

D6.3 REFINE Website

31 July 2020

REFIN 



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DOCUMENT SUMMARY INFORMATION

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Executive Summary

D6.3 REFINE Website

This deliverable, outlined as Deliverable 6.3 REFINE Website describes the REFINE Project Website which went live on 28th August 2020.

The purpose of the website for the REFINE Project is to serve as a hub for all external engagement activities, project communication and dissemination.

Developed over a number of months in collaboration with project partners and in line with the REFINE Brand Strategy (D6.1), the website has been designed to be informative at both a high-level and in-detail, easily navigable and relevant for a wide variety of stakeholders.

As the REFINE Website will continue to evolve and develop of the course of the project, hosting information on project activities and outputs as they are created, this document is intended to outline both the current state of the REFINE Website and its expected future development.

The REFINE Website has been structured to welcome visitors with an appealing visual design and dynamic elements. The tone of the website is serious and engaging, with high-level information about the project and its objectives, information curated to identified key stakeholders about the relevance of REFINE to them and information on some of the main exploitable results of the REFINE Project all being available just one click away from the landing page.

In line with the Brand Strategy and the overall goals of the project, the website is streamlined and accessible to an audience both knowledgeable about refinancing and energy efficiency, and a more general audience who will immediately recognise the striking visual identity of REFINE and feel comfortable exploring the website at their own pace. The REFINE Website has been developed with optimisation for mobile browsing included.

This report relates most closely to D6.1 REFINE Brand Strategy, which has informed the organisation and structure of the website, its core information and presentation. This Deliverable is also related to D6.4 REFINE Communication and Dissemination Strategy, which will shape the future development of the website as a platform for project communication and as a repository for REFINE Deliverables as well as regular project news and updates. D6.8 Exploitation Plan is also related as the website will host key exploitable results, acting as an early platform for the marketing of REFINE's instruments and tools and will be configured at the end of the project's lifetime as a key commercialisation site for REFINE's outputs, a "store window" to the REFINE solutions for target audiences.

CONTENTS

<u>1 INTRODUCTION</u>	<u>7</u>
1.1 Addressing the REFINE Description of Action (DOA)	8
1.2 Document Outline and Purpose	8
1.3 Intended readership	8
1.4 Relationship with other REFINE Deliverables and Tasks	9
<u>2 REFINE WEBSITE STRUCTURE</u>	<u>10</u>
2.1 Landing Page	10
2.2 About the Project	13
2.3 Core Information	14
2.4 Partners	16
2.5 Glossary	16
2.6 REFINE Pilot Applications	17
2.7 REFINE Database	18
2.8 Contact	18
<u>3 CONCLUSIONS</u>	<u>19</u>
<u>4 REFERENCES</u>	<u>20</u>

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-termed receivables are sold. The non-payment risk remains with the seller.

Forfeiting: 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.

1 INTRODUCTION

“An effective website design should fulfil its intended function by conveying its particular message whilst simultaneously engaging the visitor. Several factors such as consistency, colours, typography, imagery, simplicity and functionality all contribute to good website design” - Feeling Peaky, 2018

The Modern Website

Today’s websites are much more advanced in both design and functionality than those of five, ten or twenty years ago. Through improved technologies optimising website performance, a greater understanding of the public’s approach to web-browsing and an improved comprehension of what an engaging website should look like, the philosophy of web design has changed dramatically. The best modern websites are simple, easily-navigable and contain all relevant information in either the homepage or within a single click of it. Websites engage visitors with a striking visual identity and dynamic elements, compelling them to browse further via a coherent structure, streamlined navigation and well-presented content.

REFINE activities that have influenced the website development

Since the REFINE kick-off meeting on the 3rd-4th June 2020 there have already been concepts and inputs towards some of the visual and verbal identities in terms of the REFINE brand name, typeface, layout, tag-line, logo, colour palette and tone of voice. In addition, the REFINE Twitter and LinkedIn accounts and project website were recently launched. All these products have components of the REFINE brand, indicating that brand identity of REFINE is already developing and is being put into practice.

The layout of the REFINE Website, its structure and the information included within was discussed at length at both the project kick-off meeting and subsequently among project partners. Partners were engaged at all times in the development of the project website, with feedback being sought and partners providing content and information which contributed to the structure of the REFINE Website at launch.

As project activities take place over the coming months, partners will be encouraged to contribute further to the development of the REFINE Website through blogposts and by providing news and updates on the status of their work within the project. All of this information will be uploaded on the website which will continue to evolve and receive regular updates over the project’s lifetime.

1.1 Addressing the REFINE Description of Action (DOA)

REFINE DOA requirements	Deliverable addressing DOA requirements	Descriptions
Task 6.1 Refine Project Website	D6.3 REFINE Website	<i>This task concerns the creation of a dedicated REFINE website, which will be the central hub for all of the project’s communications and dissemination activities. The website will be developed in line with the REFINE brand strategy (D6.1) and will be easily navigable with subsites dedicated to the project results and real-life testing in partner countries. The website will be kept relevant and up to date with news items, blogs and dynamic infographics of interest to a wide variety of stakeholders. It will host project outputs, such as the training material developed in WP6 and the D2.3 Database. The website will continue to serve as a hub for all post-project communication activities and the main source for information about the project and its results.</i>

1.2 Document Outline and Purpose

This deliverable describes the development of the REFINE Website including its core structure, layout and content from the period of its launch, including planned future updates.

In this report, each page of the project website will be identified with its purpose, content to date and future use, emphasising the all-encompassing nature of the REFINE Website as a tool for the communication, dissemination and exploitation of the REFINE Project.

1.3 Intended readership

D6.1 REFINE Website consists of a core component of all future project activities. All external communications and dissemination activities will be displayed on the REFINE Website as they are carried out and as such, this report is important for members of the project consortium. It should also be of interest to the European Commission H2020 project team, those involved in refinancing and energy efficiency services investment and research projects operating in the same domain as REFINE. D6.3 will also benefit the general public as it will provide insight into the structure of the REFINE Website, and the philosophy behind its development.

1.4 Relationship with other REFINE Deliverables and Tasks

Due to the scope of the REFINE Website and its role in communicating all major project developments, research, activities and outcomes, D6.3 is related to all other tasks and Deliverables within the REFINE Project.

The website serves as a hub for all external engagement and will host all project outcomes, feature regular news and updates on REFINE's development and crucially, will serve the purpose of exploiting the project's end-results, the REFINE instruments and tools.

At a minimum, all REFINE Deliverables will be uploaded to the project website for the purposes of project transparency and information-sharing after the Deliverables have been approved by the Project Officer. These uploads will consist of the entire Deliverable report for Public Deliverables and a high-level Executive Summary for Confidential Deliverables, in line with best practice in other H2020 projects.

2 REFINE WEBSITE STRUCTURE

2.1 Landing Page

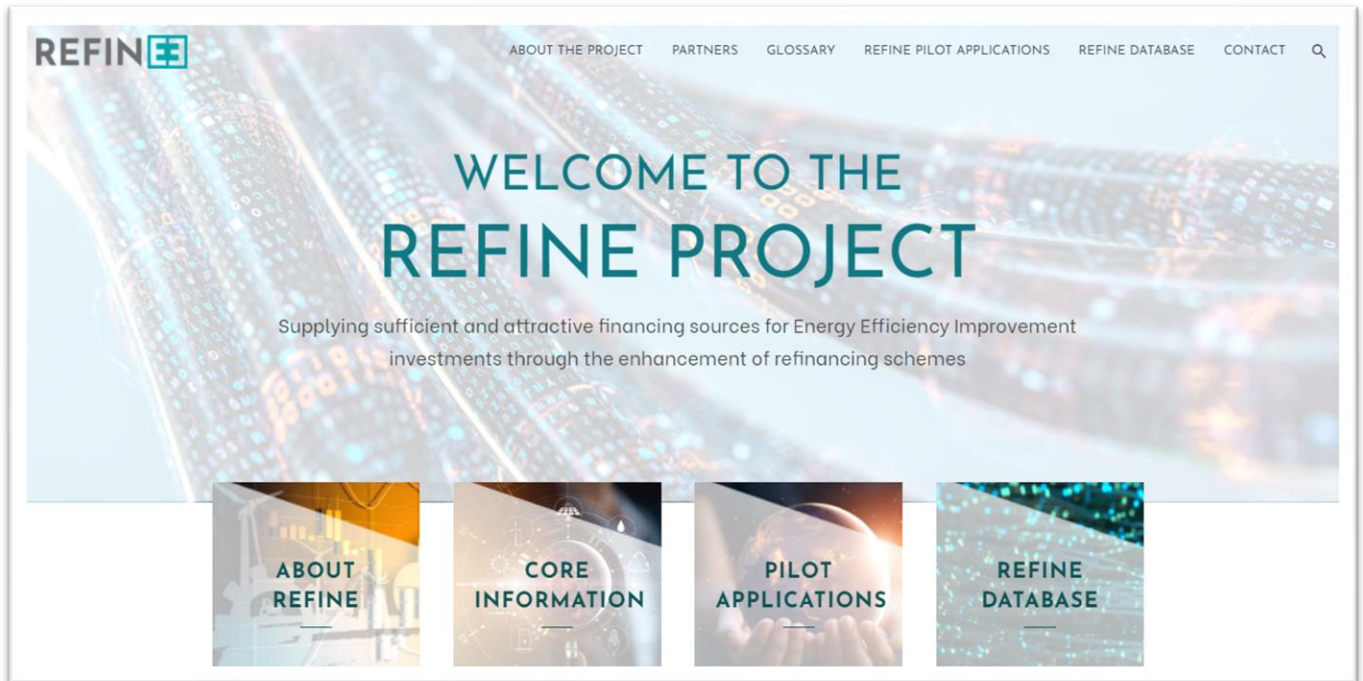


Figure 1: REFINE Project Website landing page - <https://refineproject.eu/>

The landing page welcomes visitors to the REFINE Website with a bright, uncluttered layout including the project title, tagline and a dynamic background element. Drop-down menus allow navigation easily away from the landing page to find the information most relevant to visitors. Crucially, every page on the current website can be reached in just one click from the landing page as the website has been developed with simplicity in mind.

The landing page in its presentation is structured to capture visitor's attention and provide them with all the information they need to continue browsing. REFINE partners have identified the 'About REFINE', 'Core Information', 'Pilot Applications' and 'REFINE Database' sections as being of most immediate relevance to the majority of site visitors and as such, dynamic elements have been introduced positioning these pages at the front of the project website.

WHAT IS REFINE?

In order for the European Union to achieve its energy and climate goals by 2030, significant investment is required to make energy efficiency projects more attractive for potential investors and financial institutions. The European Union has therefore identified the promotion of an energy efficiency service (EES) market in Europe as a priority for the future.

In that context, the EU-funded REFINE project has identified the lack of attractive financing options for EES projects as a major barrier to the development of a functioning, robust EES market in Europe.

The goal of REFINE is therefore to contribute to the supply of sufficient and attractive financing sources to energy efficiency investments. Central to the development of a strong energy efficiency service market is ensuring the availability of financing sources for EES projects.

Figure 2: REFINE Project Website landing page - What is REFINE?

As visitors scroll down the landing page, they will find a brief, high-level description of the REFINE Project which puts it into its global and European context and identifies its central goal. This section is kept deliberately short as it serves just to very briefly answer some important questions that first-time visitors will have e.g. What is REFINE? What does REFINE hope to do? Why is REFINE important?

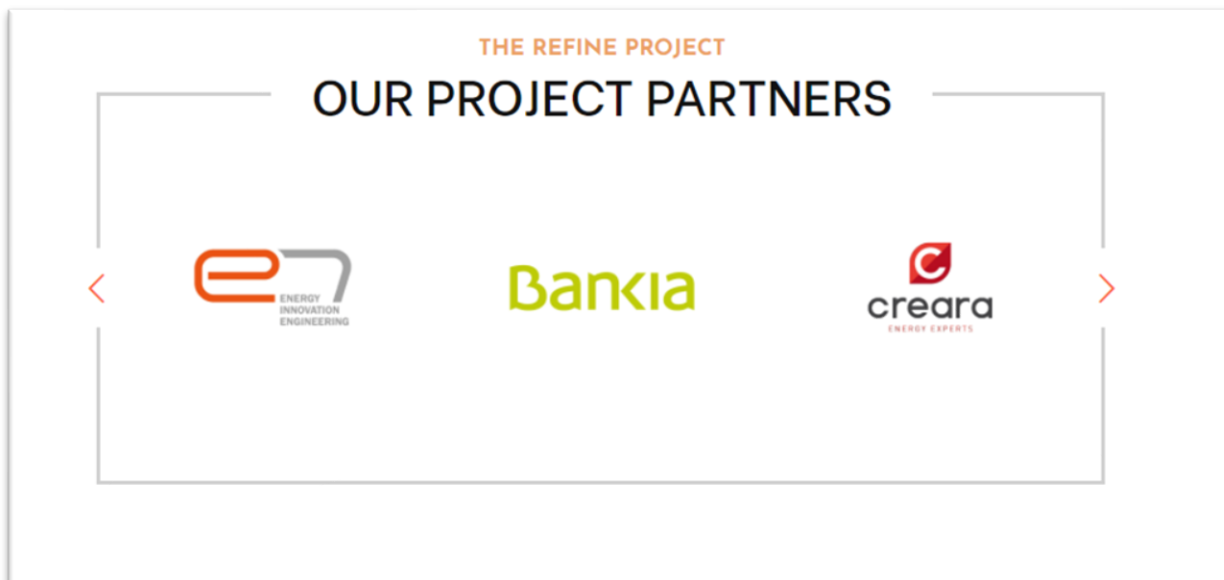


Figure 3: REFINE Project Website landing page - Project Partners slideshow

Beneath the section describing the REFINE Project, there is a slideshow featuring the logos of each partner involved in the project. This is an important element of the landing page as REFINE partners will use their existing networks to carry out many of the tasks described in the DoA and will develop new opportunities for project communication and dissemination through the development of new networks in the areas of energy efficiency and refinancing. As the project partners each have expertise in these areas already, visitors to the website will be encouraged to see names that they recognise, which serves to enhance the trustworthiness of the REFINE Project for first-time website visitors, or those who have been directed to the website by project partners.

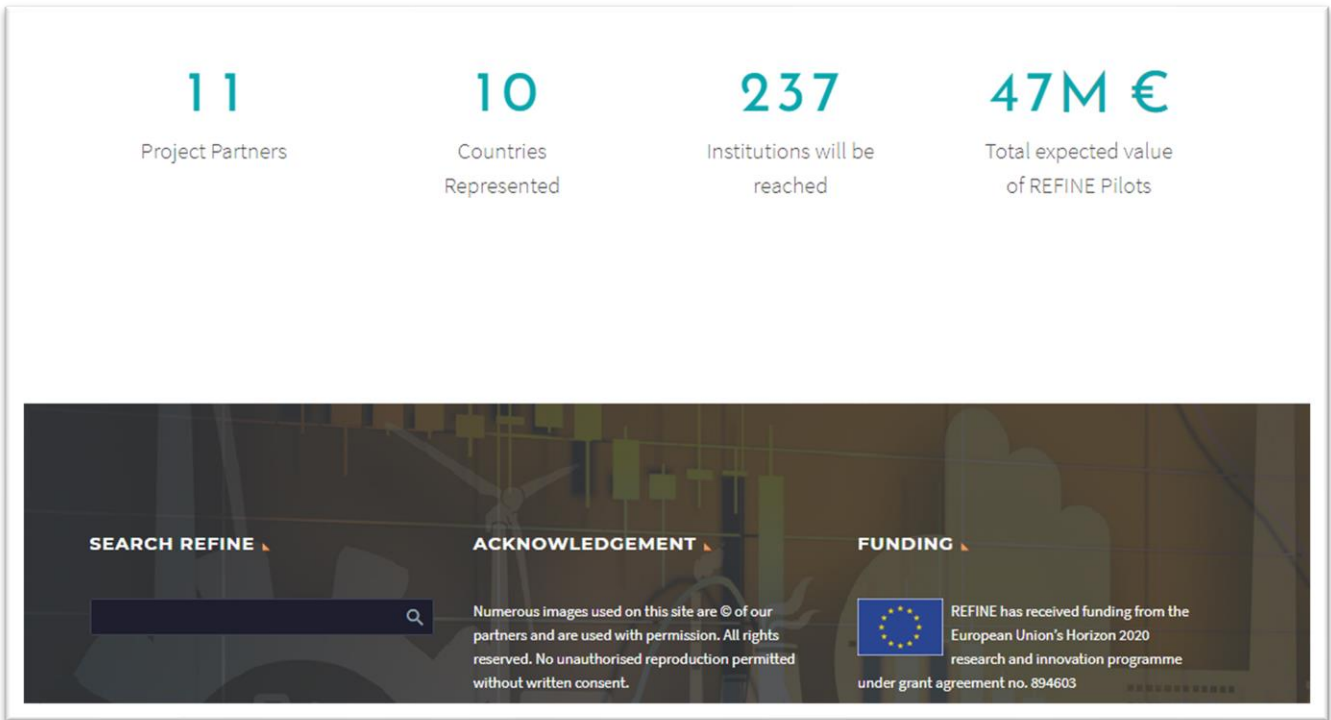


Figure 4: REFINE Project Website landing page - Project Figures and Acknowledgements

At the end of the website's landing page, some high-level figures have been chosen to emphasise the scale of the REFINE Project and what it hopes to achieve. These numbers are impactful and immediately grab the attention of website visitors. An acknowledgement and recognition of REFINE's status as a H2020 project, funded by the European Union is also included, as is required by the Grant Agreement no. 894603.

2.2 About the Project

ABOUT THE REFINE PROJECT

In order for the European Union to achieve its energy and climate goals by 2030, significant investment is required to make energy efficiency projects more attractive for potential investors and financial institutions. The European Union has therefore identified the promotion of an energy efficiency service (EES) market in Europe as a priority for the future.

In that context, the EU-funded REFINE project has identified the lack of attractive financing options for EES projects as a major barrier to the development of a functioning, robust EES market in Europe.

The goal of REFINE is therefore to contribute to the supply of sufficient and attractive financing sources to energy efficiency investments. Central to the development of a strong energy efficiency service market is ensuring the availability of financing sources for EES projects.

REFINE's core objectives are:

- Enhancing the refinancability of EES projects
- Amplifying the use of refinancing schemes in EES business practice

The above objectives will be achieved through the development of refinancing schemes enabling EES providers to clean up their balance sheet, thus allowing for future investment in new projects. REFINE will also seek to reduce transaction costs for refinancing schemes through standardisation. Finally, the project will facilitate greater risk assessment through increased transparency and the use of credit guarantees.

From the outset, REFINE is developing its solutions in collaboration with key stakeholders including financial institutions, EES providers, market facilitators and guarantee funds. Throughout the project, REFINE will cooperate with these stakeholders, using their expertise to identify and alleviate the risks associated with refinancing for EES projects. Coordination will also be sought among all parties to improve knowledge on the practical implementation of refinancing schemes and to promote overall awareness of the benefits of refinancing schemes on the financial feasibility of future investments.

The REFINE consortium is made up of 11 partner organisations from across Europe with expertise in the areas of refinancing and energy efficiency projects. The project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 894603.

EXTERNAL ADVISORY BOARD

The REFINE External Advisory Board plays a strategic role in the project and provides experience, advice and feedback on how to achieve the overall project objectives: There will be 3 half-day meetings and 3 web meetings during the project duration. The advisory board will consist of

representatives of key institutions such as EI, EEFIG, Croatian Ministry of Regional Development and EU Funds (MA), international commercial funds, EFIEES, etc, which will be nominated at the beginning of the project.

Figure 5: About the REFINE Project webpage

Among the first activities undertaken by project partners following the kick-off meeting in early June was the development of an impactful one-pager explaining the REFINE Project, its aims, projected outcomes and core objectives. This included input from all partners and has become the core of the agreed description of the project overall. This one-pager has been repurposed to provide visitors to the website with a more comprehensive overview of the project than is provided on the landing page.

This webpage also includes information on the REFINE External Advisory Board, which will play a crucial role in providing insight and expertise on the development of REFINE's instruments and tools. This has been placed alongside the 'About' section due to the importance of end-user and stakeholder engagement in the project going forward. Meaning that any visitor to the website will see information about the Advisory Board almost immediately on seeking a description of the project.

2.3 Core Information

ENERGY EFFICIENCY SERVICE PROVIDERS

The REFINE Project defines an Energy Efficiency Service Provider (EES) as a company that offers energy efficiency services 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 energy efficiency services.

EES providers offer a wide range of services such as energy analysis and audits, energy monitoring and management, project design and implementation and the supply of energy efficient equipment to their clients.

WHAT REFINE MEANS FOR EES PROVIDERS

REFINE will implement a thorough analysis of good practice refinancing schemes in EES businesses in individual countries, the wider European Union and beyond.

REFINE will host two, half-day European stakeholder workshops and two, half-day national stakeholder workshops which will include EES providers in the hopes of obtaining feedback and market expertise in the development of REFINE's instruments and tools.

REFINE will develop a set of contract stipulations relevant for the refinancing of EES projects, developed and adjusted for national specifics to increase the refinancability of services.

REFINE will develop business models for specified facilitation services relevant for the refinancing of EES projects, tested across 13 pilot applications.

REFINE will create a Database on refinancing instruments for EES projects available in participating countries, which will provide information on the national and international discussion on the refinancing of EES schemes.

REFINE will develop training materials as a result of a series of training events and online webinars which will be hosted. These training materials will consist of presentation slides, e-learning modules, short learning video as well as a capacity building web portal integrated into the project website. The content of the training materials will focus on EES providers covering the specifics of EES and markets, as well as the benefits of refinancing instruments, tools and services with respect to implementation, involved parties, cost structure, risk coverage, legal and financial implications.

REFINE will assist with the overall implementation of capacity building for EES providers, with the aim to guide them through the often-complex application of refinancing schemes and to mainstream refinancing schemes for EES projects in the future.

Figure 6: Core Information - Energy Efficiency Service Providers

REFINANCING INSTITUTIONS

In the context of the REFINE Project, we understand under this term a model, where an EES provider sells and a refinancing institution acquires receivables to be paid by an EES client, thus leading to 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.

Traditionally, refinancing institutions acquire future receivables on sale from EES providers after the implementation of their initial energy efficiency investment. Refinancing institutions may be commercial banks – that may or may not be involved in loan financing towards the respective EES provider – or thematic investment funds – usually represented by specialist fund managers that search for a long-term engagement in energy efficiency investments.

WHAT REFINE MEANS FOR REFINANCING INSTITUTIONS

REFINE will elaborate upon refinancing instrument concepts, which describe the key aspects of such schemes in terms of value proposition, structures, business models, risk coverage, process steps, cost, host organisations, stakeholders and framework conditions, to inform their national implementation.

REFINE will seek to standardise contractual stipulations which are required for the sale of receivables. In this context, standardisation refers mainly to some regulations in the EES contract between EES client and EES provider, and potentially to certain stipulations in the loan contract between EES provider and the institution that provides initial financing of the investment.

REFINE will develop a rating system that helps to assess refinancability of EES projects quickly and at low cost. Such a rating system could become an important facilitation service for easier match-making between EES providers that look for refinancing offers and refinancing institutions that look for purchase opportunities.

REFINE will support capacity building for financing institutions and investors. The capacity building elements in the project are combined with a learning-by-doing approach through testing of refinancing schemes as well as the supporting tools that are developed in the frame of the project under market practice conditions.

REFINE will develop business models for specified facilitation services relevant for the refinancing of EES projects, tested across 13 pilot applications.

REFINE will create a Database on refinancing instruments for EES projects available in participating countries, which will provide information on the national and international discussion on the refinancing of EES schemes.

Figure 7: Core Information - Refinancing Institutions

GUARANTEE FUNDS

REFINE has identified guarantee funds as typically state-owned or state backed institutions which play an important role in other businesses (e.g. export industry) but have to this point seldom been engaged in securing the credit risks of energy efficiency investments.

Within the project, guarantee funds will be addressed in selected countries (Austria, Slovenia, Greece and Latvia) since a prior assessment has shown that in these countries the framework conditions are favourable either for testing the application of existing guarantee products to refinancing arrangement or for initiating new guarantee schemes, specifically for energy efficiency investments. Partners from other countries may join during the testing phase if framework conditions improve.

WHAT REFINE MEANS FOR GUARANTEE FUNDS

REFINE will conduct small-group trainings, mainly in the sector of financing institutions where experience shows that there exists only limited readiness to share knowledge with competitors. These trainings will be prevalingly in-house sessions and will have a specific focus on the involvement and role of guarantee funds.

REFINE hopes to bring guarantee funds into the discussion on refinancing schemes for energy efficiency projects, fostering collaboration with financial institutions, EES providers and market facilitators.

REFINE will develop business models for specified facilitation services relevant for the refinancing of EES projects, tested across 13 pilot applications.

REFINE will create a Database on refinancing instruments for EES projects available in participating countries, which will provide information on the national and international discussion on the refinancing of EES schemes.

REFINE will develop a rating system that helps to assess refinaneability of EES projects quickly and at low cost. Such a rating system could become an important facilitation service for easier match-making between EES providers that look for refinancing offers and refinancing institutions that look for purchase opportunities.

Figure 8: Core Information - Guarantee Funds

MARKET FACILITATORS

REFINE has identified market facilitators, such as energy agencies and specialist consultancies as elements of a wider stakeholder group which may be interested in the Project's future solutions and outcomes.

Depending on the set-up in each individual country, they may play an important role in standardising the refinancing schemes and in streamlining due diligence. The lack of adequate market facilitation services has previously been identified as a reason for the relative weakness of Energy Performance Contracting (EPC) markets in parts of Europe.

WHAT REFINE MEANS FOR MARKET FACILITATORS

REFINE will assist in the elaboration of facilitation services that support the application of the refinancing cycle through reduction of transaction cost for involved stakeholders.

REFINE will conduct a number of interviews with experts in the field of EES projects, including market facilitators, which will assist in the development of any new refinancing instruments.

REFINE will develop a rating system that helps to assess refinaneability of EES projects quickly and at low cost. Such a rating system could become an important facilitation service for easier match-making between EES providers that look for refinancing offers and refinancing institutions that look for purchase opportunities.

REFINE will develop business models for specified facilitation services relevant for the refinancing of EES projects, tested across 13 pilot applications.

REFINE will help to develop standardised brokerage services by EES facilitators to foster refinancing of EES projects on the European markets. The facilitation services may include, inter alia: services related to due diligence during refinaneability check, operation of a rating system, and refinancing business development services etc. A full analysis and description of potential facilitation services will be presented.

REFINE will create a Database on refinancing instruments for EES projects available in participating countries, which will provide information on the national and international discussion on the refinancing of EES schemes.

Figure 9: Core Information - Market Facilitators

At the outset of the project, it was identified by partners the importance of having sections of the website which identified REFINE's core audience (Energy Efficiency Service Providers, Refinancing Institutions, Guarantee Funds and Market Facilitators), described each audience in some detail (so that visitors might identify which if any they belong to) and include some points describing the planned developments of REFINE which are relevant to each stakeholder group. As the project progresses, each page will be updated with infographics and details on the developed solutions. This section will become more important in the aftermath of the project in its use for exploitation purposes.


2.4 Partners



E7 ENERGY INNOVATION & ENGINEERING

Location: Vienna, Austria

Website: [E7](#)



e7 is a research, consulting and planning office on the topics of energy efficiency, energy economy and energy and climate policy. With their technical and economic know-how, they cover a wide range of topics.

They provide energy technology expertise in all aspects of real estate and neighborhood development as well as facility optimization.

In addition, e7 supports decision-makers in ministries, institutions and companies in Austria and abroad in the development of energy and climate policy framework conditions.

YOUR COMPANY'S ROLE IN THE REFINE PROJECT

e7 is the project coordinator of the REFINE Project. In addition, they are responsible for the project management as well as the conceptual development and structuring of instruments and services.

Figure 10: Project Partners - e7 partner page

For the reasons stated previously, it is important that all partners are identified on the REFINE Website in order to take advantage of existing networks and to leverage new opportunities for communication and dissemination. With this in mind, each REFINE partner has provided a brief description of their company as well as their role in the REFINE Project. This will help website visitors to understand the actors involved in REFINE and allows the project to identify the expertise evident among its consortium members.

2.5 Glossary

As is included at the start of this Deliverable document, project partners have developed a list of agreed-terms (referred to as the Glossary) for the REFINE Project. This is to improve communications both within the project and externally to potential end-users and stakeholder groups. Given the differences in the markets for refinancing of energy efficiency projects across the EU, it was seen as crucial to agree on important definitions of terms in the context of REFINE.

This section of the website also serves as a 'jargon-buster' as the descriptions of the complex concepts involved in refinancing and energy efficiency have been refined to their most concise and simple, meaning even those with little knowledge of the area will benefit from reading the REFINE Glossary.

2.6 REFINE Pilot Applications

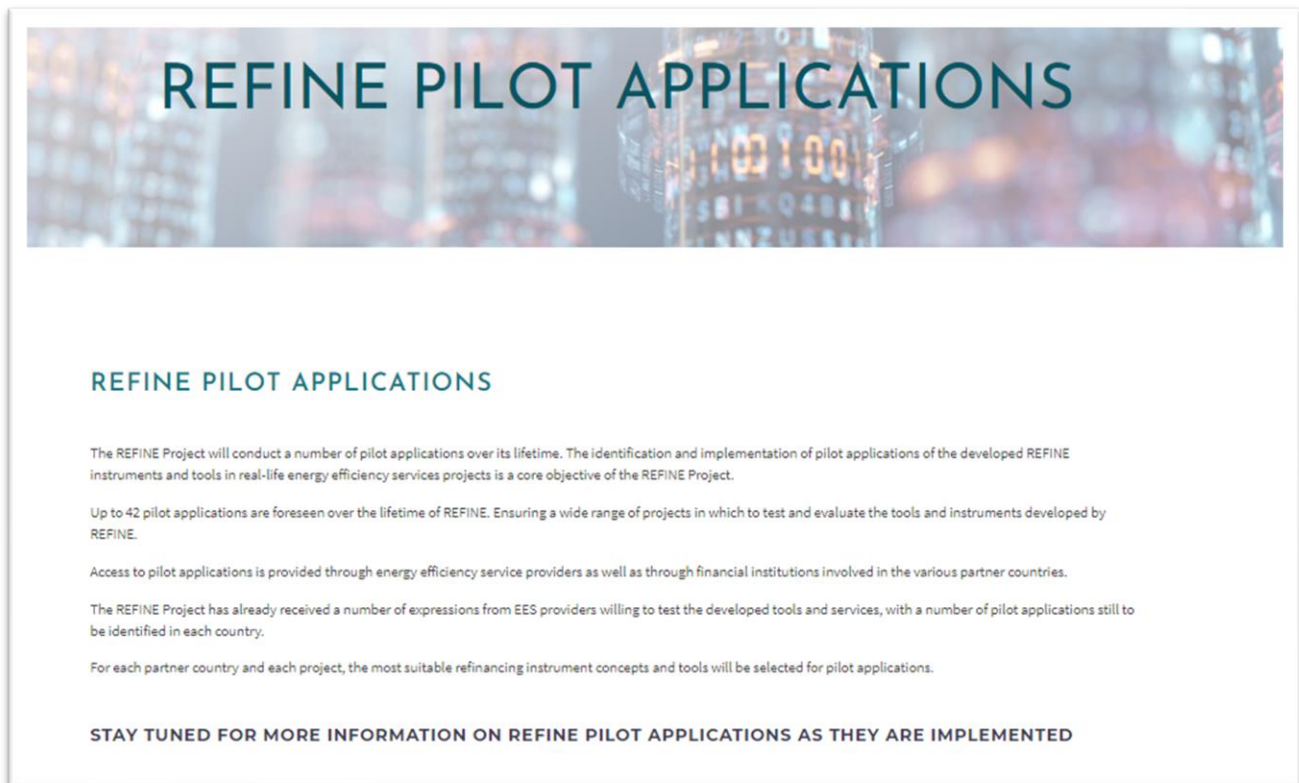


Figure 11: REFINE Pilot Applications webpage

The identification and implementation of the REFINE Pilot Applications are among the most important project activities which will take place over the lifetime of the project. As such, they have been given a prominent position on the REFINE Website with their own section including a brief description of early plans.

As the Pilot Applications have not yet taken place, this webpage features a description of the plans for Pilot Applications and a ‘call to action’ for visitors to return to the webpage in coming months as more information becomes available.

2.7 REFINE Database

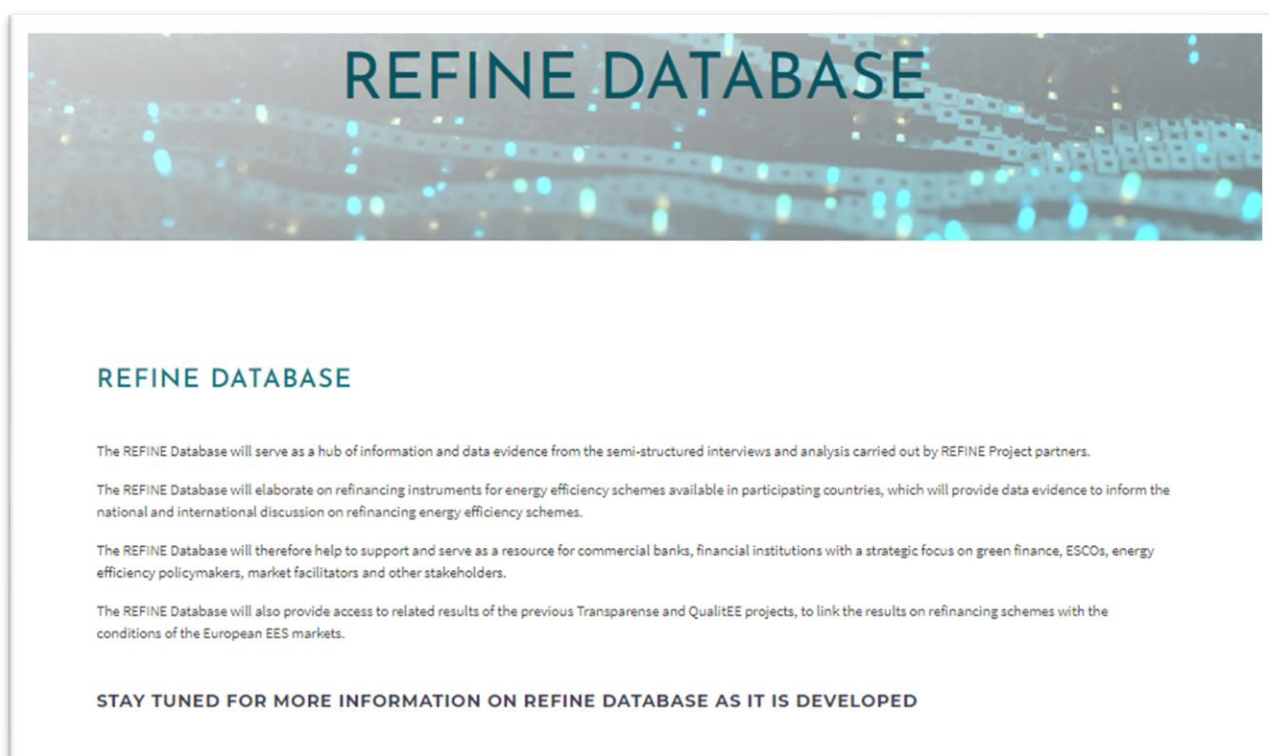


Figure 12: REFINE Database webpage

As is the case with the REFINE Pilot Applications Webpage above, the REFINE Database has been identified as a core element of the project which would be interesting to potential stakeholder groups. As such, the REFINE Database has been given a prominent position on the website including a high-level description and a ‘call to action’ for visitors to return to this page in the coming months when more information is available.

As the REFINE Database is related to T2.1 Case studies and T2.3 Qualitative expert interviews, which have already begun to be conducted, this will likely be one of the first sections of the website to be updated with more detailed information as the tasks (and their related Deliverables) are finalised.

2.8 Contact

The REFINE Website also features a contact page to allow ease of communication between external stakeholders and interested parties and the REFINE Project. Currently, this section features the name and contact details of the Project Coordinator and the name and contact details of the WP6 Communication and Dissemination Manager, for media purposes.

3 CONCLUSIONS

The REFINE Project Website is developed in line with the REFINE Brand Strategy (D6.1) which will be submitted at the same time as this Deliverable.

The goal of the website is to serve as a repository for all REFINE related activities, research and outputs and to engage key stakeholder groups (and members of the public and scientific community more generally) with the REFINE Project.

As the project is at an early stage, much of the information contained within the current iteration of the REFINE Website is descriptive and forward-thinking, as it plans for activities and innovations that will take place in the future.

As the project progresses, the REFINE Website will be continually updated in a way that best engages visitors and attracts attention to the instruments and tools which will be developed as part of the REFINE Project.

By keeping to the original aims of the website at the start of its development, namely constructing a portal for REFINE which would be visually attractive, easily-navigable and informative to identified stakeholders, the REFINE Website has already begun to establish itself as a unique identifier of the REFINE brand and as a future repository for all REFINE outputs and information.

4 References

Feeling Peaky (2018) 9 Principles of Good Web Design. Retrieved 28 August 2020
<https://www.feelingpeaky.com/9-principles-of-good-web-design/>