

D3.8 Report on WP3 activities and related stakeholders' participation (Final)





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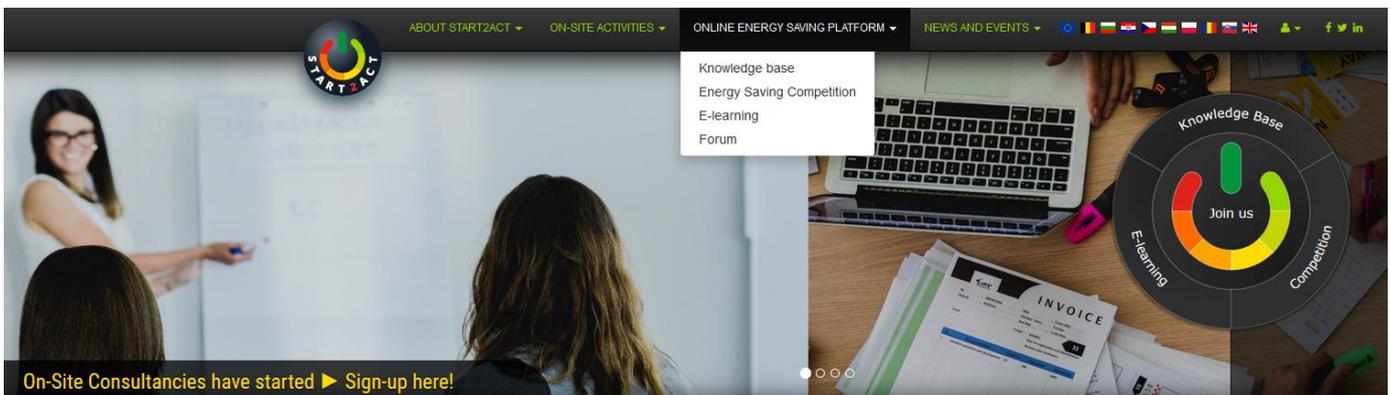
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1. Introduction

This report provides the final update on the on the activities of the START2ACT Interactive Online Platform and the participation of START2ACT's stakeholders (young SMEs and startups) in these activities. The START2ACT Interactive Online Platform has four major components providing a broad array of information and useful tools on saving energy at workplace, 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 (Forum)



Each of the above four platform sections has had a specific purpose in terms of conveying knowledge on energy efficiency to the START2ACT's target groups as well as to all individuals interested in energy efficiency. These sections were launched between May and December 2017 and have been promoted and maintained throughout the project's lifetime and **will remain available for further exploitation in the coming years**. They have also been translated to and available in all partners' languages, namely Bulgarian, Czech, Croatian, Hungarian, Polish, Romanian and Slovakian.

Among the four platform sections, the **Knowledge Base and the e-Learning have been the most popular** in terms of the number of users, while a **higher level of interaction** with the target groups was achieved through the **Energy Saving Competition**. The Interactive Social Platform did not generate sufficient level of discussion and interaction as originally estimated. This is presumably because online fora are no longer such popular means of media for exchange of information due to the dominance of various social media channels and other new media. For this reason, we have focussed efforts on promoting and boosting the use of the other platform sections and utilised our social media channels for interactive exchanges.

As the WP3 activities encompass the entire START2ACT Interactive Online Platform, this section provides the overall findings for the whole platform since its launch in May 2017 to date. Detailed explanations about the separate sections of the platform and respective detailed statistics can be found in chapters 2 to 6.

The interim version of this deliverable (D3.7) had reported on the activities of WP3 and related stakeholders’ participation for a period of approximately four months (May-August 2017). At that time, the Interactive Online Platform had recently been launched, and certain parts of the platform were still being completed. Nevertheless, a satisfactory level of user engagement was already observed: in the period investigated, the Interactive Online Platform had already obtained 4,203 pageviews and 2,160 unique pageviews.

The Interactive Online Platform’s sections were completed by the end of 2017. Since its launch, the platform was actively promoted, and these promotional efforts continued throughout the project’s lifetime. Today, the Statistics from Google Analytics for the period **May 2017 and August 2019** show that the Interactive Platform with all its sections have obtained **31,162 pageviews** and **21,826 unique pageviews**. Around **80% of this traffic was generated thanks to the Knowledge Base and e-Learning** sections, which is a positive indicator given that these sections provided all the essential material to build the capacities of our target groups on energy saving and energy efficiency at workplace.

We have also observed that amongst the visitors **11.3% were returning, while 88.7% were new visitors**. At the beginning of the project, the percentage of returning visitors was higher, but as the project progressed a higher number of new visitors were interested in the project. This is considered positively since we have continuously promoted the project and its online features to our target groups with a view to attracting more and more visitors, thereby generating a bigger impact.

Of those sessions which allowed tracing location information, the statistics show that the majority of the visitors were from the United Kingdom (3,273 sessions), United States (1,343), Hungary (1,247), Bulgaria (850), Poland (726), Croatia (656), Romania (605), Belgium (470), Slovakia (453) and France (440). It is important to point out that **eight countries that are in the top 10 are actually the target countries** of the START2ACT partners. On the other hand, the content of the START2ACT page seems to have been 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 savings**.

| Country ? | Acquisition | | | Behaviour | | | Conversions | | |
|--------------------|----------------------------|--|--|--|------------------------------------|--|--------------------------------------|----------------------------|--|
| | Users ? | New Users ? ↓ | Sessions ? | Bounce Rate ? | Pages/Session ? | Avg. Session Duration ? | Goal Conversion Rate ? | Goal Completions ? | Goal Value ? |
| | 0 % of Total: 0.00% (0) | 14,591 % of Total: 100.01% (14,589) | 26,732 % of Total: 100.00% (26,732) | 56.57% Avg for View: 56.57% (0.00%) | 3.54 Avg for View: 3.54 (0.00%) | 00:04:26 Avg for View: 00:04:26 (0.00%) | 0.00% Avg for View: 0.00% (0.00%) | 0 % of Total: 0.00% (0) | US\$0.00 % of Total: 0.00% (US\$0.00) |
| 1. United Kingdom | 0 (0.00%) | 3,273 (22.43%) | 4,424 (16.55%) | 71.41% | 2.15 | 00:01:39 | 0.00% | 0 (0.00%) | US\$0.00 (0.00%) |
| 2. United States | 0 (0.00%) | 1,343 (9.20%) | 1,391 (5.20%) | 88.86% | 1.38 | 00:00:31 | 0.00% | 0 (0.00%) | US\$0.00 (0.00%) |
| 3. Hungary | 0 (0.00%) | 1,247 (8.55%) | 7,035 (26.32%) | 34.87% | 6.01 | 00:09:26 | 0.00% | 0 (0.00%) | US\$0.00 (0.00%) |
| 4. Bulgaria | 0 (0.00%) | 850 (5.83%) | 1,452 (5.43%) | 54.96% | 4.10 | 00:03:59 | 0.00% | 0 (0.00%) | US\$0.00 (0.00%) |
| 5. Poland | 0 (0.00%) | 726 (4.98%) | 1,710 (6.40%) | 45.73% | 4.04 | 00:05:00 | 0.00% | 0 (0.00%) | US\$0.00 (0.00%) |
| 6. Croatia | 0 (0.00%) | 656 (4.50%) | 1,000 (3.74%) | 58.90% | 2.90 | 00:03:17 | 0.00% | 0 (0.00%) | US\$0.00 (0.00%) |
| 7. Romania | 0 (0.00%) | 605 (4.15%) | 969 (3.62%) | 60.68% | 2.97 | 00:03:43 | 0.00% | 0 (0.00%) | US\$0.00 (0.00%) |
| 8. Belgium | 0 (0.00%) | 470 (3.22%) | 820 (3.07%) | 57.56% | 2.88 | 00:03:01 | 0.00% | 0 (0.00%) | US\$0.00 (0.00%) |
| 9. Slovakia | 0 (0.00%) | 453 (3.10%) | 965 (3.61%) | 50.26% | 3.85 | 00:04:52 | 0.00% | 0 (0.00%) | US\$0.00 (0.00%) |
| 10. France | 0 (0.00%) | 440 (3.02%) | 514 (1.92%) | 73.54% | 1.52 | 00:01:03 | 0.00% | 0 (0.00%) | US\$0.00 (0.00%) |



START2ACT partners promoted the Interactive Online Platform through various means and channels including at the on-site events such as the Business Breakfasts, SME visits and startup mentoring sessions, as well as via their networks, social media channels, newsletters and other printed and online media. The details of these dissemination, communication and promotional activities are provided in the deliverable **D6.7 Final Report on Dissemination Activities**.

In particular, [a specific campaign](#) was conceived and launched in June 2018 with a view to promoting the overall Interactive Online Platform and attracting the target groups to the platform. All partners carried out the campaign locally through their networks, spreading the message and sharing the one-page introduction of the online tools, which were centrally prepared by GEO and the Carbon Trust, and translated to the partners' languages.

This campaign was effective and led to an increase in the number of users visiting the platform, which was visible in the website analytics (see the next sections below).



Three ways to Energy Efficiency in the office and at home

The START2ACT platform is for young businesses, ranging from entrepreneurs at startups to employees and managers at SMEs. We share tips, tricks and valuable knowledge on how to be energy efficient in your office and at home. Learn how to work together with your colleagues to make your business more sustainable.

Short term benefits are attractive: Significantly cut costs on your bill in different areas of energy use.

Long term benefits are convincing: Cut your carbon footprint, enhance your competitiveness, exposure and client trust.

All START2ACT services are free-of-charge, and so are many measures that you can take to make your office and home more sustainable.

Get started with one of our online tools:

New to energy efficiency?

Guide the characters of this interactive course through real life situations to check out relevant areas of energy use at work and at home.

[START2ACT Cleaning](#)

Need more detailed background?

Tap into the pool of advices, documents, solutions, tools, products on energy efficiency at home and the specific situation of your young business.

[START2ACT Knowledge Base](#)

Still have some unanswered questions?

Discuss with the community or submit your query directly to 'Ask The Expert' for personalised advice.

[START2ACT Forum](#)



If you have any questions, please email info@start2act.eu

[Read More About START2ACT](#)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 696069

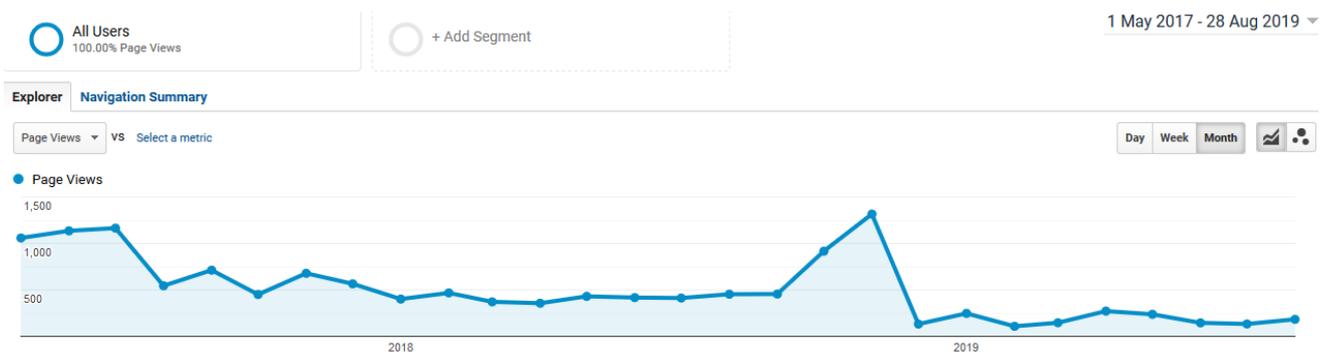
2. Knowledge Base

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 was 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 has been focussing on, the barrier-free and time-efficient access can be a decisive factor about whether or not the online service is used.

The **eight language editions** of the Knowledge Base were launched during May-August 2017. Subsequently, the Knowledge Base, as part of the overall Interactive Online Platform, has been promoted intensively by the START2ACT partners throughout the project (e.g. see on the right cross promotion by the H2020 PUBLEnEf project). Since its launch in May 2017 until August 2019, the Knowledge Base with all its subpages, i.e. all language versions aggregated, **attracted a very high number of visitors**. It obtained **15,025 total pageviews** and **10,451 unique pageviews**. The specific campaigns that were conducted regularly seem to have been effective as peaks in the number of visitors can be observed in Google analytics reports during the campaign periods.



Based on detailed Google analytics reports, the visiting times for topic pages within the Knowledge Base seem to be higher than the average visiting time for all Knowledge Base pages. 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 and that the **information provided has been perceived interesting and/or useful** for the visitors.



3. Energy Saving Competition

The START2ACT Energy Saving Competition has aimed to provide a motivating framework for SME employees to change their behaviour. The purpose of the competition was to make SME employees conscious of their energy consumption at work and to encourage them to reduce this in a variety of ways.

The competition focussed on two aspects:

- » Improving energy management processes
- » Reducing energy use at work

The former is incredibly important for energy saving, as many SMEs do not have any formal energy management processes in place. Once these processes are set up and energy becomes a focus for the company, implementing projects that will save energy will be easier and have a higher success rate. As the SMEs grow, their energy management processes will allow them to continue to save energy, even if some of their shorter-term energy saving projects have ended.

The latter is equally important, as START2ACT aims to reduce current energy use in SMEs as well as future-proofing their energy use as they grow. The START2ACT Knowledge Base identifies over 100 low- and no-cost energy saving measures that SMEs can implement to start saving energy immediately. Immediate results are key to incentivising SMEs to maintain momentum and interest in energy saving within their companies.

Subsequent to the last partner review, the structure of the competition has been reassessed to make it enjoyable and inclusive for participants, whilst ensuring that it actively draw energy saving action and engagement.

The competition comprised a series of seasonal challenges, each promoting energy saving actions and staff engagement in energy reduction within a technology topic. The challenge of the season was hosted on the main Energy Saving Competition webpage on each of the partner country webpages, translated into the native languages. The explanation of the competition included the challenge title, a short blurb explaining why the particular challenge has been selected for the relevant season and a list of suggested actions that companies can do to get involved.

Engagement was a key part of the competition, and SMEs were encouraged to share their sustainability commitments internally with staff and also externally with customers and suppliers. Promotion of the competition was led primarily through social media to increase engagement and awareness externally, though it was also be promoted to SMEs through the other START2ACT activities. The START2ACT Twitter handle was used alongside the challenge hashtag e.g. @START2ACT #S2Achallenge. All posts with this hashtag fed through to the main competition webpage on each START2ACT partner country site.

Four seasonal challenges were run initially from August 2017 to June 2018, and an additional final general Energy Saving challenge was added in October 2018.

Sections below outline the practicalities of how the START2ACT Energy Saving Competition functioned for the last three challenges: the Winter Challenge, the Spring Challenge and the final general Energy Savings challenge (Information on and results of the Summer and Autumn challenges were previously reported in [Deliverable D3.5](#)). This includes the **competition schedule**, an example of the **content and structure** of how the competition looked for the last challenge, and the **scoring criteria** and the assessment process for the award of prizes at the end of each seasonal challenge. Finally, the **results** of the winter, spring and energy saving challenges are provided as well as some practical examples of **how the competition has been promoted** to motivate SMEs to participate.

3.1 Competition schedule

The challenges were themed to the season to keep them relevant and to target the highest energy using equipment in each season.

| Challenges | Run time | Topic | Reasoning |
|-----------------------------------|---------------------|---------------------------|--|
| START2ACT summer challenge | Aug – Sep 2017 | Save energy on cooling | Demand for cooling is high in summer, and simple changes can be made to improve both energy savings and comfort. |
| START2ACT autumn challenge | Sep – Nov 2017 | Save energy on IT | After the summer holiday period has finished and employees have returned to work, September is a good time to introduce new efficient habits in the workplace. |
| START2ACT winter challenge | Jan – Mar 2018 | Save energy on heating | Heating makes up half of energy use in the average office over winter, so presents a significant opportunity for energy saving at work. |
| START2ACT spring challenge | Apr – Jun 2018 | Save energy on lighting | As summer is coming and the days are getting longer, it is a good opportunity to use natural daylight and save on lighting. |
| START2ACT energy saving challenge | Oct 2018 – Feb 2019 | Energy saving initiatives | Invite companies to come up with their own ideas on how to improve energy savings in their places of work. |

The challenges were focused on the **guidance provided in the START2ACT Knowledge Base**, encouraging participants to draw inspiration from the 100 plus low and no cost energy saving measures identified there. Each of the challenges listed in the table above had its own Knowledge Base page, which could be linked to on the competition page.

3.2 Energy Saving Challenge - Sample Announcement



Join the START2ACT Energy Saving Challenge!

You can reduce energy use in your office by up to 20% by using the simple and low-cost measures recommended by START2ACT.

Reduce your bills, engage your employees and win prizes by entering the START2ACT Energy Saving Challenge.

Want to take part in the START2ACT Challenge? It only takes a couple of minutes to enter.

Why should I enter?

- Win a [Bamboustics](#) phone speaker - one entry earns you five chances to win during our four monthly prize draws
- The best entry at the end of the competition will win a smart [Energomonitor](#)
- Every participating company will receive a START2ACT energy saving starter pack and will be promoted throughout Europe on the START2ACT website and newsletter (see the previous challenge winners and participants [here](#)).

[Terms and conditions](#) apply.

How do I enter?

STEP 1

Take a photo or film a video clip of how your company saves energy

STEP 2

Write a description of the action(s) - just a sentence or a short paragraph

STEP 3

Email step 1 and step 2 to info@start2act.eu* or send it to [@START2ACT](#) using [#S2Achallenge](#) on Twitter or Facebook

The competition is open now and will close on Friday 15 February 2019. The earlier you enter, the more chances you have to win through the monthly prize draw.

What can my company do to save energy?

Come up with your own ideas to reduce energy use and bills in your office, or use the suggestions below as inspiration.

- Conduct a walk round: Walk round the office in the morning, at midday and in the evening to record which energy using equipment and facilities are left on unnecessarily. Use the [START2ACT walkaround checklist](#) to identify immediate opportunities for energy saving.

- Heating and cooling is likely to offer your biggest potential saving. Reducing your heating by just 1°C can save 8% of energy, whilst increasing your cooling set point by 1°C can save you 3-4%. [Find out more >>](#)
- Lighting is a visible energy user and is a great area to engage your colleagues. Label light switches that can be turned off by all staff, especially in infrequently occupied areas such as meeting rooms, storerooms and bathrooms. Download the [START2ACT stickers](#) from the START2ACT website. [Find out more >>](#)
- Office equipment uses more energy than you think. Printers, coffee machines and TV screens are frequently left on or in standby mode 24 hours a day. You can save up to two thirds of energy use by using timers to automatically switch off equipment during office hours. [Find out more >>](#)
- Metering and monitoring your energy use is essential to identify where you can make savings. Check your electricity meter once every week and record it in the START2ACT data collection template to start building a profile of your energy use. [Find out more >>](#)
- An energy policy shows your clients and partners your commitment to energy reduction and formalises your energy efficiency objectives within your organisation. Use the [START2ACT energy statement template](#) to create your own customised policy.

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. Check out the latest information on the hottest energy topics for SMEs on our [Forum](#).

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 five intermediate prize draws will be announced at regular intervals and the overall winner will be announced on Friday 22 February 2019. All participants will be sent their START2ACT energy saving starter pack within four weeks of providing their postal



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3.3 Assessment criteria and prizes

One winner was awarded the overall prize for each challenge. At the close of each challenge, each partner assessed the entries based on the criteria in the table below and put forward their country winner to a central pool alongside a few lines to justify this choice. Country winners were featured on the START2ACT website homepages. One overall winner was then be selected by the Carbon Trust, and adjudicated by Geonardo. In the event of two scores being tied, the judges were instructed to select a winner based on the overall level of commitment demonstrated in the submission.

Assessment criteria:

| Criteria | Level | Points |
|--|---|----------|
| Involvement (amount of actions completed) | The SME has completed one action | 1 |
| | The SME has completed two actions | 2 |
| | The SME has completed three or more actions | 3 |
| Commitment (how difficult the actions were to implement) | The action/actions required low commitment | 1 |
| | The action/actions required medium commitment | 2 |
| | The action/actions required high commitment | 3 |
| Creativity (whether new energy saving ideas were used) | The action/actions was/were suggestions listed in the competition | 1 |
| | The action/actions was/were suggestions listed on the Knowledge Base | 2 |
| | The action/actions was/were new energy saving ideas from the SME | 3 |

The prizes were announced at the beginning of each competition round. Terms and conditions for the award of the prize were provided via a link on the competition page.

3.4 Winter, Spring and the final general Energy Saving Challenge results

The **Winter Challenge** ran from January to March 2018. It challenged small businesses to share how they minimise energy use from heating through instigating behaviour change, altering operating procedures or investing in equipment upgrades. All partners translated the competition text ahead of the launch deadline and dedicated pages were created for each local language site. Several images were designed by Geonardo (below) in advance to facilitate promotion on social media and in news articles.



Promotion of the Winter Challenge was primarily led through social media, using the START2ACT accounts, partner company accounts and personal accounts of those involved in START2ACT. The reach was magnified by engaging stakeholders and umbrella organisations, who shared the posts with their wider networks.

The Winter Challenge webpage had a total of 518 unique pageviews and eight competition entries were received from Poland (1), Hungary (2), Croatia (2) and the UK (3). These entries were evaluated, and the winners were Bacchus Kft. (Hungary) and DS Consulting (Croatia) (below). **Bacchus Kft. made a [video](#) showing how they control temperature in the restaurant, dry and polish their glasses avoiding the dryer and wear winter dress codes. DS Consulting upgraded their windowpanes and frames to improve the thermal efficiency in their office and calculated 36% energy savings.** Both winning entries received an Alexa-enabled Amazon Echo. Each runner up received an Energy Saving Starter Pack to expand their energy saving efforts.

"I strongly believe we should be committed to saving energy at work. The generation of today has to act up to mitigate the effects of climate change. I remember I was particularly happy when the Paris Agreement was ratified in 2015, however I also realised we can only achieve the goals of the Agreement if we act locally. I do my best to spread the word about climate actions and I'm happy that we can do something about it with my employees"

Tamás Tüske, Bacchus Kft

An article about the winners was published in the START2ACT webpage [here](#).



The **Spring Challenge** ran from April to June 2018. It invited companies to share how they reduce their artificial lighting usage and save energy. As for the Winter Challenge, a strong media campaign was led by the partners, as well as more targeted promotions in SMEs engagement, webinars and events. Each partner translated the competition details to their country languages. Geonardo designed a new image for the competition (see on the right).

Despite having more unique pageviews than the Winter Challenge (621) there was only 1 entry received from Tÿ Newydd Writing Centre (UK). The winner received an Alexa-enabled Amazon Echo. The company heard about the challenge through their participation in a START2ACT webinar on *Greening your small business* organized by The Carbon Trust. **The company was active in social media sharing their efforts to reduce natural daylight and reducing artificial lighting.**

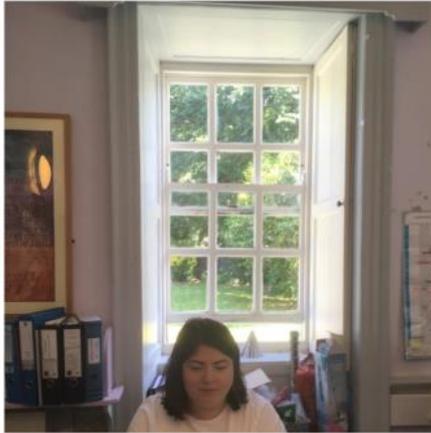


An article about the winner was published in the START2ACT webpage [here](#).

 Ty Newydd
@Ty_Newydd

Follow

@START2ACT we are also saving energy by maximising natural daylight. We have moved the desks so that our large windows are behind us #S2Achallenge



8:54 AM - 6 Jun 2018

 Ty Newydd
@Ty_Newydd

Follow

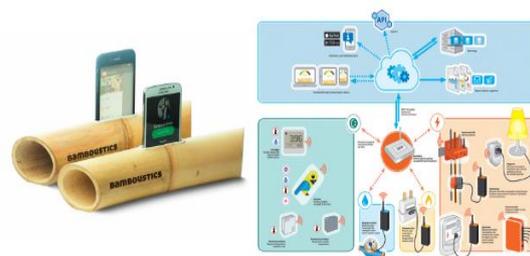
@START2ACT we are saving energy by reducing artificial lighting, and removing half the bulbs...! #S2Achallenge



8:46 AM - 6 Jun 2018

The final general **Energy Saving Challenge** ran from October 2018 to February 2019. It challenged small business to share their energy efficiency habits, by showing the ways in which they saved energy in their places of work. The competition description was translated by each of the partners.

In order to encourage increased participation, monthly draw prizes were included. The monthly prize was a Bamboustics speaker and the final prize was an Energomonitor provided by SOFENA. New images were designed by Geonardo to promote the challenge in social media (below).



The challenge was strongly promoted by the partners in social media and through direct engagements with stakeholders. Its webpage had 805 unique views and received five entries. One entry had to be disqualified because it was submitted by a company based in a country not covered by the programme (Germany). The remaining entries were received from Romania (1), Netherlands (1) and Slovakia (2). Each month a small prize (Bamboustics) was drawn and awarded. The winners were TroGo (Romania) and Ministerie van Tekst (Netherlands). Articles about the winners were published in the START2ACT webpage [here](#).

All qualifying entries were evaluated by the partners in Romania, Netherlands and Slovakia, and TroGo was the selected winner of the overall challenge. **The company promotes e-scooter smart mobility systems in order to reduce greenhouse gas emissions and save energy by using Kinetic recovery energy systems.** TroGo received an Energomonitor and each runner up received an Energy Saving Starter Pack to expand their energy saving efforts.

3.5 Outreach efforts of the START2ACT partners

A variety of approaches were used by partners to promote the Winter, Spring and Energy Saving Challenges. A selection of individual outreach activities for them have been presented in the partner summaries below. These summaries are not exhaustive records of competition outreach activities, but they show the diversity of approaches and variety of ideas used to engage the target audience.

Although Europa Media as coordinator and CentERdata as data management partner are not primarily involved in the challenge, they promoted both the Challenges with contributions on social media.

GEO:

For the Winter challenge a call to participate was sent via email to over 600 representatives from young SMEs and startups. The challenge was announced in the START2ACT [Newsletter 2017/II](#) as well as a news articles on the project webpage and different posts via twitter, Facebook ([HU](#) / [EN](#)) and LinkedIn. The sister project PEAKapp promoted the START2ACT Winter challenge through their [newsletter](#) and the project ICTFOOTPRINT published and [article](#) promoting the winter challenge and other START2ACT services. Furthermore, the winter challenge was promoted personally to the attendants of two START2ACT presentations: The [World Sustainable Energy Days](#), Austria on the 01.03.2018 and the [Market & Profit event](#) (Piac & Profit) on the 22.03.2018.

The Spring challenge was promoted by GEO via the project webpage and social networks on a European-level and via personal contacts and emails within Hungary. It was announced through an article on the homepage as well as on LinkedIn, Facebook and Twitter. Similar posts about the progress of the competition were repeated in regular intervals. Additionally, GEO created and shared posts with tips to participate (03.05, 25.05, 12.06.). The spring challenge was also part of the START2ACT biannual newsletter that was issued in May and sent to 207 subscribers of the START2ACT homepage, as well as to several synergy partners, such as SHAPE ENERGY or ICTFOOTPRINT.eu. The challenge has also been shared by several partner projects on their Twitter accounts (e.g. OrbEEt, SHAPE ENERGY, LowUp). To Hungarian young SMEs and startups, GEO promoted the competition at all events that were organised in or before the competition period, such as the mentoring sessions at the Startup Safary on the 20.04. or individual SME visits in Hungary (23.05, 20.06). An email with a call to participate in the spring challenge in Hungarian language was sent out to approximately 1600 representatives of young SMEs and startups on the 08.06.2018.

GEO promoted the Energy Saving challenge with social media posts via Facebook (project page, Hungarian Facebook page) twitter and LinkedIn continuously during the period of the challenge. Additionally, the challenge was promoted on the dissemination event at the [Startup night 2019](#), a preparational meeting at the [START IT @ K&H](#) incubator and at the Impact Hub Budapest personally to young companies and startups. Promotion emails were sent by different members of the Hungarian START2ACT-team to acquaintances from young companies. Europa Media's startup-related project MY GATEWAY shared the information/invitation with their partners from the relevant countries Czech Republic and Romania on the individual languages. GEO sent an automated call for participation to more than 1600 representatives of young companies in and around Budapest in January 2019. Moreover, the challenge was announced with an invitation to participate in the START2ACT [Newsletter 2018/II](#). The local stakeholder [Management of Thematic- and Shopping Streets](#) and the stakeholder committee member [EEN Hungary](#) were contacted and published a call to participate in the energy saving challenge on their websites.

Carbon Trust:

The Carbon Trust promoted the Winter Challenge widely using a variety of methods. These included regular posts on social media through Twitter with 58,000 followers on [25.01.18](#), [02.02.18](#), [09.02.18](#), [15.02.18](#), [16.02.18](#), [23.02.18](#) and LinkedIn with 15,000 followers on [01.02.18](#). Carbon Trust explained the competition and how to enter the challenge at three SME visits on 18.01.18, 20.02.18 and 08.03.18. Information about the challenge was also posted on the Carbon Trust SME network webpage and personalised emails were sent to START2ACT relevant contacts, including two previous competition entrants.

The Spring challenge was promoted using a similar approach, engaging in social media through twitter on 16.05.18 and 31.05.18. The challenge was also communicated through four SME visits on 24.04.18, 07.06.18, 08.06.18 and 12.06.18. Information about the challenge was posted on the Carbon Trust SME network and communicated through a START2ACT [webinar](#) on *Greening your small business*, where the company Tÿ Newydd writing center first heard about the challenge. This company became the only entry for this competition.

The Energy Saving challenge was promoted in social media on twitter on [31.10.18](#) (retweet of original message) and through emails to stakeholders. Two articles to encourage participation were written and published in the Start2Act website on 14.12.18 and 11.01.19 featuring small prize winners [Ministerie Van Tekst](#) and [TroGo](#). The challenge was also directly promoted in three SMEs visits on 02.11.2018, 05.02.2019 and 22.02.2019.

CentERdata:

The S2A winter challenge was distributed in the CentERdata social networks. The original S2A challenge tweet was retweeted (16/1/2018) and received 739 impressions. CentERdata also posted an entry to the S2A challenge on twitter. CentERdata combined the challenge with the warmetriendag (where a warm sweater day, 2/2/2018) and this resulted in a tweet that received over 1046 impressions. CentERdata promoted the challenge on LinkedIn (6/2/2018) and toward the end of the challenge on personal Facebook (2/3/2018) and also CentERdata contacted companies in their network directly approaching these companies.

The S2A spring challenge was distributed in the CentERdata social networks. CentERdata promoted the S2A spring challenge on twitter on 3 May 2018. This post received 728 impressions. CentERdata provided an example entry on Twitter on 28 May 2018, which received 534 impressions. Furthermore, CentERdata challenged other companies via friends. CentERdata promoted the challenge on LinkedIn on 8 June 2018. This post received 217 views. The challenge was also distributed on personal Facebooks on 8 June 2018.

The S2A energy saving challenge was distributed in the CentERdata social networks. CentERdata retweeted the original S2A promotional message (8/11/2018). This tweet received 1348 impressions and 3 engagements. Inspired by this tweet MEA (Munich Center for the Economics of Aging) posted an entry for the challenge. Furthermore, CentERdata provided an example entry on Twitter (4/11/2018) thereby challenging Ministerie van Tekst to also provide an entry. Our tweet received 1289 impressions and 16 engagements. The tweet posted by Ministerie van Tekst (30/11/2018) was one of the winning entries. In January CentERdata promoted the challenge again on Twitter (22/01/2019). This tweet gained 1004 impressions. The post was also promoted on personal facebook accounts on 22 January. CentERdata also contacted companies in their network directly approaching these companies.

ENVIROS:

The Winter challenge was promoted by ENVIROS via social networks (mostly LinkedIn) and via our project stakeholders and their web pages. The challenge was promoted through an [article](#) in Czech language (15.01.18).

Approximately halfway through the competition there were 56 followers. The similar text was posted also in [English](#). At the beginning of the February ENVIROS posted an idea (example on the competition entry) how to save by the setting of the heating when leaving the room. Both, participation at the winter challenge and some examples, were presented to the startups and SMEs through our partners, InnoEnergy HUB and E-Accelerator (29.1.2018). Short information including the link to the competition was sent to our stakeholder (ENERGYHUB, CZECHINVEST) to spread it among their members (30.01.18, via emails and stakeholder's webpage – approx. 200 members of [ENERGYHUB](#) and 300 members of CZECHINVEST). On the A short [article](#) linked to the webpage of the competition was posted in NEWS section of the Czech start2act webpage (02.02.19).

The Spring competition was promoted through our most active stakeholder ENERGY HUB via sending a short guide to participate to all HUB members (approx. 450 SMEs) and via a [web link](#). The message, a printed leaflet about the competition, was placed on the board in Impact HUB offices (Ostrava, Brno) where the different communities meet up (startups and SMEs). Enviros promoted the upcoming challenge personally at the event “How to conquer the US market” (11.4.2018) and the short information about the competition was attached to the invitation for the BB planned on the 12th of June (unfortunately the event had to be cancelled due to the lack of participants). Our other stakeholder (E-accelerator) distributed the message about the competition to their members. Enviros team has promoted the competition also via social network (mostly LinkedIn).

For the Energy Saving challenge ENVIROS shared an article via [Linked-In](#) and via the webpage of the company [Enviweb](#), s.r.o. where the readers of our article were navigated to the START2ACT webpage and final competition. The message, a printed leaflet about the competition, was placed on the boards in Impact HUB offices (Ostrava, Brno) to hit our target group (startups and SMEs). ENVIROS promoted the competition at all events that were organised in or before the competition period, such as the Energy Conference (15.11.18 and 16.11.18) and individual SME visits in the Czech Republic. The competition was announced through an article on the webpage of our stakeholder ([ENERGYHUB](#)), and via the stakeholder's social networks.

EIHP:

The Winter challenge was promoted by EIHP. One of the promotional challis was via webpage and the news about challenge was distributed through official [company site](#). The challenge was promoted through personal LinkedIn and Facebook profile of EIHP team. The news about challenge was sent via email to 485 SMEs from our contact list.

The Spring challenge was promoted by EIHP through different channels. One of them was via webpage and the news about challenge was distributed through official [company site](#) and [project webpage](#). Also, the challenge was promoted via personal contacts and emails within Croatia. The news about challenge was sent via email to 485 SMEs from our contact list. The challenge was promoted trough personal LinkedIn and Facebook profile of EIHP team. Also, the email was sent to 33 SME contacts via German-Croatian Industrial and Commercial Chamber.

The Energy Efficiency challenge was promoted by EIHP through different channels. One of them was via webpage and the news about challenge was distributed through official [company site](#) and [project webpage](#). Also, the challenge was promoted via personal contacts and emails within Croatia. The news about challenge was sent via email to 485 SMEs from our contact list. The challenge was promoted trough official company LinkedIn site (321 impressions) and through personal LinkedIn and Facebook profile of EIHP team.

ENERO:

For all challenges ENERO sent information about it by email, targeting the SMEs consulted within the START2ACT project, and some other personal contacts. Bellow the number of companies directly reached:

- For the Winter Challenge: 32
- For Spring Challenge: 40
- For Energy Efficiency Challenge: 28

ENERO promoted the energy efficiency competitions during the on-site visits and shared information about the competition on personal Facebook pages.

KAPE:

For the Winter challenge KAPE promoted via websites: own website with 1500 followers per month ([16.01.2018](#)), [www.energia0.pl](#) energy efficiency related website with 300 followers per month ([16.01.2018](#)) and via social media: Facebook with 550 followers ([18.01.2018](#)), twitter with 110 followers ([29.01.2018](#)). KAPE promoted the challenge personally to the target group at SME on-site visits (25 visits). KAPE promoted the Winter challenge through presentations and at a START2ACT information point on Startup Europe Week in Płock (07.03.2018).

The Spring challenge was promoted via websites: own website with 1500 followers per month ([23.04.2018](#)), [www.energia0.pl](#) energy efficiency related website with 300 followers per month ([19.04.2018](#)) and via social media: Facebook with 550 followers (19.04.2018), twitter with 110 followers (23.04.2018), LinkedIn with 204 followers (23.04.2018). KAPE promoted the challenge personally to the target group at SME on-site visits (12 visits). KAPE promoted Spring challenge by making own photos on START2ACT challenge twitter with examples of energy saving behaviour (23.04.2018).

The Energy Saving Challenge was promoted via websites: own website with 1500 followers per month ([08.11.2018](#)), START2ACT website ([01.12.2018](#)), [www.energia0.pl](#) energy efficiency related website with 300 followers per month ([07.11.2018](#)) and via social media: Facebook with 580 followers ([07.11.2018](#), [25.01.2019](#)) twitter with 130 followers ([08.11.2018](#)) LinkedIn with 267 followers ([08.11.2018](#)). KAPE promoted the challenge personally to the target group at SME on-site visits (10 visits).

SOFENA:

For the Winter Challenge SOFENA presented preliminary information during the Business breakfast on 17.11.2017 in the city of Sofia. The competition was also promoted on the website of the Agency by an [article](#) (58 followers /visitors of the news on SOFENA website), as well as by 4e-mails to partner organizations and by individual emails to 29 young SMEs. Information about the challenge was uploaded on the project website in Bulgarian language with an invitation to the young companies for participation.

The Spring challenge was promoted by SOFENA via the project webpage and an [article](#) that was published on the homepage of the agency. The information was also communicated directly via personal contacts and emails within the country to the involved in the project startups and SMEs. The challenge was promoted on the site of our stakeholder (e.g. Energonomitor) and was shared with the other stakeholders like BCCI in Sofia and Vraca. The Spring challenge was also promoted by SOFENA Facebook site in an article on 20.04.2018. SOFENA promoted the competition at all events that were organised in or before the competition period, such as the last business breakfast held on 12.06.2018 in the city of Sofia and during the meeting held in the premises of the Agency with individual SMEs. An email with a call to participate in the spring challenge in Bulgarian language was sent out to all companies that participated in the first 5 business breakfast - approximately 150 representatives of young SMEs and startups.

For the Energy Efficiency challenge SOFENA published information on the project webpage and broadcasted an [article](#) on the website of the agency. The information was also communicated directly via personal contacts and emails within the country to the involved in the project startups and SMEs. The Energy Efficiency challenge was also promote by SOFENA Facebook site in [an article](#) on 21.11.2018.

During the conference of our stakeholder ABEA held on 04.12.2018 in Sofia, SOFENA communicated an invitation to the participating 95 startups and SMEs to take part in the challenge. The challenge was also promoted on the [site](#) of our stakeholder Energonomitor who offered the [prize](#) to the winner.

Startups.be:

Startups.be promoted the Winter challenge through social media networks, mostly Facebook (2.855 members) and Twitter (11,5k followers). More in detail:

- 08.01.2018 Winter challenge as a featured open call on the Startups.be website
- 12.01.2018 Winter Challenge promo post on the Startups.be Facebook account
- 31.01.2018 Featured blog article on the Startups.be website: "Start to Act and save our planet" / Winter Challenge is cross promoted
- 05.02.2018 Start to Act / Winter Challenge promo post on the Startups.be Twitter account
- 01.02.2018 Start to Act / Winter Challenge promo post on the Startups.be Facebook account
- 12.02.2018 Winter Challenge on the Startups.be Twitter account

Startups.be leveraged its website and social media channels to promote the Spring Challenge. More than 2970 people engaged into the challenge through the Startups.be social media networks. 120 people were engaged through the Startups.be website. The Spring challenge was added as an open call to our calendar on the Startups.be [website](#). We have also created its [tracking url](#) which we further included into all promo messages. During the whole period when the challenge was online, it received a total of 71 clicks. The challenge was actively promoted through our social media network, mainly Facebook and Twitter. In total, 130 people engaged on Twitter. Whereas, all the promo posts generated over 15,300 impressions. On average, 2170 people were reached on Facebook, and 672 people reached on LinkedIn. In addition, we have cross-promoted the challenge through the blog [article](#) "START2ACT is supporting European startups towards energy efficiency". The blog post received a total of 84 unique pageviews, generating additional traffic to the open call. On June 15, we organised a regular "Lightweight 1-to-1" mentoring session in Corda Campus Startup Incubator in Hasselt. Along with explaining the START2ACT goals and introducing the START2ACT Interactive Energy Saving Platform, we spread the word about the Spring Challenge. In total, we spoke to and mentored 16 startups. Karen Boers, Managing Director at Startups.be, Jan Bormans, COO at Startups.be, Marleen Heyndrickx, Operations & project manager at Startups.be, and Valentina Ponomarova, Marketer at Startups.be, have also promoted the challenges through their own social media networks.

The Energy Saving challenge was actively promoted through social media networks, mostly Facebook (2.855 members) on 7.11.2018, 23.11.2018, 12.11.2018 and 15.1.2019. On 10 and 17 December 2018, Starups.be organized two "Lightweight 1-to-1" mentoring sessions in Corda Campus Startup Incubator in Hasselt and The Beacon Start it @KBC incubator in Antwerpen. Along with explaining the START2ACT goals and introducing the START2ACT Interactive Energy Saving Platform, we spread the word about the Energy Saving Challenge.

SIEA:

The Winter Challenge was promoted by SIEA via different channels in order to get the information to as many subjects as possible. It was promoted through the official webpage of SIEA in section dedicated to [project](#)



[START2ACT](#). The major channel we used for information spread among the SMEs and startups were business breakfasts and energy mentoring. Specialized events organized by SIEA outside the project were used, too. Last, but not least, we have informed target group via e-mails and personal contacts.

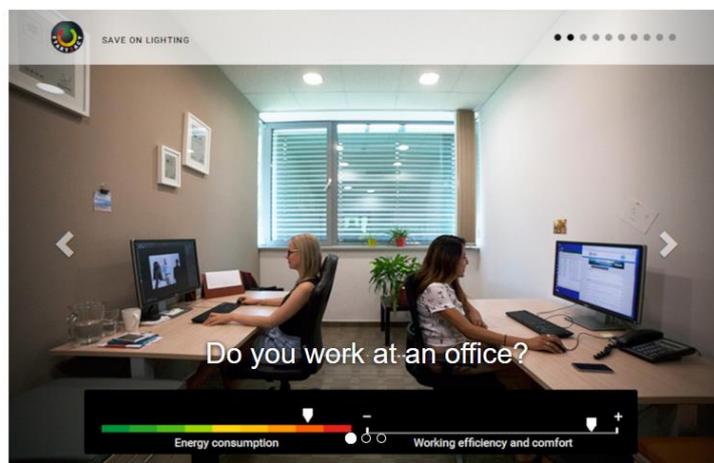
The Spring challenge was promoted by SIEA using various ways and channels. The main channel was SIEA's [online platform](#) where the challenge and news about the challenge were announced. Another important channel was direct meetings and mentoring sessions with stakeholders and SME representatives on which we provided all necessary information. The challenge was promoted via SIEA's consultation center which provides free-of-charge energy consultations to SMEs and also to households. SIEA has at this moment its customers' touch points in three major cities outside the capital, and they are frequently visited by those interested in energy savings, as far as SIEA is running several programs focused on this topic.

The Energy Efficiency challenge was also promoted using different channels. Usage of websites was the dominant one. We used dedicated section on [SIEA's website](#) to announce the start of the challenge and the news about the progress. The [START2ACT webpage](#) was used to promote the challenge as well. Another important channel was our meetings and mentoring sessions in the co-working spaces. It was communicated on major Slovak energy fair AQUATHERM 2019. Also, other channels were used, such as e-mails, personal contacts, and SIEA's consultation center.



4. E-learning

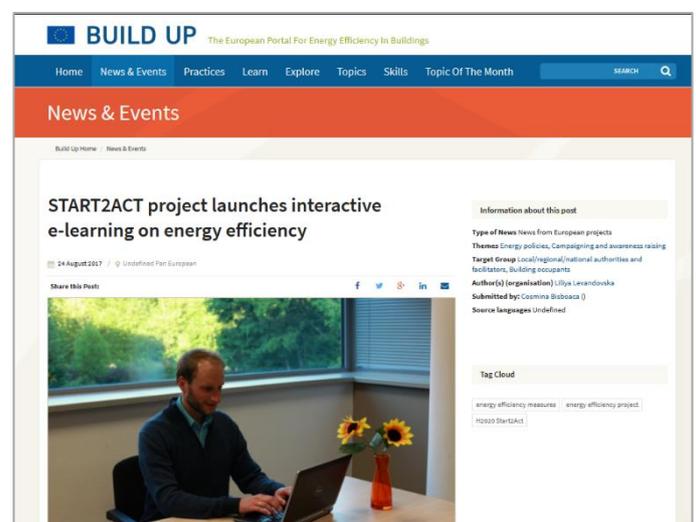
START2ACT e-Learning course modules were launched gradually during Summer 2017 and Spring 2018. Similar to the other sections of the Interactive Online Platform, the e-Learning has also been made available in all partner languages. Although the e-Learning modules were initially accessible only upon registration, the consortium decided to remove registration in November 2018 with a view to boosting the number of users accessing the platform.



Begin your free E-learning course now!
Select the modules from the list below and click on the chapter of your choice. At the end of each module you will find a self-assessment quiz – test yourself and get the chance to receive a START2ACT E-learning certificate.

- #1 – Energy Efficiency at the Workplace >
- #2 – Energy Efficiency at Home >
- #3 – Smart Energy Management >

As the e-Learning modules were launched, the partners promoted them via various channels and campaigns (e.g. see on the right promotion by the BUILD UP platform and below START2ACT campaigns). Thanks to these efforts and to the interactive and fun design of the modules, the START2ACT e-Learning course has become quite popular. Between August 2017 and August 2019, the e-learning page obtained **10,489 pageviews** and **7,386 unique pageviews**.



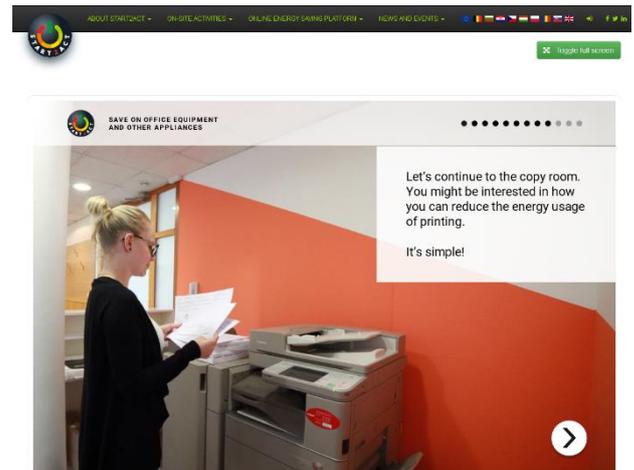
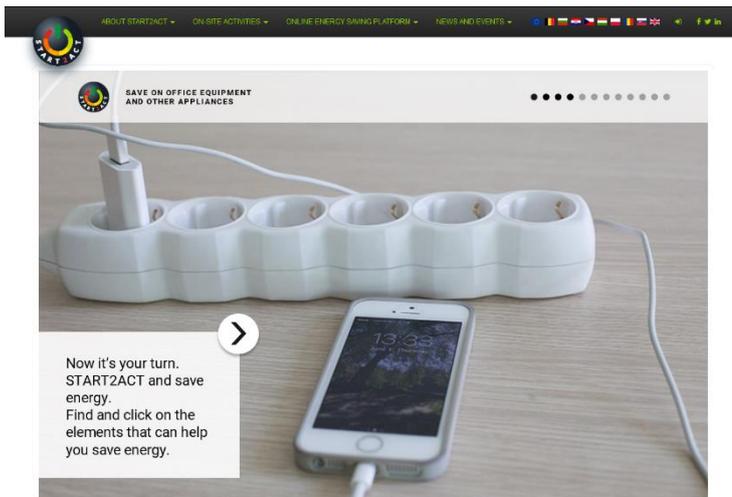


START2ACT @START2ACT · 19 Jun 2018

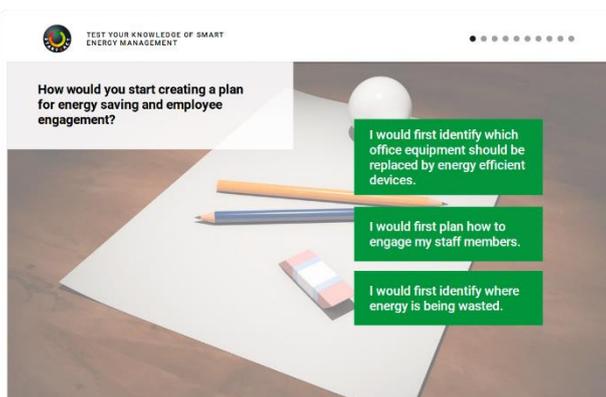
It is time for our #elearning platform! 📖💡
This Tuesday join Ana, and learn how to #saveenergy at your home.
More info here ➔ goo.gl/78FxQb



To make the e-Learning as interactive, fun and practical as possible, **our team simulated various real-life scenarios in Geonardo's office** and created situational videos (see screenshots below), which were then embedded in the e-Learning platform. The users of the e-Learning had to view and interact with the videos by responding to the questions and **actually demonstrating how to take action to save energy in an office.**



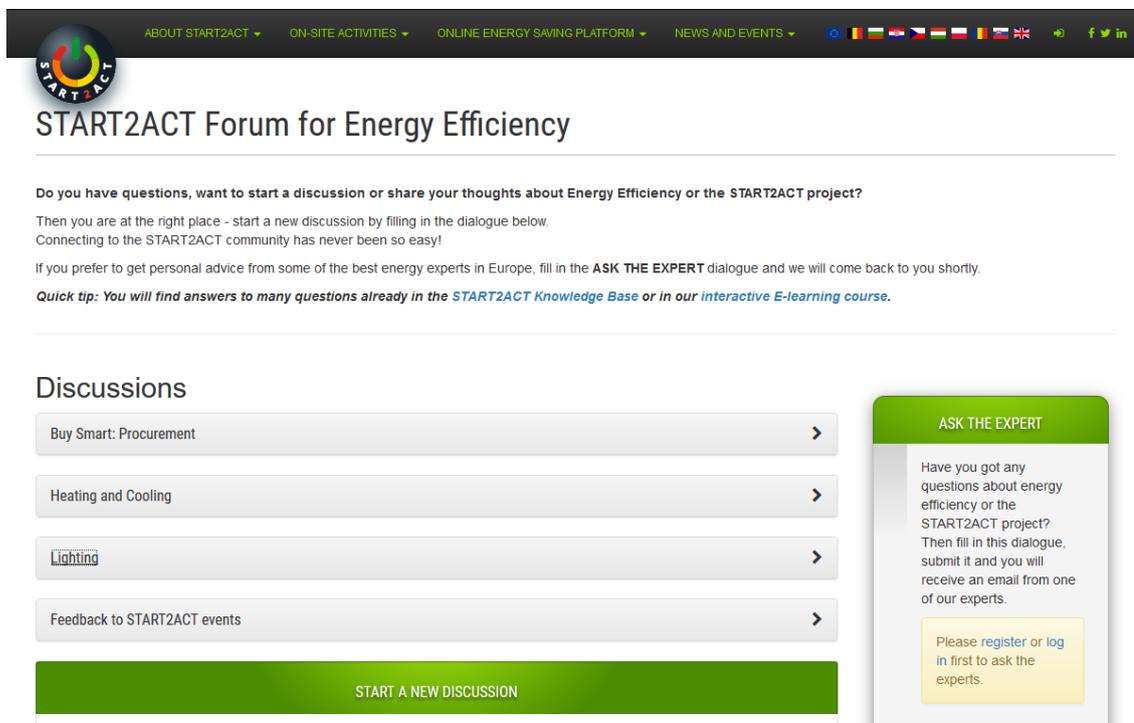
At the end of each module, the users were asked to take a **self-assessment quiz** and if they passed the quiz (minimum 80%), they could download a **START2ACT certificate**, which was also intended for motivational purposes.



Considerable time and effort was invested into developing the START2ACT e-Learning modules to make them **truly practical and easy-to-follow** for our target groups. Finally, a very interactive and hands-on online course has been developed and the consortium considers this a valuable resource, which should be further exploited. To this end, the e-Learning course, similar to the Knowledge Base, will be **maintained beyond the project** by Geonardo and further promoted by all partners at relevant occasions and through their networks.

5. Interactive Social Platform

The Interactive Social Platform was intended to take the form of a topical discussion forum and allow the users to launch and contribute to discussions as well as pose questions to our experts. The concept and functionalities of the Interactive Social Platform were designed by the partners and subsequently introduced in deliverable [D3.6](#) and the platform itself was launched afterwards (below).



Although our team populated the Forum with initial entries and promoted it to the target groups, it did not generate sufficient level of discussion and interaction as originally estimated. This is presumably because online fora are no longer such popular means of media for exchange of information due to the dominance of various social media channels and other new media. Another likely reason is the registration requirement, which we kept for only this part of the START2ACT Interactive Online Platform. While we removed the registration requirement from the e-Learning section, we maintained it for the Forum and the Ask the Expert areas to avoid potential spams as well as to be able to monitor better the users. Nevertheless, people seem to be more and more reluctant towards registering on so many online platforms, which is probably why the START2ACT Forum ended up receiving only very few entries.

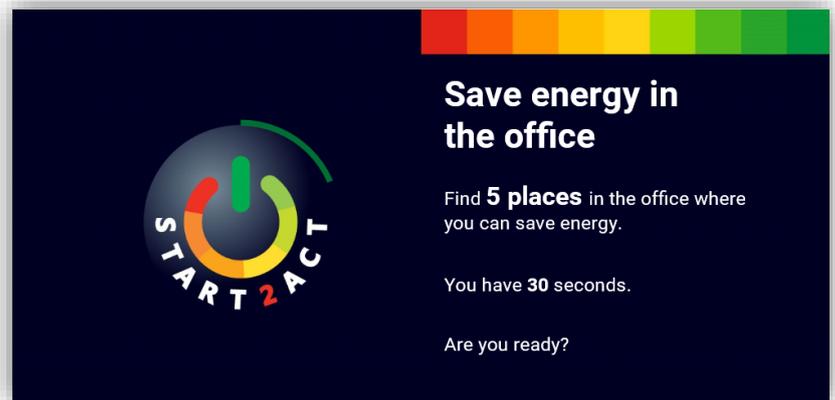
For similar future endeavours, we would recommend utilising existing online fora and social media channels and benefit from their established infrastructure and avoid additional registration burden on the target groups. In this respect, we have also decided to focus efforts on promoting and boosting the use of the other platform sections and utilised our social media channels for interactive exchanges.

6. Energy Saving Game

The START2ACT Energy Efficiency Game 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.

As the game was found interesting and engaging during the Budapest Business Party, our team decided to make it available on the project's homepage and further promoted it throughout the project duration. The game has received **1,661 pageviews** and **1,286 unique pageviews** since its launch in June 2017. The graphic below shows how the game was very popular in the beginning when launched, but the page was still visited afterwards till the end. Peak visits correlate to the periods when specific campaigns were launched for promoting the Interactive Online Platform.



Day Week Month

