

D6.2 REFINE Communications Collateral Pack

16 December 2020

REFIN 



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DOCUMENT SUMMARY INFORMATION

Grant Agreement No	894603	Acronym	REFINE
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Authors	Adam Hurley (CARR)		
Co-authors			

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REFINE GLOSSARY

Taking into account the fact that some of the terms that are important in the context of the REFINE-project are not used in a uniform way throughout Europe, we present the following list of definitions:

Energy efficiency (EE): The ratio of output of performance, service, goods or energy, to input of energy

Energy efficiency improvement (EEI): An increase in energy efficiency as a result of technological, behavioural and/or economic changes

Energy efficiency improvement action or measure: An action normally leading to a verifiable, measurable or estimable energy efficiency improvement

Energy efficiency improvement investment: An EEI measure that requires the use of upfront investments, usually through the involvement of a financial institution (FI), and regardless whether these investments are related to hardware installations or to services.

Energy efficiency service (EES): Agreed task or tasks designed to lead to an energy efficiency improvement and other agreed performance criteria. The EES shall include energy audit as well as identification, selection and implementation of actions and verification. A documented description of the proposed or agreed framework for the actions and the follow-up procedure shall be provided. The improvement of energy efficiency shall be measured and verified over a contractually defined period of time through contractually agreed methods [EN 15900:2010]. If the EES includes EEI investments, it may or may not include financing of these investments.

Partial services connected to EES: Services that just include parts (“components”) of the EES value chain like design and implementation (excluding verification, for example), but are designed to directly or indirectly lead to an energy efficiency improvement. If the partial EES includes EEI investments, it may or may not include financing of these investments.

Energy efficiency service provider: A company that offers EES to its clients. Another term frequently used in this context is ESCO (Energy Service Company), but this term is mostly connected to the provision of energy performance contracting (EPC) or energy supply contracting (ESC), which are specific forms of EES.

Energy Performance Contracting (EPC): A comprehensive energy service package aiming at the guaranteed improvement of energy and cost efficiency of buildings or production processes. An external ESCO carries out an individually selectable cluster of services (planning, building, operation & maintenance, (pre-) financing, user motivation ...) and takes over technical and economic performance risks and guarantees. Most projects include third party financing. The services are predominantly paid out of future saved energy costs (Graz Energy Agency Ltd, 2008).

Financing Models for Market Growth: Financing models that enable EES

providers to clean up their balance sheet, thus gaining financial leeway for new projects. In many cases, these models contain a refinancing scheme.

Refinancing: A model, where an EES provider sells and a refinancing institution acquires receivables to be paid by an EES client, thus leading a restructuring of the initial financing set-up which may have been ensured through the EES provider's cash flow, credit financing, leasing financing or other financial means.

Sale of receivables or sale of claims: umbrella term for any kind of receivables purchase agreements that allow a company (in our case an EES provider) to sell off the as-yet-unpaid bills or expected receivables from its customers.

Cession: In the REFINE-project, we understand cession as the legal term for the assignment of receivables.

Factoring: A specific form of receivables purchase agreements, where short-term receivables are sold. The non-payment risk remains with the seller.

Forfaiting: The sale of longer-term account receivables usually without right of recourse. (widely used in export business)

Definitions of on-balance sheet types of financing

Debt financing: Situation in which investors lend a certain amount of money on credit in exchange for repayment plus interest. The most common EE financial product is a loan directly to the client (owner of the premises) or to the ESCO - this is known as third-party financing (TPF).

Equity financing: Situation in which investors lend a given amount of money in exchange for a stake in a project. The most common example of equity financing is private equity. With respect to energy efficiency businesses, equity investment can take the form of an ESCO issuing additional shares in the company's common ownership.

Mezzanine financing: Mezzanine financing is a hybrid form of financing that combines debt and equity financing. In most cases, debt will be ranked as a preferred equity share. Mezzanine debt financing is thus riskier than traditional debt financing but also more rewarding; it is associated with a higher yield. Mezzanine financing also allows a lender to convert debt capital into ownership or equity interest in the company if the loan is not paid back on time and in full.

Definitions of off-balance sheet types of financing and entities

Project financing: Project finance, by contrast to on-balance sheet financing (loans, debt and equity), bases its collateral on a project's cash flow expectations, not on individuals or institutions' creditworthiness. It is off-balance sheet financing. A typical project financing is divided between debt and equity financing.

Leasing: Leasing is the energy market's common way of dealing with initial cost barriers. It is a way of obtaining the right to use an asset. Finance leasing can be used for EE equipment, even when the equipment lacks collateral value. Leasing companies, often bank subsidiaries, have experience with vendor finance

programs and other forms of equipment finance that are analogous to EE. Leasing is the most common form of equipment manufacturers' vendor financing, which is often applied in the case of combined heat and power (CHP) equipment. Leasing is often done as part of a Special Purpose Vehicle.

Special Purpose Vehicle (SPV) / Special Purpose Entity (SPE): A firm or other legal entity established to perform some narrowly-defined or temporary purpose, which facilitates off-balance sheet financing of projects. A standard approach is to form a SPV / SPE and place assets and liabilities on its balance sheet. The investors accomplish the purpose for which an SPV / SPE has been set up - for example implementing a large EE project - without having to carry any of the associated assets or liabilities on their own balance sheet.

EXECUTIVE SUMMARY

The Description of Action (DOA) for the REFINE project foresees the *''design and creation of high impact communication and dissemination collateral for implementation across multiple channels, including not only the core target groups of EES providers and financial institutions, but also wider target groups of facilitators and amplifying stakeholders.''*

This Deliverable, titled D6.2 REFINE Communications Collateral Pack is a result of the development of high-impact and effective communications collateral for the REFINE project which will be used in all project communication, dissemination and stakeholder engagement activities.

The DOA envisions the creation of *''collateral including technical poster design, presentation design, roll-ups and leaflets to be used by all partners''* in line with the previously developed D6.1 REFINE Brand Strategy which will be effective in communicating the core themes and messages of the REFINE project.

This Deliverable incorporates all currently developed communications collateral for the REFINE project and foresees the ability to translate all relevant communications collateral into the native language of the project partners, who will be using the collateral for the communication and dissemination of the project among key stakeholders on a national level.

The REFINE Communications Collateral Pack includes:

- REFINE Templates for Word and PowerPoint
- REFINE draft Technical Poster
- REFINE project Leaflet
- REFINE project Roll-Up Banner

The current iteration of each of these four pieces of communications collateral can be found in the Deliverable. These designs are subject to change in the coming months and years as the project matures and as the development of the REFINE instruments, tools and solutions for the refinancing of energy efficiency service projects is completed.

By maintaining and updating the communications collateral, while ensuring that all future collateral design and re-design is informed by the existing REFINE Brand Strategy, the project will be well placed to communicate its objectives and outcomes to key stakeholders.

1 REFINE TEMPLATES FOR WORD AND POWERPOINT

1.1 REFINE Word Template



Figure 1 - Cover page of the REFINE Word Document Template

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REFINE

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Figure 2 - Document Summary Information and Disclaimer



Figure 3 - Black page in the REFINE Word Template

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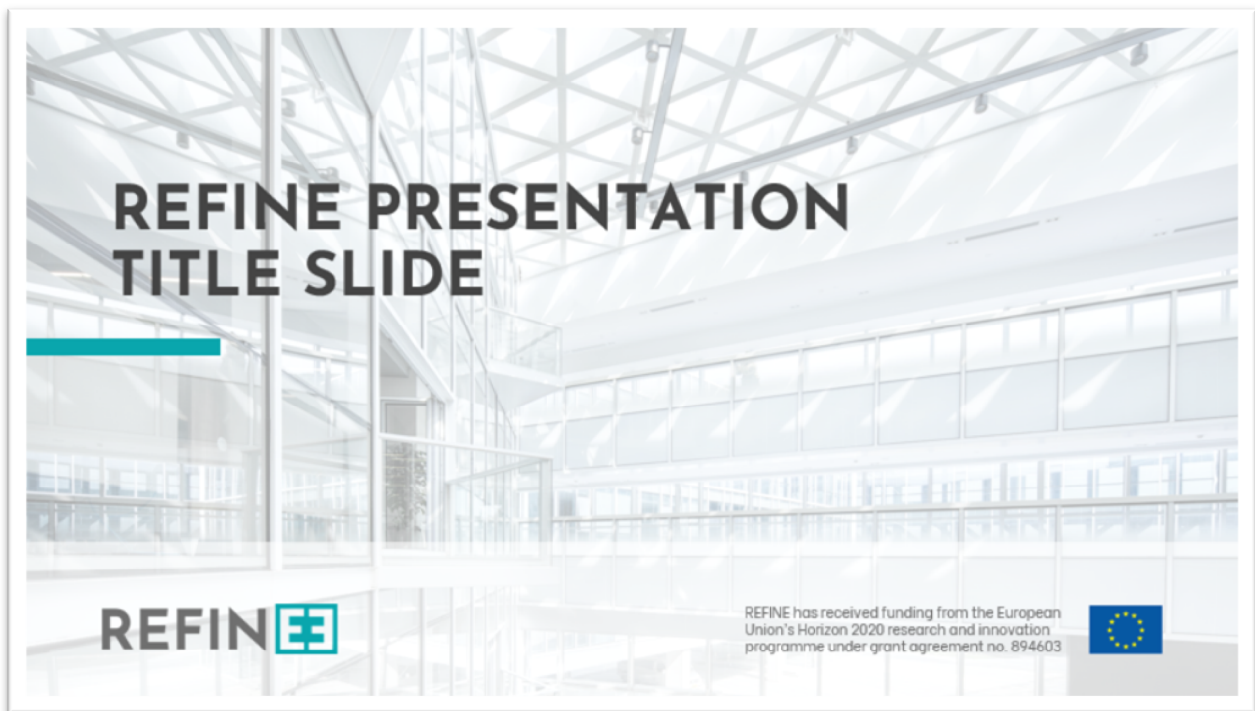
Figure 4 - REFINE Glossary

The above is the initial version of the REFINE Word Template which has been used for all project Deliverables to this date and which was developed in the first months of the project as one of the initial outputs of WP6 under Task 6.2 REFINE Brand Strategy and Communications Collateral.

The REFINE Word Template features a cover page with project Logo and acknowledgement of European funding under H2020 with the Grant Agreement number included. The template also features a page for document summary information and a disclaimer. As part of Task 6.3 REFINE Dissemination and Communication Strategy, project partners helped to draft a list of agreed definitions for the REFINE project to promote an understanding of the terms used within the project among key stakeholders. This process was undertaken from M1-M3 (June to August 2020) and resulted in the creation of the REFINE Glossary, which is included at the front of each Word template.

In the intervening months since the creation of the first iteration of the REFINE Word Template, various feedback cycles have led to the template being significantly updated in style and formatting. It is envisioned that over the course of the next number of months, that the template may be changed further with new background images introduced which relate more closely to REFINE's core audience and which communicate in a more effective visual form the aims and objectives of the project.

Once any additional changes have been made and any new REFINE Word Templates created, all existing Deliverables will be updated with the new template for display in the REFINE website (if Public Deliverables) and as Executive Summaries (in the case of Confidential Deliverables)



1.2 REFINE PowerPoint Template

Figure 5 - REFINE PowerPoint Presentation Title Slide

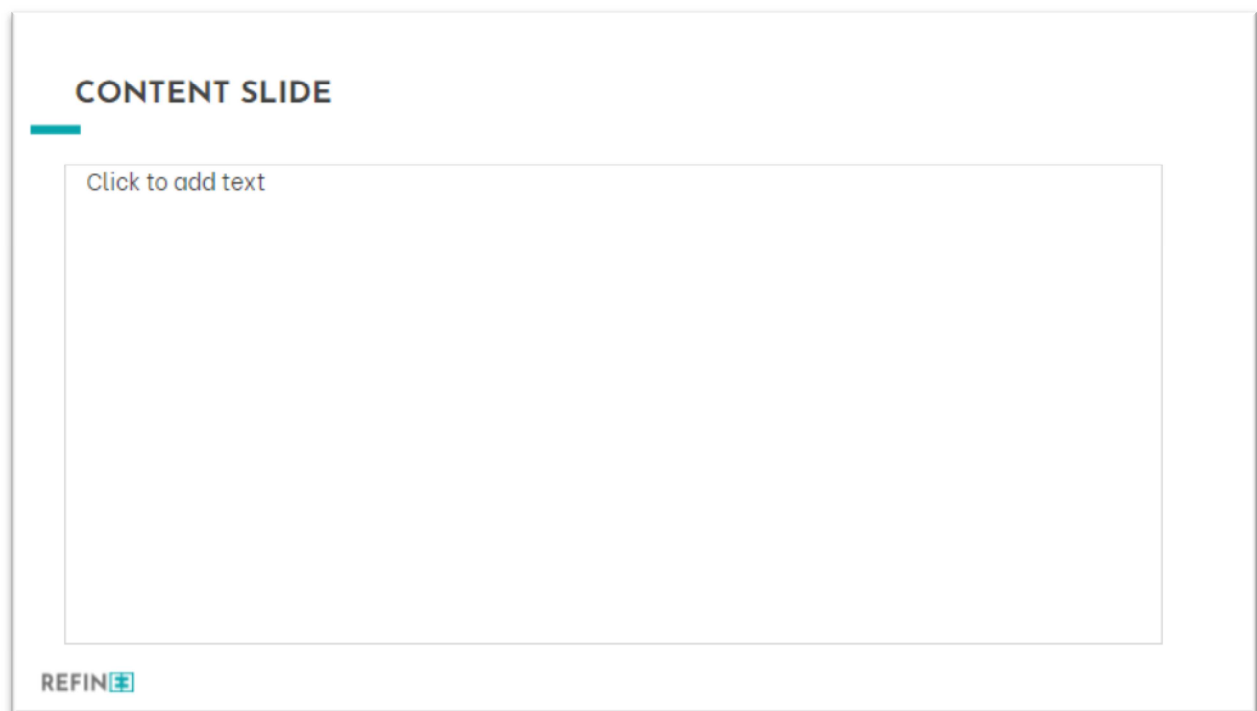


Figure 6 - REFINE PowerPoint Presentation Content Slide

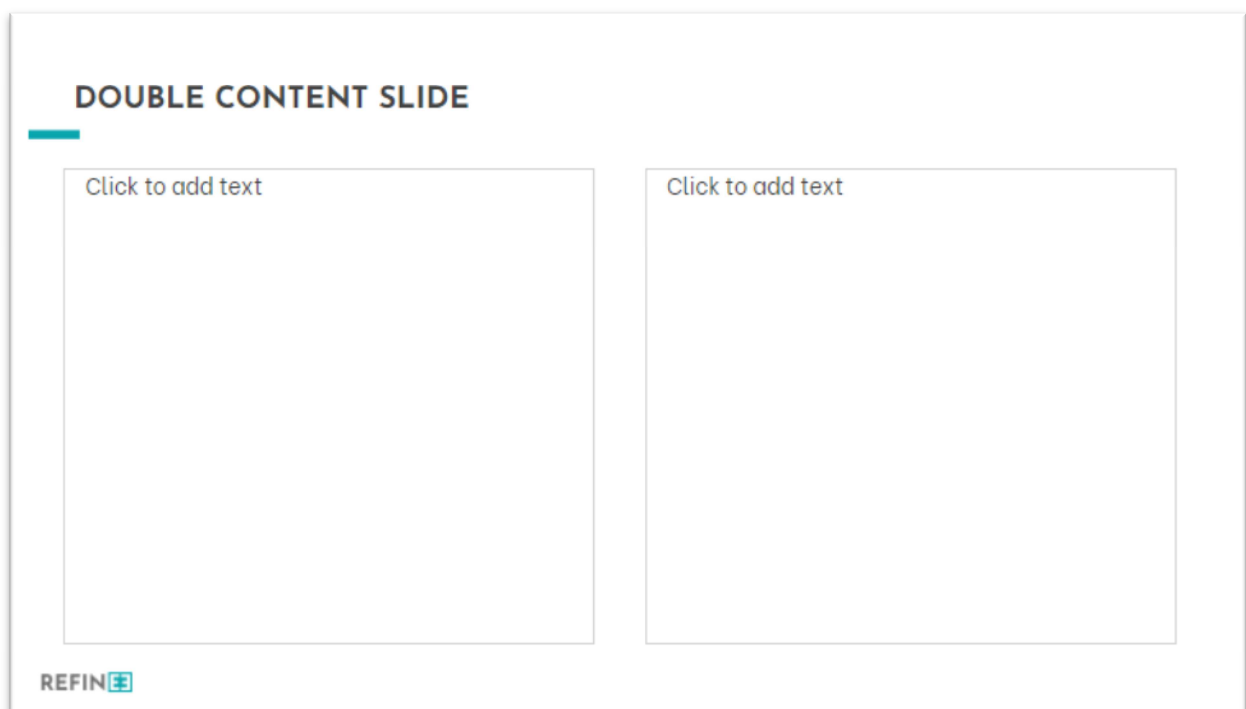


Figure 7 - REFINE PowerPoint Presentation Double Content Slide



Figure 8 - REFINE PowerPoint Presentation End Slide

The above is the initial version of the REFINE PowerPoint Template which was developed in the first months of the project as one of the initial outputs of WP6 under Task 6.2 REFINE Brand Strategy and Communications Collateral.

The REFINE Word Template features a cover slide with project Logo and acknowledgement of European funding under H2020 with the Grant Agreement number included. The template also features for single content and double content and a closing slide.

As is the case for the REFINE Word Template, in the intervening months since the creation of the first iteration of the REFINE PowerPoint Template, discussions within the consortium and a further feedback loop has resulted in changes being made to the above slide deck. As a result, a bank of new imagery is being developed for the REFINE project which, when agreed, will be used as the basis for both the REFINE Word and PowerPoint Templates in the future.

The REFINE PowerPoint Template is a critical element of Task 6.4 High Impact Communication Activities as the template will be used by project partners when communicating about the REFINE project with key stakeholders and in preparing presentations on the REFINE project for academic conferences and industry events which is an important target under the dissemination Key Performance Indicators (KPIs) of the REFINE project.

REFIN

Mainstreaming of refinancing schemes as enhancer for the implementation of energy efficiency service projects

What is REFINE?

The ultimate goal of the REFINE project is to contribute to the supply of sufficient and attractive financing sources to EES investments through the enhancement of refinancing schemes which are understood as an important amplifier of market growth

Objectives of REFINE

- Enhancing the refinancability of energy efficiency service (EES) projects
- Amplifying the actual use of refinancing schemes in EES business practice

Problem

66% of EES providers report finding it difficult or very difficult to obtain access to viable financing
There exists many differences in the implementation of EES projects in countries across Europe

Solution

The mainstreaming of refinancing instruments for EES projects
Additional standardisation in the implementation of contract stipulations
Greater capacity building measures to improve the rate of refinancing for EES projects across Europe

Outcomes of REFINE

Refinancability Rating Systems

The development of a rating system on the refinancability of EES projects
This includes an assessment and analysis of existing credit rating systems

Contract Stipulations

The development of standardised contract stipulations for the refinancing of EES
These will be translated and adjusted for national specifics

Guarantee Instruments

The analysis and adaption of existing guarantee instruments in partner countries
The adaption of these instruments to make them more applicable to EES

Refinancing Concepts

The development of comprehensive refinancing concepts for EES investments
Developed in collaboration with EES providers and financial institutions

Facilitation Services

The identification of facilitation services in support of the financing of EES
In order to foster the refinancing of EES projects on the European markets

Facts about REFINE

LC-SC3-EE-10-2018-2019-2020
Mainstreaming energy efficiency finance

REFINE Duration
1 June 2020 to 31 May 2023

Project Coordinator
Klemens Leutgöb - e7



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Twitter: @REFINE_Project
LinkedIn: refine-project

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2 REFINE TECHNICAL POSTER



Figure 9 - REFINE draft Technical Poster

The above is the first draft of a Technical Poster for the REFINE project. The poster, designed in line with the REFINE Brand Strategy, provides an overview of the project, its key objectives and planned outcomes.

The poster takes a problem-solution approach to contextualising the current state of refinancing for energy efficiency in Europe and in explaining why the REFINE project presents a solution to these existing issues.

The poster also features a block with the logos of project partners, key facts about the REFINE project, links to the project's website and social media platforms and an acknowledgement of H2020 funding.

As the project progresses, this poster will be updated to reflect the latest developments of REFINE's schemes, instruments and solutions for improving the refinanceability of EES projects. This poster will also be reproduced in the national language of REFINE partner countries in order to allow for effective communication and dissemination of the REFINE project to key stakeholders at a national level.



3 REFINE LEAFLET

Figure 10 - REFINE Leaflet Front Page

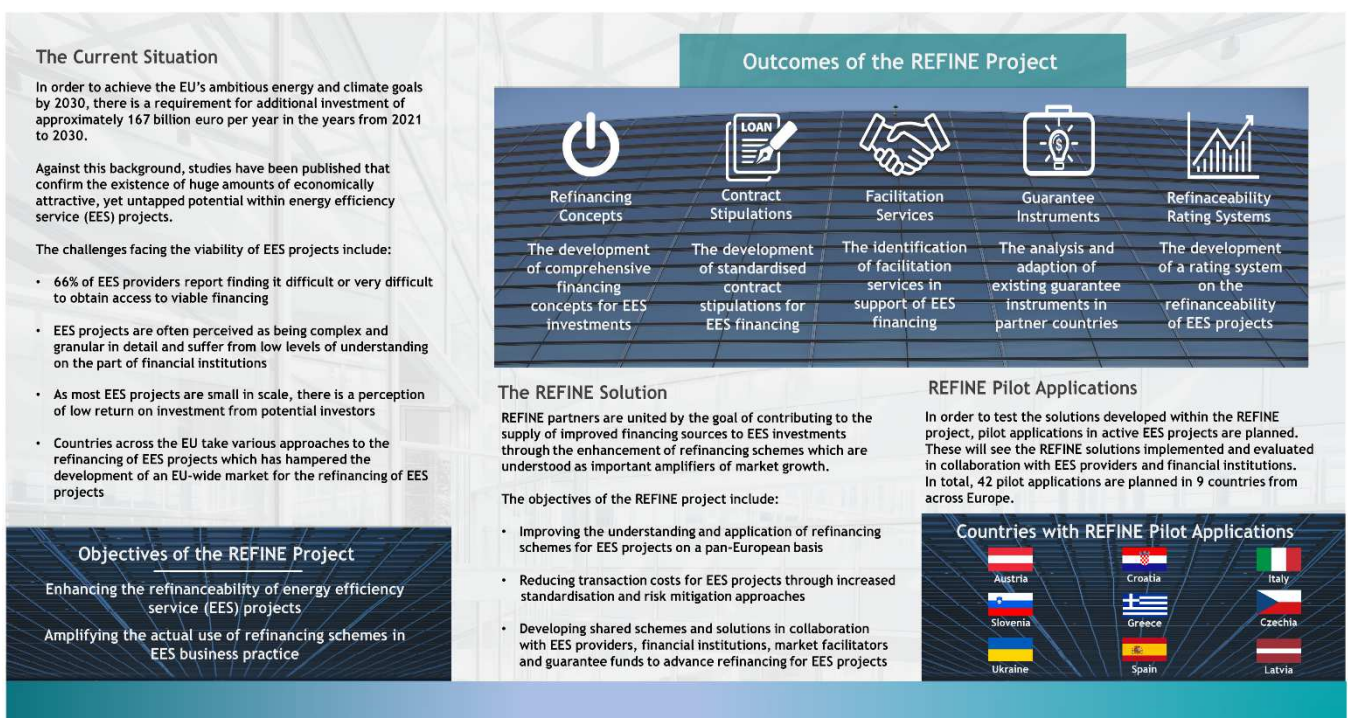


Figure 11 - REFINE Leaflet Back Page

The above is the initial draft REFINE project Leaflet which incorporates many of the same information and messaging as the project's Technical Poster. The Leaflet was designed to give a strong overview of the REFINE project, its objectives and planned activities.

The Leaflet contains a page providing background on the REFINE project in order to contextualise the solutions that will be developed as part of the project. It also features sections on the project's core objectives, the solutions to be developed and the REFINE Pilot Applications to be carried out over the course of the project's lifetime.

This Leaflet will continue to be updated as the project progresses in line with the latest REFINE activities and advancements in the development of the project's schemes, instruments and solutions. This Leaflet can also be translated into the national language of the project partners for the purposes of dissemination at conferences and industry events.

REFINE

Mainstreaming Refinancing Schemes for Energy Efficiency Service Projects



@REFINE_Project



www.refineproject.eu



[refine-project](#)

The REFINE Project will:

- Contribute to the supply of improved financing sources to energy efficiency service (EES) investments
- Enhance the overall refinanceability of EES projects through new schemes and instruments
- Amplify the actual use of refinancing schemes in EES business practice in the future

Outcomes of REFINE Project



Refinancing
Concepts



Contract
Stipulations



Guarantee
Instruments



Facilitation Service
Business Models



Refinanceability
Rating Systems

The REFINE project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement no. 894603



4 REFINE ROLL-UP BANNER

REFINE 

Figure 12 - REFINE Roll-Up Banner

The above is the initial Roll-Up Banner which has been created for the REFINE Project. In line with the REFINE Brand Strategy and designed to compliment all other pieces of communication collateral for the REFINE Project, the Roll-Up Banner gives a broad overview of the project. It includes three of the main REFINE objectives in simple language to provide a general understanding on the project's aims and ambitions.

The Roll-Up Banner also includes the main outcomes of the REFINE project, shown in visual form without a great deal of attaching detail so as not to overcomplicate the messaging.

The Roll-Up Banner also includes the reference to EU funding as prescribed in the Grant Agreement for the REFINE project. It is envisaged that the Roll-Up will be used primarily at physical training events and to represent the REFINE project at conferences and industry events where the project is represented by a national partner. As with all other elements of communications collateral, it can be translated into the national language of the relevant partner country.

5 CONCLUSION

This Deliverable has presented the Communications Collateral Pack of the REFINE project. In line with a previous Deliverable D6.3 REFINE Brand Strategy and complimenting D6.4 REFINE Dissemination and Communication Strategy, these pieces of communication collateral can be used for the communication and dissemination of the REFINE project. They will also feature on the REFINE website and social media accounts and will be used in physical training sessions, at academic conferences and industry events where the REFINE project is represented.