



**SOCIALWATT**

CONNECTING

OBLIGATED PARTIES

TO ADOPT INNOVATIVE SCHEMES TOWARDS

ENERGY POVERTY ALLEVIATION



## D5.2

Project website and the visual identity of the project

**December 2019**



The SocialWatt project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 845905

[WWW.SOCIALWATT.EU](http://WWW.SOCIALWATT.EU)

## PREFACE

SocialWatt will develop and provide **utilities** and **energy suppliers** with appropriate tools for effectively engaging with their customers and working together towards **alleviating energy poverty**. SocialWatt will also enable obligated parties under **Article 7** of the Energy Efficiency Directive across Europe to develop, adopt, test and spread **innovative energy poverty schemes**.

SocialWatt will contribute to the following three main pillars:

- 1 Supporting utilities and energy suppliers contribute to the fight against energy poverty through the use of **decision support tools**.
- 2 Bridging the gap between energy companies and social services by promoting collaboration and implementing **knowledge transfer** and **capacity building activities** that focus on the development of schemes that invest in Renewable Energy Sources / Energy Efficiency and alleviate energy poverty.
- 3 **Implementing** and **replicating** innovative schemes to alleviate energy poverty.



## CONSORTIUM



<b>ICCS</b>	INSTITUTE OF COMMUNICATION & COMPUTER SYSTEMS	EL
<b>IEECP</b>	INSTITUTE FOR EUROPEAN ENERGY AND CLIMATE POLICY STICHTING	NL
<b>RAP</b>	REGULATORY ASSISTANCE PROJECT	BE
<b>E7</b>	E7 ENERGIE MARKT ANALYSE	AT
<b>ISPE DC</b>	ISPE PROIECTARE SI CONSULTANTA SA	RO
<b>EDF</b>	ELECTRICITE DE FRANCE	FR
<b>NATURGY</b>	NATURGY ENERGY GROUP SA	ES
<b>ESB</b>	ELECTRICITY SUPPLY BOARD	IE
<b>PPC</b>	PUBLIC POWER CORPORATION S.A.	EL
<b>CEZ VANZARE</b>	CEZ VANZARE SA	RO
<b>FORTUM</b>	SIA FORTUM JELGAVA	LV
<b>HEP ESCO</b>	HEP - ESCO DOO ZA VODENJE I FINANCIRANJE PROJEKATA ENERGETSKE UCINKOVITOSTI	HR
<b>EVISO</b>	EVISO SRL	IT
<b>CARITAS AUSTRIA</b>	OSTERREICHISCHE CARITASZENTRALE	AT



## CONNECTING OBLIGATED PARTIES TO ADOPT INNOVATIVE SCHEMES TOWARDS ENERGY POVERTY ALLEVIATION

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<b>Topic:</b> LC-SC3-EC-2-2018	<b>Duration:</b> 36 Months
<b>Type of Action:</b> CSA	<b>Coordinator:</b> ICCS

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## 1 INTRODUCTION

Creating a clearly defined, coherent and distinctive visual identity is of great importance for communication, dissemination and exploitation activities, in order to establish a consistent image leading to the immediate recognition of a project.

This report presents the main tools used to establish the visual identity of SocialWatt, as well as the project website. More specifically, it presents the project's logo, a short overview presentation and a flyer that introduces the project, and the templates for deliverables, presentations and press releases. It also describes the design and content of the SocialWatt website, provides useful information on how to navigate through the website, and presents the social media that will be used to promote the project.

Table 1 summarises the main tools used to establish the visual identity of SocialWatt.

*Table 1: Tools used to establish the visual identity of SocialWatt*

Type	Progress
SocialWatt Logo	✓
Overview presentation	✓
SocialWatt Flyer	✓
Templates for:	
› deliverables	
› press releases	✓
› presentations	
The SocialWatt website <a href="https://socialwatt.eu/">https://socialwatt.eu/</a>	✓
Social media	

Section 2 presents the project's logo, overview presentation, flyer, and templates, whilst section 3 and section 4 present the project website and the social media accounts that have been set up for SocialWatt respectively.





## 2 VISUAL IDENTITY

The SocialWatt visual identity ensures a consistent, professional outreach of targeted audiences, and includes the project logo, and harmonised project templates that partners will use for all internal and external project communication (i.e. presentations, press releases and report). The overview presentation and the flyer also ensure a coherent promotion of the project.

The visual identity has been designed to support the concept of the project and includes elements and features that correspond to its topic. More specifically, SocialWatt primarily uses two colours: green, representing sustainable energy measures that will be promoted and implemented during the project's lifetime to help energy poor citizens; and grey, conveying the severity of energy poverty, a social problem of increasing importance and serious impact on the health of millions of EU citizens that are unable to afford basic energy services.

Table 2: Colour specifications

	R: 108 G: 104 B: 105
	R: 155 G: 194 B: 60

### 2.1 LOGO

A project's logo establishes the project's visual identity and supports "brand recognition", and as such, it is included in all project outputs and published material.

The SocialWatt project logo design started at the proposal preparation stage. The logo selected met the following criteria:

- Being a standalone image or symbol;
- Being unique and clever;
- Being understandable;
- Being eye catching and memorable;
- Being distinguishable in both a colour and greyscale format.

The project logo was further discussed during the project's kick off meeting. Subsequently, a number of alternative project logos were created, in order to select the logo best representing the project's scope in the simplest way. The official logo selection processes was finalised, following an electronic voting procedure among consortium partners.

The final logo is presented below and it represents a person in dark colour because of his/her energy poverty problems but at the same time flourishing as a way of showing that SocialWatt contributes to solve his/her energy poverty problems.



Figure 1: SocialWatt logo



2.2 TEMPLATES

Templates for SocialWatt were prepared for deliverables, presentations, and press releases in order to ensure that project outputs and other published material can be easily recognisable and include the necessary metadata (e.g. reference to the funding received from the Horizon 2020 programme, the project partners and the acronym of the project).

Templates were developed following the logo with colours and design. These were presented during the project's kick off meeting and revised thereafter to incorporate comments provided by project partners.

Figure 2: Deliverable template



Figure 3: Presentation template



Figure 4: Press release template



### 2.3 OVERVIEW PRESENTATION

A standard SocialWatt presentation was created, for presenting the project in a consistent way. More specifically, the presentation includes the SocialWatt scope and objectives, target groups, project partners, methodological framework, and expected impacts and results.

This will be used by project partners for disseminating the project and it's results at relevant events, tailored when needed to meet specific needs (although the main project elements and EU funding will be displayed at all occasions). It will be updated when deemed necessary (e.g. if there are additional activities implemented or results achieved to highlight).

Figure 5: SocialWatt project presentation

CONNECTING OBLIGATED PARTIES TO ADOPT INNOVATIVE SCHEMES TOWARDS ENERGY POVERTY ALLEVIATION

Prof. John Psarras (ICCS)

SocialWatt Institutional Presentation

16/10/2019, Athens, Greece

WWW.SOCIALWATT.EU

The SocialWatt project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 845905

### Content

- ▶ Project Summary
- ▶ Background
- ▶ Scope
- ▶ Objectives
- ▶ Target Groups
- ▶ Work Programme
- ▶ Expected Impacts

### Project Summary (1/2)

Title	Connecting Obligated Parties to Adopt Innovative Schemes towards Energy Poverty Alleviation (Social Watt)
Funding	European Union's Horizon 2020 Research and Innovation Programme
Started	September 2019
Duration	36 Months
Coordinator	Institute of Communication and Computer Systems (ICCS)
Participants	14
Budget	1,998,297.50 €
Contract No	H2020-EE-09-2016-2018/845905

### Project Summary (2/2)

Who we are?

### Background

- ▶ 57M people cannot keep their home adequately warm during winter
- ▶ 104M people cannot keep their homes comfortable enough during summer
- ▶ 87M people live in poor quality dwellings
- ▶ 52M people face delays in paying their energy bills

Source: Eurostat

### Scope (1/2)

SocialWatt will develop and provide utilities and energy suppliers with appropriate tools for effectively engaging with their customers and working together towards alleviating energy poverty.

SocialWatt will enable obligated parties under Article 7 of the Energy Efficiency Directive across Europe to develop, adopt, test and spread innovative energy poverty schemes.



## Scope (2/2)



SocialWatt will:

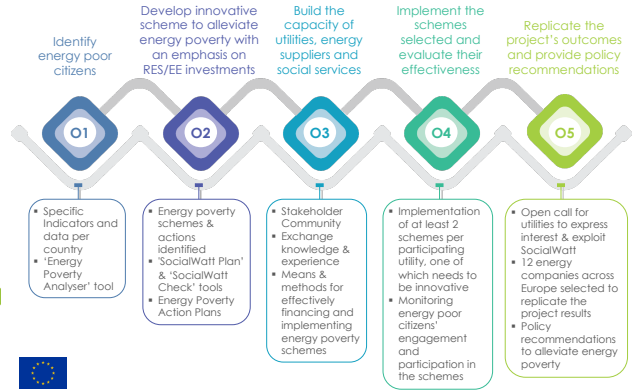
- ▶ Support utilities and energy suppliers contribute to the fight against energy poverty through the use of **decision support tools**.
- ▶ Bridge the gap between energy companies and social services by promoting collaboration and implementing **knowledge transfer** and **capacity building activities** that focus on Energy Efficiency and RES actions that aim to alleviate energy poverty.
- ▶ **Implement** and **replicate** innovative schemes to alleviate energy poverty.



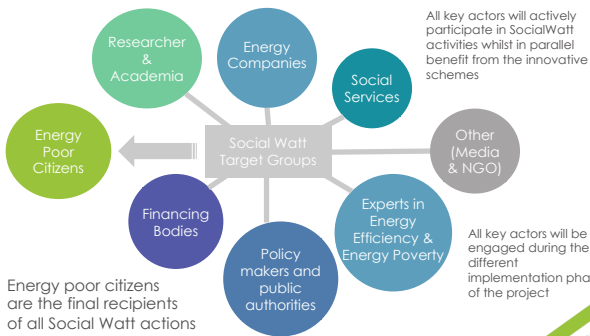
SocialWatt Institutional Presentation



## Objectives



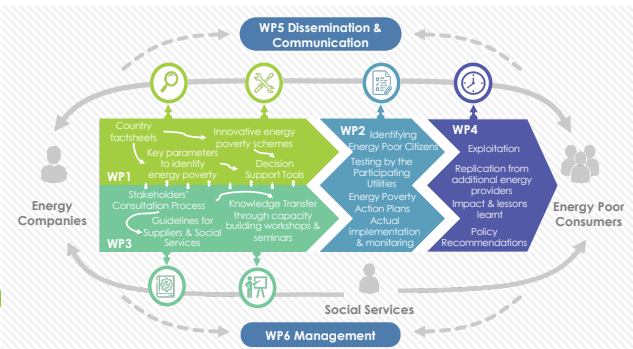
## Target Groups



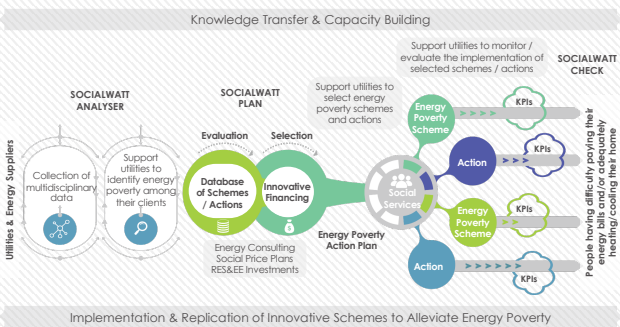
SocialWatt Institutional Presentation



## Work Programme (1/2)



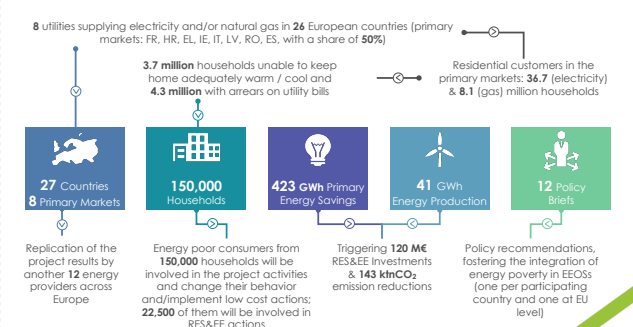
## Work Programme (2/2)



SocialWatt Institutional Presentation



## Expected Impacts





## 2.4 FLYER

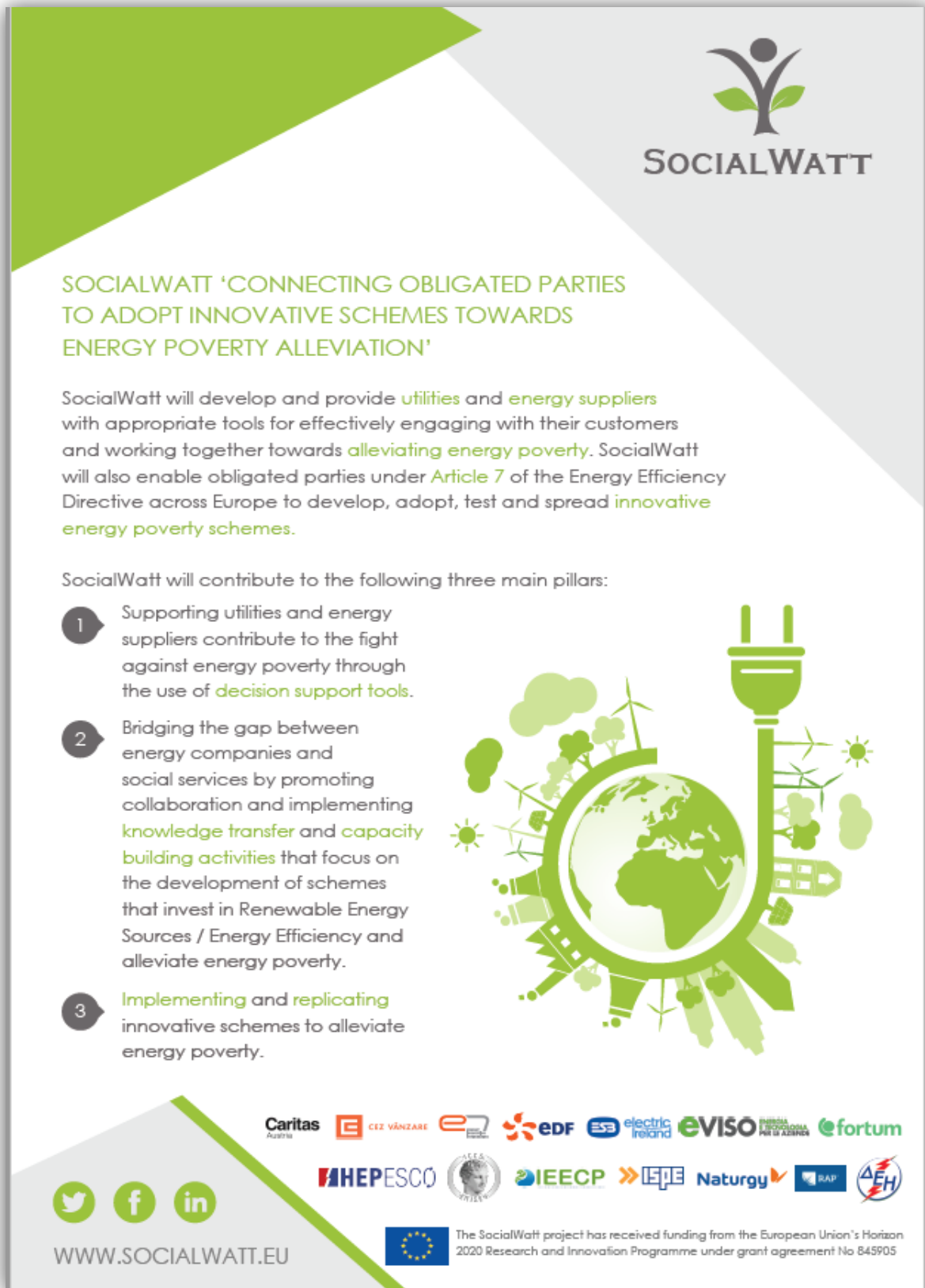
The aim of the SocialWatt flyer is to shortly introduce the project and enhance its visibility. More specifically, it is a single A4 page that includes:


- › A brief description of the project;
- › SocialWatt consortium partners' logos;
- › Contact Information.

The SocialWatt flyer has been created in English and may be translated in the project's languages if considered appropriate. The digital version of the SocialWatt flyer will be available to download from the SocialWatt website, whilst it may also be printed and distributed to key actors, target groups and interested parties at conferences, meetings, workshops, or other events.

It should be noted that the flyer has been developed as an additional communication material (and does not constitute the brochure of the project).

Figure 6: SocialWatt flyer




  
**SOCIALWATT**


**SOCIALWATT 'CONNECTING OBLIGATED PARTIES TO ADOPT INNOVATIVE SCHEMES TOWARDS ENERGY POVERTY ALLEVIATION'**


SocialWatt will develop and provide **utilities and energy suppliers** with appropriate tools for effectively engaging with their customers and working together towards **alleviating energy poverty**. SocialWatt will also enable obligated parties under **Article 7** of the Energy Efficiency Directive across Europe to develop, adopt, test and spread **innovative energy poverty schemes**.

SocialWatt will contribute to the following three main pillars:


- 1 Supporting utilities and energy suppliers contribute to the fight against energy poverty through the use of **decision support tools**.
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- 3 **Implementing and replicating** innovative schemes to alleviate energy poverty.







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### 3 SOCIALWATT WEBSITE

The project website is an important and versatile dissemination tool. It aims to effectively communicate the project concept, results and tools to key actors and target groups, as well as raise awareness more widely.

The SocialWatt website<sup>1</sup> has already been developed in English and is being translated to the nine SocialWatt languages (i.e. Croatian, Dutch, Greek, German, French, Italian, Spanish, Latvian and Romanian). These language interfaces remove any language barriers and enable project partners to provide additional information where necessary (e.g. details on country-specific activities that may be of particular interest).

Overall, the website has a user-friendly interface, to simplify navigation. It contains:

- › Information about the project, including: objectives, benefits, stakeholders, consortium partners etc.;
- › News and Events related to project achievements and activities;
- › Library with public deliverables and outputs, reports, scientific publications, articles and dissemination material (e.g. the SocialWatt leaflet, brochure, , infographics and newsletters).

The website will be updated periodically (at least once a month) and present the project's progress. The public deliverables that will be developed throughout the project lifetime will be available to download for free from the website, along with the communication and informative material that will be produced.

It should be noted that compliance with the General Data Protection Regulation (GDPR) will be ensured for the website and related activities (e.g. circulation of the SocialWatt newsletter).

#### 3.1 WEBSITE STRUCTURE

The SocialWatt website aims to:

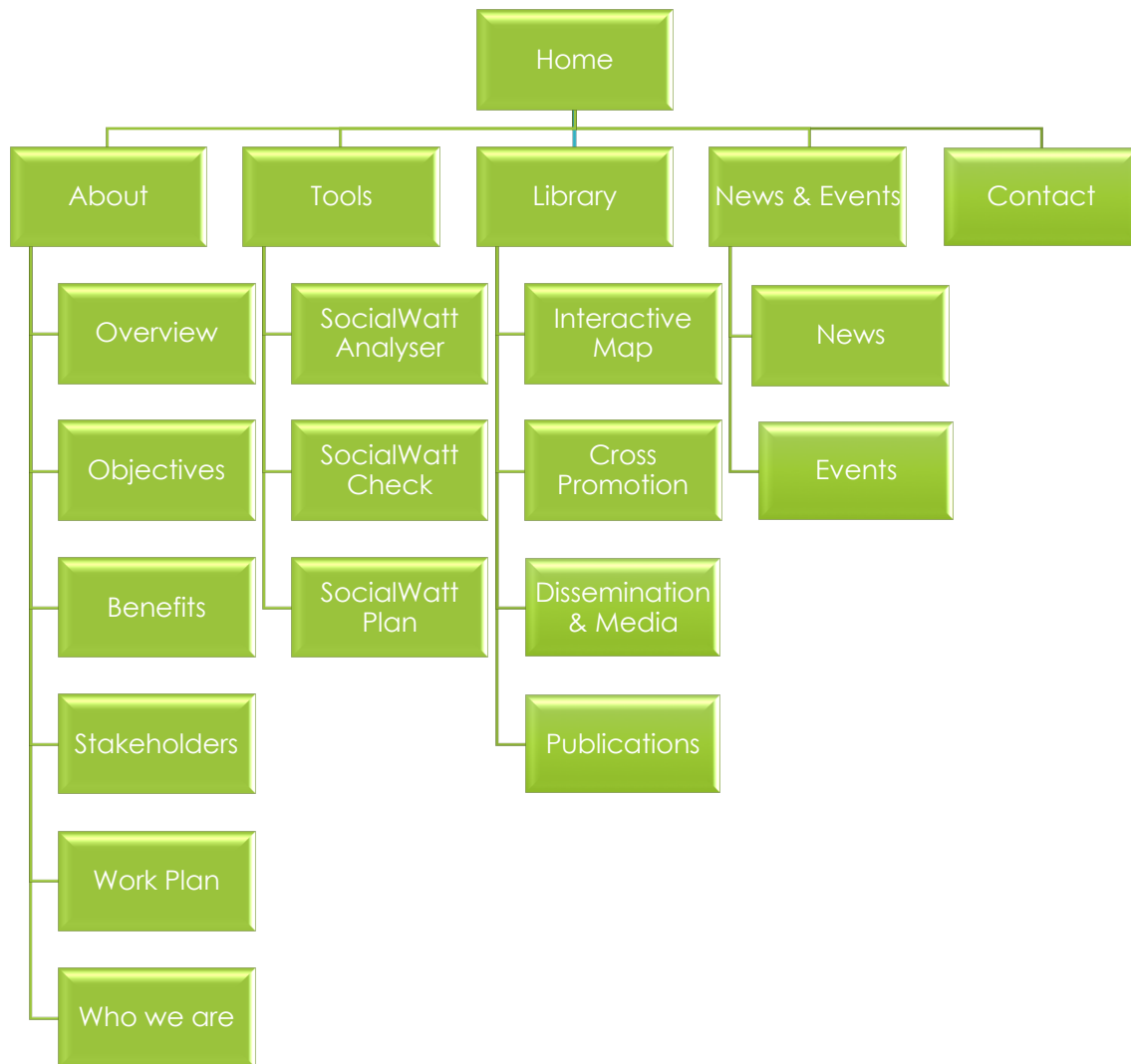
- › communicate the SocialWatt objectives, benefits and expected results;
- › disseminate information about SocialWatt activities and results;
- › provide access to useful informative material (e.g. newsletters, press releases, policy briefs, brochures);
- › provide information and useful links on measures/actions to alleviate energy poverty;
- › promote and provide access to the SocialWatt social media accounts.

The website's architecture is presented in the figure below:

<sup>1</sup> <https://socialwatt.eu/>

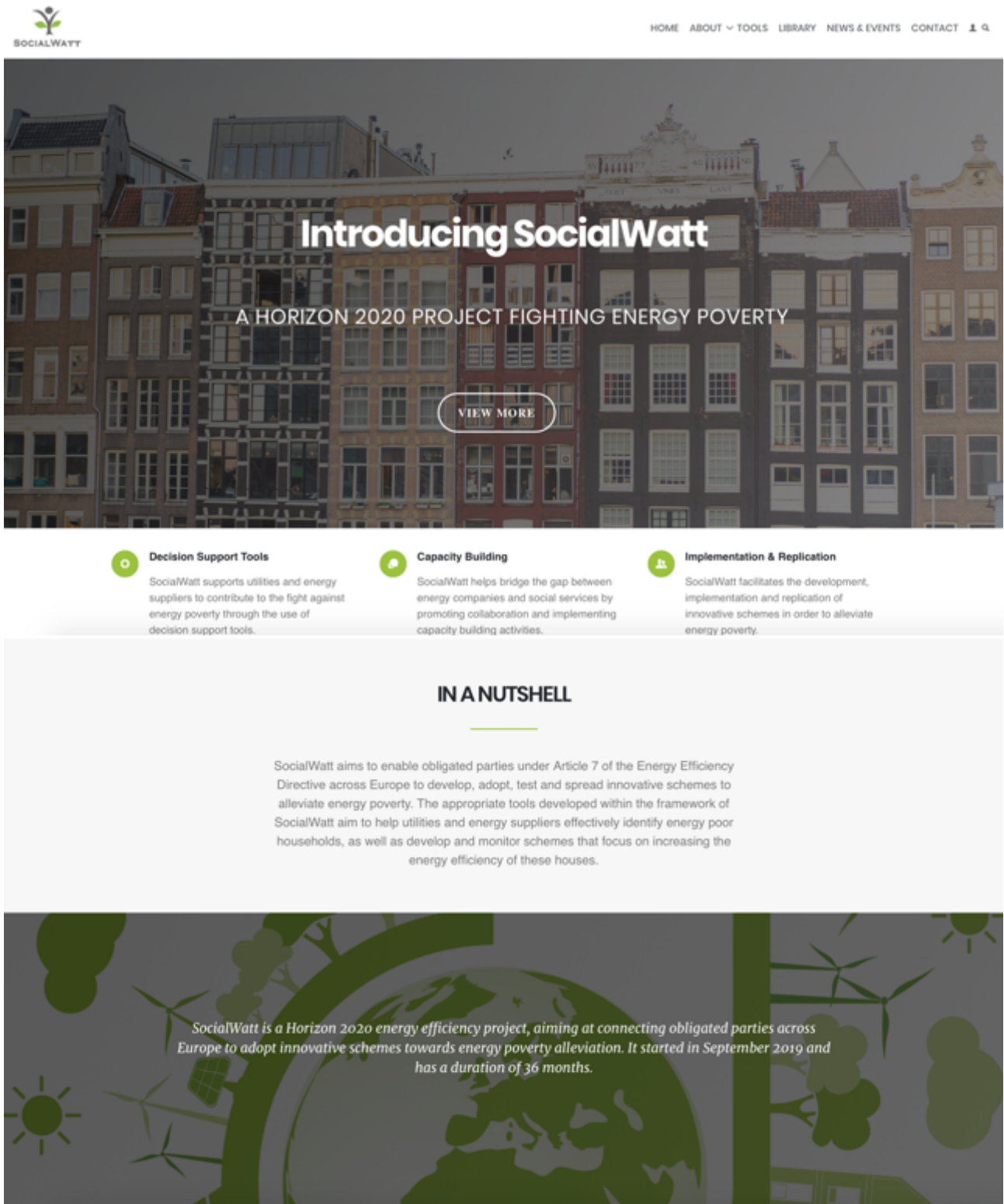


Figure 7: The SocialWatt website architecture



The **Home** page introduces SocialWatt to visitors and the SocialWatt Decision Support Tools. Moreover, it includes the option to subscribe to receive the SocialWatt newsletters, as well as links to the project's social media (Twitter, Facebook, LinkedIn). Screen prints of the home page are provided below.

Figure 8: SocialWatt website screen prints



### SocialWatt Tools



### Latest News

December 12th, 2019

#### Status Quo of Energy Poverty in the EU

The purpose of this report is to establish the

October 17th, 2019

#### Energy Poverty H2020 Projects

Under the 2018 call of Horizon 2020 Energy

October 1st, 2019

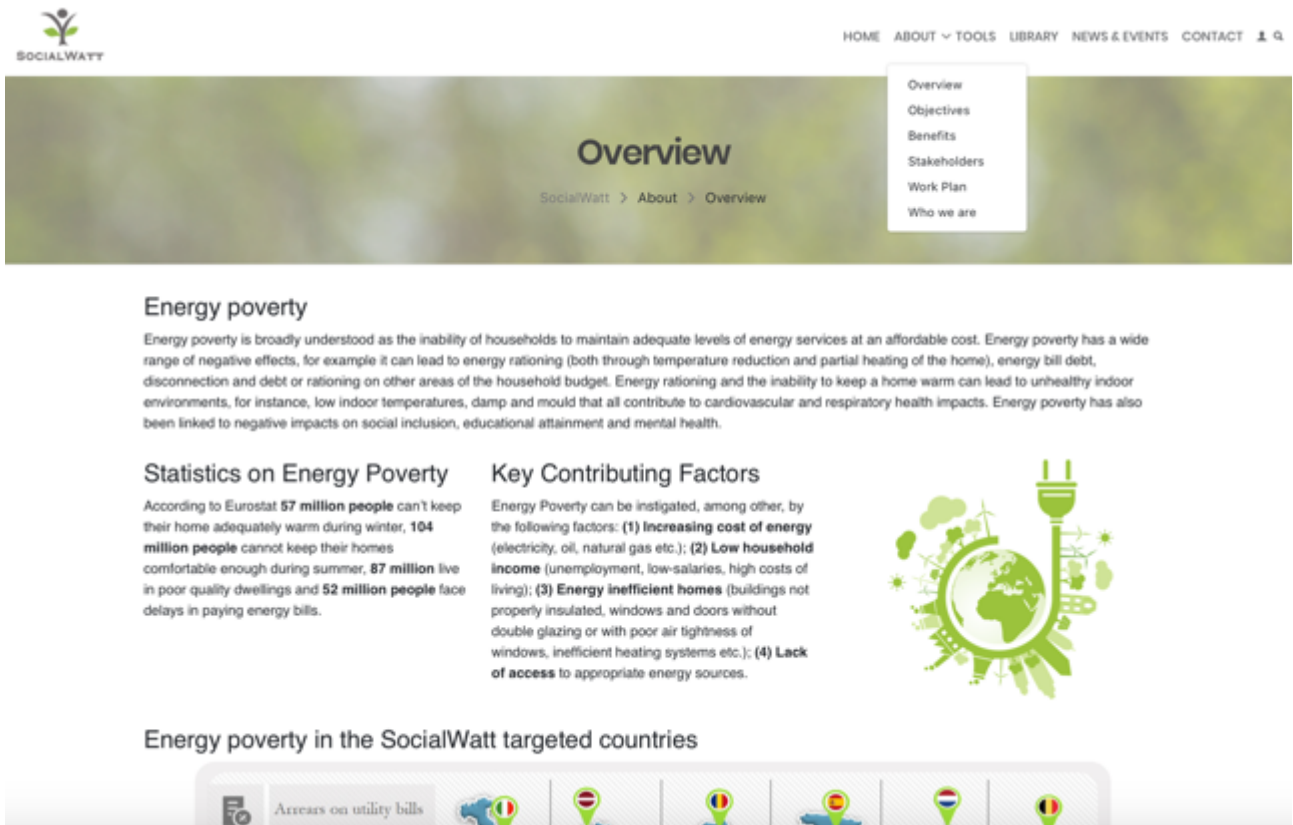
#### SocialWatt Kick-off Meeting in Athens

The SocialWatt kick-off meeting was

The **About** page includes all key information relating to SocialWatt:

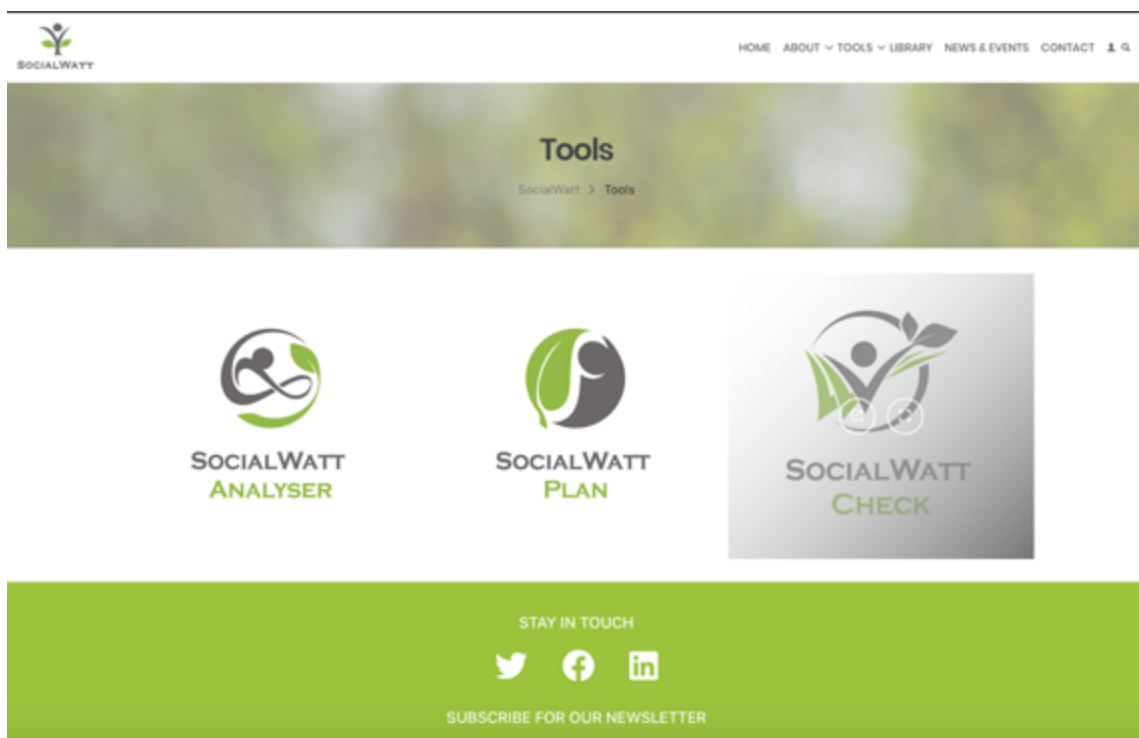
- › Under **Overview** the status quo of energy poverty in Europe is described, including statistics and key contributing factors to energy poverty;
- › Under **Objectives** the motivation behind SocialWatt is outlined, along with the project's vision, objectives and decision support tools;
- › Under **Benefits**, the expected benefits of SocialWatt and the approach employed are described;
- › Under **Stakeholders**, the project's target groups are presented, along with their potential role and participation in SocialWatt activities;
- › Under **Work Plan** the SocialWatt activities are outlined;
- › Under **Who We Are** the consortium partners are presented, including partners role in the project and links to their respective websites for more information about the partner.

Figure 9: The "About" page



The **Tools** page presents the SocialWatt tools, i.e. the **SocialWatt Analyser**, **SocialWatt Plan** and **SocialWatt Check**. By clicking on the name of each tool, information about its function is provided (when the tools are developed, these will also be downloadable here).

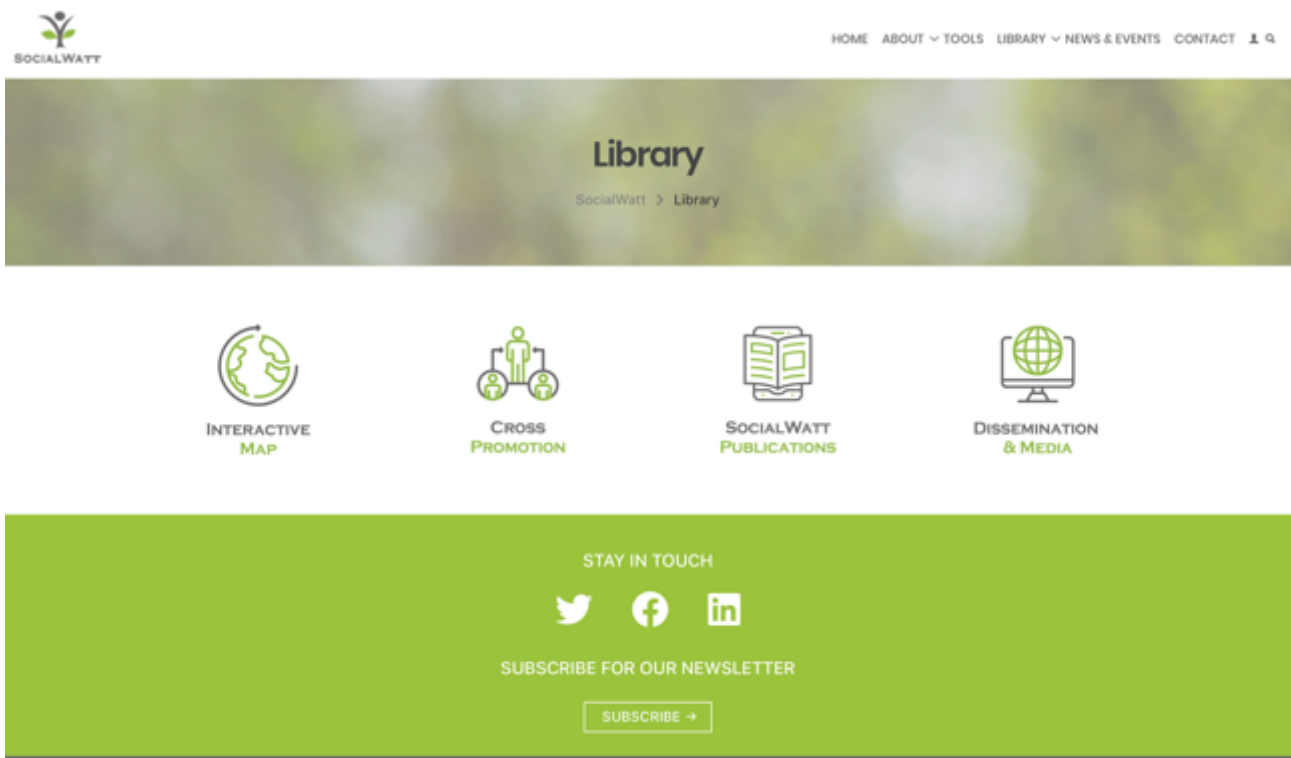
Figure 10: The "Tools" page



The **Library** page provides useful resources and material for users to download, such as:

- › **An Interactive map** to visualise the status quo of energy poverty across Europe and it's mitigation, as well as the implementation of Article 7 of the Energy Efficiency Directive;
- › **Cross promotion** of projects, platforms, initiatives and organisations relevant to energy poverty and it's mitigation;
- › **Dissemination & Media** which include the SocialWatt leaflet and brochure, the SocialWatt Newsletter, the final publishable report and other communication material;
- › **Publications** which include SocialWatt deliverables, related studies and scientific publications.

Figure 11: The "Library" page



The **News and Events** page presents all related news, as well as all SocialWatt events, such as workshops, training seminars and conferences.

Finally, the **Contact** page includes a contact form that website visitors can use to contact the SocialWatt consortium.

SocialWatt has set challenging targets to achieve, including ambitious dissemination targets. More specifically, the website is expected to have at least 10,000 unique users per year with an average duration of each visit of 2 minutes, as well as 25,000 page views.

To monitor the website's traffic and use, and consequently the reach of the website, **Google Analytics** (GA) is used. In particular, Google Analytics will provide information on the number of SocialWatt website visitors, as well as the percentage of new visitors, the number of visits and pageviews, and the duration of each visit.



Finally, the website uses Google's search service and Search Engine Optimisation analysis service (i.e. Google Search Console) to check it's indexing status and optimize it's visibility.

## 4 SOCIAL MEDIA

Social Media are easily accessible to anyone with internet access. As such social media are a relatively inexpensive way to effectively disseminate a project's outcomes, results and outputs.

As social media can be truly beneficial in successfully disseminating SocialWatt activities and outcomes, three social media accounts have been created. Through social networking SocialWatt will gain access to non-technical users cost-effectively, which can then increase traffic to the SocialWatt website, articles, workshops, etc.

The social media accounts that have been created for SocialWatt are listed below:



<https://twitter.com/SocialwattH2020>



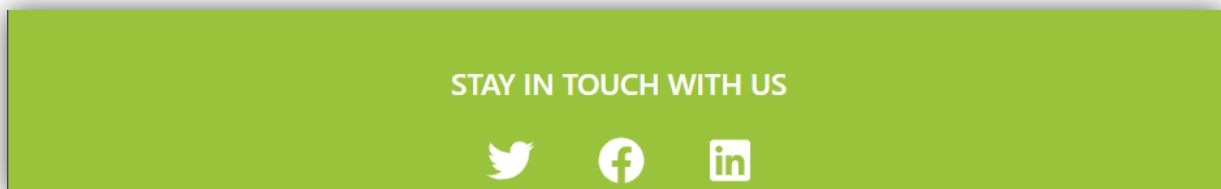
<https://www.facebook.com/SocialWatt-109114650536203/>



<https://www.linkedin.com/company/socialwatt-h2020>

Links to social media accounts have been added to all pages in the SocialWatt website.

*Figure 12: Links to SocialWatt social media accounts*



Posts and tweets may include announcements to promote reports and publications, dissemination activities, dissemination material (e.g. videos and infographics), as well as project's achievements and results. Posts and tweets may also include announcements for events that SocialWatt will organise/present in or has organised/presented in, including conferences, workshops, and training seminars.

Several retweets and reposts are also expected from accounts relevant to energy poverty, (e.g. Horizon 2020, EC), while targeted hashtags may be used e.g. #energypoverityEU, #horizon2020, #Article7 etc.



Figure 13: SocialWatt Twitter page



Figure 14: SocialWatt Facebook page



Figure 15: SocialWatt LinkedIn page

