

D6.5 REFINE Dissemination and Communication Strategy - Interim Report

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REFIN 



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HISTORY OF CHANGES

Version	Date	Partner	Comments
V0.1 built on D6.4	10 November 2021	CARR	First draft
V0.2	18 November 2021	CARR	Partner-specific dissemination details inserted
V0.3	19 November 2021	CARR	Report submitted for internal review
V1.0	30 November 2021	CARR	Partner contributions integrated, final version for submission to the EC

PROJECT PARTNERS

Partner number	Partner	Short name	Country
1	E7 ENERGIE MARKT ANALYSE GMBH	E7	Austria
2	BANKIA SA	Bankia	Spain
3	CREARA CONSULTORES SL	CREARA	Spain
4	REGIONALNA ENERGETSKA AGENCIJA SJEVEROZAPADNE HRVATSKE	REGEA	Croatia
5	SEVEN, THE ENERGY EFFICIENCY CENTER Z.U.	SEVEN	Czech Republic
6	CENTRE FOR RENEWABLE ENERGY SOURCES AND SAVING FONDATION	CRES	Greece
7	INSTITUT JOZEF STEFAN	JSI	Slovenia
8	Carr Communications Limited	CARR	Ireland
9	FEDERESCO	Federesco	Italy
10	FUNDING FOR FUTURE BV	F3	The Netherlands
11	INTERNATIONAL NON-GOVERNEMENT ORGANIZATION HOUSING AND MUNICIPAL REFORM SUPPORT CENTRE	NGO HMRSC	Ukraine

LIST OF ACRONYMS

Acronym	Definition
CHP	Combined heat and power
CINEA	European Climate, Infrastructure and Environment Executive Agency
DoA	Description of Action
EE	Energy Efficiency
EEI	Energy efficiency improvement
EES	Energy Efficiency Service
EPC	Energy Performance Contracting
ESCO	Energy Service Company
EU	European Union
GA	Grant Agreement
GDPR	General Data Protection Regulation
KPI	Key Performance Indicator
OA	Open Access
SEIF	Sustainable Energy Investment Forums
SPE	Special Purpose Entity
SPV	Special Purpose Vehicle

EXECUTIVE SUMMARY

The primary purpose of this deliverable is to provide an account of the dissemination and communication activities conducted in the first half of the REFINE project (M1-M18), building on the strategy that was described in D6.4 Dissemination and Communication Strategy (M6). This deliverable also provides a high-level overview of activities planned for the second half of the project (M19-M36), but D6.5 Dissemination and Communication Strategy - final report will present these in more detail in M36.

Much has been achieved in terms of creating awareness of REFINE, its objectives and progress to date. As technical progress continues and measurable results become available, these activities will provide a good basis for effective dissemination and communication.

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 is achieved 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 is an output of Tasks 6.1 (REFINE Project Website), T6.2 (REFINE Brand Strategy) and T6.3 (REFINE Dissemination and Communication Strategy) and will contribute to the carrying out of Tasks T6.4 (High Impact Communication Activities) and T6.5 (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 (EU) 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 is developing solutions to contribute to the supply of sufficient and attractive financing sources to energy efficiency investments through enhancing the refinanceability 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 communication and dissemination tools that are created for maximising awareness about the project and communicating the relevant messaging.

This document outlines the nature of communication to the selected target audiences, the key messaging and channels for communication and the past, ongoing and future activities 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-termed 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. It sets out the achievements in the first half of the project and the plans for the second half of the project and beyond. 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 have contributed and keep contributing to the successful communication and dissemination of REFINE, especially on a national level with key stakeholders.

REFINE 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, it is challenging to conceptualise 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, Czech Republic, Spain, Slovenia, Latvia, Greece, Croatia, Italy and Ukraine which are outlined in section 5 below.

This strategy has been developed in line with D6.1 REFINE Brand Strategy and D6.3 REFINE Website, and it builds on D6.4 REFINE Dissemination and Communication strategy. It

features input from partners and establishes a report on the communication of the REFINE project in the first half of the project, M1-M18 (June 2020 to November 2021). It also outlines projected communication and dissemination activities for the second half of the project, M19-M36 (December 2021 to November 2023) in line with agreed Key Performance Indicators (KPIs).

1.1 Addressing the REFINE Description of Action

The following segment of the Description of Action refers to D6.4, and this deliverable (D6.5) builds on the content presented in D6.4:

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).

1.2 Document outline and purpose

D6.5 REFINE Dissemination and Communication Strategy - interim report consists of the core objectives and structure for all completed, ongoing and future project communication activities. 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 selected channels for the impactful communication and dissemination of REFINE. The focus is on the achievements of the first half of the project (M1-M18) and the plans for the second half of the project (M19-M36).

The structure of this Deliverable is as follows: The report first discusses the REFINE approach to communication and dissemination. It then presents the communication strategy and achievements up to M18 and the dissemination strategy and achievements up to M18. This is followed by country-specific achievements and future plans as well as consortium-level future plans. The final section focuses on measurement and analysis, providing an overview of the current status and internal procedures.

1.3 Intended readership

This report is public and will therefore be openly accessible and of interest not only to the REFINE project partners but also 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 D6.5 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 outputs.

This Deliverable directly informs T6.4 High Impact Communication Activities as the Deliverable will forecast the main communication and dissemination activities to be conducted by REFINE partners in the second half of the project. D6.5 will govern the implementation of these activities at both a European and national level, advising on appropriate communication and dissemination 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, D6.5 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.

2 THE REFINE APPROACH

2.1 Four phases of communication and dissemination

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 and dissemination of EU-funded 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 as follows:

- Phase 1: Understanding the REFINE Audience
- Phase 2: Clarifying the REFINE Message
- Phase 3: Engaging meaningfully with the REFINE audience
- Phase 4: Changing attitudes and behaviours

The four phases are covered in detail in D6.4 REFINE Dissemination and Communication strategy.

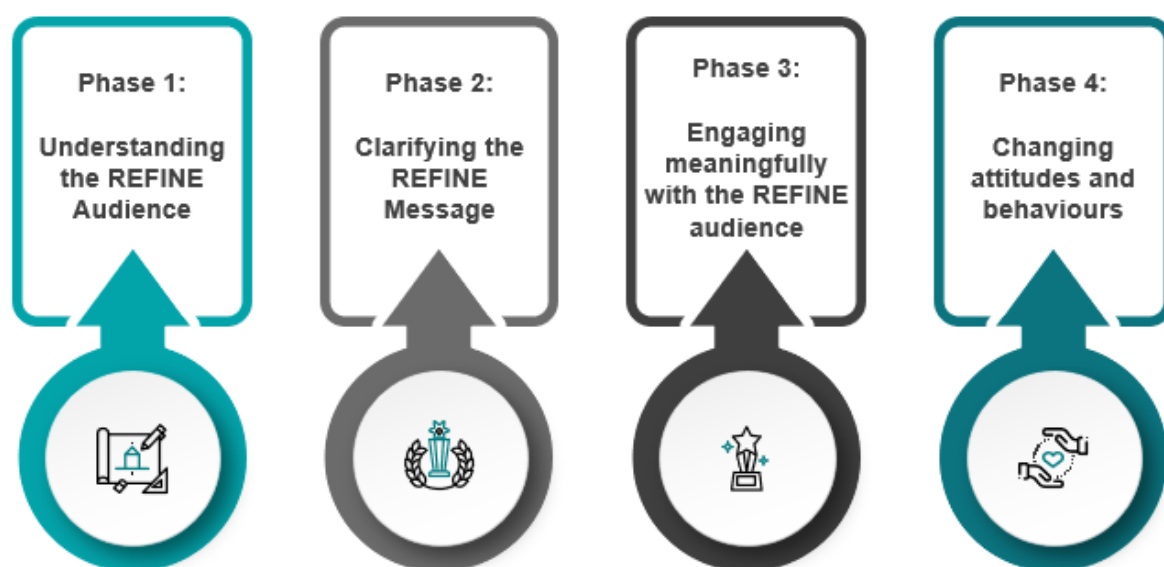


Figure 1: Four phases of communication and dissemination

2.2 Gender and non-discrimination aspects

We strive to consider non-discrimination and gender aspects and to encourage gender balance across all of our communication and dissemination activities.

We endeavour to be gender inclusive in our use of language and imagery; female or gender-neutral pronouns are used in addition to male pronouns, and terms and titles that reference males only are avoided where possible. We are also mindful of the imagery that we choose to use across communications platforms as images can either challenge or reinforce gender stereotypes. In addition, we implement the principle of equal treatment between persons

irrespective of racial or ethnic origin, religion or belief, disability, age or sexual orientation in all of our dissemination activities.

2.3 Coronavirus contingencies

The ongoing pandemic inevitably affects everyone and every aspect of society, and the activities within REFINE are no exception in this respect. From a dissemination perspective, cancelled events result in missed opportunities for dissemination of project progress and results, less content to interact with and to share across the REFINE channels, less conference proceedings, a pause in face-to-face networking and collaboration etc.

However, we are making the best of the situation, and we have processes in place to ensure business continuity and to promote the necessary health and safety precautions. We keep working, albeit remotely, and following the agreed work plan without interruption. We continue to conduct communication and dissemination activities online and utilise all digital means at our disposal in order to maintain the planned level of activity. The REFINE team is used to operating in a virtual environment and adapts to the challenging circumstances rapidly. A contingency plan has been devised to allow us to respond smoothly in case key members of staff become unable to work as a result of Coronavirus. This involves a division of the REFINE dissemination team into Team A and Team B, where a member of Team A can step in if a member of Team B becomes unable to work and vice versa. The team will continue to be guided by the [HSE COVID-19 Public Health Advice](#) which offers guidance in relation to health concerns, protecting yourself, symptoms and procedures.

As these plans and preparations have been made carefully and stringent procedures are in place, no deviations from the REFINE work plan are foreseen as a consequence of Covid-19.

3 COMMUNICATION STRATEGY AND ACHIEVEMENTS UP TO M18

3.1 Overview

Based on the phased approach above, the REFINE communications plan guides the project's communications outputs throughout the project.

3.1.1 Communication objectives

What do we want from REFINE communications?

Key communications objectives include:

- 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

3.1.2 Communication audience

Who are REFINE communicating to?

Key target audiences include:

- 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).

Further details on target audiences can be found in Annex 2. In addition, each partner has identified local target audiences (see section 5).

3.1.3 Communication methods

How we will carry out REFINE communications?

Communications activities will be carried out for example through:

- The application of the REFINE brand and the amplification of project outcomes across traditional, digital and social media and via the REFINE website
- The development of high-impact communications collateral including infographics, animations, project brochures, leaflets and information on the REFINE website including news updates and blogposts
- 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).

In the first half of the project, we have produced a range of digital and printed communication material. A broad range of communications resources including templates for PowerPoint and Microsoft Word were presented in D6.2 REFINE Communications Collateral Pack in M6. Since then, the designs of the project leaflet, poster and pull-up

banner have been updated and are presented in the figures below. All materials follow the REFINE brand guidelines presented in D6.1.



Figure 2: Updated leaflet outside

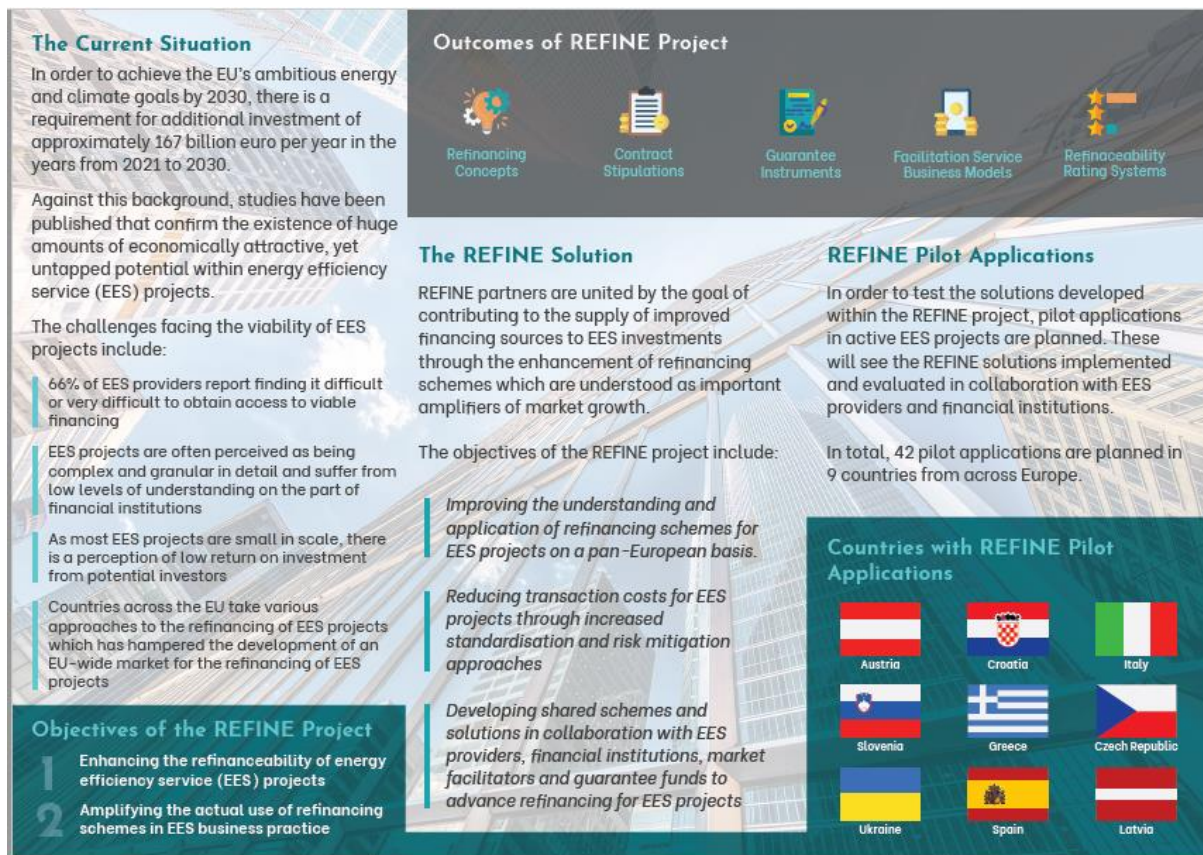


Figure 3: Updated leaflet inside



Figure 4: Updated pull-up banner and poster

3.1.4 Communication messages

What is REFINE saying in its communications?

Key messages include:

- 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

The key messages are presented in more detail in D6.4 Dissemination and communication strategy.

3.1.5 Communication channels

Where is REFINE communicating?

Key communication channels include:

- Website
- Newsletters
- Traditional and digital media
- Social media channels: Twitter and LinkedIn

These channels are presented below.

WEBSITE

The REFINE website serves as the nucleus of online dissemination for the project, while the other digital channels amplify the key messages from the project website. The site serves as a powerful dissemination tool and a key element of engagement with the target audiences for the project. It is also directly linked to the REFINE social media channels through active icons that direct the visitor to the REFINE accounts of the respective social media platforms.

The REFINE website went live in M3 (August 2020). The website also serves as a central virtual hub for all post-project activities as it will stay live for 5 years after the end of the project.

The website is updated regularly with project activities, relevant news, upcoming events and blog posts from partners on the progress of the REFINE project. Eight (8) news pieces and four (4) blog posts have been published on the REFINE website by M18.

The website is designed to be easily navigable and be a definitive and comprehensive source of information regarding REFINE. It is used to host content relevant to multiple stakeholder groups, providing updates on the progress of the project while also delivering audience specific news. A newsletter registration function is included to allow interested stakeholders to sign up to receive regular news updates. A glossary of terms allows visitors to quickly get up to speed with REFINE content.

The website framework is designed to be flexible and agile in its structure, allowing for evolution and expansion throughout the project lifecycle and beyond. The ‘most visited’ and ‘most downloaded’ content will be given further prominence in future updates to the website.

The site is available in 10 languages: English, Czech, Ukrainian, Spanish, German, Italian, Greek, Latvian, Croatian and Slovenian. The language menu is located at the top of the website. ‘Country Specific News’ sections have also been created to allow for targeted news dissemination for each partner country. The figure below shows the landing page with the drop-down language menu.

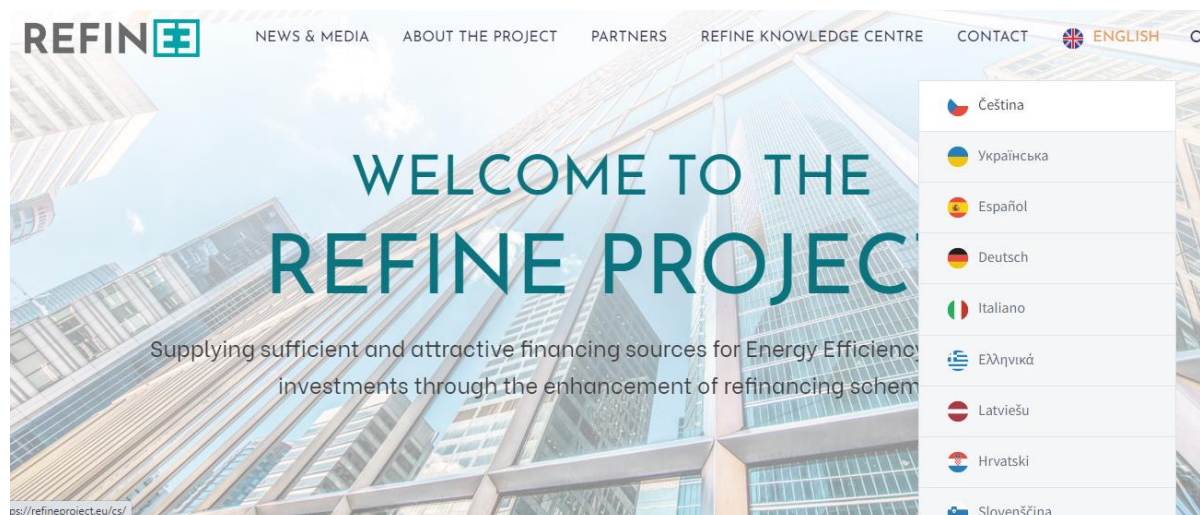


Figure 5: Website landing page

NEWSLETTERS

The REFINE newsletter provides regular updates on progress and results, past and upcoming events, and collaboration with related projects. The newsletter is produced using the newsletter management service Mailchimp, and it is sent to its subscribers by email. The subscription process involves a two-step verification process to ensure GDPR (General Data Protection Regulation) compliance. This means that people who sign up to receive the newsletter need to confirm their identity by clicking on a link sent to their email when they subscribe. Anyone who wishes to unsubscribe can do so at any time. Email addresses are not used for any other purpose than for newsletter distribution, nor are they stored on the REFINE project's web server. The REFINE Newsletter is issued bi-annually. Two (2) newsletters have been issued by M18.

Each project newsletter is also published on the REFINE website under [Newsletter](#) 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.

NEWSLETTER #1

JULY, 2021

We're delighted to bring you our first newsletter!

This first edition will introduce you to the project, outline the work that has been happening since our launch last year and highlight some of the project's key research findings and publications.

REFINE is a H2020 EU-funded project that aims to improve the supply of sufficient and attractive financing sources for energy efficiency investments and mainstream refinancing instruments for future energy efficiency projects across Europe. Within this scope, it seeks to create new business opportunities for financial institutions by establishing well-structured **refinancing schemes** for Energy Efficiency Services (EES) practices.

REFINE partners have identified a large market potential for **sustainable finance** in the energy efficiency field that is just waiting for a smart way to be instrumentalized. Several case studies and a market assessment carried out earlier within the project have shown the advantages brought by refinancing schemes. Over time, REFINE will cooperate with key stakeholders including financial institutions, EES providers, market facilitators and guarantee funds, using their knowledge and expertise to support anyone who is interested in growing within this business area.

We encourage you to share this newsletter with colleagues who might be interested, new subscriptions can be made through our [website](#).

To keep up to date with all things REFINE, follow our Twitter: [@REFINE_Project](#) & [LinkedIn](#)

Kind regards,
The REFINE Team

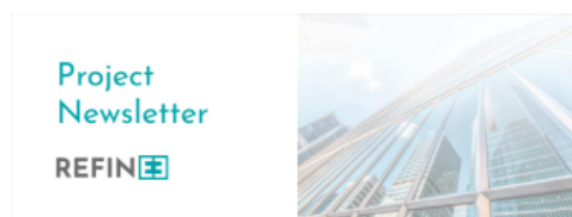


Figure 6: Newsletter #1

TRADITIONAL AND DIGITAL MEDIA

Media is an important audience in their own right, as well as being a multiplier channel to reach other priority audience groups. One (1) press release has been issued by M18. REFINE

has also been featured on 13 online/national news sites including Insider Greece, Obnovitelne and Energy Press.

REFINE's objective for media coverage is 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 3 has been created by CARR and partners have determined relevant channels on a national basis. These 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 is 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.

The CARR team is trained in media relations and is available to do a media coaching session with any partner who would like to learn to prepare for media interviews and to feel more comfortable when dealing with media.

SOCIAL MEDIA: TWITTER

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.

The REFINE Twitter channel primarily functions as a platform for raising awareness about the project and its progress among key stakeholders, interacting and building relationships with them, disseminating project news and results as well as interesting news in relevant fields. It has gained a lot of attraction in year two of the project.

As numerous other EU funded projects operating in the same energy efficiency landscape also have a visible Twitter presence, we cross-promote each other's updates and gain invaluable insights from each other. Following the Twitter profiles of prominent actors sharing news on topics such as energy efficiency services and refinancing schemes in general really helps us keep up to date with the latest developments in the field.

A number of REFINE partners are avid Twitter users, and they share relevant posts and retweet REFINE content, hence acting as multipliers amplifying the REFINE messages among a broader audience. REFINE Twitter has 250 followers at M18.

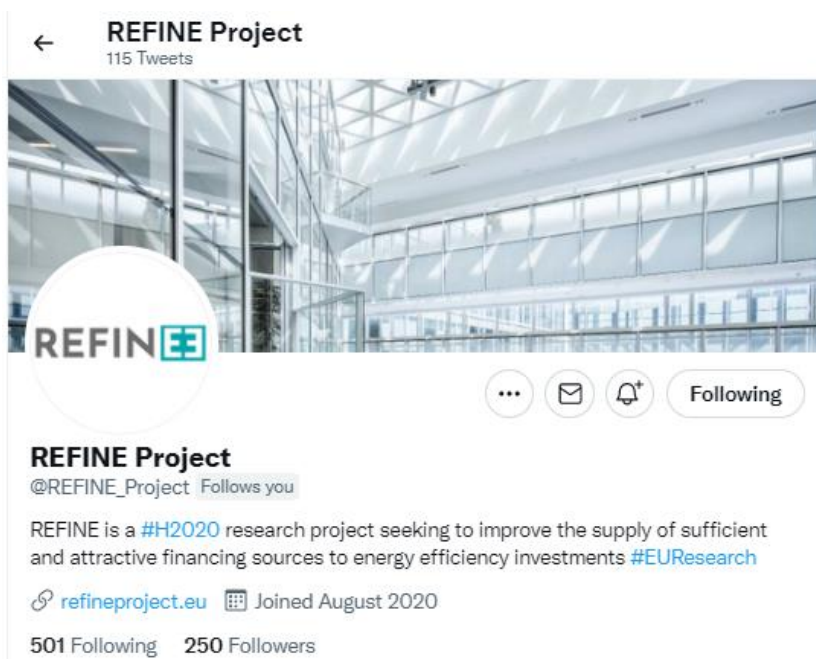


Figure 7: Twitter account

SOCIAL MEDIA: LINKEDIN

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.

The REFINE LinkedIn page gives members access to relevant information and provides them with an opportunity to make business contacts, post comments, and establish themselves as industry experts. It is therefore a key platform for the REFINE communication, dissemination and exploitation activities. The project website that links to LinkedIn will stay alive for 5 years after the end of the project, until May 2023.

The LinkedIn page is set up as a company page (as opposed to a profile or a group) as it offers us the appropriate ways to promote our project and engage with our audiences. It serves as an area to share project and partner updates, industry news, behind-the-scenes work, celebrate achievements and link to the latest website posts. The page portrays the REFINE voice and shares voices of individuals. The LinkedIn icon is displayed at the bottom of the project website. The LinkedIn page is therefore easily found by anyone interested in the project and its outputs, and the threshold to follow the page and like and share posts is low.

As stated in the DoA, “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.” Regular updates of the REFINE Twitter and LinkedIn platforms carry on throughout the project’s lifetime, amplifying the research, events and results of the REFINE project and engaging with key audiences. REFINE LinkedIn has 54 followers at M18.

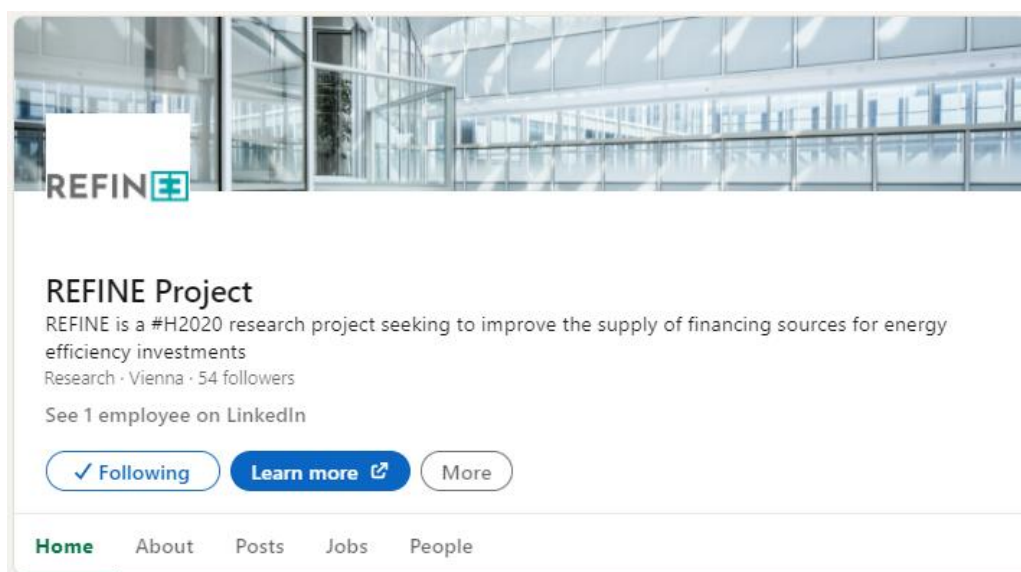


Figure 8: LinkedIn page

SOCIAL MEDIA: FACEBOOK

After careful consideration, consultation with partners and an internal analysis of the audience reach in terms of the different digital platforms, the dissemination team has decided to exclude Facebook from the range of channels for reaching the REFINE audiences. Other dissemination channels, including Twitter and LinkedIn have proved to be more effective in other related projects. There are, however, some exceptions. Even though REFINE does not use Facebook on a project level, certain partners, HMRSC in particular, find that they successfully connect with their audiences in Ukraine through Facebook. They will hence keep using it as one of their local communication and dissemination channels.

SOCIAL AND DIGITAL MEDIA STRATEGY

As mentioned above, the two social media platforms which have been identified as most pertinent to the REFINE project are Twitter and LinkedIn. The strategy we apply to social media is based on 3 pillars - **Purpose, Actions and Evaluation**. The social media strategy is discussed in more detail in D6.4 Dissemination and communication strategy.

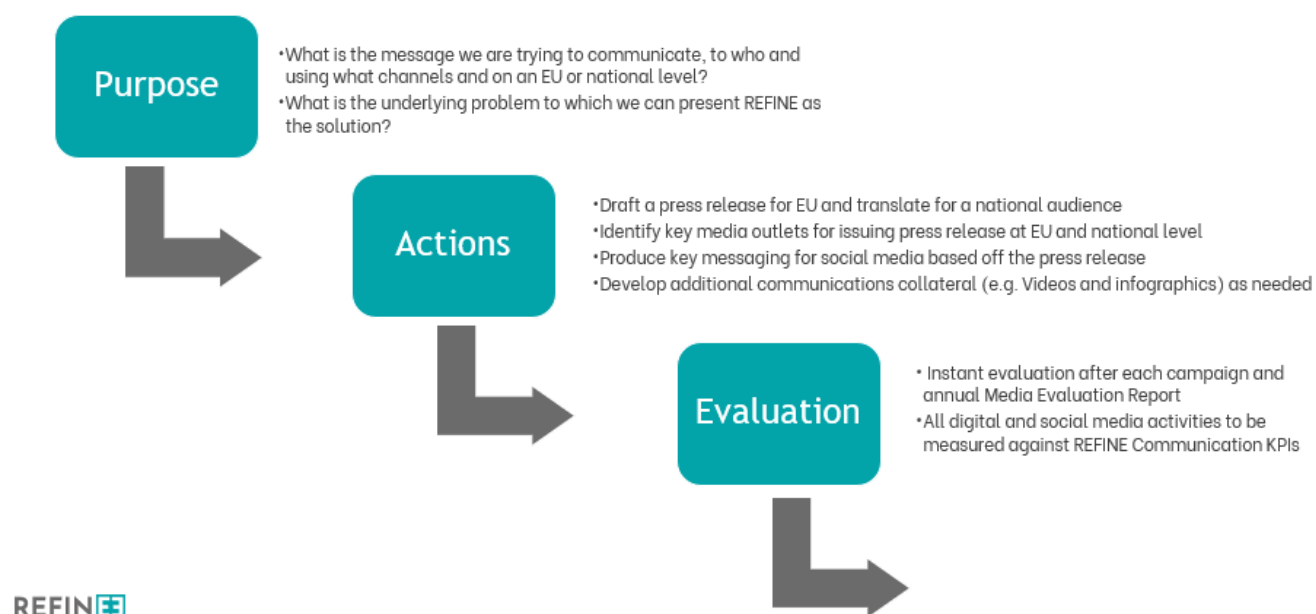


Figure 9: Three pillars of REFINE Social and Digital Media Strategy

4 DISSEMINATION STRATEGY AND ACHIEVEMENTS UP TO M18

4.1 Overview

The Dissemination Plan for REFINE seeks to guide the project's dissemination outputs throughout the project and beyond.

4.1.1 Dissemination objectives

What do we want from REFINE dissemination?

To put it very simply, the primary dissemination objective of REFINE is to ensure that all results are made available to relevant stakeholders, and that the reasons for the results being of interest, benefit and relevance to them is communicated effectively. This in turn facilitates exploitation and take-up of the results by end-users.

Specific objectives include:

- 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.

4.1.2 Dissemination audience

Who are REFINE disseminating information to?

Key stakeholder groups include:

- 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).

See Annex 1 Communication and Dissemination Strategy grid and Annex 2 Stakeholders for details on the target audience groups.

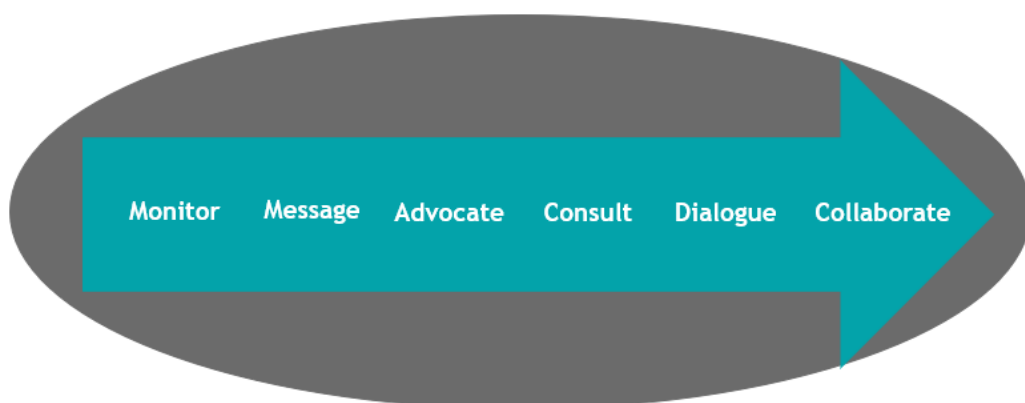


Figure 10: 6 Steps to Effective Stakeholder Engagement

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. These steps are discussed in detail in D6.4 Dissemination and communication strategy.

In addition to the key audiences for stakeholder engagement identified in Annex 2, a further list of H2020 projects operating in a similar area to REFINE is available in Annex 6. 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.

4.1.3 Dissemination methods

How will we carry out REFINE dissemination activities?

We carry out dissemination activities for example through:

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

The above-mentioned dissemination methods are discussed in more detail in the dissemination channels section below.

4.1.4 Dissemination messages

What is REFINE saying in its dissemination outputs?

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. Key messages include:

- 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.

The key messages are presented in more detail in D6.4 Dissemination and communication strategy and will evolve as results are generated.

4.1.5 Dissemination channels

Through what channels is REFINE going to disseminate?

This section covers the primary dissemination channels used to share project results and updates with key stakeholders. Several of the channels presented as communication channels above also serve as dissemination channels (website, newsletters, traditional and digital media). Other key channels, such as conference and industry events, academic journals, dissemination material and direct interaction with stakeholders and through strategic partnerships are presented below.

EVENTS

By M18, the REFINE partners have participated in and represented the project at five (5) events in total. These events included conferences and training sessions and had approximately 350 attendees in total. The events provided opportunities for REFINE partners to present their research and promote REFINE to relevant target audiences as well as to discuss project synergies and collaboration across H2020 projects. They include both project events and external events i.e., events organised by REFINE partners and events attended by REFINE partners.

The REFINE events aim to raise awareness among the targeted groups, analyse project activities, establish personalised interactions and provide project partners with inputs from target stakeholders to improve the REFINE solutions. By attending external events, partners aim to raise awareness among key stakeholders and facilitate knowledge sharing, thus increasing the project impact.

Presentations at conferences and industry events of the financing sector and ESCO sector constitute key activities 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 4. 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.

PUBLICATIONS AND DELIVERABLES

One (1) peer-reviewed REFINE paper has been published by M18: *Market growth models for energy efficiency financing* authored by Leutgöb, K. et al. published by the European Council for an Energy Efficient Economy (ECEEE) [here](#).

Journal publications on the (interim) results of the project and experiences from the pilot applications serve as 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.

Public (non-confidential) deliverables are uploaded to the project website in the REFINE Knowledge Centre section.

DISSEMINATION MATERIAL

In the first half of the project, we have produced a range of digital and printed communication material which also serves as dissemination material. See the section on communication material for details. The dissemination team is at the disposal of the consortium, and encourages partners to request additional dissemination/design material when the need arises.

DIRECT ENGAGEMENT

Targeted engagement has been central with identified stakeholders at both a European and national level by M18:

- One (1) EU-wide stakeholder workshop has been hosted (November 2021);
- Partners have hosted two (2) national stakeholder workshops each (see section 5);
- Partners held 30 expert interviews in total with key organisations in the energy industry across partner countries (see D2.3 for details).

Networking form an integral part of the direct engagement efforts. By interacting with key stakeholders at events and through initiatives, we can disseminate project results effectively, cross-fertilise ideas and concepts and share insights and best practices. Stakeholders can become amplifiers of our messages, which also supports our exploitation efforts. A number of thematic clustering activities will be planned with other H2020 projects in the second half of the project.

4.2 Compliance and obligation to disseminate results

CARR has been maintaining a record of all dissemination activities carried out throughout the lifetime of the project. All partners have been reporting any dissemination actions to CARR, either through the monitoring tool or by email. Reported dissemination details feed into dissemination activities across our platforms.

Informed consent is always obtained from external individuals taking part in dissemination activities, such as interviews, photos and videos, and compliance with the General Data Protection Regulation (GDPR) is ensured. For details on the management of data, see D1.8 and D1.9.

As laid down in article 29 of the Grant Agreement (GA) [4], each beneficiary must, unless it goes against their legitimate interests, as soon as possible disseminate its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium).

Dissemination has been guided by section 8.4 of the Consortium Agreement (CA) [3]. The main principle is that prior notice of any planned publication shall be given to the other parties at least 45 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the Coordinator and to the Party or Parties proposing the dissemination within 30 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the

publication is permitted. An objecting Party can request a publication delay of not more than 90 calendar days from the time it raises such an objection.

4.3 Open access to scientific publications and research data

All REFINE publications are open access. Our open access approach ensures that the results of our research contribute invaluable knowledge into the energy marketplace. Our ability to reconcile an open access approach for data and results generated with the business interests of the participating industry has the potential to offer a successful case study in terms of knowledge management for future projects.

As stated in the EC Guidelines to the Rules on Open Access to Scientific Publications and Open Access to Research Data in Horizon 2020 (European Commission 2017) [2], open access (OA) refers to the practice of providing online access to scientific information that is free of charge to the end-user and reusable. 'Scientific' refers to all academic disciplines. In the context of research and innovation, 'scientific information' can mean:

1. peer-reviewed scientific research articles (published in scholarly journals) or
2. research data (data underlying publications, curated data and/or raw data).

'Access' refers not only to basic elements such as the right to read, download and print, but also the right to copy, distribute, search, link, crawl and mine.

The EU wants to improve access to scientific information and to boost the benefits of public investment in research funded under Horizon 2020. Granting access to scientific publications and data helps to:

- build on previous research results (improved quality of results)
- encourage collaboration and avoid duplication of effort (greater efficiency)
- speed up innovation (faster progress to market means faster growth)
- involve citizens and society (improved transparency of the scientific process).

REFINE publications are made available through the project website, and one of the following two practices of open access is followed (evaluated on a case-by-case basis):

1. Self-archiving / 'green' open access - the author, or a representative, archives (deposits) the published article or the final peer-reviewed manuscript in an online repository before, at the same time as, or after publication.
2. Open access publishing / 'gold' open access - an article is immediately published in open access mode. In this model, the payment of publication costs is shifted away from subscribing readers. The most common business model is based on one-off payments by authors/partners.

The legal basis for open access is laid down in the rules for participation in H2020 (1290/2013/EU) [5].

4.4 Acknowledgment of EU funding

REFINE uses the European emblem (flag) in all dissemination materials to acknowledge the support received under the H2020 programme. The emblem is associated with the following sentence: "This project has received funding from the European Union's Horizon 2020

research and innovation programme under grant agreement No 894603.”, or for results: “The research leading to these results has received funding from Horizon 2020, the European Union’s Framework Programme for Research and Innovation (H2020/2014-2020) under grant agreement no 894603”.

The typeface to be used in conjunction with the EU emblem can be any of the following: Arial, Calibri, Garamond, Trebuchet, Tahoma, Verdana. The minimum height of the EU emblem shall be 1 cm, and the font size used should be proportionate to the size of the emblem. More details on size, colour, positioning etc. are available in the European Commission’s (2012) handbook ‘The use of the EU emblem in the context of EU programmes - Guidelines for beneficiaries and other third parties’ [1].

As for scientific publications, the bibliographic metadata must be in a standard format and must include all of the following:

- the sentence ‘The research leading to these results has received funding from Horizon 2020, the European Union’s Framework Programme for Research and Innovation (H2020/2014-2020) under grant agreement no 894603’;
- the name of the action, acronym and grant number;
- the publication date, and
- a persistent identifier.

5 COUNTRY-SPECIFIC AND CONSORTIUM-LEVEL ACTIVITIES AND FUTURE PLANS

This section focuses on presenting the achievements to date and the future plans for all partner countries. The general communications approach of each country is presented in D6.4 Dissemination and communication strategy.

A record of each of the activities listed below is kept in the REFINE Dissemination Monitoring Tool. A contact list of all the participants will be maintained internally by the relevant partners in compliance with the GDPR.

All partners have involved stakeholders as part of the expert interview process. This process is recorded in D2.3 and therefore not elaborated on here.

5.1 Austria

ACHIEVEMENTS TO DATE (M1-M18):

- 2 stakeholder workshops held (Part of WP3)
 - First stakeholder workshop June 2021, 16 participants
 - Second stakeholder workshop October 2021, 22 participants
- Increased use of social media activities (LinkedIn) in order to network with interested stakeholders (with focus on financial institutions)
- First project newsletter sent out (13th June 2021)
 - Successful deliveries: **997**
 - Total opens: **357**
- Press release released on September 2nd
- 2 articles posted:
 - top-news.at: <https://www.top-news.at/2021/09/02/eu-projekt-zielt-darauf-ab-eine-bessere-finanzierung-fuer-energieeffizienzprojekte-bereitzustellen/>
 - wiesonur.de: <https://wiesonur.de/2021/09/02/eu-projekt-zielt-darauf-ab-eine-bessere-finanzierung-fuer-energieeffizienzprojekte-bereitzustellen/>
- Gave presentation *Guarantee instruments and refinancing schemes for the energy efficiency market first lessons from the H2020 project Refine* at SEIF event (September 2021)
- e7 aims to increase its network with stakeholders from financial institutions via LinkedIn.
 - Invited 20 people to connect
 - Interacted with 10 people already
 - Process ongoing
- Presentations:
 - ECEEE summer study (11th June 2021)
 - SEIF (Sustainable Energy Investment Forum) event (23rd September 2021)
- Papers published:
 - ECEEE paper: https://refineproject.eu/wp-content/uploads/2021/08/REFINE_eceee_paper.pdf
- First blog post on the REFINE website:
<https://refineproject.eu/2021/10/07/untapped-business-opportunities-in-green-finance/>

- Existing social networks have been mobilised and new networks (especially within the financial sector) have been created (directly addressed through social channels)
- Appropriate print media, conferences and branch events in Austria have been researched
- Energy Efficiency Service Providers
 - Bilateral contacts and the contributions from DECA (Association of Austrian providers of Energy Efficiency Services and Contracting Services) have been used as local communication channels
 - EES providers have been invited to join the discussion process and stakeholder workshops.
- Financial institutions:
 - Qualified contacts with financial institutions have been strengthened
 - Bilateral contacts have been 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, has been drafted.
 - Social media activities (mainly LinkedIn) have been carried out, addressing directly the relevant departments in financial institutions
- 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) have been held.

FUTURE PLANS (M19-M36 AND BEYOND):

- The dissemination and communication efforts will be extended using a variety of communication channels:
 - social media channels (mainly through the LinkedIn-page of e7)
 - relevant media (3 press releases, 3 pieces of media coverage, 4 newsletters per partner in total)
- Publishing papers in reviewed scientific journals
- The dissemination channels of DECA will be used mainly for access to EES provider (press releases, newsletter, etc.)
- Two (2) 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 (2) 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 (6 in total).
- Networking and engagement with key stakeholders

5.2 Croatia

ACHIEVEMENTS TO DATE (M1-M18):

- First workshop held in June 2021
- Media coverage: 2 articles published from press release

- Blog piece written: <https://refineproject.eu/2021/10/06/energy-efficiency-investment-in-europe-a-bigger-gap-than-expected/>
- Gave presentation Innovative Financing for Sustainable Energy Investments: E-FIX experience in Croatia at E-Fix Final Conference (June 2021)
- REFINE website translation completed
- Two main stakeholder groups have been identified:
 - Energy Efficiency Service Providers,
 - Financial Institutions (Refinancing Institutions).
- Members of both stakeholder groups have been addressed and contacted directly through e-mail or bilateral calls and meetings
- Bilateral meetings, telephone and online calls have been carried out with members of target groups.
- Project information has been shared with the target groups via e-mail.

FUTURE PLANS (M19-M36 AND BEYOND):

- Second workshop will be held in December 2021
- Project outputs will continue to be disseminated using REGEA's social media channels, such as LinkedIn and/or Facebook.
- Press releases (3 per partner in total) will be issued 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 (5 in total M19-M36).
- Identifying relevant initiatives on national level and collaborating with them to achieve wider reach of project outcomes and knowledge base.
- Papers in scientific journals (1 per partner)
- Networking and engagement with key stakeholders
- Capacity building activities: 2 training events and 2 webinars per country
- Media coverage (3 per partner)
- Issue newsletters (4 per partner)

5.3 Czechia

ACHIEVEMENTS TO DATE (M1-M18):

- REFINE website translated for news
- First stakeholder workshop held in June 2021
- Second stakeholder workshop held in November 2021
- Short articles will be added to the website
- The first newsletter has been tailored to attract Czech ESCOs and circulated
- 5 articles in total:
 - 1 EU-level Insight
 - 1 News at Seven: internal, 2,000 readers
 - 1 Portal - energy
 - 2 almost finished
- Blog post published in November: <https://refineproject.eu/2021/11/16/sale-of-receivables-czech-case-study/>
- 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.
- Existing social networks have been mobilised and new networks have been created.
- Appropriate print media have been selected and agreements have been made with publishers on articles presenting REFINE results. For example, collaboration with national professional portals operating in the area of energy efficiency have been established.
- Relevant national conferences and seminars have been identified.
- Efficiency service providers:
 - SEVEN has established a long-term collaboration with the Czech Association of energy service providers (APES) which are very useful in disseminating information among its members and involving them in REFINE activities. This is supported by the direct contacts between SEVEN and the Czech ESCOs, especially those who are not a member of APES. In the first half of the project, ESCOs have been involved in the discussion process and stakeholder workshops.

FUTURE PLANS (M19-M36 AND BEYOND):

- 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.
- Presentations at conferences and industry events (6 per partner in total)
- Papers in scientific journals (1 per partner)
- Networking and engagement with key stakeholders
- Capacity building activities: 2 training events and 2 webinars per country
- Regular social media activity
- Press releases (3 national releases per partner)
- Media coverage (3 per partner)
- Issue newsletters (4 per partner)

5.4 Latvia

ACHIEVEMENTS TO DATE (M1-M18):

- First workshop held in June 2021, 8 participants
- A blog piece has been written: <https://refineproject.eu/2021/11/16/benefits-of-the-beef-model-the-latvian-case/>
- First press release sent out in November 2021
- 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 identified as the most relevant for F3 are:
 - Investors
 - Energy Efficiency Service Providers
- Conversations have been had 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 have taken place with some of the international players such as ENGIE, SIEMENS, VINCI.
- Local dissemination activities that have been carried out in Latvia include:
 - Bilateral meetings, telephone and online calls with members of target groups.
 - Dispatch of information to the target groups via e-mail.
 - 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.

FUTURE PLANS (M19-M36 AND BEYOND):

- Second workshop will be held in December 2021 with approx. 10 participants
- F3 will support partners in the dissemination activity for possible implementation of a BEEF alike facility in their own countries.
- Presentations at conferences and industry events (6 per partner in total)
- Papers in scientific journals (1 per partner)
- Networking and engagement with key stakeholders
- Capacity building activities: 2 training events and 2 webinars per country
- Regular social media activity
- Press releases (3 national releases per partner)
- Media coverage (3 per partner)
- Issue newsletters (4 per partner)

5.5 Spain

ACHIEVEMENTS TO DATE (M1-M18):

- First stakeholder workshop held
- Translation of the REFINE website into Spanish
- Retweeting
- Posting the REFINE newsletter across social networks
- Mobilising stakeholders for the Advisory Board
- Bankia has identified the following target groups and audiences:
 - Internal level: the staff from Bankia not directly involved in the project coming from core departments such as Innovation, Sustainable Finance, Communication, Business, etc. They are 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 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.
 - External level: 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
- The main communication tools: 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).

FUTURE PLANS (M19-M36 AND BEYOND):

Planned communication and dissemination activities include:

- Second stakeholder workshop will be held
- A blog piece will be produced
- Communication activities carried out to date include:
- 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 biannual 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 (6 per partner in total).

- 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.).
- Regular social media activity
- Press releases (3 national releases per partner)
- Media coverage (3 per partner)
- Issue newsletters (4 per partner)

5.6 Ukraine

ACHIEVEMENTS TO DATE (M1-M18):

- First workshop held in November 2021
- First newsletter has been sent out
- Website translations have been finalised
- Facebook used successfully as a dissemination channel
- The main stakeholder groups have been identified:
 - Energy Services Providers and its associations,
 - Financial Institutions;
 - Representatives of local and central government responsible for policies and procurement of Energy services

FUTURE PLANS (M19-M36 AND BEYOND):

Planned dissemination activities include:

- Blog piece for the REFIN website
- Second stakeholder workshop will be held
- Bilateral meetings, telephone and online calls with members of target groups.
- 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 (6 per partner in total)
- Identifying relevant initiatives on national level and collaborating with them to achieve wider reach of project outcomes and knowledge base.

- Papers in scientific journals (1 per partner)
- Networking and engagement with key stakeholders
- Capacity building activities: 2 training events and 2 webinars per country
- Press releases (3 national releases per partner)
- Media coverage (3 per partner)
- Issue newsletters (4 per partner)

5.7 Italy

ACHIEVEMENTS TO DATE (M1-M18):

- First workshop held in November 2021
- The translation of the REFINE website into Italian is complete
- Key Stakeholders have been identified:
 - 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)
- 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.

FUTURE PLANS (M19-M36 AND BEYOND):

Foreseen activities include:

- Second workshop on pilot applications will be held in December 2021
- A blog piece for the REFINE website
- A series of REFINE presentations through the webinars, the association is planned, 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
- 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.
- Presentations at conferences and industry events (6 per partner in total)
- Papers in scientific journals (1 per partner)
- Networking and engagement with key stakeholders
- Capacity building activities: 2 training events and 2 webinars per country
- Regular social media activity
- Press releases (3 national releases per partner)
- Media coverage (3 per partner)
- Issue newsletters (4 per partner)

5.8 Slovenia

ACHIEVEMENTS TO DATE (M1-M18):

- First stakeholder workshop held in September 2021
- Slovenian NCP sent out the first newsletter and press release
- Translation of website completed
- Gave presentation *EPC models and processes in Slovenia* at LIFE Care for Climate EPC Training (April 2021)
- Gave presentation *Financing & refinancing EPC* at LIFE C4C Consultations on buildings renovation concepts (June 2021)
- The following main stakeholder groups have been identified:
 - Energy Efficiency Service Providers
 - Private and Public Financial Institutions
 - Energy Efficiency Policy and Legislation makers
 - Clients
 - Market Facilitators and Associations
- Dissemination and information activities that have been carried out 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).

FUTURE PLANS (M19-M36 AND BEYOND):

- Second stakeholder workshop will be held in December 2021
- A blog piece will be written for 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: Press releases (3 national releases per partner)
- Conducting two physical training events and two webinars (Task 5.2)

- Publishing articles in targeted print media presenting the results of the REFINE project: Media coverage (3 per partner)
- Dissemination and promotion of REFINE project and its results at relevant national and international conferences, workshops, seminars, etc. (6 per partner in total)
- Papers in scientific journals (1 per partner)
- Networking and engagement with key stakeholders
- Regular social media activity
- Issue newsletters (4 per partner)

5.9 Greece

ACHIEVEMENTS TO DATE (M1-M18):

- First workshop held between the 3rd June and 16th June 2021, 16 participants
- Second workshop to be held in early December 2021, approximately 10 -15 participants expected
- An introductory newsletter (not the REFINE one) sent to NCP websites comprising 61 energy actors
- First press release issued in February 2021: 4 national energy websites
- First REFINE newsletter sent out in June 2021
- Translation of website into Greek finished in September 2021
- Ad-hoc interpersonal meetings, telephone calls and teleconferences with the target groups.
- Dispatch of information to the target groups via e-mail.
- The key stakeholders have been identified:
 - The Hellenic Ministry of Energy and Environment
 - Financial Institutions (Systemic Banks and other banks)
 - The Hellenic Development Bank (potential Managing Authority for a Greek Development Fund)
 - The Energy Service Companies registered in the National ESCO Registry.

FUTURE PLANS (M19-M36 AND BEYOND):

- Regular (biannual) press releases and dispatch of these press releases to relevant websites in which the progress of the project will be presented: Press releases (3 national releases per partner)
- Attendance and, wherever possible, presentation of the project's progress at relevant local and national workshops, seminars and conferences (6 per partner in total)
- Papers in scientific journals (1 per partner)
- Networking and engagement with key stakeholders
- Capacity building activities: 2 training events and 2 webinars per country
- Regular social media activity
- Press releases (3 national releases per partner)
- Media coverage (3 per partner)
- Issue newsletters (4 per partner)

5.10 Consortium-level future plans

Plans for M19-M36 and beyond include:

- Evaluate the project website and modify as needed
- Update dissemination material as needed
- Create a dynamic infographic and audio-visuals of interest to a wide variety of stakeholders
- Ensure results are presented at events and published in journals and training sessions and webinars hosted as per the Grant Agreement
- Support the piloting activities from a communication and dissemination perspective
- Issue press releases and newsletters
- Mobilise existing networks as communication amplifiers
- Maintain high levels of interest in the project through engaging content across the website and social channels
- Design dissemination activities to support the ongoing exploitation efforts
- Explore the possibilities of involvement in public conferences, national roundtable discussions and webinars in the context of Sustainable Energy Investment Forums (SEIF)
 - Aim: share best practices and encourage an open dialogue between the financial sector, public authorities, energy services and other stakeholders involved in delivering investments in sustainable energy at EU, national and local levels (as stated by CINEA).
- REFINE will consider establishing a collaborative relationship and synergies with new projects that are driven by national stakeholders and complement SEIF initiative:
 - Projects that started in autumn 2020:
 - AUNA (Spain)
 - SMAFIN (Greece, Bulgaria, Romania, Croatia)
 - ROUNDBALTIC (Denmark, Poland, Latvia)
 - Projects starting in 2021:
 - GreenHome (Germany)
 - GreenDeal4Buildings (Czech Republic, Slovakia)
 - BeSmart (Bulgaria)
 - GreenRoad (Italy)
- Plan and organise a final high-level closing event (M36)
- Keep website and channels live after the project lifecycle

6 MEASUREMENT AND ANALYSIS

6.1 Monitoring communications and dissemination activities

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 facilitates the effective tracking and planning of communication and dissemination activities for the REFINE project, helps with the cataloguing of key communication and dissemination opportunities and assists the project in reaching its ambitious targets (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.

T6.5 - Presentations at Conferences and Branch Events								
Partner	No.	City	Country	International Y/N	Date (Year-Mon)	Estimated Atten	Title of Presentation	Title of Event
Target	6 (per partner)					1,650		
Sum	5			0	5	320		
e7	1	web-conference		Y	11/6/2021	50	Market growth models for energy efficiency financing	eeeee summer study
REGEA	1	web-conference		Y	2/6/2021	180	Innovative Financing for Sustainable Energy Investments: E-FIX experience in Croatia	E-Fix Final Conference
e7	1	web-conference		Y	23/09/2021	35	Guarantee instruments and refinancing schemes for the energy efficiency market first lessons from the H2020 project Refine	SEIF event
JSI	1	web-training	Slovenia	N	20/04/2021	30	EPC models and proceses in Slovenia	LIFE Care for Climate EPC Training
JSI	1	web-workshop	Slovenia	N	10/6/2021	25	Financing & refinancing EPC	LIFE C4C Consultations on buildings renovation concepts

Figure 11: Dissemination Monitoring Tool - Example view (presentations)

The Dissemination Monitoring Tools are openly available to REFINE partners through the shared workspace. They include the KPI for each relevant communication and dissemination activity of the project (presentations at conferences and branch events, articles in peer-reviewed scientific journals, press releases and project newsletters). Partners fill out separate sheets with all the relevant information about the activity, including the audience, numbers in attendance, dates and links to the material for archival and dissemination purposes.

The above allows the project to both track previous activities and to outline the steps that need to be taken for future dissemination activities to meet the relevant KPIs established in the DoA.

6.2 Key performance indicators

6.2.1 Communication KPIs

In respect of the REFINE communications KPIs, a number of indicative KPIs have been set 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		Target	Status M18
Social media	Twitter	1,000 followers 10,000 impressions	250 followers 14,090 impressions
	LinkedIn	500 connections 5,000 impressions	54 followers 10,352 impressions 201 engagements
Media	Press releases	3 national releases per partner	1 for the majority of partners*
	Media coverage	3 pieces of media coverage (print or digital)	11 in total
	TV/radio coverage	3 pieces of coverage on TV or radio	No coverage to date
Website and newsletter	Website	10,000 website visitors	Ca 3,000 visitors
	Newsletter	6 newsletters (2 per year)	2 published

*See section 5 for country-specific details on status

Table 1: REFIN Communication KPIs

6.2.2 Dissemination KPIs

The metrics presented in Table 4 present the indicative, quantifiable targets against key dissemination activities for the duration of the project.

Dissemination KPIs		Target	Status M18
Conferences and events	Presentations at conferences and industry events	6 per partner	5 presentations in total
	Papers in scientific journals	1 per partner	1 paper
Stakeholder engagement	Expert interviews	7-10 participants per country	30 participants in total*
	Stakeholder workshops	10-15 participants per country	Figures in D3.6
	Networking and engagement	1,650 stakeholders to be reached	Figures in D3.6
	Capacity building activities	2 training events and 2 webinars per country	UPCOMING (M19-M36)

		465 participants in training events 200 participants in webinars 22 financial institutions reached	
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*Figure for HMRSC to be added

Table 4: REFINE Dissemination KPIs

7 CONCLUSIONS

This deliverable has provided a detailed picture of the dissemination and communication landscape in REFINE. It has described the activities conducted to date and briefly outlined the plans for the second half of the project.

M19-M36 will provide significant opportunities for communication and dissemination activities, particularly as we look towards the piloting activities and sharing project results as they are generated.

Looking back at the completed activities, we can see that a great deal has been accomplished: impactful dissemination material has been developed, papers have been published, events have been attended, relevant audiences have been targeted, channels managed, KPIs have been met and a high-level plan for the priorities in the second half of the project and beyond has been carved out.


A further update on the actions presented and foreseen in this deliverable will be covered in D6.6 Dissemination and Communication Strategy - final report.

The REFINE project partners possess the necessary knowledge, experience and expertise to ensure, through commitment and collaboration from all partners, that REFINE can benefit society as a whole and contribute to the mainstreaming of the refinanceability of energy efficiency projects.

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ANNEX 1: COMMUNICATION AND DISSEMINATION STRATEGY GRID

REFINE Communication and Dissemination Strategy Grid						
<div><div>REFINE</div><div><p>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</p><p>Overall objective: Develop new schemes, instruments and solutions to allow for the mainstreaming of refinancing for energy efficiency service projects across Europe</p></div></div>						
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 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

ANNEX 2: STAKEHOLDERS (EU-LEVEL)

<i>Name</i>	<i>Description</i>	<i>Website</i>
European Council for an Energy Efficient Economy (eceee)	Membership based NGO dedicated to research, analysis and cooperation on topics related to energy efficiency	https://www.eceee.org/about-eceee/
European Alliance of Companies for Energy Efficiency in Buildings (EuroACE)	Association of companies involved in the manufacturing, distribution and installation of energy efficient good and services in buildings	https://euroace.org/
European Energy Research Alliance (EERA)	European based energy research community of 250 universities and public research centres in 30 countries	https://www.eera-set.eu/
JRC - European Energy Efficiency Platform (E3P)	E3P facilitates the practical implementation of the European Commission's Energy Efficiency Directive at national, regional and local levels, with data collection and analysis	https://e3p.jrc.ec.europa.eu/
European Energy Network (ENR)	Voluntary network of European energy agencies which aims to promote sustainable energy best practices	https://enr-network.org/
European Federation for Intelligent Energy Efficiency Services (EFIEES)	Promotes the activities of companies providing energy efficiency services in the European Union	http://www.efiees.eu/
European Alliance to Save Energy (EU-ASE)	EU-ASE is a cross-sectorial, multi-stakeholder business-led alliance promoting the role of energy efficiency across the EU energy system	https://euase.net/
European Association of Energy Service Companies (eu.esco)	To promote and support Energy Service Companies (ESCOs) in the European Union and to provide a networking involvement to support legislative and policy developments in the EU	https://euesco.org/
European Energy Forum	The European Energy Forum is a group of MEPs, private and public stakeholders for sharing information and opinions on the future of energy in Europe	http://www.europeaneenergyforum.eu/
Euro Banking Association (EBA)	The mission of the EBA is to foster dialogue and experience exchange among industry practitioners	https://www.abe-eba.eu/
European Banking Federation (EBF)	The EBF is the voice of the European banking sector, a collaboration of 32 national banking associations in Europe	https://www.ebf.eu/
European Association	The EACB represents, promotes and	http://www.eacb.coop

of Co-Operative Banks (EACB)	defends the interests of 27 member institutes and cooperative banks	/en/home.html
European Association of Public Banks (EAPB)	The EAPB is the voice of the European public banking sector representing over 90 financial institutions in the European financial sector	https://www.eapb.eu/
European Association of Guarantee Institutions (AECM)	The AECM represents 48 member organisations operating in 31 EU countries and non-EU countries. Its members are mutual, private sector guarantee schemes and public institutions	https://aecm.eu/
Energy Efficiency Financial Institutions Group (EEFIG)	EEFIG comprises over 200 organisations working on energy efficiency investments throughout the European Union including financial institutions, investors, bank associations, energy efficiency practitioners	https://ec.europa.eu/eefig/index_en
European Energy Efficiency Fund (eeef)	The eeef is a European Union fund that aims to support the climate goals of the European Union	https://www.eeef.lu/home.html
European Mortgage Federation (EMF)	The voice of the European mortgage industry representing the interests of mortgage lenders at a European level	https://hypo.org/emf/
Network of European Financial Institutions for Small and Medium Sized Enterprises (NEFI)	NEFI consists of 18 financial institutions which provide finance to small and medium sized businesses across Europe	http://www.nefi.eu/nefi/
European Construction, Built Environment and Energy Efficient Building Technology Platform (ECTP)	Membership organisation promoting the future of the built environment and driving innovation, knowledge transfer and European competitiveness	http://www.ectp.org/
Building Performance Institute Europe (BPIE)	Europe's leading independent think-tank on energy performance of buildings	https://www.bpie.eu/
European Bank for Reconstruction and Development (EBRD)	Refinancing institution	https://www.ebrd.com/home
Energy Efficiency Network Europe	Guarantee fund	https://www.energyefficiencynetwork.eu/
European Association of Guarantee Institutions	Guarantee fund	https://aecm.eu/
European Investment Bank (EIB)	Market facilitator	https://www.eib.org/en/index.htm
European Central Bank	Market facilitator	https://www.ecb.europa.eu/home/html/index.en.html
European Energy	Market facilitator	https://www.eeef.lu/h

Efficiency Fund (eeef)		ome.html
European Commission Directorate-General for Energy	Market facilitator	https://ec.europa.eu/energy/home_en
European Banking Association (EBA)	Banking association	https://www.abeeba.eu/
European Banking Federation (EBF)	Banking association	https://www.ebf.eu/
European Association of Cooperative Banks (EACB)	Banking association	http://www.eacb.coop/en/home.html
European Payment Institutions Federation (EPIF)	Banking association	https://paymentinstitutions.eu/

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

ANNEX 3: MEDIA LIST (EU-LEVEL)

Type of Communication	Examples of Channels
Broadcast	Euronews DW France 24 BBC World News CNN International CNBC Europe
Print/Digital - General	Euractiv EU Observer EU Reporter New Europe POLITICO.eu EU Business Eurotopics European-Views Vox Europ Financial Times
Print/Digital - Science/Research/Finance/Energy	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.

ANNEX 4: LIST OF UPCOMING CONFERENCES AND INDUSTRY EVENTS

Title of Event	Date	Country	Website
Are Europe's Capital Markets Ready for the Future (EBF online event)	6 th December 2021	Online	https://web-eur.cvent.com/event/1c0f4fe9-b134-40df-8538-dccb21fcd89a/summary
European Energy Efficiency Conference 2022	2-4 March 2022	Austria	https://www.eceee.org/events/calendar/event/european-energy-efficiency-conference-2022-2/
World Sustainable Energy Days 2022	2-4 March 2022	Austria	https://www.eceee.org/events/calendar/event/world-sustainable-energy-days-2022-1/
International Conference on Energy Economics and Energy Policy	20-22 April 2022	Spain	http://www.iceeep.com/
Conferences for the New Energy World	10-11 May 2022	Germany	https://www.thesmartere.de/one-ticket-four-conferences
All-Energy Exhibition and Conference 2022	11-12 May 2022	United Kingdom	https://www.all-energy.co.uk/
European Association of Guarantee Institutions (AECM) Annual Event	18-21 May 2022	Austria	https://aecm.eu/
The International Conference on Green Energy & Environmental Technology	27-29 July 2022	Italy	https://10times.com/geet-rome

3 rd online International Conference on Renewable Energy and Sustainable Technologies (Energytech)	21-22 March 2022	Online	https://crgconferences.com/energytech/
International Conference on Energy Research and Technology 2022	3-5 August 2022	Czechia	https://icertseries.com/
AEE European Energy Conference and Exhibition	26-27 October 2022	Ireland	https://aeeuropeenergy.com/

*The above is a non-exhaustive list of currently planned conferences and events of relevance to REFINE across Europe in 2021-2022.

ANNEX 5: 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/ijee
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

ANNEX 6: LIST OF RELATED H2020 PROJECTS

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/
AUNA	https://www.aunaforum.com/en/home-en/
SMAFIN	https://www.smafin.eu/
ROUNDBALTIC	https://roundbaltic.eu/
GreenHome	N/A
GreenDeal4Buildings	N/A
BeSmart	N/A
GreenRoad	N/A