



SmarterEPC

D6.2 Established Internal and External Communication Channels and Materials



Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

Document Information

Project Grant Agreement	LIFE - 101121034	Project Acronym	SmarterEPC
Full Title	Smarter Energy Performance Certificates; Integrating smart readiness aspects into buildings energy certification and tools for market up-take.		
Acknowledgment and disclaimer	Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them.		

Work Package	WP6	Title	Sustainability, replication, and exploitation of project results
Deliverable	D6.2	Title	Established Internal and External Communication Channels and Materials
Deliverable leader	Ramiz Qumsieh, Michela Zabaglia, Sara Momi (R2MI)		
Other Authors	/		
Quality Reviewers	1st Quality Reviewer: Andrei Vladimir Litiu (EPBC) 2nd Quality Reviewer: Despina Elisabeth Filippidou (OPSIS)		

Date of Delivery	Contractual	M3	Actual	M6
Status	Version 2		Final	
Nature	Report (R)			
Dissemination level	Public (PU)			

Table of Content

1. Introduction	6
1.1. Purpose and Target Groups	6
1.2. Contribution of Partners	6
1.3. Baseline Overview	6
1.4. Relation to Other Activities	6
2. Visual identity: cover the basics	7
3. Materials: Leaflet and Roll-Up	8
4. Online tools: Web page and Social Media channels	11
5. Templates for project deliverables and presentations	15
6. Conclusions	17

Table of figures

Figure 1 - SmarterEPC - Logo	7
Figure 2 - SmarterEPC - Logo variations	7
Figure 3 - SmarterEPC - Example of Colour Palette and Fonts	8
Figure 4 - SmarterEPC Leaflet (front and back) and Roll-up	10
Figure 5 - SmarterEPC - Examples from the webpage	13
Figure 6 - SmarterEPC - LinkedIn page	14
Figure 7 - SmarterEPC - X account	15
Figure 8 - SmarterEPC - Project Report Template	16
Figure 9 - SmarterEPC - Project Presentation Design	17

Glossary

Acronyms	Description
CA	Consortium Agreement
C&D	Communication and Dissemination
EC	European Commission
EPC	Energy Performance Certificate
GA	Grant Agreement
M	Month
R&D	Research & Development
SRI	Smart Readiness Indicator
WP	Work Package
WPL	Work Package Leader



EXECUTIVE SUMMARY

Deliverable 6.2 provided the list of the Internal and External Communication Channels and Materials set at consortium level by R2MI, in charge of WP6 activities. These resources have been crafted to support, in a practical manner, the brand awareness of the SmarterEPC Ecosystem of both experts and non-experts around the project, while helping project partners contribute to the SmarterEPC project's Communication and Dissemination strategy. The following components are presented in this document:

- Logo and brand guidelines;
- Leaflet;
- Dedicated webpage;
- Social media channels;
- Templates available at Consortium level for different needs (e.g., for deliverables and project reporting, presentations in-person and remotely, scientific posters at conferences, etc.).

These channels and materials have been set to serve the whole consortium and each partner, to operatively promote the project's existence, goals and expected impacts, both in person and remotely, since its beginning in October 2023.

The consortium, supported by WP6 leader (R2MI), might always consider adding new items to this list, as well as adapting the existing ones (e.g., different versions of the project leaflet and/or the roll-up content-wise, etc.) in line with the progress of the activities, the chance to promote specific outcomes and based on envisaged needs, including dedicated events, and synergic actions with other EU initiatives and/or EU-funded projects.

In any case, as set by D6.1 Communication and Dissemination Plan, the SmarterEPC Visual Identity and key (internal and external) communication basis will remain the same through the project end, as they are meaningful for the project and related outcomes to be clearly recognizable under the specific SmarterEPC brand.

This document is addressed to all the Consortium partners and the European Commission.

Specific disclaimers:

- ***The structure and the approach of this deliverable are common throughout the European projects managed by R2M Solution and may feature in other European project Communication & Dissemination deliverables.***
- ***The links inserted in this deliverable to the SmarterEPC Extranet are anyhow accessible to the Consortium partners only.***

1. Introduction

This report offers a list of the channels and materials for the execution of the SmarterEPC project's Communication and Dissemination plan. They play a role in establishing a strong, recognizable presence of SmarterEPC project and consortium among several initiatives and EU-funded R&I projects landscape on energy transition and digitalization of buildings, but also fostering meaningful engagement with experts and non-experts group being part of the SmarterEPC Ecosystem.

1.1. Purpose and Target Groups

The suite of communication tools embodies a collaborative effort aimed at supporting the SmarterEPC project. It has been prepared within Work Package 6 (WP6) by R2M Solution Italy (R2MI). These tools form the operative arms of the project's strategic impact, tailored to resonate effectively with diverse target groups.

1.2. Contribution of Partners

The design and development of the tools and items featured in this report were led by R2MI. Valuable contributions from several project partners have enriched the content of several of them, like the project webpage or the leaflet.

1.3. Baseline Overview

The following items will be presented:

- Logo and brand guidelines;
- Leaflet;
- Dedicated webpage;
- Social media channels;
- Templates available at Consortium level for different needs (e.g., for deliverables and project reporting, presentations in-person and remotely, scientific posters at conferences, etc.).

1.4. Relation to Other Activities

The preparation of the Communication package (in terms of channels and materials) served partners to be able to easily communicate and promote the project both in person and in remote. The engagement of project partners in refining some of these communication tools played a key role in ensuring internal cooperation while effectiveness in conveying the essence of the project to the external audience.



2. Visual identity: cover the basics

In the early stages of Communication and Dissemination activities, a key step was taken to shape SmarterEPC's visual identity.

This involved having a distinct logo, derived from the proposal stage and slightly improved and agreed on during the project's kick-off meeting. The graphic elements, mainly on the right side, are to help with brand recognition: SmarterEPC intends to provide an impact on different types of buildings, thanks to innovative yet working tools (the bulb inscribed in a gear wheel) measuring their energy performance (the 3 colours of the EPC in Europe) and smartness (a revision of the typical wifi icon). The logo aims to capture the project's essence in a straightforward way. Through this visual representation, the logo is at the centre of the project's identity, ensuring a clear and simple portrayal of SmarterEPC's essence (Figure 1).



Figure 1 - SmarterEPC - Logo

The logo can be adapted in various ways to ensure the logo's versatility across different settings (Figure 2), as formatted into a square for social media channels, or in black and white.



Figure 2 - SmarterEPC - Logo variations

Starting from the logo, the WPL (R2MI) has further developed the full Visual Identity for SmarterEPC. These guidelines provide detailed insights into the application of the logo and related graphic assets across various mediums. They include specifications such as the

colour palette, and the designated fonts for templates and documents (Figure 3), to guarantee uniformity in all the project's diverse range of physical and digital outputs.



Figure 3 - SmarterEPC - Example of Colour Palette and Fonts

A practical internal guideline for partners has been prepared as well, available in the SmarterEPC Extranet.

3. Materials: Leaflet and Roll-Up

The design and development of the first **project leaflet** (Figure 4) has been completed for distribution at different types of events (like conferences, exhibitions, seminars, etc.). At the project beginning, several partners have been actively involved in either small and large gatherings with an international audience, hence they benefited from the leaflet in English version. The consortium has already planned to have the leaflet in different languages, to support its promotion with national audiences (in FR, NL, IT, RO, GR) and in line with the project workplan, where the interaction with energy performance assessors, builders, etc. at national level is foreseen (see WP3 and WP4).

Available in both medium and high definition in digital and physical format, the leaflet outlines the SmarterEPC's payoff sentence (*SmarterEPC: a suite of digital tools for building smartness and energy performance in one click*), the motivation (what are the needs the consortium aims to address), the solutions proposed (represented by the SmarterEPC Hub, the open and intuitive digital place where all innovative tools or EPC and smartness rating can be accessed and used by the assessors in Europe), accompanied by other relevant project assets (like the multilingual e-learning materials and the inputs to standards activities).

In line with the leaflet, the **project roll-up** was designed to accompany partners featuring the SmarterEPC project in person at physical events. A .pdf version of the materials is also available to be downloaded from the project's webpage.

PARTNERS

SCAN ME

CONTACT US

- smarterepc
- smarterEPC26

SmarterEPC: a suite of digital tools for building smartness and energy performance in one click

Co-funded by the European Union

Why SmarterEPC

To assess and manage the energy efficiency of buildings, there are two relevant schemes from the EPB Directive: the 20-year-old **Energy Performance Certificate (EPC)** and the **Smart Readiness Indicator (SRI)** introduced at the EU level only in 2018.

Both schemes possess great potential to be fostered and can promote widespread adoption and reliability by utilising a variety of innovative yet consistent digital tools.

Our SOLUTION

SmarterEPC, an **intuitive open Hub**, offers assessors and building professionals user-friendly tools for seamless EPC and SRI assessments.

Aligned with EU standards, the Hub ensures consistent results in building decarbonization progress, providing additional support through common inspection procedures, training programmes for EPBD's implementation at the national level.

SmarterEPC HUB

SmarterEPC facilitates **access to advanced EPC and SRI assessment tools** validated in buildings, along with multilingual e-learning materials.

Its standardized approach ensures coherence, consistency, and credibility, providing significant advantages to professional assessors and end-users.

- COMMON SERVICES**
Data, security, privacy, traceability
- DATA ACQUISITION LAYER**
Data for calculation from BIM, Scanning, DBLS, Sensor Data, and User-friendly UI
- CALCULATION TOOLS**
Tools developed and tested in other key EU R&D projects, all in one place
- DATA LAYER**
Results of the calculation and data are featured in a visual way, dynamic dashboard and catchy graphics
- INTEROPERABILITY LAYER**
Compliant with reference data model
- EPC NATIONAL CALCULATION TOOLS**
A selection of key EPC tools, used in the EU countries, are accessible via the HUB.

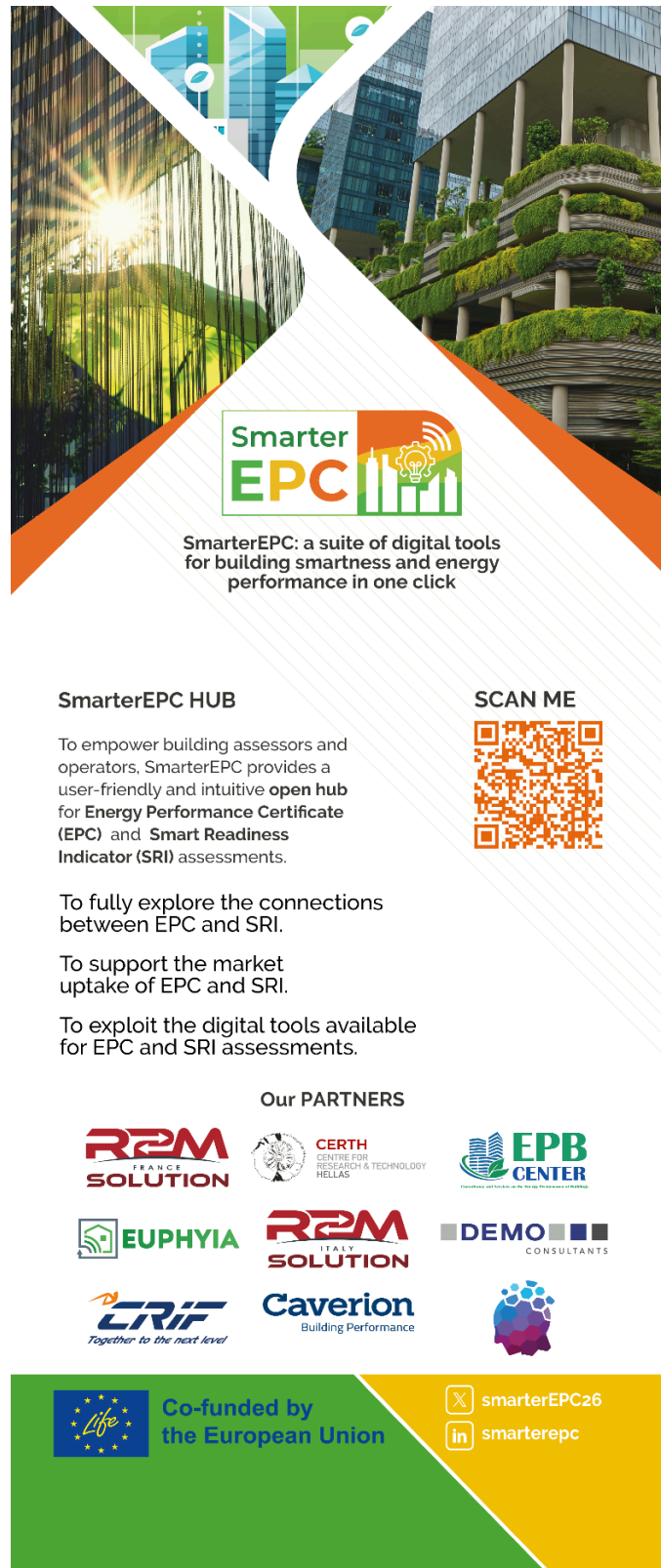


Figure 4 - SmarterEPC Leaflet (front and back) and Roll-up

4. Online tools: Web page and Social Media channels

The **SmarterEPC web page** went live at the beginning of January 2024 and it is reachable at the address: [SmarterEPC](#)

In line with what anticipated in D6.1 at strategic level, the webpage represents the key online reference of SmarterEPC at institutional and policy level, in the dialogue with the European Commission and the entities the consortium is interacting with (like CEN-CENELEC Standardisation Bodies and their Working Groups, national authorities and agencies dealing with the Energy Transition of the Built Environment, investors, etc.). It is also the place for featuring the rich ecosystem surrounding SmarterEPC and represented by the several projects making part of the *Next Gen EPC cluster* and *SRI cluster*.

Given the objective of SmarterEPC, setting up an open, interactive Hub for experts of the building sector to access, the consortium deliberately decided to have a simple yet complete project webpage which can then link to the Hub, one among the key assets of the project.

At technical level, R2MI decided to develop the web page on Wordpress, to ease its modularity, as well as update and maintenance operations during the project lifetime.

Beside the title and the link to the social media channels currently open (LinkedIn and X), the structure of contents on the webpage is straight-to-point and listed as follows:

- **The building assessment schemes:** introduction to the two building assessment schemes and the context in Europe, with references to the legal framework;
- **Challenges and needs:** the key challenges that building professionals as well as public authorities are still facing and for which an integrated, yet consistent package of solutions is needed are listed, to frame the context of operation for SmarterEPC action;
- **Our solution: The SmarterEPC Hub:** what is the SmarterEPC project offering, to distinguish from a variety of initiatives at R&D level, either funded by the European Union or by national funds. The SmarterEPC HUB is introduced, for helping in a versatile, professional way the assessors and built environment specialists to access to the latest available digital tools to perform EPC and SRI assessments in their own Country.
- **Insights to the EPC and SRI respectively,** so that the large audience, also non-experts, can be aligned and better understand them.
- **The SmarterEPC Hub: all the digital tools in one place:** it features what will be offered by the Hub to experts.



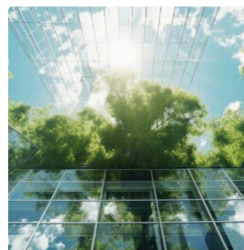
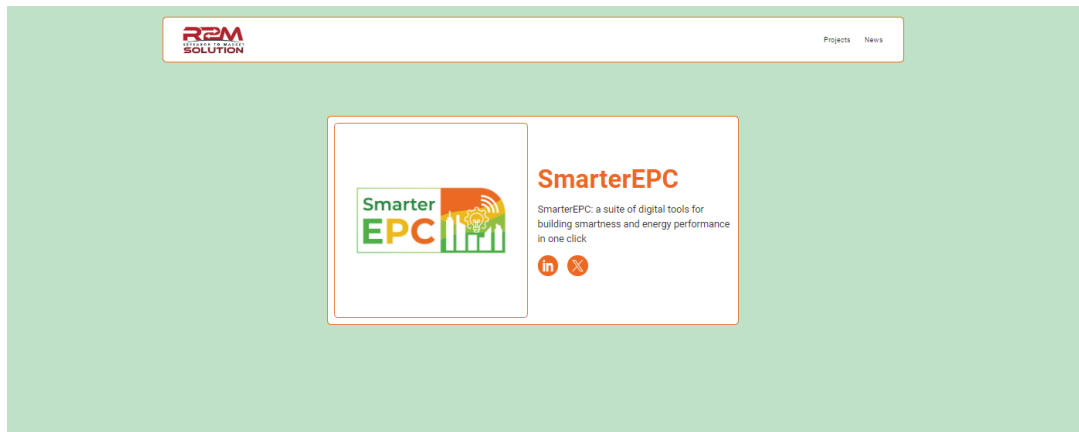
- **Training & capacity building area:** for now it is a placeholder, as this part is expected to be updated as the project activities progress. This is another among the key assets of the project: the provision of multilingual, interactive e-materials around the innovative digital tools for EPC and SRI assessments. The project will deliver a lot of efforts on training and capacity building for a variety of target groups: beside professionals, also officers of the national authorities and representatives of the full building value chain (architects and designers, building managers, financial experts, etc.). On the webpage, linkages to external resources will be offered as well.
- **Policy roadmap and input to EN standards for designing the building assessments of the future:** this is another key asset of the project. The work to improve existing policy yet the legislative framework on buildings in the EU27 Countries, as well as standards on how EPC and SRI assessment can be fully integrated in new methodologies is going to be featured with more information under this section.
- **Synergies with EU R&D projects and leading initiatives:** this section leads to all the mapped EU-funded projects which are contributing to the energy transition in the building sector (and mostly gathered under the *Next Gen EPC cluster* and *SRI cluster*).
- Closing the webpage, besides the **Consortium**, the **Contact references** to get in touch with the consortium, the form to subscribe to the **periodic Newsletter** and the EU GDPR and EU acknowledgement (mandatory), a section on the **Latest news on SmarterEPC** provides an opportunity to offer insights on project activities and references to ongoing initiatives at European and national level.

R2MI intends to keep the webpage updated on a continuous basis, to duly mirror the project progress and pave the way for the SmarterEPC Hub, as well as for the dedicated Training & Capacity Building materials and online linkages to existing platforms to be made.

Besides, it is a deliberate strategy of the consortium as a whole to benefit from the social media channels currently operative to provide quick, fresh news and updates on partners' activities in the project and linking to their presence at relevant events at European and national level. In this sense, the webpage, together with the social media channels, the SmarterEPC Hub and the Training Centers on EPC and SRI for different stakeholders are to be seen as components of a large SmarterEPC presence online ecosystem, consisting of both new and existing assets connected among them.

The website will include the latest insights into our project's activities, milestones, and results, where updates will be regularly posted for effective communication and dissemination, to help the audience stay informed and engaged with SmarterEPC's journey towards innovation and excellence.





The building assessment schemes

Energy Performance Certificates (EPC) were introduced in the [European legislation in 2002](#). Their purpose is to reduce EU energy consumption and greenhouse gas emissions. EPCs present transparently the building's energy performance and suggest cost-optimal improvements in the energy efficiency of building units.

Besides, the development of smart technologies applied to the building sector has proven to have a positive impact on building performance, not only in terms of energy savings but also in terms of adaptation to the needs of buildings' occupants and the capability to provide flexibility services to energy systems, unlocking the decarbonisation potential of buildings and the various connected grids.



Latest news on SmarterEPC





 <p>SmarterEPC: the new platform to change building evaluation</p> <p>The Energy Performance Certificate (EPC) adoption is progressing, albeit with disparities among EU Member States' legislation. The emerging Smart Readiness Indicator (SRI) for buildings is gaining importance. SmarterEPC aims to address these challenges by providing professionals with innovative tools to standardize assessments, supported by a user-friendly platform.</p>	 <p>Nail the essentials: What is the Energy Performance Certificate?</p> <p>Have you ever bought, sold, or rented a house? You might elicit an Energy Performance Certificate. The energy certification of buildings is a sort of identity card for a building, having two goals: For a client (homeowner, a dweller, etc.), it provides information on the energy performance of buildings through an energy classification system. For...</p>	 <p>Nail the essentials: How can a building be Smart? What is the Smart Readiness Indicator?</p> <p>The SRI provides a common language for building stakeholders (owners, designers, solution providers, policy actors, etc.) to discuss how to make buildings smarter, and what benefits this will bring. There are 9 technical domains and 7 impact criteria for the SRI assessment.</p>	 <p>Synergies with EU R&D projects and leading activities</p> <p>SmarterEPC has already joined forces with EU projects working on the EPC and SRI topics integrating the Next Gen EPC cluster and the LIFE SRI cluster. Are members of these clusters R2M, CERTH, EPBC, EUP, R2M. The following are all the projects we are cooperating with, distinguished on domains and type of funding. Projects advancing...</p>
--	---	--	--

Figure 5 - SmarterEPC - Examples from the webpage

Since M1, SmarterEPC has established a dedicated **LinkedIn page**, as showcased in Figure 7 (link: <https://www.linkedin.com/company/smarterepc>).

LinkedIn serves as a pivotal platform for fostering the project online community and promoting public project achievements, insights and events where the project has been featured, together with key takeaway notes. It will include interactive content and a deeper exploration of the cutting-edge technologies propelling SmarterEPC's mission forward.

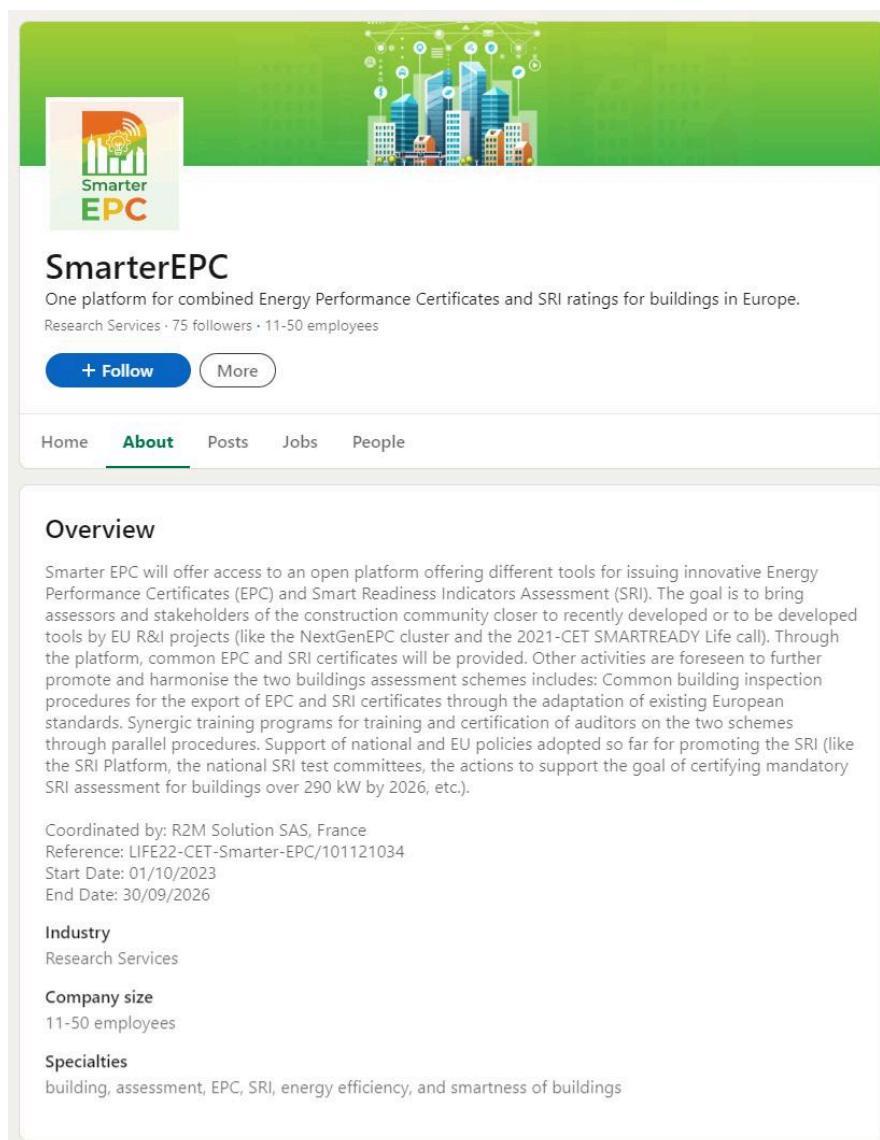


Figure 6 - SmarterEPC - LinkedIn page

Established since M1, also the **X dedicated account** was launched for real-time updates and quick insights (link: <https://twitter.com/smarterEPC26>). The tweets will highlight significant project happenings, share quick tips on energy efficiency, and connect you with global conversations on sustainable practices (Figure 8).

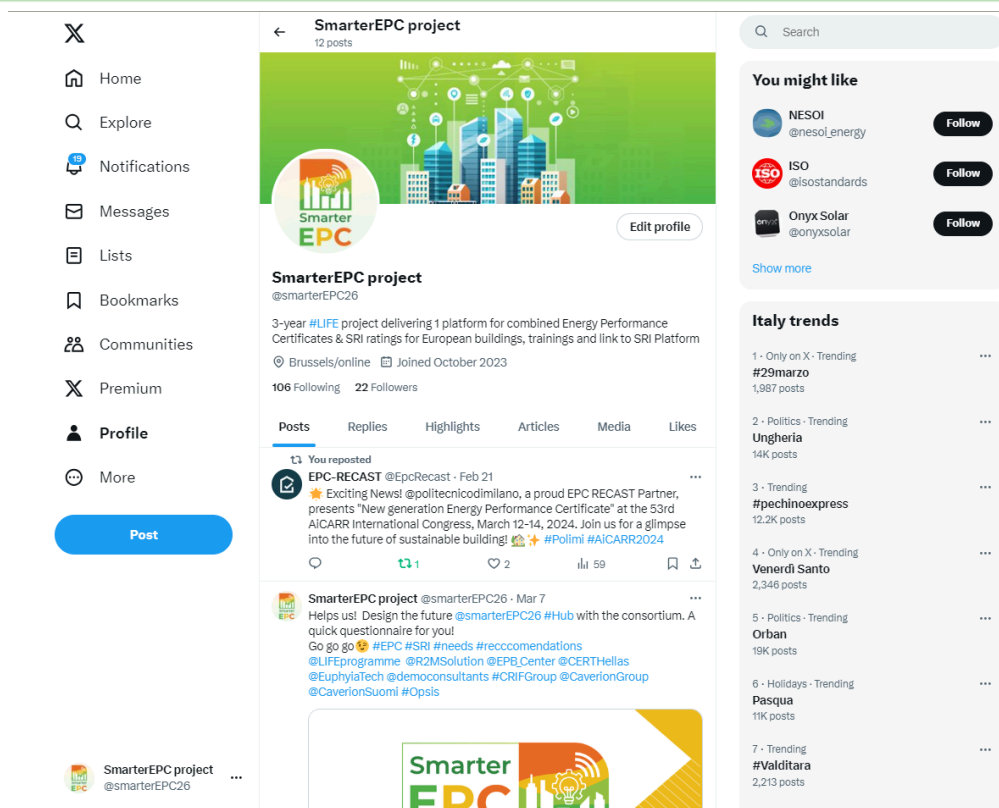


Figure 7 - SmarterEPC - X account

5. Templates for project deliverables and presentations

A number of templates has been designed serving the consortium on a daily basis to either prepare project deliverables and presentations, in line with the SmarterEPC Visual Identity.

All the templates have been designed on the Google Suite (Google Doc, Google Slides, etc.), as this is the working environment selected at consortium level for collaborative work in the project. Anyway, these templates are interoperable with other services.

The consortium is committed to maintaining and improving the selected template, ensuring consistency in the presentation of SmarterEPC's results. The standardised format simplifies communication and facilitates comprehensive reporting on key project aspects, milestones achieved, and future works. The template can be improved during the project lifetime (Figure 9).

D6.2 - Established Internal and External Communication Channels and Materials



Figure 8 - SmarterEPC - Project Report Template

The project presentation template (Figure 10) was conceived on Google Slides. This structured format is designed to effectively communicate complex concepts during workshops, events, and meetings.



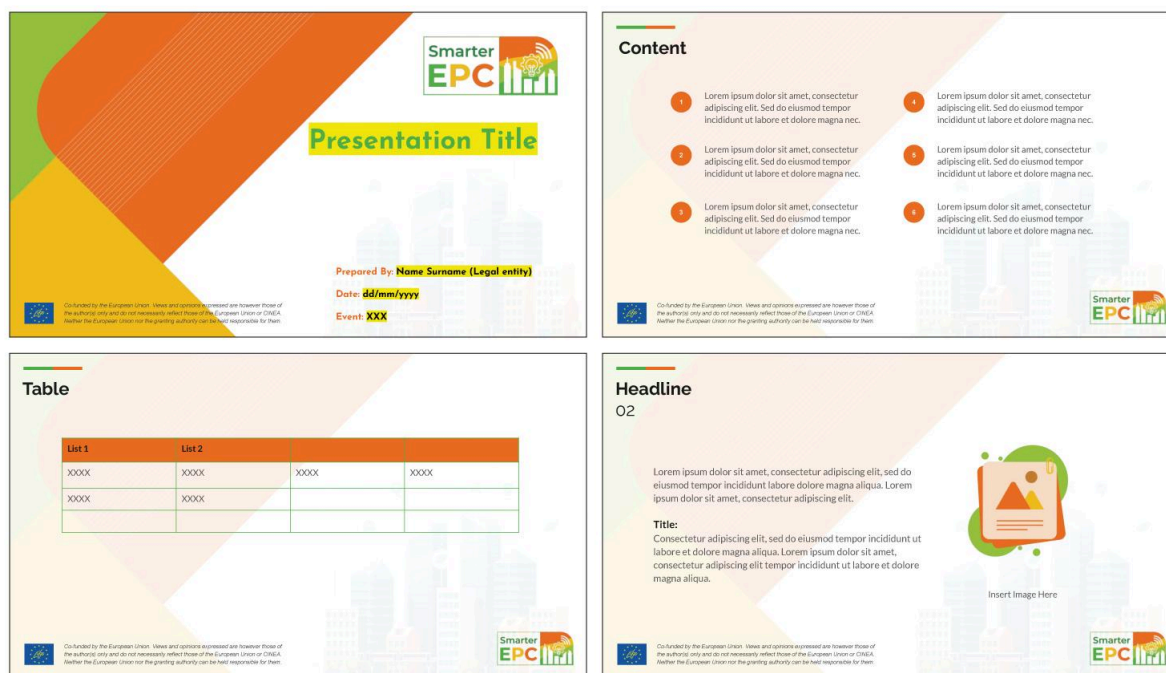


Figure 9 - SmarterEPC - Project Presentation Design

CONCLUSION

The Smarter EPC project is dedicated to widespread dissemination and effective communication, fostering a suite of materials for partner use in dissemination activities. These include many resources, like leaflet, roll-up, templates for newsletters. Establishing and maintaining a catchy and usable project webpage is important, serving the project as the institutional digital environment for key contents and relevant links. This digital presence is very much supported by dedicated social media channels, which are expected to be leveraged along the progress of SmarterEPC activities and guaranteeing a nice dialogue with experts and non-experts of the SmarterEPC Ecosystem, including all the European initiatives and EU-funded projects under Horizon 2020, Horizon Europe and LIFE Programme. Integrating Smarter EPC outcomes into complementary actions via reports aligns with dissemination efforts. All partners engage in these activities under R2MI's guidance, maximising project visibility and strong outreach capacities.

Since the consortium is committed to deliver periodic, focused and transparent communication, these Communication Materials and Channels are key to support concerted efforts, maintaining a dynamic and engaging presence, while fostering awareness around the SmarterEPC's impactful contributions in decarbonizing the built environment in Europe.