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Activity full name:

Energy Conscious Consumers

Deliverable 2.3 – Communication Package 1

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Authors: Charlotte Koldbye, Søren Jepsen

Organisation name of lead beneficiary for this deliverable: Danish Board of Technology Foundation (DBT)



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Consortium partners

Fonden Teknologirådet – Danish Board of Technology Foundation (DBT)

Arnold Niensens Boulevard 68E, 2650 Hvidovre – Denmark,

Contact: Gy Larsen

gl@tekno.dk

www.tekno.dk



Hebes Intelligence Single Member Private Company (HEBES)

130, Athens 144 43 –Greece

Contact: Sotiris Papadelis

spapadelis@hebes.io

www.hebes.io



Sinergie Società Consortile a Responsabilità Limitata (SINERGIE)

Martiri Di Cervarolo 74/10, Reggio Emilia, 42122 –Italy

Contact: Giovanni Pedè

innovazione@sinergie-italia.com

www.sinergie-italia.com



Helsingin Yliopisto – University of Helsinki (UH)

Fabianinkatu 33, 00014 Helsinki – Finland

Contact: Nina Kahma

nina.kahma@helsinki.fi

www.helsinki.fi/fi



Associação Portuguesa para a Defesa do Consumidor (DECO)

Rua da Artilharia Um, 79 - 4º

1269-160 Lisbon -Portugal

Contact: Ferdanda Santos

fsantos@deco.pt

www.deco.proteste.pt



Strategic Design Scenarios (SDS)

Rue Dautzenberg, 36-38, BE-1050 Brussels - Belgium

Contact: François Jégou

francois.jegou@icloud.com

www.strategicdesignscenarios.net



Applied Research and Communications Fund (ARC Fund)

1113, Sofia 5, Alexander Zhendov St. Bulgaria

Contact: Zoya Damianova

Zoya.Damianova@online.bg

www.arcfund.net



Asociacija Žinių Ekonomikos Forumas (KEF)

J. Galvydžio g. 5, LT-08236, Vilnius – Lithuania

Contact: Arminas Varanauskas

arminas@zef.lt

www.zef.lt



University College Cork, National University of Ireland, Cork (UCC)

Western Road, Cork – Ireland

Contact: Stephen McCarthy

Stephen.mccarthy@ucc.ie

www.ucc.ie



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2 Summary

To strengthen the wider communication of the project and its results, three communication packages will be produced.

This deliverable presents the content of communication package 1. The communication packages aim at broad communication of the intentions and the results of the project.

Communication package 1 presents the project, aim, objective, method, the consortium, etc. to assist the partners in communicating about the project at the beginning of the project period. The communication package includes a:

- Short text describing the project
- Report template
- Flyer
- Poster
- Press release
- A video
- Power point presentation

2.1 Text describing the project

A short text describing the project has been produced to be used for websites and when writing to ECO2 stakeholders. The text is provided below.

Text introducing the project

Energy consumption in Europe needs to be reduced. ECO2 will help energy consumers throughout the European Union to become conscious about their energy consumption and improve their energy efficiency.

ECO2 is a unique dynamic e-learning platform which will both engage the average energy consumer and help them consume less energy. They will be motivated, they will explore and finally they will take action – becoming energy efficient.

The e-learning platform will also provide precious information about the different consumer groups and their propensity for changing their energy consumption and readiness to invest in energy efficient measures.



This exploration of the platform users will result in a set of guidelines:

- What do the users need in order to change their energy consumption?
- What is the best combination of engagement and information?
- Which individual and group processes are the best for people at the different steps towards change?
- How can different consumer segments best be supported?
- Which forms of content are needed for people to engage in changing their energy consumption?
- How can consumers validate their energy saving options so they can see the impact?

ECO2 will guide the users to take action on these five important themes:

- Change the house
- Smart Consumers
- My Energy consumption
- No Rebound
- Making My Energy

2.2 Report template

To ensure coherent format of all public deliverables, a report template has been produced. The report template includes logos, predefined typography and color codes. The template will be updated if necessary.

The image shows three pages of a report template for Deliverable 2.3 – Communication Package 1. The pages are numbered 1, 2, and 3.

Page 1: Contains the title "Deliverable 2.3 – Communication Package 1", a logo with the letters "LECO2" in colorful boxes, and project details: Grant Agreement no. 784988, Activity acronym: ECO2, Activity full name: Energy Conscious Consumers, Duration: 36 months, Start date of Activity: 01-03-2018, and Authors: [blank]. It also features the European Union logo and the text "Funded by the Horizon 2020 European Programme of the European Union".

Page 2: Titled "Consortium partners", it lists several organizations with their contact information: Fonden Teknologirådet (Danish Board of Technology Foundation), Hebes (Hebes Intelligence Single Member Private Company), Sinerгия (Sinerгия Società Consortile), Hebinen Yliopisto (University of Helsinki), and Associação Portuguesa para a Defesa do Consumidor (DECO). It also includes logos for FONDEN TEKNOLOGI RÅDET, Hebes, Sinerгия, HELSINKI UNIVERSITY OF TECHNOLOGY, and DECO PROTESTE.

Page 3: Titled "Applied Research and Communications Fund (ARC Fund)", it lists contact information for the ARC Fund, Asociația Zărilor Economice, Erasmus (KEF), and University College Cork, National University of Ireland, Cork (UCC). It also includes logos for ARC FUND, KNOWLEDGE ECONOMY FORUM, and UCC. The page contains a "Legal notice" and a "Disclaimer" section.

2.3 Flyer

The ECO2 flyer can be printed by the partners in A5 format with a front and a back side. The flyer will be distributed by the partners at network meetings, conferences etc.

Flyer front



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Flyer back



Energy consumption in Europe needs to be reduced. ECO2 will help energy consumers throughout the European Union to become conscious about their energy consumption and improve their energy efficiency.

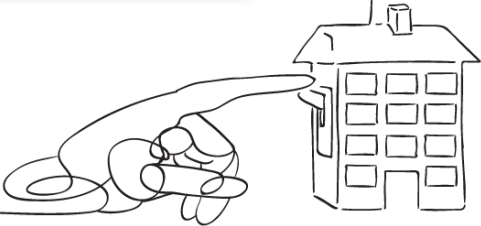
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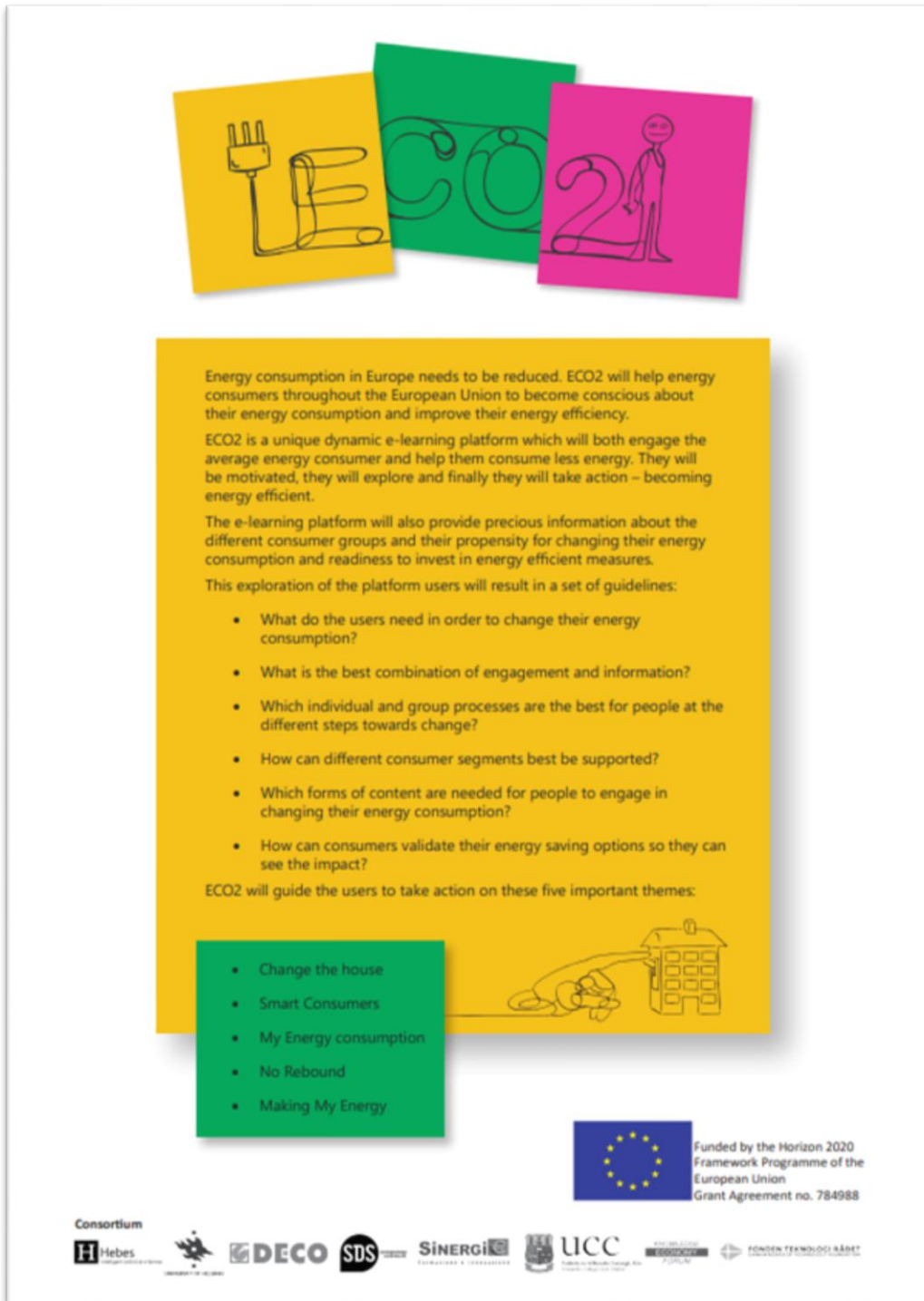
- What do the users need in order to change their energy consumption?
- What is the best combination of engagement and information?
- Which individual and group processes are the best for people at the different steps towards change?
- How can different consumer segments best be supported?
- Which forms of content are needed for people to engage in changing their energy consumption?
- How can consumers validate their energy saving options so they can see the impact?

- ECO2 will guide the users to take action on these five important themes:
- Change the house
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 - My Energy consumption
 - No Rebound
 - Making My Energy



2.4 Poster

The ECO2 poster will, like the flyer, be used to attract attention towards the project at conferences, seminars and at the partnering institutions.



2.5 Press release

On June 30th a press release was sent out to raise awareness of the Eco2 project and mark the official launch of the project. The press release has been shared through Social Media and through the partners own network. The press release has also been uploaded on Cordis to bring awareness of the project at the EU level. The press release is available in annex I.

2.6 Video

A short (1.2 min) low budget video has been produced to bring awareness to the project and explain the project objectives. The video will be exchanged to a more refined version half way into the project. This later version will also be more appealing with drawings etc.

The video can be accessed through DBT's YouTube channel: <https://youtu.be/hkmgScR4YbI>



Welcome to the ECO2 community
15 visninger

Like 0 Comment 0 Share DEL More

2.7 Powerpoint presentation

The powerpoint presentation (pptx) aim to assist the partners in presenting the ECO2 objectives and methodology in a short and precise way. The pptx will be further elaborated as the project progresses and more visuals (like drawings and pictures) are developed. The pptx. Can be found in annex 1.



3 Annex I

Press release





It is time for a change

For half a century energy consumers have been coaxed, coerced, scolded and persuaded to consume less energy. Why – because consumers are an extremely important part in our transition to sustainable energy. We need to consume energy wisely and preferably from sustainable energy sources.

Energy providers and the public sectors can only do their share of the transition towards a sustainable future. The individual energy consumer must also take part. But how?

Know How is the way

ECO2 (Energy Conscious Consumers) will engage and empower consumers by giving them know how. The measures to consume less energy have multiplied the last decade, the same goes for the devices we use in our daily life. The products themselves might have become more energy efficient, but they pile up in our homes.

ECO2 is a dynamic e-learning platform through engagement and knowledge sharing the platform will educate consumers on how to consume energy sensibly. It is accessible both as an on-line tool and face to face encounters in the local community. The aim is to be both community building as well as educating, as we want to enable energy consumers in Europe to make home improvements, use energy wisely, and lose bad habits.

Strength in diversity

Behind **ECO2** stands an eclectic group of partners from all corners of Europe – experts in energy, IT-usability, e-learning, consumer rights, policy making, user segmentation and public engagement.

This group will develop, test, validate and evaluate what e-learning can accomplish with 11.000 unique users in 11 European countries the next 2 ½ years. But that is just the first part of the project – the final goal is to upscale to all of Europe.

Visit our website www.eco2project.eu to learn more about the project and the partners behind.

Or contact project coordinators Gy Larsen email: gl@tekno.dk Karen Riisgaard email: kr@tekno.dk



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Stay tuned on social media facebook page [eco2](https://www.facebook.com/eco2) and twitter [@eco2_eu](https://twitter.com/eco2_eu)

4 Annex II

Powerpoint Presentation





Energy Conscious Consumers

Action through learning

We need to reduce energy consumption in Europe

ECO2 will help energy consumers throughout Europe to become conscious about their energy consumption and improve their energy efficiency.



ECO2 a dynamic, e-learning platform

- It will both engage the average energy consumer
- It help them consume less energy.
- Users will be motivated,
- Users will explore
- Users will they will take action – becoming energy efficient.



Insight into consumer patterns and propensity for change

The platform will provide precious information about:

- the different consumer groups
- their tendency for changing their energy consumption
- readiness to invest in energy efficient measures.



The Consortium - Strength in diversity

Behind **ECO2** stands an eclectic group of partners from all corners of Europe – experts in energy, IT-usability, e-learning, consumer rights, policy making, user segmentation and public engagement.

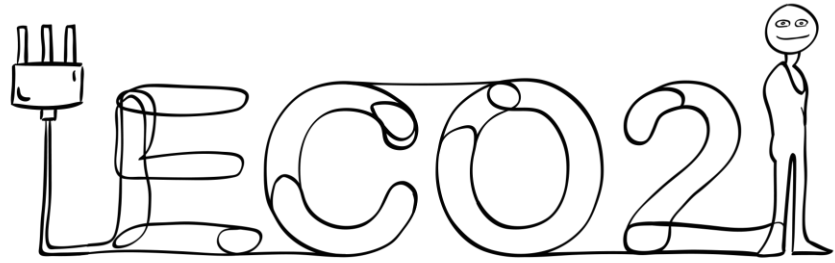
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to learn more about the project
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Stay tuned on social media:
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and twitter #eco2





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