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New business models for innovative energy services bundles for residential consumers

Deliverable D8.2 Communication, Dissemination Toolkit

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Deliverable D8.2

Communication, Dissemination Toolkit

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ABBREVIATIONS

Abbreviation	Meaning
EPC	Energy Performance Contracting
KOM	Kick Off Meeting
EU	European Union

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EXECUTIVE SUMMARY

This deliverable describes frESCO's official **promotional materials**, their main features and the purpose for which they were conceived. The promotional toolkit, composed by a brochure, a poster and a roll-up, has been created to support the Communication & Dissemination activities and will be introduced in detail in this document.

1 INTRODUCTION AND OBJECTIVES

Deliverable D8.2 “Communication, Dissemination Toolkit”, released at M6, has been developed within WP8 “Dissemination and Communication”, in particular for T8.3 “Dissemination and public communication actions”.

The scope of this document is to describe in details the features of the official promotional material developed for frESCO project, the main tools to best communicate and disseminate the project. The promotional material is composed by an infographic, a brochure, a poster and a roll-up which can be all found on the website at the following link: <https://www.fresco-project.eu/results-reports/>.

This report aims to present the frESCO communication and dissemination kit to:

- Project partners
- Journalists
- Event organisers
- Media
- Project stakeholders

2 BRAND IDENTITY

In order to make the project stand out and to build a solid and long-lasting visual identity that can be easily recognised by potential stakeholders, a project brand identity has been developed.

2.1 Project Payoff

First of all, a project “payoff” has been defined. The “payoff” is an impressive phrase that distinguishes the entire brand identity and that reveals the mission, spirit and values that the project pursues. It is a fundamental element for the creation of a strong and coherently positioned idea on the market. The choice of captivating words and phrases is important to attract the attention of customers, stakeholders and end users.

The “payoff” chosen for frESCO is: “*New business models for innovative energy service bundles for residential consumers*”. This sentence aims to immediately identify the scope of the project and the sector which it is related to.

2.2 Project Logo

frESCO’s promotional toolkit is consistent with the project’s brand identity and it is developed using the same colour palette of the project’s logo identified and voted on by the partners during the first Kick Off Meeting (KOM) held in June 2020.



Figure 1. frESCO Colour Palette

An additional version of the logo that also include the project “payoff” has been developed.



Figure 2. frESCO logo with payoff

2.3 EU Emblem and Official Disclaimer

In accordance with the Commission’s guidelines on visual identity, frESCO project is identified by the EU Emblem and the official disclaimer “*This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement n.893857. The European Commission is not responsible for any use made of the information*”

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3 PROJECT INFOGRAPHIC

An infographic (or information graphic) is a visual representation of information or data through the collection of imagery, charts, and minimal text that gives an easy-to-understand overview of a topic.

The one developed for frESCO is represented by Figure 3 which aims to express that the project is developing new **Energy Performance Contracting (EPC)** to disengage from current old-fashioned savings-based performance contracts and allow energy market trends to evolve towards new hybrid schemes that not only reduce costs, but also create **new revenue streams** for the end-consumers/ prosumers, by empowering them to participate in energy transactions and become active players to the overlay energy market actors. This allows reductions in the contract duration and the payback period of the initial investments. To this aim, frESCO will introduce a variety of **multi-services** bundles to be provided by **ESCOs/ Aggregators** towards residential consumers in the frame of extended EPC offerings under the principle of Pay for Performance.

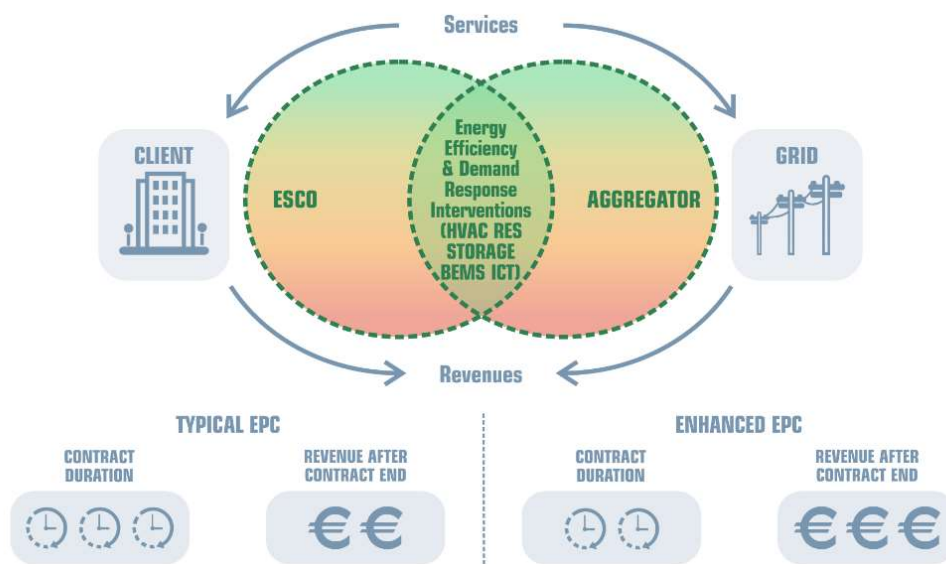


Figure 3. frESCO Infographic

4 PROJECT BROCHURE

The project's brochure is a trifold leaflet that follows the roll fold design and was developed using Adobe Indesign, a desktop publishing and typesetting software application produced by Adobe Systems¹.

The project brochure will be used by project partners during dissemination events.

Taking advantage of captivating and colourful images, the technical messages have been translated into simpler messages so that the brochure can be used to disseminate frESCO to the general public also.

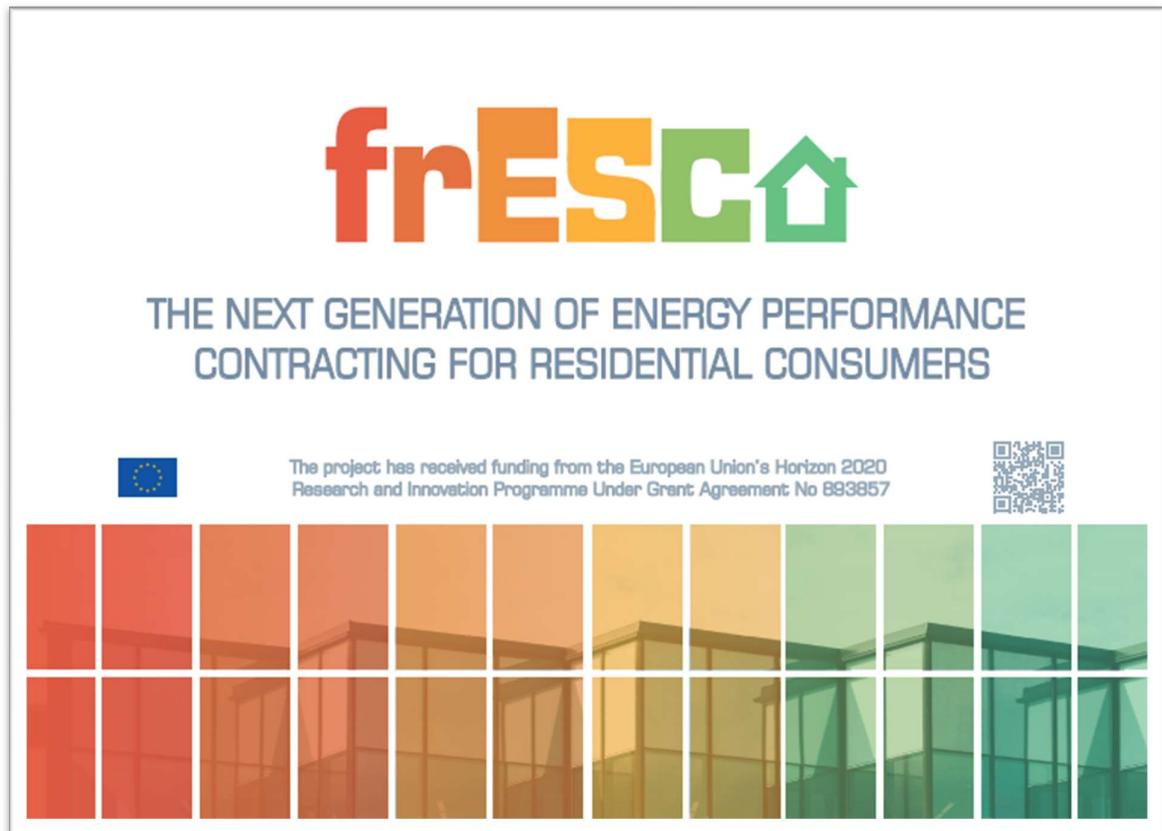


Figure 4. Brochure cover

¹ <https://www.adobe.com/products/indesign.html>

The cover highlights the project payoff in order to immediately reveal the mission that the project pursues and the sector in which it operates.

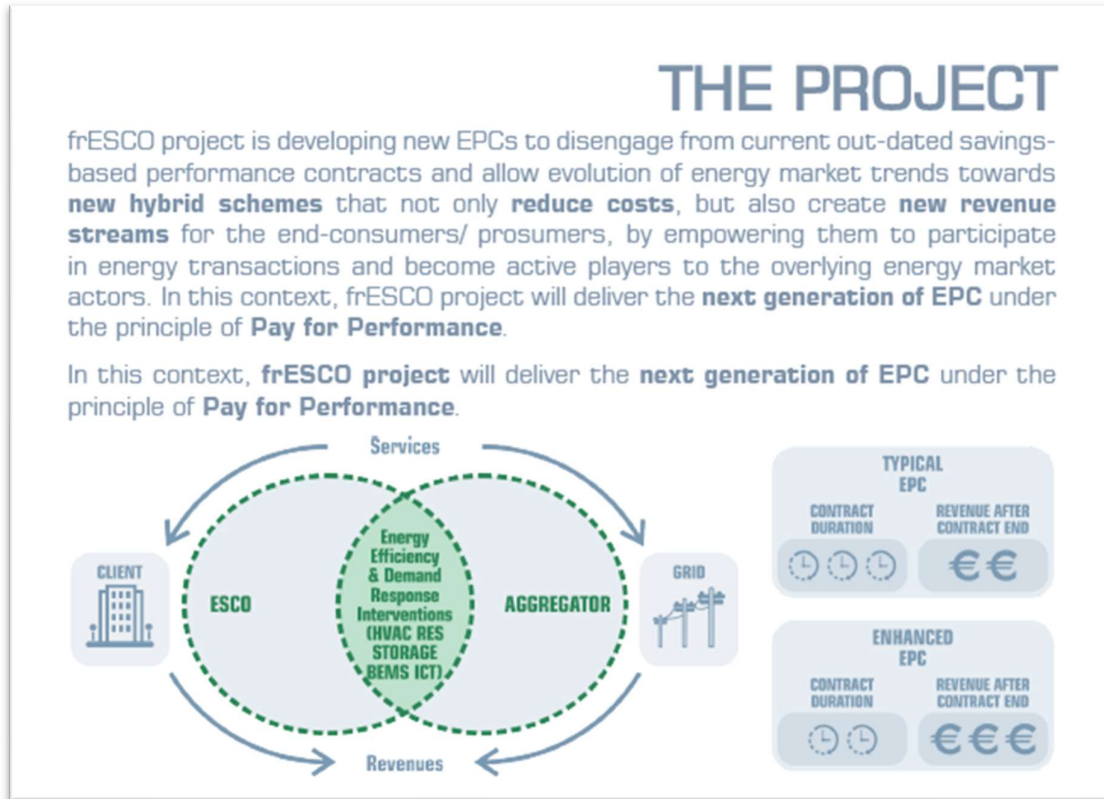


Figure 5. Brochure first section

The first section of the brochure gives a general overview of the project by summarizing it through the use of the infographic described above.



Figure 6. Brochure second section

The second section of the brochure represents frESCO's main challenge related to the barriers for the residential sector to participate to the current EPC mechanisms.

THE MAIN OBJECTIVES

- Engage with ESCOs and aggregators in the co-creation of innovative energy service offerings with the use of ICT technologies
- Ensure objective measurement and verification of the performance of the new hybrid energy services
- Integrate existing big data technologies, tools and libraries, with energy-relevant legacy systems to accelerate the frESCO data management
- Complement innovative service models with novel business models and contractual schemes that reflect the new modus operandi of integrated services
- Address key regulatory, market, societal, financial and technological barriers for the provision of hybrid energy services
- Validate the resulting solutions in real-life environments and ensure enhanced consumer engagement in the innovative hybrid energy schemes offered by the project

Figure 7. Brochure third section

The third section is dedicated to frESCO objectives.

THE DEMONSTRATORS


frESCO will test and demonstrate the performance of the innovative energy services packages and business models and the overall ICT solution through a demonstration campaign in real environment in **four representative pilot sites**.

Gironde - Minimize the energy consumption while maintaining comfort conditions

Madrid - Combine collectively owned generation with other energy services

Krk Island - Demonstrate new business models in a highly touristic location

Thassos Island - Facilitate the transformation to an environmentally friendly hotel



MADRID, SPAIN GIRONDE, FRANCE KRK, CROATIA THASSOS, GREECE

Figure 8. Brochure fourth section

The fourth section highlights the demonstrators where frESCO energy services packages and business models will be deployed.



Figure 9. Brochure fifth section

Finally, the last section introduces the project’s consortium, as well as the social media pages and website link in order to promote social engagement and invite potential stakeholders to keep up-to-date through the project’s channels.



THE PROJECT

frESCO project is developing new EPCs to disengage from current old-fashioned savings-based performance contracts and allow to evolve energy market trends towards new **hybrid schemes** that not only **reduce costs**, but also create **new revenue streams** for the end-consumers/prosumers, by empowering them to participate in energy transactions and become active players to the overall energy market actors. In this context, **frESCO project** will deliver the **next generation of EPC** under the principle of **Pay for Performance**.



THE MAIN OBJECTIVES

- Engage with ESCOs and aggregators in the co-creation of innovative energy service offerings with the use of ICT technologies
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THE DEMONSTRATORS

frESCO will test and demonstrate the performance of the innovative energy services packages and business models and the overall ICT solution through a demonstration campaign in real environment, in **four representative pilot sites**:

- Gironde** - Minimize the energy consumption while maintaining comfort conditions
- Madrid** - Combine collectively owned generation with other energy services
- Krik Island** - Demonstrate new business models in a highly touristic location
- Thassos Island** - Facilitate the transformation to an environmentally friendly hotel



Figure 10. frESCO Brochure

5 PROJECT POSTER

The project poster represents the technical messages of frESCO as it is meant to disseminate the project’s results to the scientific community and to industry stakeholders. The general concept of the project is defined, but with a major focus on the main interventions which define the energy services packages and their correlation with the innovative business models. For the project poster, like for the other materials developed for the promotional toolkit, the project website, the social channels and the list of partners who contribute to the realization of the project are highlighted.

NEW BUSINESS MODELS FOR INNOVATIVE ENERGY SERVICE BUNDLES FOR RESIDENTIAL CONSUMERS

frESCO aims at deploying **innovative business models** on the basis of **novel integrated energy services** in the **residential sector**.

These new services and business models will introduce under common **Pay for Performance Contracts (EPCs)** to enable the realization of **next-generation smart energy service packages**.

These packages will combine:

- **Building retrofitting and investments for the installation of smart equipment**, distributed generation (PV) and storage units (batteries)
- **Energy efficiency measures** including behavioural transformation towards energy savings
- **Flexibility services** with the introduction of storage and vehicles to grid technology for electric vehicles
- **Non-energy services** (Comfort preservation, Indoor Air-quality, Security, Well-being, Emergency notification services, etc.)

frESCO's services will be accompanied by appropriately drafted **business models**, that extend current EPC schemes, allowing **attractive payback periods** for any investments associated with the new services.

www.fresco-project.eu

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Figure 11. frESCO Poster

6 PROJECT ROLL-UP

A roll-up is used above all to communicate a message in places and structures with a very strong influx of people in order to attract their attention. It is therefore an ingenious and impactful way to spread a clear message. The roll-up is designed with a clear structure, short and immediate texts and a captivating image referring to the demo sites.

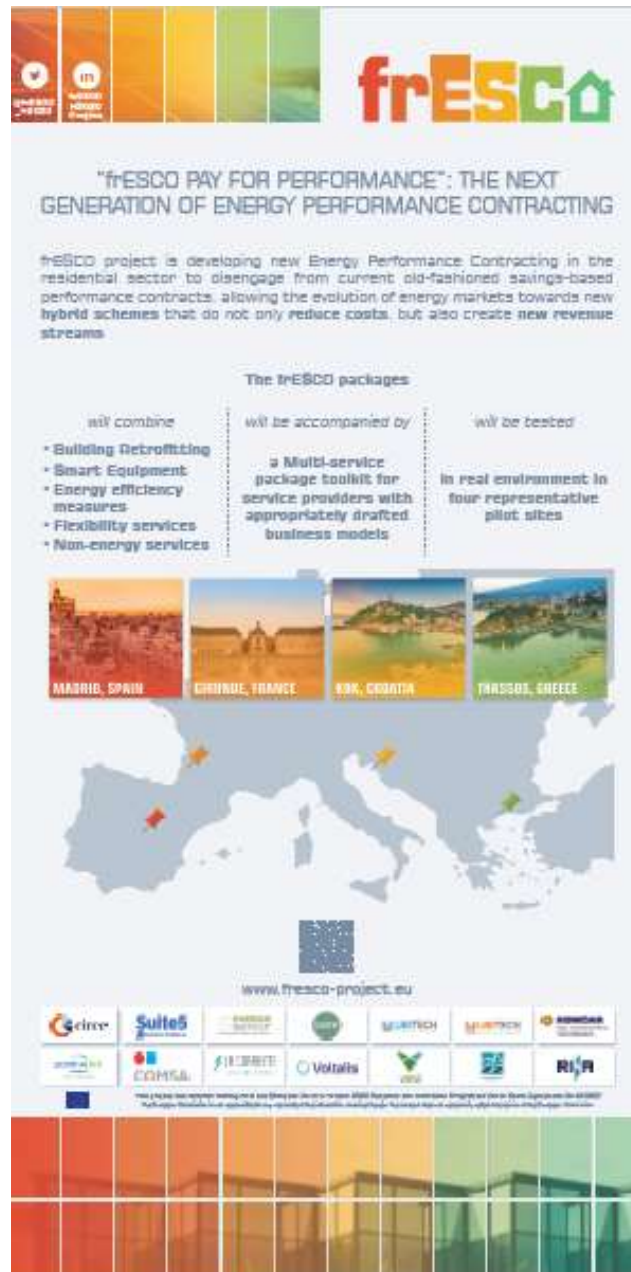


Figure 12. frESCO Roll-Up

7 CONCLUSIONS

In conclusion, a clear project brand identity has been elaborated in order to make the project stand out and to build a solid and long-lasting visual identity that can be easily recognised by potential stakeholders.

Consistent with the brand identity, a promotional kit has been developed and made available at the following link: <https://www.fresco-project.eu/results-reports/>.

All project partners are invited to use the frESCO brochure, poster and roll-up for communication and dissemination activities.

Due to the recent limitations caused by the Covid-19 pandemic, the promotional materials will not be used as usual at events, fairs or conferences. On the contrary they will be used, at least as long as the restrictions are active, to attract the attention of stakeholders through remote communications (for example as an email attachment with which the involvement in the project is required for the creation of the frESCO community) and easily downloadable through the project website.