

D3.7 Report on WP3 activities and related stakeholder participation (Interim)





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- ☒ Public
- ☐ Confidential, only for members of the consortium (including the Commission Services)

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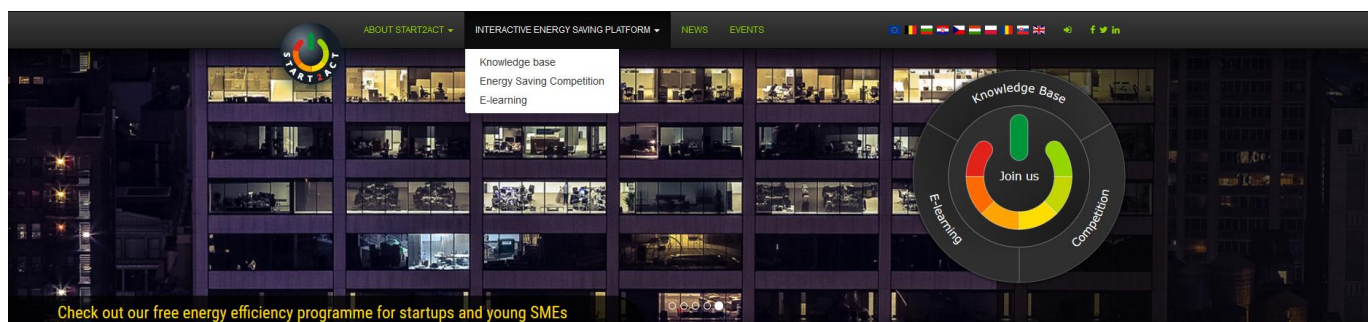
1. Introduction

This report provides interim information on the participation of START2ACT's stakeholders (young SMEs and startups) in the activities of WP3 Interactive Online Platform. It thus serves as monitoring towards the objectives of the Interactive Online Platform, which were defined as follows:

- OBJECTIVE 1:** Provide an easily accessible and comprehensive knowledge base on the existing tools and solutions for energy efficiency interventions in offices to both those companies being directly supported by START2ACT's activities (on-site training to SMEs and mentoring startups) and those reached through one-to-many events and other dissemination and promotional activities;
- OBJECTIVE 2:** Provide a platform, where energy saving measures can be captured and displayed demonstrating the impact of different approaches and providing the opportunity for companies to exchange experience and share achievements;
- OBJECTIVE 3:** Allow the owners and staff of companies to continue learning and measure their achievements in saving energy following the direct support they receive from the START2ACT project partners.

The START2ACT Interactive Online Platform has four major components (see below) providing a broad array of information and useful tools, all of which have been gathered from the START2ACT partners and from other past or ongoing initiatives. These have been structured and presented in an engaging way to maximise their use as well as to facilitate the interaction of the visitors and the exchange of knowledge and experience amongst them.

- » Knowledge Base
- » Energy Saving Competition
- » E-learning
- » Interactive Social Platform



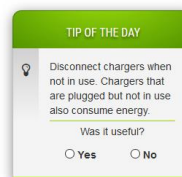
Welcome to START2ACT!

Did you know that by making low- and no-cost changes you could reduce energy consumption and costs by 20% in your office?

Our mission is to help young SMEs and startups save energy and cut costs at work by introducing simple yet effective energy efficiency measures into their daily routines. To achieve this, we are offering free-of-charge mentoring and training activities in nine European countries:

Belgium, Bulgaria, Croatia, Czech Republic, Hungary, Poland, Romania, Slovakia and United Kingdom.

More information is available on the START2ACT website.



Each of the above four platform sections has a specific purpose in terms of conveying knowledge on energy efficiency to the START2ACT's target groups, which are young SMEs and startups, but also all individuals interested in energy efficiency. The function and structure of each of the sections were described in Deliverable D3.1 Platform Structure and Design.

1.1 State of play of the stakeholders' participation in the WP3 activities

As the WP3 activities encompass the entire START2ACT Interactive Online Platform, this section provides the overall findings for the whole platform to date. Detailed explanations about the separate sections of the platform and respective detailed statistics can be found in chapters 2 to 6.

This deliverable summarises the participation of the stakeholders over approximately four months, namely from 01.05.2017 to 10.08.2017. An exception of the investigation period applies to chapter 6 of this deliverable. During 01.05.2017 - 10.08.2017, the Interactive Online Platform has obtained 4,203 page views and 2,160 unique page views. The average time spent on the pages of the Interactive Online Platform has amounted to 01:41 minutes. Over 33% of the total page views at www.start2act.eu are targeted at the interactive online platform and its subpages (Source Google Analytics for www.start2act.eu).

Figure 1 below shows the number of unique views over time. According to this, a recurring flow of visitors is visible with a peak on 07.08.2017 of 106 unique page views. A consistent trend is noticeable from this graph suggesting that unique page views are steadily increasing. A possible explanation for this trend might be the constantly growing content of the Interactive Online Platform, as not all features of the Platform were fully launched at the time of preparation of this report.

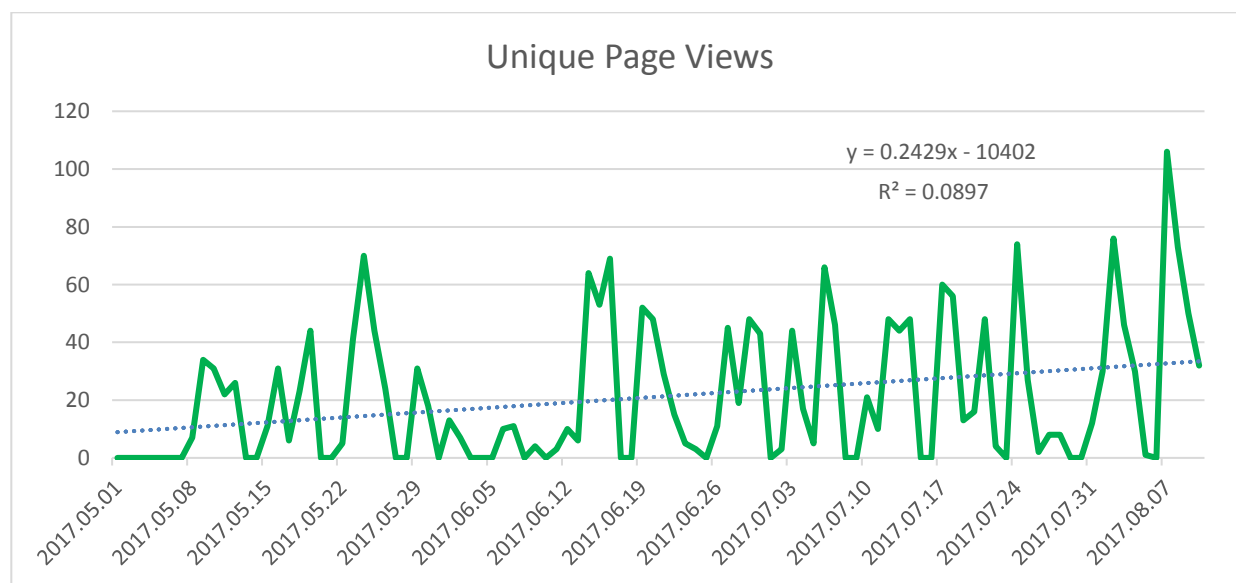


Figure 1: Number of unique page views on the START2ACT Interactive Online Platform over time. Source: Google analytics for www.start2act.eu

Figure 2 shows the origin of the audience of the general webpage www.start2act.eu. As mentioned before, the Interactive Online Platform takes up 33% of the total page visits and this distribution of location for the general page can thus also be accounted for the Interactive Online Platform. Figure 2 shows that most visitors are originating from the START2ACT partner countries. Moreover, the content of the START2ACT page seems to be relevant for other countries outside the geographical reach of START2ACT. This indicates that even though the main target countries of START2ACT is the partners' countries, the online content with the Interactive Online Platform has the potential to reach out to additional countries, generating a wider impact for energy efficiency.



















Country ?	Acquisition			Behaviour		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?
	2,090 % of Total: 100.00% (2,090)	39.09% Avg for View: 39.09% (0.00%)	817 % of Total: 100.00% (817)	41.20% Avg for View: 41.20% (0.00%)	5.94 Avg for View: 5.94 (0.00%)	00:08:21 Avg for View: 00:08:21 (0.00%)
1.  Hungary	819 (39.19%)	14.29%	117 (14.32%)	28.08%	9.24	00:15:36
2.  United Kingdom	183 (8.76%)	43.72%	80 (9.79%)	40.44%	4.30	00:03:43
3.  Czechia	168 (8.04%)	38.10%	64 (7.83%)	39.29%	3.91	00:04:05
4.  Poland	151 (7.22%)	36.42%	55 (6.73%)	35.10%	5.18	00:05:34
5.  Slovakia	108 (5.17%)	29.63%	32 (3.92%)	40.74%	5.21	00:06:13
6.  Bulgaria	102 (4.88%)	51.96%	53 (6.49%)	30.39%	7.35	00:06:36
7.  Romania	79 (3.78%)	69.62%	55 (6.73%)	70.89%	2.39	00:03:23
8.  Belgium	72 (3.44%)	61.11%	44 (5.39%)	61.11%	2.40	00:02:17
9.  United States	62 (2.97%)	87.10%	54 (6.61%)	91.94%	1.19	00:00:09
10.  Croatia	45 (2.15%)	77.78%	35 (4.28%)	37.78%	3.87	00:03:12
11.  Netherlands	41 (1.96%)	58.54%	24 (2.94%)	26.83%	5.27	00:05:19
12.  Italy	30 (1.44%)	73.33%	22 (2.69%)	56.67%	2.47	00:03:06
13.  Greece	22 (1.05%)	50.00%	11 (1.35%)	63.64%	1.77	00:02:37
14.  Spain	18 (0.86%)	66.67%	12 (1.47%)	50.00%	1.89	00:01:54
15.  India	15 (0.72%)	80.00%	12 (1.47%)	66.67%	2.33	00:01:02
16.  Germany	13 (0.62%)	100.00%	13 (1.59%)	69.23%	1.38	00:01:01
17.  France	11 (0.53%)	90.91%	10 (1.22%)	45.45%	2.09	00:01:51
18.  Serbia	11 (0.53%)	63.64%	7 (0.86%)	54.55%	2.82	00:01:04

Figure 2: Location of the audience of the general page www.start2act.eu. Source: Google analytics for www.start2act.eu

2. Knowledge Base

The Knowledge Base is the central repository of the START2ACT project. It contains a rich collection of guidance, tips, recommendations, facts, documents and useful links for saving energy and boosting energy efficiency at the premises of young SMEs, startups and at home. This information is available in all languages of the START2ACT partner countries and tailored to specific country circumstances (e.g. applicable standards, financial information).

A quick and easy-to-use two-step filter helps users to view only those pieces of information (called: the topic areas) that are relevant in their specific situation. The following screenshots illustrate this two-step filter based on the English language Knowledge Base. All following features are available in the START2ACT partner country languages and accessible through clicking the respective flag in the upper right corner of the web page screen.



Figure 3: START2ACT Knowledge Base, Filter step one: The user has the chance to select her/his work place – advice on energy efficiency is different for SMEs and startups.



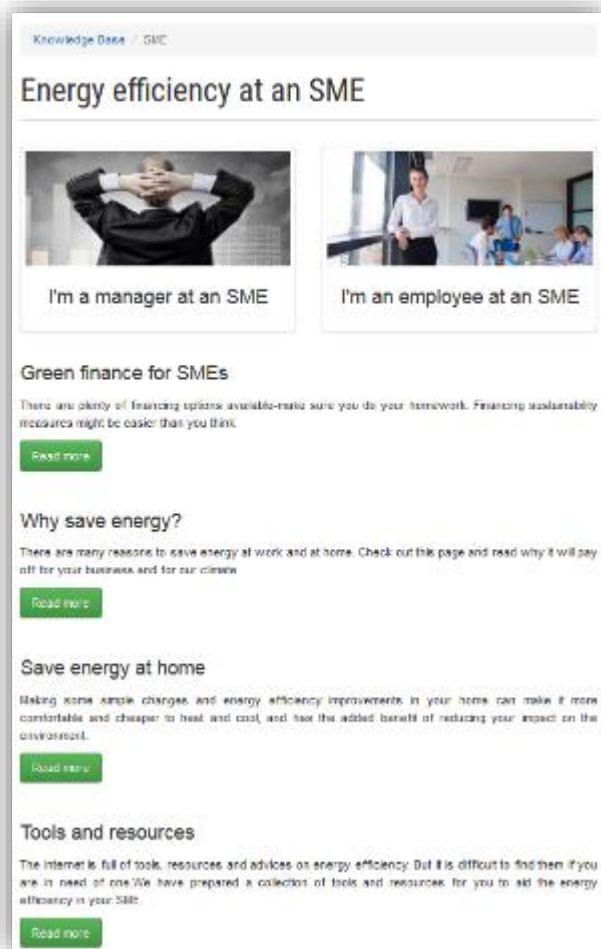


Figure 4: START2ACT Knowledge Base, filter step 2b. If the user chose “I work at an SME” in the previous filter step (Figure 3): this step allows her/him to specify this further. Advice on energy efficiency varies according to whether they are directed towards employees or managers.

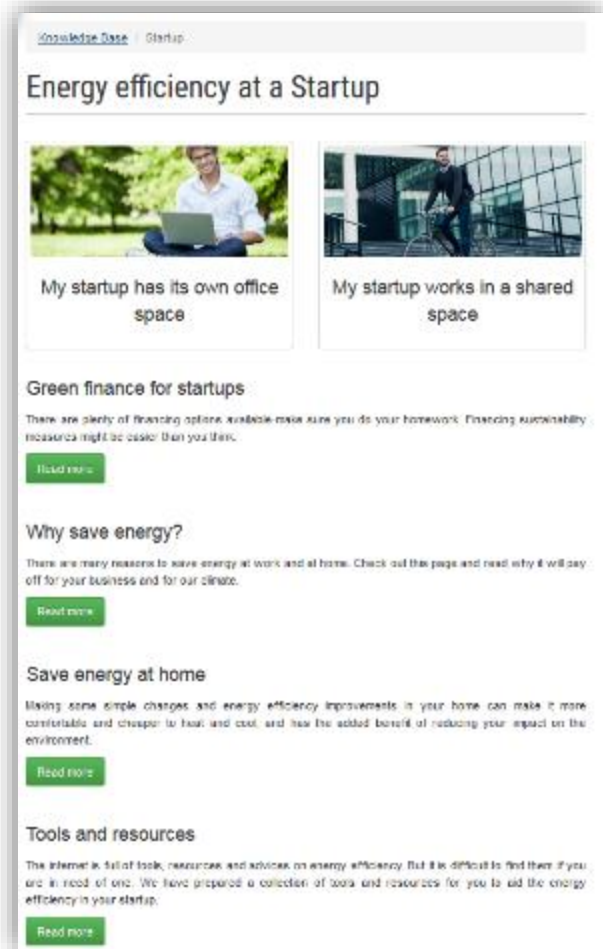


Figure 5: START2ACT Knowledge Base, filter step 2a. If the user chose “I work at a Startup” in the previous filter step (Figure 3): this step allows her/him to specify this further. The location of a startup has major influence on the energy advice that can be taken in the specific situation.

As soon as the user navigates through the two-step filter (described in Figures Figure 3, Figure 4 and Figure 5), she/he arrives at a list of topics that are relevant for the respective filter choice (Figure 6: and Figure 7). Each of the topics is clickable and the user will arrive at the landing page of each topic. Figure 8 to Figure 11 contains a collection of screenshots to illustrate an example of a topic landing page from managers at an SME – “Save on IT: Office equipment”.

Knowledge Base / SME / Manager

I'm a manager at an SME



Save on heating and cooling: HVAC

Heating, ventilation and air conditioning (HVAC) systems typically account for over 40% of energy use in offices and form a significant proportion of energy use in other areas of a business. HVAC is a key area of focus for identifying energy saving measures.



Save on lighting

Even the most efficient light fittings will waste energy if the lights are on unnecessarily. A good lighting system has the **right lighting type**, in the **right place**, and only operating at the **right time**.



Track your Energy Use: Metering and Monitoring

Energy metering and monitoring allows companies, however small, to reduce your carbon emissions systematically through measures tailored to your company.

“You cannot manage what you don’t measure and what is not measured is not managed.”



Save on IT: Office equipment

Office equipment is one of the fastest growing areas of energy use. Effective management and modern energy efficient appliances can reduce your equipment energy consumption by up to 70%.



Involve your staff: employee engagement

Behaviour change and staff awareness can reduce your organisation’s energy use by 3-5%.

Figure 6: A) START2ACT Knowledge Base; list view of topics relevant for managers at SMEs. This selection of topics is based on the choice “I work at an SME” in step 1 (Figure 3) and on the choice “I’m a manager at an SME” in step 2 (Figure 4).



Buy Smart: Procurement

The cost of resources, energy, transport and waste disposal are all increasing, and this can have a significant impact on profitability. Reducing your costs and improving efficiencies will have a positive impact on the bottom line and reduce risks to your business, customers and supply chain. With energy prices for SMEs users predicted to rise by almost 30% in the next 5 years, installing energy efficiency measures now could help reduce the energy bill of your SME or startup by 10-25%.



Find a green office: choosing energy efficient premises

Your biggest opportunity for drastically reducing your office energy use is when you move to a new premises.



Share your Story: Promoting green credentials

Demonstrating your commitment to sustainability delivers hard business benefits.



Greening your Products and Services

Businesses which offer sustainable products and services stand out in the marketplace – so reduce your impact, boost your sales and achieve green growth by responding to this demand.



Save energy at home

Space heating and domestic hot water normally accounts for the most energy used at home and can make up over half of your annual energy bill.

Figure 7: START2ACT Knowledge Base; list view of topics relevant for managers at SMEs. Continued.

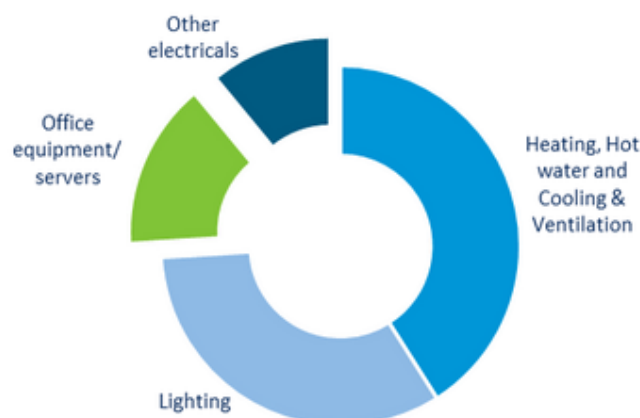
Knowledge Base / SME / Manager

Save on IT: Office equipment

Office equipment is one of the fastest growing areas of energy use. Effective management and modern energy efficient appliances can reduce your equipment energy consumption by up to 70%.

Introduction

Running a business can be expensive and businesses often fail to account for energy costs when purchasing office equipment. No matter what your position is, from executives to employees, there are many simple changes that you can make to save energy, cut costs, improve comfort and increase profit margins.



Recommendations

Here are our top eight no and low cost recommendations to save energy on office equipment:

1. **Activate power saving features on your equipment:** Ensure you reduce your 'phantom' power use.
2. **Implement a group switch-off schedule:** You can schedule the switch off of several pieces of equipment at once, to ensure that nothing is left on overnight and at weekends.
3. **Raise staff awareness:** Encourage and train your staff by doing frequent walk arounds in a day, setting up energy checklists and implementing stickers on equipment.
4. **Install plug-in seven day timers on shared equipment:** Relatively cheap to buy from most DIY stores, they will ensure that nothing is left overnight and can save up to 70% on energy costs.
5. **Take care of your technology:** Well-maintained equipment is more energy efficient. Taking care of your equipment will extend its lifespan, save maintenance costs and reduce the risk of breakdown.

Figure 8: START2ACT Knowledge Base; Topic landing page – Save on IT: Office equipment

6. **Save in the kitchen:** Ensure you only fill the kettle with the amount of water you need, switch off the coffee machine at the end of the day, keep the fridge between 3°C and 5°C and only run the dishwasher when it's full.
7. **Centralise your equipment:** Ensure that staff do not have individual printers on their desks or individual portable heaters or fans. Talk to them about their needs and find a solution on how to centralise this equipment.
8. **Match your equipment to your tasks:** Consider using laptops and docking stations instead of monitors and desktop PCs, to increase staff flexibility and lower your energy baseload.

As well as these low and no cost top tips, there are many more advanced ideas for you to try. Read on to find out more about what else you could do to invest to save energy.

Additional Information

Some energy saving measures require higher investment of time or money in order to reduce your office energy bills.

Invest in energy efficient IT equipment

Technology advances daily. Set up a plan to invest in technologies and energy efficient equipment such as flat screen monitors (LCD) that emit less radiation than standard monitors and takes up less space in the office. Upgrade your old equipment as modern equipment tend to be more energy efficient than old ones. When purchasing new equipment buy according to your needs and check for labelling schemes.

You can also use the ENERGY STAR Office Equipment Savings Calculator to estimate your energy consumption and operating costs of office equipment, and your savings potential for equipment such as laptops, desktops or printers. View the ENERGY STAR Office Equipment Savings Calculator here:

<https://www.energy.gov/eere/femp/energy-and-cost-savings-calculators-energy-efficient-products>

During the refurbishment or replacement of equipment, request data on the average power consumed under typical operating conditions, and the standby and low energy consumption rates.





Invest in energy efficient kitchen equipment

Ensure you only fill the kettle with the amount of water you need. Kettles waste energy for number of reasons – design issues such as over-boiling or heat loss through the body of the kettle. If your kettle is constantly in use, consider installing zip taps which heat water at point of use. It is also better to use a dishwasher – with green dishwasher detergents – rather than washing up lots of items individually. However, when using the dishwasher make sure that you activate the eco or energy-saving programs, and only switch it on once it's fully stocked. To save on your refrigeration costs, keep your fridge between 3 to 5 degree Celsius, away from any direct sunlight and at least 10cm from the wall. Furthermore, encourage your staff to avoid leaving the fridge door open for longer than necessary and not to use it for food that is still warm.

Figure 9: START2ACT Knowledge Base; Topic landing page – Save on IT: Office equipment. Continued

Check labelling schemes

Always look for labelled qualified products or products with an A-rated EU energy efficiency label when purchasing a new equipment for the office. An energy efficient product uses less energy and therefore has less of an environmental impact, as well as being cheaper to run. There are four main energy labelling schemes for office equipment and electrical appliances:

			
<p><i>Look for the EU Energy label rating when buying office equipment.</i></p>	<p><i>Look for the Energy Star label when buying computers, printers and other office equipment.</i></p>	<p><i>Look for the European Ecolabel Scheme to find products that achieve very high energy efficiency targets.</i></p>	<p><i>Look for Energy Savings Recommended on digital televisions.</i></p>

Benefits of increased equipment efficiency

- Lower energy costs: Using office equipment more efficiently uses less energy, meaning lower operating costs
- Longer equipment lifetime: Equipment that is switched on for less time will naturally have a longer lifetime, and will be less prone to overheating
- Flexibility: Using laptops instead of desktops allows staff to work more flexibly, as well as lowering energy costs
- Reduced cooling demand: Equipment releases heat when it is switched on. The more efficient a piece of equipment is, the less heat it produces, leading to a decreased demand for cooling

Should I switch off?

Companies regularly come across barriers to switching off equipment. Some typical barriers and solutions to overcoming these are given below:

- "Computers take too long to start up in the morning" - modern IT equipment only takes a couple of minutes to start up. Encourage staff to turn them on when they arrive and catch up with colleagues or make a drink whilst they are waiting.
- "Software updates run overnight" – updates can be scheduled when computers are powering on or off to prevent computers from being left on overnight for updates.

Figure 10: START2ACT Knowledge Base; Topic landing page – Save on IT: Office equipment. Continued

- "Sometimes people work late so we can't set automatic shutdown timers on equipment" – for occasions where staff need to use printers and other equipment outside of normal working hours, the shutdown timers can be overridden manually by simply turning them back on. 'Deep sleep' functions can also significantly reduce energy use if complete shutdown is inconvenient.

If office hours are 9 hours a day, 5 days a week, then anything left on all the time is wasting 73% of energy use.

Tools and Resources

Websites

Local energy saving initiatives


Calculators

Documents


- [Energy Efficiency - Guide for Solutions](#)
Companies can find at this address a Guide for Energy Efficiency, which contains useful information about modern technologies to be applied

Quiz


Find out more information on how to save energy in other opportunity areas:




Buy Smart: Procurement




Find a green office: choosing energy efficient premises




Greening your Products and Services




Involve your staff: employee engagement




Save energy at home




Save on IT: Office equipment



Save on lighting



Share your Story: Promoting green credentials



Track your Energy Use: Metering and Monitoring

Figure 11: START2ACT Knowledge Base; Topic landing page – Save on IT: Office equipment. Continued

2.1 Stakeholder Participation in the Knowledge Base

The Knowledge Base section of the START2ACT Interactive Online Platform can be **freely accessed** without registration. Consequently, each user of the START2ACT Knowledge Base can access this service without providing personal data and without spending additional time for the registration process. It is perceived by the START2ACT consortium that this barrier-free access to the Knowledge Base plays a facilitating role in attracting a higher number of visitors. Especially for the young market segment that START2ACT is focussing on, European young SMEs and startups, the barrier-free and time-efficient access can be a decisive factor about whether or not the online service is used.

Stakeholders of the START2ACT project such as the target audience young SMEs and startups as well as the multiplier organisations (chambers, startup supporting organisations, energy agencies, stakeholder committee members etc.) were notified of the availability of the Knowledge Base in all START2ACT languages. The main tools for the dissemination of the Knowledge Base are online announcements such as [news on the webpage](#) in all languages, Facebook, Twitter and LinkedIn posts, as well as including information about the Knowledge Base in the other START2ACT activities undertaken by all partners (Business Breakfasts, On-site Consultancy and Startup Mentoring).

With the filter which is especially designed for the use of people working at SMEs or startups, START2ACT assumes that the Knowledge Base is mostly used by the representatives of the target group. However, certainty about the profile of each user cannot be attained since no profile or personal data of the users is stored due to the barrier-free access to the Knowledge Base.

The **eight language editions** of the Knowledge Base were launched one-by-one during May-August 2017. For this reason, for the purposes of this deliverable, the visitor statistics of the Knowledge Base, measured via Google Analytics, have been provided in an aggregated manner for all language versions instead of separately per country.

In the period from from 1st May until 10th August 2017, the Knowledge Base with all its subpages, i.e. all language versions aggregated, welcomed a **considerable number of visitors**, namely 3,567 page views and 1,873 unique page views. The average visiting time for all Knowledge Base pages (i.e. the filter pages (figure Figure 3, Figure 5 and Figure 4) as well as the topic pages (figureFigure 6 and Figure 7) was 01:38 minutes in the investigated period. The average visiting time of the topic pages with 02:49 minutes is higher than the visiting time for all Knowledge Base pages aggregated. This can be interpreted as an indication that the users of the Knowledge Base spent considerable time on the topic pages of the Knowledge Base (see a not exhaustive list of topics in Figure 6 and Figure 7) and that the information provided in those is **perceived interesting and/or useful** for the visitors.

Overall, the number of page views in the first four months of the Knowledge Base (01. May – 10. August 2017) and the visiting times are an indication that the Knowledge Base is used frequently by the users. Even though not all language versions of the Knowledge Base were operational throughout the entire period, the concept of the Knowledge Base seems to have attracted a great interest among users which originate from SMEs and startups in the START2ACT countries and beyond as well as other interested individuals.

3. Energy Saving Competition


The concept of the START2ACT energy saving competition was explained detailed in the respective deliverable D3.5 which is accessible [here](#). The first START2ACT energy saving competition, “START2ACT Summer Challenge”, was launched in all partner languages on the project website on 7th August 2017 and will run until 8th September 2017.

The idea of this summer challenge is a novel approach to engaging and involving young SMEs and startups in considering and applying energy efficient solutions to the increased usage of air conditioners during summer time.

The message of the summer challenge has been published on the START2ACT website (Figure 12 and Figure 13) calling participants to get active and creative to implement and demonstrate simple energy efficiency measures within their offices. The summer challenge uses primarily social media channels (mainly Twitter) since the central hashtag ([#S2Achallenge](#)) has been designed to be used in all relevant challenge activities, namely for the promotion of the competition as well as for participation by the participants in the competition. The posts for this hashtag are shown real-time on the competition page in a Twitter feed window which serves as information source for the challenge as well as encouraging element for all visitors of the competition page.

START2ACT Summer Challenge:

Stay cool and save energy



As the weather gets warmer and the sun is streaming in, air-conditioning and electric fans can contribute to up to an unbelievable half of your office's energy needs. There are hundreds of small changes that you can make to save energy and costs, as well as improving comfort levels for you and your colleagues.

Take part in the START2ACT summer challenge for a chance to win an Amazon Fire tablet.


Every participating company will receive a START2ACT energy saving starter pack. [Terms and conditions apply.](#)

How do we take part?


Take a photo or film a video clip of up to 3 minutes and write a description of the action(s) that your office has taken to reduce the need for cooling. Tweet or post your efforts to [@START2ACT](#) using [#S2Achallenge](#), or email them directly to [info@start2act.eu](#).

The competition is open now and will close on Friday 8 September 2017.


See how other companies tackle the summer challenge




RT @KAPEPolska: At @KAPEPolska we reduce the need for cooling - we use fans. [#S2Achallenge](#) [#energyefficiency](#) <https://t.co/EPZd4VIR3q>
START2ACT | 23rd of August 2017 10:40:08 AM



Are you energy efficient at work? Test yourself & win a Kindle for your summer readings! <https://t.co/DmsVnirqu...> <https://t.co/RzDCXyFid>
StartupBe | 23rd of August 2017 09:00:48 AM



Regional Development Agency of Slavonia & Baranja participates in #S2Achallenge w/ hand-made propeller to remind e... <https://t.co/LTB0cVty3H>
START2ACT | 22nd of August 2017 02:16:20 PM



RT @START2ACT: Are you a #startup or #SME? Enter the #S2Achallenge and show us how you achieve [#energyefficiency](#) at your office! <https://t.co/...>
thecarbontrust | 22nd of August 2017 12:08:41 PM

Figure 12: START2ACT summer challenge 2017. The official introduction of the START2ACT summer challenge on the left-hand side of the page and the real-time Twitter feed on the right-hand side showing all messages that are posted to #S2Achallenge.

What can my office do to save energy from cooling?

Come up with your own ideas to save energy from cooling in your office, or use the suggestions below as inspiration. Complete as many actions as possible and describe how you have implemented them to increase your chances of winning.

- **Reduce sun radiation:** adjust blinds to direct light towards the ceiling if possible and close blinds/curtains at night to reduce early morning sunlight heating up the room.
- **Use natural cooling:** if your building does not have air-conditioning, try opening windows on opposite sides of the room rather than using desk fans. This is a carbon friendly and completely free source of cooling.
- **Change your summer dress code:** let employees know that they can wear more casual summer clothing to work when there are no client meetings.
- **Clean fans and filters:** dirty or clogged filters and fans or air-conditioning units and desk fans can reduce efficiency by up to 30%. You can make immediate energy savings and increase the cleanliness of your workspace by maintaining them.
- **Change your settings:** increase your air-conditioning temperature setting to 1 degree higher. This change is normally unnoticeable and can save around 3% of cooling costs.

Use these initial tips to get inspired and come up with your own ideas of how to save energy. You can visit the [START2ACT Knowledge Base](#) to read more tips on how to save energy at work and at home.

Assessment and prize giving

Entries will be evaluated based on three criteria:

- Involvement (amount of actions that you completed within the timeframe)
- Commitment (how much commitment the actions required, including involving staff members and complexity of the actions)
- Creativity (whether new energy saving ideas were used that weren't included on the list above)

The winner will be announced on Friday 29th September 2017. All participants will be sent their START2ACT energy saving starter pack within four weeks of providing their postal address.

*Email submissions may be shared on the START2ACT website and on social media. If you do not want your submission to be shared, please state this within your email.

At @KAPEPolska we reduce the need for cooling - we use fans. #S2Achallenge #energyefficiency <https://t.co/EPZd4VIR3q>
KAPEPolska | 22nd of August 2017 10:50:42 AM

RT @START2ACT: Are you a #startup or #SME? Enter the #S2Achallenge and show us how you achieve #energyefficiency at your office! <https://t.co/EPZd4VIR3q>
DoinaBadesou | 21st of August 2017 11:23:23 AM

RT @START2ACT: Are you a #startup or #SME? Enter the #S2Achallenge and show us how you achieve #energyefficiency at your office! <https://t.co/EPZd4VIR3q>
DoinaBadesou | 18th of August 2017 11:35:58 AM

At @EU_Funds ,we open the window in the early morning to cool down the office thanks to natural ventilation🌬️ join... <https://t.co/hZxynkRK6E>
cos_bis | 17th of August 2017 05:03:43 PM

RT @START2ACT: 🌱#S2Achallenge comes from a Croatian #SME that uses no #AC to keep environment cool thanks to the material that the buid...
oemerceylan | 17th of August 2017 04:36:59 PM

RT @START2ACT: Are you a #startup or #SME? Enter the #S2Achallenge and show us how you achieve #energyefficiency at your office! <https://t.co/EPZd4VIR3q>
inea_eu | 17th of August 2017 12:12:12 PM

RT @START2ACT: Are you a #startup or #SME? Enter the #S2Achallenge and show us how you achieve #energyefficiency at your office! <https://t.co/EPZd4VIR3q>
MargotPin | 17th of August 2017 10:56:22 AM

RT @START2ACT: Are you a #startup or #SME? Enter the #S2Achallenge and show us how you achieve #energyefficiency at your office! <https://t.co/EPZd4VIR3q>
1ideaplus | 16th of August 2017 08:33:15 PM

RT @START2ACT: Are you a #startup or #SME? Enter the #S2Achallenge and show us how you achieve #energyefficiency at your office! <https://t.co/EPZd4VIR3q>
alioannou5 | 16th of August 2017 05:55:51 PM

🌱#S2Achallenge comes from a Croatian #SME that uses no #AC to keep environment cool thanks to the material that... <https://t.co/m6RxezLa>
START2ACT | 16th of August 2017 04:29:25 AM

Figure 13: START2ACT summer challenge 2017. Official introduction on the left-hand side and #S2Achallenge twitter feed on the right-hand side. Continued.

3.1 Stakeholder Participation in the Energy Saving Competition

The START2ACT summer challenge has been widely promoted by the project partners amongst their networks via social media, direct emailing and telephone contact as well as through direct contact at business breakfasts, on-site consultancy and startup mentoring sessions. The participation at the challenge is open to all residents of the START2ACT countries but the prizes will be only awarded to the representatives of START2ACT target groups (further detailed in the [Terms and conditions](#) of the summer challenge). At the time of writing of this deliverable, the summer challenge is ongoing, yet some examples of entries are already available and shown below.

The Croatian SME ADG nektrine d.o.o. uses reflective opaque foil placed on windows to deflect sun rays in summer to keep the room temperature low. Additionally, as the SME uses as little electrical devices as possible, the room temperature can be kept at a possible minimum. Employees are allowed to dress in appropriate clothes for warm weather conditions as the company does not prescribe a specific dress code for the

staff members.

The SME has already been in contact with the START2ACT and, as a result of this

established contact, the ADG nektrine uses START2ACT adhesive stickers in Croatian language on their light switches.



Another Croatian company from the Regional Development Agency of Slavonia and Baranya participated the challenge with the idea of a small hand-made propeller as a driver for behaviour change. As for the function, this small propeller is mounted to the air conditioner in the office and would spin as long as air is being blown out of the operating device. The spinning propeller would remind all employees to turn off the air conditioner at the end of the working day before leaving the office.

The British company BBodySmart submitted their entry for participation at the summer challenge to show that the company is not using electrical appliances (aircon, portable ventilators) to cool the building. Instead, the

company has applied covers to the south facing window and blinds to the east facing wall. All windows are either tinted or frosted and the

company makes use of natural ventilation by opening all or some windows located at opposite walls.



4. E-learning

The concept and content of the START2ACT E-learning modules were detailed in the respective deliverable D3.4, which can be viewed [here](#). The first chapter of the START2ACT E-learning, ‘Save on Lighting’ within the module ‘Energy Efficiency at the Workplace’, has been published on the website and is available for all users after registration.

The first chapter of the START2ACT E-learning course presents information around the **lighting** topic in an **interactive and engaging** way. This chapter, as well as all following chapters, is built on real-life situations in the office space, and uses photos and videos to illustrate these (Figure 14). The participants of the e-Learning are guided through a story where they should make energy efficient choices to save on lighting.

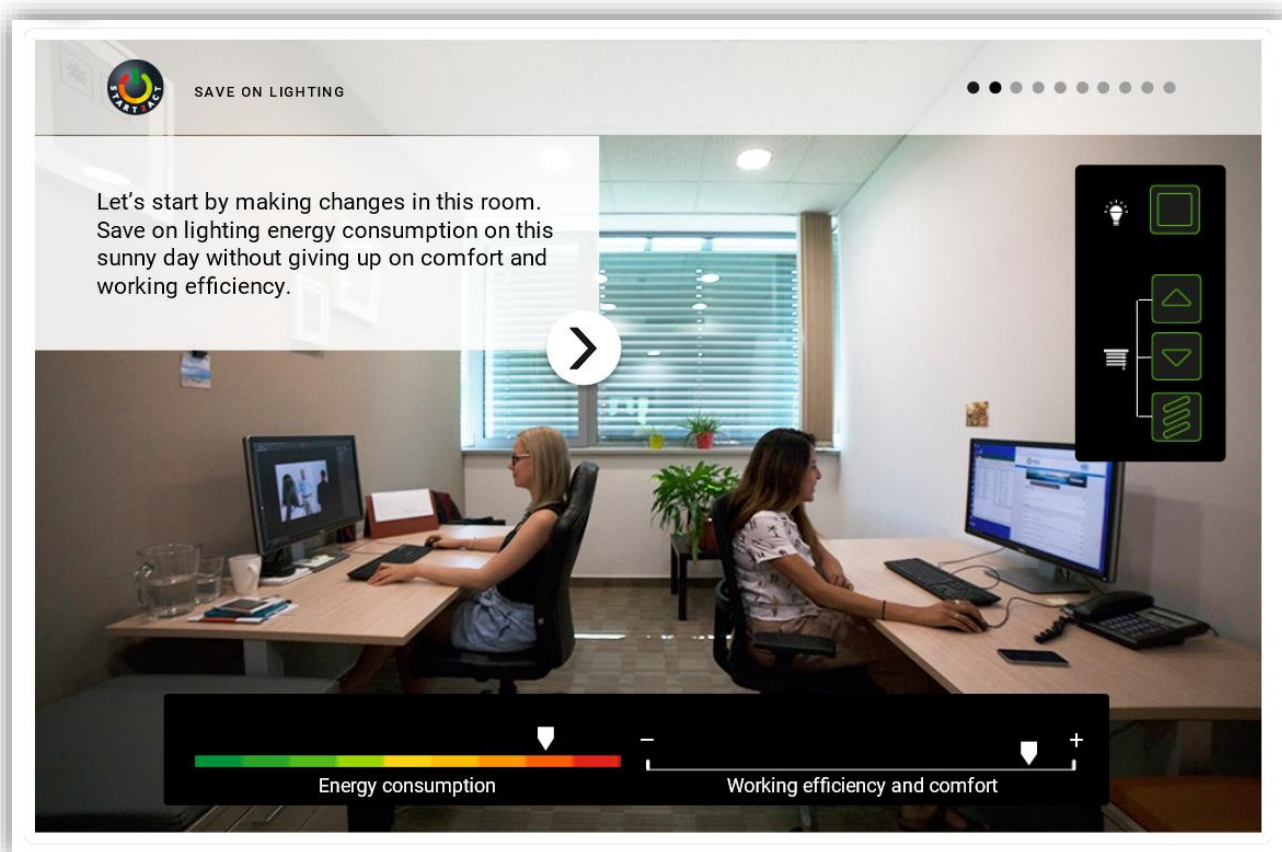


Figure 14: Example slide of the START2ACT E-learning chapter “Save on Lighting”

This interactive approach to the E-learning course has been chosen since this format is perceived to engage the user of this course more compared to the mere presentation of the content in text form with additional visual elements. More detailed presentation of all topics on energy efficiency within START2ACT is available in the Knowledge Base, which is recommended for further readings at the end of each E-learning chapter.

As in all sections of the START2ACT Interactive Online Platform, this E-learning course is sought to meet the interests and needs of the target group of START2ACT, people at European young SMEs and startups. An important indication

for the interests and needs of young SMEs and startups was obtained in the START2ACT Baseline survey, (see [D2.1 Baseline Assessment Report](#)).

On the question about what the best format would be in providing useful content via the Interactive Online Platform, most respondents (approx. 40%) mentioned simple tips on energy efficiency. START2ACT has been trying to respond to this need by simplifying the messages on energy efficiency in the E-learning course, whereas more detail and technical aspects can be found in the Knowledge Base.

We have also taken into account the preference of the respondents on the length of the E-learning course: several chapters with a short duration (e.g. 5 minutes) as opposed to fewer but longer chapters.

4.1 Stakeholder participation in the E-learning

Given that at the time of preparation of this report the first E-learning chapter has been online for only one week, meaningful statistics are not yet available. The online promotion (website, social media) of the E-learning course has already started with launch of the first chapter; various further promotional activities are also being carried out by the partners and will be maintained throughout the project's lifetime.

5. Social Interactive Platform

The Social Interactive Platform will take the form of a topical discussion forum and will be developed for planned launch in Autumn 2017. The role and functionalities of the Social Interactive Platform are further detailed in the respective deliverable D3.6 which is available [here](#).

6. Energy Saving Game

The START2ACT Energy Efficiency Game is a short feature that was developed originally for the Budapest Business Party in June 2017, in which START2ACT took part with a stand. The original purpose of this game was to provide the visitors of the START2ACT stand with the chance to get to know the mission of the project by presenting this game on the spot and giving them a chance to play.

Based on the idea of the interactive START2ACT E-learning format, this game was developed by Geonardo's E-learning specialist and graphic design team. It presents the aim of START2ACT, which are simple and no-cost measures for energy efficiency in an office environment through 30-second game.

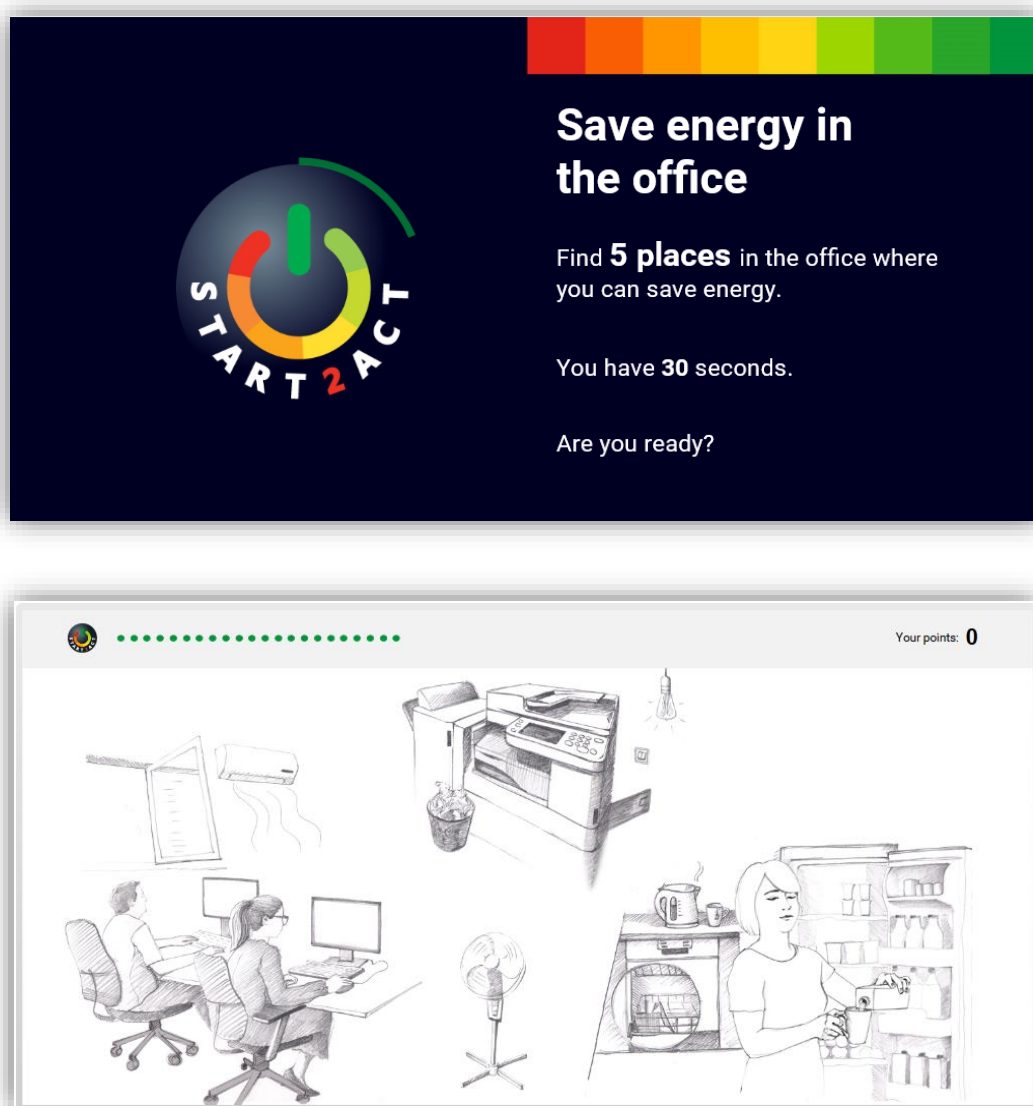


Figure 15: START2ACT Energy Saving Game. The player must find and click on five objects which would save energy in the drawn situation of the office environment.

6.1 Stakeholder participation in the Energy Saving Game

As the game was originally developed for the Budapest Business Party, the Hungarian START2ACT team promoted the game on this event ([see web site news](#)) and **attracted great interest in the START2ACT's stand** as well as in the game itself. Approximately 60 people played the game on this event and in many cases the game caused further questions or discussion points and the START2ACT team was happy to follow-on and create contacts.

It became evident from this event that the game is an appropriate tool to raise interest among those who have not yet heard about the START2ACT project.

The Energy Saving Game has been published [on the START2ACT website](#) and promoted via the START2ACT social media channels. The page of the Energy Saving Game has been viewed 331 times and has attracted 227 unique page views in the time period from 12.06.2017 (launch date) until 23.08.2017. With an average time spent on the game page of 01:44 minutes, it can be assumed that the visitors of this statistic have played the game. This assumption is grounded on the fact that text blocks of the game are kept short and the core game is time limited to 30 seconds.

Figure 16 shows the distribution of page views over the investigation period (12.06.2017 – 23.08.2017) and suggests that there has been a peak close to the publishing date of 35 page views per day. Since this peak, the page views have slightly decreased but have remained at a steady state of between 1 and 10 views per day.

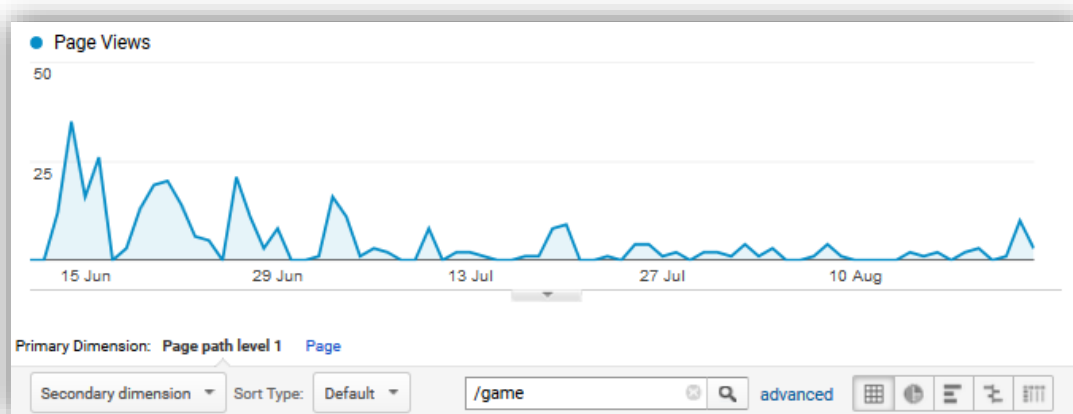


Figure 16: Time distribution of page views of the START2ACT Energy Saving Game between 12.06.2017 and 23.08.2017.
Source: Google analytics for www.start2act.eu

