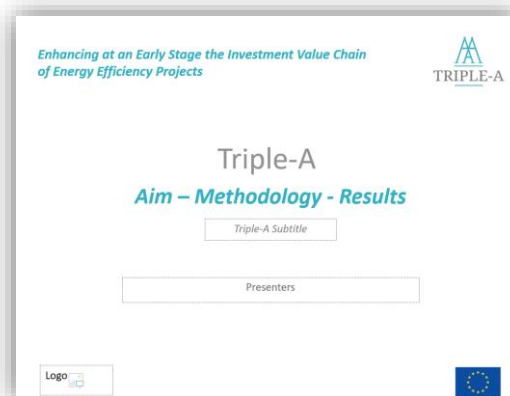


Figure 13: Triple-A Presentation

3.6 Triple-A Poster

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

Specifically, the kick-off meeting posters include the project's title and logo, the title, date and venue of the meeting, the Triple-A social media channels and consortium partners' logo. Moreover, the project-focused roll-up poster contains basic information such as the project's title; contact details and social media channels; the consortium partners' logos; the project objectives; the "Assess-Agree-Assign" concept, and actions included in of each step and, finally, the 8 case studies (Germany, The Netherlands, Greece, Italy, Spain, Lithuania, Czech Republic, Republic of Bulgaria). The posters developed for the kick-off meeting and the roll-up poster are shown in the following figures.



Figure 14: Triple-A posters for the Kick-off meeting

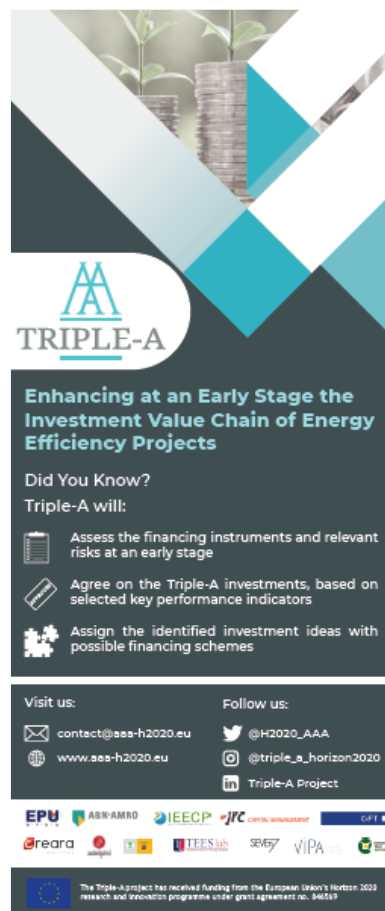


Figure 15: Triple-A Roll-up Poster

3.7 Triple-A Infographics

The 1st 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 objective 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 16: The 1st 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.

3.8 Triple-A Videos

Within the framework of the EUSEW2020 Side Policy Session, the “The Triple-A project”⁸ video was produced. 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, as well as the outcomes and Triple-A Tools.

⁸ <https://www.youtube.com/watch?v=5H74C2KRtUM>



Figure 17: 1st Triple-A video

Triple-A partners from NTUA participated in the XIV Balkan Conference on Operational Research (Virtual BALCOR 2020) which was held virtually on the 1st and the 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 at Triple-A YouTube channel⁹.



Figure 18: 2nd Triple-A video

Two (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.

⁹ <https://www.youtube.com/watch?v=Tg836VySNxs>

3.9 Triple-A Factsheets

Factsheets¹⁰ ensure the dissemination of the project results. Already five (5) factsheets have been developed presenting among other the summary of the context and overall objectives, work performed and main results achieved, progress beyond the state of the art, expected results and potential impacts.

In addition, at least one factsheet per case study country will be created including information on the identified “Triple-A investment projects” and funding schemes within the country. Finally, an additional factsheet will be developed presenting the key learning outcome from Triple-A and ways to support the involvement of financial sector and project developers in EE projects.

The factsheets will be published in English and translated in the relevant language of the project's consortium countries. Factsheets will mainly be disseminated during the Triple-A events, especially in the regional workshops and Final Conference.

3.10 Triple-A e-Newsletters

A series of e-Newsletters have been released in order to promote the project and its events as well as to disseminate Triple-A outcomes. The e-Newsletter has been disseminated to relevant stakeholders at EU and MS level who have already subscribed and have provided their consent to receive electronic communications regarding Triple-A progress, according to GDPR compliance. E-Newsletters are further disseminated via the IISD peer-to-peer community mailing lists¹¹, and are available on website. A newsletter template which follows the project visual identity has been created, and four newsletter issues have been prepared and sent to the aforementioned lists. E-Newsletters' content is drafted by NTUA in collaboration with partners.

Triple-A Newsletter, Issue 1, November 2019

The 1st Issue of Triple-A Newsletter¹² was launched in November 2019 and included general information on the Triple-A project, namely a brief introduction and the Triple-A Aim, scheme and case studies, as well as information on the Kick-off meeting and several external events in which Triple-A representatives participated.

Triple-A Newsletter, Issue 2, March 2020

The 2nd Issue of Triple-A Newsletter¹³ was launched in March 2020 and included information on the Triple-A Advisory Board, the up-to-date Triple-A reports and publications, information on external events in which Triple-A representatives participated and the Triple-A brochure along with the 1st infographic.

Triple-A Newsletter, Issue 3, June 2020

The 3rd Issue of Triple-A Newsletter¹⁴ was launched in June 2020 and included information on the up-to-date Triple-A reports, several external events in which Triple-A representatives participated, the

¹⁰ <https://aaa-h2020.eu/factsheets>

¹¹ <http://enb.iisd.org/email/indextest.php>

¹² <https://preview.mailerlite.com/z2u7s3/>

¹³ <https://preview.mailerlite.com/f1e2v0/>

¹⁴ <https://preview.mailerlite.com/e9o9o3>

EUSEW 2020 upcoming policy session, the Triple-A brochure and the 1st infographic, while a dedicated section on cross-promotion of sister projects was included.

Triple-A Newsletter, Issue 4, July 2020

The 4th Issue of Triple-A Newsletter¹⁵ was launched in July 2020 and promoted the current version of available Standardised Triple-A Tools, the Triple-A Web-based Database and the accompanying reports, as well as external events in which Triple-A representatives participated.

Triple-A Newsletter, Issue 5, December 2020

The 5th Issue of Triple-A Newsletter¹⁶ was launched in December 2020 and promoted a Triple-A Briefing Note, New Reports, Events, such as the Briefing note on energy transition in buildings, the Report "Communication Material and Media Coverage", the "De-risking Energy Efficiency Investments" Sustainable Places 2020 Workshop, the Triple-A Stakeholders Working Meeting, the "The Value of Energy Management Practices in the Business Sector" online event.

3.11 Triple-A Press Articles

3.11.1 Triple-A Articles 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 Triple-A message.

IEECP Newsletter, Issue September 2019

Triple-A has been promoted via the September 2019 issue of IEECP's Newsletter¹⁷. The Triple-A scope and objectives were presented along with announcement for the KoM and actions to be undertaken for the effective implementation of the project.

IEECP Newsletter, Issue February 2020

Triple-A has been promoted via the February 2020 issue of IEECP's Newsletter¹⁸. 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.

¹⁵ <https://preview.mailerlite.com/w8s9n7/>

¹⁶ <https://preview.mailerlite.com/m1j9m8>

¹⁷ <http://www.ieecp.org/ieecp-newsletter-september-2019/>

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

IEECP Newsletter, Issue April 2020

Triple-A has been promoted via the April 2020 issue of IEECP's Newsletter¹⁹. 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 June 2020

Triple-A has been promoted via the June 2020 issue of IEECP's Newsletter²⁰, where Triple-A participation in "Renovation Wave: What's in for Greece?" event was highlighted along with the participation at the EU Sustainable Energy Week 2020 (EUSEW 2020) with other experts from H2020 funded projects.

IEECP Newsletter, Issue June 2020

What happens when (great) EU projects gather forces? They share insights, organise events and support each other's. The events section of the Newsletter²¹ presents the EUSEW event collaboration between U-Cert, QUEST, LAUNCH, SENSEI, Triple-A, and NOVICE.

IEECP Newsletter, Issue Summer 2020

Triple-A has been promoted via the Summer 2020 issue of IEECP's Newsletter²², where the press release regarding post-covid-19 new era for Energy Efficiency Investments and Economy Recovery was promoted.

IEECP Newsletter, Issue September 2020

The newsletter²³ presents the NOVICE - Innovation in building retrofits for energy efficiency and demand response - newsletter that mentions Triple-A.

IEECP Newsletter, Issue February 2021

The newsletter includes²⁴ Triple-A Article "Hiding fossil fuel subsidies under clean energy targets?", IEECP and ABN AMRO collaboration for energy efficient projects in The Netherlands, and Triple-A Survey on Building Sector: The Case of Greece

NOVICE newsletter, Issue July 2020

Triple-A was presented and further promoted in NOVICE H2020 final newsletter²⁵. NOVICE announced its successful completion by introducing sister projects to stakeholders' network, in order to be updated for energy efficiency financing area.

¹⁹<http://www.ieecp.org/ieecp-newsletter-april-2020-efficiency-first-tackling-energy-poverty-and-the-climate-emergency-and-more/>

²⁰<http://www.ieecp.org/ieecp-newsletter-june-2020-efficiency-first-examples-design-implementation-and-mrv-of-energy-efficiency-programmes-and-more/>

²¹https://ieecp.org/?wysija-page=1&controller=email&action=view&email_id=21&wysijap=subscriptions

²²<http://www.ieecp.org/ieecp-newsletter-summer-2020-efficiency-first-examples-energy-efficiency-projects-financing-and-more/>

²³https://ieecp.org/?wysija-page=1&controller=email&action=view&email_id=23&wysijap=subscriptions

²⁴https://ieecp.org/?wysija-page=1&controller=email&action=view&email_id=25&wysijap=subscriptions

²⁵<https://mailchi.mp/9b8faaf0c465/find-out-our-latest-news-on-energy-efficiency-and-demand-response-novice-project-newsletter-october-5043462>

3rd EENVEST Newsletter, Issue December 2020

Triple-A was presented in the 3rd EENVEST Newsletter²⁶, Issue December 2020 promoting De-risking Energy Efficiency Investments Workshop in Sustainable Places 2020.



Figure 19: Indicative example of Triple-A references in Newsletters

3.11.2 Triple-A Articles in Relevant Media

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 website²⁷.
- Article “Enhancing at an Early Stage the Investment Value Chain of Energy Efficiency Projects” at BUILD UP the European Portal for Energy Efficiency in Buildings²⁸.
- Article “Risks of Energy Efficiency Financing and Mitigation Strategies Typology” at the IEECP website²⁹.
- Article “Energy Efficiency Projects” at Platform for African – European Partnership in Agricultural Research for Development³⁰.
- Article “Pomáháme Zlepšovat Investování Do Projektů V Oblasti Energetické Účinnosti” at SEVEN website³¹.

²⁶ <http://www.eenvest.eu/wp-content/uploads/2020/12/NewsletterEENvest3final-1.pdf>

²⁷ <https://www.adelphi.de/en/project/supporting-energy-efficiency-investments-early-stage>

²⁸ <https://www.buildup.eu/en/explore/links/triple-project>

²⁹ <http://www.ieecp.org/report-risks-of-energy-efficiency-financing-and-mitigation-strategies-typology/>

³⁰ <http://paepard.blogspot.com/2020/01/energy-efficiency-projects.html>

³¹ <https://eebw.cz/cs/aktualita/pomahame-zlepsovat-investovani-do-projektu-v-oblasti-energeticke-ucinnosti>

- Article “Enhancing at an Early Stage the Investment Value Chain of Energy Efficiency Projects” at TEESLab website³².
- Article “Triple-A: Enhancing at an Early Stage the Investment Value Chain of Energy Efficiency Projects, European Commission, H2020” at EPU-NTUA website³³.
- Blog article “How to unlock lasting value” ³⁴
- IEECP Article “Can energy efficiency investments become more transparent, predictable and attractive for investors, financiers and project developers? News from the Triple A project” ³⁵
- Article in “IEECP Annual Report 2019” ³⁶
- Article “Enhancing at an Early Stage the Investment Value Chain of Energy Efficiency Projects” at BUILD UP the European Portal for Energy Efficiency in Buildings³⁷.
- Article “HORIZON 2020 Projektas Triple-A” at VIPA website³⁸.
- Article about Triple-A Methodology and Tools with title “Risk-reducing approaches for energy efficiency projects” published in Czech Language, in SEVEN semi-annual bulletin³⁹.
- Article promoting Triple-A project and its result with the title Kviečiame dalyvauti tarptautinio projekto „Triple-A“ konsultacijose at VIPA website⁴⁰.
- Article “Snižování Rizika Investování Do Projektů Energetické Účinnosti” at SEVEN website⁴¹
- Final Report on Correlation Analysis between Energy Efficiency & Risk by Energy Efficient Mortgages initiative (EEMI)/EeDaPP⁴².
- The May 2020 Issue of INZEB Newsletter refers to the participation of Triple-A in the webinar “Utilisation of new tools and models for buildings’ energy renovation and for investments”, organised in April by INZEB and AVAG⁴³.
- Article by NTUA and IEECP “Hiding fossil fuel subsidies under clean energy targets?” in euractiv⁴⁴.
- Article by NTUA and IEECP in Greek “Επιδοτώντας ορυκτά καύσιμα πίσω από τους στόχους για την ενέργεια και το κλίμα” at energypress⁴⁵.

³² <https://teeslab.unipi.gr/portfolio-item/triple-a-enhancing-at-an-early-stage-the-investment-value-chain-of-energy-efficiency-projects/>

³³ <https://www.epu.ntua.gr/node/333>

³⁴ <https://greenink.blog/2020/01/02/how-to-unlock-lasting-value/>

³⁵ <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/>

³⁶ <http://www.ieecp.org/wp-content/uploads/2020/09/IEECP-annual-report-2019.pdf>

³⁷ buildup.eu/en/explore/links/triple-project

³⁸ <https://www.vipa.lt/apie-vipa/dalyvavimas-projektuose/horizon-2020-projektas-triple-a/>

³⁹ <https://www.svn.cz/cs/aktualita/zpravy-ze-seven-2020>

⁴⁰ <https://www.vipa.lt/kvieciame-dalyvauti-tarptautinio-projekto-triple-a-konsultacijose/>

⁴¹ <https://www.svn.cz/cs/aktualita/snizovani-rizika-investovani-do-projektu-energeticke-ucinnosti>

⁴² <https://aaa-h2020.eu/index.php/related-content/final-report-correlation-analysis-between-ee-risk-ee-mortgages-initiative>

⁴³ <https://mailchi.mp/8d08ac17c2ec/inzeb-news-may2020-2728768>

⁴⁴ <https://www.euractiv.com/section/energy/opinion/hiding-fossil-fuel-subsidies-under-clean-energy-targets/>

⁴⁵ <https://energypress.gr/news/epidotontas-orykta-kaysima-piso-apo-toys-stohoy-s-gia-tin-energeia-kai-klima>

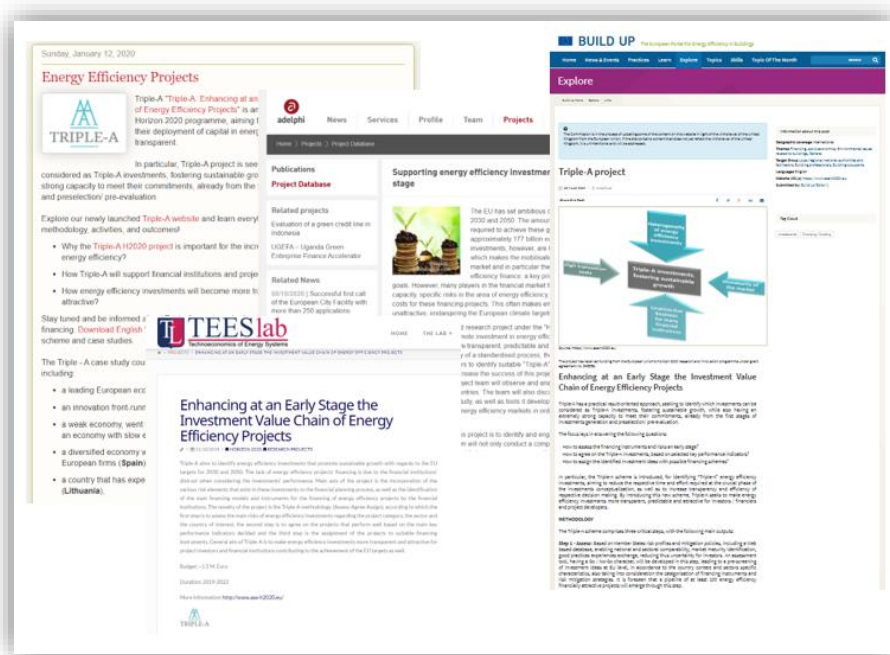


Figure 20: Indicative example of published articles regarding Triple-A in relevant media

3.12 Triple-A Press Releases

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

Triple-A Press Release, Issue January 2020⁴⁶

Title: Triple-A Website is now Online!

Triple-A Press Release, Issue June 2020⁴⁷

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

Triple-A Press Release, Issue October 2020⁴⁸

Title: De-risking Energy Efficiency Investments Workshop

⁴⁶ <https://preview.mailerlite.com/m0y5o9/>

⁴⁷ <https://preview.mailerlite.com/w7h3h3/>

⁴⁸ <https://preview.mailerlite.com/m3k1q30>

Triple-A Press Release, Issue December 2020⁴⁹

Title: Triple-A Questionnaires on Energy Efficiency Financing

Triple-A Press Release, Issue January 2021⁵⁰

Title: Triple-A Questionnaire on Building Sector: Highlights

Triple-A Press Release, Issue March 2021⁵¹

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

3.13 Triple-A Social Networks

To ensure communication and dissemination activities start as soon as possible, Social Media accounts have been created on Twitter⁵², LinkedIn⁵³, Instagram⁵⁴ and YouTube channel even from the beginning of Triple-A. The accounts of Triple-A in social media are the following:

Twitter: [@H2020_AAA](https://twitter.com/H2020_AAA)

LinkedIn: [Triple-A Project](https://www.linkedin.com/company/triple-a-project)

Instagram: [triple_a_horizon2020](https://www.instagram.com/triple_a_horizon2020/)

YouTube: [TripleA Horizon 2020](https://www.youtube.com/channel/UCvH2020AAA)

Key Twitter accounts that are used as multipliers include among others several European Commission accounts such as @EU_Finance, @EU_H2020, @EU_EASME, @inea_eu, @EU_ecoinno, @H2020EE, @Energy4Europe, @EU_ENV, @EUClimateAction, @SfEP, etc. Key Twitter accounts that we will use as leverage include @icpeurope, @ftfinancenews, @eeperformance, @WMBtweets, @DrSteveFawkes, etc. In addition, appropriate hashtags (such as #H2020_AAA, #EUfunded, #H2020, #horizoneu, #ResearchImpactEU, #Horizon2020, #H2020EE, #sustainablefinanceeu, #research, #energysolutions, #EnergyEfficient, #Investment, #Finance, etc.) have been identified and are used in order to expand Triple-A's social media outreach. Constant communication and regular promotion of news to the various communities through such media will be continuously pursued until the end of the project life as it shall substantially increase the Triple-A impact. In addition, dissemination through the partners' social media accounts is envisaged and has been encouraged to share information about the project and increase stakeholders' participation. It is envisaged that Triple-A social media accounts will have about 500 followers in the upcoming 4 years. The following figure presents the Triple-A social media accounts.

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

⁵⁰ <https://preview.mailerlite.com/l3l3q6>

⁵¹ <https://preview.mailerlite.com/e0b5l2>

⁵² https://twitter.com/H2020_AAA

⁵³ <https://www.linkedin.com/company/triple-a-project>

⁵⁴ https://www.instagram.com/triple_a_horizon2020/

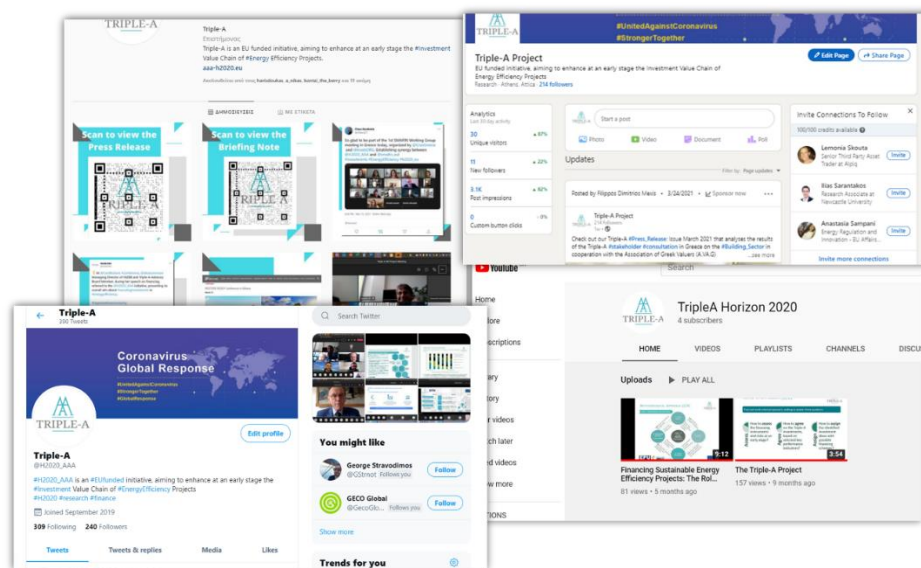


Figure 21: Triple-A Social Media Accounts

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

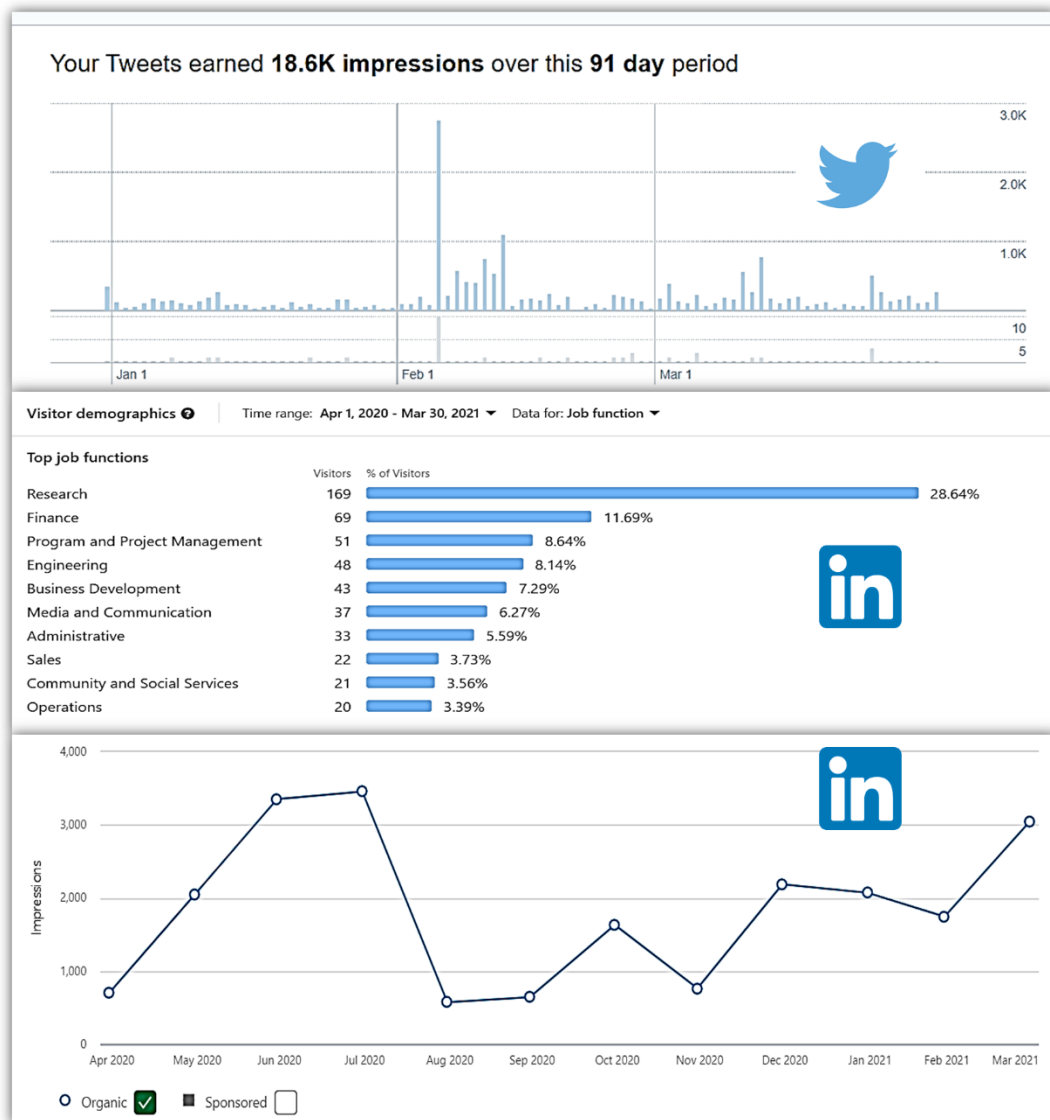


Figure 22: Triple-A Social Media Analytics

3.14 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.



ResearchGate⁵⁵

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.



Capacity4Dev⁵⁶

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 Lists⁵⁷

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.



MyEuropa⁵⁸

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.

⁵⁵ <https://www.researchgate.net/project/Horizon-2020-Triple-A-project>

⁵⁶ <https://europa.eu/capacity4dev/>

⁵⁷ <http://sdg.iisd.org/sdg-update/about-the-sdg-update-newsletter/>

⁵⁸ <http://v2014.my-europa.eu/>



Energypedia⁵⁹

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.



Zenodo⁶⁰

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.

⁵⁹ https://energypedia.info/wiki/Main_Page

⁶⁰ <https://zenodo.org/>

4 Triple-A Website

The website⁶¹ development is of significant importance for the effective promotion of the Triple-A action, as it contributes to target groups' awareness raising and it creates interest and attracts potential contributions to the whole effort. It has already been developed and includes all the project information, such as title, logo, brief description, objectives, methodology, work structure, expected contribution, consortium members, as well as project outputs, such as Web-based Database on Energy Efficiency Financing, Standardised Triple-A Toolbox, deliverable, dissemination material, social media.

Moreover, the website contains information on the events organised by the project, as well as the events in which Triple-A partners have participated in, 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 Triple-A website have already been included on the websites of all consortium partners.

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

Home	Tools
About	<i>Database on Energy Efficiency Financing</i>
<i>Triple-A in brief</i>	<i>Standardized Triple-A Tools</i>
<i>Methodology</i>	Library
<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>
News and Events	Communication
<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>
Subscribe for Our Newsletter	
Let's get in touch	
Quick Links	

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

⁶¹ <http://aaa-h2020.eu/>

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.

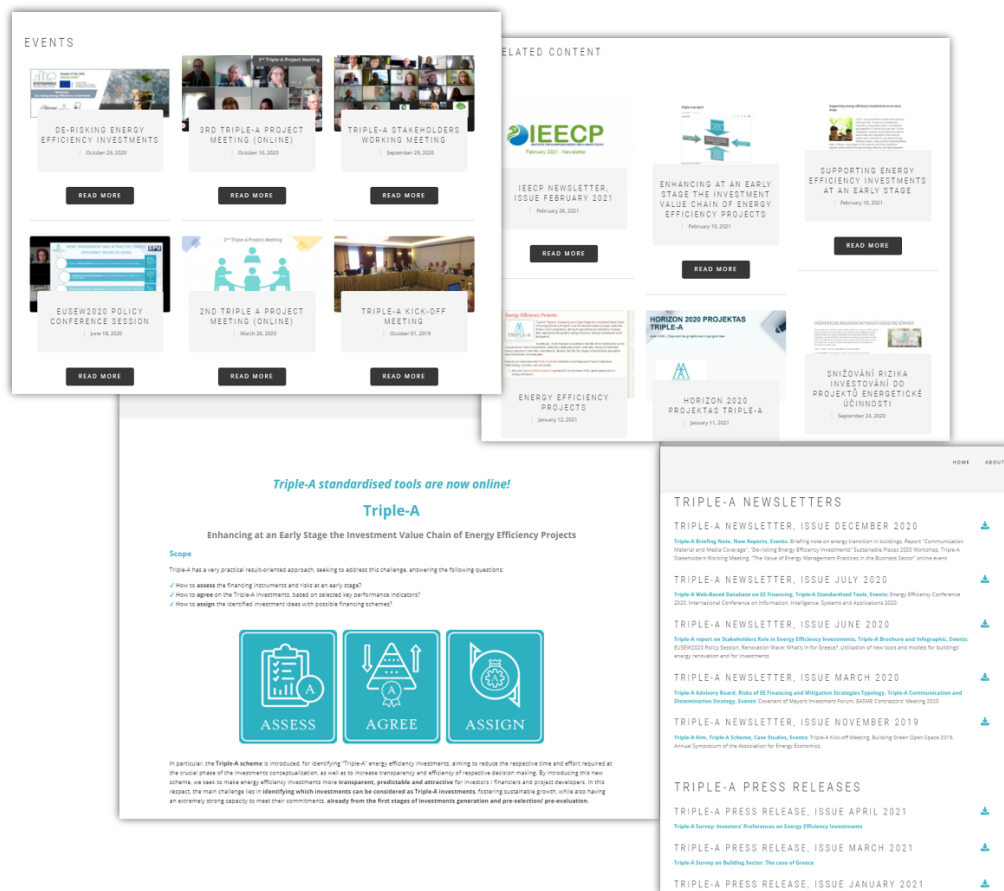


Figure 23: Triple-A Website

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

Standardised Triple-A Tools

A small introduction and description of the tools is given and the link that redirects to the Triple-A Tools follows. The following figure presents sections from the Triple-A Tools⁶².

⁶² <https://aaa-h2020.eu/tools>

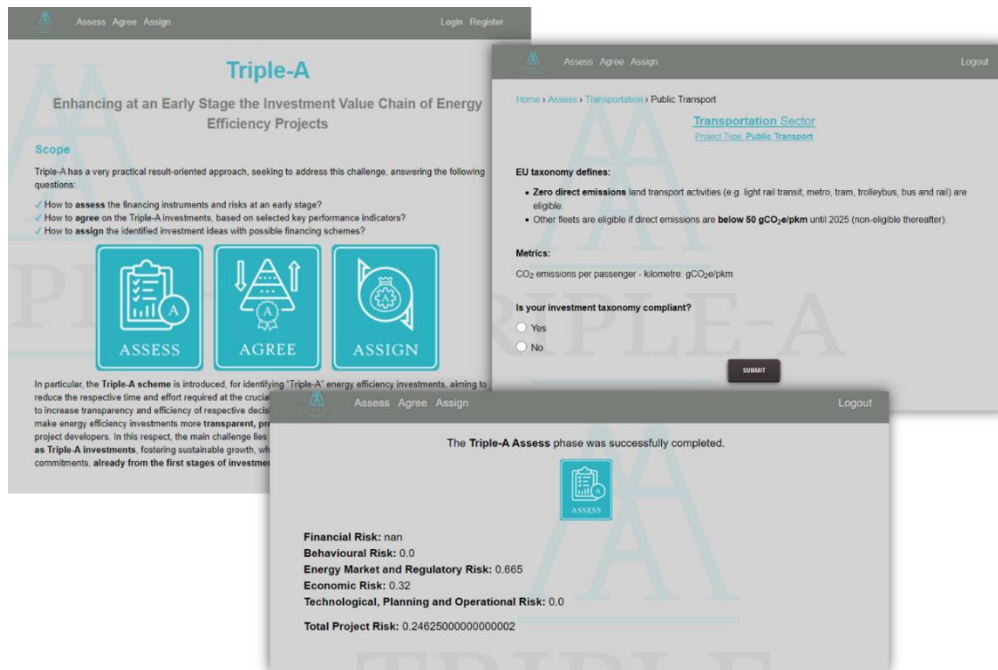


Figure 24: Triple-A Tools within Triple-A website

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.

Assign Tool: Triple-A Assign Tool is a multidimensional platform consisting of numerous interfaces according to the different types of beneficiaries.

Web-based Database on Energy Efficiency Financing

The Triple-A Web-based Database on Energy Efficiency Financing⁶³ 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.

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.

⁶³ <https://aaa-h2020.eu/database>

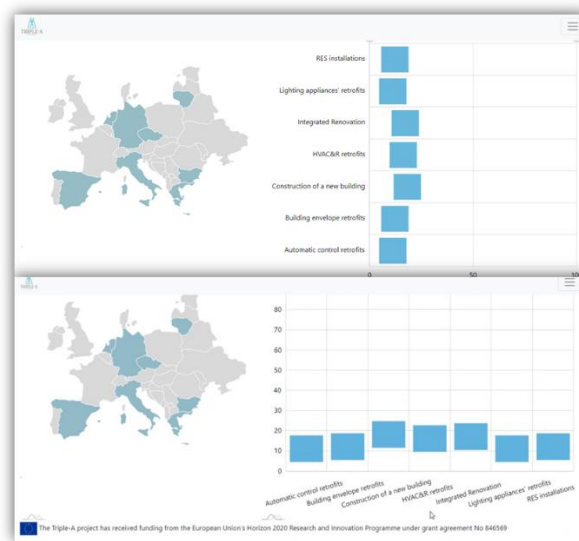


Figure 25: Triple-A Web-based Database on Energy Efficiency Financing within Triple-A website

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 Special Issue

Articles for a special issue of a knowledgeable International Journal on the energy efficiency financing. These activities will ensure that Triple-A and its results will be made known to the specific interested parties and scientific target groups. A table containing potential high-quality journals in which Triple-A scientific publications could be published will be created in order to discuss them with partners. This activity will be coordinated by NTUA.

5.2 Scientific Publications

Even though Triple-A is a CSA project, targeted research publications are foreseen in Grant Agreement and have been developed in order for the methodologies to be validated 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.

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 paper 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. *(related to WP4)*

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 standardized, investor recognizable 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 Standardized 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 standardization 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.

5.3 Synergies with other relevant EU initiatives

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

Triple-A has established synergies with 48 Horizon 2020 projects and relevant initiatives (latest entries: FRESCO, ENTRACK, Re-MODULEES, ComAct, EXCITE, SMARTER Finance for families, Persephone, SMAFIN, POWERPOOR, SPEEDIER, E2DRIVER, Innoveas DEESME, SMEmPOWER efficiency, ICCEE, EEnvest). Dialogue and continuous exchange of information is taking place either in the form of bilateral teleconferences, email exchanges, or in the form of focus groups.

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

More particularly, Triple-A belongs to a group of 13 EU funded H2020 projects 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.⁶⁴
- 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”.

⁶⁴ <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>

- 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.

The second group of 7 H2020 projects that Triple-A participates consists of: Triple-A, SPEEDIER, Innoveas, DEESME, ICCEE, SMeMPOWER efficiency and E2DRIVER. Monthly meetings are organised and several discussions are taking place. The group is planning a joint publication, as well as a joint event at the EU Green Week 2021, the World Sustainable Energy Days - WSED and the EUSEW 2021, as well as a collaboration using social media and website channels.

A special synergy has been established with **EEFIG project** (NTUA is a partner of EEFIG). Dr. Spiros Mouzakitis (HOLISTIC P.C.) 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”⁶⁵.

Another synergy that is currently being established 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.

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 questionnaire developed), and exploring future collaborations on results, events, and dissemination actions. This collaboration has also resulted to 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 sharing regularly news with sister projects Newsletters and exchange of social media posts.

⁶⁵ https://ec.europa.eu/eefig/news/reflections-3rd-eefig-industry-working-group-meeting-2021-03-03_en



Figure 26: Synergies with Triple-A

Moreover, up until now, two joint events have been co-organised among Triple-A and sister projects (see Section 5.4.1).

5.4 Triple-A Events

5.4.1 Organisation of events

Triple-A has organised four (4) workshops or policy sessions in order to enhance the collaboration among partners as well as to promote its results to external audiences. It is worth mentioning that two (2) out of the four (4) events were co-organised with relevant EU initiatives. In particular, the following workshops have been organised.

Kick-off Meeting, 1-2 October 2019, Athens, Greece

The Triple-A project kicked off⁶⁶ in Athens on the 1st and 2nd of October 2019. The meeting was very well attended with representatives from all partners and was a great opportunity for the consortium to gather together and meet each other. The main focus was to clarify the project objectives, while also to analyse and brainstorm on critical risks and aspects, in order to define next steps, the methodology and concrete actions to be followed.

⁶⁶ <https://aaa-h2020.eu/triple-events/triple-kick-meeting>

EUSEW 2020 Policy Session “Energy transition: new business models to de-risk investments and kick-start the EU building renovation wave”, 18 June 2020, online

Triple-A project in cooperation with a group of 6 more H2020 projects co-organised the EUSEW2020 Policy Conference Side Session “Energy transition: new business models to de-risk investments and kick start the EU building renovation wave”⁶⁷. The conference was organised within the framework of the EU Sustainable Energy Week and took place at 12:00-13:30 CEST on the 18th of June 2020, virtually. The co-organising group consisted of Triple-A and the following Horizon 2020 EU-funded research projects. SENSEI, NOVICE, LAUNCH, QualitEE, QUEST, and U-CERT.

To effectively de-risk investments in the building sector and facilitate the upgrading of building performance and energy efficiency services in Europe, policy, financing, and technical tools need to work together in a coordinated and coherent manner. This session demonstrated how a selection of front running H2020 projects are working to overcome barriers to achieve the doubling of the building renovation rate needed to reach the EU’s ambitious 2050 goal of becoming the 1st ‘Climate-Neutral Continent’ (EU Green Deal).

These projects support the energy transition through cooperation in research and innovation, aiming to design and disseminate new business models, technical and financial tools, frameworks for standardisation and benchmarking of sustainable energy investments, as well as educational material and guidelines for European energy markets.

On behalf of Triple-A, Dr. Haris Doukas, Associate Professor at NTUA, participated in the panel discussion explaining how energy efficiency project ideas could become more transparent and attractive through the Triple-A approach and how the relevant investments could be leveraged at an early stage. Dr. Doukas presented the Triple-A scheme and the Standardised Toolbox through his presentation with the title “More transparent and attractive energy efficiency projects ideas: The Triple-A case”.

The video of the event is available here: <https://www.youtube.com/watch?v=WFljmZGt9eU>

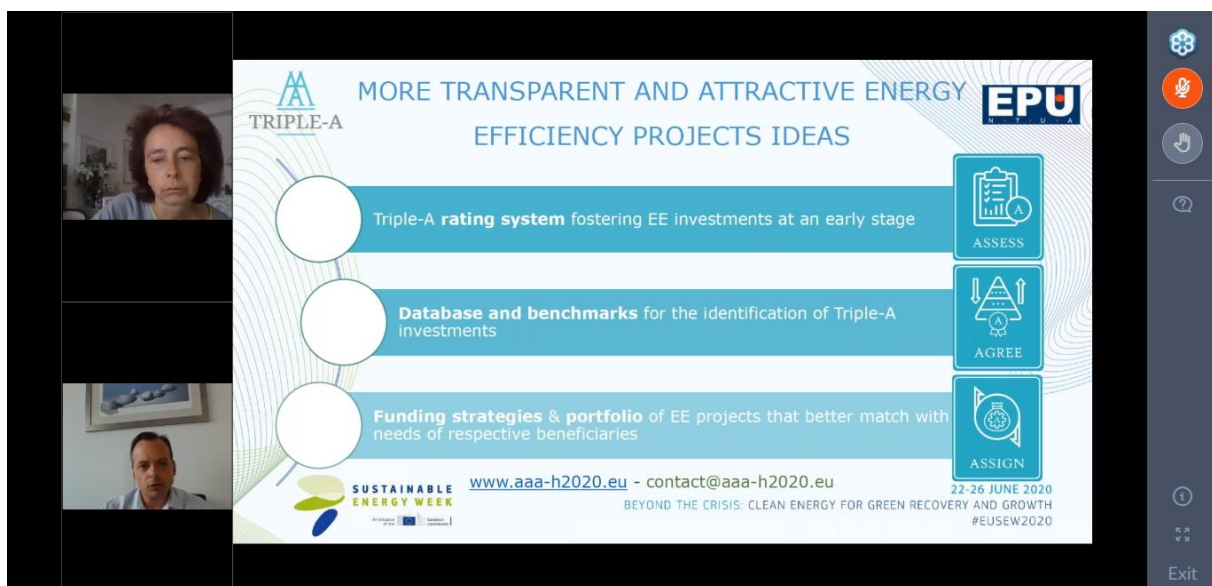


Figure 27: Triple-A Presentation at EUSEW 2020

⁶⁷ <https://aaa-h2020.eu/triple-events/eusew2020-policy-conference-session>

Stakeholders Working Meeting, 29 of September 2020, online

The goal of the Triple-A project is to find the crossing points between the main participants (project owners and financing institutions) on the Energy efficiency market and to identify the so-called “Triple-A” projects – in a way that both sides are convinced in the investment’s potential to reach the planned goals. For the owners – realisation of energy efficiency projects, financed under favourable (acceptable) conditions; for the financing institutions – sustainable return and benefit from the invested resources.

The project team is working on a web-based platform for assessment based on pre-prepared risk analysis of the projects. After feedback from the stakeholders in the eight countries, it will be tested and put into operation. A data base with projects (between 5-10 projects for each participating country) will be created, and for each project a file will be prepared. The best financial instruments will be identified for each of those projects.

On the 29th of September 2020, the National Trust Ecofund (NTEF) hosted a digital working meeting for the Triple-A project stakeholders⁶⁸. The meeting’s aim was to introduce the innovative assessment model for energy efficiency projects to the stakeholders. The assessment through the model would provide them access to financing.

Among the participants where representatives of three Bulgarian ministries, of the Agency for sustainable energy development, several specialised funds in Bulgaria, as well as project owner or project developer organisations.



Figure 28: Triple-A Stakeholders Working Meeting

Sustainable Places 2020 Workshop, 29 October 2020.

Triple-A in cooperation with EENVEST and QUEST H2020 projects co-organised the online workshop “De-risking Energy Efficiency Investments” on Thursday, 29th October at 13.00 - 14.30, virtually, having 20 participants.

⁶⁸ <https://www.aaa-h2020.eu/triple-events/triple-stakeholders-working-meeting>

The workshop was organised within the framework of Sustainable Places 2020 Conference and presented innovative solutions developed by the aforementioned H2020 research projects, aiming to make energy efficiency investments more attractive for the financial sector.

In the workshop, the Triple-A approach was presented. More particularly the three dimensions were analysed: 1. assessing the financing instruments and risks at an early stage of an energy efficiency project, 2. identifying the “Triple-A” investments, based on selected key performance indicators, and 3. assign the identified investment ideas to possible financing schemes. In addition, during the workshop a poll took place in order to gather feedback on the usefulness of Triple-A Tools and the value increase in buildings after the implementation of energy efficiency measures.

The video of the workshop is available here: <https://www.youtube.com/watch?v=nvdHrwbhJNE>

5.4.2 Participation in external events

Participation in events organised by organisations and projects outside Triple-A projects are 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 will ensure 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 good communication among different project partners. So far, the following interventions have taken place. The participation in workshops and conferences on particular topics convey Triple-A message through different target groups and communicate the progress so far and the achieved results.

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

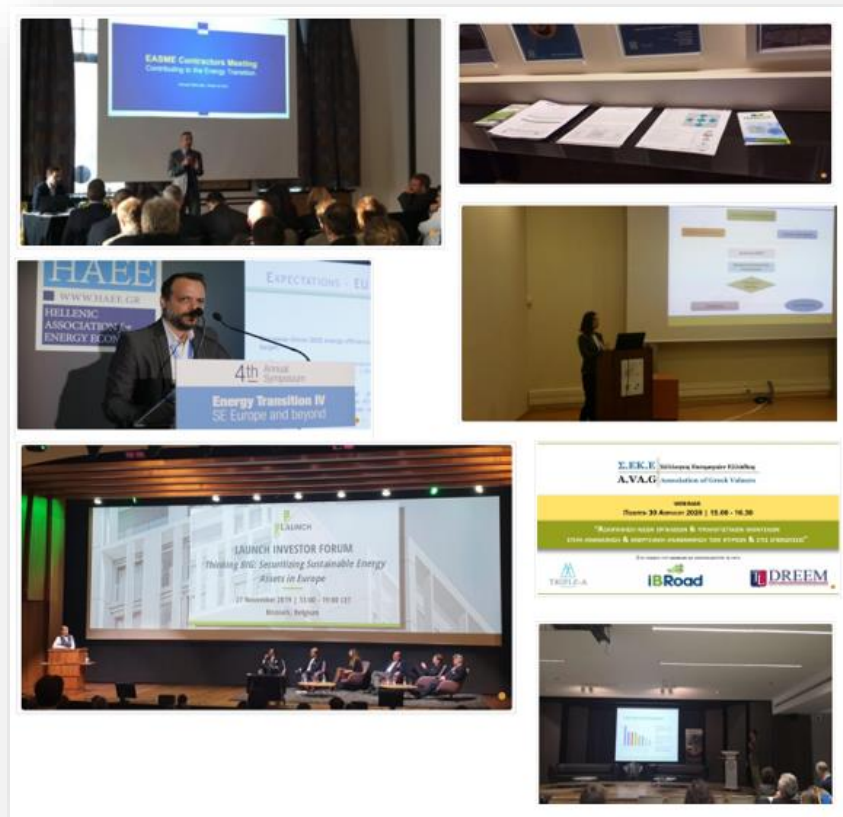


Figure 29: Triple-A participation in external events

Up until March 2021 Triple-A partners have participated in 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 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 organized by the Association of Greek Valuers (A.V.A.G.) “Enhancing the modern European valuers’ profession and recognizing 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 Standardized 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 the 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 though 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 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 though 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 “Standardization 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.

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.