

D6.4 REFINE Dissemination and Communication Strategy

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EXECUTIVE SUMMARY

D6.4 REFINE Dissemination and Communication Strategy

The core objective of WP6 Communication and Dissemination is to develop REFINE as a powerful EU-wide brand that is synonymous with the effective refinancing of energy efficiency projects. This objective will be fulfilled through the development of a unique REFINE brand identity, a website to display the objectives and work of REFINE and a list of targeted communication and dissemination activities to be carried out over the course of the Project.

This Deliverable, outlined as D6.4 REFINE Dissemination and Communication Strategy, describes the planned structure of dissemination and communication activities for the REFINE project from inception until M18 and the Interim Report on Dissemination and Communication foreseen in D6.5.

This Deliverable is an output of Tasks 6.1 (REFINE Project Website), 6.2 (REFINE Brand Strategy) and 6.3 (REFINE Dissemination and Communication Strategy) and will contribute to the carrying out of Tasks 6.3 (High Impact Communication Activities) and 6.5 (Networking with Key Stakeholders and Establishing Strategic Partnerships).

In order for the European Union to reach its ambitious energy and climate goals by 2030, there is a requirement 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 REFINE project will develop solutions in order to contribute to the supply of sufficient and attractive financing sources to energy efficiency investments through enhancing the refinancability of EES projects and by amplifying the use of refinancing schemes in EES business practice.

REFINE's Dissemination and Communication Strategy is a step-wise process that includes all incremental steps for communication, such as: definition of main objectives for communication and dissemination, identification of REFINE key audiences and the messages to be used to reach out to them, the means and channels to be used for communicating the Project, the dissemination processes to be followed by individual partners and the initial communication and dissemination tools that are created for maximising awareness about the project and communicating the relevant messaging.

When REFINE achieves results, and in the course of its activities, targeted audiences relevant to the Project's objectives will be informed. These include:

- Energy Efficiency Service Providers
- Refinancing Institutions
- Guarantee Funds
- Market Facilitators
- Banking Associations

This document outlines the nature of communication to these audiences, the key messaging and channels for communication which have been identified and the future activities which are planned to ensure effective, impactful communication and dissemination for the REFINE project.

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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.

1 INTRODUCTION

This strategy is a key Deliverable within WP6 Communication and Dissemination and it sets out the plan which will be followed to communicate successfully throughout the REFINE project. Carr Communications (CARR), with the contribution of the REFINE partners, is the author and the lead partner for this Deliverable and the main contributor to the associated tasks T6.1-T6.5. However, all partners will contribute to the successful communication and dissemination of REFINE, especially on a national level with key stakeholders.

REFINE is a Project that will contribute to the improved supply of financing sources for energy efficiency investments which has been identified for the EU as a key pillar in reaching its 2030 energy and climate targets.

The key outcomes which are planned as a result of REFINE and which will form the core of Project communication and dissemination include:

- The development of refinancing schemes enabling EES providers to clean up their balance sheet, thus allowing for future investment in new projects
- Seeking to reduce transaction costs for refinancing schemes through the standardisation of contract stipulations and brokerage services
- Facilitating greater risk assessment through the use of credit guarantee instruments
- The development of a rating system on refinanceability of EES projects

The above will be realised through a series of activities over the course of the Project's lifetime. These include:

- The conducting of qualitative expert interviews with commercial banks and financial institutions
- Hosting stakeholder workshops at both a European and national level with financial institutions and EES providers
- The development of a Knowledge Management System based off evidence from the expert interviews and further analysis
- Testing the developed financing and guarantee instrument concepts through national pilot applications
- Conducting capacity building exercises through online webinars and training events with key stakeholders

There exists a number of challenges for effective communication and dissemination of the REFINE project which this strategy will seek to overcome. These challenges include the specified nature of the audience which REFINE hopes to reach and the most efficient way of communicating with these stakeholders. Further, the difficulty of conceptualising the outcomes of REFINE in a way that is immediately relevant to these stakeholders. Finally, it is recognised that the instruments developed by REFINE will be most relevant to stakeholders at a national level, meaning communications activities and key messaging and channels are required to be adjusted for a national audience and not simply designed to have a broad appeal. As a result, local dissemination plans have been developed by partners in the national pilot countries of Austria, Czechia, Spain, Slovenia, Latvia, Greece, Croatia, Italy and Ukraine which are outlined in section 6.3 below.

This strategy has been developed in line with D6.1 REFINE Brand Strategy and D6.3 REFINE Website, features input from partners and establishes a plan for the communication of the REFINE project up to M18 (November 2021) in line with agreed Key Performance Indicators (KPIs) and outlining projected communication and dissemination activities.

1.1 Addressing the REFINE Description of Action (DOA)

REFINE DOA requirements	Deliverable addressing DOA requirements	Descriptions
Task 6.3 Dissemination and Communication Strategy	D6.4 REFINE Dissemination and Communication Strategy	<i>A comprehensive dissemination and communication strategy is needed to maximise engagement, create awareness and promote project activities and results. This task involves the development of a plan of action and timeline for targeted communication activities. The strategy will describe objectives, methods, messages, tools, audiences and channels to be mobilised. It will include a digital and social media strategy to guide REFINE's online activities, a media strategy to promote REFINE on TV, press and radio, and a stakeholder engagement strategy to establish dissemination partnerships e.g. with national bank associations and national energy efficiency initiatives. The strategy will account for the national differences in piloting areas. All activities will be monitored in and catalogued in the project's monitoring tool and the strategy will be updated every year to ensure activities are on track in the interim and final reports (D6.5 and D6.6).</i>

1.2 Document Outline and Purpose

This deliverable describes the development of the REFINE Dissemination and Communication Strategy with reference to the objectives of all Project communication activities, the methods of communicating and disseminating the REFINE project, key audiences and their relevant messaging and the identification of correct channels for the impactful communication and dissemination of REFINE in the Project's crucial first year and beyond.

The structure of this Deliverable is as follows: how we monitor the project's communication and dissemination outcomes through monitoring tools and project KPIs, an overview of the four phases of project communication and their relationship to REFINE specifically, individual Communication, Dissemination and Stakeholder Engagement Strategies, local dissemination plans by project partners and a final, combined Grid reflecting the ambitions of the REFINE project and WP6 in particular.

1.3 Intended readership

D6.4 REFINE Dissemination and Communication Strategy consists of the core objectives and structure for all future project communication activities. It should also be of interest to both the REFINE project partners and to those involved in refinancing and energy efficiency services investment. It will also be of benefit to research projects operating in the same domain as REFINE as it presents an opportunity for greater understanding of the project, its main objectives and expected outcomes.

1.4 Relationship with other REFINE Deliverables and Tasks

Due to the scope of D6.4 REFINE Dissemination and Communication Strategy, it has an impact on all other Deliverables and Tasks associated with WP6 and further, contributes to all other Work Packages in planning for the dissemination and communication of the Project's key outcomes.

This Deliverable directly informs T6.4 High Impact Communication Activities as the Deliverable will forecast the major communications activities to be conducted by REFINE partners over the next twelve months. D6.4 will govern the implementation of these activities at both a European and national level, advising on appropriate communications channels and key audiences with references to the relevant pilot countries.

This Deliverable will contribute additionally to T6.5 Networking with Key Stakeholders and Forming Strategic Partnerships as it will provide direction for interacting with these stakeholders, will identify engagement opportunities via participation in events and in cluster opportunities with other H2020 projects. Further, D6.4 will provide an overview of the main dissemination channels foreseen for the REFINE Project through a list of academic journals and international and national conferences with a potential for REFINE involvement.

What is Communication for H2020 Projects?

"Communication on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results.

It requires strategic and targeted measures for communicating the project action and results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange."

Source: EC Research and Innovation Participant Portal Glossary / Reference Terms

What is Dissemination for H2020 Projects?

"Dissemination is the public disclosure of project results by any appropriate means (other than resulting from protecting or exploiting the results) including by scientific publications in any medium."

Source: EC Research and Innovation Participant Portal Glossary / Reference Terms

Figure 1: European Commission definition of communication and dissemination.

Source: https://www.iprhelppdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E_0.pdf (Page 13)

2 REFINE PROJECT MONITORING OF COMMUNICATION AND DISSEMINATION

As referred to in the description of Task 6.3 “all activities will be monitored and catalogued in the project’s monitoring tool” over the course of the project’s lifetime.

This up-to date monitoring will facilitate the effective planning of communication and dissemination activities for the REFINE project, will help with the cataloguing of key communication and dissemination opportunities and will assist the project in reaching its ambitious Key Performance Indicators (KPIs).

In order to facilitate the effective monitoring of communication and dissemination outputs for the REFINE project. Two separate tools have been developed. One to catalogue the communication and dissemination outputs of the project, and the other to track the progress of the KPIs.

[illegible]

Figure 2: REFINE project Dissemination Monitoring Tool - Conference Presentations

[illegible]

Figure 3: REFINE project Dissemination Monitoring Tool - Articles in Peer-Reviewed Scientific Journals

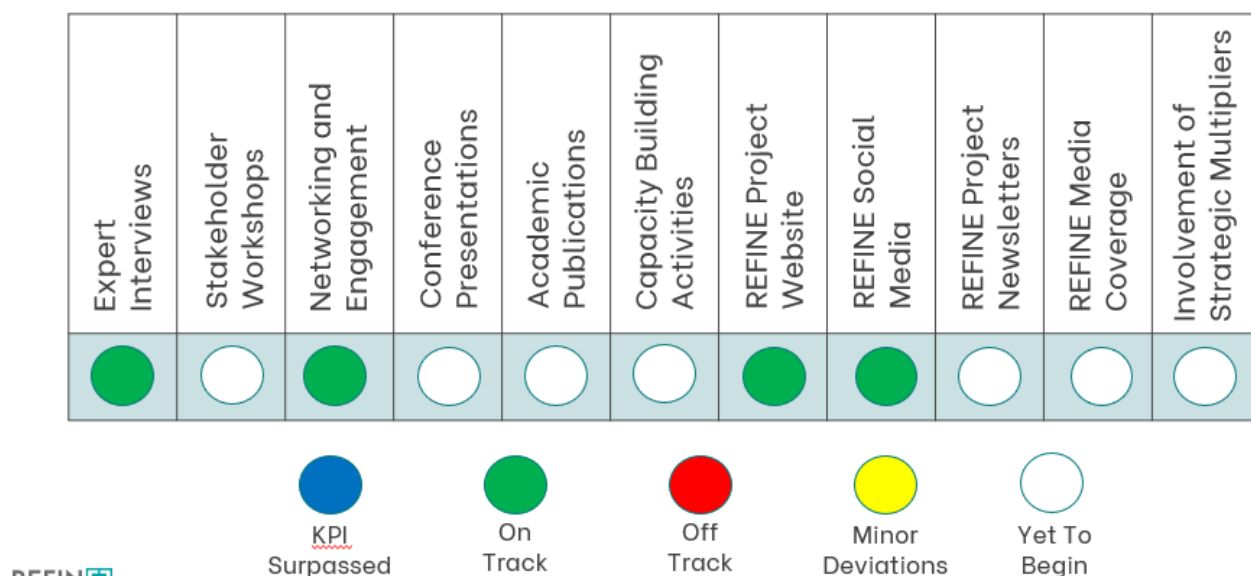


Figure 6: REFINE project 'traffic light' system for KPI monitoring

Above is the 'traffic light' system which has been developed for KPI monitoring for the REFINE project. Across all major Tasks and Work Packages with outputs relating to communication, dissemination and networking and stakeholder engagement, KPIs have been identified and their progress can be tracked through a colour-coded system which will be kept regularly updated and will be presented at all REFINE consortium meetings and during reviews of the project with the Project Officer in order to present progress and identify challenges for future project communication and dissemination activities.

3 REFINE ACTIVITIES TO M6 (NOVEMBER 2020)

D6.4 REFINE Communications and Dissemination Strategy comes after the following activities:

- REFINE project Kick-Off Meeting - 3rd-5th June 2020
- D1.8 REFINE Data Management Plan - 30th June 2020
- D6.1 REFINE Brand Strategy - 31st August 2020
- D6.3 REFINE Project Website - 31st August 2020
- REFINE Consortium Meeting - 18th-20th November 2020

And has been developed alongside the following activities:

- Qualitative Expert Interviews - June-November 2020
- Case Studies conducted on existing Refinancing Instruments - June-November 2020
- D1.2 REFINE Project Progress Report - 30th November 2020
- D2.1 Description of Case Studies - 30th November 2020
- D2.2 Factsheets on Refinancing Instruments - 30th November 2020
- D2.3 Knowledge Management System (REFINE Database) - 30th November 2020
- D6.2 REFINE Communications Collateral Pack - 30th November 2020

In the period since M6, further activities have occurred to progress the REFINE project, with the conclusion of expert interviews and the submission of Deliverables 2.1 (Case Studies on Existing Refinancing Instruments for Energy Efficiency Services) and 2.4 (Refinancing Market Assessment Report).

The above Deliverables are two key elements of the conceptual phase of the REFINE project and help to identify priorities in the development of the REFINE instruments. As such, they have also played an important role in informing this Deliverable and the ambitions for dissemination and communication over the next period.

4 FOUR PHASES OF PROJECT COMMUNICATION

Through our experience as Work Package leaders in communication and dissemination across over a dozen H2020 research projects in the last decade, and through our experience with domestic public relations clients from our foundation in 1973, Carr Communications have developed a four-phase strategy for the high-level, impactful communication of H2020 projects.

These phases are both iterative and continuous, meaning that although they take place at different stages of project development, each phase continues in addition to those which follow, helping to provide guidance and structure to overall project communication and dissemination activities over the lifetime of H2020 projects. These phases are outlined and demonstrated below.



Phase 1 - Understanding the REFINE Audience

Phase 1 of this four-step communications approach is the development of an understanding of the target audience for project activities and outcomes. The scope of the REFINE project is unique as it encompasses two large sectors, financing/refinancing and energy efficiency.

Important for the successful communication of the REFINE project will be identifying these audiences separately, on both a European and national level, understanding what it is that the REFINE project is developing which will benefit these audiences, and developing a purposeful communications approach for reaching out to these audiences with relevant information, through relevant channels.

This phase began at the beginning of the project when partners were asked to identify stakeholders at a European and national level which they believed would be most relevant for REFINE communication, dissemination and stakeholder engagement opportunities.

These identified stakeholders can be grouped into five major categories across the project:

- Energy Efficiency Service Providers
- Refinancing Institutions
- Guarantee Funds
- Market Facilitators
- Banking Associations

The above groups were expanded upon, with dozens of individual organisations in these categories being identified by REFINE partners and covering the pilot countries, namely Spain, Croatia, Greece, Austria, Slovenia, Latvia, Italy, Ukraine and Czechia.

In order to generate the core messages of the REFINE project for these audiences, their individual needs and relevance to the project should be addressed. This ensures that in all external communication activities, we are efficiently explaining the relevance of REFINE to these audiences. The below indicates some of the main issues related to REFINE which were identified as part of the Qualitative Expert Interviews carried out by partners in Task 2.3, these will be expanded upon in much greater detail in the related Deliverable 2.3 and will be published in an anonymous format on the REFINE project website.

In Phase 2 of this approach, messaging on the benefits of the REFINE project and its outcomes have been developed in response to the needs identified by the core stakeholder groups below.

For Energy Efficiency Service (EES) Providers - Refinancing models have often not been applied due to a lack of understanding about these services on the part of EES providers, contracting authorities and private investors. Also highlighted was the lack of refinancing models available in some countries and the perceived lack of interest from commercial financing institutions.

For Refinancing Institutions - Complexity in the contractual conditions of refinancing models for energy efficiency projects was identified as one barrier for refinancing institutions. Further, there is a presumption that EES projects will result in a low overall return, making investment less attractive for refinancing institutions and private commercial investors.

For Guarantee Funds - Due to the expected low profitability of EES projects, guarantees issued generally by state-owned or state-backed institutions were identified as being beneficial for project financing as they would help to alleviate risks associated with EES investments, making these more attractive in the long term.

For Market Facilitators - The feedback from market facilitators (a group which includes energy agencies and specialist consultancies) was that the current market for EES projects was not sufficiently developed and that as was the case with other stakeholders, they found a lack of understanding about refinancing instruments for EES providers.

For Banking Associations - As banking associations incorporate many of the refinancing institutions referred to above, similar considerations apply including the complexity of current arrangements and the perception of low return on investment and resulting lack of attractiveness for investing in EES projects.

Following the identification of the core stakeholders for the project above and the needs that they have identified which can be answered by REFINE, Phase 2 of the process began, focusing on the development of clear, concise and targeted messaging for the REFINE target audience.



Clarifying the REFINE message

Phase 2 - Clarifying the REFINE Message

Phase 2 of this communications approach requires clarifying the REFINE messaging. Building upon the knowledge gained from the audiences above, their needs and what is being developed as part of the REFINE project, we can streamline our messaging in order to more meaningfully engage these key stakeholders with the project.

Messaging is a critical element of achieving impactful communications. Key messaging goes beyond project taglines or simple descriptions. Key messaging involves communicating the essence of the REFINE project to our identified audience, maximising the overall potential for engagement.

Based off our understanding of our core audience and their needs as identified in the previous section, Phase 2 is the current phase of the REFINE project, where we seek to clarify our messaging and begin meaningful engagement with our stakeholders at both a European and national level. This messaging will be streamlined and simplified further in the communication, dissemination and stakeholder engagement plans outlined later in this Deliverable. The below reflects the outcomes of the project which will form the basis of the key messages used to engage the REFINE audience.

For Energy Efficiency Service (EES) Providers

- REFINE is developing generic refinancing schemes for EES projects which will improve awareness of the options for financing EES investments and which will make them more attractive to commercial banks and private investors
- REFINE is seeking to standardise contract stipulations to remove the complexity from the current system and to promote improved uptake in countries where current options for refinancing of EES projects are limited
- REFINE is adapting existing guarantee instruments to improve their overall use in the refinancing of EES projects in various European countries
- REFINE will host targeted training workshops and online webinars with EES providers to improve sector-wide understanding of refinancing concepts for EES investments and to build a greater capacity in the sector for future investments by providing high-quality training material
- The REFINE website will host a Knowledge Management System based off expert interviews and country-by-country analysis, identifying existing instruments and schemes that can be used and adopted by EES providers

For Refinancing Institutions and Banking Associations

- By standardising the contract stipulations for the refinancing of EES projects, REFINE will facilitate greater opportunities for investment in these projects by commercial banks and other financial institutions
- To address the perception of risk in EES investments, REFINE will develop new models of guarantee instruments to reduce the risk of investment by refinancing institutions, improving the attractiveness of EES investments
- In order to mitigate risks for refinancing institutions, REFINE will develop a rating system based on current best practices to allow for an easier assessment of refinaneability for EES projects
- The REFINE website will host a Knowledge Management System based off expert interviews and country-by-country analysis, identifying existing instruments and schemes that can be used and adopted by refinancing institutions
- REFINE will develop a Handbook on refinancing models for EES investments at the end of the project, compiling existing instruments, new schemes and improved concepts developed by the REFINE project to improve the understanding and streamline investment for refinancing in EES projects
- REFINE will host targeted training workshops and webinars with refinancing institutions to improve sector-wide understanding of refinancing concepts for EES investments and to build greater capacity in the sector for future investments by providing high-quality training material

For Guarantee Funds

- The REFINE project will benefit guarantee funds as it will increase the level of awareness and understanding of the options for refinancing of EES projects and will streamline contractual stipulations, allowing for greater investments in the future
- REFINE will develop new models of guarantee instruments in collaboration with existing schemes to reduce the risk of investment by refinancing institutions, improving the attractiveness of EES investments overall
- The REFINE website will host a Knowledge Management System based off expert interviews and country-by-country analysis, identifying existing instruments and schemes that can help to improve the understanding of EES investments by all partners

For Market Facilitators

- REFINE will improve and enhance the understanding of refinancing for EES projects among both refinancing institutions and EES providers. This will benefit the overall market for EES investments and should improve the uptake of schemes and instruments already in place and those which will be developed as part of the project
- The new models of guarantee instruments which will be developed as part of REFINE will reduce the risk of investment for refinancing institutions, which will improve current market conditions and address the concerns which currently prohibit growth
- REFINE will develop a Knowledge Management System based off expert interviews and the detailed country-by-country analysis to identify best practices in countries which currently have more developed refinancing schemes and which will benefit future EES investments in countries which do not



Engaging meaningfully with the REFINE audience

Phase 3 - Engaging meaningfully with the REFINE audience

Once the REFINE audience has been identified and their needs determined (Phase 1) and the benefits of the REFINE project's outcomes for those audiences has been outlined (Phase 2), Phase 3 begins.

For Phase 3, engagement opportunities are planned with the core audiences previously identified and they are engaged with on the basis of the benefits of the REFINE project's outcomes most relevant to them.

Meaningful engagement for H2020 projects takes place on two-levels which are both important for raising awareness of the project, its objectives, activities and outcomes.

These two-levels are:

- Specific engagement with stakeholders via proactive, direct reaching out by partners for participation in training events and webinars at both a pan-EU and national level. Also, interaction at conferences and events and the sharing of project information relevant to the appropriate audience through the dissemination of scientific research papers and through project newsletters targeted towards each key stakeholder group
- General awareness raising and communications through press releases, social media campaigns, TV and radio interviews and via news updates and blogposts on the REFINE project website

As the REFINE target audience has been well-defined and the project's scope is sufficiently niche, a more specified approach will be taken to engaging with the key stakeholder groups which have already been identified.

In addition to the above audiences, REFINE's Advisory Board will be critical not only in providing expertise in the development of the project's outcomes, they will also be engaged meaningfully in dissemination activities, informed of the latest project's activities and events.

In order to effectively and meaningfully engage with the REFINE audience, communication channels must be specified, outreach opportunities coordinated and high-impact dissemination activities realised in a structured, organised way.

For this purpose, a list of conferences, events and academic journals relevant to the REFINE project has been created. Partners will also contribute to this list and identify other relevant opportunities to engage with stakeholders at a national level. These lists, in addition to national level audiences and communications channels have been attached in Annexes at the end of this Deliverable and some activities have already taken place, including the expert interviews with key stakeholders.



Phase 4 - Changing attitudes and behaviours

The final phase of project communications is Phase 4 which relates to the changing of attitudes and behaviours which a project should hope to see as a result of its communication and dissemination activities.

Phase 4 continues throughout the project's lifetime but begins to actualise in the final year of the project. This is as a result of the outcomes of the project as they are developed and the manner in which they are communicated.

For the REFINE project, we have already identified challenging attitudes and behaviours in the Definition of Actions (DOA) which should be addressed by the project.

These attitudes and behaviours include:

- The enhanced risk perception of financial institutions and private investors to EES investments
- An inability to unlock private financing due to the perceived complexity of the current refinancing arrangements for EES projects
- As identified by European Commissioner for Energy Kadri Simson an "ambition gap" for future energy efficiency across Europe

These are the current attitudes facing future investment in energy efficiency in Europe, the goal of the REFINE project is to address and overcome these challenges through the development of innovative new instruments and schemes, through mainstreaming the process of EES investments and through meaningful engagement with the key stakeholders in these sectors which are identified above as the key stakeholders of the REFINE project.

At the end of the project's lifetime, the goal is for the REFINE project to have contributed significantly to improving the overall perception of investments in energy efficiency service projects by EES providers, refinancing institutions and banking associations, market facilitators, and guarantee funds.

5 REFINE COMMUNICATIONS PLAN

Based off the phased approach above, a draft Communications Plan has been designed for the REFINE project which will guide the project's communications output up to M18. The below reflects only the European-level communications plan for REFINE.

Communication Objectives - *What we want from REFINE communications*

- Develop awareness of the REFINE project and its expected impact on the future of energy efficiency in Europe
- Generate interest among key stakeholders (and the general public) on the solutions being developed by REFINE and why these new innovations matter
- Encourage the adoption of the REFINE project outputs by target audiences in refinancing and energy efficiency

Communication Audience - *Who are REFINE communicating to*

- Energy efficiency service providers, refinancing institutions, guarantee funds, market facilitators and banking associations at both a European and national level.
- Examples at a European level include the European Investment Bank (EIB), European Investment Fund (EIF), European Energy Efficiency Fund, European Banking Association (EBA), European Banking Federation (EBF) .

Communication Methods - *How we will carry out REFINE communications*

- Through the application of the REFINE brand and the amplification of project outcomes across traditional, digital and social media and via the REFINE website
- Through the development of high-impact communications collateral including infographics, animations, project brochures, leaflets and information on the REFINE website including news updates and blogposts
- Through targeted engagement with identified stakeholders at both a European and national level through both direct contact (expert interviews, stakeholder workshops, training sessions, webinars and project conferences and events)

Communication Messages - *What REFINE is saying in its communications*

- REFINE will help Europe to reach its ambitions for future energy efficiency
- REFINE will streamline and simplify future financing for energy efficiency projects
- REFINE will help to facilitate the establishment of an energy efficiency ecosystem for future investment
- REFINE will work with partners from business, finance and the energy efficiency to improve the supply of financing sources for energy efficiency investments

Communication Channels - *Where is REFINE communicating*

- Social media channels - REFINE Twitter and LinkedIn platforms
- TV, press and radio at a European and national level
- Examples at a European level include:
 - TV - Euronews, DW, France 24
 - Press - Euractiv, EU Observer, Eurekalert, Energy Post

5.1 Social and Digital Media Strategy

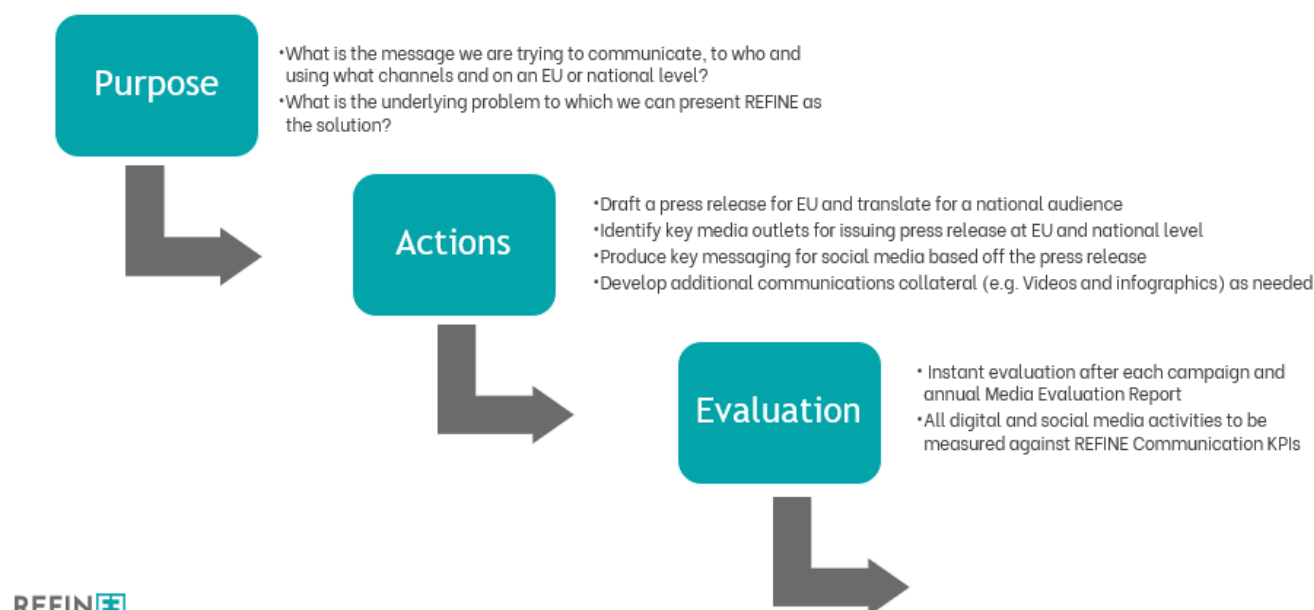


Figure 7: Three Pillars of REFINE Social and Digital Media Strategy

Modern media consists of three main outlets for communication - traditional media (TV, radio and printed newspapers/magazines), digital media (online news-outlets, trade news sites and topic-specific websites) and social media (Twitter, LinkedIn, Facebook, Instagram)

An effective media strategy for REFINE consists of finding the right messages for the right audience and developing individual campaigns around project activities and outcomes, in line with the overall Communication Plan and using the three outlets identified above. This strategy is based on 3 pillars - **Purpose, Actions and Evaluation**

An example of the media strategy in action is the planned REFINE launch campaign.

Purpose

It was determined to 'launch' the REFINE project with an initial media campaign after the initial conceptual phase and activities would have been completed and Deliverables submitted. This means that a greater amount of newsworthy information on the REFINE project will have been generated, which should result in a more compelling initial narrative for the REFINE project to communicate to key audiences and improve the overall chance of media displaying interest in the project.

Actions

The campaign will consist of an EU-wide press release on the REFINE project and what has happened during its first year. This will be issued to relevant EU-wide media outlets including Euronews, DW, France 24, Euractiv, EU Observer and trade-outlets such as Energy Post and European Business Magazine. The focus of this release will be on the problems currently facing the financing of energy efficiency projects and the solutions which will be provided by REFINE. Also referenced will be the work already completed and the relevant information gained from the expert interviews and case studies.

A separate press release based on the above will be generated for translation into the national language of each pilot country and issued to media outlets in that country. As

previously mentioned, national audiences in EES and refinancing will form the core of communications for the REFINE project as the outputs of the project are most relevant on a national-level.

In all planned campaigns, a specific national press release will be developed to maximise the potential for overall communication. In the event of a national event taking place involving a project partner, specific press releases will be developed and issued for each specific country, highlighting the involvement of REFINE, represented by the partner in question. Partners will use the dissemination tools provided to highlight their attendance and involvement on behalf of REFINE in any relevant national events.

The campaign will be supported by a social media strategy consisting of the high-level messages for the REFINE Twitter and LinkedIn accounts which will feature an infographic to be developed on the main points of the REFINE project (including the number of partners from across Europe, the number of pilot applications) and the main REFINE outcomes (refinancing schemes, standardised contract stipulations, development of a rating system for EES projects and new guarantee instruments).

Both the press release and social media content will be based on the same key messaging identified above in the Communication Plan. The press release will also be posted on the REFINE website with a story reflecting the overall content and the 'launch' of the REFINE project.

Covid-19 has made the development of additional collateral for campaigns more difficult as it prevents large media launches or photo opportunities. As such, explanatory infographics such as those referenced above will be developed and visual content including videos with project partners and blog posts on the REFINE website will form important additional communication amplifiers for each campaign. All media campaigns that have been conducted will be included in the bi-annual REFINE Newsletters with any imagery or videos that have been produced and a link back to the relevant area of the REFINE website.

Evaluation

Evaluation is an important component of the social and digital media strategy for REFINE and of each individual campaign to be conducted. A thorough evaluation of each campaign allows for analysis of what has worked and what could be improved for future campaigns.

A *Media Evaluation Report* will be produced each year of the REFINE project (M12/24/36 in June 2021/2022/2023) which will feature a review of all campaigns conducted for REFINE with a record of where coverage was achieved, key metrics for engagement on social media and high-level conclusions on areas such as improvement for future campaigns and a timeline for further communication activities. These will be produced in line with the KPIs for communications within the REFINE project.

5.2 Communication KPIs

5.2.1 Social Media

In respect of the REFINE communications KPIs, in addition to the existing indicators, others which are not present in the Description of Action (DOA) have been produced in order to meet the ambitions of the project and its expected outcomes. The KPIs and success metrics related to communications are highlighted below.

Communication KPIs	Followers/Connections	Engagement/Interactions
REFINE Twitter	1,000 followers	10,000 impressions
REFINE LinkedIn	500 connections	5,000 impressions

Figure 8: REFINE Communication KPIs - Social Media

The two social media platforms which have been identified as most pertinent to the REFINE project are Twitter and LinkedIn. Twitter is an important tool for the communication of H2020 projects as most projects have a Twitter account and it is a popular platform for both individuals and businesses. For the REFINE project, hashtags such as #EnergyEfficiency #Refinancing #EnergyUnion have been identified as relevant for the REFINE project and will help to both amplify the project and connect it with relevant audiences.

LinkedIn as a platform reaches a more professional audience and will be crucial for reaching out to members of organisations that REFINE wishes to engage with (professionals involved in the energy efficiency and financial sectors). The content which will be curated for LinkedIn will be more high-level, less general and frequently more long-form and descriptive than the short messages allowed for on the Twitter platform.

KPIs for social media were not explicitly referenced in the REFINE DOA. The description refers to *“Monthly orchestrated social media posts on the progress, interim results and events will be published and shared by the social media accounts of consortium partners. The objective is to keep a broad stakeholder audience informed about the project progress.”*

Above the project has created some draft KPIs for the REFINE Twitter and LinkedIn platforms which have been developed to be ambitious, reflecting the scope of the REFINE project itself.

Regular updates of the REFINE Twitter and LinkedIn platforms will begin in December and carry on throughout the project’s lifetime, amplifying the research, events and results of the REFINE project and engaging with key audiences.

5.2.2 Media (Traditional and Digital)

Communication KPIs	
Press Releases	3 national releases (per partner)
Media Coverage	3 pieces of media coverage (print or digital)
TV/Radio Coverage	3 piece of media coverage on TV and radio

Figure 9: REFINE Communication KPIs - Traditional and Digital Media

The DOA states that *“3 press releases per partner on a national level will be released during the project term.”* The releases will be timed in line with the latest research, stakeholder workshops and training sessions conducted on a national basis in order to improve the likelihood of releases getting traction in national media. A draft release will be developed by WP6 leader CARR in consultation with the local partner responsible for the action, who will then translate and issue the release to agreed national media.

REFINE’s objective for media coverage is *“to achieve at least 3 media coverings in public media...to target a broad audience and inform them about EES, possibility of refinancing of projects and to highlight the European activities of national partners.”* A crucial element to achieving this goal is the creation of a list of media outlets at both an EU and national level relevant to REFINE. A European level media list, as seen below in Annex 2 has been created by CARR and partners will determine the relevant channels on a national basis. These will consist of both general media outlets and those with a specific relevance to the REFINE project (energy, finance, science and research etc.)

For TV/radio coverage the DOA states that REFINE should achieve *“where applicable TV and radio spots informing about the general project aim will be broadcast in cooperation with local or national broadcasters to inform the general public about the topic.”* This objective will be complicated by COVID-19, which restricts the holding of in-person training exercises or physical meetings. The visual element of these events is important for attracting attention from TV media in particular. In order to adapt to this challenge, REFINE will produce video coverage where possible of the online webinars and training events which take place as part of the project. These can be edited into videos and shared with the TV media in order to improve the chances of coverage being achieved for the REFINE project.

Similarly, radio coverage will be achieved by targeting national radio outlets in the pilot countries with the national partners being available for interview on the goals of the REFINE project. Although no KPIs were established for TV/radio coverage in the DOA, the project has identified that 3 pieces of coverage across the entire project would be a strong indicator of the successful communication of REFINE to both EU and national audiences.

5.2.3 Website and Newsletters

Communication KPIs	
REFINE Website	10,000 visitors to REFINE project website
REFINE Newsletter	6 REFINE newsletters (2 per year)

Figure 10: REFINE Communication KPIs - Website and Newsletters

The DOA states that the REFINE website “*will present the project progress, achievements and events*” through regular posts and updates. D6.3 REFINE Website defines the purpose of the project website “*is to serve as a hub for all external engagement activities, project communication and dissemination.*” The REFINE website went live in M3 (August 2020).

Following this, the website will be updated regularly with project activities, relevant news, upcoming events and blog posts from partners on the progress of the REFINE project. The DOA does not allocate specific KPIs to the REFINE website but the partners have decided to set the target of 10,000 visitors over the project’s lifetime. This metric will be continuously monitored over the project’s lifetime as the website is updated, with the ‘most visited’ and ‘most downloaded’ content being given further prominence in future updates to the website.

In relation to REFINE Newsletters, the DOA states “*a minimum of 2 newsletters per year will be sent electronically to the project stakeholders serving as a comprehensive overview of the previous achievements and planned next steps as well as opportunities to get involved in the project.*”

The REFINE Newsletter is envisioned as being primarily a channel for the communication of REFINE activities which have already taken place but they will also refer to upcoming events and will seek to involve and engage potential end-users with the project on a more interactive basis (the newsletter may be used as an evaluation tool for some elements of the project). The REFINE Newsletter will be issued bi-annually. The newsletters will act as an update on the progress of the project and sign-ups will be sought directly from the target audience, through social media and via the REFINE website.

Each project newsletter will also be published on the REFINE website in order to maximise the communication potential for each newsletter, ensuring that the information developed for the newsletter is in line with the REFINE Brand Strategy and other communications outputs in press releases and on social media, making use of the key messaging already developed.

6 REFINE DISSEMINATION PLAN

The draft Dissemination Plan has been designed for the REFINE project below to guide the project's dissemination output up to M18 (November 2021) and will cover many of the early project research and development milestones.

Dissemination Objectives - *What we want from REFINE dissemination*

- To increase knowledge of the REFINE project and the role it will play in the energy efficiency sector
- To improve the acceptance by key stakeholders in the energy efficiency and refinancing sectors of the overall concept of refinancing for EES projects
- Encourage the adoption of the REFINE project outputs by target audiences in refinancing and energy efficiency

Dissemination Audience - *Who are REFINE disseminating information to*

- Energy efficiency service providers, refinancing institutions, guarantee funds, market facilitators and banking associations at both a European and national level.
- REFINE-related audiences - partners, Advisory Board and participants in expert interviews, stakeholder workshops, training and webinars.
- Examples at a European level include the European Investment Bank (EIB), European Investment Fund (EIF), European Energy Efficiency Fund, DWS Group, European Banking Association (EBA), European Banking Federation (EBF) as identified for the Communication Plan (can be found in Annex 1)

Dissemination Methods - *How we will carry out REFINE dissemination activities*

- Through direct engagement with project stakeholders - carrying out of expert interviews, stakeholder workshops, training events and webinars
- Through presentations at conferences and industry events relating to energy efficiency and refinancing
- Through articles written by partners for academic conferences and to be published in peer-reviewed scientific journals
- Through access to the Deliverables published on the REFINE website

Dissemination Messages - *What REFINE is saying in its dissemination output*

- The key messages for dissemination will depend on the content which has been produced but will be streamlined according to relevance to the project's key stakeholders
- REFINE is collecting research from across Europe and developing solutions which will transform the future of investments for energy efficiency projects
- REFINE will work with partners from business, finance and the energy efficiency to improve the supply of financing sources for energy efficiency investments

Dissemination Channels - *Through what channels is REFINE going to disseminate*

- Conference and industry events, academic journals, REFINE website and direct interaction with stakeholders and through strategic partnerships

6.1 Stakeholder Engagement Strategy

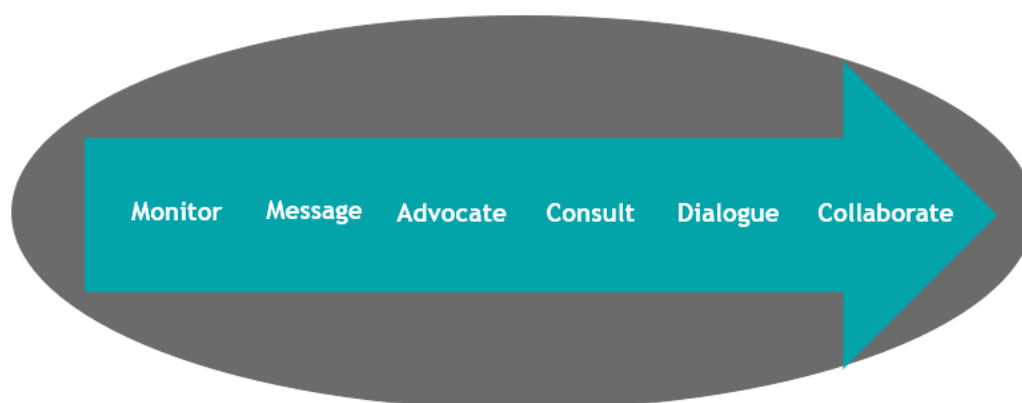


Figure 11: REFINE Stakeholder Engagement Strategy - 6 Steps to Effective Stakeholder Engagement

The REFINE Stakeholder Engagement Strategy is a six-step process for ensuring meaningful engagement with REFINE's target audiences and for the development of strategic partnerships. Aligned to the overall plans for communication and dissemination of the REFINE project, stakeholder engagement is important

Stakeholder engagement and strategic partnership development will continue throughout the lifetime of the REFINE project and will be critical in informing the early research and expected outcomes of the project.

In addition to the key audiences for stakeholder engagement identified in Annex 1, a further list of H2020 projects operating in a similar area to REFINE is available in Annex 5. REFINE will seek to proactively develop cluster opportunities with other projects to share lessons learned and build synergies in research, this is in addition to the activities which will take place with stakeholders on a European and national level and those close to the project e.g. Advisory Board members.

Monitor

At an early stage, the REFINE project have identified our key stakeholders for all project communication and dissemination activities. These fall into five broad categories; Energy Efficiency Service Providers, Refinancing Institutions, Guarantee Funds, Market Facilitators and Banking Associations and will be the subject of the main stakeholder engagement efforts throughout the lifetime of the project.

The purpose of the monitoring phase of stakeholder engagement is to understand the wants and needs of the audience to be engaged with. In the REFINE project, this was carried out via the Qualitative Expert Interviews conducted in Task 2.3. These interviews allowed the REFINE project to get a sense of where our targeted stakeholders currently stood and their perception of refinancing for energy efficiency. The uniform questions which were asked by partners were designed to develop a deeper understanding of the difficulties in achieving financing for energy efficiency projects in each pilot country.

Further to this, a meeting of the project's Advisory Board was held in November 2020, allowing for initial feedback on the progress of the REFINE project up to this point and serving as an important outlet for detailed stakeholder engagement on the aims and objectives of REFINE.

Message

The process for developing key messages for the REFINE project which are identified above in the Four Phases of Communication included the Qualitative Expert Interviews and the Case Studies carried out for D2.1. This allowed the project partners a better understanding of our audience and of the current gaps which exist in refinancing for EES projects.

The messages which were developed as a result of this process have been identified previously and take a problem - solutions approach. This means that the expert interviews and case studies were used to identify current problems faced by stakeholders in accessing refinancing for EES projects and the messaging developed as a result was to convey REFINE and the new schemes and guarantees being developed as part of the project as a solution to these problems.

Messaging will continue to be developed and expanded throughout the lifetime of the project as more progress is made and as the schemes and solutions developed by REFINE take shape. The core messages identified in the Four Phases of Communication will remain central for targeted engagement with the stakeholders to which they are relevant.

Advocate

The advocating element of stakeholder engagement is crucial as it defines the nature of the partnership between the audience and the REFINE project. Advocating for REFINE means the project's participation in communication and dissemination activities with the identified stakeholders.

Some of these activities have already taken place, namely the expert interviews. The advocating process will continue throughout the project and will inform project outcomes. Future activities within the advocating process include the planned training session and webinars. The Training Material developed for D5.1 will be a result of coordination with the REFINE audience, giving the project's stakeholders an increased input into the project's development.

REFINE will also advocate broadly for the sector through its involvement in conferences and industry events and through the academic material developed for inclusion in peer-reviewed journals. In this way, REFINE will be seen as a facilitator of future EES projects and as an exercise in bringing stakeholders from the energy efficiency and refinancing sectors together to solve the challenges of EES project financing.

Consult

All successful stakeholder engagement strategies are built on the premise of two-way engagement. The REFINE project foresees extensive consultation with stakeholders over the course of the project's lifetime.

The development of the case studies of existing refinancing instruments may form the basis of initial consultation efforts on the part of the REFINE project as they provide a greater understanding of the existing needs and challenges facing investments into EES projects in many of the pilot countries.

Explicit feedback on the project's developments will be sought from the Advisory Board which has already had its first meeting in November 2020. In addition, consultation on the

research, activities and outputs of REFINE may be sought via the REFINE Newsletters which will be issued over the course of the project. This impactful, two-way communication is expected to lead to better outcomes for the REFINE project and will be critical in encouraging take-up of the schemes and instruments developed by REFINE.

Dialogue

A dialogue between REFINE and our key stakeholders will be achieved largely through the stakeholder workshops envisioned in Task 3.6. These workshops will bring together EES providers, representatives of commercial banks, thematic investment

funds, public development banks as well as market facilitators and other core audiences. The workshops will cover a need assessment, encouraging a better understanding of the mutual needs and perspectives of EES and refinancing institutions. Also, a co-creation of approaches on how to effectively apply refinancing instruments in the EES markets finally, an assessment of the applicability and suitability of the developed refinancing concepts and tools.

Two of these stakeholder workshops will take place per partner country with an additional two taking place at a European level in order to broaden the dialogue between the REFINE project and representatives of the EES and refinancing community, strengthening project outcomes as a result of this cooperative approach.

Collaborate

Collaboration is a crucial element of all successful stakeholder engagement efforts by H2020 projects and this will also be the case with REFINE. A collaborative approach will be taken in all elements of the REFINE project and it is already the case that during project preparation in each participating country a nucleus of a strategic partnership has been developed.

In total, 23 Letters of Support (LOS) and 5 Collaborative Agreements were prepared prior to project kick-off in June 2020, establishing a strong base for future strategic partnerships for the REFINE project. The purpose of these strategic partnerships will be to ensure that the solutions developed by REFINE reflect the needs of the EES market and of stakeholders in the EES and refinancing sectors. Only through close collaboration can the project hope to succeed in encouraging take-up of the schemes and instruments which the project hopes to develop.

Some of the activities planned for the collaborative element of the project include capacity-building for the refinancing and EES communities via training session and online webinars targeted at the needs of each identified stakeholder group at a national level, to be coordinated firstly by the national partners in each country with support from the entire REFINE consortium.

6.2 Dissemination KPIs

Dissemination KPIs	Number (Per Partner)
Presentations at Conferences and Industry Events	6
Papers in Peer-Reviewed Scientific Journals	1

Figure 11: REFINE Dissemination KPIs - Conferences and Journals

The descriptions in the DOA for REFINE's Dissemination KPIs are more clearly identified than is the case with communications. The DOA identifies both the number of presentations to be delivered by REFINE partners and the number of journal articles each partner is expected to produce.

In relation to presentations the DOA states *“each partner targets 6 presentations on national and international conferences and industry events of the financing sector and ESCO sector in the respective country.”* This is a crucial activity for awareness raising of the REFINE project and of the outcomes realised as a result of project activities. A list of upcoming national and international conferences and industry events has been created and can be found in Annex 3. All partners have agreed to fill out the dissemination monitoring tool with information about their participation at conferences and presentations will be uploaded to the REFINE website to ensure that relevant information is disseminated to as broad an audience as is possible.

The DOA further specifies that *“each partner endeavours to publish at least one paper in peer-reviewed journals on the (interim) results of the project and experiences from the pilot applications.”* These long-form articles will be important dissemination outputs of the project as they will be able to describe in detail the current issues faced on refinancing in the energy efficiency sector and the solutions which are in development as part of the REFINE project. These articles will be open-access in line with the Grant Agreement and will be published on the REFINE website and shared to key stakeholders via social media channels and the planned REFINE newsletters.

Stakeholder Engagement KPIs	Number of Participants
Expert Interviews	7–10 participants per country
Stakeholder Workshops	10–15 participants per country
Networking and Engagement	1,650 key stakeholders to be reached
Capacity Building Activities	2 training events and 2 webinars per country

Figure 12: REFINE Stakeholder Engagement KPIs

In the first six months of the REFINE project, expert interviews were conducted with identified stakeholders at a national level from across Europe by REFINE partners using a set of agreed, uniform questions. The findings of these interviews will be incorporated into the Knowledge Management System and displayed on the REFINE website to further engagement with key stakeholders and the project's target audience.

The purpose of the stakeholder workshops according to the REFINE DOA is to *“obtain feedback to refine the developed instruments and tools and to gain market acceptance”* of the practices of refinancing for EES projects. Two workshops are planned in each partner country with between 10-15 participants expected and two will take place at a European-level. The minutes of these workshops will be published in D3.6 and will help to inform the further development of REFINE’s refinancing schemes and instruments.

The DOA states that in regard to dissemination activities (specifically, presentations at conferences) *“in total approximately 1650 members of the target groups (commercial banks, investment funds, facilitators, EES providers, public bodies) will be reached.”* Due to the COVID-19 pandemic, at the early stage of the project most of the REFINE presentations to these conferences and industry events will occur in an online setting.

As capacity building for those in the EES and refinancing sectors is a major element of the REFINE project’s objectives, capacity building activities in the shape of training exercises and webinars will be crucial for promoting a greater understanding of the solutions developed on the part of key stakeholders and encouraging greater take-up by these stakeholders and the sector at large.

In total, two training events and two webinars are planned per country with a goal of 465 participants in training events and 200 in webinars over the course of the project, with 22 financial institutions being reached as part of this figure as they represent currently the biggest barrier in the process of refinancing for EES projects.

6.3 Local Dissemination Plans

6.3.1 Austria

Within the framework of the REFINE project, e7 plan to implement the below described dissemination plan to address Austrian stakeholders.

For Austria five main stakeholder groups were identified which will be addressed directly through communication and dissemination activities a national level:

- Energy Efficiency Service Providers
- Financial Institutions (Refinancing Institutions)
- Market Facilitators
- Guarantee Funds
- Banking Associations

The local dissemination plan for Austria is based on a two-phase-approach.

First Phase (till December 2021)

- Conducting two stakeholder workshops (part of WP3)
 - First stakeholder workshop will be held in May/June 2021
 - Second stakeholder workshop will be held in September/October 2021
 - Invitations to stakeholder workshops will be initiated through bilateral contacts
- Existing social networks are mobilised and new networks (especially within the financial sector) are built up (directly addressed through social channels)
- Increasing social media activities (LinkedIn) in order to network with interested stakeholders (with focus on financial institutions)
- Conducting preparations for papers to be published in reviewed scientific journals
- Researching suitable print media, conferences and branch events in Austria

Especially, during the first phase the communication plan a set of different measures to address the target groups in a tailored way will be applied.

- *Energy Efficiency Service Providers*

Given that e7 already has a broader network of EES providers, in the first months mainly bilateral contacts and the contributions from DECA (Association of Austrian providers of Energy Efficiency Services and Contracting Services) will be used as local communication channels. In the first phase, we aim at involving EES providers in the discussion process and invite them to participate at the stakeholder workshops.

- *Financial institutions*

In the first months the main focus will lay on strengthening qualified contacts with financial institutions. During the first phase mainly, bilateral contacts will be used to reach out to interested financial institutions (e.g., addressing the sustainable finance department of commercial banks) putting a focus on the business opportunities connected with EES refinancing models. For this purpose, a short briefing addressing the use of refinancing schemes and the REFINE project for financial institutions, will be drafted. One main objective is to include about 4-5 financial institutions at the stakeholder workshops to be organised in WP3 and through this to increase the interest and acceptance among financing institutions for refinancing of EES.

Further, we will start with social media activities (mainly LinkedIn) addressing directly the relevant departments in financial institutions. As a basis the network that network with relevant contact persons has to be extended.

- *Other Stakeholder Groups*

Ad-hoc bilateral meetings and conference calls with the representatives of the other target groups (facilitators, associations, possible providers of public guarantee funds) will be held. The frequency of this activity will depend on the progress of the project.

Second phase (from January 2022)

In the second phase of the dissemination und communication Strategy the scope will be extended using a variety of communication channels.

- Dissemination of outcomes of the REFINE project through:
 - social media channels (mainly through the LinkedIn-page of e7)
 - relevant print media (six-monthly press releases)
- Publishing papers in reviewed scientific journals will be incorporated into the local dissemination strategies
- The dissemination channels of DECA will be used mainly for access to EES provider (press releases, newsletter, etc.)
- Two physical training events with around 20 participants per training will be executed as part of WP5. The selected target groups receive a clearer picture on financing difficulties of energy efficiency service projects, refinancing instruments and their application, and will be addressed with follow-up information
- Promotional webinars will be implemented to enable an easy access to the refinancing topic (in addition to the capacity building webinars planned in WP5).
- Attendance and, wherever possible, presentation of the outcomes of the REFINE at relevant conferences and branch events.

The above list of dissemination activities will be further developed in the course of the project. A contact list of all the participants of the target group will be maintained internally by e7 in compliance with the GDPR.

6.3.2 Croatia

The local dissemination plan for the dissemination of the outputs and outcomes of the REFINE project in Croatia implemented by REGEA is outlined below.

REGEA identified two main stakeholder groups:

- Energy Efficiency Service Providers,
- Financial Institutions (Refinancing Institutions).

Members of both stakeholders' groups will be addressed and contacted directly either using e-mail or bilateral calls and meetings, depending on the initial level of acquaintance.

The Local Dissemination Plan consists of the following activities:

- Bilateral meetings, telephone and online calls with members of target groups. The frequency of this activity will depend on the progress of the project.
- Dispatch of information to the target groups via e-mail. The frequency of this activity will depend on the progress of the project and the availability of relevant content.
- Dissemination of outcomes of the project using own social media channels, such as LinkedIn and/or Facebook.
- Press releases before or after important events or milestones of the project (e.g. stakeholder workshops, training events, successful pilot application) targeting the audience of main stakeholder groups.
- Attendance and, wherever possible, presentation of the project's progress at relevant local and national workshops, seminars and conferences.
- Identifying relevant initiatives on national level and collaborating with them to achieve wider reach of project outcomes and knowledge base.

A logbook of each of these aforementioned activities will be kept in order to document them and the activities which are carried out will be recorded in the REFINE Dissemination Monitoring Tool.

A contact list of all the participants will be maintained internally by REGEA in compliance with the GDPR.

6.3.3 Czechia

Within the framework of the REFINE project, SEVEN is going to implement the below described dissemination and communication strategy to address Czech stakeholders.

In the Czech Republic, the following main stakeholder groups were identified to be addressed by the dissemination and communication activities:

- Energy Efficiency Service Providers
- Private financial Institutions (Refinancing Institutions) and Public funds

The Local Dissemination Plan consists of the following activities:

- Active engagement and networking with key stakeholders to form strategic partnerships
- Bilateral meetings, telephone and online calls with members of target groups.
- Dissemination of information on the project, organised events and results to the target groups via e-mail, social media (LinkedIn and Facebook) and by publishing to the REFINE website.
- Press releases before or after important events or milestones of the project (e.g. stakeholder workshops, training events, successful pilot application) targeting the audience of main stakeholder groups.
- Conducting stakeholder workshops (Task 3.6).
- Existing social networks are mobilised and new networks are built up.
- Selecting suitable print media, arranging agreements with the publishers on articles to be published presenting the results of the REFINE project. For example, collaboration with national professional portals operating in the area of energy efficiency will be established.
- Identifying relevant national conferences and seminars where REINE project results would be disseminated and promoted.

The dissemination activities will be recorded in the REFINE monitoring tool on google drive.

A contact list of all the participants will be maintained internally by SEVEN in compliance with the GDPR.

Activities focused on energy efficiency service providers

SEVEN has established a long-term collaboration with the Czech Association of energy service providers (APES) which will be very useful to disseminate information among its members and involve them in REFINE activities. This will be supported by the direct contacts between SEVEN and the Czech ESCOs, especially those who are not a member of APES. In the first phase, it will be important to involve ESCOs in the discussion process and stakeholder workshops.

Activities focused on financial institutions

SEVEN has already established good contacts with two Czech banks who are purchasing the receivables from the EPC projects in Czechia. SEVEN will strive to establish new bilateral contacts with other financial institutions who might be

interested in establishing refinancing schemes in the future. To raise interest of these additional institutions it will be important to inform them on the business opportunities connected with EES refinancing models.

It will be also key to develop collaboration with the State Environmental Fund (SEF) who will provide subsidies for the EPC projects to be involved in the new refinancing scheme. Collaboration will follow up the existing good contacts with the responsible persons in the SEF.

6.3.4 Latvia

The dissemination plan for F3 consists of both international engagement and dissemination in terms of investors and EES providers for investment and implementation under the BEEF scheme, and national in Latvia, in terms of developing pilots, where LABEEF already exists.

Internationally, the two main stakeholder groups most relevant for F3 are:

- Investors
- Energy Efficiency Service Providers,

Conversations had already commenced with EIB, EIF, EBRD, Social Development Bank and 2 international sustainable investors for investment into LABEEF as well other BEEF type facilities developed in countries represented in the REFINE project.

In terms of EES providers, conversations had taken place with some of the international players like ENGIE, SIEMENS, VINCI.

F3 would be happy to support partners in the dissemination activity for possible implementation of a BEEF alike facility in their own countries.

The local dissemination plan in Latvia consists of the following activities:

- Bilateral meetings, telephone and online calls with members of target groups. The frequency of this activity will depend on the progress of the project.
- Dispatch of information to the target groups via e-mail. The frequency of this activity will depend on the progress of the project and the availability of relevant content.
- Dissemination of outcomes of the project using own social media channels including LinkedIn and Twitter.
- Press releases before or after important events or milestones of the project (e.g. stakeholder workshops, training events, successful pilot application) targeting the audience of main stakeholder groups.
- Attendance and, wherever possible, presentation of the project's progress at relevant local and national workshops, seminars and conferences.
- Identifying relevant initiatives on national level and collaborating with them to achieve wider reach of project outcomes and knowledge base.

A logbook of each of these aforementioned activities will be kept in order to document them and these activities will be recorded in the REFINE Dissemination Monitoring Tool.

6.3.5 Spain

Within the framework of the REFINE project, Bankia and CREARA will implement the following dissemination plan in order to give visibility to the project activities among the targeted Spanish stakeholders.

Objectives of the local Dissemination and Communication Strategy defined by Bankia

- To promote the project objectives, activities and results of REFINE among the targeted audiences and groups.
- To raise awareness and visibility about the REFINE project, involving the maximum number of stakeholders.
- To ensure the compliance of the European Commission and Horizon 2020 communication and publicity regulation, giving visibility to the financial support provided by the EC.

Definition of Spanish target groups and communication tools:

Bankia has identified the following target groups and audiences in order to promote effectively the project:

- At an internal level: the target groups will be the staff from Bankia not directly involved in the project coming from core departments such as Innovation, Sustainable Finance, Communication, Business, etc. They will be regularly informed about the project progress and its achievements (market analysis, service definition, capacity building activities, pilot development, communication events, etc). In addition, Executive Managers and supervisory board members will also receive a regular update about the project.

For this purpose, the following communication tools will be used: internal communications, internal information meetings, project website, leaflet; as well as sharing key project meetings minutes, dissemination and evaluation reports and the sharing of the final outputs produced.

- At an external level: Bankia and CREARA will deploy a strategic dissemination plan aimed at communicating the project and maximising its impact at local, regional, national and EU levels. The dissemination activities will be aimed at drawing the attention from other financial entities and banks, energy service providers and facilitators to recruit a wide audience into the project that will contribute and benefit from the activities and project results.

The main communication tools for the external dissemination will be: project website, project leaflet, conclusion reports developed by partners, communication events, workshops and training sessions, Bankia and CREARA communication channels (website, social networks, digital press).

The main target groups at external level selected by Bankia at national level are the following:

- *Financial Institutions and banks*, both public and private (preliminary list of potential entities Bankia will be able to address: Caixabank, Bank of Spain, ICO, Triodos Bank, European Central Bank, European Investment Bank, European Investment Fund, etc.)
- *Market Facilitators* (FORETICA)
- *Guarantee Funds*
- *Banking Associations* (European Banking Authority, Euro Banking Association) and other relevant networks (Bankia Fintech Program)
- *Energy Efficiency Service Providers* (ANESE - National Association of ESCOs)
- *Public bodies at local, regional and national level*, as well as key agents such as Energy Agencies and energy-focused RTOs

Dissemination and Communication Activities:

In order to achieve the above-mentioned objectives, Bankia and CREARA will carry out the following communication activities:

- Organisation of two information stakeholder workshops (as part of WP 3).
- Organisation of two training/ capacity building events for target groups (as part of WP 5).
- Organisation of two training/ capacity building webinars for target groups (as part of WP 5).
- Dissemination of the project through Bankia and CREARA social networks.
- Publishing six-monthly press notes to be published both in digital and paper media.
- Dissemination of the project at the main financial/ innovation/ sustainability events where Bankia participates on a permanent basis (i.e. Web Summit, South Summit; Mobile World Congress, etc.).
- Attendance and, wherever possible, presentation of the outcomes of the REFINE at relevant conferences and branch events.
- Reaching strategic partnerships with umbrella organizations at national level to increase the impact of the project (i.e. ANESE, who will play a key role for attracting stakeholders to the capacity building activities).
- Conducting preparations for papers to be published in reviewed scientific journals.

- Disseminating the project at international level through “Bankia Fintech Program”, the largest open innovation hub in Spain for the Fintech sector.
- Disseminating the project among other banks at European Level Bankia cooperates within the frame of other European projects (i.e. INFINITECH Project, a project financed under Horizon 2020 that counts with the participation of National Bank of Greece, Aktif Yatirim Bankasi, Banka Slovenije, etc.).

The above list of dissemination activities will be further developed in the course of the project. A contact list of all the participants of the target group will be maintained internally by Bankia and CREARA in compliance with the GDPR.

6.3.6 Ukraine

A local dissemination plan for the dissemination of the outputs and outcomes of the REFINE project in Ukraine has been developed and will be implemented by NGO Housing and Municipal Reform Support Center (HMRSC).

The local dissemination plan is aimed at the following main stakeholder groups:

- Energy Services Providers and its associations,
- Financial Institutions;
- Representatives of local and central government responsible for policies and procurement of Energy services

The local dissemination plan consists of the following main activities:

- Bilateral meetings, telephone and online calls with members of target groups. The frequency of this activity will depend on the progress of the project
- Dissemination of outcomes of the project using HMRSC own website and social media channels such as Facebook
- Dispatch of important project information to the target groups via e-mail
- Press releases before or after important events or milestones of the project (e.g. stakeholder workshops, training events, successful pilot application) targeting the audience of main stakeholder groups
- Organization of workshops and seminars for the target groups to present project results, project materials and project progress information and plans to the target groups
- Attendance and, wherever possible, presentation of the project’s progress at relevant local and national workshops, seminars and conferences
- Identifying relevant initiatives on national level and collaborating with them to achieve wider reach of project outcomes and knowledge base.

A logbook of each of these aforementioned activities will be kept in order to document them and this will be recorded in the REFINE Dissemination Monitoring Tool.

A contact list of all the participants will be maintained internally by HMRSC in compliance with the GDPR.

6.3.7 Italy

REFINE partners FEDERESCO have developed a dissemination plan to help achieve the overall REFINE vision and goals in Italy. The impact creation in various areas of the project is foreseen and communication and dissemination activities play an important role in maximising this impact.

This plan by FEDERESCO presents the dissemination and communication strategy that can help achieving the REFINE goals, promoting the action and its results, and sharing the outcomes.

Key Stakeholders

Potential beneficiaries and Stakeholders in the Italian context will be identified among these categories:

Energy Efficiency Service Providers, mainly ESCOs selected among the associated partners of FEDERESCO and EES providers that show interest in Refinancing Mechanism and instruments

Clients of EE services

Financial Institutions (Banks, Insurances, Equity Funds)

Public institutions and policy makers (GSE - Energy Services Authority, MISE - Economic Development Ministry, ENEA)

Market Facilitators, Advisors and experts

Guarantee Funds (INVITALIA as public entity, other private funds to be identified)

Other stakeholders (Banking Associations, Rating or Certifying Agencies)

The Local Dissemination Plan for Italy

Considering the persistence of the health emergency related to COVID-19 the usual activity of Federesco mainly consisting in seminars, conferences and roundtable is since march 2020 drastically reduced and has been converted into web interaction activities.

The following Plan could change as it is not yet clear if this situation will last until early summer 2021 or to the whole 2021.

The REFINE dissemination and communication activities are:

- A series of REFINE presentations through the webinars, the association is planning, profiling of larger audiences following themes dedicated to current relevant incentives, opportunities and instruments for EE sector (Superbonus, Conto-Termico, White Certificates, PREPAC, ESCO model, Guarantee funds, IPMVP) the aim is to raise awareness of the subject of refinancing among the actors
- Periodic news published in the Federesco Website
- Direct interviews with selected stakeholders
- Interviews represent the first approach, started within task 2.3, to involve actively the stakeholders. The people involved in the interviews, experts in the sector, may be invited speakers to the workshops. The interview process is composed by the following steps:
 - Preliminary submission of the questionnaires (T2.3) by email, differentiated for 3 types of stakeholders
 - management of the questionnaires by telephone or video-call and, when possible, recording of the interview
 - Recording transcription and translation of the interviews
- Workshops dedicated to REFINE
- National stakeholder workshop (HORIZONTAL)
- Some (TBD) VERTICAL workshops dedicated to the refinancing issues and solutions
- Activity on social networks in use (managed by Federesco and by partners) promoting REFINE and its progressive outcomes
- Physical (or virtual if emergency persists) training events with around 25 participants per training (WP5). This activity foreseen for the end of 2021 (1st training) and the end of 2022 (2nd training), will be fixed in relation to the outcomes of the REFINE project
- Distribution of training materials on demand (digital and printed documents);
- Participation to conferences and seminars of the sector, proposing the presentation of the REFINE project's outcomes
- Newsletter to reach a larger audience within the mentioned target, starting from the Federesco network
- Identifying more media (traditional and digital media) to publish periodic (at least six months) articles on REFINE projects and outcomes

- One-to-one / interpersonal meetings, call conference and telephone calls in order to enlarge the target groups

The above list of dissemination and communication activities will be further developed in the course of the project.

A contact list of all the participants of the target group will be maintained internally by Federesco in compliance with the GDPR.

6.3.8 Slovenia

In Slovenia, the following main stakeholder groups were identified to be addressed by the dissemination and communication activities, carried out by the Jožef Stefan Institute (JSI)

- *Energy Efficiency Service Providers*
- *Private and Public Financial Institutions*
- *Energy Efficiency Policy and Legislation makers*
- *Clients*
- *Market Facilitators and Associations*

Dissemination Activities for Slovenia

The dissemination and information activities encompass:

- Active engagement and networking with key stakeholders to form strategic partnerships
- Bilateral meetings, telephone and online calls with members of target groups
- Tailor made information with relevant content to different target audiences
- Dissemination of information on the project, organised events and results to the target groups via e-mail, social media (LinkedIn and Facebook) and by publishing to the REFINE website
- Press releases before or after important events or milestones of the project (e.g. stakeholder workshops, training events, successful pilot application) targeting the audience of main stakeholder groups
- Conducting two stakeholder workshops (Task 3.6)
- Conducting two physical training events and two webinars (Task 5.2)
- Publishing articles in targeted print media presenting the results of the REFINE project

- Dissemination and promotion of REFINE project and its results at relevant national and international conferences, workshops, seminars, etc.

The frequency of aforementioned activities will depend on the progress of the project. The above list of dissemination activities will be further developed in the course of the project. A logbook of activities will be kept in order to document them.

A contact list of all the participants of this target group will be maintained internally by Jožef Stefan Institute in compliance with the GDPR.

6.3.9 Greece

Within the framework of the REFINE project, CRES proposes to implement a local dissemination plan for the dissemination of the outputs and outcomes of the project at a national level in Greece.

The local dissemination plan consists of the following activities:

- Ad-hoc interpersonal meetings, telephone calls and teleconferences with the target groups. The frequency of this activity will depend on the progress of the project
- Dispatch of information to the target groups via e-mail. The frequency of this activity will depend on the progress of the project
- Regular (six-monthly) press releases and dispatch of these press releases to relevant websites in which the progress of the project will be presented
- Attendance and, wherever possible, presentation of the project's progress at relevant local and national workshops, seminars and conferences

A logbook of each of these aforementioned activities will be kept in order to document them. These will also be recorded in the REFINE Dissemination Monitoring Tool.

The key stakeholders of these activities will consist of the following:

- The Hellenic Ministry of Energy and Environment
- Financial Institutions (Systemic Banks and other banks)
- The Guarantee Fund of the Greek Development Fund
- The Energy Service Companies registered in the National ESCO Registry.

A contact list of all the participants of this target group will be maintained internally by CRES in compliance with the GDPR.

7 CONCLUSIONS

The deliverable presents an outline of the Dissemination and Communication Strategy that will be delivered REFINE's first 18 months. It displays the approach WP6 lead, CARR will take for communicating and disseminating the project effectively and outlines the planned dissemination activities which will be carried out by REFINE project partners at a national level. It includes the key phases for project communication and detailed social media and stakeholder engagement strategies with defined key audiences and messages.

Below is the draft Communication and Dissemination Strategy Grid which has been developed for the REFINE project, it will form the basis of all project communication and dissemination over the project's lifetime and will be updated in line with the latest developments in the refinancing schemes and instruments of the REFINE project.

REFINE Communication and Dissemination Strategy Grid



Project vision: REFINE will contribute to the improved supply of financing sources for energy efficiency investments which has been identified by the EU as a key pillar in reaching its 2013 energy and climate targets

Overall objective: Develop new schemes, instruments and solutions to allow for the mainstreaming of refinancing for energy efficiency service projects across Europe

Objectives	Develop awareness of the REFINE project and the impact of its new solutions on the future refinancing of energy efficiency projects in Europe		Generate interest among key stakeholders (and the general public) on the solutions being developed by REFINE	Encourage the adoption of the REFINE project outputs by target audiences in refinancing and energy efficiency	To improve the acceptance by key stakeholders in the energy efficiency and refinancing sectors of the concept of refinancing for EES projects	
Key Stakeholders	Energy Efficiency Service Providers		Refinancing Institutions	Guarantee Funds	Market Facilitators	Banking Associations
Key Messages	REFINE will streamline and simplify future refinancing for energy efficiency projects	REFINE is adapting existing guarantee instruments to improve their use in the refinancing of EES projects across Europe	REFINE is developing generic refinancing schemes for EES projects which will improve awareness of the options for financing EES investments	REFINE will develop a Knowledge Management System of current refinancing for EES projects based on expert interviews and a country-by-country case study analysis	REFINE is seeking to standardise contract stipulations to promote improved uptake of refinancing in countries where current levels of refinancing for EES are insufficient	
Communication Channels	REFINE project website and social media channels Twitter and LinkedIn	European-level media outlets for general and business news, research and science communication	National-level media outlets in each partner country of the REFINE project	Presentations by REFINE partners at academic conferences and industry events	Articles by REFINE project partners in peer-reviewed academic journals	Bi-annual REFINE project Newsletter issued to key stakeholders at a European and National-level
Communication and Dissemination Activities	2 Stakeholder Workshops in each pilot country and 2 at a European level with financial institutions and EES providers to assist in the development of the REFINE instruments and tools and to gain greater market acceptance	2 Capacity Building training events and webinars per pilot country with key stakeholders to increase awareness and to improve the implementation of refinancing instruments for future EES investments	3 Press Releases per partner at a national level with 3 pieces of media coverage (print and digital) gained for each partner and 3 Television and Radio opportunities realised across the lifetime of the REFINE project	10,000 visits to the REFINE Project Website with regular news updates, blogs and Deliverables and 6 REFINE Newsletters issued on a bi-annual basis across the lifetime of the REFINE project	15,000 impressions and 1,500 followers across the REFINE Social Media channels Twitter and LinkedIn to develop greater awareness of the project among key stakeholders in EES and refinancing	6 Presentations by each REFINE partner at conferences and industry events and 1 academic paper published by each partner in a peer-reviewed scientific journal on the interim results of the REFINE project

Figure 13: REFINE draft Communication and Dissemination Strategy Grid

8 ANNEX 1- LIST OF REFINE PROJECT STAKEHOLDERS (EU-LEVEL)

EES Providers	Refinancing Institutions	Guarantee Funds	Market Facilitators	Banking Associations
N/A	<ul style="list-style-type: none"> - European Bank for Reconstruction and Development (EBRD) 	<ul style="list-style-type: none"> - Energy Efficiency Network Europe - European Association of Guarantee Institutions 	<ul style="list-style-type: none"> - European Investment Bank (EIB) - European Central Bank - European Energy Efficiency Fund (eeef) - European Commission Directorate-General for Energy 	<ul style="list-style-type: none"> - European Banking Association (EBA) - European Banking Federation (EBF) - European Association of Cooperative Banks (EACB) - European Payment Institutions Federation (EPIF)

*The above is a non-exhaustive list of key stakeholders relevant to the REFINE project

9 ANNEX 2- LIST OF REFINE COMMUNICATIONS CHANNELS (EUROPEAN-LEVEL)

Type of Communication	Examples of Channels
Broadcast	<ul style="list-style-type: none"> - Euronews - DW - France 24 - BBC World News - CNN International - CNBC Europe
Print/Digital - General	<ul style="list-style-type: none"> - Euractiv - EU Observer - EU Reporter - New Europe - POLITICO.eu - EU Business - Eurotopics - European-Views - Vox Europ - Financial Times
Print/Digital - Science/Research/Finance/Energy	<ul style="list-style-type: none"> - EurekAlert! - research* EU - EU CORDIS Portal - Horizon Magazine - ScienceBusiness.net - EnergyPost.eu - European Energy Innovation - RenewablesNow - EuroFinance.com - European Business News - Bankinghub.eu - Businesswire.com

*The above list will be amended and updated on an ongoing basis and represents just a small selection of the news outlets at a European-level which will be used to communicate the REFINE project.

10 ANNEX 3 - LIST OF UPCOMING CONFERENCES AND INDUSTRY EVENTS

Title of Event	Date	Country	Website
EuroHeat and Power Congress 2021	3-5 May 2021	Lithuania	https://www.ehpcongress.org/
REMOO Energy 2021	1-3 June 2021	Italy	http://www.remoo.eu/index.html
The Smarter-E Energy Conference and Exhibition	9-11 June 2021	Germany	https://www.thesmartere.de/en/home
Renewable Energy and Sustainable Technologies	21-22 June 2021	Italy	https://crgmeet.com/conferences/energytech
Vienna Energy Forum 2021	6-7 July 2021	Austria	https://www.viennaenergyforum.org/
International Conference on Energy Research and Technology 2021	5-7 August 2021	Czechia	https://icertseries.com/
All-Energy Exhibition and Conference 2021	18-19 August 2021	United Kingdom	https://www.all-energy.co.uk
AEE European Energy Conference and Exhibition	22-23 November 2021	Ireland	https://aeeuropeenergy.com/conference/
European Banking Summit 2021	October 2021	TBA	TBA
Frankfurt European Banking Congress 2021	November 2021	Germany	TBA
International Conference on the European Energy Market (EEM 2021)	TBA	TBA	TBA
European Association of Guarantee Institutions (AECM) Annual Event	TBA	TBA	TBA

*The above is a non-exhaustive list of currently planned conferences and events across Europe in 2021 which may be relevant to REFINE

11 ANNEX 4 - LIST OF ACADEMIC JOURNALS AND PEER-REVIEWED PUBLICATIONS

Title of Journal	Website
Elsevier Journal of Energy	https://www.journals.elsevier.com/energy
Elsevier Journal of Renewable and Sustainable Energy Reviews	https://www.journals.elsevier.com/renewable-and-sustainable-energy-reviews
International Journal of Energy Research	https://onlinelibrary.wiley.com/journal/1099114x
Journal of Energy Markets	https://www.risk.net/journal-of-energy-markets
Energy Economics	https://www.journals.elsevier.com/energy-economics
Energy Policy	https://www.journals.elsevier.com/energy-policy
Energy Reports	https://www.journals.elsevier.com/energy-reports
International Journal of Energy Economics and Policy	https://www.econjournals.com/index.php/ijeeep
Journal of Banking and Finance	https://www.journals.elsevier.com/journal-of-banking-and-finance
Journal of Financial Markets	https://www.sciencedirect.com/journal/journal-of-financial-markets
International Review of Economics and Finance	https://www.sciencedirect.com/journal/international-review-of-economics-and-finance
Journal of Corporate Finance	https://www.sciencedirect.com/journal/journal-of-corporate-finance
Journal of Public Economics	https://www.sciencedirect.com/journal/journal-of-public-economics
Energy Strategy Reviews	https://www.journals.elsevier.com/energy-strategy-reviews/
Renewable and Sustainable Energy Transition	https://www.journals.elsevier.com/renewable-and-sustainable-energy-transition/

*List of academic journals and peer-reviewed publications which are relevant to the REFINE project

12 ANNEX 5 - LIST OF H2020 PROJECTS RELEVANT FOR THE REFINE PROJECT

Name of Project	Website
Qualitee	www.qualitee.eu
guarantEE	www.guarantee-project.eu
transparENSE	www.guarantee-project.eu
Launch	www.launch2020.eu
TrustEE	www.finplace.eu/eef/trustee?lng=en
SUNShINE	www.sharex.lv/news/
FinEERGO-Dom	www.fineergodom.eu/
De-Risking Energy Efficiency Platform (DEEP)	www.deep.eefig.eu/
The Investor Confidence Project Europe (ICPEU and I3CP)	www.europe.eeperformance.org/
EENVEST	http://www.eenvest.eu/