



First version of the Communication Package D6.3



This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Grant Agreement no 680511. This document does not represent the opinion of the European Union, and the European Union is not responsible for any use that might be made of its content.

D6.3

PROJECT INFORMATION

| | |
|------------------------|--|
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| Grant agreement number | 680511 |
| Project title | Demonstration of an integrated Renovation approach for Energy Efficiency At the Multi building scale |

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DOCUMENT AUTHORS AND AUTHORISATION

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| Lead | Bax & Willems |
| Contributor(s) | Chalmers, Eurhonet |
| Reviewed by | All |
| Authorised by | PM (Project Manager) |

DOCUMENT HISTORY

| Version | Date | Modified contents | Implemented by |
|---------|------------|-------------------|----------------|
| 1 | 16/09/2016 | First version | B&W |
| | | | |

Executive summary

This document presents the communication tools produced according to D6.1 Strategy for Communication, Dissemination & Exploitation, which aims to ensure that basic information about the project and the outcomes becomes available to a wider audience including the general public as well as the particular target groups aimed at for dissemination and exploitation of project results. The communication tools developed for DREEAM are:

- **Website:** <http://dreeam.eu/>
- **Leaflet:** see **Annex 1 Leaflet**
- **Flyer:** see **Annex 2 Flyer**
- **News items:** <http://dreeam.eu/news/>
- **Animated video:** https://www.youtube.com/watch?v=501Ob_MM84M
- **Social media:** <https://twitter.com/DREEAMH2020/> / <https://www.linkedin.com/groups/7055917/profile>
- **Toolkit:** see **Annex 3 Toolkit**

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Annex 1 Leaflet

Annex 2 Flyer

Annex 3 Toolkit

1 Introduction

1.1 Background

The objective of DREEAM is to deliver a replicable approach for the optimal multi-building renovation in social housing that is able to maximise Energy Efficiency (EE) gains as well as meeting other key objectives. More specifically, the project aims to demonstrate replicable Net Zero Energy residential building renovation approach that achieves a 75% net energy demand reduction through a multi-building approach. The DREEAM tool will be able to calculate multiple renovation scenarios based on several objectives (cost efficiency, energy efficiency, etc.).

Demonstrations will occur in three European regions in order to reflect the diversity and impact climate, cultural, and institutional differences have on the approach, and encourage validation and replication of the approach throughout the EU. A major opportunity lies in the fact that most public housing renovation projects take place in a multi-building scope of several blocks or streets of similar age and technical characteristics. Current residential retrofitting approaches are not utilizing an integrated energysystem perspective nor are they appropriately considering the spectrum of possible interactions between building sizes, scales, and configurations – this is a barrier to initiating and achieving replicable Net Zero Energy standard renovation projects.

1.2 Aim

This document presents the communication tools produced according to D6.1 Strategy for Communication, Dissemination & Exploitation, which aim to ensure that basic information about the project and the outcomes becomes available to a wider audience including the general public as well as the particular target groups aimed at for dissemination and exploitation of project results. The communication tools developed for DREEAM are:

- Website
- Leaflet
- Flyer
- News items
- Animated video
- Social media
- Toolkit

1.3 Target audiences

The DREEAM communication tools will be used towards the following stakeholders, with the following messages:

| Stakeholder | Relevance | Message / Objective |
|----------------|---|---|
| General public | Disclose results of publicly funded activities. | <ul style="list-style-type: none">• Show relevance of activities and how funding is spent |

| Stakeholder | Relevance | Message / Objective |
|---|--|--|
| Building owners and local authorities | Decision makers on investment and sustainability managers can achieve better housing quality or lower cost. | <ul style="list-style-type: none"> • Draw attention to the gains of the multi-building approach (dissemination) and invite to replication programme (exploitation) |
| Engineering firms, contractors | Engineers & SME contractors who can exploit the tools for enhanced service offering to building owners. | <ul style="list-style-type: none"> • Show added value and market opportunity for integrated multi-building approaches (dissemination) • Draw attention to available tools (dissemination/exploitation) |
| Innovators and start-ups | Novel technologies are the key in enabling cost-effective investment decisions; such technologies should be dissemination and exploited. | <ul style="list-style-type: none"> • Draw attention to upcoming insights in market opportunities for novel technologies (dissemination) and opportunities to include technology specification in DREEAM analysis (exploitation) |
| Policy makers in the areas of social housing, energy efficiency and urban development | Awareness of the benefits of scaling up renovation efforts may lead to ambitious strategies or supporting policies. | <ul style="list-style-type: none"> • Draw attention to the gains of the multi-building approach (dissemination) and recommendations for policy (exploitation) |

2 Website

2.1 Topic and focus

The DREEAM website is the core of the project's communications infrastructure. The project synthesises its knowledge and presents it thematically to readers. The DREEAM website will give access to the objectives, partnership, activities, events and publications, with the following structure:

- **Home page:** it describes the project in short, presents the latest news and updates, and latest social media activity.
- **About page:** it presents the project in detail.
- **Demonstration:** it shows the pilot sites DREEAM is working with.
- **Get involved:** it presents the replication service, the training materials and the projects outputs.
- **News & events:** it highlights the main project events / results and general news related to EE.
- **Partners:** description of project consortium.
- **Contact:** possibility for user to contact the DREEAM team.

2.2 Process

Bax & Willems is responsible for the website creation and update (content, images and design). Partners are encouraged to suggest additional information; Bax & Willems will review and publish.

The website will be updated continuously, at least once a month, with relevant news items and planned events to be shared with the public.

2.3 Output

The DREEAM website is available through the following link: <http://dream.eu/>



[Home](#) [About](#) [Demonstration](#) [Get involved](#) [News & Events](#) [Partners](#) [Contact](#)



3 Leaflet

3.1 Topic and focus

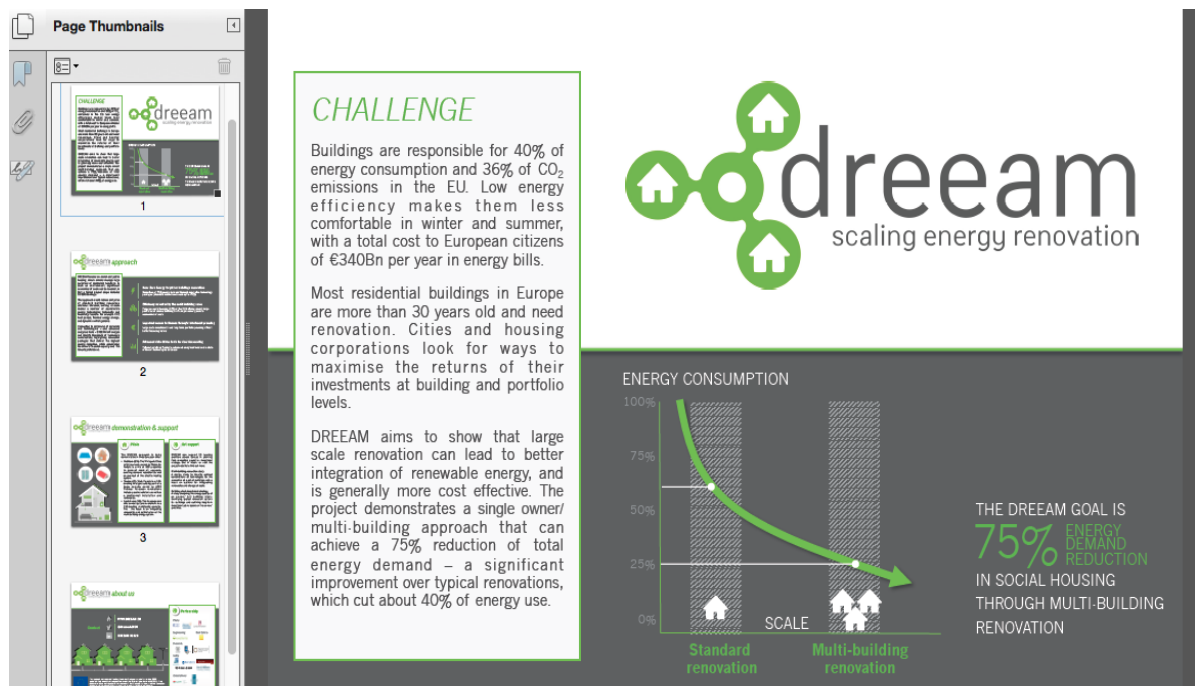
A four-page informative leaflet will be created at the start of the project. It will contain basic information in English with the aim to promote the project. The leaflet will serve as a mean to inform the reader about the objectives, aims and optimal solutions in an illustrative way.

3.2 Process

Bax & Willems is responsible for creating the leaflet with assistance from the project management team. It will be created in a digital form. Each partner is responsible for sharing and sending the materials to their networks and relevant organisations of their choice.

3.3 Output

The DREEAM leaflet is available in [Annex 1 Leaflet](#).



4 Flyer

4.1 Topic and focus

A one-page flyer will be created at the start of the project. It will contain basic information in English with the aim to promote the project. The flyer will serve as a mean to inform the reader about the objectives, aims and optimal solutions in an illustrative way.

4.2 Process

Bax & Willems is responsible for creating the flyer with assistance from the project management team. It will be created in a digital form. Each partner is responsible for sharing and sending the materials to their networks and relevant organisations of their choice.

4.3 Output

The DREEAM flyer is available in [Annex 2 Flyer](#).



5 News items

5.1 Topic and focus

News items will focus on content potentially relevant for identified (external) audiences – or topics relevant for partners to communicate to a general audience. They will be published in the DREEAM website and social media.

News items could be produced for the following categories:

- Main project events: project events and external events where partners are present –both possibly as announcement and report
- Main project results (intermediate outputs)
- Main project outputs (formal deliverables)
- External events at which project partners are present
- General news related to project partners
- General (external) news related to the project

Each news item will indicatively have the following structure:

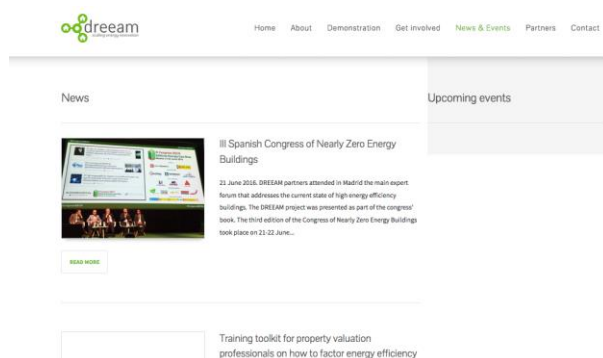
- Title (of max 10 words)
- Summary paragraph (of maximum 2 lines)
- Body text (2-3 paragraphs, each max 5 lines), including:
 - An image (photo, diagram or logo)
 - A reference to the project
 - Ideally, a link to another document, or external source

5.2 Process

Bax & Willems as coordinator will prepare templates and periodic planning news items linked to specific partners. Partners are encouraged to add additional topics.

5.3 Output

The DREEAM news items are available in the DREEAM website: <http://dreeam.eu/news/>



6 Animated video

6.1 Topic and focus

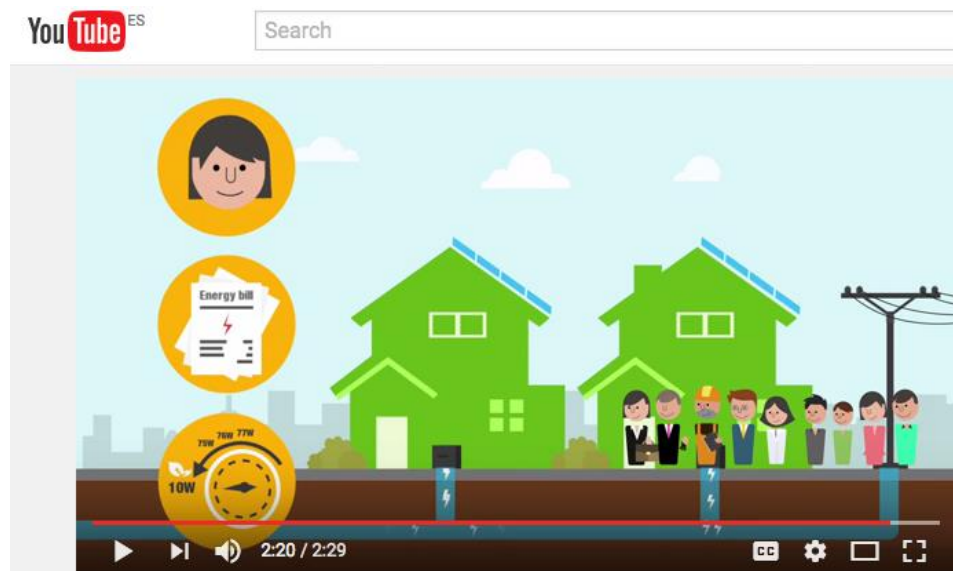
The basic approach of the project will be presented in a short animated video accessible online. It aims to present the project in a comprehensive, illustrative and quick way. The video will be posted in the DREEAM home page, disseminated through social media and displayed in events.

6.2 Process

Bax & Willems is responsible for creating the video, with Chalmers and Eurhonet feedback.

6.3 Output

The final DREEAM video is available in the DREEAM home page and through the following link:
https://www.youtube.com/watch?v=501Ob_MM84M



7 Social media

7.1 Topic and focus

DREEAM has two dedicated social media accounts: Twitter (@dreeamh2020) and LinkedIn (DREEAM H2020). The objectives of the social media channels is to widen the audience as well as continuously demonstrating the on-going progress of the project for interested organisations to follow.

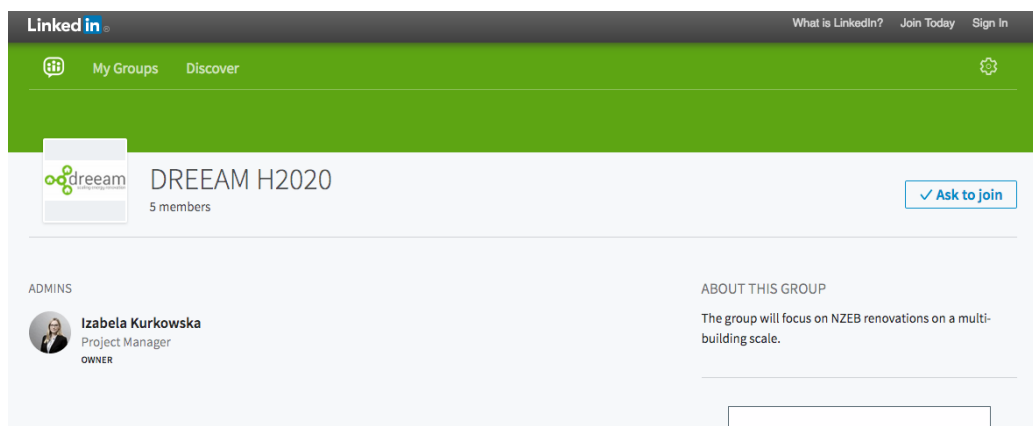
7.2 Process

Bax & Willems is responsible for setting up the Twitter and LinkedIn accounts. Both B&W and Chalmers are responsible for keeping the accounts active. Other partners are encouraged to contribute.

7.3 Output

The social media accounts are available through the following links:

- <https://twitter.com/DREEAMH2020>
- <https://www.linkedin.com/groups/7055917/profile>



8 Toolkit

8.1 Topic and focus

In order to create a general awareness about the project as well as support dissemination activities, a communication toolkit will be created. The toolkit will consist of:

- **Project logo:** definition of DREEAM brand.
- **Info graphics:** easy representation of complex issues.
- **Templates:** for reports and presentations (Word/PowerPoint templates).

8.2 Process

Bax & Willems is responsible for the toolkit preparation. It will be available for partners to use as appropriate.

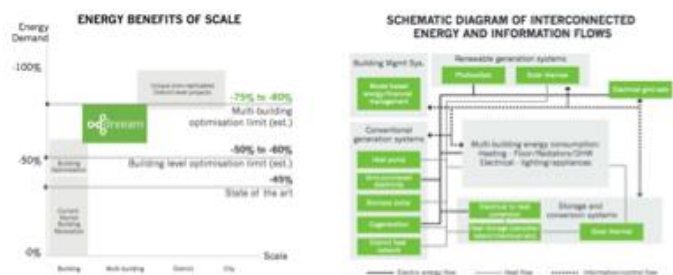
8.3 Output

The DREEAM toolkit is available in [Annex 3 Toolkit](#).

Logo



Info graphics



Templates



CHALLENGE

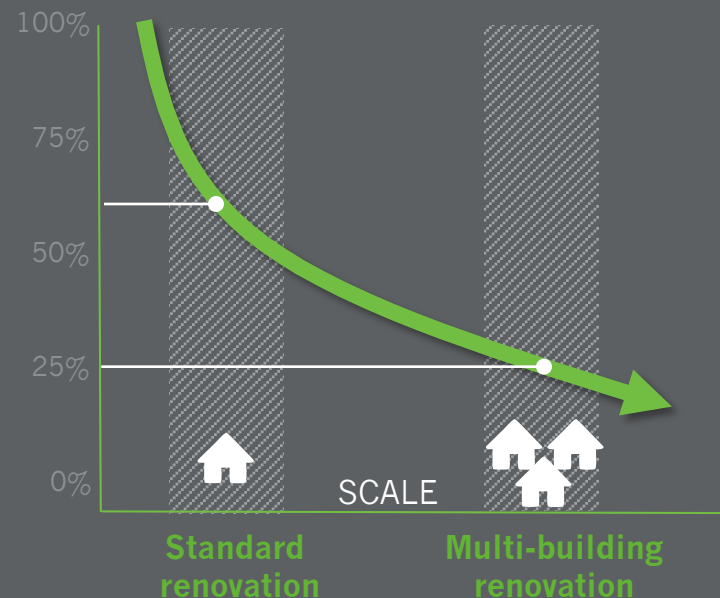
Buildings are responsible for 40% of energy consumption and 36% of CO₂ emissions in the EU. Low energy efficiency makes them less comfortable in winter and summer, with a total cost to European citizens of €340Bn per year in energy bills.

Most residential buildings in Europe are more than 30 years old and need renovation. Cities and housing corporations look for ways to maximise the returns of their investments at building and portfolio levels.

DREEAM aims to show that large scale renovation can lead to better integration of renewable energy, and is generally more cost effective. The project demonstrates a single owner/ multi-building approach that can achieve a 75% reduction of total energy demand – a significant improvement over typical renovations, which cut about 40% of energy use.



ENERGY CONSUMPTION



THE DREEAM GOAL IS

75% ENERGY DEMAND REDUCTION

IN SOCIAL HOUSING
THROUGH MULTI-BUILDING
RENOVATION

DREEAM focuses on social and public housing, whose owners manage large portfolios of residential buildings. In such an environment, significant economies of scale can be reached, in that a typical project scope includes 50-500 dwellings.

This approach would reduce unit price of standard building renovation solutions. Moreover, working at scale makes a number of sustainable energy technologies technically and financially feasible. For example CHP, heat pumps, thermal energy storage, and dynamic control systems.

Connecting to databases of materials and technologies – and advanced analytical tools – DREEAM will analyse and identify thousands of technology combinations, highlighting renovation packages that deliver the highest energy reduction, while considering the owner's financial capacity and the tenants preferences.



Near Zero Energy target for buildings renovation

Reduction of 75% energy demand through innovative technology packages (standard renovations reach up to 40%)



Efficiency unlocked by the multi-building scale

Focus on social housing (12% of the EU building stock); large portfolios of similar buildings with single owner generate economies of scale



Improved access to finance through investment planning

Large-scale investments and long-term portfolio planning attract better financing terms



Advanced data-driven tools for decision-making

Tailored solutions thanks to advanced analytical tools and a state-of-the-art technologies database



Pilots

The DREEAM approach is being demonstrated in three European sites.

- **Padiham (UK):** The Whitegate Close neighbourhood, owned by Places for People, is a mix of 109 properties in general need of upgrade, covering demand reduction as well as overhaul of the electric heating system.
- **Treviso (IT):** Viale Francia is a 102-dwelling line-type building part of a larger complex owned by ATER Treviso. Foreseen renovations include passive solutions as well as a geothermal installation and renewables.
- **Landskrona (SE):** The Koppargarden site, owned by Landskronahem, is a 110-dwelling multi-family complex. The focus is on integrating renewables and optimisation of the multi-building energy system.



Get support

DREEAM can support 15 housing providers across Europe in planning their renovation project or investment strategy. Get in touch, or visit the project website to find out more.

Multi-building renovation study

A design study to identify optimal combinations of technologies for the renovation of a set of buildings, with a focus on options for integrating renewables and storage at scale.

Building stock investment strategy

A study analysing the energy quality of an owners' full building stock, identifying typical renovation options for buildings and outlining long-term investment plans based on the owners' priorities.



Contact



WWW.DREAM.EU



[@dreamh2020](https://twitter.com/dreamh2020)



DREAM H2020



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Partnership

Pilots



Landskronahem

Engineering



Real Estate



Research



Wuppertal Institute
for Climate, Environment
and Energy

SMEs



3C-Precon GmbH

Bax & Willems
Consulting Venturing

Associations



The Challenge

Buildings are responsible for 40% of energy consumption and 36% of CO₂ emissions in the EU. Low energy efficiency makes them less comfortable in winters and summers and leads to energy bills of €340Bn per year. Most residential buildings in Europe are more than 30 years old and need to be renovated. Cities and housing corporations look for ways to maximise the returns of their investments at the building and portfolio levels. DREEM aims to show that renovating at a larger scale can lead to better integration of renewable energy and is generally more cost effective. The project demonstrates a multi-building and single owner renovation approach that can achieve a 75% reduction of total energy demand.

Our Approach



Near Zero Energy target for buildings renovation

Reduction of 75% energy demand through innovative technology packages



Improved access to finance through investment planning

Large-scale investments and long-term portfolio planning attract better financing terms



Advanced data-driven tools for decision-making

Optimal solutions thanks to advanced analytical tools and a state-of-the-art technologies database



Efficiency unlocked by the multi-building scale

Focus on social housing (12% of the EU building stock); large portfolios of similar buildings with single owner generate economies of scale

Project Activities



1) Develop multi-building renovation solutions

Building tools to deliver multi-dimensional customised packages



2) Integrate Smart Energy Management Systems

Connecting renewables and storage through SEMS



3) Renovate over 300 dwellings

Demonstrating the approach in real-life situation on 3 locations



4) Support uptake across Europe

Offering 15 cities and housing corporations support in planning

Demo Sites and Partners



| | | | |
|--------------|------------------------------------|----------------|---|
| Pilots | Landskronahem | WATER TREVISIO | places people |
| Engineering | exeleria | Real Estate | savills |
| Research | CHALMERS | SP | Wuppertal Institute for Climate, Environment and Energy |
| SMEs | Bax & Willems Consulting Venturing | Open Domo | EnergyPro |
| Associations | SinCo2 | 3C-Precon GmbH | NAPE |

Get Involved



Replication service

Support to cities and housing providers to enhance returns on investment in energy efficiency renovation of housing portfolios.



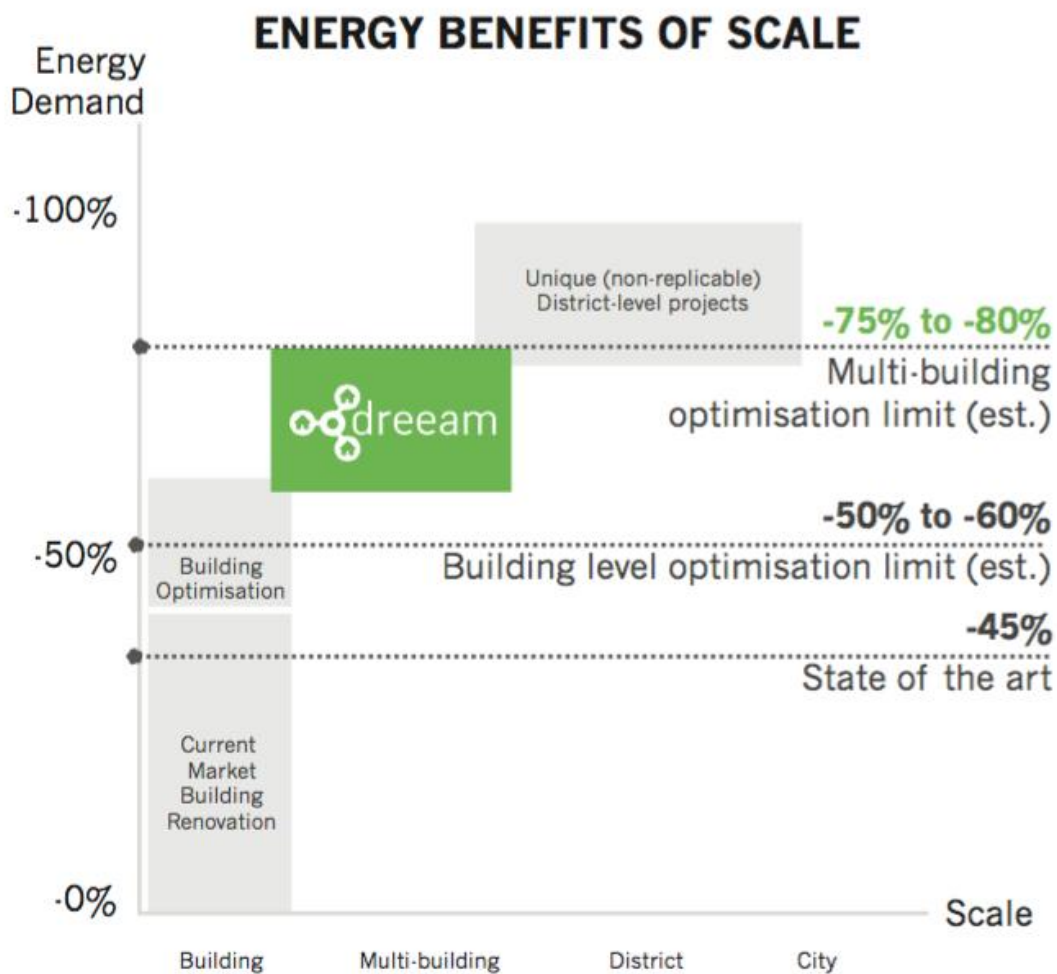
Training

For building owners, engineers and contractors, DREEM organises training on technical and cost-benefit analysis of larger scale renovations.

Logo

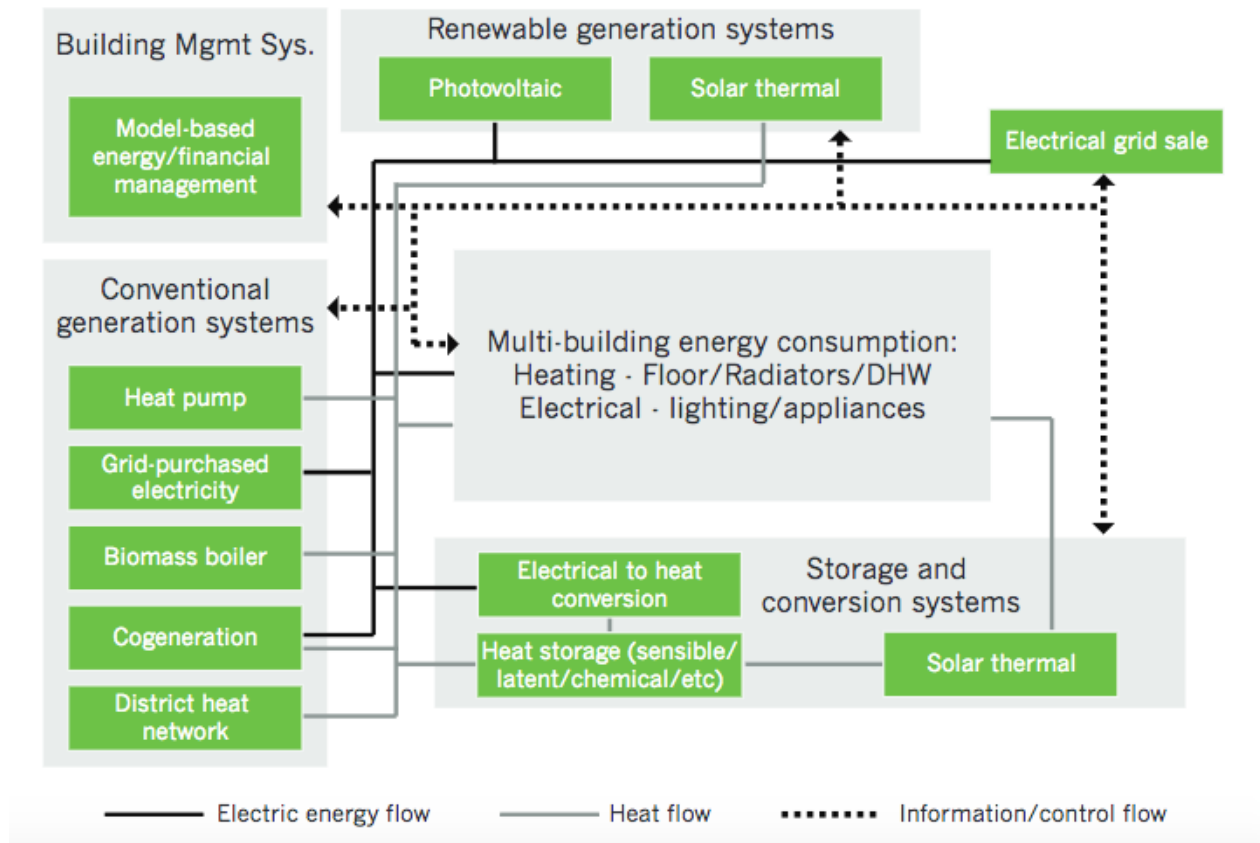


Infographic 1



Infographic 2

SCHEMATIC DIAGRAM OF INTERCONNECTED ENERGY AND INFORMATION FLOWS



Deliverable Template

See next page



Deliverable title

Deliverable number



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Deliverable number

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| Grant agreement number | 680511 |
| Project title | Demonstration of an integrated Renovation approach for Energy Efficiency At the Multi building scale |

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| Title | |
| Version | |
| Release date | |
| Work package | |
| Dissemination level | |

DOCUMENT AUTHORS AND AUTHORISATION

| | |
|----------------|--|
| Lead | |
| Contributor(s) | |
| Reviewed by | |
| Authorised by | |

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Table of contents

1 **Heading 1**.....5

1.1 Heading 2 5

 1.1.1 *Heading 3*..... 5

1 Heading 1

1.1 Heading 2

Regular text

1.1.1 Heading 3

Regular text

- Bulleted list 1
 - Bulleted list 2
- 1. Numbered list 1
 - a. Numbered list 2

| Column 1 | Column 2 | Column 3 |
|----------|----------|----------|
| Line 1 | | |
| Line 2 | | |
| Line 3 | | |



Title image

Title text box

<text box>

Memo Template

See next page

DOCUMENT TITLE

To : person
From : person
Date : date
Status :



Heading 1

Regular text

Heading 2

Regular text

Heading 3

Text

- Bulleted list 1
 - Bulleted list 2
- 1. Numbered list 1
 - a. Numbered list 2

| Column 1 | Column 2 | Column 3 |
|----------|----------|----------|
| Line 1 | | |
| Line 2 | | |
| Line 3 | | |

Agenda Template

See next page

MEETING AGENDA

Meeting name, location, date



ATTENDANCE

| | | | | |
|--|-------------------------------|---------------------------------|-----------------------------|----------|
| Chalmers University Project Coordinator | Bax & Willems | Exeleria | SP | Savills |
| | | | | |
| EURHONET | A.T.E.R Treviso Pilot Site | Places for People Pilot Site | Landskronahem Pilot Site | OpenDomo |
| | | | | |
| SinCEO2 | Wuppertal Institute | 3C-Precon | Energy-Pro | NAPE |
| | | | | |

OBJECTIVES

AGENDA

Minutes Template

See next page

MEETING MINUTES

Meeting name, location, date



ATTENDANCE

| | | | | |
|--|-------------------------------|---------------------------------|-----------------------------|----------|
| Chalmers University Project Coordinator | Bax & Willems | Exeleria | SP | Savills |
| | | | | |
| EURHONET | A.T.E.R Treviso Pilot Site | Places for People Pilot Site | Landskronahem Pilot Site | OpenDomo |
| | | | | |
| SinCEO2 | Wuppertal Institute | 3C-Precon | Energy-Pro | NAPE |
| | | | | |

SUMMARY

ACTION POINTS

| WP | Who | What | Due |
|----|-----|------|-----|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

News Item Form Template

See next page

NEWS ITEM INSTRUCTIONS

News items focus on content potentially relevant for identified (external) audiences, or topics relevant for partners to communicate to a general audience. They should contain new information or new insights. News items could be produced for the following categories:

- *Main project events: project events and external events where partners are present – both possibly as announcement and report*
- *Main project results (intermediate outputs)*
- *Main project outputs (formal deliverables)*
- *External events at which project partners are present*
- *General news related to project partners*
- *General (external) news related to the project*

Please follow the instructions below and use this template when writing a News item. Bax & Willems and Chalmers will review and publish it on the DREEAM website and social media.

1. Write your News item, covering the elements below.

- Title (10 words max)
- Summary paragraph (2-3 lines)
- Body text (2-3 paragraphs, each around 5 lines)
Try to build your description in a way that includes the “five W’s and one H”, which will make the information complete:
 - WHO was involved?
 - WHAT happened?
 - WHERE did it take place?
 - WHEN did it take place?
 - WHY did it happen?
 - HOW did it happen?

When drafting your story, please bear in mind to:

- Use accessible language (audience is wide)
- Make reference to the DREEAM project
- Include links to external sources and documents if possible

- Publication date
- Image (mandatory)

2. Send your draft to Marc Santos m.santos@baxwillems.eu (and copy Izabela Kurkowska izabela.kurkowska@chalmers.se) for review and publication.

Slide Template

See next page



PRESENTATION TITLE

Title Slide Option 2

SECTION TITLE



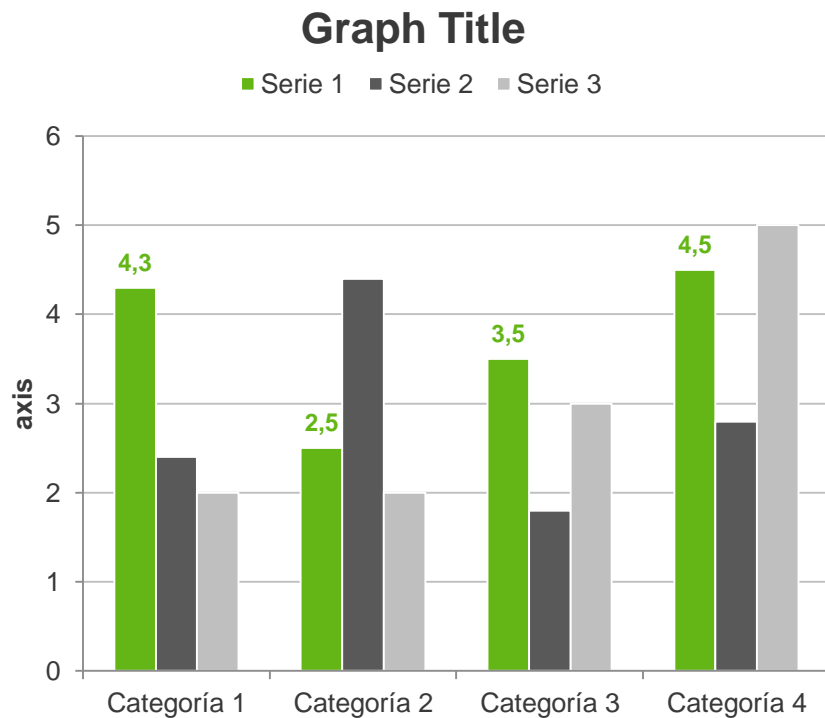
NUMBER ONE

Intro text

- point
 - Sub-point
- 1. List
- 2. List
 - a. List

SLIDE TITLE

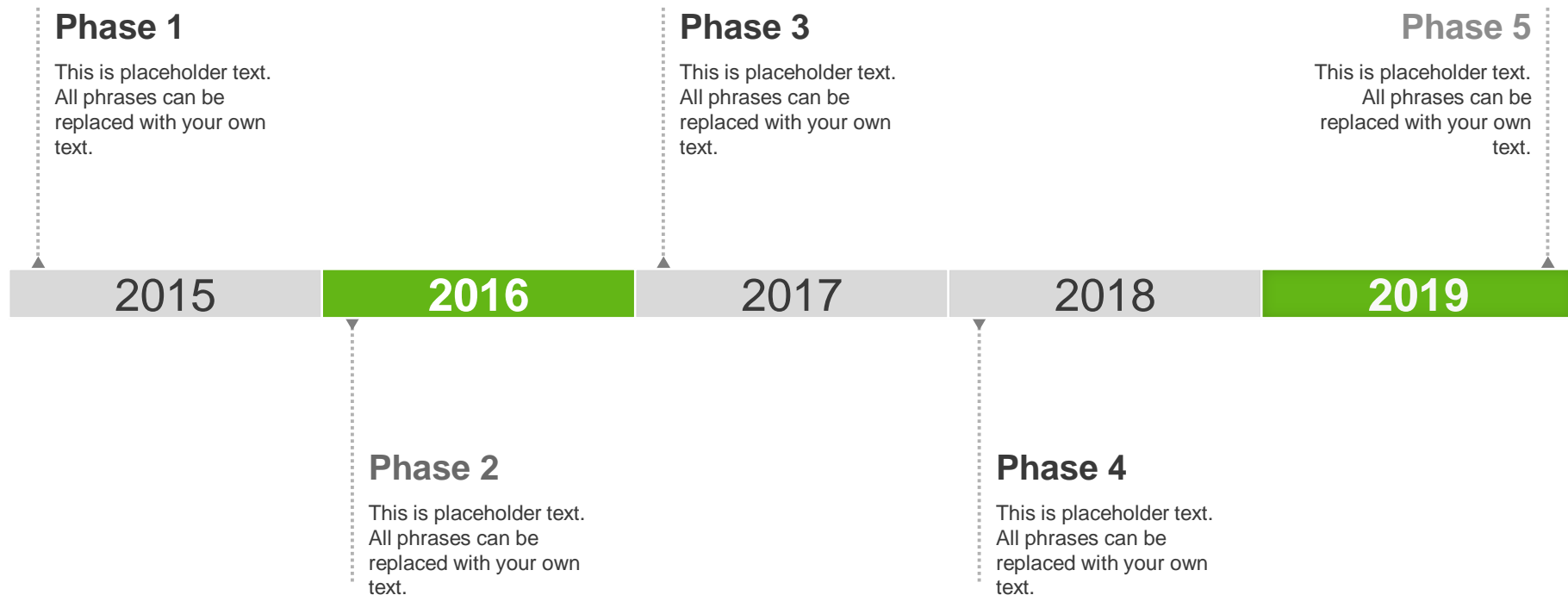
- Text text



SLIDE TITLE



TIMELINE





THANK YOU

www.dreem.eu



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