



## D9.3 DISSEMINATION TOOLS AND MATERIALS

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A set of tools to raise awareness

Project title	<b>Collaborative Recommendations and Adaptive Control for Personalised Energy Saving</b>
Project acronym	<b>enCOMPASS</b>
Project call	<b>EE-07-2016-2017 Behavioural change toward energy efficiency through ICT</b>
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Lead Partner	<b>PMI</b>
Contributing Partner(s)	<b>-</b>
Security classification	<b>Public</b>
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Version	<b>1.0</b>
Reviewers	<b>EIPCM (I. Micheel), WVT (K. Arvanitis)</b>

## History of changes

Version	Date	Comments	Main Authors
0.1	14/03/2017	Deliverable Development Plan	M. Tumiatì - FPM
0.2	23/03/2107	Sections update (website, presentation, social media, FUNERGY)	M. Tumiatì – FPM P. Fraternali - POLIMI
0.3	11/04/2017	Sections update (Newsletter, social media, press release, flyer)	M. Tumiatì – FPM
0.4	26/04/2017	Sections update (visual identity section added), Quality check	I. Micheel – EIPCM
0.5	27/04/2017	Screenshot modification	M. Tumiatì – FPM
0.6	27/04/2017	Quality check	K. Arvanitis - WVT
0.7	27/04/2017	Screenshots revision	M. Tumiatì – FPM
0.8	27/04/2017	Screenshots revision	M. Tumiatì – FPM
0.9	28/04/2017	Social network update	M. Tumiatì – FPM
1.0	28/04/2017	Final version	M. Tumiatì – FPM

## Disclaimer

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***This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 723059.***

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## EXECUTIVE SUMMARY

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This deliverable shows the tools generated by the enCOMPASS consortium to appropriately communicate about the project and disseminate results. This set of tools and materials has to be considered as the first of a series that will be set up with the project implementation. The tools will eventually evolve during the project according to the needs and the targets that will be addressed in each project phase.

For this reason, the tools and materials presented in this document have to be evaluated as a “starting” kit that are in place for the widest communication in terms of targets and the main message.

According to partners’ needs, the communication and dissemination material (except for the website) can be translated into the partners’ languages to better reach the local target.

This deliverable is closely linked to deliverable 9.2 Communication and Dissemination Plan, which develops the communication strategy to effectively support the communication and dissemination of the project’s activities and results to the specified target audiences using the tools and materials presented in this document.

# 1 VISUAL IDENTITY AND LOGO

The following section describes visual identity used for the communication and dissemination activities.

The enCOMPASS logo combines a word and figurative trade mark, in which the C and O in “COMPASS” are the basis of an actual compass. The font is grey on a white background. The compass itself is visualized with 8 different colours, representing the envisioned enCOMPASS solutions and their interrelation to the behavioural change model that makes up the core of the enCOMPASS project. In addition to the logo, the compass functions as a favicon, used e.g. as bullets in the power point template.

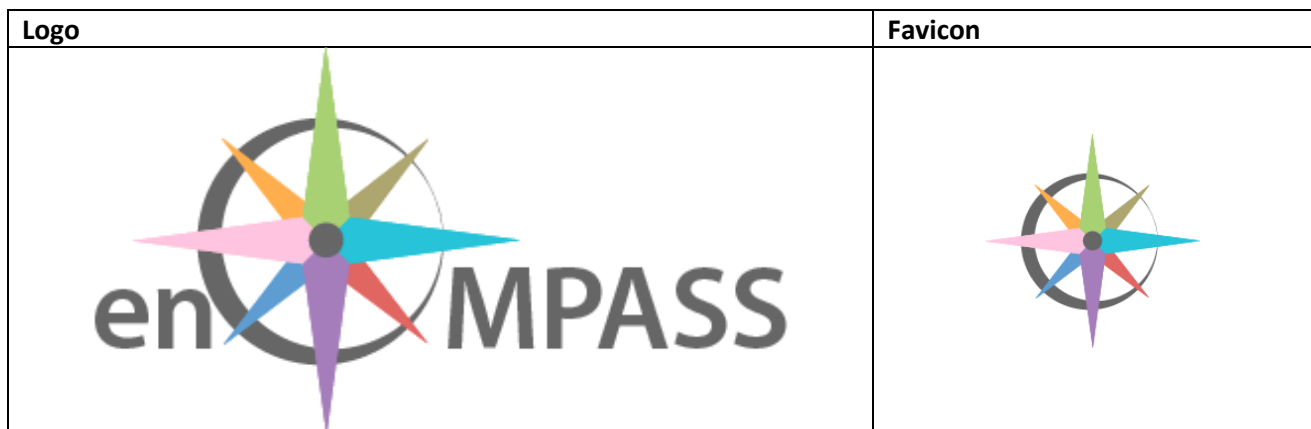


Figure 1: enCOMPASS logo (left) and favicon (right)

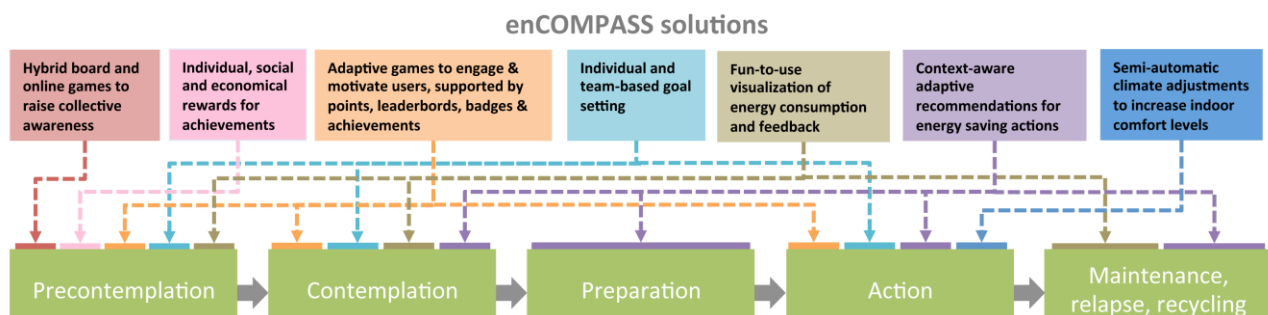


Figure 2: Holistic model of behavioural change for energy efficiency adopted by enCOMPASS

In the visual identity of enCOMPASS, green and blue are the dominating colours, representing the sustainable approach and solutions that are to be developed in the project.

## 2 WEBSITE

The enCOMPASS website is the main source of information for the project's activities and achievements.

It provides a brief, but impactful description of the project and of its main activities. The website has been designed based on the same visual identity and style as the other communication materials.

Dissemination through the website aims at raising:

- awareness (making the project known);
- understanding (learning about project approach and results);
- action (engaging and influencing).

The website is structured to enable a quick access to all the sections -detailed description of the project, partnership, pilots, project materials, contact and Twitter energy news. A detailed description of the website structure and its features is presented in D9.1 Project website, while an in depth communication strategy is described in D9.2 Dissemination and communication strategy.

enCOMPASS website: <http://www.encompass-project.eu/>




Figure 3: enCOMPASS website screenshot



## 4 FACTSHEET

The factsheet is an easy document to briefly explain the enCOMPASS project. It contains some basic information about the project, the partners, the goals and the way to reach them. It is thought to be used mainly as a press kit (together with the project flyer) but also as a handout providing an easy overview for stakeholders. However, the factsheet can also be used during events and conferences supporting the project results. It will be updated during the project lifetime. Like all other communication materials, the factsheet will be downloadable from the project website: <http://www.encompass-project.eu/wp-content/uploads/2017/04/enCOMPASS-factsheet.pdf>


**enCOMPASS Fact Sheet**  
**Collaborative Recommendations and Adaptive Control for Personalized Energy Saving**  
H2020-EE-2016-7-IA  
TOPIC: Behavioural change toward energy efficiency through ICT



**Collaborative Recommendations, Visualisation and Adaptive Control  
for Personalised Energy Saving**

**List of participants**

Participant No.	Participant organisation name	Short Name	Type	Country
1 (coordinator)	Politecnico di Milano	PMI	Research Institution	IT
2	European Institute for Participatory Media	EIPCM	Research Institution	DE
3	Stadtwerke Hallertau GmbH	SWH	SMW	DE
4	Naturstudien Deutschland	NADU	User	DE
5	WATT-VOLT S.A.	WVT	SMW	GR
6	Società Elettrica Sopracenerina	SES	UE	CH
7	Centre for Research and Technology Hellas	CERTH	Research Institution	GR
8	Ribniko Idrija Reunion	RIRF	PA	GR
9	Scuola Universitaria Professionale della Svizzera Italiana	SUPSI	Research Institution	CH
10	Set Mobile S.R.L.	SMOB	SMW	RO
11	Kaleidos Games	KAL	SMW	IT
12	Karlsruhe University of Technology, Social responsibility research centre	KTU	Research Institution	DE
13	Paradox Engineering SA	PDE	UE	CH
14	Gravity R&D Srl	GRA	SMW	IT

 This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 728059.

**Main information**

Project coordinator	Politecnico di Milano (Italy)
Contact person name	Prof. Piero Forcellini, <a href="mailto:piero.forcellini@polimi.it">piero.forcellini@polimi.it</a>
Project's website	<a href="http://www.encompass-project.eu/">http://www.encompass-project.eu/</a>
Keywords	Energy saving, building automation, environmental sustainability, behavioural change, serious and persuasive games, personalized recommendation
Duration	01/01/2016 – 01/01/2019
Budget	1.100.075,00 euros
Contract number	728059

**Aims**  
The enCOMPASS project aims at developing innovative user-friendly digital tools for making energy data consumption available and understandable for everybody, empowering and involving people to collaborate to achieve energy savings and directly manage their energy needs, maximising energy efficiency, cost-effective and comfort-preserving targets.

**Pilot phase**  
enCOMPASS will prove its effectiveness in three different European geographical areas and with three different types of buildings (residential, school and office buildings).

Pilot location	Hassfurt (DE)	Athens (GR)	Thessaloniki (GR)	Sarri-Sergidei (CH)
Climate description	Marital continental climate	Hot summer Mediterranean	Continental climate	Continental climate
Type of building	100 residential homes; 10 daycares in 1 school; 1 public building	1 public library; 2 floors in office building	1 school; 1 small store; 100 residential houses	100 residential homes; 1 school; 1 public building

Figure 5: enCOMPASS factsheet

## 5 PRESENTATION

The official project presentation summarizes all the project activities and briefly shows how the project is structured, its objectives, the methodology applied, the pilot cases showing also the ludic aspects for the whole project, which push people to reflect on their energy saving approach and behaviour. It will be used for awareness-raising and information-sharing during events and for partners' networks. The presentation can be easily adapted by partners according to their specific needs and target and can include project updates when needed. The presentation is also downloadable from the website: [http://www.encompass-project.eu/wp-content/uploads/2017/04/enCompass\\_presentation.pdf](http://www.encompass-project.eu/wp-content/uploads/2017/04/enCompass_presentation.pdf)

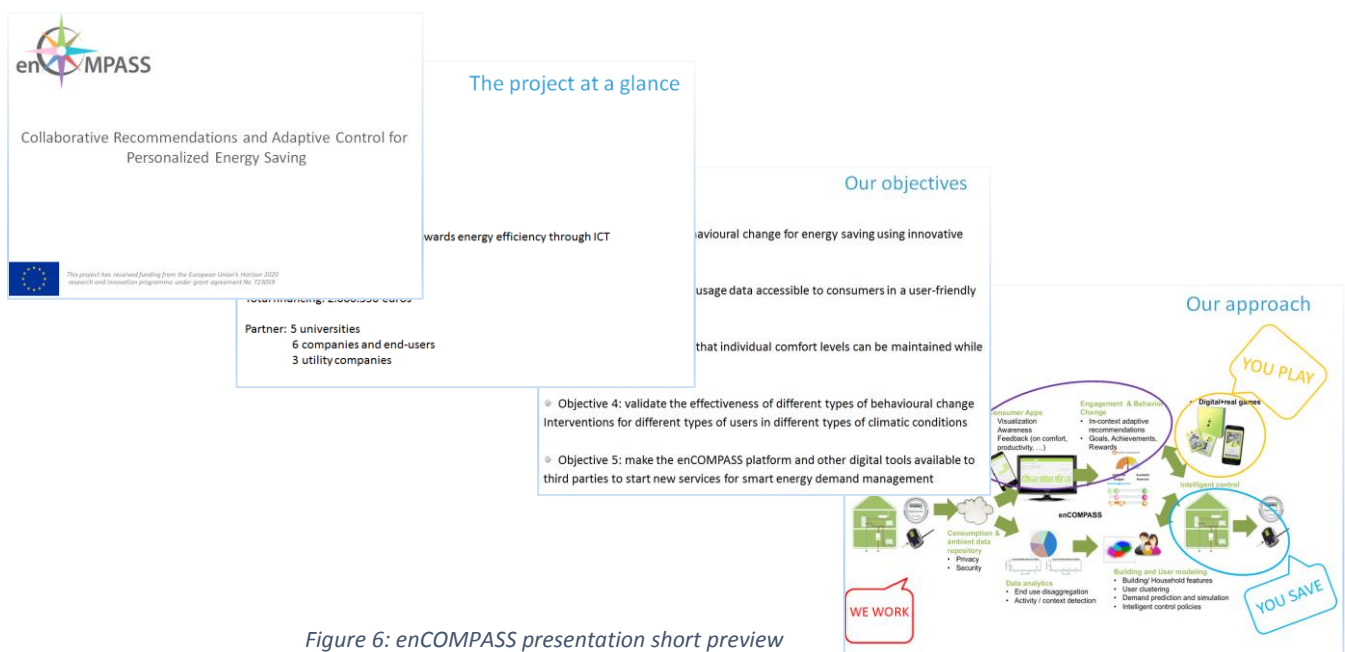


Figure 6: enCOMPASS presentation short preview

## 6 NEWSLETTER

The enCOMPASS newsletter will be an electronic tool thought to provide information on project progresses and results. It will refer to project activities carried out during the project life and will contain links to project outcomes, events, articles related to energy consumptions and efficiency, tips on energy savings and links to other relevant projects. The e-newsletter will be release twice a year and will be made available on the project website (like all the other communication tools) and will also be downloadable on the project's social media channels. For more details on the strategy relating to the project newsletter, see D9.2 Communication and Dissemination Plan.

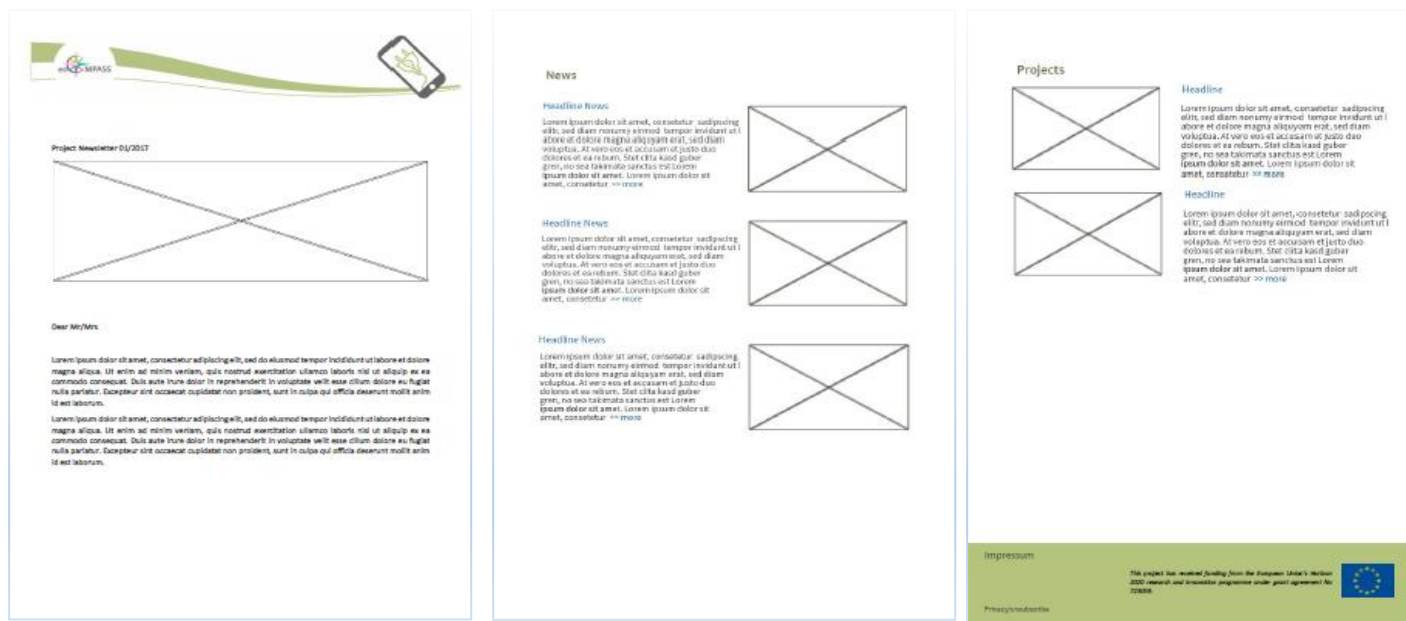


Figure 7: enCOMPASS newsletter template

## 7 PRESS RELEASE

The project also foresees press releases issued both by the consortium and by the individual partners when needed. The press release will include some basic information on the project explained in the project flyer and in the project factsheet and will be updated as the project proceeds. When released in occasion of events, the press release will include also information and about events and outcomes.

All press releases will be made available on the project website for downloading by the partners and by the other interested subjects.



The image shows a press release template for the enCOMPASS project. At the top left is the enCOMPASS logo, which consists of a stylized 'e' and 'C' in blue and green, followed by the text 'enCOMPASS'. At the top right is the European Union flag. Below these logos, the text 'Press release title' is centered, followed by '(Subtitle)' and 'Place: xxxx, Date: xxxx'. The main body of the template contains several paragraphs of placeholder text, each preceded by a heading in italics: '(Introduction answering the 5 w's: who, what, where, when and why)', '(Expand the information in the introduction)', '(Include a quote to personalize the message)', and '(Include a couple of lines on your institution and direct contact for more information)'. At the bottom, there are fields for 'Name:' and 'e-mail:'. A footer at the very bottom states: 'This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 723059'.

enCOMPASS



**Press release title**

*(Subtitle)*

*Place: xxxx, Date: xxxx*

*(Introduction answering the 5 w's: who, what, where, when and why)*

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*(Include a quote to personalize the message)*

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*(Include a couple of lines on your institution and direct contact for more information)*

Name:

e-mail:

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 723059

Figure 8: enCOMPASS press release template

## 8 SOCIAL MEDIA

The communication and dissemination strategy and plan for social media has been described in D9.2. In this section an overview of the established channels is given.

### 8.1 TWITTER

The enCOMPASS Twitter account has been created with the purpose to easily and immediately communicate project results and activities as well as broader news from the energy domain on energy-related and sustainability topics, stemming e.g. from research, non-governmental organizations or industry. Project-related Tweets can be related to key milestones achieved, available public deliverables, upcoming project events, contributions to external events and publications, and any other supporting dissemination material.

A well-defined Twitter strategy has been set up to maximize the message and communication. It is described in *D9.2 Communication and Dissemination Plan*.

enCOMPASS Twitter account: @enCompassH2020



Figure 9: enCOMPASS Twitter account screenshot

## 8.2 LINKEDIN AND SLIDESHARE

On LinkedIn, an enCOMPASS profile has been created with the aim to reach a professional-oriented audience. The LinkedIn account will be used to reach professional networks, other EU funded projects, energy efficiency groups, international energy saving initiatives with the purpose to communicate and disseminate enCOMPASS results. This will be done in accordance with the specific communication and dissemination strategy for LinkedIn described in *D9.2 Communication and Dissemination Plan*.

enCOMPASS LinkedIn account: <https://www.linkedin.com/in/encompass-project-470423142/>

The enCOMPASS LinkedIn profile will also be used to make available and disseminate enCOMPASS presentations through Slideshare and vice-versa: <https://www.slideshare.net/encompassH2020>

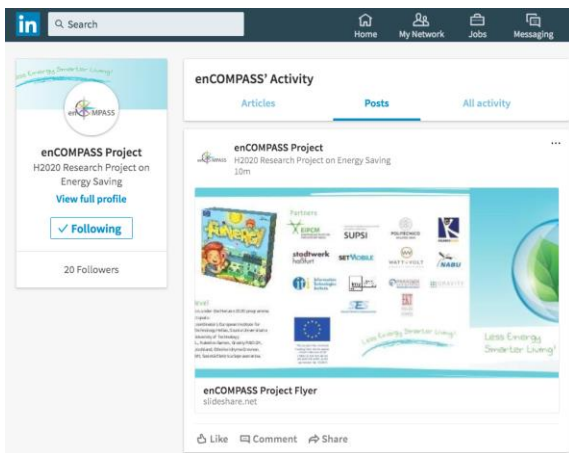


Figure 11: enCOMPASS LinkedIn account screenshot

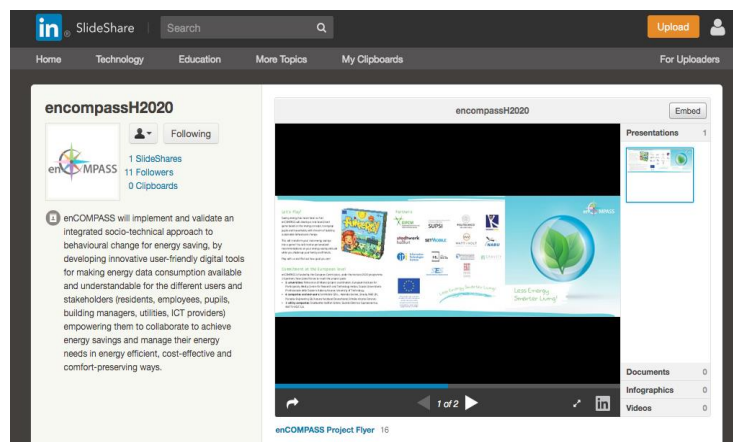


Figure 10: enCOMPASS Slideshare screenshot

## 8.3 NABU-NETZ.DE AND FACEBOOK

enCOMPASS will also benefit from NABU-Netz.de which is a social network tool especially for NABU members. NABU-Netz provides space for discussions and communication for all members but not only. It is also accessible to general public allowing interactions and discussions. NABU-Netz is organized in discussion groups with different focuses and different topics. The “energy saving” group will be the one mainly exploited by enCOMPASS to kick off discussions, upload documents, share pictures. Organization of the net and how to use exploit it to maximize enCOMPASS outcomes are described in D9.2.

In addition to NABU-Netz, Nabu also maintains an active Facebook group which will also be used to communicate about the project and disseminate results.

NABU-Netz: <http://www.nabu-netz.de>

NABU group: <https://www.facebook.com/pages/Naturschutzbund-Deutschland/109744702385748>

## 9 BOARD GAME

The enCOMPASS project will develop a board game about energy. The game will be ready at the beginning of the project field trials and will be distributed to the involved users. Figure 12 shows a first mockup of the board game box. The main object of the game is to provide a very simple and funny *cooperative* game (players try to reach the best possible final score altogether) teaching a very simple concept: saving energy is something involving all of us. The aim of the game mechanism is to teach the “**awareness of the limit**”: we do not want to change our everyday comfort level to save energy but, in the meantime, we must understand that there is always a limit to the energy we can really use and this limit is not the same everywhere we live.

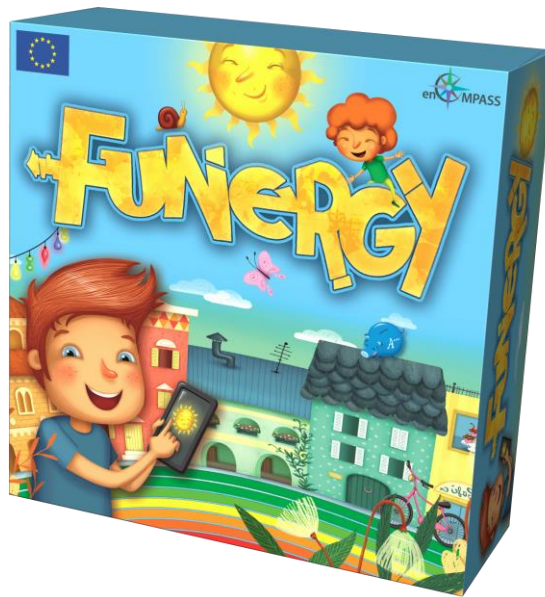


Figure 12: First mockup of the enCOMPASS board game box with working title “Funergy”.

## 10 ANNEXES

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- I. enCOMPASS flyer
- II. enCOMPASS factsheet
- III. enCOMPASS presentation
- IV. enCOMPASS newsletter
- V. enCOMPASS press release

## Let's Play!

Saving energy has never been so fun!  
enCOMPASS will develop a real board/card game based on the energy concept, to engage pupils and households, with the aim of building sustainable behavioural change.

This will transform your real energy savings into a game! You will receive personalized recommendations on your energy-saving attitude while you challenge your family and friends.

Play with us and find out how good you are!



## Commitment at the European level

enCOMPASS is funded by the European Commission, under the Horizon 2020 programme.  
14 partners have joined forces to reach the project goals:

- **5 universities:** Politecnico di Milano (project coordinator), European Institute for Participatory Media, Centre for Research and Technology Hellas, Scuola Universitaria Professionale della Svizzera Italiana, Kaunas University of Technology
- **6 companies and end-users:** Set Mobile S.R.L., Kaleidos Games, Gravity R&D Zrt, Paradox Engineering SA, Naturschutzbund Deutschland, Ethniko Idryma Erevnon.
- **3 utility companies:** Stadtwerke Haßfurt GmbH, Società Elettrica Sopracenerina, WATT+VOLT S.A.

### Partners



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 723059

Less Energy Smarter Living!

Less Energy Smarter Living!

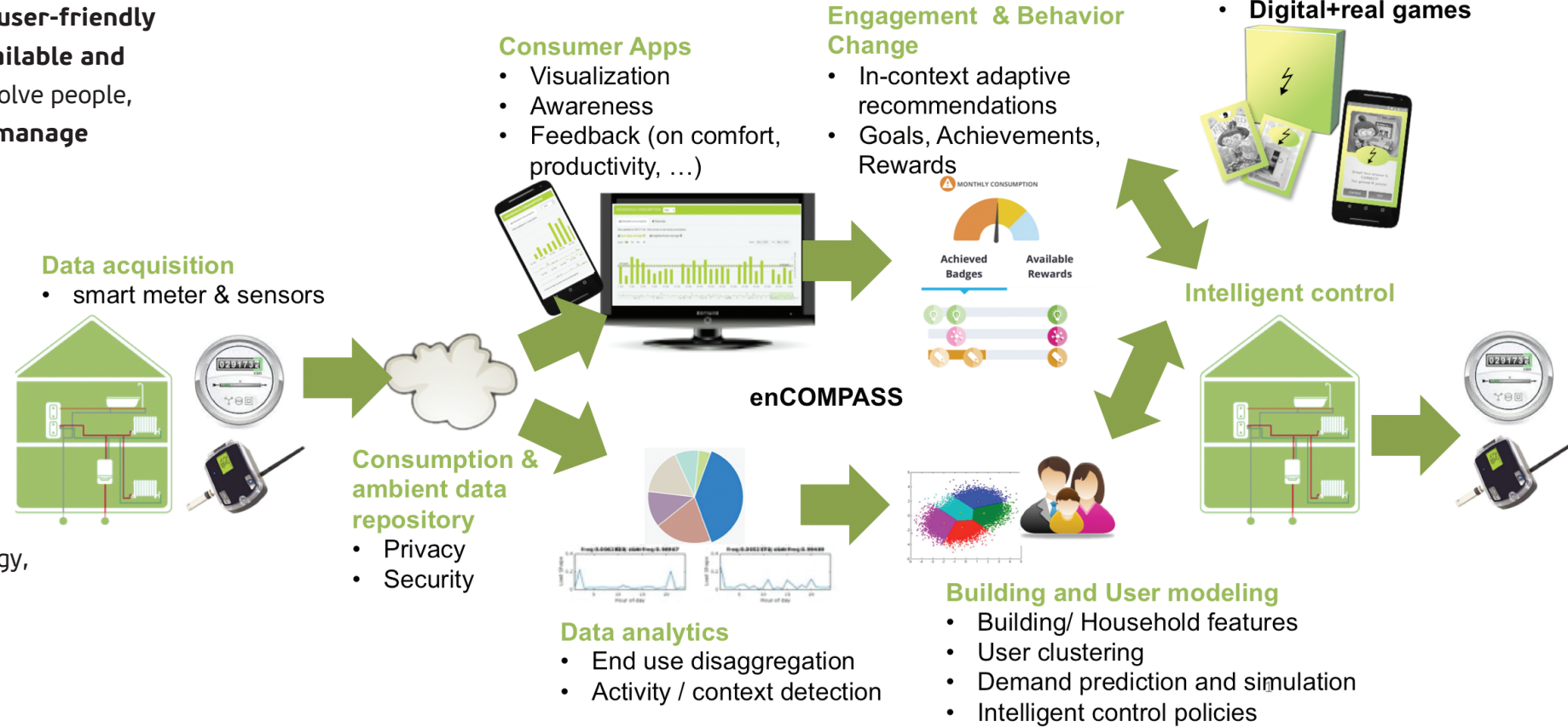


# A holistic approach

The enCOMPASS project aims at developing **innovative user-friendly digital tools** for making **energy consumption data available and understandable** to everyone. This will empower and involve people, so that they work together to **save energy** and directly **manage their energy needs**. In turn, this will maximise **energy efficiency**, bringing down **costs** while still **preserving comfort**.

User-centered visualisation of energy data and user-generated information, along with collaborative recommendations for energy saving and intelligent control, will enable effective and sustainable behavioural change.

enCOMPASS is a holistic system where science, technology, and social and personal needs come together to bring results.



# The pilot phase

enCOMPASS will prove its effectiveness in three distinct European geographical areas and with three different types of buildings (residential, school and office).



# Numbers

Pilot location	Hassfurt (DE)	Thessaloniki (GR)	Athens (GR)	Gambarogno (CH)
Climate description	Humid continental climate	Hot summer Mediterranean		Continental subarctic
Type of building	100 residential homes 10 classrooms in 1 school 1 public building	100 residential homes 1 school 1 retail store	2 floors in office building 1 public library	100 residential homes 1 school 1 public building

## enCOMPASS Fact Sheet

### *Collaborative Recommendations and Adaptive Control for Personalized Energy Saving*

H2020-EE-2016-7-IA

TOPIC: Behavioural change toward energy efficiency through ICT



### **Collaborative Recommendations, Visualisation and Adaptive Control for Personalised Energy Saving**

#### **List of participants**

Participant No.	Participant organization name	Short Name	Type	Country
1 (coordinator)	Politecnico di Milano	PMI	Research Institution	IT
2	European Institute for Participatory Media	EIPCM	Research Institution	DE
3	Stadtwerke Haßfurt GmbH	SHF	SME	DE
4	Naturschutzbund Deutschland	NABU	User	DE
5	WATT+VOLT S.A.	WVT	SME	GR
6	Società Elettrica Sopracenerina	SES	LE	CH
7	Centre for Research and Technology Hellas	CERTH	Research Institution	GR
8	Ethniko Idryma Erevnon	NHRF	PA	GR
9	Scuola Universitaria Professionale della Svizzera Italiana	SUPSI	Research Institution	CH
10	Set Mobile S.R.L.	SMOB	SME	RO
11	Kaleidos Games	KAL	SME	IT
12	Kaunas University of Technology, Social responsibility research centre	KTU	Research Institution	LTU
13	Paradox Engineering SA	PDX	LE	CH
14	Gravity R&D Zrt	GRA	SME	HU



*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 723059.*

## Main information

<b>Project coordinator</b>	Politecnico di Milano (Italy)
<b>Contact person name:</b>	Prof. Piero Fraternali, <a href="mailto:piero.fraternali@polimi.it">piero.fraternali@polimi.it</a>
<b>Project's website:</b>	<a href="http://www.encompass-project.eu/">http://www.encompass-project.eu/</a>
<b>Keywords:</b>	Energy saving, building automation, environmental sustainability, behavioural change, serious and persuasive games, personalized recommendation
<b>Duration:</b>	01/01/2016 – 31/10/2019
<b>Budget:</b>	3.309.375,00 euros
<b>Contract number:</b>	723059

## Aim

The enCOMPASS project aims at developing **innovative user-friendly digital tools** for making **energy data consumption available and understandable** for everybody, empowering and involving people **to collaborate** to achieve **energy savings** and directly **manage their energy needs**, maximising **energy efficiency**, **cost-effective** and **comfort-preserving** targets.

## Pilot phase

enCOMPASS will prove its effectiveness in **three different European geographical areas** and with three different types of buildings (residential, school and office buildings).

<b>Pilot location</b>	<b>Hassfurt (DE)</b>	<b>Athens (GR)</b>	<b>Thessaloniki (GR)</b>	<b>Gambarogno (CH)</b>
<b>Climate description</b>	Humid continental climate	Hot summer Mediterranean		Continental subarctic
<b>Type of building</b>	100 residential homes 10 classrooms in 1 school 1 public building	1 public library 2 floors in office building	1 school 1 retail store 100 residential houses	100 residential homes 1 school 1 public building



# Collaborative Recommendations and Adaptive Control for Personalized Energy Saving



*This project has received funding from the European Union's Horizon 2020  
research and innovation programme under grant agreement No 723059*

Starting date: 1 November 2016

Duration: 36 months

Main topic: Behavioural change towards energy efficiency through ICT

Total budget: 3.309.375 euros

Total financing: 2.000.350 euros

Partner: 5 universities

6 companies and end-users

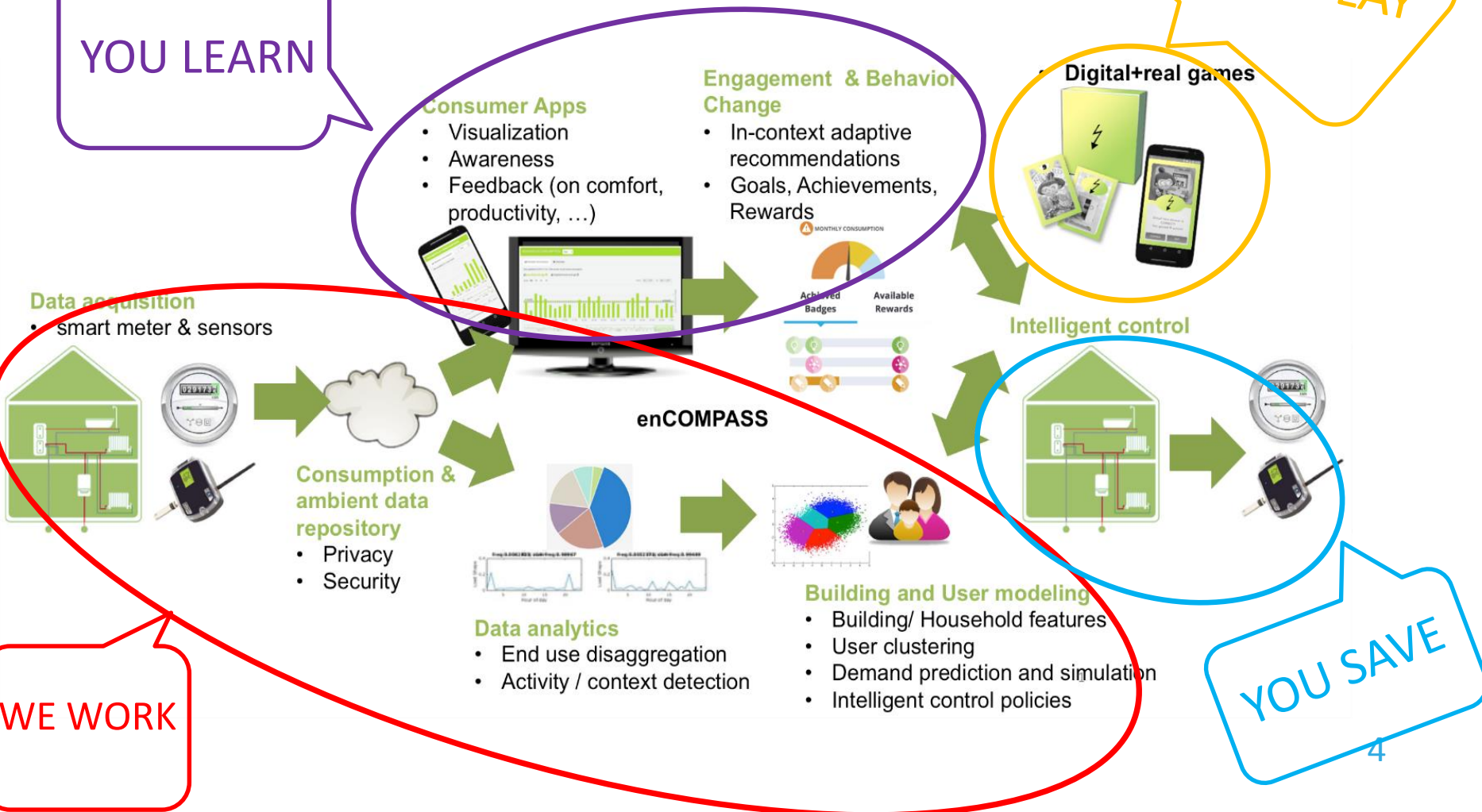
3 utility companies

- 🌀 Objective 1: stimulate behavioural change for energy saving using innovative digital tools
- 🌀 Objective 2: make energy usage data accessible to consumers in a user-friendly and easy to understand way
- 🌀 Objective 3: demonstrate that individual comfort levels can be maintained while achieving energy saving
- 🌀 Objective 4: validate the effectiveness of different types of behavioural change Interventions for different types of users in different types of climatic conditions
- 🌀 Objective 5: make the enCOMPASS platform and other digital tools available to third parties to start new services for smart energy demand management

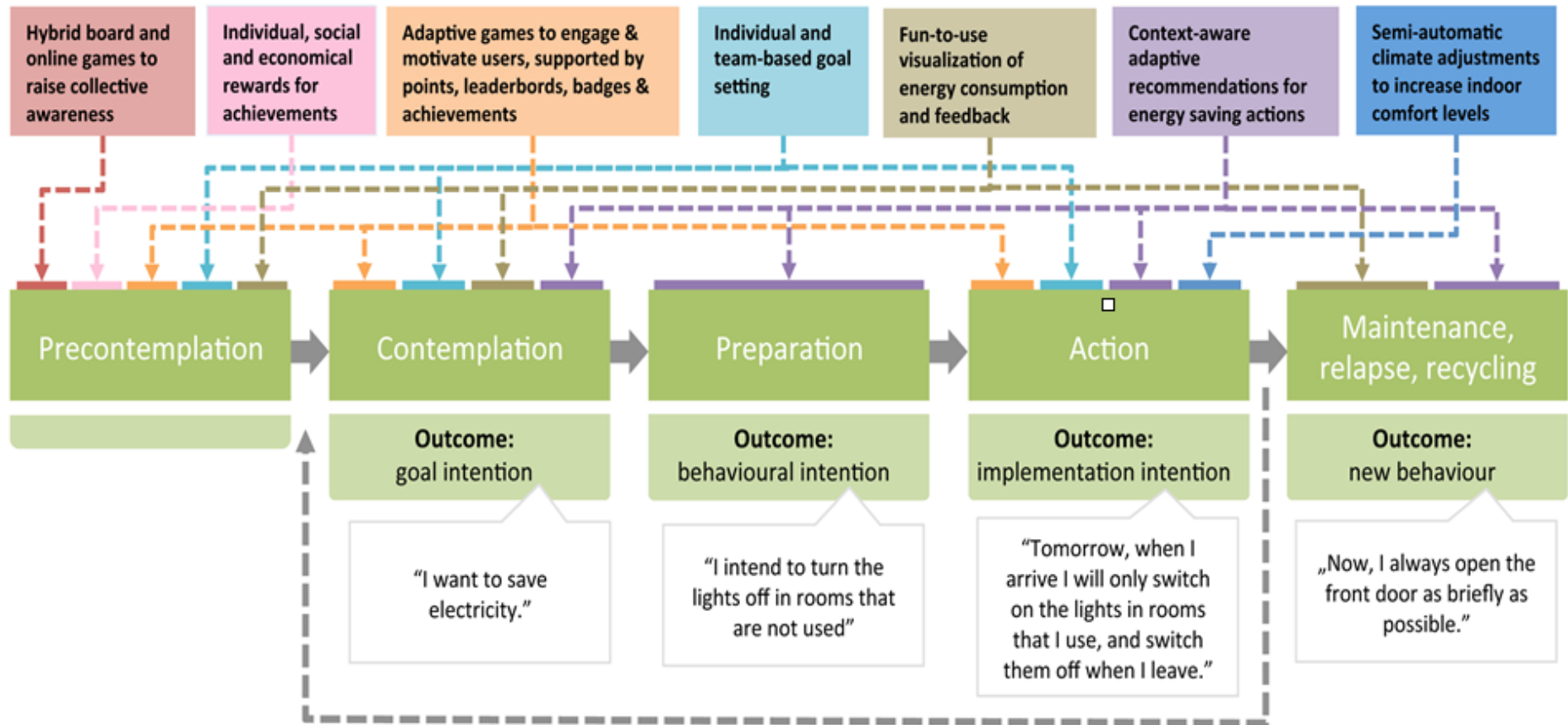
YOU LEARN

YOU PLAY

YOU SAVE



- ✦ **Energy usage information from in-home information**  
(smart meters and communication-enabled smart home appliances for heat and electricity)
- ✦ **User-generated information**  
(automatic and manual activity tracking)
- ✦ **Adaptive gamified energy visualization**
- ✦ **Intelligent controls and automation for sustainable changes in user energy consumption maintaining the user's comfort level**



## 3 on-site scenarios



Building type	Target groups
Residential homes/apartments: 300 households (100 per country)	Families (with & without kids), single households, students, building managers (ca. 600 participants)
Schools: 3 schools, 10 classes per school	Students, teachers, building managers (ca. 900 participants)
Public buildings: 3 public buildings	Employees, visitors, building managers (ca. 500 participants)
<p>Countries:</p> <p>Germany (Hassfurt), Greece (Athens &amp; Thessaloniki), Switzerland (Gambarogno)</p>	

The main object of the game is to provide a very simple concept: saving energy is something involving all of us.

We do not want to change our everyday comfort level to save energy but we must understand that there is always a limit to the energy we can really use!





# How to follow enCOMPASS

## The enCompass Project

An Horizon 2020 project

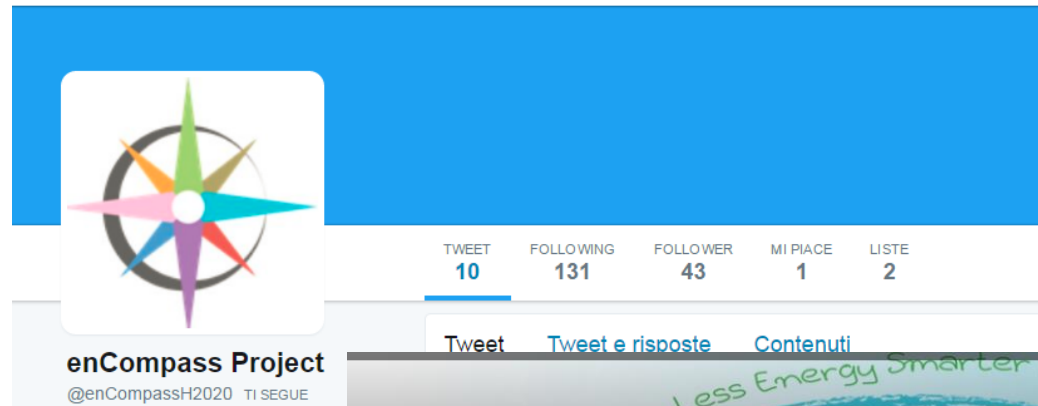
<http://www.encompass-project.eu/>



[project](#) [consortium](#) [pilots](#) [project materials](#) [con](#) [Home](#) [Notifiche](#) [Messaggi](#)



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[www.linkedin.com/in/encompass-project-470423142/](http://www.linkedin.com/in/encompass-project-470423142/)





**POLITECNICO  
DI MILANO**



**SETMOBILE**

**stadtwerk  
haßfurt**



Scuola universitaria professionale  
della Svizzera italiana

**SUPSI**



**WATT+VOLT**



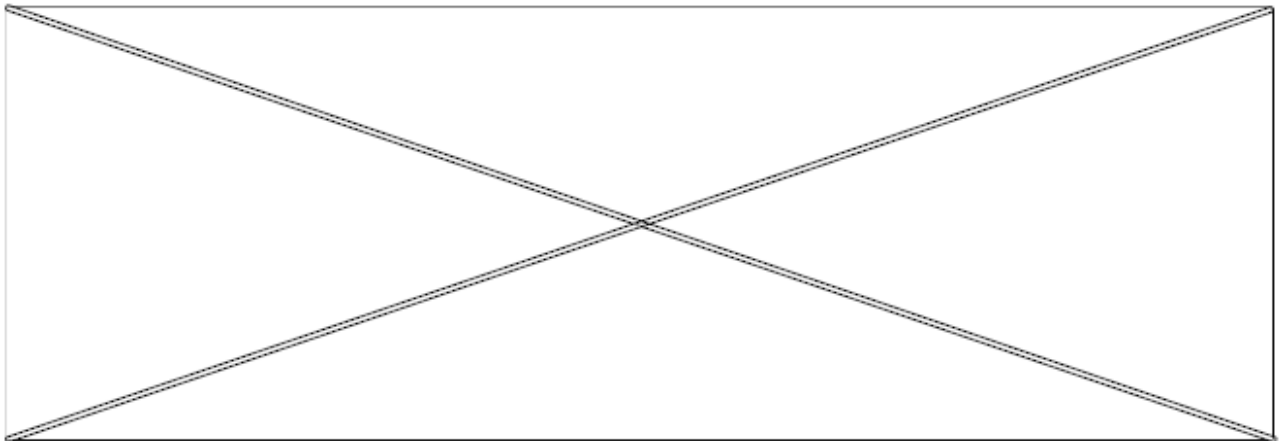
**Società Elettrica Sopracenerina**

ΕΘΝΙΚΟ ΚΕΝΤΡΟ  
ΤΕΚΜΗΡΙΩΣΗΣ  
NATIONAL  
DOCUMENTATION  
CENTRE





Project Newsletter 01/2017



Dear Mr/Mrs

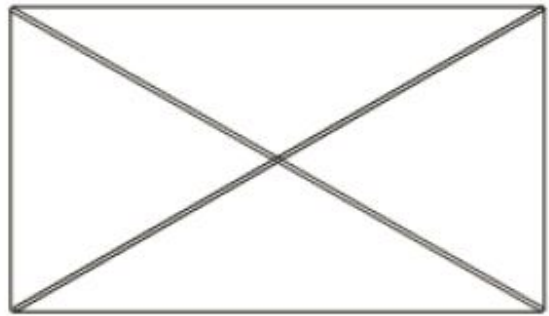
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## News

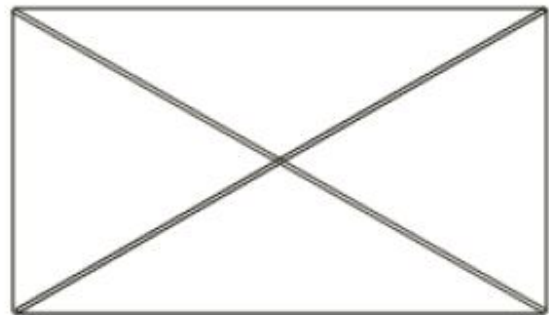
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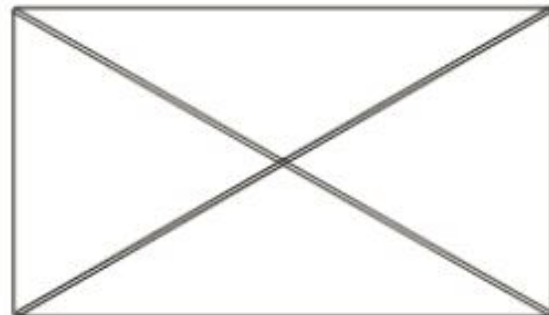
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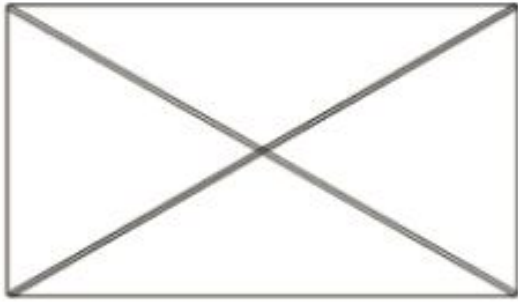


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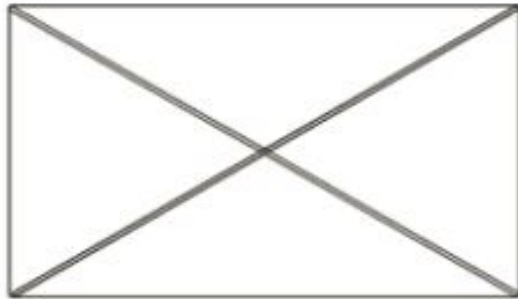


## Projects



### Headline

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## Impressum

*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 723059.*





## Press release title

*(Subtitle)*

*Place: xxxx, Date: xxxx*

*(Introduction answering the 5 w's: who, what, where, when and why)*

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