



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

## **Deliverable 7.6: Monitoring of Digital Communication Activities - Part 2**

May 2022



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



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

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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

Among others Triple-A laid effort in boosting its online presence through dedicated platforms used to help with project communication creating awareness, engaging stakeholders, and disseminating results. The purpose of this report is to present the impact of the digital communication activities and data sharing actions facilitating the dissemination of the outcomes and progress of Triple-A. This deliverable is the 2<sup>nd</sup> part of, and complementary to, deliverable D7.5: Monitoring of Digital Communication Activities - Part 1, which was submitted in April 2021. Deliverable D7.6: Monitoring of Digital Communication Activities - Part 2 presents the impact of the digital communication activities in numbers. Covering the period from April 2021 to May 2022, and also provide an overview of the activities throughout the project.

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

Some highlights indicate that digital communication played a vital role in the promotion of the project. For instance, **101** references in relevant webpages host Triple-A articles and announcements, while **only 20** references were foreseen in related webpages promoting Triple-A. In addition, analytics from website showed that the visitors' target of **12,500** for the whole project duration has been exceeded reaching **25,555** users. Regarding newsletters, although **4** items were foreseen, **29** e-Newsletter and Press Releases were distributed with **34%** clickthrough rate and **201** Total clicks (average) (target 30% and 200 clicks respectively). In addition, Triple-A has promised to get about 500 followers in 4 years, a target that has been exceeded since it has **961** followers in total.

It is worth mentioning that apart from the actions that were foreseen from the Grant Agreement, several additional activities were implemented, while extra online material was produced according to the needs that emerged (e.g., due to covid pandemic) and based on the message that each time had to be delivered to the specific target groups.

A clear presentation of the Triple-A online presence and material were set out to meet the European, regional, and local needs and make the best out of the project's aims effectively promoting its results and ensure its sustainability.

# 1 Introduction

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

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

Through a consistent digital communication strategy, the targeted audiences are reached efficiently by the project's promotional materials and by the implementation of all internal and external communication and dissemination activities. Within the Triple-A duration, a supporting number of newsletters, press releases, articles, etc., have been developed. Online material has been produced to inform not only the public, but also targeted stakeholders, while the Triple-A social media and website keep stakeholders updated for all implemented and future activities and outcomes.

This report presents the online materials produced and activities taken place to establish the online presence of the project from April 2021 to May 2022. The impact of all implemented activities and materials throughout the project is also measured and presented in numbers.

The remaining report is structured as follows:

- Section 2 presents the updates on the architecture and visual interface of Triple-A website.
- Section 3 presents the e-newsletters that have been distributed to Triple-A subscribers' list.
- Section 4 focuses on the Triple-A presence in social media.
- Section 5 analyses the use of digital platforms within the framework of Triple-A promotion of outcomes.
- Section 6 presents the e-press releases developed to promote Triple-A outcomes.
- Section 7 provides the impact and KPIs of the related activities.
- Section 8 analyses how the GDPR compliance has been ensured through Triple-A activities and digital presence.
- Section 9 elaborates on the impact that covid-19 had on Triple-A.
- Section 10 summarizes the key points of the deliverable

## 2 Triple-A Website

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

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

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

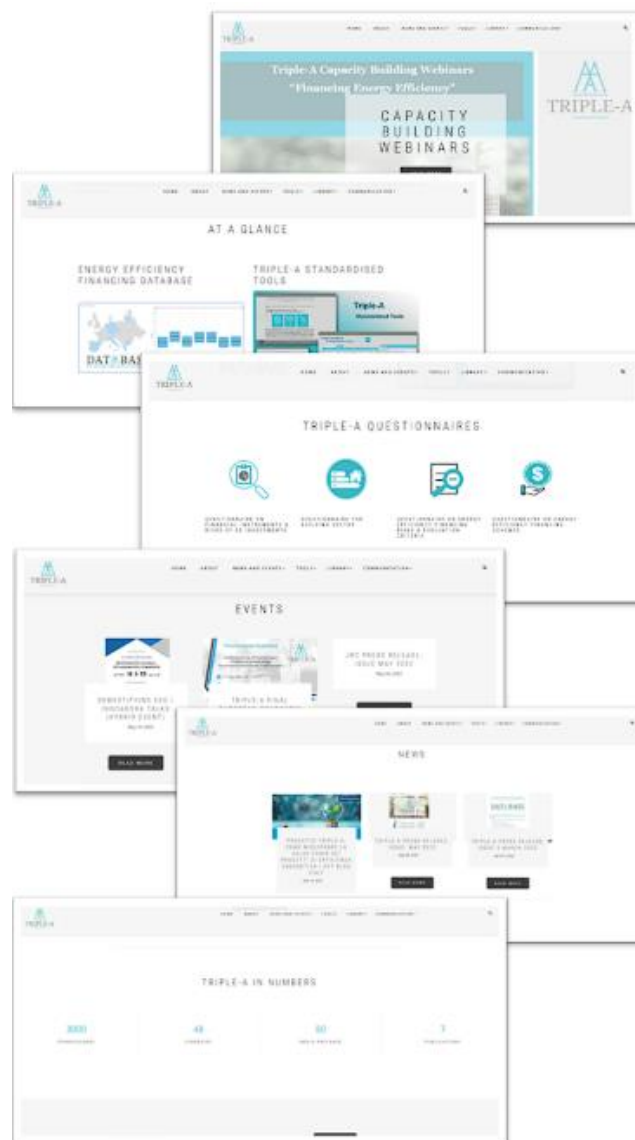


Figure 1: Triple-A Home page

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

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

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

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

The website's updated architecture is structured as it is presented below. The new entries are marked with "\*".

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

From April 2021 to May 2022, the website has undergone many changes in terms of structure and content. The content has been constantly updated, mainly in pages that included news, events, publications and dissemination and communication material. More particularly, the pages "Capacity Building Webinars" and "Regional Training Workshops" although already designed and public, have been further updated with analytical content (description, videos, banners) based on the outcomes of the events organised under these categories. "Triple-A Events" page includes 6 more events organised from Triple-A consortium from April 2021 to May 2022, including also the "Final European Roadshow". The "Library" page includes all the publications of the project, such as deliverables, articles, briefing notes and scientific studies, while a new page was added that includes the "Tools Guidelines" in English

and translated in the 8 Triple-A case study countries languages. With regards to “Communication” page, new sub-pages were created, i.e., “Infographics” and “Videos”, to better organise the production of dissemination and communication materials that were developed in the final year of the project.

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

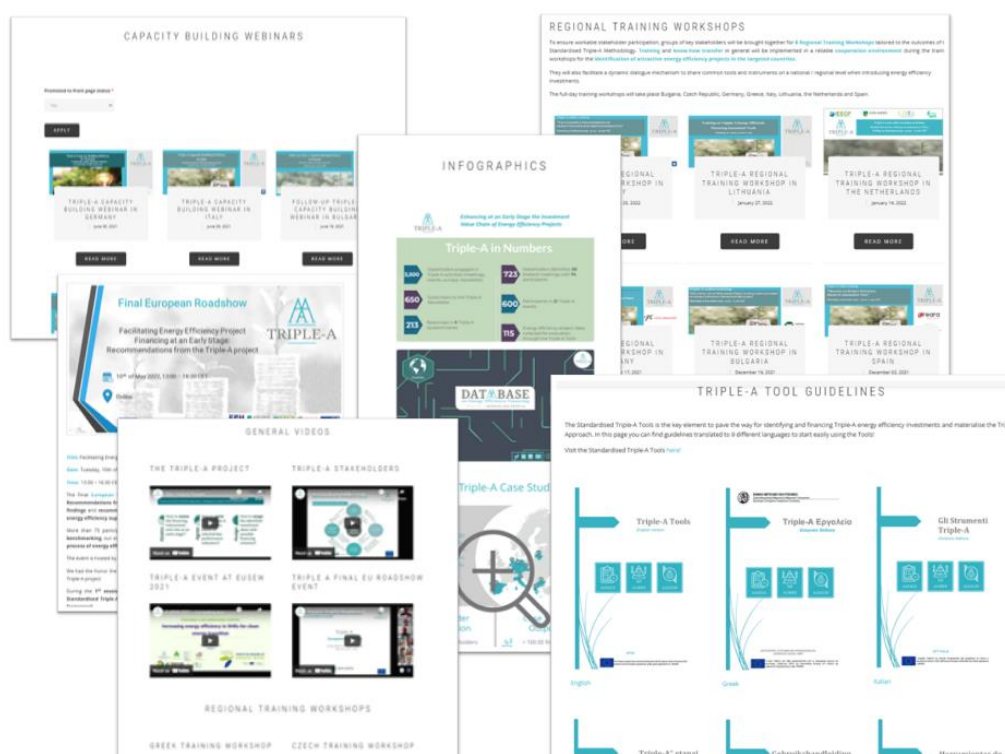


Figure 2: Triple-A Website

The Triple-A website uses the infrastructure of Google Analytics to track visitor traffic. It is envisioned that the website would have at least 5,000 unique visitors per year (i.e. 12500 for the whole project duration) and 25% of return visitors, while it will be maintained for a period of at least two years beyond the project lifetime. Up to May 2022, the website has **45,906** unique pageviews and **25,555** unique users, achieving the target set, while the Triple-A reports and dissemination material uploaded on the website have **734** views.

Apart from the “Home” page (**1,662** views) which holds the most visits, the pages “About” (**1,455** views), “Tools” (**7,339** views), “Database” (**4,420** views), “Results” (**571** views) and “Newsletters” (**469** views) are those with the most visits, revealing that the users are interested in learning more about what the project is about, the Triple-A Tools as well as the reports delivered and news in order to be updated regarding the project outcomes and activities.

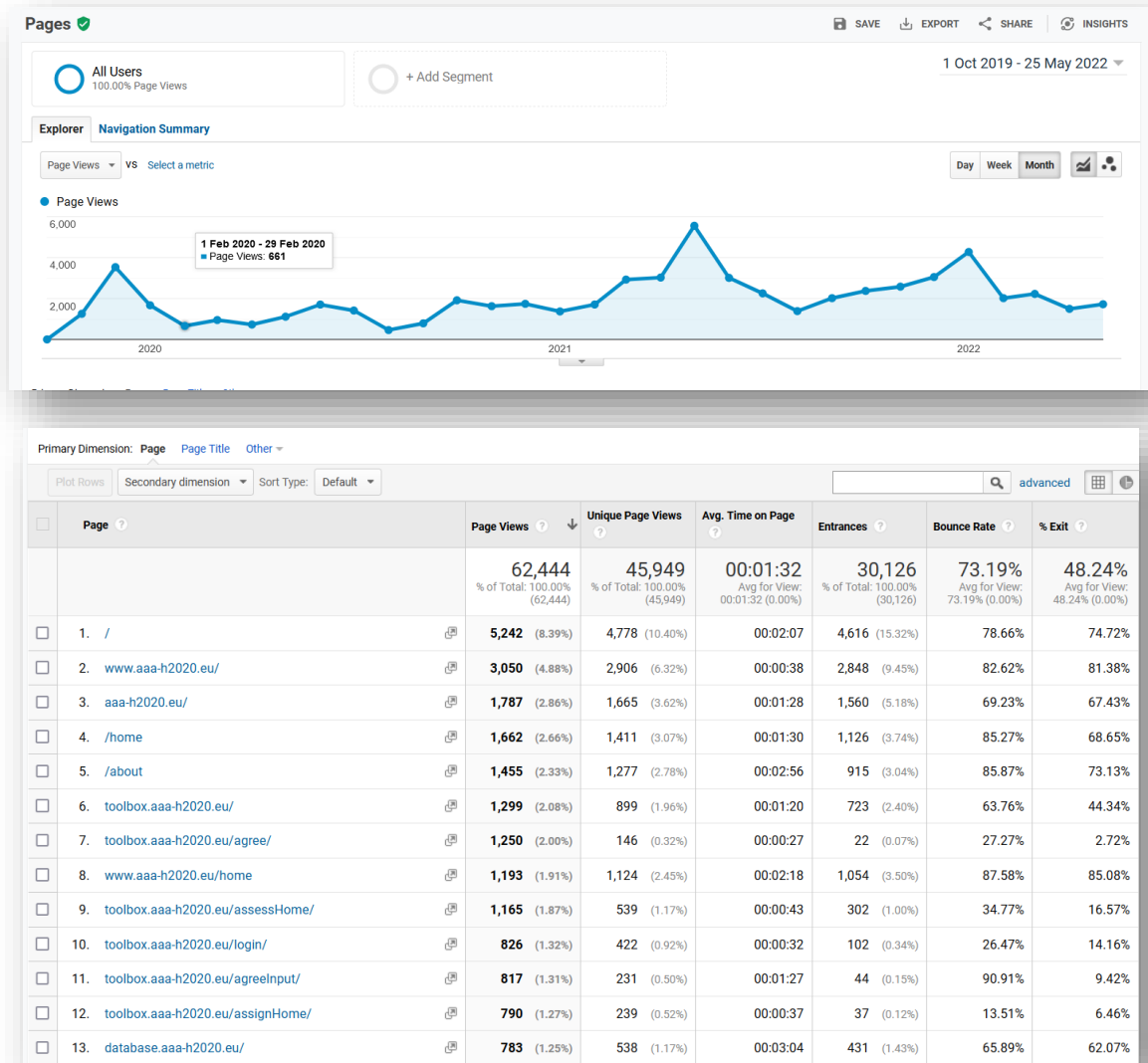


Figure 3: Triple-A Website Google Analytics

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

### Triple-A Standardised Tools

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


Assess Agree Assign
Logout My Projects Profile

## Triple-A

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

Due to a minor update on 15/9/2021 all users are advised to delete their browser's cookies and cache in order to see the new changes taking effect. For more on clearing browsing data check [chrome](#) and [firefox](#).

#### Scope

Triple-A has a very practical result-oriented approach, seeking to address this challenge, answering the following 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?





In particular, the **Triple-A scheme** is introduced, for identifying "Triple-A" energy efficiency investments, aiming to reduce the respective time and effort required at the crucial phase of the investments conceptualization, as well as to increase transparency and efficiency of respective decision making. By introducing this new scheme, we seek to make energy efficiency investments more **transparent, predictable and attractive** for investors / financiers and project developers. In this respect, the main challenge lies in **identifying which investments can be considered as Triple-A investments**, fostering 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**.

#### Triple-A Scheme

The Triple-A scheme comprises three critical steps (answering each question), with the following main outputs:

- ✓ **Step 1 - Assess:** 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:** Standardised Triple-A tools, efficient benchmarks, and guidelines, translated in consortium partners' languages, accelerating and scaling up investments.
- ✓ **Step 3 - Assign:** 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.



The Triple-A case study countries were selected to promote diversity across a number of factors, including: a leading European economy ([Germany](#)), an innovation front-runner in energy ([The Netherlands](#)), a weak economy, went through one of the longest and most severe recessions ([Greece](#)), an economy with slow economic recovery ([Italy](#)), a diversified economy with a strategic geographical location having some of the largest European firms ([Spain](#)), a country that has experienced one of the fastest economic recoveries in Europe ([Lithuania](#)), a progressing country with a once sceptical stance towards low-carbon development ([Czech Republic](#)), and a country, recovering from a slow transition to a market economy, with growing regional strategic role and significant ambition towards EU processes ([Republic of Bulgaria](#)).

① Having questions? Watch the Instructions Video or read the dedicated Guidelines that are available in 9 different languages (click on the link to view): [Bulgarian](#), [Czech](#), [German](#), [English](#), [Greek](#), [Italian](#), [Lithuanian](#), [Dutch](#), [Spanish](#)



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

## ***Analytics***

The Triple-A Tools have been disseminated and presented to stakeholders in conferences, workshops, even at a summer school curriculum (Corporate Sustainability & Responsibility School's). In total, a number of **170** users (project partners, Advisory Board Members, and external stakeholders – e.g. INZEB, ABEC Group, Carbon Trust) have signed up and tested the Tools. Notably, until May 2022, the Triple-A Tools were visited by **1,603** unique users, counting **7,339** unique pageviews.

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

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

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

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

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

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

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



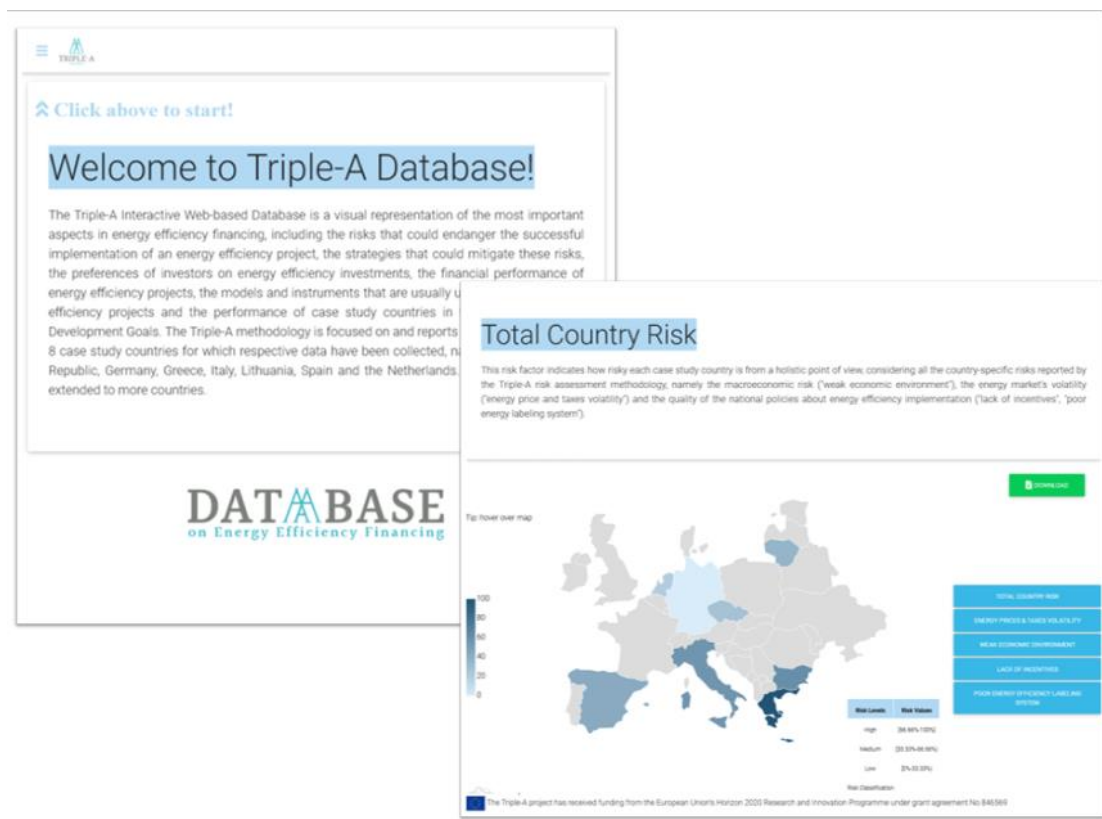


Figure 5: Triple-A Web-based Database on Energy Efficiency Financing within Triple-A website

## Analytics

The Triple-A Database on Energy Efficiency Financing have generated by investors and energy efficiency market actors collecting **1,239** unique users (visitors), counting **3,496** unique pageviews. The data of the database are open access and the website offers to its users the possibility to download the data directly to their computers in excel format. In detail, the excel reports of the database have been downloaded **211** times.

## Website - Google Analytics and GDPR

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

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

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

- The anonymisation of user IP addresses is enabled. The last octet of the users' IP addresses is set to zero before providing the data to Google Analytics for processing.
- The Google User-ID feature has been disabled.
- All statistics, traffic, and user behaviour information supplied by the Google Analytics service are anonymised.
- "Google Analytics Advertising" functions are disabled. These functions track information on demographics, interests, and other visitor information. They involve the use of 3<sup>rd</sup>-party cookies which may transmit identifiable information about the site visitors to other organisations. For this reason, their use requires obtaining the explicit consent of the site visitors and thus they have been disabled.
- "Google Remarketing" is disabled. This function uses Google's own cookies to track the behaviour of logged-in Google users, who have consented to the use of their web-browsing behaviour for marketing purposes.

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

### 3 Triple-A e-Newsletters

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

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

For the efficient dissemination of the project's progress, 4 e-newsletters were planned to be developed in English and distributed (approximately every 6 months) by e-mail to all subscribed stakeholders and interested parties, however, by the end of the project 7 e-Newsletters have been released in order to manage conveying all the activities that were continuously implemented during the project.

Triple-A e-Newsletters are also available to download on the website<sup>5</sup> and a relevant template has been developed, which follows the project visual identity and is available in Annex A.

Triple-A newsletters:

- are prepared in **English** and distributed **electronically**.
- have both **verbal** and **visual** content to be both **informative** and **eye-catching**.
- provide links to the Triple-A website to facilitate:
  - easy access to related material (agendas, invitations, reports, photos, etc.);

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<sup>5</sup> <https://aaa-h2020.eu/newsletters>

- direct navigation to a more detailed content on the presented issues and news.
- increase traffic in the Triple-A project website and foster events' and reports' visibility and downloads.

The newsletters have been disseminated to relevant stakeholders at EU and MS level, who are subscribed and have provided consent to receive electronic communications regarding Triple-A progress, according to GDPR compliance. Newsletters are further disseminated via the International Institute for Sustainable Development (IISD) peer-to-peer community mailing lists<sup>6</sup>, and are available at Triple-A website under the “Newsletters”<sup>7</sup> page. Triple-A newsletter subscribers database has **682 active subscribers**, therefore the target of more than 200 recipients, as it was foreseen in the Grant Agreement has been successfully achieved.

During the period April 2021 to May 2022, **2** Newsletters were distributed to the Triple-A subscribers. The topics covered in the newsletter are presented below.

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<sup>6</sup> <http://enb.iisd.org/email/indextest.php>

<sup>7</sup> <https://aaa-h2020.eu/index.php/newsletters>

## Triple-A Newsletters

### Triple-A Newsletter, Issue 7, May 2022<sup>8</sup>

**Triple-A Events:** *Upcoming Events: Triple-A Final European Roadshow, Past Events: Regional Training Workshops Series; Triple-A & INFINITECH joint workshop; 2<sup>nd</sup> SMAFIN National Roundtable in Greece.*

**Triple-A Results, Triple-A Briefing Notes, Triple-A Publications, Triple-A Communication, Triple-A Infographics, 6<sup>th</sup> Triple-A Factsheet, Triple-A Tools & Database Brochure**

### Triple-A Newsletter, Issue 6, June 2021<sup>9</sup>

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

### Triple-A Newsletter, Issue 5, December 2020<sup>10</sup>

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

### Triple-A Newsletter, Issue 4, July 2020<sup>11</sup>

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

### Triple-A Newsletter, Issue 3, June 2020<sup>12</sup>

**Triple-A report on Stakeholders Role in Energy Efficiency Investments, Triple-A Brochure and Infographic, Events:** *EUSEW2020 Policy Session, Renovation Wave: What's*



<sup>8</sup> <https://preview.mailerlite.com/a8t4e2t9k3/1946430891773400374/l7f2/>

<sup>9</sup> <https://preview.mailerlite.com/n3l2u3>

<sup>10</sup> <https://preview.mailerlite.com/m1j9m8>

<sup>11</sup> <https://preview.mailerlite.com/w8s9n7/>

<sup>12</sup> <https://preview.mailerlite.com/e9o9o3>

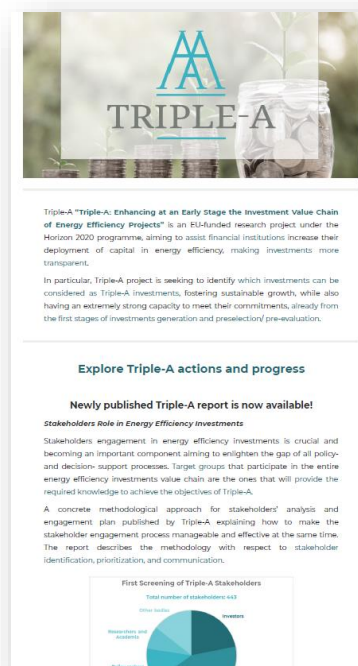
*in for Greece?, Utilisation of new tools and models for buildings' energy renovation and for investments.*

### Triple-A Newsletter, Issue 2, March 2020<sup>13</sup>

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

### Triple-A Newsletter, Issue 1, November 2019<sup>14</sup>

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



## Newsletter Subscription and GDPR

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

E-mail communications for events have also used third-party lists, specifically the “Climate” and “Energy” lists managed by the IISD<sup>15</sup>. The lists are maintained with the purpose of peer-to-peer communication and dissemination on sustainable development topics. Explicit consent is also required for subscription to any of the topic’s mailing lists, and a link for unsubscribing is included in every message by the IISD e-mail infrastructure.

## Other related Newsletters

Partners use their organisations’ newsletters to share and disseminate project related information and results as widely as possible. In addition, Triple-A has been promoted through the newsletters of projects and organisations with which it has established synergies. In total, **21** Newsletters have been issued from relevant organisations, while **16** of them was developed during the reporting period April 2021 to May 2022. The following newsletters have been developed, conveying Triple-A message. They are analytically presented in the Triple-A website<sup>16</sup>.

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

<sup>14</sup> <https://preview.mailerlite.com/z2u7s3/>

<sup>15</sup> <http://enb.iisd.org>

<sup>16</sup> <https://aaa-h2020.eu/newsletters>

1. **INZEB NEWS & ACTIVITIES MARCH-APRIL 2022**<sup>17</sup>: Promotion of the Triple-A Final European Roadshow event, 10.05.2022.
2. **ONASSIS SCHOLARSHIPS NEWSLETTER**<sup>18</sup>: The Onassis scholars association has published a press release mentioning the Triple-A project and its results through the relevant article of the Triple-A manager Chara Karakosta on the official site of the Onassis Foundation.
3. **DEESME NEWS #2, DECEMBER 2021**<sup>19</sup>: Triple-A synergy H2020 project DEESME has released its latest Newsletter, mentioning Triple-A joint article with sister projects Innoveas, SMEmpower, E2driver, ICCEE and Triple-A, and under the leadership of the Speedier project, which just came to an end, we explore all crucial measures for companies, especially SMEs, to become more energy efficient.
4. **INZEB INVITATION: INCREASING ENERGY EFFICIENCY INVESTMENT RATES IN GREECE**<sup>20</sup>: Upcoming online event Increasing Energy Efficiency Investment Rates in Greece: From Theory to Practice to be held in the Greek language on 25 November 2021 at 13:00 CET. Information about the event in English is available here.
5. **INNOVEAS PRESS RELEASE ISSUE OCTOBER 2021**<sup>21</sup>: PRESS RELEASE – Towards a decarbonised Europe: Increasing energy efficiency in SMEs for the clean energy transition. 19 October 2021. INNOVEAS joined forces with six related Horizon 2020 projects: DEESME, E2DRIVER, SMEmpower, SPEEDIER, ICCEE and Triple-A.
6. **SPEEDIER NEWSLETTER, ISSUE OCTOBER 2021**<sup>22</sup>: EUSEW 2021 event: Towards a decarbonised Europe: Increasing energy efficiency in SMEs for clean energy transition. 19 October 2021.
7. **INZEB NEWS & ACTIVITIES, ISSUE OCTOBER 2021**<sup>23</sup>: Online event: National Recovery and Resilience Plan: Investing in Buildings' Renovation for a Climate Neutral Future organised by INZEB and GIZ and supported by H2020 projects iBRoad2EPC and Triple-A, and Build Back Better Greece initiative. 21 October 2021.
8. **INZEB NEWS & ACTIVITIES SEPTEMBER-OCTOBER 2021**<sup>24</sup>: Recording and the proceedings of the online event National Recovery and Resilience Plan: Investing in Building Renovation for a Climate Neutral Future" 21.10.2021. Upcoming Triple-A and SMAFIN are joint event "Increasing Energy Efficiency Investment Rates in Greece: From Theory to Practice", 25.11.2021.
9. **ICCEE PRESS RELEASE, SEPTEMBER 2021**<sup>25</sup>: 7 projects provide SMEs guidelines and good practices to implement energy efficiency solutions and facilitate the energy transition.
10. **DEESME PRESS RELEASE, SEPTEMBER 2021**<sup>26</sup>: Towards a decarbonised Europe - Increasing energy efficiency in SMEs for a clean energy transition: 7 projects funded by the European programme Horizon 2020 join forces to host high-level event.

<sup>17</sup> <https://aaa-h2020.eu/sites/default/files/2022-05/%F0%9F%92%A1INZEB%20News%20%26%20Activities%20March-April%202022.pdf>

<sup>18</sup> <https://aaa-h2020.eu/sites/default/files/2022-04/Onassis%20Scholarships%20Newsletter.pdf>

<sup>19</sup> <https://aaa-h2020.eu/sites/default/files/2021-12/DEESME%20news%20%232%20-%20Guiding%20SMEs%20and%20national%20authorities%20to%20take%20profit%20of%20the%20multiple%20benefits%20from%20energy%20audit%20and%20management%20approaches.pdf>

<sup>20</sup> <https://mailchi.mp/828d3ca4a4fe/smafin-triple-a-event-november-2021>

<sup>21</sup> <https://aaa-h2020.eu/partners-newsletters/innoveas-press-release-issue-october-2021>

<sup>22</sup> [https://aaa-h2020.eu/sites/default/files/2021-11/SPEEDIER\\_Newsletter%20for%20the%20EUSEW2021%20event\\_Issue%20October%202021.pdf](https://aaa-h2020.eu/sites/default/files/2021-11/SPEEDIER_Newsletter%20for%20the%20EUSEW2021%20event_Issue%20October%202021.pdf)

<sup>23</sup> [https://aaa-h2020.eu/sites/default/files/2021-11/INZEB%20News\\_2%20Upcoming%20events%20for%20October%21.pdf](https://aaa-h2020.eu/sites/default/files/2021-11/INZEB%20News_2%20Upcoming%20events%20for%20October%21.pdf)

<sup>24</sup> <https://aaa-h2020.eu/sites/default/files/2021-11/INZEB%20News%20%26%20Activities%20September-October%202021.pdf>

<sup>25</sup> [https://aaa-h2020.eu/sites/default/files/2022-01/ICCEE\\_Press-release-mid-term-event.pdf](https://aaa-h2020.eu/sites/default/files/2022-01/ICCEE_Press-release-mid-term-event.pdf)

<sup>26</sup> <https://aaa-h2020.eu/sites/default/files/2022-01/Press-release-H2020-DEESME-EUSEW-event.pdf>



11. **INZEB NEWS & ACTIVITIES, ISSUE JULY-AUGUST 2021**<sup>27</sup>: Save the date: National Recovery and Resilience Plan: Investing in Buildings' Renovation for a Climate Neutral Future organised by INZEB and GIZ and supported by H2020 projects iBRoad2EPC and Triple-A and Build Back Better Greece initiative. 21 October 2021.
12. **INZEB NEWS & ACTIVITIES, ISSUE MAY 2020**: Online training session: Utilisation of new tools and models for buildings' renovation and energy upgrades and for investment organised by INZEB, in collaboration with the Association of Greek Valuers. 30 April 2020.
13. **NOVICE NEWSLETTER**<sup>28</sup>, Issue October 2020
14. **INVITATION FOR THE FINAL EUROPEAN ROADSHOW EVENT**: Sent to Greek SMAFIN stakeholders (Members of the WG) by INZEB.
15. **INZEB NEWS & ACTIVITIES MARCH-APRIL 2022**<sup>29</sup>: Promotion of the Triple-A Final European Roadshow event
16. **SEGE INVITATION**: Invitation sent by SEGE<sup>30</sup> for the National Recovery and Resilience Plan RENOVATE EUROPE 2021
17. **PRESS RELEASE BY ESCI**<sup>31</sup>: INNOVEAS joined forces with six related Horizon 2020 projects: DEESME, E2DRIVER, SMEmPOWER, SPEEDIER, ICCEE and Triple-A.
18. **3rd EENVEST NEWSLETTER**<sup>32</sup>, Issue December 2020 promoting De-risking Energy Efficiency Investments Workshop
19. **EENVEST Invitation/ Press Release for the EENVEST Mid Term Conference on the 9th June 2021**: In this conference EEnvest's consortium partners and other R&I projects presented the technical results of the work carried out in the last 2 years in order to disseminate knowledge and to engage stakeholders from the financial and building sectors.
20. **SPEEDIER\_THANK YOU LETTER** for the EUSEW2021 event
21. **EENVEST INVITATION FOR THE SUSTAINABLE PLACES 2021 EVENT, SEPTEMBER 2021**: EEnvest would like to invite you to the workshop that is organizing within the Sustainable Places 2021 Conference, hybrid edition (online and in-person based in Rome, Italy), with the participation of the projects: EENVEST, TRIPLE-A, QUEST, LAUNCH and CITIZEE.

### Partners' Newsletters

Project partners have been constantly promoting Triple-A and its results through their communication links, websites and social media. In this section, special focused is given to project partners' newsletters and press releases, which count to **14** in total. However, apart from the newsletters and press releases that have been sent by Triple-A partners through email, several announcements regarding the Triple-A events, reports, Tools, Database and outcomes in general have been posted in their websites (See Annex D).

<sup>27</sup> <https://aaa-h2020.eu/sites/default/files/2021-11/INZEB%20News%20%26%20Activities%20July-August%202021.pdf>

<sup>28</sup> <https://mailchi.mp/9b8faaf0c465/find-out-our-latest-news-on-energy-efficiency-and-demand-response-novice-project-newsletter-october-5043462>

<sup>29</sup> <https://mailchi.mp/72e751fd915c/inzeb-news-and-activities-march-april-2022-13814645>

<sup>30</sup> <https://www.sege.gr/>

<sup>31</sup> <https://www.esci.eu/>

<sup>32</sup> <http://www.eenvest.eu/third-eeninvest-newsletter/>

1. **IEECP NEWSLETTER, ISSUE APRIL 2020**<sup>33</sup>: Risks of energy efficiency financing and mitigation strategies typology.
2. **IEECP NEWSLETTER, ISSUE FEBRUARY 2020**<sup>34</sup>: Blogpost on how to unlock lasting value and the link to H2020 project Triple-A, by Heleen Groenenberg (IEECP).
3. **IEECP NEWSLETTER, ISSUE SEPTEMBER 2019**<sup>35</sup>: *TRIPLE-A project Kick-off meeting, October 1-2, 2019*
4. **IEECP NEWSLETTER, ISSUE APRIL/ MAY 2021**<sup>36</sup>: Triple-A Capacity Building Webinars, Capacity Building Webinar in the Netherlands.
5. **IEECP NEWSLETTER, ISSUE FEBRUARY 2021**<sup>37</sup>: Triple-A Article “Hiding fossil fuel subsidies under clean energy targets?”, IEECP and ABN AMRO collaboration for energy efficient projects in The Netherlands, Triple-A Survey on Building Sector: The Case of Greece.
6. **IEECP NEWSLETTER, ISSUE SEPTEMBER 2020**<sup>38</sup>: Mention of Triple-A in NOVICE - Innovation in building retrofits for energy efficiency and demand response - last project newsletter.
7. **IEECP NEWSLETTER, ISSUE JUNE 2020**<sup>39</sup>: Events: EUSEW2020 Policy Session, Renovation Wave: What's in for Greece?
8. **JRC PRESS RELEASE, ISSUE MAY 2020**<sup>40</sup>: Triple-A description; Energy Efficiency Necessity measured by SDG covered by Triple-A Database; Energy Efficiency Strategy and Goals for Germany in 2030 & 2050; JRC Role in EE financing and in Triple-A Project; Triple-A outcomes.
9. **IEECP NEWSLETTER, ISSUE MARCH 2022**<sup>41</sup>: Triple-A and INFINITECH joint workshop “Risk Assessment Techniques for Modern Sustainable Investments”, 5 April 2022. Triple-A latest factsheet that presents the outcomes so far, tools, and highlights in numbers.
10. **UPRC PRESS RELEASE, FEBRUARY 2022**<sup>42</sup>: Announcement for the paper: Risks and mitigation strategies in energy efficiency financing: A systematic literature review. 02.02.2022
11. **UPRC PRESS RELEASE, JANUARY 2022**<sup>43</sup>: Explore the Triple-A Database on energy efficiency financing!
12. **SEVEN PRESS RELEASE, ISSUE MAY 2021**<sup>44</sup>: Press Release in Lithuanian, promoting Triple-A, entitled “Financování energeticky úsporných projektů”.
13. **JRC PRESS RELEASE, ISSUE OCT 2019**
14. **IEECP NEWSLETTER, ISSUE SUMMER 2020**<sup>45</sup>: Post-COVID-19 - New Era for Energy Efficiency Investments & Economy Recovery Plans by Triple-A. Can energy efficiency investments become more transparent, predictable and attractive for investors, financiers and project developers?

<sup>33</sup> <https://aaa-h2020.eu/sites/default/files/2020-04/IEECP-newsletter-April-2020.pdf>

<sup>34</sup> <https://aaa-h2020.eu/sites/default/files/2020-03/IEECP-newsletter-February-2020.pdf>

<sup>35</sup> <https://aaa-h2020.eu/sites/default/files/2019-12/IEECP-newsletter-September%202019.pdf>

<sup>36</sup> [https://aaa-h2020.eu/sites/default/files/2021-04/IEECP%20Newsletter%20-%20April\\_May%202021\\_0.pdf](https://aaa-h2020.eu/sites/default/files/2021-04/IEECP%20Newsletter%20-%20April_May%202021_0.pdf)

<sup>37</sup> <https://aaa-h2020.eu/sites/default/files/2021-02/February-2021-IEECP-News.pdf>

<sup>38</sup> <https://aaa-h2020.eu/sites/default/files/2020-11/IEECP-September-2020.pdf>

<sup>39</sup> <https://aaa-h2020.eu/sites/default/files/2020-08/IEECP-newsletter-June-2020.pdf>

<sup>40</sup> [https://aaa-h2020.eu/sites/default/files/2022-05/Triple-A%20Press%20Release\\_JRC.pdf](https://aaa-h2020.eu/sites/default/files/2022-05/Triple-A%20Press%20Release_JRC.pdf)

<sup>41</sup> <https://aaa-h2020.eu/sites/default/files/2022-03/IEECP%20Newsletter%20-%20March%202022.pdf>

<sup>42</sup> <https://teeslab.unipi.gr/explore-the-triple-a-database/>

<sup>43</sup> <https://teeslab.unipi.gr/explore-the-triple-a-database/>

<sup>44</sup> <https://www.svn.cz/cs/aktualita/financovani-energeticky-uspornych-projektu>

<sup>45</sup> <https://aaa-h2020.eu/sites/default/files/2020-08/IEECP-enews-Summer-2020.pdf>



## 4 Triple-A Social Networks

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

Triple-A social media are used to:

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

The triple-A project holds accounts in:

- Twitter<sup>46</sup>: [@H2020\\_AAA](https://twitter.com/H2020_AAA)
- LinkedIn<sup>47</sup>: [Triple-A Project](https://www.linkedin.com/company/triple-a-project)
- Instagram<sup>48</sup>: [triple\\_a\\_horizon2020](https://www.instagram.com/triple_a_horizon2020/)
- YouTube<sup>49</sup>: [TripleA Horizon 2020](https://www.youtube.com/channel/UCNfbcNdsNcLYLfWV6wEUyYw)

<sup>46</sup> [https://twitter.com/H2020\\_AAA](https://twitter.com/H2020_AAA)

<sup>47</sup> <https://www.linkedin.com/company/triple-a-project>

<sup>48</sup> [https://www.instagram.com/triple\\_a\\_horizon2020/](https://www.instagram.com/triple_a_horizon2020/)

<sup>49</sup> <https://www.youtube.com/channel/UCNfbcNdsNcLYLfWV6wEUyYw>

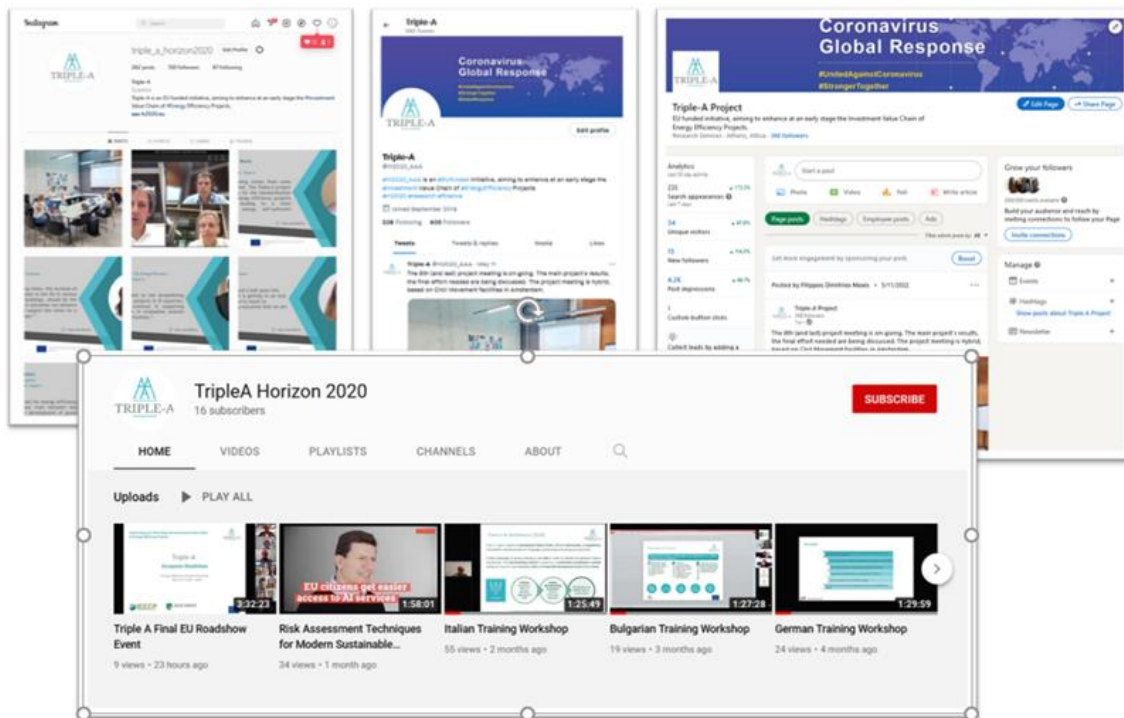


Figure 6: Triple-A Social Media Accounts

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

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

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

- **374** followers on LinkedIn
- **416** followers on Twitter
- **155** followers on Instagram
- **1,101** views on YouTube

## Twitter

Triple-A holds a very active account on **Twitter** with **416 followers** (31 May 2022).

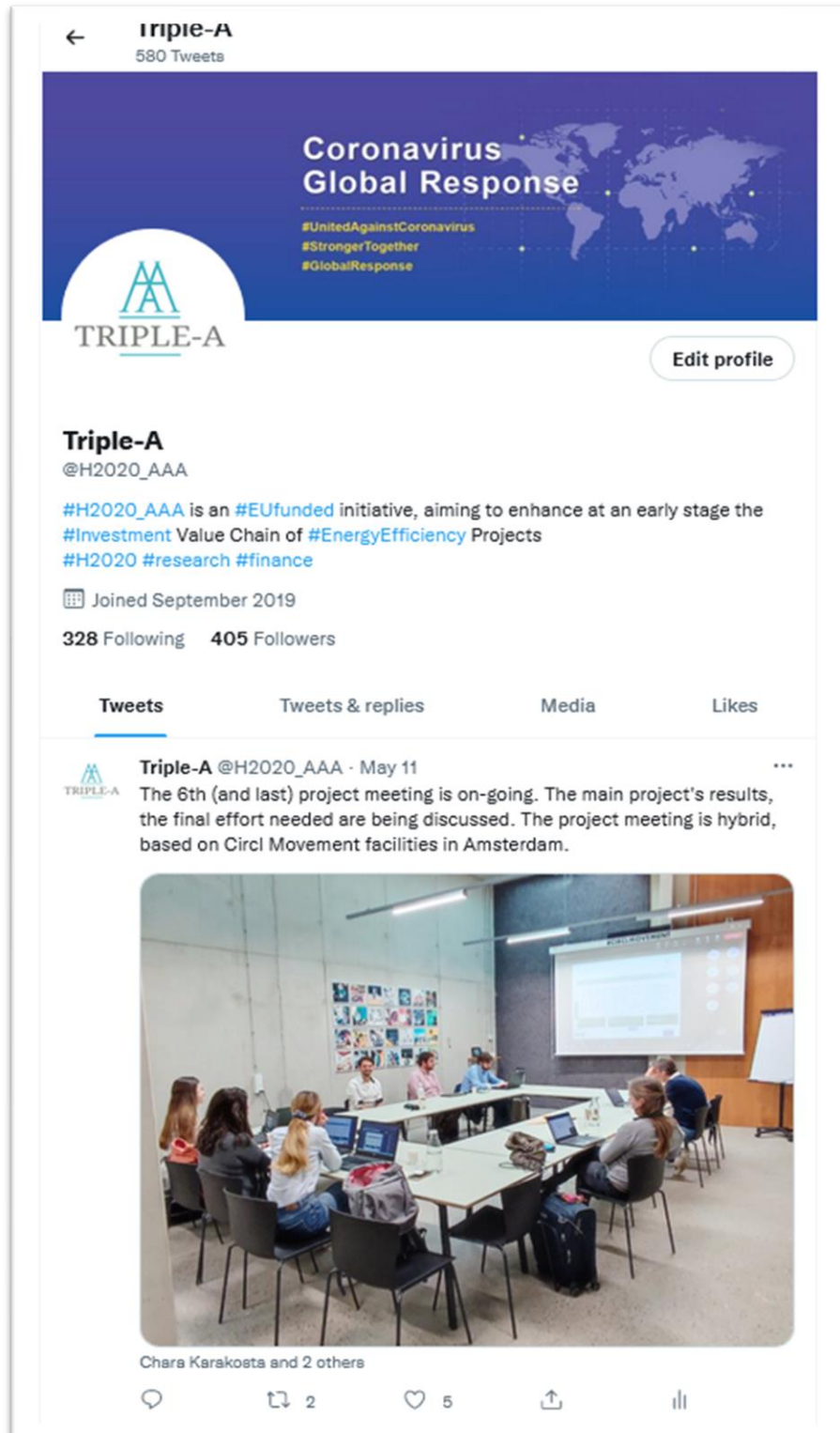


Figure 7: Triple-A Twitter Profile

In total, during the 33-month duration of the project (September 2019 – May 2022) Triple-A Twitter account had **208,039** Tweet Impressions and **8,358** Profile Visits.

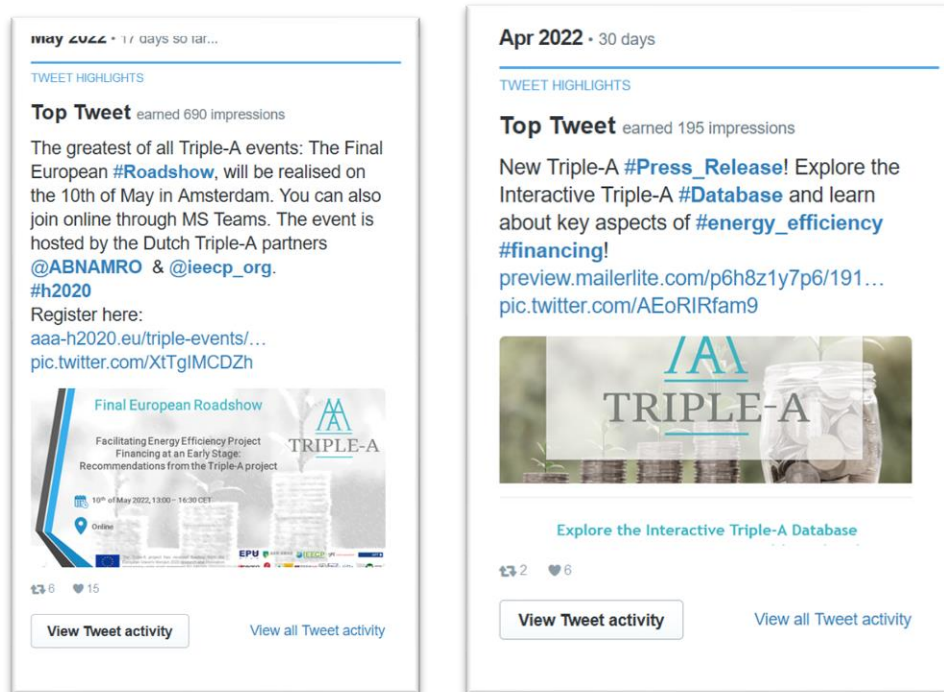


Figure 8: Triple-A Top Tweets in April and May 2022

It is worth mentioning that Triple-A has been also mentioned many times by synergy projects or relevant institutions (**325** mentions).

### LinkedIn

Triple-A has also an account in **LinkedIn** with **374 Followers**. Triple-A posts have gained **54,583 Impressions**.

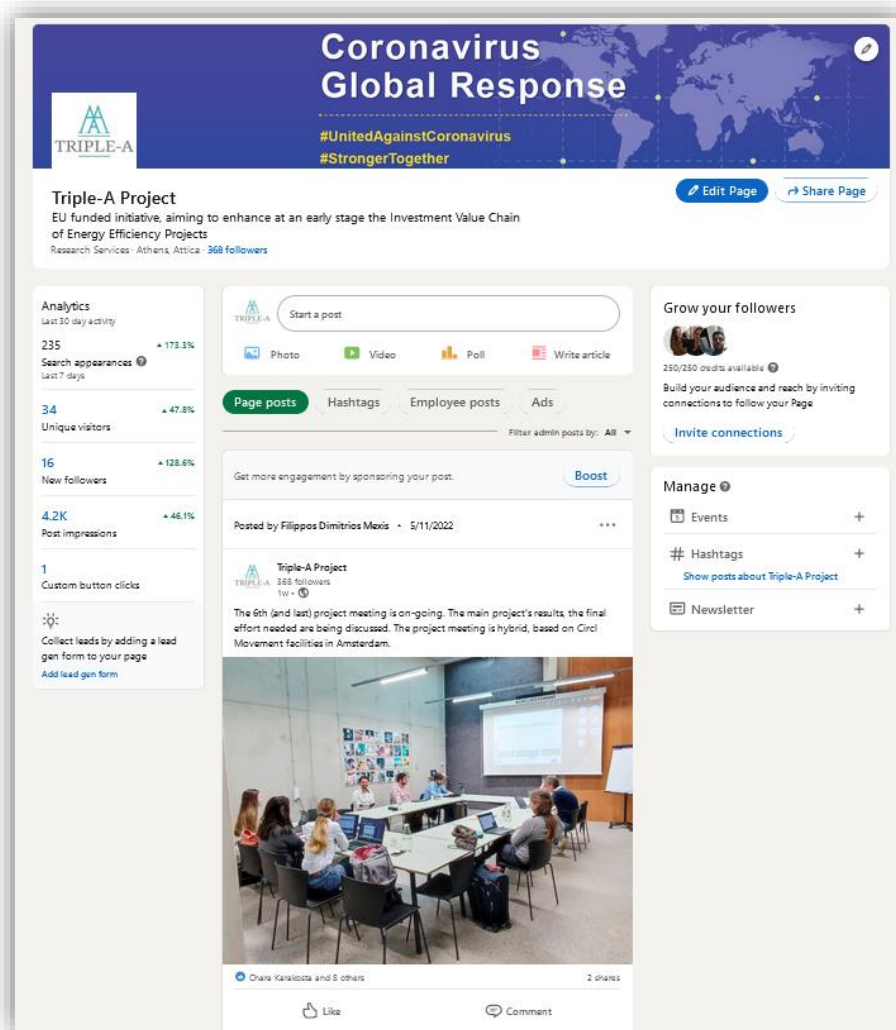


Figure 9: Triple-A LinkedIn Profile

The figures below show the Triple-A LinkedIn account visitor demographics from April 2021 to May 2022. Most of them are from the fields of “Research”, “Engineering” and “Operations”.

### Job function

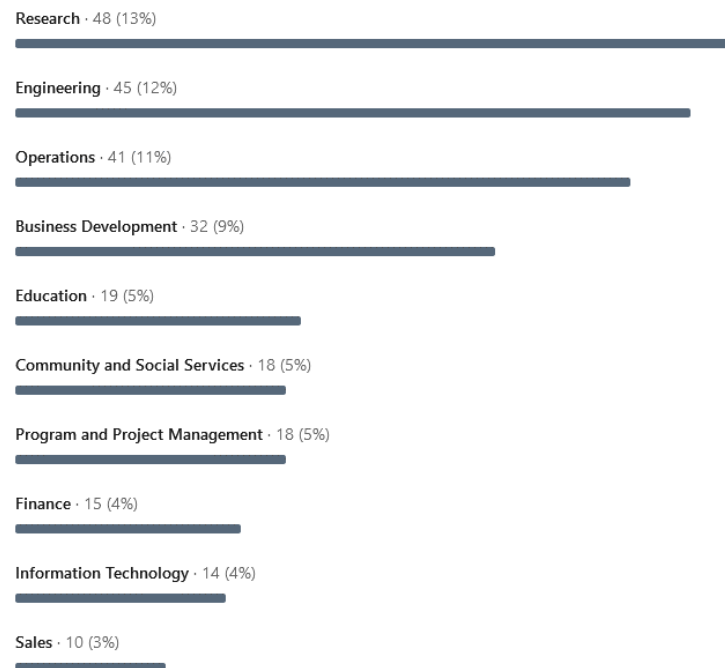


Figure 10: Triple-A LinkedIn Account Visitor Demographics “Top job functions”

### Industry

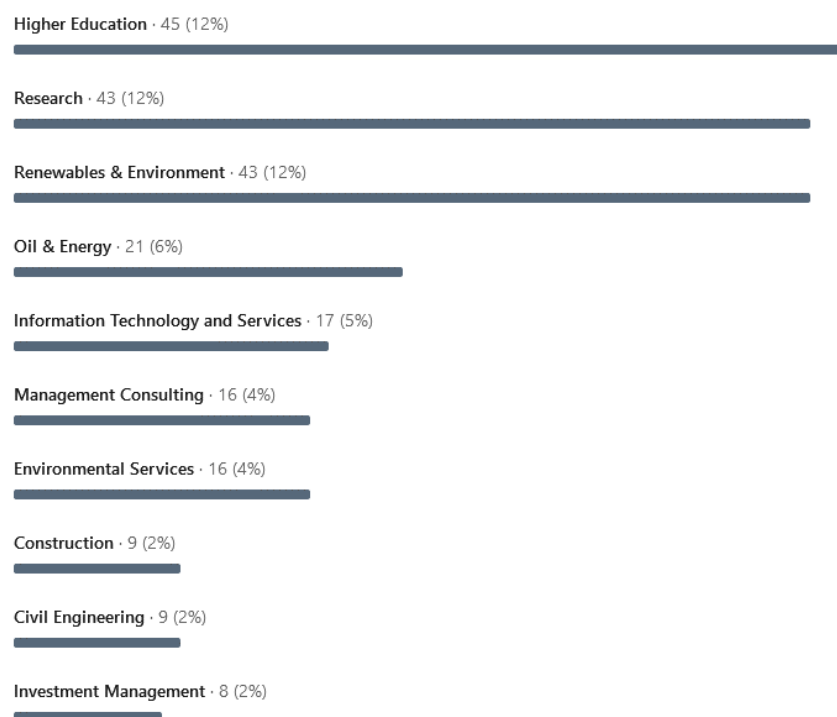


Figure 11: Triple-A LinkedIn Account Visitor Demographics “Top industries”



## Instagram

In order to reach the maximum possible type of stakeholders and people, Triple-A also holds a popular account on **Instagram** with **155 followers** (31 May 2022).

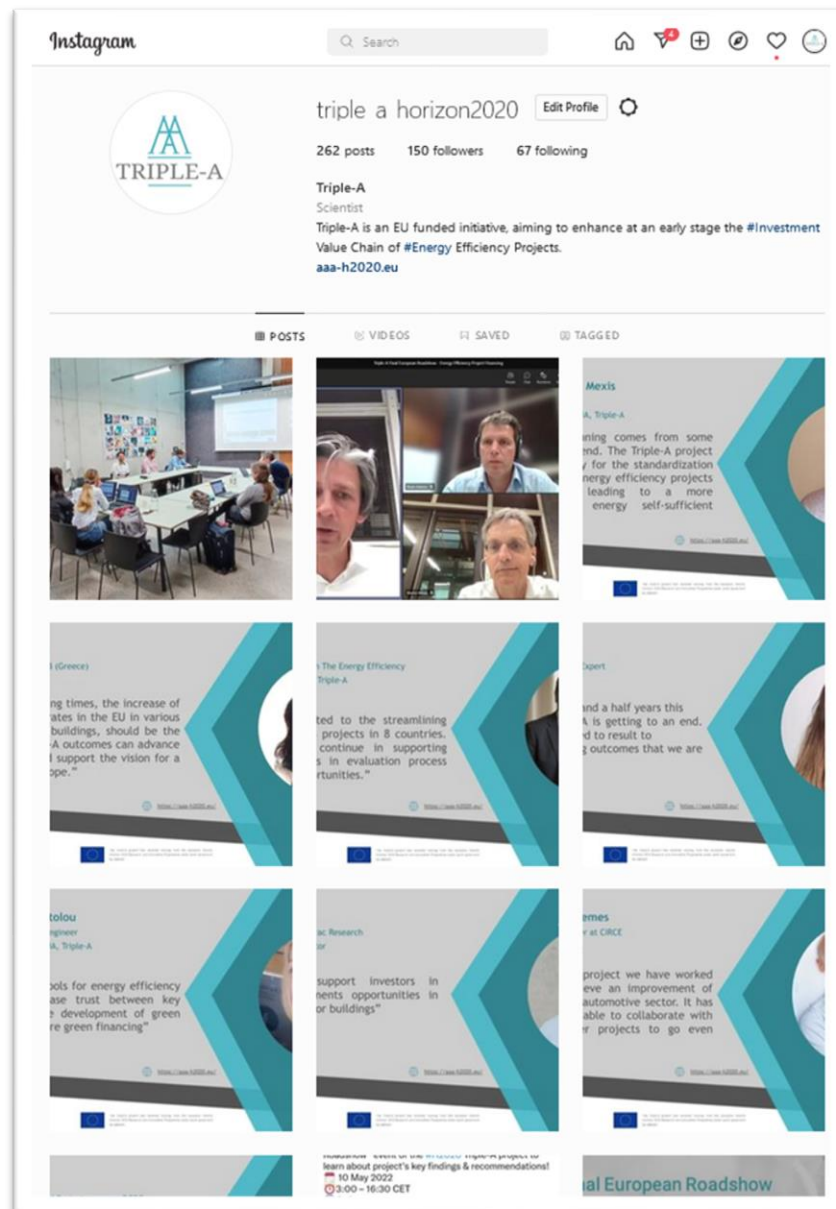


Figure 12: Triple-A Twitter Profile

In total, during the 33-month duration of the project (September 2019 – May 2022), Triple-A's Instagram account had **262** posts with more than **8,232** post impressions and more than **6,912** posts' reach.

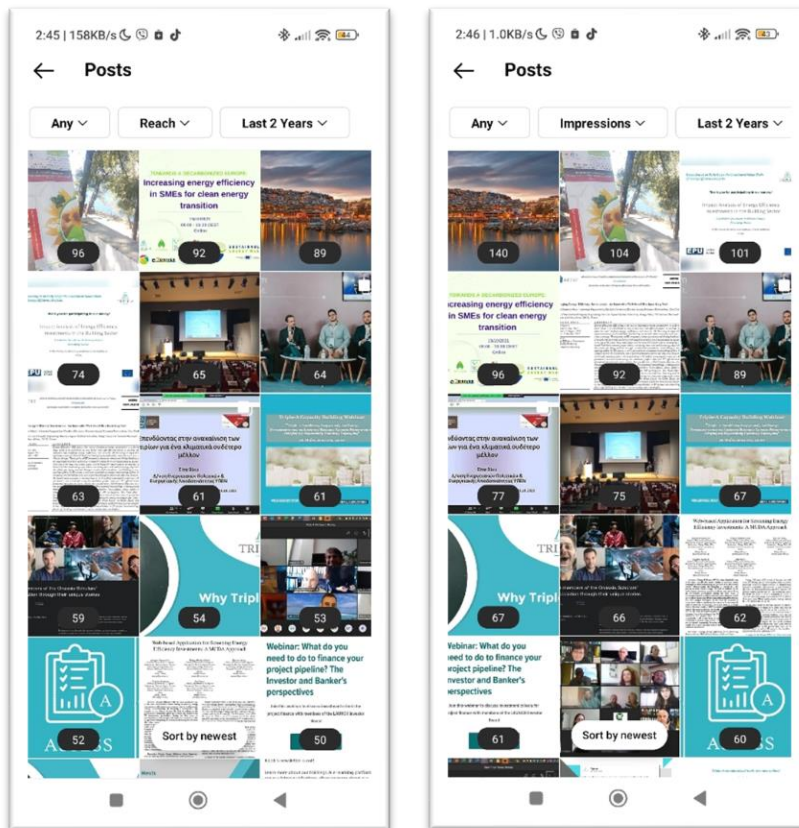


Figure 13: Triple-A Instagram Reach and Impressions per post

## YouTube

Triple-A has an established YouTube Channel which acts as a gateway to all Triple-A recording from the Regional Training Workshops, the Capacity Building Webinars, Triple-A Tools instructions, and other promotional videos. The Youtube channel counts **1,101** views from the beginning of Triple-A (Sept 2019) until May 2022. The total impressions rise up to **4.4K** with a total of **45.2** hours of watchtime.



## Channel analytics

Overview Reach Engagement Audience Research

**Your channel has gotten 1,142 views so far**

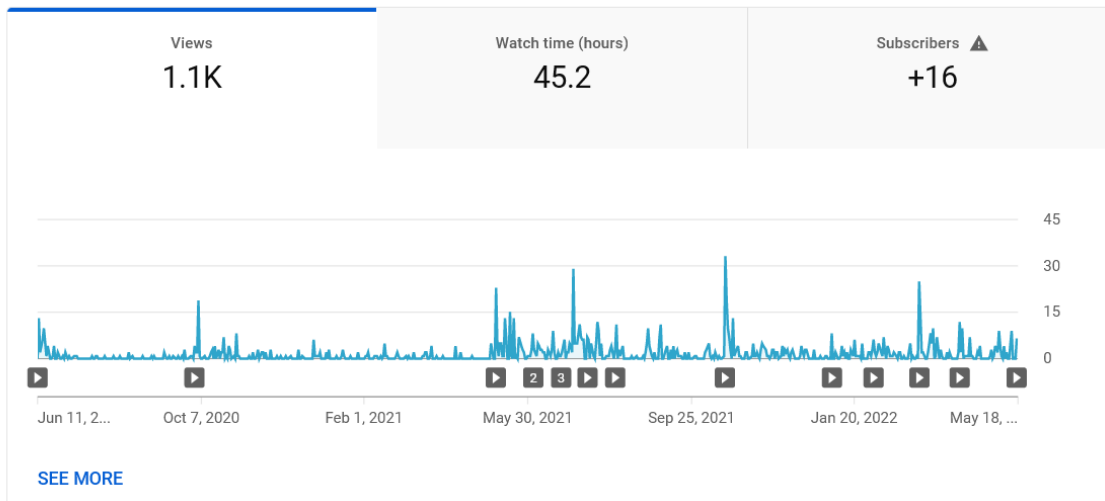


Figure 14 YouTube Channel Analytics – Views



Figure 15 YouTube Channel Analytics – Watch Time

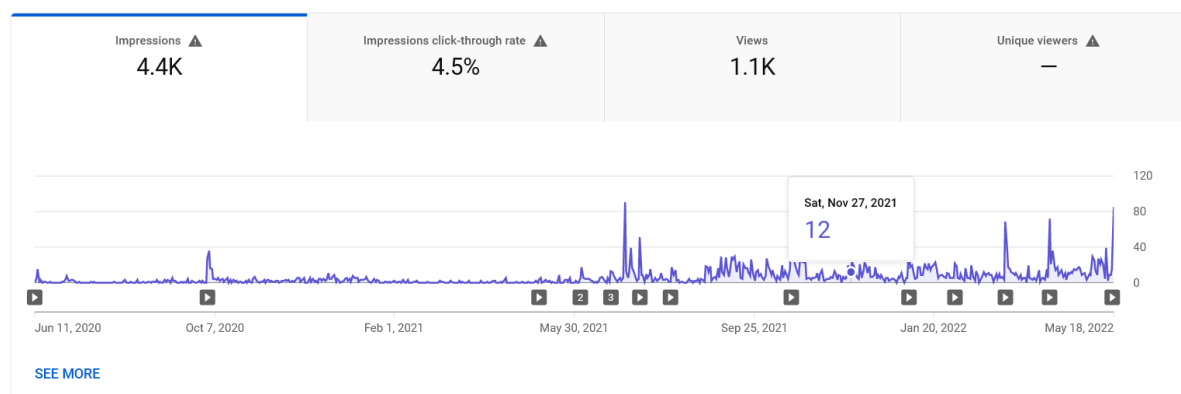


Figure 16 YouTube Channel Analytics – Impressions

It is worth mentioning that Triple-A partners used their social media (Twitter, LinkedIn, Facebook, etc.) in order to promote the project outcomes. The analytics received per partner are the following. It is obvious that the target of about 4,000 recipients reached from Partners' social media accounts has been successfully reached.

Media	KPI	Total	JRC	GFT Italy	IEECP	CREA RA	VIPA	SEVEN	UPRC
LinkedIn	Number of posts	46	6	6	22	3	5	4	-
	Impressions	42,601	226	7,118	8,000	1,880	1,821	256	23,300
	Engagements	337	13	53	140	25	91	15	-
Twitter	Number of posts	48	7	4	15	-	-	22	-
	Impressions	24,242	1,683	1,205	15,939	-	-	4,755	660
	Engagements	632	54	10	296	-	-	272	-
Facebook	Number of posts	32	-	4	15	-	-	13	-
	Impressions	2,039	-	185	800	-	-	1,054	-
	Engagements	75	-	11	40	-	-	24	-

Although not foreseen, and in an effort to increase the social media impact, 26 QR codes in total have been created to facilitate users to reach the Triple-A website and material. QR codes are an interactive form of sharing web content, leading to more efficient engagement, and enabling easier access to users. In addition, different banners were developed for social media posts, dedicated to Triple-A components (i.e., methodology, dissemination material, etc.). In addition, during the reporting period from April 2021 to May 2022, 9 banners for the Capacity Building Webinars, 8 banners for the Regional Training Workshops and 1 banner for the Final European Roadshow, 9 banners with the speakers of the Final European Roadshow were created (See more in D7.8 Communication Material and Media Coverage (2<sup>nd</sup> edition)). The banners and QR codes posted in Triple-A social media accounts are designed according to the project's identity guidelines.



Figure 17: Triple-A QR Codes and Banners

## 5 Use of Digital Platforms

Triple-A shared information about the project updates and results on several platforms visited by key target groups, such as IISD Mailing Lists, ResearchGate, energypedia, capacity4dev, etc. Partners used also 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 has been pursued to the greatest possible extent in order to share the Triple-A results/findings.

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



### ResearchGate<sup>50</sup>

ResearchGate is a social network for scientists and researchers to share papers, ask and answer questions, and find collaborators. Through this channel Triple-A reaches out to the scientific community in order to distribute its scientific publications and reports. Triple-A publications in ResearchGate have gathered **170** reads.

<sup>50</sup> <https://www.researchgate.net/project/Horizon-2020-Triple-A-project>



### Zenodo<sup>51</sup>

Zenodo is a data repository developed by CERN within the framework of OpenAIRE, welcoming all science data around the globe. Its main purpose is to provide an easy access data repository for every scientific data from all over the world and from every discipline. Triple-A uses Zenodo in order to provide open access to its outcomes and disseminate them to appropriate audiences at the same time. Pre-prints from **15** Triple-A publications have been uploaded in Zenodo so as to ensure Gold Open Access. The Triple-A publications have gathered **278** views and **250** downloads.



### IISD Mailing Lists<sup>52</sup>

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

The Triple-A Press Releases and Newsletters were shared to the above-mentioned lists in order to gain more visibility from the energy and climate community.

During the period April 2021 to May 2022, when the Triple-A outcomes were more tangible, more platforms were exploited and Triple-A deliverables and key reports, as well as dissemination material were uploaded.



### Capacity4Dev<sup>53</sup>

Capacity4Dev is the European Commission's knowledge sharing platform for development cooperation aiming to improve capacity building. This is done among others by enabling cross learning between practitioners from EU institutions and other organisations. The platform has over 25,000 members who share, learn, and collaborate on the fields of sustainable development. Within this channel Triple-A disseminates project reports, events, and dissemination material to a wide audience, since its members are scientists, industrialists, EU staff, sustainable development professionals from EU MS, policy makers in EU & global level as well as civil societies. Up until May 2022 **46** materials (reports, communication material) have been uploaded in capacity4dev platform.

<sup>51</sup> <https://zenodo.org/>

<sup>52</sup> <http://sdg.iisd.org/sdg-update/about-the-sdg-update-newsletter/>

<sup>53</sup> <https://europa.eu/capacity4dev/>



### Energypedia<sup>54</sup>

Energypedia is a wiki-based platform for collaborative knowledge exchange on renewable energy and energy efficiency issues. It offers the opportunity to share knowledge through uploading documents and deliverables, and also through publishing pages of projects and initiatives that are relevant to these two main issues. In order to further promote Triple-A outcomes and deliverables, an Energypedia page have been created. This page includes a short description of the action, its objectives, and general outcomes as well as links to the relevant reports and files. Up until May 2022 **20** articles and reports have been uploaded in energypedia platform.

### Articles/ Announcements/ Blogposts

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

Partners use their websites, events, and contacts to share and disseminate project related information and results as widely as possible and more than **101** references in relevant webpages host Triple-A articles and announcements, while only 20 references were foreseen in related webpages promoting Triple-A (See Annex D). In addition, liaison with networks, bloggers and online libraries has been pursued to the greatest possible extent, in order to share the Triple- A results/findings.

The following articles were placed in several websites promoting Triple-A methodology and activities. **10** of them have been developed within the reporting period April 2021 to May 2022:

1. Article *“Supporting energy efficiency investments at an early stage”* article on **adelphi’s** website<sup>55</sup>
2. Article *“Enhancing at an Early Stage the Investment Value Chain of Energy Efficiency Projects”* at BUILD UP the European Portal for Energy Efficiency in Buildings<sup>56</sup>.
3. Article *“Risks of Energy Efficiency Financing and Mitigation Strategies Typology”* at the **IEECP** website<sup>57</sup>.
4. Article *“Energy Efficiency Projects”* at Platform for African – European Partnership in Agricultural Research for Development<sup>58</sup>.
5. Article *“Pomáháme Zlepšovat Investování Do Projektů V Oblasti Energetické Účinnosti”* at **SEVEN** website<sup>59</sup>.
6. Article *“Snižování Rizika Investování Do Projektů Energetické Účinnosti”* at SEVEN website<sup>60</sup>.

<sup>54</sup> [https://energypedia.info/wiki/Main\\_Page](https://energypedia.info/wiki/Main_Page)

<sup>55</sup> <https://www.adelphi.de/en/project/supporting-energy-efficiency-investments-early-stage>

<sup>56</sup> <https://www.buildup.eu/en/explore/links/triple-project>

<sup>57</sup> <http://www.ieecp.org/report-risks-of-energy-efficiency-financing-and-mitigation-strategies-typology/>

<sup>58</sup> <http://paepard.blogspot.com/2020/01/energy-efficiency-projects.html>.

<sup>59</sup> <https://eebw.cz/cs/aktualita/pomahame-zlepsovati-investovani-do-projektu-v-oblasti-energeticke-ucinnosti>

<sup>60</sup> <http://www.svn.cz/cs/aktualita/snizovani-rizika-investovani-do-projektu-energeticke-ucinnosti>

7. Article *“Enhancing at an Early Stage the Investment Value Chain of Energy Efficiency Projects”* at **TEESLab** website<sup>61</sup>.
8. Article *“Triple-A: Enhancing at an Early Stage the Investment Value Chain of Energy Efficiency Projects, European Commission, H2020”* at **EPU-NTUA** website<sup>62</sup>.
9. Blog article *“How to unlock lasting value”* by Heleen Groenenberg (**IEECP**) <sup>63</sup>.
10. *“Final Report on Correlation Analysis between Energy Efficiency & Risk”* by Energy Efficient Mortgages initiative (EEMI)/EeDaPP<sup>64</sup>.
11. IEECP Article *“Can energy efficiency investments become more transparent, predictable and attractive for investors, financiers and project developers? News from the Triple-A project.”*<sup>65</sup>.
12. Article in *“IEECP Annual Report 2019”*<sup>66</sup>.
13. Article *“HORIZON 2020 Projektas Triple-A”* at **VIPA** website<sup>67</sup>.
14. Article in the Greek magazine ESG+ published by BOUSSIAS communications with the title *“Modern energy efficiency investment evaluation tools and ESG indicators”* (in Greek)<sup>68</sup>.
15. Article in Spanish magazine El Instalador about the implementation of energy efficiency in SMEs. *“La formación, el desarrollo de políticas corporativas y las auditorías energéticas, claves para el éxito de las medidas de eficiencia energética en pymes”*<sup>69</sup>.
16. Article in ESG stories<sup>70</sup>: *Everything a company needs to know about adopting ESG practices*
17. IAMC News, *Triple-A Database on Energy Efficiency Financing*<sup>71</sup>.
18. **VIPA** website: *VIPA prisijungė prie tarptautinio Europos Sąjungos mokslinių tyrimų ir inovacijų finansavimo program*
19. *Kviečiame dalyvauti tarptautinio projekto „Triple – A“ konsultacijose*, VIPA website<sup>72</sup>.
20. **SEVEN** semi-annual bulletins, *“Risk-reducing approaches for energy efficiency projects”*, an article about Triple-A project and tools<sup>73</sup>.
21. Article on energypress: *“Επιδοτώντας ορυκτά καύσιμα πίσω από τους στόχους για την ενέργεια και το κλίμα”*<sup>74</sup>.
22. Article on Euractiv: *“Hiding fossil fuel subsidies under clean energy targets”*<sup>75</sup>.

<sup>61</sup> <https://teeslab.unipi.gr/portfolio-item/triple-a-enhancing-at-an-early-stage-the-investment-value-chain-of-energy-efficiency-projects/>

<sup>62</sup> <https://www.epu.ntua.gr/node/333>

<sup>63</sup> <https://greenink.blog/2020/01/02/how-to-unlock-lasting-value>

<sup>64</sup> [https://aaa-h2020.eu/sites/default/files/2020-09/EeDaPP\\_D57\\_27Aug20.pdf](https://aaa-h2020.eu/sites/default/files/2020-09/EeDaPP_D57_27Aug20.pdf)

<sup>65</sup> <http://www.ieecp.org/can-energy-efficiency-investments-become-more-transparent-predictable-and-attractive-for-investors-financiers-and-project-developers-news-from-the-triple-a-project/>

<sup>66</sup> <http://www.ieecp.org/wp-content/uploads/2020/11/Annual-report-2019-IEECP.pdf>

<sup>67</sup> <https://www.vipa.lt/apie-vipa/dalyvavimas-projektuose/horizon-2020-projektas-triple-a/>

<sup>68</sup> [https://issuu.com/boussiascommunications/docs/esg\\_1\\_issuu\\_e-magazine?fr=sMWU0OTMyODI1OTU](https://issuu.com/boussiascommunications/docs/esg_1_issuu_e-magazine?fr=sMWU0OTMyODI1OTU)

<sup>69</sup> <https://www.interempresas.net/Instaladores/Articulos/371800-formacion-desarrollo-politicas-corporativas-auditorias-energeticas-claves-exito-medidas.h0tml>

<sup>70</sup> <http://www.esgstories.gr/business-esg/haris-doykas-ola-osa-prepei-na-xerei-mia-epiheirisi-gia-tin-yiothetisi-praktikon-esg>

<sup>71</sup> <https://www.iamconsortium.org/news-from-the-community/news-f-the-community/triple-a-database-on-energy-efficiency-financing/>

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

<sup>73</sup> <http://www.svn.cz/cs/aktualita/zpravy-ze-seven-2020>

<sup>74</sup> <https://energypress.gr/news/epidotontas-orykta-kaysima-piso-apo-toys-stohovs-gia-tin-energeia-kai-klima>

<sup>75</sup> <https://www.euractiv.com/section/energy/opinion/hiding-fossil-fuel-subsidies-under-clean-energy-targets/>

23. *Triple-A Article* included in the unique stories of the members of the *Onassis Scholars' Association*<sup>76</sup>.
24. Triple-A Article in **GFT** blog "Progetto *Triple-A: come migliorare la value chain dei progetti di efficienza energetica*"<sup>77</sup>.
25. Triple-A article by **Piraeus Bank**, posted on 20/05/2022 in 360funding.gr website with the title "*Triple-A at a glance*" (In Greek)<sup>78</sup>.

<sup>76</sup> <https://www.onassis.org/initiatives/onassis-communities/onassis-scholars-association/success-stories/charikleia-karakosta>

<sup>77</sup> <https://aaa-h2020.eu/index.php/related-content/progetto-triple-come-migliorare-la-value-chain-dei-progetti-di-efficienza>

<sup>78</sup> <https://www.360funding.gr/arthrografia/to-ergo-triple-me-mia-matia#>



## 6 Triple-A e-Press Releases

Apart from the e-Newsletters and although unforeseen in the Grant Agreement, dedicated e-press releases have been developed as needed, aiming at strategically placing the outcomes of the project at local, regional, national, and European levels. During the Triple-A project, **22** press releases have been distributed in total to **682** subscribers, with **17** of them developed within the reporting period April 2021 to May 2022.

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

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

### Triple-A Press Releases

**Triple-A Press Release: Issue 3 May 2022<sup>79</sup>:**

Outcomes, material and recording of the Final European Roadshow event

**Triple-A Press Release, Issue May 2 2022 (in Greek)<sup>80</sup>:**

Invitation to the event: Facilitating Energy Efficiency Project Financing at an Early Stage: Recommendations from the Triple-A project 10.05.2022 (in Greek).

**Triple-A Press Release, Issue May 2022<sup>81</sup>:**

Triple-A Final European Roadshow Facilitating Energy Efficiency Project Financing at an Early Stage: Recommendations from the Triple-A project

**Triple-A Press Release, Issue 3, March 2022<sup>82</sup>:**

Promotion of the Country Reports of the Triple-A Database.

**Triple-A Press Release, Issue 2, March 2022<sup>83</sup>:**

Joint Triple-A and INFINITECH projects webinar “Risk Assessment Techniques for Modern Sustainable Investments”

**Triple-A Press Release, Issue July 2021<sup>91</sup>:**

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

**Triple-A Press Release, Issue 2 June 2021<sup>92</sup>:**

Triple-A Web-Based Database: Bridging the Transparency Gap in Energy Efficiency Financing

**Triple-A Press Release, Issue June 2021<sup>93</sup>:**

Outcomes of the Triple-A Capacity Building Webinars on Financing Energy Efficiency in Bulgaria, Czech Republic, Greece, Netherlands and Spain.

**Triple-A Press Release, Issue 2 April 2021<sup>94</sup>:**

Integration of two standardised approaches for transparency improving Energy Efficiency investments and confidence between owner and investor in Building Sector.

<sup>79</sup> <https://preview.mailerlite.com/n2z1b4k5d8/1962271780819179443/z3l2/>

<sup>80</sup> <https://preview.mailerlite.com/e3f5m5e4w3>

<sup>81</sup> <https://preview.mailerlite.com/q1q9e7v5a2>

<sup>82</sup> <https://preview.mailerlite.com/p6h8z1y7p6>

<sup>83</sup> <https://preview.mailerlite.com/l3m9e7j0f7>

<sup>91</sup> <https://aaa-h2020.eu/sites/default/files/2021-08/Issue%2C%20July%202021.pdf>

<sup>92</sup> <https://aaa-h2020.eu/sites/default/files/2021-08/Issue%2C%20July%202021.pdf>

<sup>93</sup> <https://aaa-h2020.eu/sites/default/files/2021-06/Triple-A%20Newsletter%20June%202021.pdf>

<sup>94</sup> <https://aaa-h2020.eu/sites/default/files/2021-04/Triple-A%20Press%20Release%2C%20Issue%202%20April%202021.pdf>



**Triple-A Press Release, Issue 1, March 2022<sup>84</sup>:** Outcomes of the Triple-A Regional Training Workshops in Bulgaria, Germany, Italy, Lithuanian, The Netherlands.

**Triple-A Press Release, Issue, December 2021<sup>85</sup>:** Outcomes of the Triple-A Regional Training Workshops in the Czech Republic, Greece and Spain.

**Triple-A Press Release, Issue November 2021<sup>86</sup>:** Invitation for the Triple-A Greek Training Workshop: Increasing Energy Efficiency Investment Rates in Greece: From Theory to Practice, 25.11.2021 (in Greek)

**Triple-A Press Release, Issue 2 October 2021<sup>87</sup>:** Invitation to the event: National Recovery and Resilience Plan: Investing in Buildings' Renovation for a Climate Neutral Future, 21.10.2021 (in Greek)

**Triple-A Press Release, Issue October 2021<sup>88</sup>:** 6th Triple-A Briefing Note: Triple-A Webinar Series on Financing Energy Efficiency Projects

**Triple-A Press Release, Issue 2 September 2021<sup>89</sup>:** Triple-A joint event "Integration of Finance for Energy Efficiency", 29/09/2021, at 17:00 - 18:30, during Sustainable Places 2021

**Triple-A Press Release, Issue September 2021<sup>90</sup>:** EUSEW event: "Towards a decarbonised Europe: Increasing energy efficiency in SMEs for a clean energy transition", 19.10.2021

**Triple-A Press Release, Issue April 2021<sup>95</sup>:** Triple-A Survey: Investors' Preferences on Energy Efficiency Investments

**Triple-A Press Release, Issue March 2021<sup>96</sup>:** Triple-A Survey on Building Sector: The case of Greece

**Triple-A Press Release, Issue January 2021<sup>97</sup>:** Triple-A Questionnaire on Building Sector: Highlights

**Triple-A Press Release, Issue December 2020<sup>98</sup>:** Triple-A Questionnaires on Energy Efficiency Financing

**Triple-A Press Release, Issue October 2020<sup>99</sup>:** De-risking Energy Efficiency Investments Workshop

**Triple-A Press Release, Issue June 2020<sup>100</sup>:** Post-COVID-19: New Era for Energy Efficiency Investments & Economy Recovery Plans

**Triple-A Press Release, Issue January 2020<sup>101</sup>:** Triple-A Website is now Online!

<sup>84</sup> <https://preview.mailerlite.com/u4n5d7l1n0>

<sup>85</sup> <https://aaa-h2020.eu/sites/default/files/2022-01/Triple-A%20Press%20Release%2C%20Issue%2C%20December%202021.pdf>

<sup>86</sup> <https://aaa-h2020.eu/sites/default/files/2021-11/Triple-A%20Press%20Release%2C%20Issue%20November%202021.pdf>

<sup>87</sup> <https://aaa-h2020.eu/sites/default/files/2022-01/%CE%A0%CF%81%CF%8C%CF%83%CE%BA%CE%BB%CE%B7%CF%83%CE%B7%20%CE%B3%CE%B9%CE%B1%20%CF%84%CE%B7%CE%BD%20%CE%B5%CE%BA%CE%B4%CE%AE%CE%BB%CF%89%CF%83%CE%B7%2C%2021-10-2021.pdf>

<sup>88</sup> <https://aaa-h2020.eu/sites/default/files/2021-10/Triple-A%20Press%20Release%20Issue%2C%20October%202021.pdf>

<sup>89</sup> <https://aaa-h2020.eu/sites/default/files/2021-09/Triple-A%20Press%20Release%20Issue%202C%20September%202021.pdf>

<sup>90</sup> <https://aaa-h2020.eu/sites/default/files/2021-09/Issue%20September%202021.pdf>

<sup>95</sup> <https://aaa-h2020.eu/sites/default/files/2021-04/Triple-A%20Press%20Release%2C%20Issue%20April%202021.pdf>

<sup>96</sup> <https://aaa-h2020.eu/sites/default/files/2021-03/Issue%20March%202021.pdf>

<sup>97</sup> <https://aaa-h2020.eu/sites/default/files/2021-01/Issue%20January%202021.pdf>

<sup>98</sup> <https://aaa-h2020.eu/sites/default/files/2020-12/Triple-A%20Press%20Release%20Issue%20December%202020.pdf>

<sup>99</sup> <https://aaa-h2020.eu/sites/default/files/2020-10/Triple-A%20Press%20Release%2C%20Issue%203%20October%202020.pdf>

<sup>100</sup> <https://aaa-h2020.eu/sites/default/files/2020-06/Triple-A%20Press%20Release%20Issue%20June%202020.pdf>

<sup>101</sup> <https://aaa-h2020.eu/sites/default/files/2020-01/Triple-A%20Press-Release%20Issue%20January%202020.pdf>



Figure 18: Triple-A Press Releases

## 7 Digital Communication Impact and KPIs

The impact and the efficiency of the Triple-A's communication was evaluated with the following key performance indicators. Every 6 months (M6, M12, M18, M24, M36) of the project duration, NTUA monitored these indicators, and a related report was presented to all partners during the project meetings in order to enhance Triple-A's Communication Plan and make any corrective actions with the partners' involvement whenever is necessary.

The following table highlights the impact of the communication activities throughout the project.

**Table 1: Impact of the digital communication means**

Communication Activity	Status (September 2019 – March 2021)	Status (April 2021 – May 2022)
Google analytics	<b>21,125</b> pageviews and 13,423 users and <b>483</b> views of the dissemination material uploaded on the website.	<b>45,906</b> unique pageviews and <b>25,555</b> unique users, achieving the target set, while the Triple-A reports and dissemination material uploaded on the website have <b>734</b> views.
Newsletters	Number of Newsletters: <b>5</b> Subscribers: <b>545</b>	Number of Newsletters: <b>2</b> Subscribers: <b>137</b>
Press Releases	Number of Press Releases: <b>5</b>	Number of Press Releases: <b>17</b>
Social media	<ul style="list-style-type: none"> <li><b>214</b> followers in LinkedIn</li> <li><b>240</b> followers in Twitter</li> <li><b>102</b> followers in Instagram</li> <li><b>238</b> views in YouTube</li> </ul>	<ul style="list-style-type: none"> <li><b>160</b> followers in LinkedIn</li> <li><b>176</b> followers in Twitter</li> <li><b>53</b> followers in Instagram</li> <li><b>863</b> views in YouTube</li> </ul>
Digital platforms	<p><b>Zenodo:</b> Pre-prints from <b>5</b> Triple-A publications have been uploaded in Zenodo so as to ensure Gold Open Access.</p> <p><b>ResearchGate</b> <b>8</b> papers have been uploaded and have gathered <b>170</b> reads.</p> <p><b>IISD Mailing Lists:</b> <b>10</b> Newsletter and press releases have been distributed</p>	<p><b>Zenodo:</b> Pre-prints from <b>10</b> Triple-A publications have been uploaded in Zenodo so as to ensure Gold Open Access. The Triple-A publications have gathered <b>278</b> views and <b>250</b> downloads.</p> <p><b>IISD Mailing Lists:</b> <b>19</b> Newsletter and press releases have been distributed</p> <p><b>Capacity4Dev:</b> <b>46</b> reports and communication material have been uploaded</p> <p><b>Energypedia:</b> <b>20</b> Reports have been uploaded</p>
Articles	<b>17</b> articles in several websites promoting Triple-A methodology and activities	<b>10</b> articles in several websites promoting Triple-A methodology and activities
Links with references to Triple-A	<b>65</b> Links	<b>36</b> Links

## 7.1 Impact of Digital Communication in target groups

Table 2: Target groups paired with main digital communication means

	Investors/ Financiers	Project developers	Policy makers	Academia	Other (Energy associations, technical champions, etc.)
Website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Tools	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Database	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Newsletter	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Press release & Article	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Digital Platforms	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Social media	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

☒ Primary ☐ Secondary

## 7.2 Triple-A KPIs

This section presents important KPIs that are relevant to the digital communication of the project. It is worth mentioning that all these KPIs reported are not foreseen by the Grant Agreement, however their tracking and reporting assist in the better promotion of the project through actions targeted to each specific stakeholder group. When a KPI was below the expectations, more effort was put towards this direction.

### *Project Websites: Official website, Tools, Database*

With the KPIs presented on the tables below, the engagement process of the visitors was monitored - as Triple-A had a clear view of the visitors, of their interests (number of downloaded documents), and through the returning visitors (number of visits), of the content evaluation (number of pages viewed) and

the time of visitors' navigation (duration of sessions). The analysis has been done for the three websites of Triple-A, the official website, the Tools website and the Database website.

**Table 3: KPIs Triple-A Official website**

KPIs Triple-A Official website	Status
Number of visitors	25,382
Number of downloaded deliverables	949
Number of unique visits	45,906
Number of pages viewed	62,398

**Table 4: KPIs Triple-A Tools**

KPIs Triple-A Tools	Status
Number of visitors	1,603
Number of subscribed users	170
Number of pages viewed	7,339

**Table 5: KPIs Triple-A Database**

KPIs Triple-A Database	Status
Number of visitors	1,239
Number of downloaded documents	211
Number of pages viewed	3,496

### *Triple-A e-Newsletters & Press Releases*

The key performance indicators regarding the e-Newsletters and the press releases enhanced our view to learn more about Triple-A audience and on what is working (click rates) and what content has better correspondence (reports presented) and make improvements accordingly (open/unsubscribe rates) so as to create more content that resonates with them.

**Table 6: KPIs Triple-A e-Newsletters & Press Releases**

KPIs Triple-A e-newsletters and press releases	Status
Number of items distributed	<b>29</b>
Number of recipients	<b>682</b>
Click through rate	<b>34%</b>
Total clicks (average)	<b>201</b>

### *Social Networks*

With the below-mentioned key metrics, Triple-A assessed and quantified the interactions by Triple-A's wide audience in social networks and modify Triple-A statistics and strategy respectively.

**Table 7: KPIs Triple-Social media**

KPIs Triple-A social networks	Status
Number of followers	<b>961</b>
Number of posts / news / tweets	<b>1,048</b>
Number of views/ impressions	<b>270,854</b>
Number of shares / retweets/ reposts	<b>573</b>
Number of Impressions gathered by partners social media accounts	<b>68,882</b>

## 8 Data Protection Compliance

The Triple-A Consortium have complied with the General Data Protection Regulation (GDPR)<sup>102</sup>, which came into force on the 25<sup>th</sup> of May 2018. A specific procedure has been implemented for the management of the personal data of the stakeholders that have been engaged in Triple-A activities in various ways, namely: for the stakeholders' identification and consultation process, prior and during the participation in Triple-A, events, webinars, training workshops, interviews, surveys, the use of stakeholders' and all interested parties' data while subscribing to the newsletter and the use of the Triple-A website by users.

Specifically:

- Triple-A project partners have established bilateral personal and professional relationships with various key stakeholders at national and EU level, as all are actively involved in the domain that the project is addressing. Each partner is responsible to communicate with its stakeholders as identified under the **Task 2.1: Stakeholder Analysis and Engagement Plan** and reported in deliverable **D2.1 Stakeholder analysis and engagement plan**, which is confidential. The particular deliverable includes the analytical list of the stakeholders' identified along with their personal data: full name, name of organisation, position at the organisation, mobile phone number, e-mail, website, country. The list has a clear description of the stakeholders' organisations and how they are connected to the project. The initial list of stakeholders reported in D2.1 was constantly being updated; however, each new entry included only the pre-defined personal data and nothing more.
- Triple-A has not used "open source" personal data about identifiable persons to create new records or files and profiles and has not used data from social media networks.
- Triple-A has not used personal data that were collected from previous projects. e.g., the partners have not made use of their lists of subscribers to previous projects in order to communicate the outcomes of Triple-A. This has not applied in case there are already established relations, as described in the first bullet.
- During the whole stakeholder engagement process, all partners have kept a careful record of all aspects of stakeholder communications that occur over time. This includes information from bilateral meetings, phone calls, and emails. The stakeholders have been aware that the communication record is kept and that this document is available at any time to be sent to the stakeholder, if requested (see Annex C with the template for the recording of the stakeholder consultation activities). These documents are not publicly available but confidential among Triple-A partners.
- The stakeholders are aware of how their data are kept (hard copy or electronically) and where they are kept (which tools and platforms). The project partners have provided that information timely when requested by the stakeholders.
- For the participation in consultation, communication and dissemination activities such as, Capacity Building Webinars, Regional Training Workshops, and Final European Roadshow, an online registration form in Google Forms<sup>103</sup> has been developed, in which a description of the stakeholders' information has been presented (i.e., what information is collected, why they are collected, how and where they are stored, who is responsible for data security, how many years the data will be kept, if and where the data will be transferred (for example to the EC, if requested as a proof of the registration/participation). The online registration form has been defined and agreed with all partners

<sup>102</sup> <https://eur-lex.europa.eu/eli/reg/2016/679/oj>

<sup>103</sup> <https://policies.google.com/privacy>



prior to the implementation of the 1<sup>st</sup> round of the Capacity Building Webinars and during the design process. Moreover, all invited stakeholders have been asked for their consent for being photographed and/or recorded during the meetings. The information that has been requested through the online registration form is: full name, name of organisation, position at the organisation, phone number, e-mail, and country. Triple-A partners will never ask for personal sensitive data consisting of racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, genetic data, biometric data, data concerning health, or data concerning a natural person's sex life or sexual orientation.

- For the newsletter registration, subscribers either register themselves through either the website registration form or by signing their consent to be added in the list when bilateral meetings occur. In no case, stakeholders are being added to the subscription list without their consent. The digital proof of consent is stored. Subscribers are able to unsubscribe/opt-out from the list at any time by following the unsubscribe link. The GDPR-compliant database/tool for the use of newsletters is MailerLite<sup>104,105</sup>. At the end of the project, unless otherwise agreed, the database should be deleted if no further dissemination is going to be carried out past the end date. In the occasion that post-project communication will be carried out, an email will be sent to the database asking the subscribers if they wish to remain on the list for possible future communication.
- The surveys have been conducted through an online tool, which has been selected by each partner. The online tool is in compliance with the GDPR and provides all information regarding the Privacy and Legal, the Security, and includes a Data Processing Addendum. For the participation in the Triple-A surveys, a formal invitation has been sent to the stakeholders, describing the purpose of the survey, the objectives, how the results will be used, and where those will be displayed (public or confidential reports). The participation link has been included as well. Moreover, the stakeholders have been informed that the answers provided in the survey will be anonymised and no connection with personal data is foreseen. Finally, the stakeholders have been informed for how long and under which conditions the answers will be kept at the online platform.
- The Triple-A website has a specific section<sup>106</sup> in which the following legal notices are displayed:
  - *Terms of use.* In this section the information displayed are the links to other web sites and user-supplied content, the privacy, the copyright and trademarks, the user submissions and conduct.
  - *Privacy policy.* In this section, information, on the users' data that are collected when they visit the Triple-A website and how those are used, is available.
  - *Cookies policy.* General information about cookies (i.e., use preference cookies, marketing, and preference cookies, third party analytics cookies) is presented.
  - *GDPR Policy.* In this section, the overall GDPR policy of the Triple-A project is available. The policy includes the following sections: the general data privacy regulation scope, information of the data controller, the purpose and legal basis for data processing, the recipients of personal data, the process and storage of personal data, users' rights, and the users' right to lodge a complaint with the data protection authority.

<sup>104</sup> <https://www.mailerlite.com/>

<sup>105</sup> <https://www.mailerlite.com/gdpr-compliance>

<sup>106</sup> <https://aaa-h2020.eu/privacy-and-cookie-policy>



## 9 Covid-19 Impact on the Triple-A

Due to the pandemic, adjusted dissemination, and communication strategies were adopted by the consortium. From March 2020 – till - May 2022 the partners minimised flights and other travels by organising most of the meetings and communication activities virtually in the form of webinars, workshops, and trainings. New content was created by project partners, to visually present Triple-A Tools, demonstration presentations, videos and interactive infographics in a storytelling format and shared through the projects online channels (website, databases, newsletters and press releases, social media).

During periods of lockdown, there was a need for shifting to online events. Although online events have obvious disadvantages with regards to input elicitation when compared to physical ones, in the end they proved to have a big influence and attract the attention of the public. The Triple-A Consortium tried to leverage this by concentrating on the production of digital material (web, social media, and video) during this period. Several short videos and general voiced-over project presentations (with transcripts in the various local project languages) were made available as stand-alone communication material for social media.

It is worth mentioning that plenty of activities that boosted the achievements of the communication KPIs and milestones were not foreseen by the Grant Agreement (development and design of communication material, newsletters, articles, publications, etc.)<sup>107</sup>. The covid pandemic generated the need for more online material to be produced to reach the target groups and convey different messages in different ways, explain in depth the project activities and try to attract input, knowledge, experience, and energy efficiency projects to be assessed through the Triple-A Tools.

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<sup>107</sup> For more details on the Communication material, see also the deliverable “D7.8 Communication Material and Media Coverage (2<sup>nd</sup> edition)”.

## 10 Conclusions

This deliverable presented the Triple-A digital communication actions along with their impact. The digital activities were an online window, disseminating the Triple-A news and material to all potential audiences. It successfully involved all partners and worked closely with all WPs. The main activities that were realised are the

- Triple-A Website which will be active at least 2 years after the project end, gathering more than **25,382** visitors.
- Social media accounts in LinkedIn, Twitter, Instagram and YouTube that attracted more than **961** followers, **270,854** impressions. Partners' posts in social media gathered more than **68,882** impressions
- **29** e-newsletters and press releases that were disseminate to **682** stakeholders at EU and MS level.
- Digital platforms (Research Gate, Capacity4dev, Zenodo, Energypedia) with more than **89** Triple-A material uploaded.
- Announcements in **14** partners' newsletters, release of **27** articles in partners and stakeholders' website and **101** references/ announcements in partners' and stakeholders' relevant websites.

In general, the project website and electronic communication practices was compliant with the current EU legislation on personal data and communications - GDPR. Compliance with GDPR was also ensured in the case of third-party tools used in managing electronic dissemination via the web, such as website traffic analytics, embedded multimedia, and other functionalities.

## Annex A – Triple-A Newsletter Template



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

**New Triple-A Reports online!**

**Triple-A Events**

Stay tuned for more Triple-A News

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

Contact us




Stay connected with us



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

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


## Annex B – Triple-A Press Release Template







Stay tuned for more Triple-A News












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

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

[Unsubscribe](#)

# Annex C – Stakeholder Consultation - Template

## 1 Country Name

### 1.1 General information

*Please include general info about the bilateral meeting*

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

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

### 1.2 Agenda

*Please include the agenda of the bilateral meeting*

### 1.3 Bilateral Meeting Minutes

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

### 1.4 Conclusions/ Next Steps/ Upcoming Activities

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

### 1.5 Participant List

*Please include the formal participant list of the bilateral meeting discussions*

Table 2: Participants list

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

1.6      Photos

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

## Annex D – Announcements with References to Triple-A

No.	Site	Type	Link	Description
1	IEECP	Partner's Project Announcement	<a href="http://www.ieecp.org/project/triple-a-enhancing-at-an-early-stage-the-investment-value-chain-of-energy-efficiency-projects/">http://www.ieecp.org/project/triple-a-enhancing-at-an-early-stage-the-investment-value-chain-of-energy-efficiency-projects/</a>	Project description page in partner's website
2	TEESlab	Event	<a href="https://teeslab.unipi.gr/the-horizon-2020-project-triple-a-has-officially-kicked-off/">https://teeslab.unipi.gr/the-horizon-2020-project-triple-a-has-officially-kicked-off/</a>	Announcement for the Triple-A kick-off meeting in TEESlab's website
3	TEESlab	Partner's Project Announcement	<a href="https://teeslab.unipi.gr/welcome-to-triple-a/">https://teeslab.unipi.gr/welcome-to-triple-a/</a>	Project announcement page in partner's website
4	Agrinatura	Article in Digital Platform	<a href="https://agrinatura-eu.eu/2020/01/energy-efficiency-projects/">https://agrinatura-eu.eu/2020/01/energy-efficiency-projects/</a>	Further promotion of Triple-A's 2nd Newsletter
5	Platform for African – European Partnership in Agricultural Research for Development	Article in Digital Platform	<a href="http://paepard.blogspot.com/2020/01/energy-efficiency-projects.html">http://paepard.blogspot.com/2020/01/energy-efficiency-projects.html</a>	Further promotion of Triple-A's 2nd Newsletter
6	EPU-NTUA	Event	<a href="https://www.epu.ntua.gr/index.php/node/358">https://www.epu.ntua.gr/index.php/node/358</a>	TRIPLE-A PARTICIPATION IN THE 2ND IBROAD STAKEHOLDERS' MEETING
7	EPU-NTUA	Event	<a href="https://www.epu.ntua.gr/index.php/node/356">https://www.epu.ntua.gr/index.php/node/356</a>	TRIPLE-A PARTICIPATION IN THE LAUNCH INVESTOR FORUM, BRUSSELS, BELGIUM
8	EPU-NTUA	Event	<a href="https://www.epu.ntua.gr/node/353">https://www.epu.ntua.gr/node/353</a>	TRIPLE-A PARTICIPATION IN THE BUILDING GREEN OPEN SPACE 2019
9	EPU-NTUA	Event	<a href="https://www.epu.ntua.gr/node/352">https://www.epu.ntua.gr/node/352</a>	TRIPLE-A PARTICIPATION IN THE WINDMISSION GREECE 2019 CONFERENCE
10	EPU-NTUA	Event	<a href="https://www.epu.ntua.gr/node/361">https://www.epu.ntua.gr/node/361</a>	Announcement for the Triple-A kick-off meeting in EPU-NTUA's website
11	EPU-NTUA	Event	<a href="https://www.epu.ntua.gr/node/351">https://www.epu.ntua.gr/node/351</a>	TRIPLE-A PARTICIPATION IN THE C-TRACK 50 GREEK ENERGY INFO DAY
12	EPU-NTUA	Event	<a href="https://www.epu.ntua.gr/node/346">https://www.epu.ntua.gr/node/346</a>	TRIPLE-A PARTICIPATION IN THE 4TH ANNUAL SYMPOSIUM OF THE ASSOCIATION FOR ENERGY ECONOMICS
13	EPU-NTUA	Event	<a href="https://www.epu.ntua.gr/node/345">https://www.epu.ntua.gr/node/345</a>	TRIPLE-A PARTICIPATION IN THE 3RD EMAN CONFERENCE 2019
14	EPU-NTUA	Event	<a href="https://www.epu.ntua.gr/node/344">https://www.epu.ntua.gr/node/344</a>	TRIPLE-A PARTICIPATION IN THE SET-NAV FINAL CONFERENCE

No.	Site	Type	Link	Description
15	EPU-NTUA	Event	<a href="https://www.epu.ntua.gr/node/343">https://www.epu.ntua.gr/node/343</a>	TRIPLE-A PARTICIPATION IN THE 6TH STUDENT CONFERENCE OF HELORS
16	EPU-NTUA	Event	<a href="https://www.epu.ntua.gr/node/341">https://www.epu.ntua.gr/node/341</a>	TRIPLE-A PARTICIPATION IN THE FINANCING ENERGY EFFICIENCY AND PROJECT DEVELOPMENT - EASME CONTRACTORS' MEETING 2019, BRUSSELS, BELGIUM
17	EPU-NTUA	Event	<a href="https://www.epu.ntua.gr/node/340">https://www.epu.ntua.gr/node/340</a>	TRIPLE-A PARTICIPATION IN THE EEFIG ANNUAL PLENARY MEETING 2019
18	EPU-NTUA	Event	<a href="https://www.epu.ntua.gr/node/339">https://www.epu.ntua.gr/node/339</a>	TRIPLE-A PARTICIPATION IN THE WORKSHOP ON BUILDINGS' ENERGY EFFICIENCY AND STANDARDISATION
19	IEECP	Event	<a href="http://www.ieecp.org/?event=covenant-of-mayors-investment-forum-energy-efficiency-finance-market-place">http://www.ieecp.org/?event=covenant-of-mayors-investment-forum-energy-efficiency-finance-market-place</a>	Triple-A participation in the Covenant of Mayors Investment Forum – Energy Efficiency Finance Market Place
20	Joule Assets	Event	<a href="https://www.eu.jouleassets.com/news/eusew-2020">https://www.eu.jouleassets.com/news/eusew-2020</a>	Joint Policy Session at EUSEW2020
21	LAUNCH H2020 project	Event	<a href="https://www.launch2020.eu/launch-news/eusew-2020">https://www.launch2020.eu/launch-news/eusew-2020</a>	Joint Policy Session at EUSEW2020
22	EUSEW	Event	<a href="https://eusew.eu/energy-transition-new-business-models-de-risk-investments-and-kick-start-eu-building-renovation-wave">https://eusew.eu/energy-transition-new-business-models-de-risk-investments-and-kick-start-eu-building-renovation-wave</a>	Joint Policy Session at EUSEW2020
23	NTUA - Research Committee	Partner's Project Announcement	<a href="https://www.elke.ntua.gr/en/research_project/triple-a-enhancing-at-an-early-stage-the-investment-value-chain-of-energy-efficiency-projects-2/">https://www.elke.ntua.gr/en/research_project/triple-a-enhancing-at-an-early-stage-the-investment-value-chain-of-energy-efficiency-projects-2/</a>	Project description page in partner's website
24	QualitEE H2020 project	Event	<a href="https://qualitee.eu/news/qualitee-to-feature-at-eu-sustainable-energy-week-policy-conference/">https://qualitee.eu/news/qualitee-to-feature-at-eu-sustainable-energy-week-policy-conference/</a>	Joint Policy Session at EUSEW2020
25	VIPA	Partner's Project Announcement	<a href="https://www.vipa.lt/en/home/additional-projects/horizon-2020-project-triple-a/">https://www.vipa.lt/en/home/additional-projects/horizon-2020-project-triple-a/</a>	Project description page in partner's website
26	SEVEN	Article in Partner's Website	<a href="http://www.svn.cz/en/news-article/triple-newsletter-issue-june-2020">http://www.svn.cz/en/news-article/triple-newsletter-issue-june-2020</a>	Further promotion of Triple-A's 3rd Newsletter
27	PARIS REINFORCE	Other H2020 project report	<a href="https://paris-reinforce.eu/sites/default/files/2019-11/D8.14%20Plan%20for%20Coordination%20and%20Synergies.pdf">https://paris-reinforce.eu/sites/default/files/2019-11/D8.14%20Plan%20for%20Coordination%20and%20Synergies.pdf</a>	Mention of Triple-A project in another H2020 project's deliverable
28	Institute of Zero Energy Buildings (INZEB)	Event	<a href="http://inzeb.org/renovation-wave-whats-in-for-greece/">http://inzeb.org/renovation-wave-whats-in-for-greece/</a>	Triple-A participation in the online event "Renovation Wave: What's in for Greece?"
29	Institute of Zero Energy Buildings (INZEB)	Event	<a href="http://inzeb.org/wrap-up-of-the-online-event-renovation-wave-whats-in-for-greece/">http://inzeb.org/wrap-up-of-the-online-event-renovation-wave-whats-in-for-greece/</a>	Triple-A participation in the online event "Renovation Wave: What's in for Greece?"
30	Association of Greek Valuers (A.VA.G)	Event	<a href="https://avag.gr/index.php/announces-pr/428-renovation-wave-what-s-in-for-greece-news">https://avag.gr/index.php/announces-pr/428-renovation-wave-what-s-in-for-greece-news</a>	Triple-A participation in the online event "Renovation Wave: What's in for Greece?"



No.	Site	Type	Link	Description
31	Association of Greek Valuers (A.VA.G)	Event	<a href="https://avag.gr/index.php/announces-pr/420-webinar-april2020">https://avag.gr/index.php/announces-pr/420-webinar-april2020</a>	Triple-A participation in the webinar “Utilisation of new tools and models for buildings’ energy renovation and for investments”
32	Association of Greek Valuers (A.VA.G)	Questionnaire	<a href="https://avag.gr/index.php/announces-pr/436-triple-a">https://avag.gr/index.php/announces-pr/436-triple-a</a>	Triple-A questionnaire on the interlinkage of the buildings’ energy efficiency and their value in the Greek real estate market
33	Sustainable Places 2020	Event	<a href="https://www.sustainableplaces.eu/home/sp20-workshops-events/sp20-de-risking-energy-efficiency-investments-workshop/">https://www.sustainableplaces.eu/home/sp20-workshops-events/sp20-de-risking-energy-efficiency-investments-workshop/</a>	Triple-A co-organisation of the “De-risking Energy Efficiency Investments Workshop”
34	Energy Efficiency Conference 2020	Event	<a href="https://www.energyefficiencyconference.gr/agenda/">https://www.energyefficiencyconference.gr/agenda/</a>	Triple-A participation in the conference “Energy Efficiency Conference 2020”
35	EUGCC	Event	<a href="https://www.eugcc-cleanenergy.net/webinar_02062020_event">https://www.eugcc-cleanenergy.net/webinar_02062020_event</a>	Triple-A participation in the webinar “Smart and sustainable local energy planning”
36	Institute of Zero Energy Buildings (INZEB)	Event	<a href="http://inzeb.org/webinar-%CF%83%CF%85%CE%BB%CE%BB%CE%BF%CE%B3%CE%BF%CF%83-%CE%B5%CE%BA%CF%84%CE%B9%CE%BC%CE%B7%CF%84%CF%89%CE%BD-%CE%B5%CE%BB%CE%BB%CE%B1%CE%B4%CE%B1%CF%83/">http://inzeb.org/webinar-%CF%83%CF%85%CE%BB%CE%BB%CE%BF%CE%B3%CE%BF%CF%83-%CE%B5%CE%BA%CF%84%CE%B9%CE%BC%CE%B7%CF%84%CF%89%CE%BD-%CE%B5%CE%BB%CE%BB%CE%B1%CE%B4%CE%B1%CF%83/</a>	Triple-A participation in the webinar “Αξιοποίηση νέων εργαλείων και υπολογιστικών μοντέλων στην ανακαίνιση και ενεργειακή αναβάθμιση των κτιρίων και στις επενδύσεις”
37	Institute of Zero Energy Buildings (INZEB)	Event	<a href="http://inzeb.org/smart-and-energy-efficient-buildings-gr/">http://inzeb.org/smart-and-energy-efficient-buildings-gr/</a>	Triple-A participation in the webinar “SMART & ENERGY EFFICIENT BUILDINGS”
38	Institute of Zero Energy Buildings (INZEB)	Event	<a href="http://inzeb.org/energy-management-event-gr/">http://inzeb.org/energy-management-event-gr/</a>	Triple-A participation in the webinar “THE VALUE OF ENERGY MANAGEMENT PRACTICES IN THE BUSINESS SECTOR”
39	Energy Efficiency Conference 2020	Event	<a href="http://www.boussiasconferences.gr/files/_boussias_conferences_content/presentations/energyefficiency/2020/haris_doukas_energyefficiency20.pdf">http://www.boussiasconferences.gr/files/_boussias_conferences_content/presentations/energyefficiency/2020/haris_doukas_energyefficiency20.pdf</a>	Triple-A participation
40	Linkedin	Article “How to unlock lasting value”	<a href="https://www.linkedin.com/pulse/how-unlock-lasting-value-heleen-groenenberg/">https://www.linkedin.com/pulse/how-unlock-lasting-value-heleen-groenenberg/</a>	Project description
41	IEECP	Article	<a href="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/">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/</a>	Project description
42	SENSEI	Event/ workshop	<a href="https://senseih2020.eu/2020/06/24/renovation-is-the-way-to-go-perspectives-on-how-to-market-energy-efficiency-in-the-building-sector/">https://senseih2020.eu/2020/06/24/renovation-is-the-way-to-go-perspectives-on-how-to-market-energy-efficiency-in-the-building-sector/</a>	Triple-A participation in the workshop De-risking Energy Efficiency Investments

No.	Site	Type	Link	Description
43	H2020 projects QUEST	Event/ workshop	<a href="https://project-quest.eu/events/quest-co-organized-workshop-de-risking-energy-efficiency-investments-at-sustainable-places-2020-29-october-2020">https://project-quest.eu/events/quest-co-organized-workshop-de-risking-energy-efficiency-investments-at-sustainable-places-2020-29-october-2020</a>	Triple-A participation in the workshop De-risking Energy Efficiency Investments
44	NOVICE	Other H2020 project report	<a href="http://novice-project.eu/D8_9_Sustainability_Plan_and_Roadmap.pdf">http://novice-project.eu/D8_9_Sustainability_Plan_and_Roadmap.pdf</a>	Triple-A reference to NOVICE deliverable pg 12
45	IEECP	Article	<a href="http://www.ieecp.org/7-h2020-projects-partner-up-to-advise-eu-leaders-how-to-prepare-buildings-for-the-energy-transition/">http://www.ieecp.org/7-h2020-projects-partner-up-to-advise-eu-leaders-how-to-prepare-buildings-for-the-energy-transition/</a>	7 H2020 projects partner up to advise EU leaders how to prepare buildings for the energy transition
46	LAUNCH H2020 project	Partner's Project Announcement	<a href="https://www.launch2020.eu/sister-projects">https://www.launch2020.eu/sister-projects</a>	Project description page in partner's website
47	Construction21	Article	<a href="https://www.construction21.org/articles/h/7-h2020-projects-partner-up-to-advise-eu-leaders-how-to-prepare-buildings-for-the-energy-transition.html">https://www.construction21.org/articles/h/7-h2020-projects-partner-up-to-advise-eu-leaders-how-to-prepare-buildings-for-the-energy-transition.html</a>	7 H2020 projects partner up to advise EU leaders how to prepare buildings for the energy transition
48	NTEF	Event	<a href="https://ecofund-bg.org/en/programs/triple-a-aaa/">https://ecofund-bg.org/en/programs/triple-a-aaa/</a>	Triple-A Stakeholders Working Meeting
49	NTEF	Article	<a href="https://ecofund-bg.org/en/triple-project-webinar-series-increase-capacity-stakeholders-invitation-second-webinar-funding-energy-efficiency-projects/">https://ecofund-bg.org/en/triple-project-webinar-series-increase-capacity-stakeholders-invitation-second-webinar-funding-energy-efficiency-projects/</a>	Triple-A Project Webinar Series to Increase the Capacity Of Stakeholders. Invitation for Second Webinar: Funding of Energy Efficiency Projects.
50	REHVA	Article	<a href="https://www.rehva.eu/news/article/u-cert-and-quest-partner-with-5-horizon2020-projects-to-advise-eu-leaders-how-to-prepare-buildings-for-the-energy-transition">https://www.rehva.eu/news/article/u-cert-and-quest-partner-with-5-horizon2020-projects-to-advise-eu-leaders-how-to-prepare-buildings-for-the-energy-transition</a>	7 H2020 projects partner up to advise EU leaders how to prepare buildings for the energy transition
51	REHVA	Event	<a href="https://www.rehva.eu/news/article/save-the-date-for-the-quest-co-organized-workshop-de-risking-energy-efficiency-investments-at-sustainable-places-2020">https://www.rehva.eu/news/article/save-the-date-for-the-quest-co-organized-workshop-de-risking-energy-efficiency-investments-at-sustainable-places-2020</a>	Workshop De-risking Energy Efficiency Investments
52	EUSEW	Event	<a href="https://www.eusew.eu/energy-transition-new-business-models-de-risk-investments-and-kick-start-eu-building-renovation-wave">https://www.eusew.eu/energy-transition-new-business-models-de-risk-investments-and-kick-start-eu-building-renovation-wave</a>	Workshop De-risking Energy Efficiency Investments
53	QUALITEE	Article	<a href="https://qualitee.eu/qb/">https://qualitee.eu/qb/</a>	7 H2020 projects partner up to advise EU leaders how to prepare buildings for the energy transition
54	BUILDBACKBETTER	Article	<a href="http://buildbackbetter.gr/triple-a">http://buildbackbetter.gr/triple-a</a>	Project description page in digital platform
55	ECOFUND	Partner's Project Announcement	<a href="https://ecofund-bg.org/en/%d1%82hird-triple-information-material-march-2021/">https://ecofund-bg.org/en/%d1%82hird-triple-information-material-march-2021/</a>	Third Triple-A information material (March 2021)
56	ECOFUND	Partner's Project Announcement	<a href="https://ecofund-bg.org/en/programs/information-materials-recommendations/">https://ecofund-bg.org/en/programs/information-materials-recommendations/</a>	Information materials and recommendations
57	IAMC news	Article/ Newsletter	<a href="https://a1d0q2.emailsp.com/f/rnl.aspx?fdf=xxqqqs_f.ee=nz5de7=sw_26-1:f=7.9&amp;4m&amp;x=pp&amp;wx5ai9eff13aiy94q=ztpoNCLM">https://a1d0q2.emailsp.com/f/rnl.aspx?fdf=xxqqqs_f.ee=nz5de7=sw_26-1:f=7.9&amp;4m&amp;x=pp&amp;wx5ai9eff13aiy94q=ztpoNCLM</a>	Triple-A Database on Energy Efficiency Financing

No.	Site	Type	Link	Description
58	VIPA	Event	<a href="https://www.vipa.lt/kvieciame-susipazinti-su-standartizuotais-irankiais-kurie-gali-buti-naudojami-ankstyvai-energijos-efektyvumo-projektu-rizikai-ivertinti/">https://www.vipa.lt/kvieciame-susipazinti-su-standartizuotais-irankiais-kurie-gali-buti-naudojami-ankstyvai-energijos-efektyvumo-projektu-rizikai-ivertinti/</a>	CBW in Lithuania
59	DEESME	Event	<a href="https://www.deesme.eu/new-meeting-with-h2020-sister-projects/">https://www.deesme.eu/new-meeting-with-h2020-sister-projects/</a>	Triple-A participation in the meeting with H2020 projects
60	IEECP	Article	<a href="https://ieecp.org/ieecp-and-abn-amro-collaboration-for-energy-efficient-projects-in-the-netherlands/">https://ieecp.org/ieecp-and-abn-amro-collaboration-for-energy-efficient-projects-in-the-netherlands/</a>	IEECP and ABN AMRO collaboration for energy efficient projects in The Netherlands / IEECP en ABN AMRO werken samen aan energie efficiëntie projecten binnen Nederland
61	Zenodo	Article	<a href="https://zenodo.org/record/4291900#.YGR19R8zbX5">https://zenodo.org/record/4291900#.YGR19R8zbX5</a>	Seven Horizon2020 projects advise EU leaders how to prepare buildings for the energy transition
62	SPEEDIER	Event	<a href="https://speedierproject.eu/2021/03/12/speedier-meets-with-related-initiatives/">https://speedierproject.eu/2021/03/12/speedier-meets-with-related-initiatives/</a>	Triple-A participation in the meeting with H2020 projects
63	SENSEI	Article	<a href="https://senseih2020.eu/tag/h2020-projects/">https://senseih2020.eu/tag/h2020-projects/</a>	Promotion of the EUSEW policy session on the 18th of June to discuss Energy Transition: New Business Models to De-Risk Investments and Kick-Start the EU Building Renovation Wave.
64	EENVEST	Article	<a href="https://www.eenvest.eu/de-risking-energy-efficiency-investments-through-innovation/">https://www.eenvest.eu/de-risking-energy-efficiency-investments-through-innovation/</a>	Promotion of the Event in Sustainable Places on the 29th October 2020.
65	ScanR	Article	<a href="https://scanr.enseignementsup-recherche.gouv.fr/project/846569">https://scanr.enseignementsup-recherche.gouv.fr/project/846569</a>	Description of Triple-A scope, budget, case studies, partners.
66	SEVEN	Partner's Project Announcement	<a href="https://www.svn.cz/en/news-article/triple-newsletter-issue-june-2020">https://www.svn.cz/en/news-article/triple-newsletter-issue-june-2020</a>	TRIPLE-A NEWSLETTER: ISSUE JUNE 2020
67	VIPA	Partner's Project Announcement	<a href="https://www.vipa.lt/vipa-prisijunge-prie-tarptautinio-europos-sajungos-moksliniu-tyrimu-ir-inovaciju-finansavimo-programos-horizontas2020-projekto-triple-a/">https://www.vipa.lt/vipa-prisijunge-prie-tarptautinio-europos-sajungos-moksliniu-tyrimu-ir-inovaciju-finansavimo-programos-horizontas2020-projekto-triple-a/</a>	VIPA has joined the Triple-A project of the international European Union research and innovation funding program Horizon2020
68	DEESME	event/ workshop	<a href="https://www.deesme.eu/event/october-19-2021-towards-a-decarbonized-europe-increasing-energy-efficiency-in-smes-for-a-clean-energy-transition/">https://www.deesme.eu/event/october-19-2021-towards-a-decarbonized-europe-increasing-energy-efficiency-in-smes-for-a-clean-energy-transition/</a>	EUSEW extended programme event, 19.10.2021
69	DEESME	event/ workshop	<a href="https://www.deesme.eu/wp-content/uploads/2021/09/Press-release-H2020-DEESME-EUSEW-event.pdf">https://www.deesme.eu/wp-content/uploads/2021/09/Press-release-H2020-DEESME-EUSEW-event.pdf</a>	EUSEW extended programme event, 19.10.2021
70	EUSEW	event/ workshop	<a href="https://eusew.eu/extended-programme-sessions/towards-decarbonized-europe-increasing-energy-efficiency-smes-clean">https://eusew.eu/extended-programme-sessions/towards-decarbonized-europe-increasing-energy-efficiency-smes-clean</a>	EUSEW extended programme event, 19.10.2021
71	ICCEE	event/ workshop	<a href="http://iccee.eu/wp-content/uploads/2021/09/ICCEE_Press-release-mid-term-event.pdf">http://iccee.eu/wp-content/uploads/2021/09/ICCEE_Press-release-mid-term-event.pdf</a>	EUSEW extended programme event, 19.10.2021

No.	Site	Type	Link	Description
72	Sustainable Places 2021	event/ workshop	<a href="https://www.sustainableplaces.eu/finance-for-energy-efficiency/">https://www.sustainableplaces.eu/finance-for-energy-efficiency/</a>	Sustainable Places 2021 - Triple-A event
73	Build Back Better	event/ workshop	<a href="https://www.buildbackbetter.gr/diadiptyaki-ekdilwsi-ethniko-sxedio-anakampsis-kai-anthektikotitas">https://www.buildbackbetter.gr/diadiptyaki-ekdilwsi-ethniko-sxedio-anakampsis-kai-anthektikotitas</a>	National Recovery and Resilience Plan: Investing in Buildings' Renovation for a Climate Neutral Future
74	Innoveas	Partner's Project Announcement	<a href="https://innoveas.eu/press-release-towards-a-decarbonized-europe-increasing-energy-efficiency-in-smes-for-a-clean-energy-transition/">https://innoveas.eu/press-release-towards-a-decarbonized-europe-increasing-energy-efficiency-in-smes-for-a-clean-energy-transition/</a>	Towards a decarbonized Europe: Increasing energy efficiency in SMEs for a clean energy transition
75	SENSEI	Partner's Project Announcement	<a href="https://senseih2020.eu/2020/11/26/policy-recommendations/">https://senseih2020.eu/2020/11/26/policy-recommendations/</a>	Towards a decarbonized Europe: Increasing energy efficiency in SMEs for a clean energy transition
76	QUALITEE	Article	<a href="https://qualitee.eu/gb/news/qualitee-to-feature-at-eu-sustainable-energy-week-policy-conference/">https://qualitee.eu/gb/news/qualitee-to-feature-at-eu-sustainable-energy-week-policy-conference/</a> <a href="https://cinea.ec.europa.eu/system/files/2021-07/%2811%29%20Mainstreaming%20sustainable%20energy%20finance%20and%20integrating%20energy%20performance%20in%20EU%20sustainable%20finance%20criteri.pdf">https://cinea.ec.europa.eu/system/files/2021-07/%2811%29%20Mainstreaming%20sustainable%20energy%20finance%20and%20integrating%20energy%20performance%20in%20EU%20sustainable%20finance%20criteri.pdf</a>	QUALITEE to feature in a eu sustainable energy week policy conference side event
77	CINEA	Presentation	<a href="https://cinea.ec.europa.eu/system/files/2021-07/%2811%29%20Mainstreaming%20sustainable%20energy%20finance%20and%20integrating%20energy%20performance%20in%20EU%20sustainable%20finance%20criteri.pdf">https://cinea.ec.europa.eu/system/files/2021-07/%2811%29%20Mainstreaming%20sustainable%20energy%20finance%20and%20integrating%20energy%20performance%20in%20EU%20sustainable%20finance%20criteri.pdf</a>	Presentation of EC Life Programme Info Session
78	Youtube	Event Recording	<a href="https://www.youtube.com/watch?v=j8_lzITWsHU">https://www.youtube.com/watch?v=j8_lzITWsHU</a>	LIFE Call for Proposals 2021: Mainstreaming sustainable energy finance
79	Institute of Zero Energy Buildings (INZEB)	Newsletter	<a href="https://us7.campaign-archive.com/?u=fd8d6a0ce6663ff956d8b548c&amp;id=45f4305fa5">https://us7.campaign-archive.com/?u=fd8d6a0ce6663ff956d8b548c&amp;id=45f4305fa5</a>	2 Upcoming events for October! - It includes links of Triple-A, as a supporting partner of the Renovate Europe Day 2021 event.
80	Institute of Zero Energy Buildings (INZEB)	Newsletter	<a href="https://us7.campaign-archive.com/?u=fd8d6a0ce6663ff956d8b548c&amp;id=5945ab2470">https://us7.campaign-archive.com/?u=fd8d6a0ce6663ff956d8b548c&amp;id=5945ab2470</a>	Invitation: National Recovery and Resilience Plan: Investing in Building Renovation for a Climate Neutral Future. The newsletter includes links of Triple-A, as a supporting partner of the Renovate Europe Day 2021 event.
81	SEGE	Newsletter	<a href="https://mailchi.mp/aa26b8557dec/nwpxw372nd-7270906?e=5526ff8e99">https://mailchi.mp/aa26b8557dec/nwpxw372nd-7270906?e=5526ff8e99</a>	Invitation: National Recovery and Resilience Plan: Investing in Building Renovation for a Climate Neutral Future. The newsletter includes links of Triple-A, as a supporting partner of the Renovate Europe Day 2021 event.
82	DEESME	Newsletter	<a href="https://mailchi.mp/6dc40627a18a/deesme-news-1-guiding-smes-and-national-authorities-to-take-profit-of-the-multiple-benefits-from-energy-audit-and-management-approaches-5602624">https://mailchi.mp/6dc40627a18a/deesme-news-1-guiding-smes-and-national-authorities-to-take-profit-of-the-multiple-benefits-from-energy-audit-and-management-approaches-5602624</a>	DEESME news #2 - Guiding SMEs and national authorities to take profit of the multiple benefits from energy audit and management approaches
83	VIPA	Event	<a href="https://www.vipa.lt/triple-a-irankis/">https://www.vipa.lt/triple-a-irankis/</a>	Triple-A Lithuanian Training Workshop
84	TRAPEZA PEIRAIOS AE	Partner's Project Announcement	<a href="https://www.fabiodisconzi.com/open-h2020/per-country/el/trapeza+peiraios+ae/index.html">https://www.fabiodisconzi.com/open-h2020/per-country/el/trapeza+peiraios+ae/index.html</a>	PARTNERSHIP Project

No.	Site	Type	Link	Description
85	Institute of Zero Energy Buildings (INZEB)	Event	<a href="https://inzeb.org/increasing-energy-efficiency-investment-rates-in-greece-from-theory-to-practice/">https://inzeb.org/increasing-energy-efficiency-investment-rates-in-greece-from-theory-to-practice/</a>	Online event "Increasing Energy Efficiency Investment Rates in Greece"
86	Facebook/Smafinproject	Event	<a href="https://www.facebook.com/smafinproject/">https://www.facebook.com/smafinproject/</a>	Online event "Increasing Energy Efficiency Investment Rates in Greece"
87	Joule Assets	Event	<a href="https://www.eu.jouleassets.com/meet-us">https://www.eu.jouleassets.com/meet-us</a>	Event "Energy Transition: New Business Models to De-Risk Investments and Kick-Start the EU Building Renovation Wave"
88	INFINITECH Project	Partner's Project Announcement	<a href="https://www.infinitech-h2020.eu/">https://www.infinitech-h2020.eu/</a>	NEW PARTNERSHIP
89	SEGE Greece	Event	<a href="https://www.sege.gr/%ce%b4%ce%b9%ce%b1%ce%b4%ce%b9%ce%ba%cf%84%cf%85%ce%b1%ce%ba%ce%ae-%ce%b5%ce%ba%ce%b4%ce%ae%ce%bb%cf%89%cf%83%ce%b7-%ce%b5%ce%b8%ce%bd%ce%b9%ce%ba%cf%8c-%cf%83%cf%87%ce%ad%ce%b4%ce%b9%ce%bf-%ce%b1/">https://www.sege.gr/%ce%b4%ce%b9%ce%b1%ce%b4%ce%b9%ce%ba%cf%84%cf%85%ce%b1%ce%ba%ce%ae-%ce%b5%ce%ba%ce%b4%ce%ae%ce%bb%cf%89%cf%83%ce%b7-%ce%b5%ce%b8%ce%bd%ce%b9%ce%ba%cf%8c-%cf%83%cf%87%ce%ad%ce%b4%ce%b9%ce%bf-%ce%b1/</a>	National Recovery and Resilience Plan: Investing in Buildings' Renovation for a Climate Neutral Future
90	The Hellenic-Dutch Association of Commerce and Industry	Announcement	<a href="https://www.heda.com.gr">https://www.heda.com.gr</a>	Triple-A description, scope and Tools
91	ECOFUND	Partner's Project Announcement	<a href="https://ecofund-bg.org/en/%d1%82hird-triple-information-material-march-2021/">https://ecofund-bg.org/en/%d1%82hird-triple-information-material-march-2021/</a>	Promotion of the Triple-A information material
92	NOVICE	Other H2020 project report	<a href="http://novice-project.eu/D8_9_Sustainability_Plan_and_Roadmap.pdf">http://novice-project.eu/D8_9_Sustainability_Plan_and_Roadmap.pdf</a>	On page 12
93	SEVEN	Partner's Project Announcement	<a href="https://www.svn.cz/en/news-article/new-tools-energy-efficiency-projects">https://www.svn.cz/en/news-article/new-tools-energy-efficiency-projects</a>	Article on the SEVEN's website
94	SEVEN	Partner's Project Announcement	<a href="https://www.svn.cz/en/news-article/triple-survey-investors-preferences-energy-efficiency-investments">https://www.svn.cz/en/news-article/triple-survey-investors-preferences-energy-efficiency-investments</a>	Article on the SEVEN's website
95	SEVEN	Partner's Project Announcement	<a href="https://www.svn.cz/en/news-article/explore-triple-database-energy-efficiency-financing">https://www.svn.cz/en/news-article/explore-triple-database-energy-efficiency-financing</a>	Article on the SEVEN's website
96	SEVEN	Partner's Project Announcement	<a href="https://www.svn.cz/en/news-article/triple-project-factsheet">https://www.svn.cz/en/news-article/triple-project-factsheet</a>	Article on the SEVEN's website

No.	Site	Type	Link	Description
97	SEVEn	Partner's Project Announcement	<a href="https://www.svn.cz/cs/aktualita/financovani-energeticky-uspornych-projektu-webinar">https://www.svn.cz/cs/aktualita/financovani-energeticky-uspornych-projektu-webinar</a>	Article on the SEVEn's website
98	SEVEn	Partner's Project Announcement	<a href="https://www.svn.cz/cs/aktualita/financovani-energeticky-uspornych-projektu">https://www.svn.cz/cs/aktualita/financovani-energeticky-uspornych-projektu</a>	Article on the SEVEn's website
99	SEVEn	Partner's Project Announcement	<a href="https://www.svn.cz/cs/aktualita/prozkoumejte-databazi-financovani-energeticke-ucinnosti">https://www.svn.cz/cs/aktualita/prozkoumejte-databazi-financovani-energeticke-ucinnosti</a>	Article on the SEVEn's website
100	SEVEn	Partner's Project Announcement	<a href="https://www.svn.cz/en/news-article/triple-final-european-roadshow-energy-efficiency-project-financing">https://www.svn.cz/en/news-article/triple-final-european-roadshow-energy-efficiency-project-financing</a>	Article on the SEVEn's website
101	SEVEn	Partner's Project Announcement	<a href="https://www.svn.cz/cs/aktualita/cesta-k-posileni-renovaci-budov">https://www.svn.cz/cs/aktualita/cesta-k-posileni-renovaci-budov</a>	Article on the SEVEn's website