



Second version of the Communication Package D6.4



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D6.4

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Executive summary

This document describes the communication tools produced according to D6.1 Strategy for Communication, Dissemination & Exploitation, which aim to ensure that basic information about the DREEAM project and its outcomes are available to a wider audience, including general public and particular target groups. The communication tools developed for the DREEAM project are:

- **Website:** <http://dreeam.eu/>
- **Brochure:** annex 1
- **Flyer - DREEAM tool:** annex 2
- **Infographic:** annex 3
- **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 separate folder annex4

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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 energy systems 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 describes the communication tools produced according to D6.1 Strategy for Communication, Dissemination & Exploitation. The aim of these materials is to ensure that basic information about the DREEAM project and its outcomes are available to a wider audience, which include general public and the particular target groups defined for dissemination and exploitation of project results. The communication tools developed for DREEAM are:

- Website
- Brochure
- Flyer
- Infographic
- 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	Disseminate results of EU-	• Show relevance of activities and

Stakeholder	Relevance	Message / Objective
	funded activities	how funding is spent
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 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 opportunity 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 information of the project is synthesised and presented thematically to readers. The DREEAM website shows the objectives, partnership, activities, events and publications of the project. The website had 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.
- **Demostration:** it shows the pilot sites DREEAM is working with.
- **Get involved:** it presents the replication service, the training materials and the projects results.
- **News & events:** it highlights the main project events and results, and also it is updated with general news related to EE.
- **Partners:** description of project consortium.
- **Contact:** contains a contact for redirected to the DREEAM team.

2.2 Process

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

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://dreeam.eu/>



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



3 Brochure

3.1 Topic and focus

A four-page brochure was created to describe the project in short. It contains general information in English to promote the project. The brochure is used to promote the project in general. The information is presented in a visual and easy-to-understand way.

3.2 Process

The brochure was created by Chalmers and with the assistance of a professional designer. In addition, this brochure has been personalised with each one of partner's logos to facilitate the distribution and use of the material, enhancing the reach. Each partner is responsible for sharing and sending the brochure to their networks and relevant organisations.

3.3 Output

The DREEM brochure is available in Annex 1 (see separate document: [Annex1_DREEM_brochure.pdf](#)).



4 Flyer - DREEM tool

4.1 Topic and focus

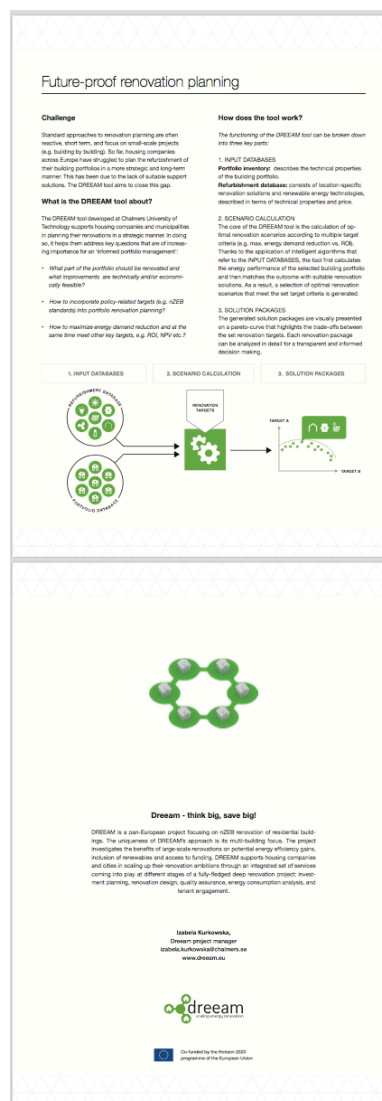
A two-page informative flyer was created to promote the DREEM tool. It contains basic information in English about the tool. The flyer is used to inform the reader about why the tool is relevant and how it works in a visual way.

4.2 Process

Chalmers created the flyer with assistance from a professional designer. It was created in a digital and a printable form. Each partner is responsible for sharing and sending the materials to their networks and relevant organisations of their choice.

4.3 Output

The DREEM tool flyer is available in Annex 1 (see separate document: [Annex2_DREEM_flyer.pdf](#)).



6 News items

6.1 Topic and focus

News items 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.

The content of the news items are related to 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 (relevant 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

6.2 Process

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

6.3 Output

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

Views



DREEAM partners presented a sustainability-label analysis and replication services at the EURHONET group meeting

July 20, 2017 by [admin](#) 2017

Miguel Fontela and Héctor Martínez (Exeleria) represented DREEAM at the "Sustainable building" group meeting of the EURHONET network that took place the 20th June in Calais (France). The main theme of Exeleria's presentation was sustainability certification. Héctor Martínez showed...



DREEAM presented at the Social Housing Festival July 5, 2017 by [admin](#) 2017

DREEAM work was demonstrated at the International Social Housing Festival in Amsterdam (13th to 23rd June). The overall theme of the festival was "Affordable Housing now, better communities tomorrow". DREEAM was presented on the 14th of June as...

7 Animated video

7.1 Topic and focus

The basic approach of the project will be presented in a short animated video. The video is published at the home page of the DREEAM website and it is also accessible and shareable through youtube. It aims to present the project in a comprehensive, illustrative and intuitive way.

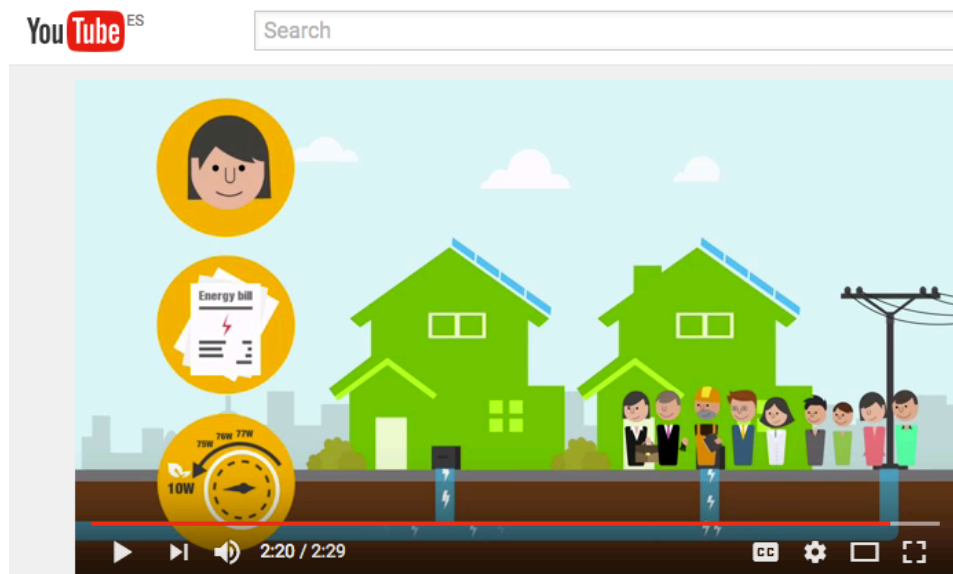
7.2 Process

Bax & Company created the video, with Chalmers and Eurhonet feedback.

7.3 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



8 Social media

8.1 Topic and focus

DREEAM has two dedicated social media accounts: Twitter (@dreeamh2020) and LinkedIn (DREEAM H2020). The objective of the social media channels is to increase the reach of the project and to disseminate the on-going progress of the project. These channels allow interested organisations to easily follow the progress of the project.

8.2 Process

Bax & Company is responsible for setting up the Twitter and a LinkedIn accounts. Both BaxCo and Chalmers are responsible for keeping the accounts active. Other partners are encouraged to contribute.

8.3 Output

The social media accounts are available through the following links:

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



Linked in

What is LinkedIn?Join TodaySign In

My Groups

Discover

dream

DREAM H2020

5 members

✓ Ask to join

ADMINS

Izabela Kurkowska

Project Manager

OWNER

ABOUT THIS GROUP

The group will focus on NZEB renovations on a multi-building scale.

9 Toolkit

9.1 Topic and focus

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

- **Project logo:** the project logo was designed to represent the DREEAM project in an intuitive and visual way, specially referring to the multi-building approach.
- **Templates:** for reports and presentations to ensure consistency and “project” recognition, especially in public appearances (Word/PowerPoint templates).

9.2 Process

Bax & Company was responsible for the toolkit preparation. This toolkit is available for partners to use as appropriate.

9.3 Output

The DREEAM toolkit is available in Annex 4.

Logo



Templates



Demonstrating an integrated renovation approach
for energy efficiency at the multi-building scale



Co-funded by the Horizon 2020
programme of the European Union

DREEAM – think big, save big!

DREEAM demonstrates that ambitious large scale renovations yield better energy efficiency gains and are more cost-effective.

Challenge

In Europe residential and commercial buildings are responsible for 40% of energy consumption and 36% of CO₂ emissions. Most of the residential buildings are more than 30 years old and need renovation, in order to improve their energy efficiency and comfort.

However, standard renovations result in only 10-40% of energy efficiency improvement and the payback time is too long for more renovations to be justifiable.

Thus, housing companies and cities look for solutions to:

- Enhance the energy efficiency gains from renovations.
- Maximize the returns on their investments (ROI).
- Increase the renovation rate of their building stock.

DREEAM approach

DREEAM's solution to the challenge faced by housing companies is to scale up renovations.

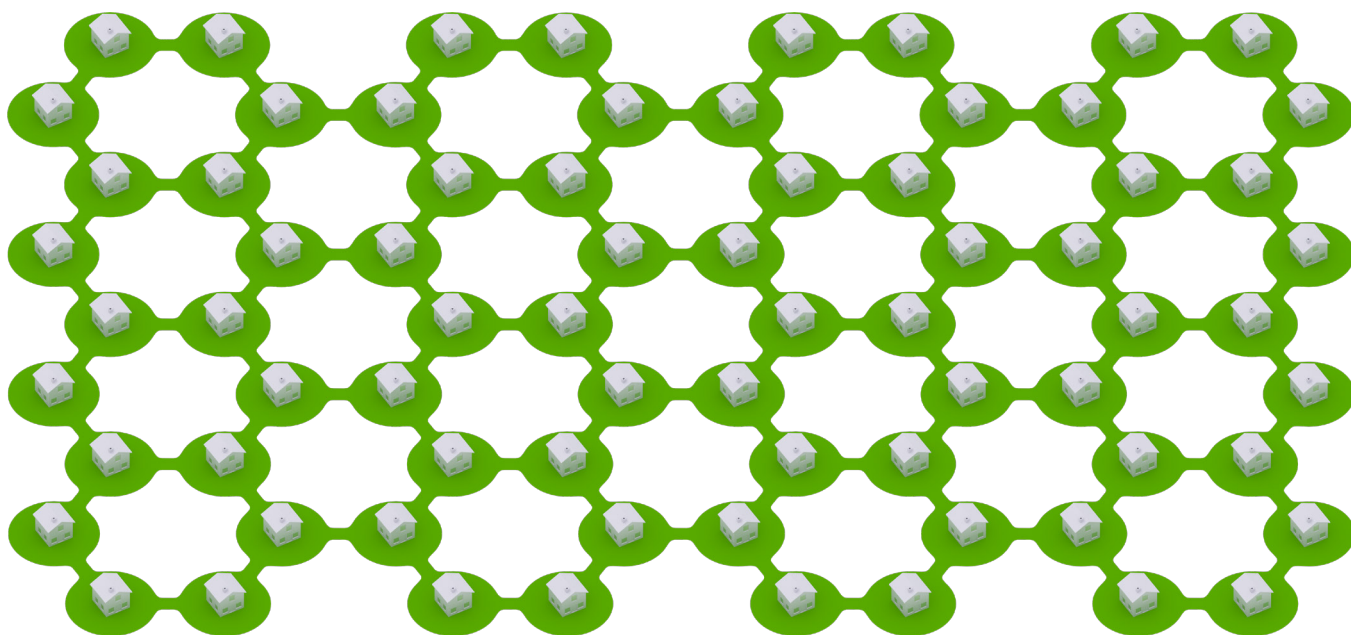
This means to:

- Increase the scale of renovation from the typical one building to multiple buildings at a time.
- Raise the renovation ambition to a nZEB (nearly Zero Energy Building) standard.

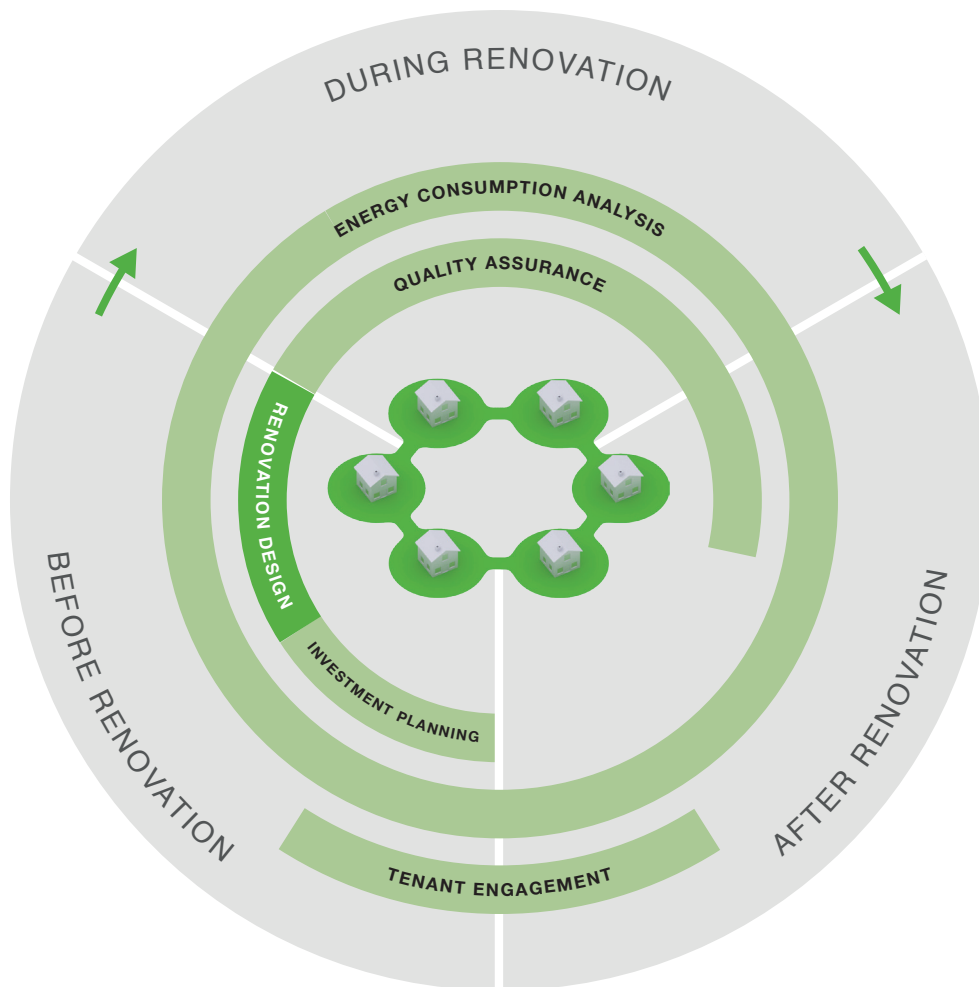
The project aims to demonstrate that ambitious large renovations:

- Allow for a better integration of renewables
- Result in higher energy efficiency gains
- Are more cost-effective

DREEAM helps to plan, design and implement ambitious multi-building renovations in accordance with individual targets and objectives of housing companies and cities.



Energy efficient renovation is key to reducing energy consumption in the housing sector. This is because around 80% of the forecasted global building stock of 2050 has already been constructed and a majority of these buildings have a very poor energy performance.



DREEAM supports housing companies and cities in scaling up their renovation ambitions through an integrated approach allowing informed decisions before, during and after renovation.



Investment planning

Strategic decision support for investment planning on building portfolio level – integration of sustainability goals into long-term financial strategies.



Renovation design

Key DREEAM innovation is a renovation design tool:

- online access designs for multi-building projects
- optimized nZEB renovation, incl. renewables.



Quality assurance

Technical quality supervision during renovation works:

- tailor made quality assurance plan
- 3 supervision visits during renovation.



Energy consumption analysis

Detailed energy consumption monitoring throughout the renovation process:

- historical energy data analysis
- real time consumption tracking on tailor-made monitoring platform.



Tenant engagement

Tenant engagement before and after renovation:

- user validation of planned renovation
- innovative social mapping & indicators
- trust building
- tenant coaching on energy saving.



Demonstration

DREEAM approach will be demonstrated and tested in 2 pilot sites in Europe:

- 🏠 Padiham, the UK
Housing company – Places for People Ltd.
- 🏠 Treviso, Italy
Housing company – ATER Treviso

DREEAM is a 4-year project (2015-2019). As part of DREEAM over 150 dwellings across the 2 pilot sites will be renovated to a nZEB standard. An ambitious 75% of energy demand reduction is targeted in all pilot buildings.

Expertise

DREEAM is a consortium of European organizations that bring the key expertise to help European housing companies and cities scale up their renovations:

Research

Chalmers University of Technology, RISE, Wuppertal Institute

Engineering

Exeleria

Consultancy & solution providers

Bax & Company, 3C-Precon, Energy Pro, SinGeo2, NAPE, OpenDomo

Real estate and housing companies

Savills, Places for People, Ater Treviso

Housing network

EURHONET

Replication

The aim of DREEAM is to develop standardized solutions and services that can be applied across Europe. As part of DREEAM, 15 housing companies and cities can apply for a DREEAM replication voucher that includes:

- multi-building renovation design study
- building stock investment strategy.

Candidates are housing companies and cities that manage large portfolios of residential buildings, have identified a group of buildings for renovation and have investment ambitions.

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11 Annex 2: Flyer - DREEAM tool

Future-proof renovation planning

Challenge

Standard approaches to renovation planning are often reactive, short term, and focus on small-scale projects (e.g. building by building). So far, housing companies across Europe have struggled to plan the refurbishment of their building portfolios in a more strategic and long-term manner. This has been due to the lack of suitable support solutions. The DREEAM tool aims to close this gap.

What is the DREEAM tool about?

The DREEAM tool developed at Chalmers University of Technology supports housing companies and municipalities in planning their renovations in a strategic manner. In doing so, it helps them address key questions that are of increasing importance for an 'informed portfolio management':

- *What part of the portfolio should be renovated and what improvements are technically and/or economically feasible?*
- *How to incorporate policy-related targets (e.g. nZEB standards) into portfolio renovation planning?*
- *How to maximize energy demand reduction and at the same time meet other key targets, e.g. ROI, NPV etc.?*

How does the tool work?

The functioning of the DREEAM tool can be broken down into three key parts:

1. INPUT DATABASES

Portfolio inventory: describes the technical properties of the building portfolio.

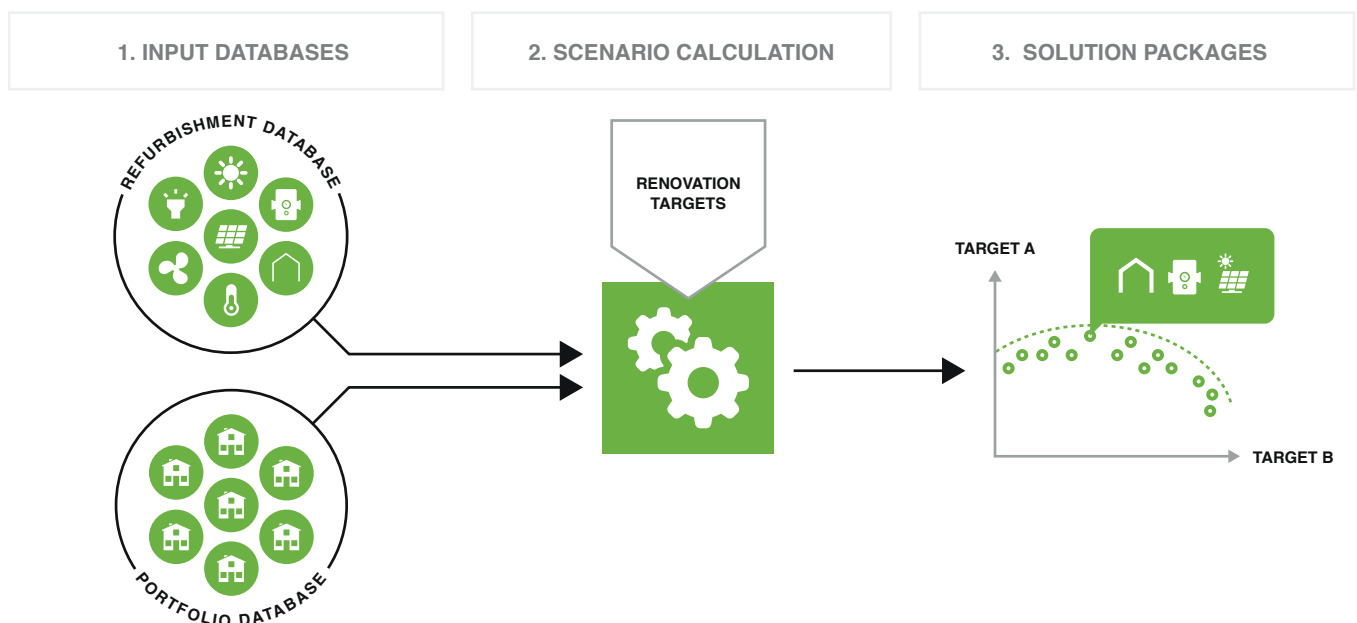
Refurbishment database: consists of location-specific renovation solutions and renewable energy technologies, described in terms of technical properties and price.

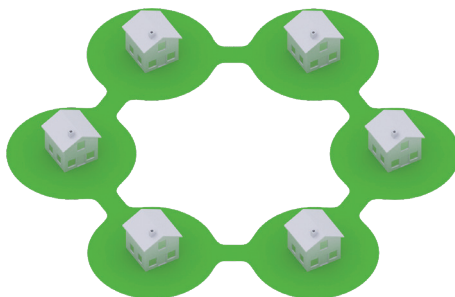
2. SCENARIO CALCULATION

The core of the DREEAM tool is the calculation of optimal renovation scenarios according to multiple target criteria (e.g. max. energy demand reduction vs. ROI). Thanks to the application of intelligent algorithms that refer to the INPUT DATABASES, the tool first calculates the energy performance of the selected building portfolio and then matches the outcome with suitable renovation solutions. As a result, a selection of optimal renovation scenarios that meet the set target criteria is generated.

3. SOLUTION PACKAGES

The generated solution packages are visually presented on a pareto-curve that highlights the trade-offs between the set renovation targets. Each renovation package can be analyzed in detail for a transparent and informed decision making.





Dreeam - think big, save big!

DREEAM is a pan-European project focusing on nZEB renovation of residential buildings. The uniqueness of DREEAM's approach is its multi-building focus. The project investigates the benefits of large-scale renovations on potential energy efficiency gains, inclusion of renewables and access to funding. DREEAM supports housing companies and cities in scaling up their renovation ambitions through an integrated set of services coming into play at different stages of a fully-fledged deep renovation project: investment planning, renovation design, quality assurance, energy consumption analysis, and tenant engagement.

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12 Annex 3: infographic

WHICH COUNTRIES have the highest potential for **LARGE-SCALE** **BUILDING** RENOVATION PROJECTS?



Building retrofit help modernise real estate and can significantly reduce energy bills. However, it is very costly. Renovating hundreds of dwellings at a time delivers tangible benefits such as additional 20% energy demand reduction for every € invested, opportunities for energy storage, smart energy management, and better access to funding.

Four main factors
determine which
countries have
high large-scale
renovation potential



The Netherlands

United Kingdom

Czech Republic

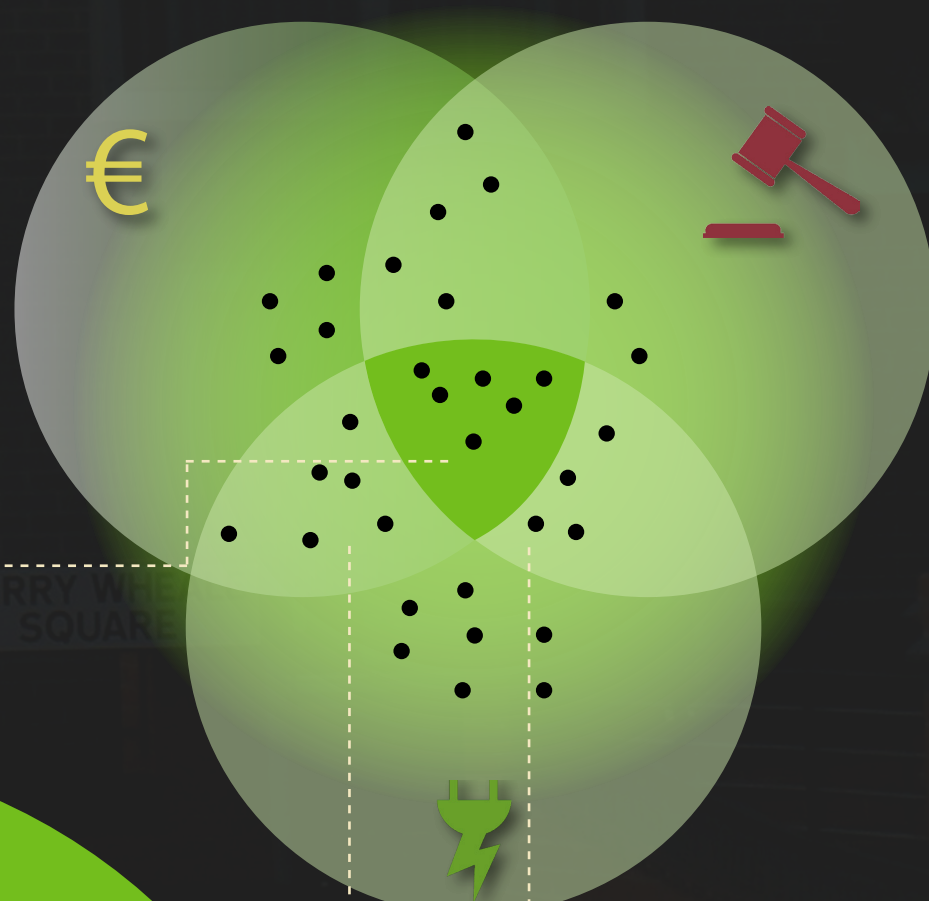
Over 30% of the total housing stock is social, and managed by large housing providers. As many buildings date from the 1960's, so in need of an upgrade. Coupled with an ambitious sustainability programme, access to public funding, the potential for large scale renovations is significant.

As affordable housing is close to 20% of the total housing stock, there is a potential for large-scale projects. Funding and financing however is scarce, limiting investment capacity. Liberalised energy markets however provide opportunities for new financing models or energy supply arrangements.

In the Czech Republic 18% of stock is affordable housing, with nearly 1/3rd of the population living in similar post-war concrete paneled buildings. Rising energy prices coupled with low energy quality lead to an increased call for building modernisation.

The most important factor to assess the potential for large-scale renovations is the concentration of home ownership. Countries with a large social housing sector score high in the analysis

Countries that score high in all factors are: Austria, Denmark, France, the Netherlands, Sweden and the United Kingdom



TAKE PART!

Go to www.dream.eu

The **DREAM** project provides strategies for cost-effective large-scale energy efficient renovations of residential buildings, in particular for social housing. DREAM offers selected cities and housing providers an initial analysis of options for energy renovation of their building portfolio. The DREAM state-of-the-art process can help inform decision-makers on financial, technical and energetic elements of integrated programme development.

Several countries score high on three of four factors:

Estonia, Italy and Spain have limited investment potential

Poland, Latvia and Hungary score high, but policy priorities may be a barrier



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