

D6.5 Dissemination material (Final)





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Introduction

This deliverable features the final compilation of START2ACT dissemination materials produced during project implementation. These materials served the general dissemination and communication aims of informing the general public about the project, its objectives and activities, and also specifically targeted the project's target audience, informing them about the project's activities and services provided to them and the benefits of saving energy for businesses.

Most of the materials have been made available electronically on the project website under the tab "[Communication Pack](#)" and are available for download **in all partner languages**. Additionally, they were distributed in hard copies at events attended by the START2ACT partners.

START2ACT aimed to diversify its dissemination materials, by producing **engaging tools**, apart from the standard leaflets and flyers. Some of the materials, such as the START2ACT Stickers, Thermometers, Tote Bags, Photo frame and the Energy Saving Wheel, not only promoted the key messages of the project, but due to their additional functionality were especially popular among the audience and helped to contribute to the sustainability mission of START2ACT.

Deliverable D6.7 Final Report on the Dissemination Activities provides a comprehensive summary of all the events, media and channels where the START2ACT dissemination material were utilised.

List of the dissemination materials

The following dissemination materials were produced and used in START2ACT:

- **Two-sided flyers** – compact information material about the project in vertical and landscape formats;
- **A1-SIZE Poster** - promoting START2ACT and its mission at designated bulletin boards or office buildings;
- **X-Banner** – highlighting project activities and achievements and distributed during business breakfasts’;
- **Fact Sheet** - providing information on START2ACT for the target audience: WHAT’s in it for you?
- **Two-sided Energy Saving Stickers and Checklist** – the stickers are meant for office appliances as reminders to switch off/put on standby. The energy saving tips on saving energy in the office are provided on the backside;
- **START2ACT Thermometer** – paper-based functional device allowing users to identify energy saving potential based on the office temperature adjustment;
- **START2ACT Photo Frame** – used at project events to engage audience into taking photos and send the environmentally conscious message;
- **START2ACT Highlights** – summary of project achievements halfway – in numbers for all activities and partner countries;
- **Paper and tote bags** – made from recycled materials in order to raise visibility of the project serving as practical gadgets;
- **Informative cards for startups and SMES** – in the form of a business card with the aim of informing specific target groups about START2ACT services available for them;
- **START2ACT Energy Saving Wheel** – paper based rotating wheel providing energy saving tips and promoting START2ACT Energy Saving Platform.

START2ACT flyers (EN version)

**We help young SMEs & startups
to reduce energy use through simple,
day-to-day actions**

Take part in our free-of-charge activities in
nine EU countries and boost the energy
efficiency of your company!




**BUSINESS
BREAKFASTS
FOR SMES**



**MENTORING
FOR
STARTUPS**


**ON-SITE
TRAINING
FOR SMES**


**ASK THE
EXPERT**


**ENERGY
SAVING
PLATFORM**


WANT TO KNOW MORE?
Visit www.start2act.eu
Drop us a line: info@start2act.eu
Follow us and stay tuned!





For updates on activities in your area, contact your local partner or visit our country-specific websites at www.start2act.eu

	start2act@startups.be	
	start2act@sofena.com	
	start2act@eihp.hr	
	start2act@enviros.cz	
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ENGAGING START-UPS AND YOUNG SMES FOR ACTION FOR SUSTAINABLE ENERGY

**BUSINESS BREAKFASTS
FOR SMES**



**INTERACTIVE ENERGY
SAVING PLATFORM**

**MENTORING FOR
START-UPS**



ASK THE EXPERT



ON-SITE TRAININGS FOR SMES

Did you know that by taking low- and no-cost actions you could reduce energy consumption and costs by 20% at your office? Our mission is to help young SMEs and start-ups to save energy and costs at their workplace by introducing simple yet effective energy efficiency measures in their daily routines. For this, we are offering free-of-charge consultations and training activities in nine European countries.



WANT TO KNOW MORE?

Visit our webpage and follow us on social media!



www.start2act.eu



[@start2act](https://twitter.com/start2act)



[START2ACTproject](https://www.facebook.com/START2ACTproject)



[START2ACT](https://www.linkedin.com/company/START2ACT)

To receive free tips and hear about START2ACT activities near you, just drop us an e-mail:



info@start2act.eu



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START2ACT Poster (EN version)

ENGAGING STARTUPS AND YOUNG SMES IN TAKING ACTION ON ENERGY EFFICIENCY

**BUSINESS BREAKFASTS
FOR SMES**

**INTERACTIVE ENERGY
SAVING PLATFORM**

**MENTORING FOR
STARTUPS**

ASK THE EXPERT

ON-SITE TRAINING FOR SMES

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 to 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.

Want to know more?

Visit our webpage and follow us on social media!

www.start2act.eu

[@start2act](https://twitter.com/start2act)

[START2ACTproject](https://www.facebook.com/START2ACTproject)


[START2ACT](https://www.linkedin.com/company/START2ACT)

To receive free tips and hear about START2ACT activities near you, just drop us an e-mail:


info@start2act.eu


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START2ACT Banner (EN version)



**ENGAGING STARTUPS AND YOUNG SMEs
IN TAKING ACTION ON ENERGY EFFICIENCY**






**BUSINESS BREAKFASTS
FOR SMES**


**ENERGY SAVING
PLATFORM**


40+
BUSINESS BREAKFASTS
ORGANIZED

20%
REDUCTION OF YOUR
ENERGY CONSUMPTION


**MENTORING
FOR STARTUPS**


**ASK THE
EXPERT**


1200+
STARTUP ENTREPRENEURS
TRAINED



**ON-SITE TRAINING
FOR SMES**


8000+
MANAGERS AND STAFF
OF YOUNG SMES TRAINED


**Join us and unlock your
company's full potential!**

What are the benefits for you?





**REDUCE YOUR
CARBON FOOTPRINT**







SAVE MONEY







**GAIN COMPETITIVE
ADVANTAGE**



**OPTIMISE YOUR
RESOURCES**

WANT TO KNOW MORE?
 Visit www.start2act.eu
 Drop us a line: info@start2act.eu
 Follow us and stay tuned!



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START2ACT Factsheet (EN version)



Small business?

Join START2ACT and unlock your company's full potential!

START2ACT is a group of international energy & entrepreneurship experts joining forces to make small businesses more energy-conscious with the support of the European Union.

WHAT IS IN IT FOR YOU?



Optimise Your Resources

- Receive free-of-charge and bespoke advice on opportunities for energy efficiency in your organisation.
- Ensure that you are taking the right energy efficiency measures – START2ACT can help you identify those actions with high impact for your specific case.
- What works for other businesses may not work for you – let START2ACT experts do the hard work for you rather than dedicating resources to research this.



Save Costs

- START2ACT bundles information and individual solutions on energy efficiency for your company – many measures are easy to implement, don't cost much and can save resources for other areas of your business.
- Investing in energy efficiency pays off – some measures can bring up to 2.5 times return on investment.



Gain Competitive Advantage

- START2ACT supports you to embed energy efficiency from an early stage of your business to use this as a competitive benefit and to build up a reputation for being green.
- Energy efficiency measures help your business to boost its green image.
- START2ACT broadens your network and brings you in touch with other companies and people keen on acting green.



Reduce Your and Europe's Carbon Footprint

- START2ACT experts discuss and identify together with you measures to lower the impact of your company on environment and climate.
- Implement environmental-conscious thinking in all areas of your business to influence Europe's business landscape in a sustainable manner.



Visit www.start2act.eu and get all necessary information on available support and free-participation.



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Energy Saving Stickers and Checklist (EN version)



START2ACT ON ENERGY EFFICIENCY

Simple and no-cost measures for every day



LIGHTING: SAVE UP TO **10%** OF LIGHTING COSTS

- ✓ Switch off all non-essential lighting out of business hours
- ✓ Switch off lights if you leave an area
- ✓ Replace old lamps with LEDs and keep controls in good working order
- ✓ Clean windows and light fittings regularly to reduce the need for artificial lighting



HEATING AND COOLING: SAVE UP TO **20%** OF HEATING AND COOLING COSTS

- ✓ Switch off heating and cooling before the end of the working day where possible
- ✓ Make sure heating and cooling don't run at the same time
- ✓ Set your heating to 19-21°C in winter and your cooling to 24°C or above in summer
- ✓ Never open the window when heating OR cooling systems are on



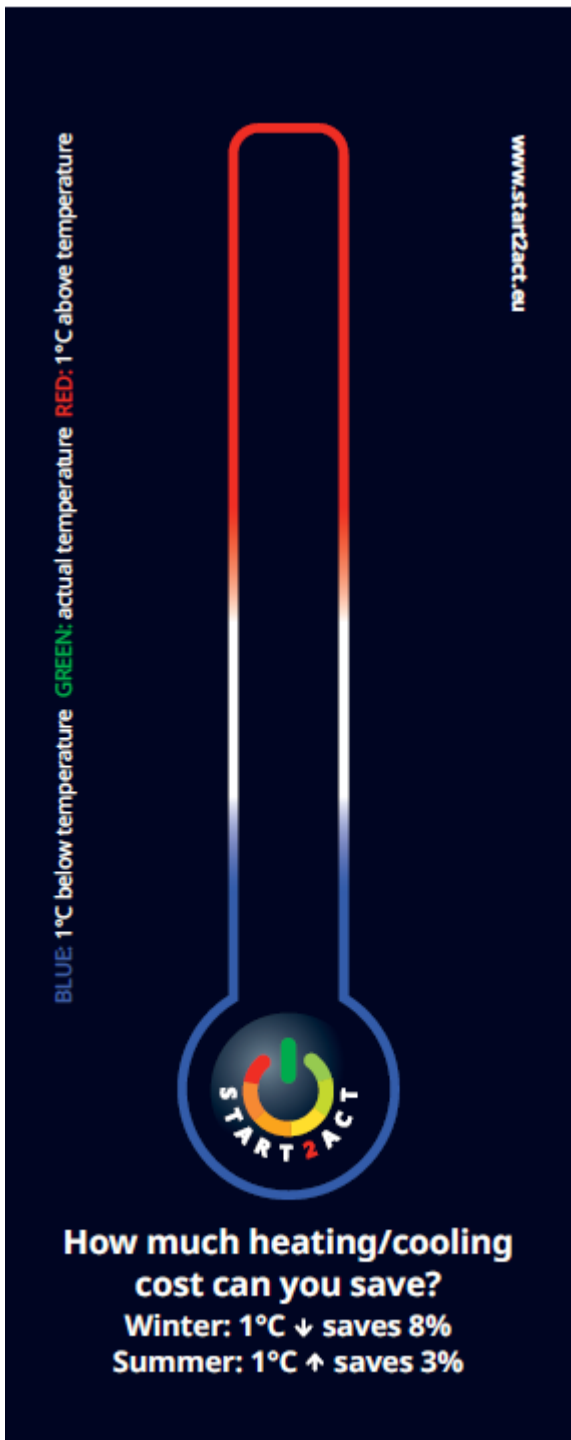
OFFICE EQUIPMENT: SAVE UP TO **20%** OF EQUIPMENT OPERATING COSTS

- ✓ Switch off all PCs, laptops and monitors when not in use
- ✓ Set computers to auto sleep after five minutes of inactivity
- ✓ Charge electrical devices for no longer than necessary



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START2ACT Thermometer (EN version)

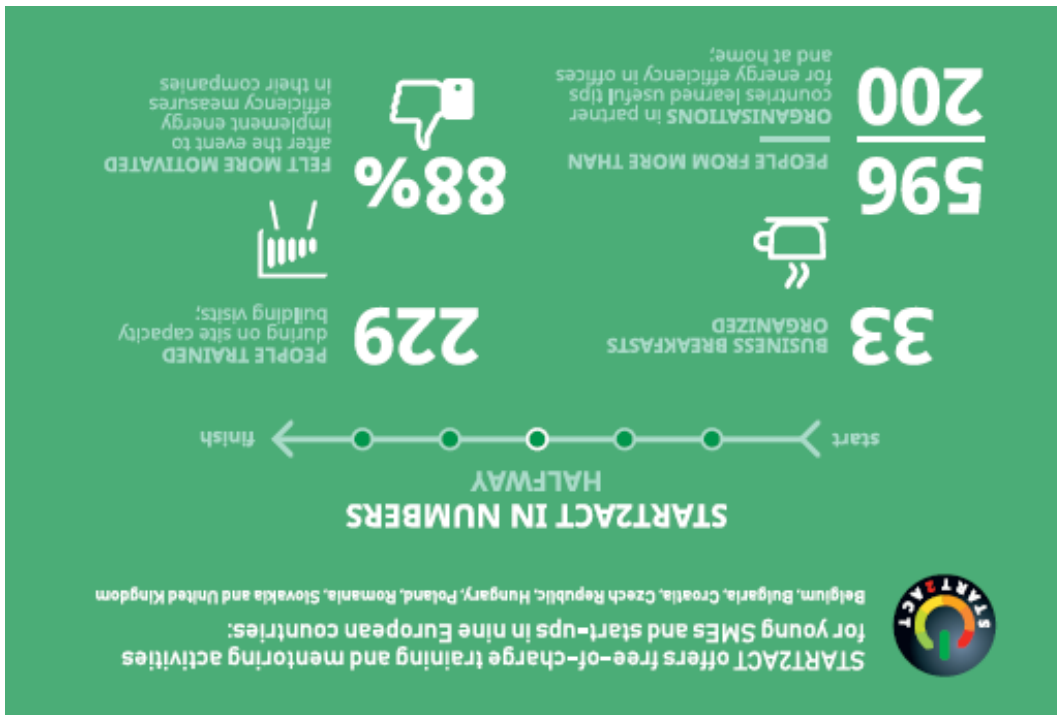


START2ACT Photoframe (produced only in EN)



START2ACT Highlights (EN version, double-sided)





WANT TO KNOW MORE?

Visit www.start2act.eu
Drop us a line: info@start2act.eu
Follow us and stay tuned!



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Paper and totebags





CARDS for startups and SMEs (EN version)



INTERESTED IN MAKING
YOUR STARTUP
ENERGY EFFICIENT?
START2ACT TODAY.



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INTERESTED IN MAKING
YOUR STARTUP
ENERGY EFFICIENT?
START2ACT TODAY.





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SIGN UP FOR OUR FREE
MENTORING PROGRAMME.



NO TIME FOR ON-SITE ACTIVITIES?
USE OUR FREE **ONLINE TOOLS.**



WWW.START2ACT.EU

SIGN UP FOR OUR FREE
MENTORING PROGRAMME.



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USE OUR FREE **ONLINE TOOLS.**



WWW.START2ACT.EU

START2ACT Energy Saving Wheel (produced only in EN)

