

## D6.7 Report on dissemination activities [Final]

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PROJECT NO.	696069
PROJECT ACRONYM	START2ACT
START DATE	01.03.2016
DURATION	42 months
DELIVERABLE ID	D6.7 Report on dissemination activities [Final]
DUE DATE OF DELIVERABLE	31.08.2019
LEAD BENEFICIARY FOR THIS DELIVERABLE	GEO

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#### DOCUMENT HISTORY

VERSION	DATE	NOTE	ISSUED BY
01	30.08.2019	Final Version	Geonardo

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# 1. Introduction

This report provides a detailed summary of the dissemination activities conducted by the START2ACT partners during the project implementation. Dissemination in START2ACT proved to be exceedingly effective in reaching the objective of maximizing the project's visibility and spreading pertinent information on its goals, activities and results to the relevant stakeholders, thereby fostering the engagement of the target groups in the project's activities as well as exploitation of its outcomes.

This document summarizes in a comprehensive way all the relevant activities taken on the project level and by individual partners and is structured to provide a brief overview of **dissemination tools and channels** used (Chapter 2), versatile **dissemination actions** carried out during the project implementation (Chapter 3) as well as a detailed summary of START2ACT's **cooperation with other relevant projects and initiatives** (Chapter 4). Finally, Chapter 5 provides an **overview of the challenges** tackled and key dissemination achievements as well as the conclusions on the effectiveness of dissemination in START2ACT.

All dissemination actions within START2ACT were performed in line with the main objectives identified by the consortium within WP6 and the Plan for Dissemination, Communication and Exploitation of Project Results (D6.1):

- » **Efforts were taken to** maximise the project's visibility **through the project's and partners' websites and social media accounts;**
- » **Pertinent information** on START2ACT's goals, activities and results **was shared** among relevant stakeholders and the wider public through online and press articles, TV and media coverage;
- » Partners **fostered the engagement of the target groups** in START2ACT's activities by active promotion during various dissemination events.
- » Furthermore, **exploitation of project results** was reinforced by making several already existing START2ACT outcomes publicly available.

Moreover, START2ACT **outperformed in reaching its dissemination and communication targets**. The project was extensively promoted during relevant events attended by partners (focusing on business sector and sustainability topics, both on the local and international level), active usage and cross-sharing via project's online channels (website, social media accounts), partners' institutional websites and dissemination channels of relevant projects in the field of energy efficiency. A broad selection of dissemination materials and gadgets was carefully developed and widely distributed.

Overall, the START2ACT project has been active throughout its duration in reaching out to its target groups and other stakeholders, establishing strong visibility across several platforms and building the START2ACT network.

## 2. Project dissemination tools and channels

A variety of START2ACT dissemination and communication channels and tools were established and used with the aim of facilitating the engagement of project's target groups in project's onsite activities and using the online energy saving platform.

This chapter introduces both the published materials and the online channels which fed information to the public on ongoing and upcoming endeavours within the project.

### 2.1 Dissemination materials and gadgets

START2ACT's distinct visual identity (as described in D6.2) served as a key to convey a strong, consistent and unique image of the START2ACT project, enabling clear recognition of START2ACT among its target groups. The project's visibility was further increased by the production of a number of printed materials which were disseminated free-of-charge and presented at different project and external events.

START2ACT aimed to diversify its materials, by producing engaging tools, apart from the standard leaflets and flyers. These materials served the general dissemination purpose of informing the general public about the project, its objectives and activities and also specifically targeted project's audience groups informing them about the project's services for them and benefits of saving energy for businesses (small offices and startups in particular).

Most materials are uploaded on the project website under the tab "[Communication Pack](#)" (apart from the interactive ones) and are available for download in all partner languages. Additionally, they were distributed in hard copies at events attended by START2ACT consortium (including project's onsite events, national and international dissemination events).

A summary of dissemination materials produced and their application is provided in the Table 1 below. Detailed information is provided in the deliverable D6.5 Dissemination Materials (Final).

**Table 1: START2ACT Dissemination Materials**

Dissemination material	Use of the material
<b>TWO-SIDED FLYERS</b>	One of the first START2ACT products, the flyer is a material that was widely distributed at multiple types of events (conference, workshop, networking events, etc.) due to its compact size. Later, a second version of the flyers has been issued with updated visuals and a portrait orientation.
<b>A1-SIZE POSTER</b>	The poster was used to promote START2ACT at designated bulletin boards or office buildings. It also describes the mission and activities of START2ACT in general.
<b>X-BANNER</b>	The X-Banner was used at both START2ACT's own activities (Business Breakfasts) and dissemination events. It demonstrates our activities and highlights achievements and results conveying a key promotional message ("Join us and unlock your company's potential!")

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<b>THERMOMETER</b>	The thermometer is a paper-based functional device that allows users to identify energy saving potentials based on how they adjust the office temperature. This way, it sends a clear message about sustainability while also promoting the project. It was distributed at both dissemination events and START2ACT activities.
<b>STICKERS</b>	The stickers are part of a two-sided dissemination material. They should be used on office appliance in order to remind users to turn them off when not in use. The stickers proved to be a popular take-away dissemination material at dissemination events due to their attractive design and easy usability.
<b>ENERGY SAVING TIPS SHEET</b>	The tips sheet is the backside to the stickers' material. It contains clear suggestions on how to best save energy at the office via easy-to-use measures. By being put together with the stickers, the users could eventually pin this sheet on their office walls. Accordingly, it was also distributed at dissemination and original START2ACT events.
<b>FACTSHEET</b>	The START2ACT comprehensive factsheet introduces the objectives of the START2ACT project and promotes its activities and benefits. As it provides a concise overview on the benefits of the project, it served as a valuable dissemination resource at events attended by START2ACT, especially those where the project could secure its own representational booth.
<b>START2ACT THERMOMETER</b>	A Paper-based functional device allowing users to identify energy saving potential based on the office temperature adjustment. It was distributed at business breakfasts and dissemination events.
<b>START2ACT PHOTO FRAME</b>	A large carton frame made to look like an important social media update. It was used at project events to engage audience into taking photos and send the environmentally conscious message to the audience
<b>START2ACT HIGHLIGHTS</b>	A summary of project achievements halfway including detailed numbers for all activities and partner countries
<b>PAPER AND TOTE BAGS</b>	The bags were made from recycled materials in order to raise visibility of the project serving as practical gadgets for users.
<b>INFORMATIVE CARDS FOR STARTUPS AND SMES</b>	Produced in the form of a business card with the aim of informing specific target groups about START2ACT services available for them.
<b>START2ACT ENERGY SAVING WHEEL</b>	A paper based rotating wheel providing energy saving tips and promoting START2ACT Energy Saving Platform.

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Some of the highlights in terms of the distribution of the dissemination materials are provided below:



Startup.be is promoting START2ACT at TechStartupDay, March 2018 in Brussels. START2ACT banner, thermometers and flyers are distributed at the stand for the interested audience.



Visitors are taking photo with START2ACT Photoframe during the 2018 Startup night in Budapest.



**START2ACT Thermometers and flyers were distributed during the BLACK SEA DAYS OF INTELLIGENT ENERGY 20-22 JUNE 2017 in Varna (in BG)**



**START2ACT banner and stickers were available during business breakfasts across partner countries, sample picture.**



**STARTACT dissemination stand by the project coordinator (poster, stickers, thermometers during the 2018 World Sustainable Energy Days in Vienna)**



**START2ACT Leaflets and flyers during the 2019 AQUATERM Conference presented in SIEA's booth (in SK).**



A selection of START2ACT materials (Energy Saving Wheel, flyers, thermometers, stickers, highlights and cards for startups during the 2018 Startup night in Budapest).

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**. They were also included in the dissemination pack for the winners of START2ACT competition and online challenge.

## 2.2 Online Dissemination Channels

This section provides an overview of the existing online dissemination channels of the START2ACT project, differentiating between the project website and social media accounts.

### 2.2.1 START2ACT Website

The website is the main pillar of START2ACT's online presence interlinked with START2ACT's social media accounts. The URL of the START2ACT website is <http://www.start2act.eu>.

The structure of the website is simple, linear and interactive, employing a so-called impactive carousel which enables easy access to the latest news and initiatives.

The START2ACT web page and each of the available subpages including the interactive tools are available in the languages of the START2ACT partner countries. The **eight language versions** can be reached by clicking the respective flag on the upper right corner of the screen.

The navigation part on the top of the page enables quick access to the subpages of the website. Based on the conducted monitoring in relation to the efficiency of activities and visitor statistics, the navigation menu of START2ACT has been **restructured in the second half of the project to ensure easier access and interactivity**. As a result:

- START2ACT [On-site/online](#) activities grouped under separate tabs;
- [Communication pack](#) sub-tab was introduced (including dissemination materials, newsletters, press-releases in English and partner languages);
- A new feature on the website was included under the tab [Synergies](#) with projects;

- [Results](#) were included under a separate sub-tab publicly listing only project results (deliverables and a selection of best practices). Making the results publicly available START2ACT followed its exploitation strategy, by allowing visitors easily access the Training Kits for SMEs and startups as well as Training of Trainers Manual with further replication purpose

The final project layout is the following:

The [“About START2ACT”](#) menu option leads to the subpages containing information on the project as a whole, as well as on its objectives and target groups, results, partners, target groups, and synergies.

The [“On-site activities”](#) menu includes business breakfasts, on-site consultancy for SMEs, and Energy Efficient Mentoring for Startups. All the sub-pages on activities are updated by local partners informing the user how they can obtain on-site assistance in their countries.

The [“Online Energy Saving Platform”](#) provides access to the **Knowledge Base**, **Energy Saving Competition**, **E-learning** and **Forum**. START2ACT decided to provide open access to all Platform functions, apart from the Forum (to avoid automatic spamming). To facilitate the access of users to the Platform and boost its popularity, START2ACT incorporated additional access buttons – in the form of three boxes on the landing page and in the form of “switch button” within the carousel (screenshots below).

## 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.

Get started with one of our online tools!

E-learning

Knowledge Base

Forum/Ask-the-expert



The next menu option is the [“News and Events”](#) section, providing access to news, events, and the Communication pack. START2ACT continuously updated the structuring in the section and the final result presents a collection of

news and events, **differentiating between project events** (e.g. START2ACT’s presentation at Sustainable Energy Week) **and events organized/visited by partners locally** (marked with country flags).

While partner pages of “News and Events” are updated in relevant national languages, the project’s landing [Events](#) section additionally aggregates partner events. Thus, both news and events are frequently updated with efforts taken by each START2ACT partner (screenshots below).

News & Events

The screenshot shows a grid of news and event cards. Each card includes a date, a title, a small image, a brief description, and a 'Read more' link. The events include:

- Final event of S2A at EUSEW - summary and conclusions** (8 July 2019)
- What makes consumers tick? Best practices and tools - EUSEW** (4 June 2019)
- Join START2ACT's Final Event at the EU Sustainable Energy Week** (3 June 2019)
- Mentoring for start-ups was held on May 17, 2019 in the city of Gabrovo** (17 May 2019)
- Mentoring for start-ups was held on May 9, 2019 in Sofia Tech Park** (9 May 2019)
- Energy Conscious Startup Mentoring at the Budapest Startup Safari** (18 April 2019)

The screenshot shows the 'START2ACT Events' section with a grid of event cards. Each card features a country flag, a date, a title, a small image, a description, and a 'Read more' link. The events include:

- S2A at the EU Sustainable Energy Week** (20 June 2019)
- Konferencja START2ACT w Brukseli** (6 June 2019)
- START2ACT a miskolci #FreeGen előadásorozat részeként** (17 May 2019)
- Менторинг за стартапи фирми - 17 май 2019 г., Габрово** (17 May 2019)
- Mentoring for start-ups will be held on 17th of May 2019 in Gabrovo city** (17 May 2019)
- Csatlakozz a START2ACT projektünk záró eseményéhez az Európai Fenntarthatósági Héten** (14 May - 20 June 2019)

The website also includes the **access page to the Partner Area** which is a tool used by the partners to upload relevant project documents and information on events they are organising allowing the coordinator to have a comprehensive overview of the project’s ongoing and planned activities and take dissemination actions accordingly. Additionally, the administrative website tools for partners make the dissemination and communication of project results more effective and faster with wider outreach coverage. Partner and Admin areas are for registered users within the consortium.

The screenshot shows the 'Partner Area' interface. It includes a navigation menu on the left with categories like 'WP1 - Project Management', 'WP2 - Baseline Assessment', 'WP3 - Interactive Online Platform', 'WP4 - Training and Capacity', and 'Business Breakfasts'. The main area features a 'Drop files here to upload (or click)' section and a table of uploaded documents.

File name	Size	Uploaded at	Uploaded by
Crisis_Agenda.pdf	1,142 kB	2017-02-06 11:40	Daniel Frohman
Crisis1.jpg	753 kB	2017-02-06 11:42	Daniel Frohman
Crisis2.jpg	730 kB	2017-02-06 11:42	Daniel Frohman
Crisis3.jpg	720 kB	2017-02-06 11:42	Daniel Frohman
Crisis4.jpg	763 kB	2017-02-06 11:42	Daniel Frohman
Crisis5.jpg	766 kB	2017-02-06 11:42	Daniel Frohman
Crisis6.jpg	763 kB	2017-02-06 11:42	Daniel Frohman
Crisis7.jpg	810 kB	2017-02-06 11:42	Daniel Frohman
Crisis8.jpg	730 kB	2017-02-06 11:42	Daniel Frohman

Additional features of the website include **special boxes on the righthand panel**, serving different purposes. The table below provides detailed description of the respective boxes.

**Table 2: Informative boxes on the START2ACT website**

Box type	Purpose and description
<b>START2ACT Explained</b>	Embedded video with the possibility to view it on YouTube, explaining objectives, target groups and actions of START2ACT. It appears on the landing page to provide users with a comprehensive overview of the project in 3 minutes.
<b>“TIP OF THE DAY”</b>	The top box shows the so-called <b>“Tip of the day”</b> on how to be energy efficient at the workplace. In order to promote START2ACT’s mission, every day a different tip can be seen which is automatically chosen from the START2ACT’s database of tips. To make it interactive, the user can evaluate the appearing tip by clicking on the circle that deems it either useful or not useful.
<b>INTERACTIVE ENERGY SAVING GAME</b>	Another similar box contains a reference to the <b>Interactive Energy Saving Game</b> that was developed by the project team in order to serve as a teaser for the E-learning course as well as an informative tool about energy efficiency in the office (originally used for a local event in Hungary). The Game is an extra added value tool developed by the Coordinator (not foreseen in the DoA) which proved to attract many visitors to the website.
<b>TWITTER FEED</b>	A box containing the <b>latest Tweets</b> was created in order to better engage and interact with the audience and to pool all ongoing updates on the website in an easily accessible fashion.
<b>START2ACT Forum</b>	This button leads to the Forum section of the Interactive Platform, serving to promote its usage by visitors to the website.

Detailed coverage and outreach statistics for the START2ACT website are presented in Chapter 3.2.

## 2.2.2 START2ACT’s Social media accounts

The project has established several online channels where news, updates, and social media posts were published.

The three social media channels actively used by the project for dissemination and communication purposes are the following:

- » **Facebook:** <https://www.facebook.com/START2ACTproject/?rc=p>
- » **Twitter:** <https://twitter.com/start2act>
- » **LinkedIn:** <https://www.linkedin.com/company/start2act/>

Activity on social media has been frequent and proactive. It has also served as a means to engage external actors, relevant initiatives and projects. **Twitter has proven to be the most effective social media account** and became the main channel of interaction with other EU projects, EU entities and important individuals in the environmental and businesses fields. Facebook served a useful platform to create and promote START2ACT events, such as the Business Breakfasts. LinkedIn mainly attracted the attention of EU project professionals and practitioners in the energy field.



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Detailed coverage and outreach statistics for the online tools are presented in Chapter 3.2.

In summary, **dissemination tools and channels employed by START2ACT served various purposes**, allowing not only promoting project results, achievements, materials and online tools, but also sharing news and updates both relating to START2ACT's activities and its mission in general. The social media accounts, on the other hand, were the main sources of interaction with external actors, including major players in the energy efficiency field in the EU, and helped establish a positive public identity for START2ACT.



## 3. START2ACT Dissemination actions

The dissemination actions of START2ACT were carried out in accordance with the envisaged Work Plan and Dissemination and Communication Plan (D6.1). Activities included face-to-face events, promotion via online tools (on the project level and by each partner) as well as publication of articles, blogs and external media coverage. The partners further contacted relevant entities and media via their outreach channels and participation in relevant events in order to disseminate the project mission and to expand the network of stakeholders. The strong outreach capacity of the START2ACT partners helped to ensure maximising project's impact not only for the project's target audience, but also beyond. Already at the proposal stage, the partners had identified appropriate outreach routes for engaging stakeholders, disseminating and exploiting project's results in their countries.

This section provides a detailed overview of partners' actions, analysing conducted activities focusing on the progress towards dissemination and communication targets: event participation, meetings with stakeholders and online promotion and publication of articles and other materials.

### 3.1 Face-to-face activities

This section provides an overview of the face-to-face dissemination activities carried out by the project partners including the events they organized and participated in (presenting START2ACT), as well as their meetings with stakeholders and manufacturers.

START2ACT partners have been very active in spreading information about project's mission, activities and results using their online and offline networks.

#### 3.1.1 Events

In line with WP6 objectives and task description, **START2ACT met and by far exceeded the respective target of 15 events by presenting the project at 60 events at local, national and international levels**, consequently reaching thousands of startups, young SMEs, policy makers, governmental organizations and various support initiatives.

Partners applied a versatile approach to promoting the project and its outcomes: presentations during conferences and workshops; in certain instances, a booth was installed for greater visibility and impact as START2ACT experts could provide information on the project, guidance and energy saving tips for interested audience; personal discussions with event participants were held to promote START2ACT's online tools and on-site services. The events targeted included events organized for the business sector, where our target groups are present, events targeting specifically startups and young SMEs and thematic events on energy efficiency and sustainability to reach the overall range of stakeholders, including national and international policy makers, local governments, industry players, initiatives and associations. In addition to formal events, partners organized informal meetings for smaller target groups to explain the benefits of START2ACT.

Table 3 gives a concise overview on the key events (local and international) attended by project partners. Detailed reporting including the agenda of events and START2ACT's contribution, number and types of participants as well as selected pictures will be provided with the Final Periodic Report. Selected photos from events are provided below the table.

**Table 3: Events attended by the START2ACT Partners**

Partner	Title, location and date of the event	Brief description/Type and number of stakeholders reached
<b>SOFENA</b>	ABEA Open Day Event on Energy Efficiency Issues – 5 December 2016 in Sofia	The event targeted Bulgarian energy agencies where the project was presented by Nadia Nikolova to around 40 participants.
	ABEA Annual meeting, 12 September 2017 and 2018 in Sofia	ABEA is a sustainable structure that develops and expresses the positions of its members before the Bulgarian and European authorities and other organizations. START2ACT presentation was given to around 35 participants at each event with a particular focus on START2ACT knowledge base, e-learning and forum promotion.
	Seminar of ENERGOMONITOR, 14 May, 2018, Sofia.	The event is aimed at developing practical methods, guidelines and solutions for using intelligent systems to meet individual energy saving targets under the national obligation scheme. START2ACT was presented to 15 SMEs and business representatives.
	Seminar on Effective and economic use of energy in industry and at home, January 31, 2019, Plovdiv	Promotion of START2ACT was done at the House of Science and Technologies among around 50 SMEs and scientists.
	Rainbow Warrior WWF, June 8, 2019, Burgas	START2ACT was promoted among attending citizens (around 30 participants).
	XIII National Conference of ABEA, December 4, 2018, Sofia	START2ACT dissemination materials were distributed among participating state authorities, municipalities, SMEs, scientists, business (85 participants)
<b>EIHP</b>	GO GREEN Conference organized by Superbrands organization –26 April 2016 in Zagreb	START2ACT was presented to various stakeholders – representatives of energy and ecology conscious brands (around 50 participants)
	ENERGY DAYS RIJEKA - 19-21 of June 2016 in Rijeka	The event gathered stakeholders from the energy sector with experts on EU projects. Matija Vajdič from EIHP introduced START2ACT at one of the morning panels (around 25 participants).
	Joint meeting of WGs of PA8 EU Strategy for Danube, 22 September 2016, Austria	The event gathered relevant Danube Region H2020 projects and stakeholders working in the research and innovation field. EIHP attended this event and held a presentation, introducing START2ACT. They covered the project objective and the geographical scope of the project while also inserting a call for young businesses to take part in the Baseline Survey. The full PowerPoint presentation can be downloaded <a href="#">here</a>

<p><b>SIEA</b></p>	<p>ENERGOFUTURA, 15 December 2016 in Košice, 26 January 2017 in Banská Bystrica and 27 January 2017 in Trenčín</p> <p>V4 Innovators Programme, 18-20 December 2018. Haifa, Israel'</p> <p>International fair "Aquatherm 2019", 6 February 2019, Nitra</p> <p>Workshop Design Sprint by SIEA project Inovujme.sk, 27 February 2019, Žilina</p> <p>Round Table: "How to motivate the new generation of innovators in energy?", 28 February, 2019 Bratislava</p> <p>International fair "CONECO – Racioenergia 2019", 28 March 2019, Bratislava</p>	<p>SIEA participated in three workshops over the course of December 2016 to January 2017 promoting START2ACT where they have targeted mainly young SMEs. Altogether, they distributed 150 pieces of dissemination material.</p> <p>Presentation of START2ACT during the conference and its benefits for young entrepreneurs from V4 countries (around 30 participants).</p> <p>The International trade fair for heating, ventilation, air conditioning, measuring, regulation, sanitary and environmental technology. Workshop on Energy Efficiency by SIEA, START2ACT presentation and provided dissemination materials for around 200 participants (SMEs, businesses, state authorities)</p> <p>START2ACT presentation was given to students, startups and business scientists at the University of Žilina (50 participants)</p> <p>Round table organized by Neulogy (Business and Innovation Centre) at the Slovak Technical University. START2ACT presentation was given to students, representatives of startup ecosystem in Slovakia (80 participants).</p> <p>The International trade fair of construction and energy companies. START2ACT presentation for SMEs and businesses, municipalities (130 participants).</p>
<p><b>GEO/EM</b></p>	<p>StartUPest - Student Enterprise Conference, 17 June 2016 in Budapest</p> <p>Contractor's Meeting Consumer Engagement for Sustainable Energy, 3 – 4 April 2017, Brussels EASME's premises</p> <p>Hungarian Energy Efficiency Institute workshop, 11 May 2017, Budapest</p>	<p>The event mainly attracted young entrepreneurs and startups (50 participants), thus providing a suitable dissemination environment for START2ACT materials.</p> <p>Coordinators of 7 Horizon 2020 projects and 6 IEE projects within the topic 'consumer engagement for sustainable energy' where invited to this meeting (around 35 participants). The topics where the provision of insight into the policy framework at the EU level, sharing best practice and knowledge between projects and policymakers and to receive support from the contracting Agency (EASME). START2ACT could obtain useful information for further project activities and establish essential connections for information about energy efficiency in small companies (e.g. with the University of Groningen).</p> <p>The event was a training for practitioners in the energy efficiency field (20 participants). 20 leaflets were distributed during the promotional activities for START2ACT services.</p>

<p>StartupSafari Budapest, 20-21 April 2017 and 19-20 April 2018, April 17-18, 2019</p>	<p>In 2017 GEO and EM attended a session at the Startup Safari related to environmental affairs. This event attracted mainly young entrepreneurs. In 2018 GEO held a mentoring session and a presentation and distributed dissemination materials to startups, entrepreneurs, students and businesses.</p> <p>In 2019 the project coordinator held an interactive session “Environmental sustainability makes business sense” and a workshop on sustainability.</p>
<p>6<sup>th</sup> Budapest Business Party, June 2017 in Budapest</p>	<p>The event was mainly focused on networking. START2ACT had its own booth where it could put its dissemination material to display and inform visitors about the event. The attendants included employees and managers of businesses of various sizes, types and fields. The START2ACT Energy Efficiency Game was specifically developed for this event. It was presented and attracted many visitors. A total of 85 leaflets were handed out.</p>
<p>Startup Night Budapest, November 23 2017 and November 27 2018</p>	<p>Local event targeting representatives and startup ecosystem. START2ACT had its own stand for the distribution of dissemination materials and presentation of the E-learning to around 30 interested participants.</p>
<p>V4 EYES conference, August 31, 2017</p>	<p>An international event, connecting the start-up ecosystem of the Visegrád Region. START2ACT had its own stand for the distribution of dissemination materials. 200 participants attended the event.</p>
<p>PowerUp MeetUp by InnoEnergy and LÓffice</p>	<p>A local event, providing information about competition for energy efficiency innovation start-ups. START2ACT services were promoted during networking activities.</p>
<p>Piac&amp;Profit Konferencia, March 22, 2018, Budapest</p>	<p>A local event aimed at introducing energy efficiency to SME participants. START2ACT had a presentation and stand, distributing dissemination materials and collecting sign-ups for SME trainings. 100 SMEs attended the event.</p>
<p>World Sustainable Energy Days, February 28-March 1, 2018.</p>	<p>An international event organized to connect energy and energy efficiency related projects and businesses. START2ACT had a poster presentation and an oral presentation, additionally distributing dissemination materials to around 700 participants.</p>
<p>C4ET workshop, May 29, 2018</p>	<p>Dissemination and e-learning promotion was done for 25 startups interested in energy efficiency.</p>
<p>Millenáris Startup Campus Open Day, 27 June, 2018, Budapest</p>	<p>The event targeted local startups and co-working space owners. Dissemination and promotion activities were carried out, as a result, START2ACT teamed up with the largest co-working space in Budapest for future events.</p>
<p>NMBU - Student Tour presentation, January 31, 2019</p>	<p>A presentation of START2ACT was made for the students from Norway who are interested in energy efficiency (30 participants).</p>

<p>Forbes Flow 2017, October 11, 2017, Budapest</p> <p>PowerUp Grand Final, November 22, 2017, Budapest</p> <p>SMART Conference 2019, April 2, 2019, Budapest</p>	<p>Business festival with a special section for small/young businesses, START2ACT was presented during the networking activities.</p> <p>A total of 12 startups had the chance to present their innovation in front of a jury which consisted of illustrious members of the international cleantech startup ecosystem. START2ACT used this chance to promote its services and to network with startups and other participants of the event.</p> <p>SMART has more than 1 000 yearly visitors, they are on the road to become a leading discussion platform around Fintech, Mobil, 5G, IOT, automotive, VR/AR, automation and their human consequences in the CEE region. START2ACT had a presentation “Corporates’ social responsibility in the field of resource and energy efficiency”</p>
<p>Institute of Directors Annual Convention, 27 September 2016, London</p> <hr/> <p>Future South Conference for SMEs and start-ups – 4 November, Winchester</p> <hr/> <p>The Business Show 2016 – 17-18 November 2016, London</p> <hr/> <p>Lux Live – 24 November 2016 in London</p> <hr/> <p>The Northern Business Exhibition – 7-8 April 2017 in Manchester</p> <hr/> <p>Green Business Fund Workshop, 31 May 2017 in Newbury, Berkshire</p> <hr/> <p>Manchester Green Business Fund, October 25, 2017 – Greater Manchester Police</p> <hr/> <p>Blackpool Green Business Fund Workshop Blackpool Council, 15 November 2017</p>	<p>Director-level business networking event to enhance knowledge on key business topics. START2ACT was presented at the event.</p> <hr/> <p>A local event to promoted further development of green economy and economic growth and jobs. Carbon Trust had its own dedicated exhibition stand. Both SMEs and start-ups were present. 20 leaflets were distributed.</p> <hr/> <p>A local event guiding startups, SMEs and large corporations in their businesses. START2ACT exhibition stand by CT. 50 leaflets were distributed.</p> <hr/> <p>A local event presenting latest innnovations of big lighting brands. Carbon Trust presented a “support for SMEs” workshop including an introduction to START2ACT. 10 leaflets were distributed.</p> <hr/> <p>A local event, bringing together professionals making it the largest business shows in the North of England. START2ACT had its own exhibition stand.</p> <hr/> <p>An energy saving workshop for SMEs (13 participants).</p> <hr/> <p>A local event targeting young SMEs (15 participants). START2ACT was presented by CT.</p> <hr/> <p>A local event targeting young SMEs (13 participants). START2ACT was presented by CT.</p>

CT

	<p>Eco Build 2018, 6-8 March 2018, London</p> <p>Future of Utilities, Smart Energy 2018. Small metering panel, November 20, 2018, London</p> <p>The Northern Business Exhibition - 7-8 April 2017</p>	<p>A local event for all stakeholders (startups, young SMEs, industry players, media, researchers and policy makers). START2ACT was presented by CT.</p> <p>Energy efficiency innovation support for practitioners of energy efficiency (250 participants). CT promoted START2ACT during networking activities and panel discussion.</p> <p>Carbon Trust had its exhibition stand (including START2ACT's dissemination materials) targeting startups.</p>
<b>KAPE</b>	<p>Startup Europe Week in Płock, Poland. 7 March, 2018</p>	<p>An International event aimed at promotion of startup and NGO ecosystem in Poland. KAPE promoted START2ACT via networking with participants (startups, young SMEs, industry representatives and policy makers). Around 300 participants were present.</p>
<b>ENERO</b>	<p>RoEnergy South-East Europe - Renewable Energy and Energy Efficiency, Bucharest, Romania 10-11 October 2016, 21-23 June 2017 and 9-11 May 2018.</p>	<p>Local event aimed at creating an international network that would connect all the resources in RES with interest in South-Eastern Europe. ENERO gave a presentation on START2ACT to around 30 participants (manufacturers, industry representatives) at each event.</p>
<b>ENVIROS</b>	<p>Energy in companies innovatively and effectively workshop, October 3, 2017, Prague</p> <p>Boot camp" POWER UP! with InnoEnergy HUB, October 14, 2017, Prague</p> <p>ENERGY EFFICIENCY MEETING, January 30, 2018, Prague</p> <p>Evening event organised by Czechinvest "How to conquer the US market?", April 11, 2018, Ostrava</p> <p>Garden party – Grill party, 22 August 2018, Prague</p>	<p>Local, workshop, focus not only on the state policy of energy savings, EC objectives and subsidy policy, but in particular wants to introduce the experience of companies. START2ACT was presented to around 80 SMEs.</p> <p>START2ACT was promoted during the networking activities with startups (around 25 participants)</p> <p>START2ACT was presented to partners in relevant projects (16 participants)</p> <p>START2ACT was presented to startups and startup support organizations (40 participants).</p> <p>Event organized by Enviros at the company premises including a stand and "slide show presentation" to spread awareness about the project activities and promote of WP3 online activities. 54 participants attended, including SMEs, representatives of banks,</p>

	<p>Ministry of Industry and Trade, National Centre for Energy Savings and other institutions working with SMEs</p> <p>PRO-ENERGY conference, 15-16 November 2018, Kurdějov</p> <p>START2ACT activities promotion, stand and a short presentation of the project at the panel discussion was carried out on the first day of the conference targeting SMEs, large companies and startups (130 participants)</p> <p>STARTUP World, 9-10 April 2019</p> <p>The event was realized within the international project My-gateway, which supports startups from the Czech Republic, Slovenia and Romania. On April 10, 2019, the event is an accompanying event within the Startup World Cup &amp; Summit. START2ACT activities promotion via networking during the day, distribution of dissemination materials (leaflets, thermometers, start2act stickers), 220 participants.</p> <p>Individual visits in Impact HUB Ostrava, November 2018, April 2019, May 2019</p> <p>Local visits, the aim was to get closer to the target group (startups and young SMEs) and to promote the importance of energy efficiency and to highlight the possibilities for these entities in this area. 20 startups were targeted during each visit.</p>
<p><b>STARTUPS. BE</b></p>	<p>Sustainable Energy Week, 13-17 June 2016, Brussels and 19-25 June 2017</p> <p>An international event, bringing together public authorities, energy agencies, research organisations, NGOs, businesses, and private consumers to share best practices and inspire ideas on secure, clean and efficient energy. Startups.be attended both events in order to promote S2A project and network with relevant stakeholders.</p> <p>Workshop on Fundraising &amp; Stakeholder Agreement, Brussels, May 17, 2017.</p> <p>Startups.be attended in order to promote S2A project by introductory presentation of the project to around 15 startups.</p> <p>ESCO Matchmaking Evenement 2017 in de Hyperegio", Hasselt, September 6, 2017</p> <p>Conference for Energy Service Companies. Startups.be attended in order to promote S2A project to startups.</p> <p>Tech Startup Day, Brussels, March 15, 2018</p> <p>6th edition of Belgium's leading startup conference. A mix of parallel testimonials and advice, plenary keynotes and networking. Tech Startup Day is organized by Startups.be. START2ACT services were presented to the startup community present at the event (around 1100 participants). START2ACT dissemination materials were distributed at the event as well.</p> <p>Antwerp Startup Fair, April 18, 2018</p> <p>3rd edition of ASF, which connects job seekers to startups, organized through the joint efforts of the city of Antwerp, EYnovation and Startups.be. Startups.be had a stand promoting START2ACT to startups present (650 participants).</p>
<p><b>CENTER DATA</b></p>	<p>NRC live energietransitie, 14 June 2018, Amsterdam</p> <p>Dissemination and promotion START2ACT during the event targeting 25 participants</p>



EUSEW June 2018, Brussels      CENTERDATA was engaged in promoting the project to its target groups, networking with sister projects and relevant initiatives.

For the **project’s final conference**, START2ACT teamed up with ESMIG and ENABLE.EU to present at the Policy Conference at EUSEW on Thursday, 20 June 2019 in Brussels. The session “What makes consumers tick? Best practices and tools” was meant to shed new light on consumer motivations, engagement and learning patterns and challenge existing thinking by providing real examples that can help decision-makers in their mission towards reaching ambitious energy efficiency targets. Detailed report on the event’s success is provided in the report D6.4 Final Conference Proceedings.



WSED Conference



Berkshire Workshop



Energy in companies workshop



Budapest Business Party

By attending these events, START2ACT not only shared information on the project’s mission but also **acquired valuable contacts, established new partnerships, and recruited participants** for on-site activities, such as business breakfasts, consultancy and on-site visits. Importantly, the project was promoted in all partner countries, including smaller cities (not only the country capitals).

### 3.1.2 Meetings with manufacturers

In line with meeting the target of 10 meetings with manufacturers to be organized during the project duration, partners established an active cooperation with local and international manufactures of products in the energy efficiency area in order to promote the importance of START2ACT for the market uptake of their energy efficient products. Such cooperation was deemed mutually beneficial: it allowed START2ACT to explain the added value and cost efficiency of the energy saving products of manufacturers, while having their products at disposal would encourage consumers to participate in the START2ACT events. A summary of meetings with manufacturers is provided in the Table below.

**Table 4: Meetings with manufacturers**

Partner	Manufacturers involved	Results
<b>ENVIROS</b>	Philips	Two meetings took place in May 2016 and July 2017. Cooperation was discussed. Company representative promised to contribute to with a short presentation at event (this arrangement wasn't realized).
<b>SIEA</b>	NEULOGY	Personal meeting on May 2, 2018 focused on close cooperation (Artur Bobovnický (SIEA) and Michal Laco (Neulogy)). NEULOGY was committed to inform about ongoing Spring Challenge in the newsletter that is distributed electronically to over 3000 startups. E-learning was part of this news feed, too.
<b>GEO</b>	LED manufacturers	GEO met with BERTON and INESA company managers at Budapest Business Party in 2017. Further the manufacturer meeting report was signed with Berton Lighting Kft on April 9, 2018. Future cooperation was agreed upon in the format that Berton Lighting would join events to young SMEs and startups organised by START2ACT Hungary and to introduce their lighting devices (e.g. LEDs) as well as advices how to roll out lighting projects for their companies to the target groups via a presentation.
<b>SOFENA</b>	Energomonitor Bulgaria	The initial meeting took place on October 17, 2017. In START2ACT activities SOFENA pursued promotion of smart energy saving technology and products for monitoring energy consumption. Energomonitor contribute to the START2ACT Energy Saving Challenge by providing the prize for winners in the last round presenting a success case for START2ACT's cooperation with manufacturers.
	CECED Bulgaria – member of European Committee of Manufacturers of Domestic Equipment	The initial meeting took place on October 17, 2017. As a result, START2ACT brochures were distributed by CECED to their members. Cooperation established with the management of CECED Bulgaria for joint activities within the project.

	MClimate	The initial meeting took place on October 17, 2017. SOFENA promoted smart energy saving technology and products to SMEs.
KAPE	Philips Lighting	Meeting with Philips Lighting representative organised by KAPE on November 16, 2017
	CECED Polska – member of European Committee of Manufacturers of Domestic Equipment	KAPE organized a meeting on December 4, 2017. Following the meeting the President of CECED Polska presented START2ACT to all CECED members (Amica, Ariston, Beko, Biazet, BSH, Candy, Ciarko, Daikin, De’Longhi, Electrolux, Franke, Gorenje, Indesit, Kärcher, Miele, Mpm, Philips, SEB Group, Panasonic, Samsung, Smeg, Teka, Vestel, Vorwerk, Whirlpool). The presentation was sent by e-mail to all members.
CT	EGG Lighting	Collaboration agreement with manufacturer was signed on April 3, 2019. They agreed to promote START2ACT content to their clients. Article about EGG LED lighting added to START2ACT website.

Additionally, partners arranged **multiple meetings with local stakeholders in the fields of energy and environment and with other business and startup organizations**. START2ACT was actively cooperating with national governmental agencies, private companies, incubators and networks. For instance, the local Croatian Chambers of various fields are particularly open for cooperation with START2ACT - the Croatian Partner, EIHP, cooperated with them during the organization of their Business Breakfasts. ENVIROS successfully engaged the Ministry of Industry and Trade and the ENERGY-HUB into START2ACT activities, thus establishing partnerships with both the public and private sector. SIEA, GEO and EIHP pursued cooperation with private actors and local chambers of commerce. CT was active in establishing cooperation with local business associations, borough and city councils, while CentERdata cooperated for dissemination outreach with incubators, entrepreneurship centres and university departments. Detailed information on stakeholder engagement into various activities will be provided in the deliverables of WP2, WP3, WP4 and WP5.

## 3.2 Project’s online presence

This section presents the online dissemination activities performed by START2ACT via the project website, institutional websites of partners, social media presence and production of additional online materials to promote the project (videos, webinars and the online energy saving game).

### 3.2.1 START2ACT Website

The project website is the central platform of online activities, with most of the other channels are linking back to it. It accumulates all relevant information about the project, its partners and activities as well as news, events, and the online tools developed by START2ACT. It furthermore contains all of the public resources available for download such as deliverables, dissemination materials and the training kits. With the help of embedded statistics and Google Analytics, the geographical scope, source of visitors, gender aspects and the general engagement of users with the START2ACT website were analysed.



### 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.

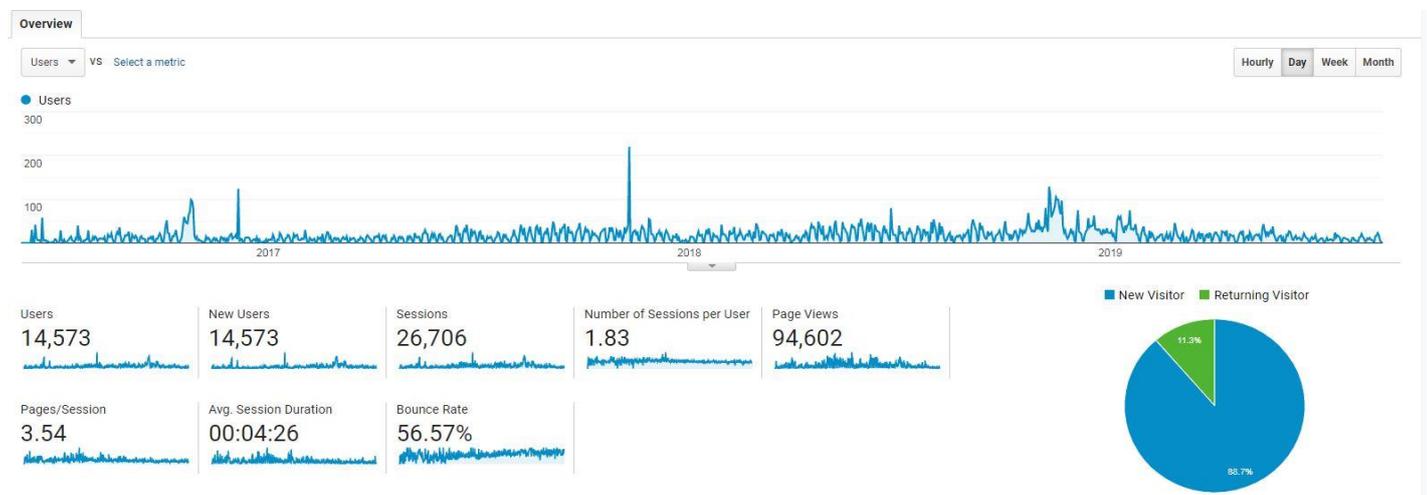
Get started with one of our online tools!



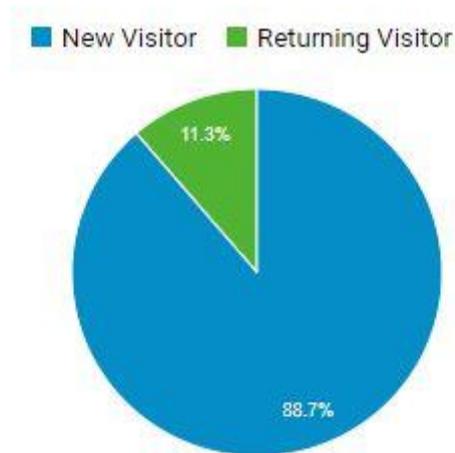
Front page of the website (status as of 28.08.2019)

### Website statistics

Between June 2016 until August 2019 (overall project duration, with extension), there were **26,706 sessions** (counted as the period of time a user is actively engaged with the website) by **14,573 users** for a remarkable number of **94,602 pageviews**. An average session duration on the website is 04:26 minutes demonstrating the strong initial interest in the project by visitors.

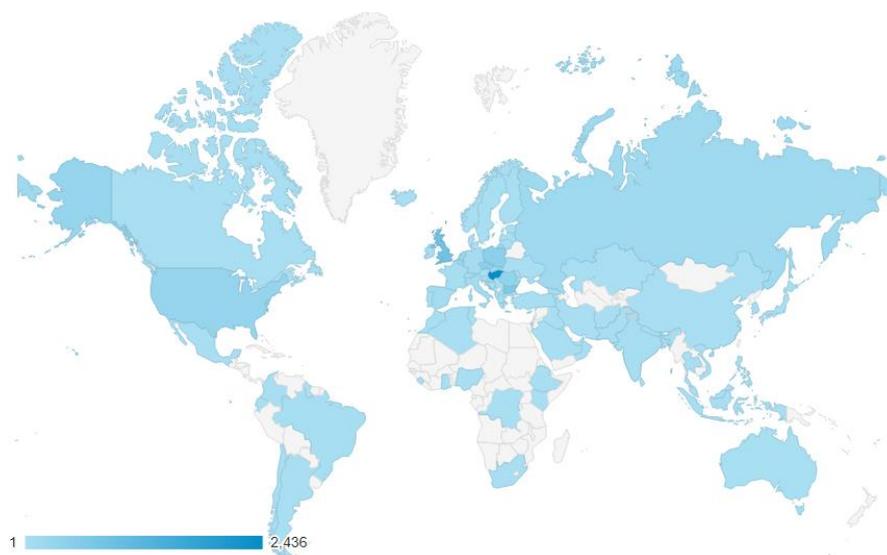


Concerning the audience, 11,3% are returning visitors, while 88,7% are new visitors. Even though at midpoint of the project the proportion of returning visitors was higher, as the project progressed, it kept attracting a larger number of new visitors.



Proportion of returning to new visitors

The most popular countries among our audience are United Kingdom (3,162 sessions), United States (1343), Hungary (1,228), Bulgaria (844), Poland (734), Croatia (648), Romania (604), Belgium (469), Slovakia (450), and France (439). It is interesting to note that apart from partner countries in the top ten list of visitors, United States and France are included. Additionally, the screenshots below from 2018 and 2019 show a much wider geographical representation of START2ACT website visitors.

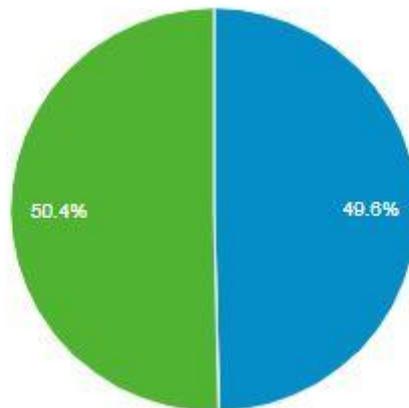


Geographical scope of START2ACT website audience (2018)



Geographical scope of START2ACT website audience (2019)

START2ACT visitors demonstrate visible gender balance, as showed in the graph below (50,4 % of males and 49,6% - females).



Gender of website visitors

When we analyse the top landing pages (apart from “home” and “news and events”), we can conclude that the visitors are mostly interested in the **Knowledge Base** within the Energy Saving Platform, the **e-Learning**, followed by the **Results and Downloads**.

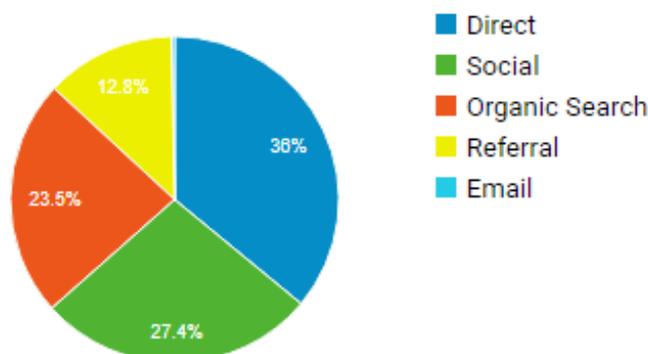
Page ?	Page Views ?
	<p><b>94,602</b> % of Total: 100.00% (94,602)</p>
1. /	<b>10,570</b> (11.17%)
2. www.start2act.eu/	<b>5,153</b> (5.45%)
3. start2act.eu/	<b>4,611</b> (4.87%)
4. /news	<b>1,394</b> (1.47%)
5. /events	<b>1,340</b> (1.42%)
6. uk.start2act.eu/online-energy-saving-platform/knowledge-base	<b>1,312</b> (1.39%)
7. www.start2act.eu/online-energy-saving-platform/e-learning	<b>1,235</b> (1.31%)
8. /about-start2act/results-and-downloads	<b>1,234</b> (1.30%)
9. /interactive-energy-saving-platform	<b>1,232</b> (1.30%)
10. /about-start2act/partner-area	<b>1,230</b> (1.30%)

**Most visited pages**

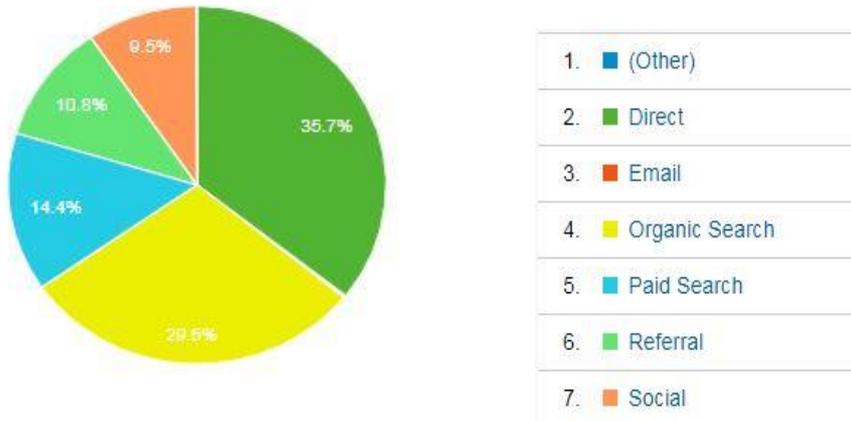
When we analyse the sources of traffic towards the STAR2ACT website, we can see that compared to 2018, **direct hits steadily serve as the main channel**. Together with organic search they make up the largest share of traffic, meaning that a **considerable number of users either directly typed the website address or searched for the project online** (59,6% in 2018 and 65,2% in 2019. This indicates the **strong recognition of the project among its target audience**. Efficiency of START2ACT’s online dissemination activities is also shown by the fact that share of traffic from social media and referrals was considerable as well, even with a decrease in 2019 due to already established recognition of the website.

**Sources of website traffic 2018**

Top Channels



### Sources of website traffic 2019



It is also important to analyse the most frequent language sessions of the website. According to the data, most of the sessions are in English. Nonetheless there is a significant number of sessions in the languages of the partner countries (e.g. Hungarian, Polish, Bulgarian, Croatian), confirming the utility of the effort to update the parallel pages in local languages instead of having the website functioning only in the English language.

1. en-us	5,326	36.92%
2. en-gb	2,710	18.79%
3. hu-hu	598	4.15%
4. pl	386	2.68%
5. fr	373	2.59%
6. (not set)	330	2.29%
7. pl-pl	328	2.27%
8. hu	274	1.90%
9. bg	257	1.78%
10. hr-hr	253	1.75%

### Ranking of the use of the website by language

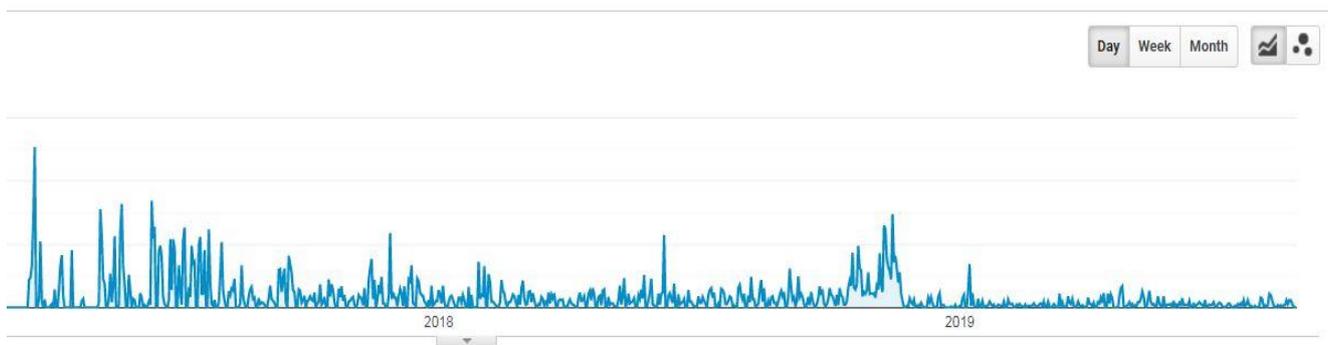
6.  pl.start2act.eu/	<b>4,870</b> (5.15%)
7.  hu.start2act.eu/	<b>4,600</b> (4.86%)
8.  uk.start2act.eu/	<b>3,811</b> (4.03%)
9.  bg.start2act.eu/	<b>3,484</b> (3.68%)
10.  sk.start2act.eu/	<b>2,535</b> (2.68%)

### Visitors setting their page on different language

START2ACT Interactive Energy Saving Platform is the main point of access for the online tools of START2ACT on its website. It contains the Knowledge Base, the Energy Saving Competition, the E-learning platform and the Forum. START2ACT consortium has invested considerable effort in promoting the platform and relevant online tools developed for the project.

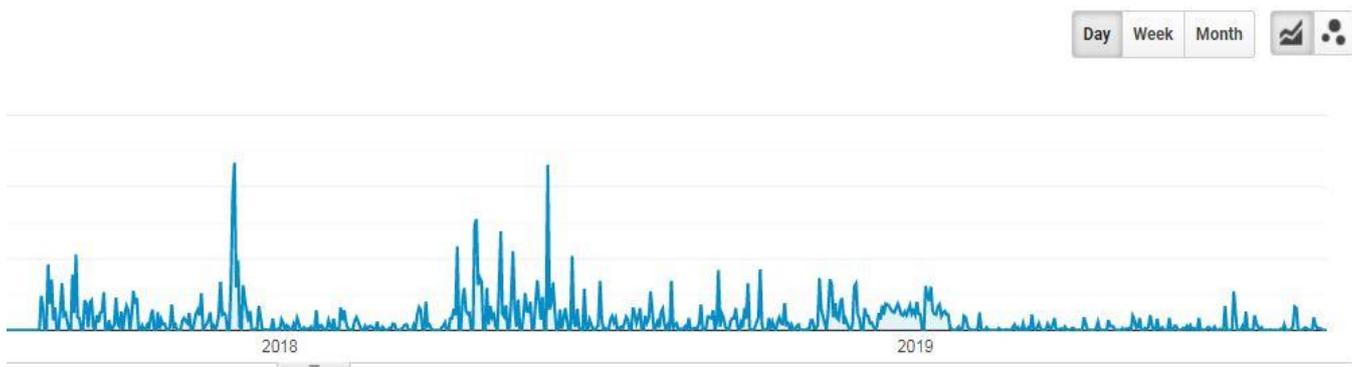
» The Knowledge Base:

This tool provides valuable insight on green office culture, green procurement, lighting, heating, ventilation and other, energy efficiency-related topics for SMEs and startups. The learning material is divided into two categories, catering to both managers and employees of interested businesses. Promoting the tool has been an important task for START2ACT and took place via a dedicated news items on the website, a press release and social media posts on Twitter. The Knowledge base obtained 15,025, 15.88% of total pageviews (94,602) and 10,451 of unique pageviews, the targeted public spent an average time of 01:31 min on the START2ACT project website. The most visited page is the UK version of the knowledge page followed by knowledge page dedicated to SMEs. The peaks can be seen in November 2018 during the Energy Saving competition, as well in June 2018 when we had a campaign with Energy Saving heroes, promoting the e-learning platform.



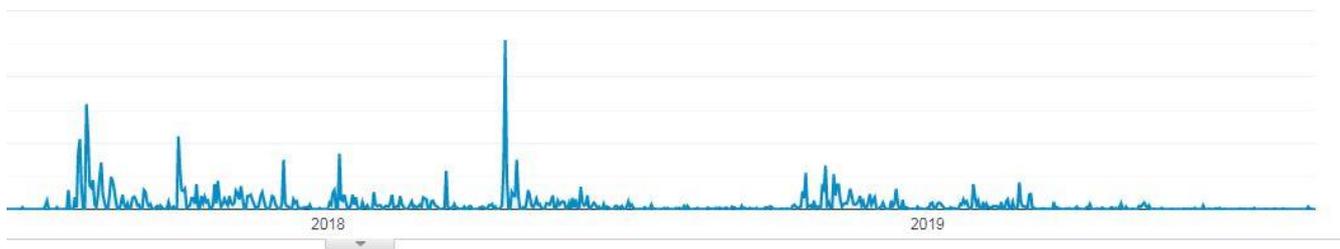
» E-learning:

The E-learning Platform is a highly interactive and visually rich online educational tool accessible from the Interactive Energy Saving Platform. The E-learning page obtained 10,489 pageviews and 7,386 unique pageviews, with an average time of 01:40 minute spent on the landing page. The peak in December 2017 is connected to the promotion of e-learning platform on social media channels, while in June 2018 chapters were promoted through Energy Saving Heroes campaign.



## » The Energy Saving Competition:

The Competition had several seasonal editions, the first being the Summer Edition. During this campaign, we urge SMEs and startups to come up with creative, unique ideas of keeping cool at their office premises. The competition has been heavily promoted on all START2ACT channels, including a dedicated page on the website with the embedded Twitter feed collecting all external reposts with the relevant hashtag, a news item on its launch and social media posts on all accounts (Twitter, LinkedIn, Facebook). The page dedicated to competition obtained 5,648 pageviews and 3,989 unique pageviews and visitors spent 02:52 minutes on the page. From analytics we can see that information on competition was read on Croatian, Bulgarian, Polish and Hungarian language. The biggest peak with 256 views was on April 19<sup>th</sup>, 2018, when our Spring edition was launched.



## » START2ACT Forum

The Forum was launched in the second half of the project. It is a feature available for registered users only. Despite the need for registration, it achieved 1,522 pageviews, 959 unique pageviews and the time spent of 01:39 per visitor. Nevertheless, the Forum 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.

### START2ACT Forum for Energy Efficiency

Do you have questions, want to start a discussion or share your thoughts about Energy Efficiency or the START2ACT project?

Then you are at the right place - start a new discussion by filling in the dialogue below.  
Connecting to the START2ACT community has never been so easy!

If you prefer to get personal advice from some of the best energy experts in Europe, fill in the **ASK THE EXPERT** dialogue and we will come back to you shortly.

*Quick tip: You will find answers to many questions already in the [START2ACT Knowledge Base](#) or in our [interactive E-learning course](#).*

#### Discussions

- Buy Smart: Procurement >
- Heating and Cooling >
- Lighting >
- Feedback to START2ACT events >

#### START A NEW DISCUSSION

Topic

Topic area

Description

#### ASK THE EXPERT

Have you got any questions about energy efficiency or the START2ACT project? Then fill in this dialogue, submit it and you will receive an email from one of our experts.

Topic area

Question

Submit

Additionally, every partner was actively involved in publishing news in their national language as well as sharing updates from START2ACT website via their institutional websites. Several screenshots provided below.

— START2ACT is supporting European startups towards energy efficiency

28 May 2018 Written by [Valentina Ponomarova](#)



**Environmental issues are one of the main challenges facing the world. The EU has adopted different measures to improve energy efficiency in Europe and set itself a 20% energy savings target by 2020. Startups are at the forefront of these changes.**



**Aktuálne medzinárodné projekty v oblasti energetiky, na ktorých sa podieľa SIEA**

**CraftEdu**  
Cieľom projektu CraftEdu je vybudovanie udržateľnej národnej kvalifikačnej a vzdelávacej schémy pre stavební remeselné povolania v Českej republike a rozšírenie ponuky odborných školení v oblasti efektívneho a hospodárneho využívania energie a obnoviteľných zdrojov energie na Slovensku, v Poľsku a v Bulharsku.

**INCI NZEB & EMMA**  
Cieľom projektu je pomôcť pri nastavovaní regulačnej sústavy so štandardmi budov a talmer nuluovou spotrebou energie (NZEB) nákladovo efektívnym spôsobom prostredníctvom výmeny skúseností a zväšením inštitucionálnej spolupráce medzi Slovenskom a Maďarskom.

**START2ACT**  
Cieľom projektu START2ACT je napomáhať k znižovaniu spotreby energie prostredníctvom zmien správania sa zamestnancov v malých, stredných a začínajúcich podnikoch, a tak znižovať náklady na pracovisku.

**TOGETHER**  
Hlavným cieľom projektu TOGETHER (Towards a Goal of Efficiency Through Energy Reduction) je podporiť samosprávu, aby prijali také radacie opatrenia v oblasti energetickej efektívnosti pri správe svojich budov a infraštruktúry, vďaka ktorým pri prijateľnej nákladosti prípadných investícií dosiahnu úsporu energie a tým aj finančných zdrojov v ich verejnom rozpočte.



**New energy efficiency consulting programme for young SMEs and startups**  
13 June 2017 | News

This month we are launching the START2ACT consulting programme to provide energy efficiency advice to young SMEs and startups.



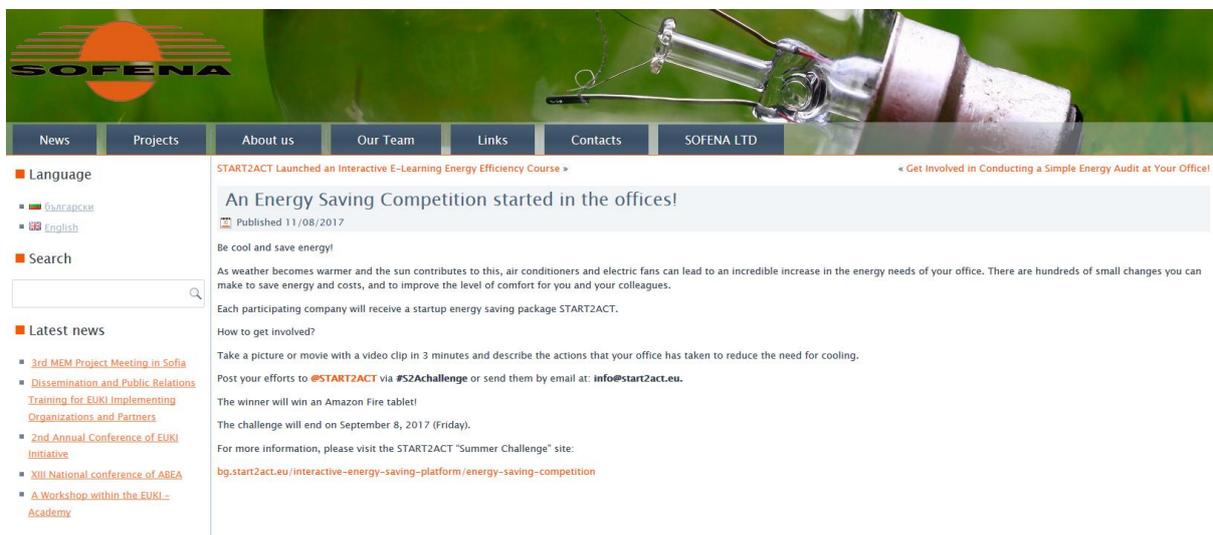
**START2ACT**  
Projekt START2ACT neustále a pravidelne propaguje ové aktivity, a to na sociálnych sítach i formou súbšš, workshopů a seminářů. Tentokrát jsme se rozhodli ve spolupráci s CZECHINVESTEM, Agenturou pro podporu podnikání a investic, konkrétně s její českou startupovou komunitou Czechstartups, začít na mláde začínající podnikatele a startupy i jinou formou. Rádi bychom všem, kteří ještě o projektu nesydeli, představili jeho podstatu i nabízené aktivity.

Ve spolupráci s pracovníky agentury Czechinvest, sekce „Support of Startups“, a vedením evropského projektu v ČR (zástúpe spoločnosti ENVIROS, s.r.o.) vzniká krátky rozhovor, který popisuje projekt ve své podstatě a jak vlastně vypadá konkrétní pomoc takovému startupu či malému a střednímu podnikateli.

Češy rozhovor najdete na: [Buzhovor](#) (český) nebo na [Internews](#) (v anglickém jazyce).

Na spolupráci se těší START2ACT a společnost ENVIROS, s.r.o.

Vše komentáře a postřehy nám také můžete napsat na [start2act@enviros.cz](mailto:start2act@enviros.cz).



**An Energy Saving Competition started in the offices!**  
Published 11/08/2017

Be cool and save energy!  
As weather becomes warmer and the sun contributes to this, air conditioners and electric fans can lead to an incredible increase in the energy needs of your office. There are hundreds of small changes you can make to save energy and costs, and to improve the level of comfort for you and your colleagues.

Each participating company will receive a startup energy saving package START2ACT.

How to get involved?  
Take a picture or movie with a video clip in 3 minutes and describe the actions that your office has taken to reduce the need for cooling.

Post your efforts to [@START2ACT](#) via [#S2Achallenge](#) or send them by email at: [info@start2act.eu](mailto:info@start2act.eu).

The winner will win an Amazon Fire tablet!  
The challenge will end on September 8, 2017 (Friday).

For more information, please visit the START2ACT "Summer Challenge" site:  
[bg.start2act.eu/interactive-energy-saving-platform/energy-saving-competition](http://bg.start2act.eu/interactive-energy-saving-platform/energy-saving-competition)



## 3.2.2 Social media

Besides the project website, there are three main online engagement channels on Twitter, LinkedIn and Facebook. The social media activity is an ongoing task since the beginning of the project. The main aim is to maximise visibility of the START2ACT project expanding its results to the target groups identified in D6.1 and to a wider audience.

START2ACT's social media accounts established a strong presence among project's target audience as well as active links with relevant EU institutions and H2020 projects due to active campaigns and engaging content.

The summary for each account is provided below. Additionally, we will present the most popular campaigns across social media networks that yielded tangible results in terms of engaging our target groups in the activities. Partner actions within their individual/institutional accounts will be analysed as well.

### 3.2.2.1 Accounts

#### Twitter



#### START2ACT Twitter front page (status on the August 28, 2019)

START2ACT's Twitter account counts 935 followers. Among those, the most relevant and influential actors in the EU energy efficiency sector are listed below:

- » other Horizon 2020 projects @enCompassH2020, @ENERGISEproject, @EU\_GAIA, @GreenPlay\_H2020, @GreenSoulH2020, @ICTFOOTPRINTeu, @lowup\_h2020, @My\_WayProject @NATCONSUMERS @PEAKapp\_EU @shapeenergy\_tr
- » official EU/Commission accounts @euenergyweek, @SETPlan\_eu, @EU\_EASME, @EESC\_TEN, @EU\_H2020, @CORDIS\_EU, @EUClimateAction, @EU\_ENV, @Energy4Europe, @EU\_MARE, @EUinmyRegion, @H2020E
- » other influencers @StartupGrind, @Cristian\_Stroia, @epluseurope, @Fedarene, @VincentBerrutto, @RogerWaiteBxl, @stracma, @gazzema, @PhilippeMoseley

The account was launched in March 2016 and the project team published a great number of original tweets and retweets from relevant actors and initiatives of the energy efficiency sector, EU projects and official accounts, having reached a total of **1,266 tweets**.

Since the launch of the profile, the tweets of the START2ACT project account have achieved a total of:

- » 607,333 impressions (the number of times the users saw the tweet on the feed)
- » 0,97 % engagement rate (is given by the number of engagements, which includes every kind of interaction the user had with the tweet divided by the total number of impressions)
- » 912 retweets
- » 1206 link clicks

START2ACT project has reached a wide audience, covering all Europe and other countries in the world. As for the gender balance 50% of the followers are males and 50% are females.



**Geographical origin of the visitors of the START2ACT Twitter profile**

A selection of the most engaging posts is provided below, demonstrating active interest in START2ACT’s E-learning, Energy Saving Game and Energy Saving Competition respectively.

**START2ACT @START2ACT**  
 Our **#elearning** is back. Meet Peter!  
 Join him this week and learn how to design and implement a plan for employee engagement!  
 Make your **#SME** or **#startup** more **#energyefficient** — <https://goo.gl/78FxQb>  
[pic.twitter.com/aZHxFaimg8](http://pic.twitter.com/aZHxFaimg8)

Impressions	14,830
Total engagements	24
Detail expands	8
Retweets	7
Likes	5
Link clicks	3
Profile clicks	1

**Promote your Tweet**  
 Your Tweet has 14,830 total impressions so far. Get more impressions on this Tweet!

Impressions	16,268
Total engagements	51
Link clicks	15
Likes	14
Retweets	10
Detail expands	9
Profile clicks	3

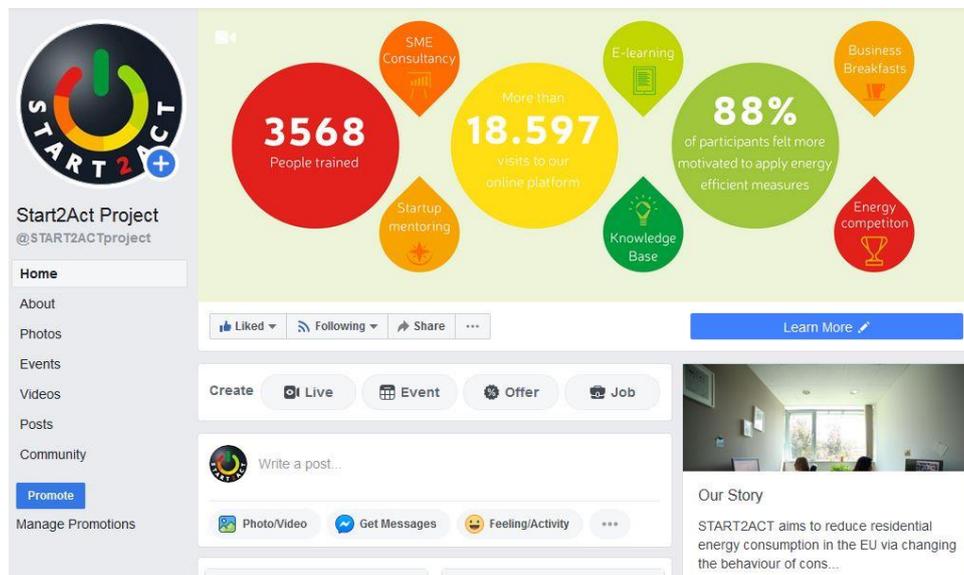
**Promote your Tweet**  
Your Tweet has 16,268 total impressions so far. Get more impressions on this Tweet!

Impressions	6,772
Total engagements	87
Hashtag clicks	22
Likes	18
Link clicks	17
Detail expands	11
Retweets	10
Profile clicks	5
Media engagements	4

**Promote your Tweet**  
Your Tweet has 6,772 total impressions so far. Get more impressions on this Tweet!

**Twitter has proven to be the most dynamic account**, frequently updated (several times per week) with updates not only on the project activities (e.g. it was widely used to promote the Interactive Online Platform, launch of mentoring and consultancy services in partner countries), but also useful information on the added benefits of energy saving (targeting small offices in particular) as well as news from relevant projects, EU institutions and initiatives working on sustainability and energy efficiency.

Facebook



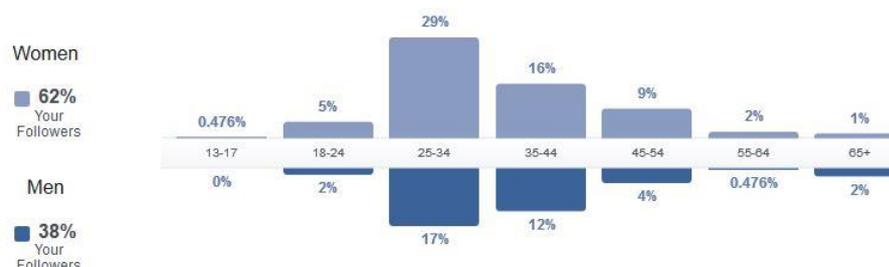
**START2ACT Facebook page (status on the August 28, 2019)**

START2ACT’s Facebook account was established in May 2016 and since then it has been an **important channel to publish relevant news, events and articles** about the START2ACT project activities. The Facebook page of START2ACT counted **212 likes**. Since the account was created, **298 posts** were published by the project team. The project partners disseminated START2ACT related content on their Facebook pages as well.

Since the launch of the profile START2ACT Facebook page achieved the following:

- » 14,659 monthly engaged users, which refers to any kind of interaction between people and the START2ACT Facebook page, such as likes, comments, shares.
- » 439, 5170 total reach, which is the number of people that saw START2ACT - related content in their personal home page.
- » 5,760,422 monthly total impressions it refers to the point when a post is seen once by a person.

When we analyse the audience on Facebook, we can see that female prevail (62% vs 38%) among the fans of the page. As shown in the graphic below, the project’s page has reached a target group aged between 25 and 34 years old.



**Gender and age analysis of visitors on Facebook**

The countries with the most active fans are Hungary, Romania, Belgium, Poland, Bulgaria, Italy, Czech Republic, Spain, Croatia, while the most popular cities are Budapest, Warsaw, Bucharest, Sofia, Zagreb, Bratislava, and Brussels. The analysis demonstrates the coherence between the audience of the START2ACT account and the partner countries of the consortium, which are the countries of the implementation of the project as well as an active interest from Italian and Spanish audience.

Country	Your Fans	City	Your Fans	Language	Your Fans
Hungary	49	Budapest, Hungary	35	English (US)	42
Romania	24	Bucharest, Romania	12	English (UK)	36
Belgium	16	Warsaw, Poland	11	Hungarian	24
Bulgaria	15	Sofia, Bulgaria	10	Romanian	21
Poland	15	Brussels, Belgium	6	Polish	16
Italy	10	Bratislava, Slovakia	4	Bulgarian	14
Croatia	8	Zagreb, Croatia	3	French (France)	8
Spain	8	Prague, Czech Republic	3	Italian	7
Czech Republic	7	Pécs, Hungary	3	Croatian	7
United States of America	6	Cluj-Napoca, Romania	3	Czech	6

### Countries of START2ACT fans on Facebook

Additionally, a **Hungarian Facebook page** was created with a goal of promoting events in Hungary in the Hungarian language. Overall, the page has 149 likes, 67 posts, Reach 170,995, Impressions 409,426, 6471 Engaged users. The engagement rate of 1,5% is better than on the English page meaning that people engaged more on the local language as the audience was more targeted leading to the better engagement.

Even though it proved to be efficient in engaging more Hungarian startups and SMEs, partners decided not to launch similar pages in their national languages due to time-consuming efforts needed to maintain them.



### Hungarian START2ACT Facebook page



The posts shared on Facebook related to the main areas of interest of the project (tips for saving energy in the office and home, making startups and young SMEs more energy efficient ) or often in connection with events we organized as well as promoting START2ACT website content from knowledge base to e-learning.

The highest reach achieved was on the 12/03/2018, when a post about a special Christmas giveaway was seen by 1290 people. It shows people were interested in winning S2A dissemination materials and visiting our interactive e-learning platform to learn more about the E-learning. Another successful post was about START2ACT Energy Saving Competition; it obtained 609 views, 11 likes and 22 post clicks.

**Start2Act Project**  
Published by Cosmina Bisboaca [?] · December 3, 2018 · 🌐

🎁 Join our #ChristmasGiveaway and win great S2A 🎁 before holidays!  
Like & answer in comments:  
"How many chapters does S2A #elearning have?"  
All participants will get thermometer + #energysaving wheel, and at the end of the week 🍀 3 lucky winners will receive our main prize 🙌  
S2Atotebag!  
Find your answer ➡ <http://start2act.eu/e-learning...> See More

**SAVE POWER AND CARRY ON**

🌱 **Get More Likes, Comments and Shares**  
Boost this post for HUF1,000 to reach up to 2,000 people.

<b>1,290</b> People Reached	<b>254</b> Engagements	<b>Boost Post</b>
--------------------------------	---------------------------	-------------------

**Start2Act Project**  
Published by Aleksandra Zivanovic [?] · November 7, 2018 · 🌐

Is your #startup or #SME #energyefficient?  
Show us how and win amazing prizes.  
More info here 🙌 <https://goo.gl/CJEZHI>

**#S2Achallenge**

- #1**  
How does your office save energy on lighting?
- #2**  
Show us in a photo or video!
- #3**  
Write a short description!
- #4**  
Send it to us!

🌱 **Get More Likes, Comments and Shares**  
Boost this post for HUF1,000 to reach up to 2,000 people.

<b>609</b> People Reached	<b>38</b> Engagements	<b>Boost Post</b>
------------------------------	--------------------------	-------------------

We should consider that recent Facebook algorithmic changes have demonstrated to heavily support paid and boosted content rather than organic content. Lower engagement can also be a result of having a target audience coming from different time zones in Europe: where a good time for posting in UK is not a good time for Hungary, for example.

### LinkedIn



### START2ACT LinkedIn profile homepage

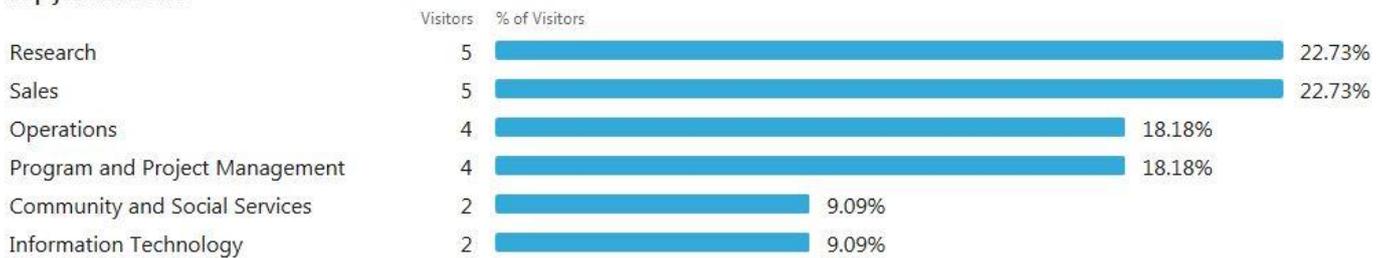
From May 2018 LinkedIn pages of many EU projects and groups linked to EU project pages have restricted access and are not visible anymore. This was due to **LinkedIn User Agreement review** with an update on May 8, 2018, applying stricter rules regarding personal profiles, there was an update within the User Agreement. Therefore, in the second half of the project **START2ACT had to move to the new company page**, even though its previous profile on LinkedIn had its already established audience and engagement success.

On LinkedIn, the START2ACT project is currently active with a business account. Having promoted the new page by creating pinned posts both on project's Twitter and Facebook, we still have to report insufficient popularity of START2ACT's new LinkedIn page at the end of the project compared to the previous account (which had 340 connections before May 2018 – statistics available in D6.6).



Analytics show that our visitors are coming from fields such as sales, research, operations, program and project management.

### Top job functions



### 3.2.2.2 Successful social media campaigns

Even though most of the data is organic, some paid campaigns were carried out in order to increase the number of people reached and thus the visibility of the project. At first, the goal was to give visibility to the project itself all over Europe within the age target 18-34. When events were organized in different locations (i.e. Business Breakfast in Budapest), the priority was to reach local employees of young SMEs and startups based in the city where the event was being held. When the new competition about energy efficiency was launched, the main aim was to reach people from all partners' countries.

For instance, a paid campaign has been carried out for the Business breakfasts in Budapest on 11<sup>th</sup> of April 2017 and 17<sup>th</sup> of May 2017 in order to reach a wider local audience. The Facebook event for the first Business Breakfast in Budapest reached 12k people, 400 viewed it and 108 interacted with the event, while the second one was delivered to 10K, 646 viewed the event in their feed and 93 people responded and interacted with it.

In the second half of the project we have created a **unique engaging successful campaign "Energy Saving Heroes"** in order to promote our e-learning platform. For the campaign visuals we used the e-learning chapters and characters in order to tell a story of "heroes" who save energy at work and at home. Using a modern style and an interesting storyline during the campaign duration (each character had several posts dedicated to its actions to keep the attention of the audience), we managed to attract a lot of traffic to our e-learning page (peaks in visiting reporting in subsection 3.2.1).



The first post was a paid promotion, and yet the post itself have gain 5,413 organic impressions and 63 organic engagements.



Posts on our energy saving heroes gained considered amount of impressions both on Twitter and Facebook

**Impressions** 3,348  
times people saw this Tweet on Twitter

**Total engagements** 25  
times people interacted with this Tweet



**Impressions** 2,671  
times people saw this Tweet on Twitter

**Total engagements** 11  
times people interacted with this Tweet

[View all engagements](#)

Another campaign to promote e-learning related to our **Christmas Giveaway in December 2018**, when participants could win START2ACT tote bag with project’s dissemination materials inside by answering a question about the e-learning structure. In this way, the popularity of e-learning was boosted as well.

**START2ACT** @START2ACT · 17 Jan

#TBT to our S2A #Giveaway! 🎁  
 Thank you Masa Kaddoura & @IMireneM for sharing your photos 📷 with us. We hope the gifts will help you stay #ecofriendly and #energyefficient in **2019**  
 Check our #S2AChallenge as well!  
 More info here ➔ [bit.ly/2BE6NjN](https://bit.ly/2BE6NjN)

**START2ACT** @START2ACT  
 🎁 #Giveaway: Ready to win S2A gifts? #H2020  
 Like, retweet & answer in comments: "How many chapters does S2A #elearning have?"  
 All participants get thermometer+ #energysaving wheel  
 3 winners will also get S2Atotobag!  
 Find the answer <https://bit.ly/2DYF1ch> pic.twitter.com/OhdAkVtvOY

**Impressions** 16,391  
 times people saw this Tweet on Twitter

8,405 organic 7,986 promoted

**Total engagements** 203  
 times people interacted with this Tweet

81 organic 122 promoted

Promotion of Energy Saving Competition was carried out by several campaigns, combining various sets of visuals for different season editions.

For example, for the summer edition, the Twitter post engaged with major actors that are active in the energy efficiency sector. It was retweeted by official EU accounts such as INEA, H2020EfficientEnergy or professionals working for EC such as Marguerite Gazze, Andreea Strachinescu, Dominique Ristori, Margot Pinault.

The post achieved a total of:

- » 8252 impressions
- » 88 total engagements
- » 26 link clicks, 22 retweets
- » 12 hashtag clicks
- » and 9 likes.

**START2ACT** @START2ACT · Aug 15

Are you a #startup or #SME? Enter the #S2Achallenge and show us how you achieve #energyefficiency at your office! ➔ [bit.ly/2fEZjO](https://bit.ly/2fEZjO)

**ARE YOU ENERGY EFFICIENT AT WORK?**

SHOW US AND WIN AWESOME PRIZES!

Summer edition

#S2Achallenge

Energy4Europe, INEA, IEA and 7 others

22 retweets 9 likes

Additionally, in social media campaigns, START2ACT adhered to consistent wording and structuring to create the flow for its accounts that the visitors might identify with, using the hashtags, such as “Tuesday Tip” or “Friday Motivation”:



Importantly, external actors were actively promoting START2ACT project, expanding its visibility and outreach.





### START2ACT featured on CORDIS (Twitter Header)



The social media activity of the official START2ACT accounts has also been considerably strengthened by the partners via their own social media accounts (both private and institutional). By reposting, liking and mentioning social media posts, the visibility of the project was greatly extended.

Several examples of how project partners helped in disseminating and growing the visibility of the project are provided below (see Figure 3). The following accounts can be named as the most active ones:

- » Partners' profile: Startups.be 10.2K followers, The Carbon Trust 56.2K followers
- » Private profiles: Diana Pati 324 followers, Chantalle Thomson 67 followers

Social networking by START2ACT partners is crucial for strengthening the local representation of the project and to making project information available in the local languages. This way the existing networks of the partners were directly addressed and engaged, expanding the overall size of the START2ACT community.



### 3.2.3 Additional online activities

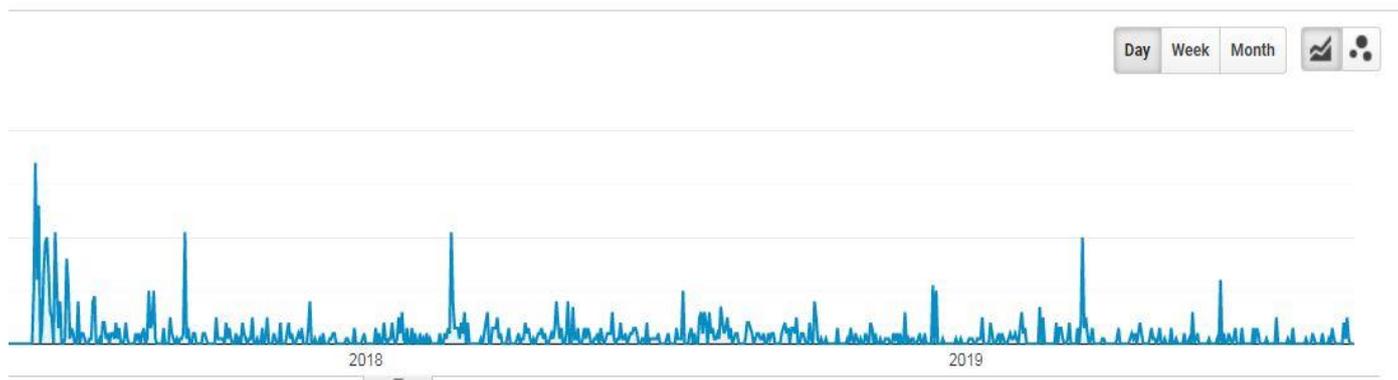
#### *START2ACT Energy Saving Game*

The online game was a spontaneous initiative by Europa Media. It was developed for the 2017 Budapest Business Party as having a booth there required to offer an interactive game for the visitors. The game has proven to be very popular and attracted the attention of many at the Business Party itself as well as online, after publishing and sharing it on the website and social media channels.

#### Energy Saving Game



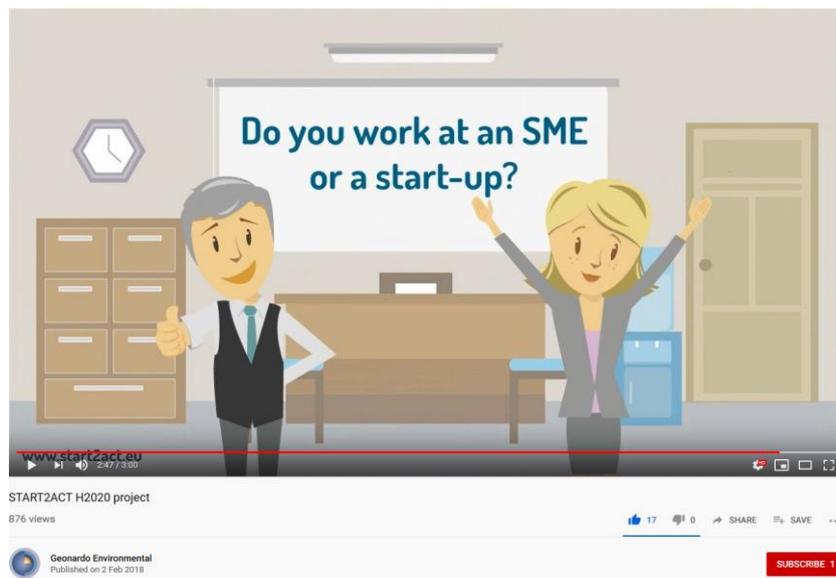
The energy saving game developed by the START2ACT project team has received 1,661 pageviews and 1,286 unique pageviews since its launch in June 2017, while the average time spent on the page is 02:08 min. The graphic below shows how the S2Agame was very popular in the beginning when launched, but the page was still visited in time later on.



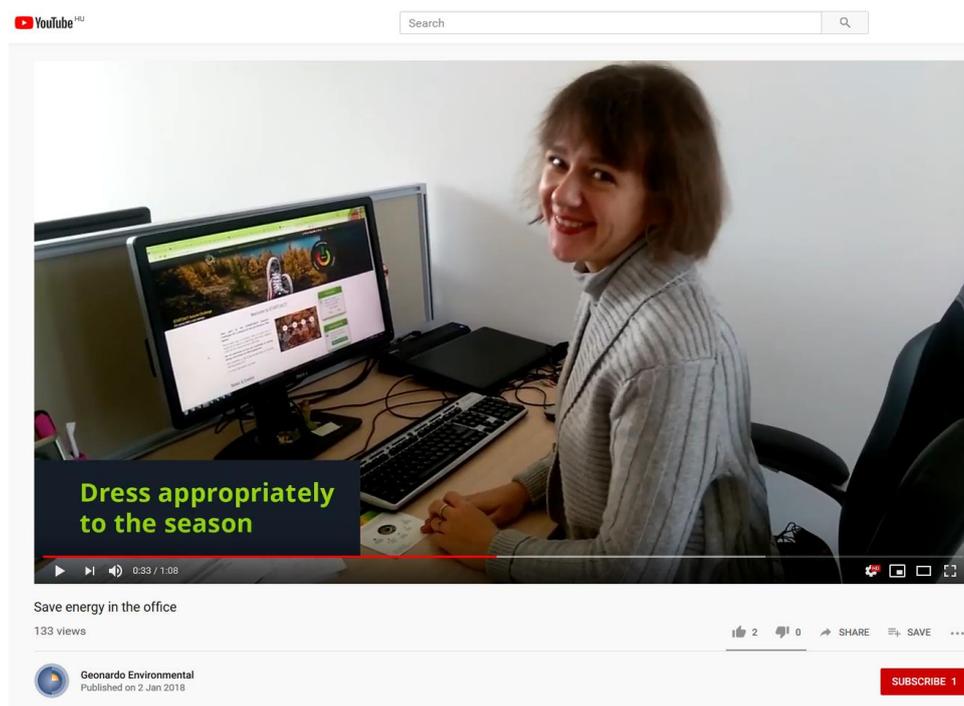
## START2ACT Videos

Production of videos was not planned initially, however, the Coordinator decided to provide the overview of the project in a short summarizing video (created with an online tool) and engage the target audience by giving first-hand tips on energy saving in the office (recorded at Geonardo's premises).

The first video uses cartoon sketching to explain the benefits of the project and overall it reached 876 views. EM reached out to EU Science and Innovation to have the video included in the EU-funded R&I projects playlist on Youtube for maximum external outreach.



The second video features GEO's employees providing useful tips related to energy saving measures in the office. The video is available on Youtube and reached 133 views.



## 3.3 Project online materials, articles and external mentions of START2ACT

This section presents the overview of online informative materials (e.g. newsletters, press releases and best practices) produced by the project to present the major updates by activities and by partner countries, which are available on the project website and were disseminated to external stakeholders. Additionally, the summary of articles where START2ACT project is covered by the platforms, external to the project and its partners is provided. We included the articles both showing clear partners' contribution (i.e. interviews) and information on START2ACT disseminated by prominent actors due to the dissemination efforts of the project team.

### 3.3.1 Newsletters, Press releases and Best Practices

The purpose of the press releases was to create a news item which can be used freely by journalists in on-and offline media to report on START2ACT-related updates. The table below shows all of the presently available press releases. In order to increase dissemination efforts compared to issuing the first press release, the latest press release was sent out to 10 most relevant media contacts for the English version; partners are encouraged to make the press release available in their national language and contact relevant local media.

#### 3.3.1.1 *START2ACT Newsletters*

In total, **four START2ACT newsletters** are available, covering 2017 and 2018. Due to GDPR restrictions, the project decided to put the newsletter production on hold and avoid mass mailing, as the consent was not received from the START2ACT newsletter database collected during the project implementation (around 200 contacts). All four newsletters were sent out to the established mailing list and were further distributed among local mailing lists of the partners. In many cases, the outreach numbers

START2ACT newsletters had a specific template and design and included major sections, such as editorial messages, news (promotion of the challenge, summary of the project meeting, tangible results from project activities) as well as section dedicated to the promotion of the online platform and cooperation with other projects, listing relevant updates from them.



### UPCOMING EVENTS:

Multiple START2ACT events will be organised throughout the spring and summer season in all our partner countries. Visit [start2act.eu](http://start2act.eu) and our national pages regularly for updates and see below the first scheduled events:

**14th March 2017 11:00 – 14:00**  
Business Breakfast by EHPat BIOS Business Incubator in Osijek, Croatia

**21st March 2017 9:00 – 10:30**  
Business Breakfast by ENVIROS at ENVIROS headquarters in Prague, Czech Republic

**11th April 2017 8:00 – 10:00**  
Business Breakfast by Geonardo and GREENWILL at MagNet Community House in Budapest, Hungary

[SIGN UP TO OUR EVENTS AND ACTIVITIES](#)

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**WANT TO KNOW MORE?**  
Visit [www.start2act.eu](http://www.start2act.eu)  
Drop us a line: [info@start2act.eu](mailto:info@start2act.eu)  
Follow us and stay tuned!

[SUBSCRIBE TO OUR NEWSLETTER](#)

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

## NEWSLETTER

FALL / 2018

### EDITORIAL MESSAGE

Dear Reader,

The START2ACT Fall Newsletter is here with fresh content bringing you more energy saving tips, showcasing our concrete results and inviting you to take part in a new Energy Saving Challenge to win 'green' prizes!

Did you know? Many corporate giants have set out various strategies towards a more energy-efficient workplace. For example, one of Google's priorities is making their office buildings more energy efficient – by setting goals and benchmarking building performance using industry frameworks.

From advanced lighting and central cooling systems to monitoring consumption and engaging employees into an environmentally-friendly behavior, your company can also boost sustainable ICT and reduce bills. Don't let anything hold you back, START2ACT!

**If you're new to the energy efficiency field, we've got you covered as well: join our SME and start-up consultancy activities and be ahead of your competition!**

---

### START2ACT NEWS

**TILBURG PROJECT MEETING**

## NEW START2ACT ONLINE TOOLS

### KNOWLEDGE BASE

**OUR ONLINE TOOLS** – located within the Interactive Energy Saving Platform – offer easily accessible insights into energy efficiency. Check out our newest resources and use them at your convenience!

In June 2017, we launched the Knowledge Base, a repository of practical information for SMEs and startups on how to adopt energy efficiency measures at the workplace and at home. It contains useful tips for both managers and employees of young businesses on smart HVAC and lighting solutions, green funding, and employee engagement.

[ENTER THE KNOWLEDGE BASE](#)

---

### E-LEARNING

Did you know that office equipment is one of the fastest growing areas of energy use? However, companies often fail to account for energy efficiency when purchasing equipment.

As an employee, you can contribute to reducing energy costs of office equipment and improving the long-term security of your company.

START2ACT and save up to 20% from your equipment operating costs!

**Complete this innovative energy efficiency course and reap the benefits for your company!**

**Our second tool, released in August 2017, is the START2ACT E-learning!**

**WHAT'S IN IT FOR YOU?**

- Three compact modules on energy efficiency at the workplace, at home and on smart energy management. Learn the essentials about topics such as effective lighting, HVAC systems, office equipment, green procurement and employee engagement!

## START2ACT NEWS

### FOURTH PROJECT MEETING

The fourth project meeting took place in Prague on the 28th and 29th of March. Find out how it went.

[READ MORE](#)

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## START2ACT EXPLAINED

Everything you need to know about START2ACT in 180 seconds. Like it on Youtube and share it with your colleagues and friends!

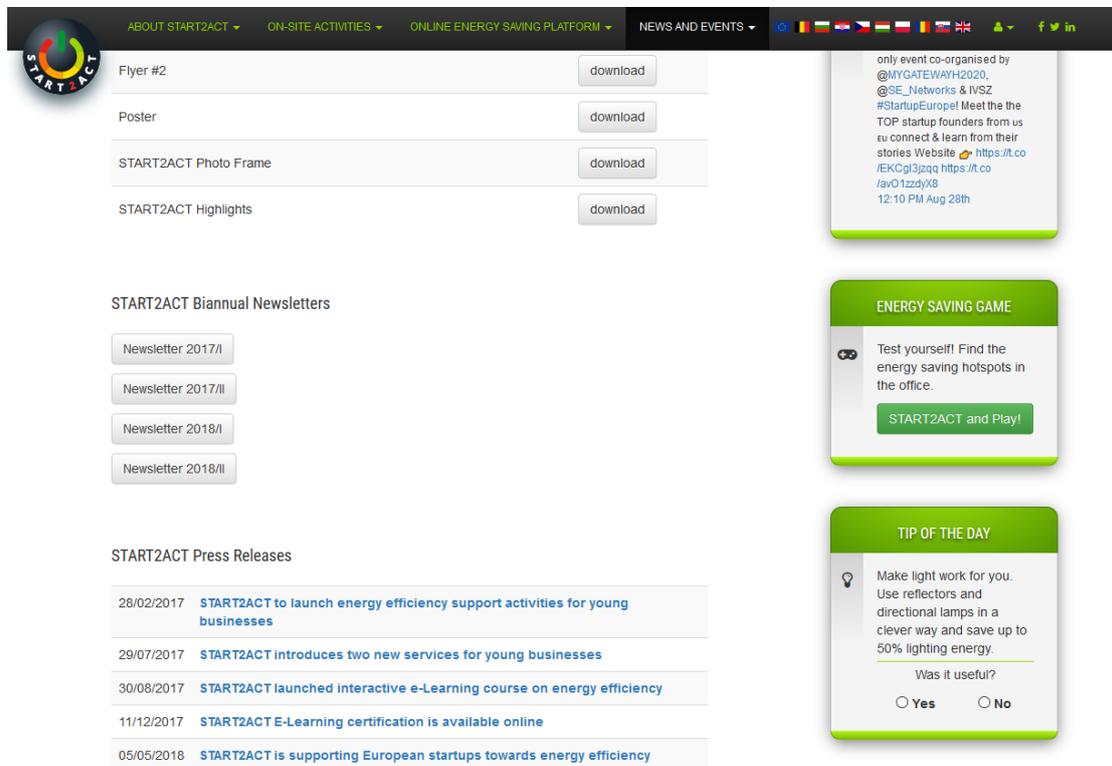
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## ENERGY EFFICIENCY BOOSTER TOOLS

Screenshots from newsletters



Together with dissemination materials and press releases, newsletters are also available on the project website under the Communication pack tab.



### 3.3.1.2 START2ACT press releases

A total of **5 press releases** were issued during the project implementation. They were distributed in several ways (made available on the project website, circulated among partners and distributed by the Coordinator to around 30 press contacts of relevant media institutions, press centres of platforms on energy efficiency and communication team of various relevant projects). Additionally, partners made efforts to contact local media companies for press release promotion, however, no interest was mostly shown. The fifth press release was issued by Startups.be and promoted among its contacts as well.

Release date	Content
<b>28 FEBRUARY 2017</b>	The first press release introduced the free-of-charge energy efficiency support activities for young SMEs and startups. These included the Business Breakfasts and the upcoming mentoring and training sessions for young businesses.
<b>29 JULY 2017</b>	The second press release gave account of the launch of the Knowledge Base and the bespoke consultancy by START2ACT Trainers for SMEs and startups.
<b>30 AUGUST 2017</b>	The third press release announces the launching of the START2ACT e-Learning, describing its purpose, structure, content and special features.
<b>11 DECEMBER 2017</b>	The fourth press release focuses on the modules of the START2ACT e-learning and certification process.
<b>5 MAY 2018</b>	Issued by Startups.be if explains the support provided by START2ACT to startups.



FOR IMMEDIATE RELEASE  
**PRESS RELEASE**  
START2ACT IS SUPPORTING EUROPEAN  
STARTUPS TOWARDS ENERGY EFFICIENCY  
May 2018



Environmental issues are one of the main challenges facing the world. The EU has adopted different measures to improve energy efficiency in Europe and set itself a 20% energy savings target by 2020. Startups are at the forefront of these changes. Startups.be and a group of international energy and entrepreneurship experts joined forces in the START2ACT project that aims to make startups and small businesses greener and more energy efficient.

Climate change, energy waste and resource scarcity have been in the spotlight for a while now. Still, while many initiatives are taken to counter energy waste, the secret ingredient to real results remains simple: we should start by changing our own behaviour. START2ACT aims to change the behaviour of startups by helping them to become greener and more energy efficient.



For immediate release  
Budapest, Hungary, 11. December 2017

**PRESS RELEASE**  
START2ACT E-LEARNING CERTIFICATION  
IS AVAILABLE ONLINE



In December 2017, START2ACT launched two full modules of its **E-learning on energy efficiency** in order to help young SMEs and startups to save energy and cut costs at their workplace increasing their competitiveness. Moreover, START2ACT E-learning certification system is now in place allowing users to earn their **personal START2ACT certificates** after the module completion.

**START2ACT E-learning modules:**

START2ACT E-learning environment is a highly interactive and visually engaging tool built around real-life situations in an actual START2ACT office.

There are three modules within the START2ACT E-learning, covering Energy Efficiency at the Workplace, Energy Efficiency at Home and Smart Energy Management.

The first two modules are fully accessible online, providing expert tips and suggestions on saving energy on lighting, heating, ventilation, air conditioning, office equipment and other devices at work and at home.

### Screenshots from press releases

#### 3.3.1.3 START2ACT Best Practices

As an additional effort aimed both at informing wider audience about the project's achievements and engaging more participants into START2ACT's onsite and online activities, a **set of best practices (6 materials)** was produced, available under the "[Results](#)" section on the project website.

These materials include a **summary from companies who benefitted from project's activities** in partner countries. A specifically developed template for the best practices includes a short introduction of the company, the START2ACT tool they used and relevant energy efficient measures they applied as a result as well as results achieved.

START2ACT intended to make these materials more engaging and relatable, by including **personal motivation statements from the companies' staff**.

The image displays two screenshots from a 'Best Practices' report. The left screenshot shows the overall design of the report for 'HOWE at 36 Bourne Street (Interior Decorating)'. It includes sections for 'ENERGY SAVING MEASURES', 'MOTIVATION', and 'RESULT'. The 'ENERGY SAVING MEASURES' section lists actions like using LEDs, turning off lights, and composting. The 'MOTIVATION' section features a quote from Betty Scrope, a Business Representative, about the company's goal of being a more eco-friendly business. The 'RESULT' section notes that switching to renewable energy and gas options has helped them move towards their goal. The right screenshot is a close-up of the 'MOTIVATION' section, highlighting the quote and the text: 'After the START2ACT on-site consultancy took place, the management of the company was highly motivated to reduce their energy bill and to promote energy efficiency among staff members in their office. Thanks to START2ACT tips, a high potential for energy savings was noticed.' and 'Employees were encouraged to implement non-technical measures in their office using the START2ACT tools and suggestions and later they learned what results were achieved at the company.'

Screenshots from best practices (overall design and close-up of personal motivation).

### 3.3.2 Blog posts, Articles, External mentions of the project

Due to active work of the project team, the project was **widely disseminated on external platforms** (excluding project website and partner websites). The subsection summarizes both actions with visible partner engagement (i.e. blogs, interviews) and external mentions of the project across partner countries due to networking and dissemination activities conducted.

### 3.3.2.1 Blog posts

A total of **6 blog posts** were produced by the project partners (4 by EM and 2 STARTUPS.be) on START2ACT.

The topics covered were the project launch, the game developed, E-learning and the strategy to support SMEs towards energy efficiency. EM's blogs was posted on the its sister training site, which attracts thousands of visitors daily. Additionally, all the blogs were widely shared on social networks and reposted by external platforms (for example, BuildUP, as on the screenshot below).

## LEARN HOW TO SAVE ENERGY IN THE OFFICE WITH OUR NEW INTERACTIVE GAME DEVELOPED FOR THE START2ACT PROJECT!



Liliya Levandovska  
Senior Project Manager

15 June 2017

Share this post on

As a group of SMEs, we at Europa Media and Geonardo are well familiar with the need to apply energy saving practices in our offices. In fact, that is where we drew our inspiration for the START2ACT project. Now, as the project is in its second year, we are never short of creative ideas for engaging ways to deliver our main message – start to act and save energy at work!

Apart from our recently published [Knowledge Base](#), listing all the tips, documents, solutions, tools and products on energy efficiency for SMEs and start-ups, we are working on the **e-learning environment** targeting office staff and company CEOs.

Before the launch of the e-learning course, Europa Media developed and released a teaser tool – **the START2ACT Energy Saving Game**.



## START2ACT: NEW HORIZON 2020 PROJECT AIMING TO SAVE ENERGY AT WORKPLACE



Irene Ramirez

22 March 2016

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Europa Media and Geonardo are excited to announce the official start of the **START2ACT** project: **Engaging European Start-ups and young SMEs for Action for Sustainable Energy** with the Kick-off Meeting that took place in Budapest on March 9-10 2016. The meeting was attended by the representatives of all **11 partners from 10 countries**.

START2ACT is a three-year project funded by the European Union's **Horizon 2020 research and innovation programme**, and aims to increase energy efficiency through behavioural change, sowing the seeds of a sustainable energy culture in European start-ups and young SMEs, with a view to achieving potential energy and cost savings.

Europa Media is in charge of the management and coordination of the project, together with Geonardo as co-coordinator.



## BUILD UP The European Portal For Energy Efficiency In Buildings

Home News & Events Practices Learn Explore Topics Skills Topic Of The Month

SEARCH

### News & Events

Build Up Home / News & Events

#### Interactive game for saving energy in the office developed by the START2ACT project

21 June 2017 / Pan European

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#### Information about this post

**Type of News** News from European projects

**Themes** Air conditioning, cooling, ventilation, air infiltration, Controls, energy management systems, Public and non residential buildings, Campaigning and awareness raising

**Target Group** Building occupants

**Website URL(s)** <http://start2act.eu/news/51/start2act-at-the-budapest-business-party>

**Author(s) (organisation)** Liliya Levandovska

**Submitted by:** Cosmina Bisboaca ()

#### Tag Cloud

energy efficiency office buildings clean energy

user behaviour H2020 Start2Act

SMEs - Small and Medium-sized Enterprises

### 3.3.2.2 Articles and external mentions

Consortium efforts yielded substantial interest in the project externally, as **many media and stakeholder outlets promoted the project independently**. External actors promoting START2ACT range from local and international multipliers, such as Chambers of Commerce, EEN network (several START2ACT partners established good working relationship with EEN through personal meetings and attendance of events) to initiatives on the European level and national governmental bodies, internet news portals and platforms for SMEs and startups were actively involved in promoting START2ACT news as well. Cooperative partners are listed on the project website under the [synergies](#) section.

While preliminary information with links to articles was provided in D6.6, the table below summarizes the list of articles, explaining the stakeholders, types of content covered and disseminated as reported by all partners in the online Dissemination Reporting Table (to be included into the Final Periodic Report).

**Table 4. START2ACT Articles**

Title of the article	Country, language Language	Name, Website	Date
1. START2ACT saves energy costs not only for startups!	CZ	An independent online magazine on innovation <a href="http://www.mamnapad.cz">www.mamnapad.cz</a>	2017
2. Invitation to join START2ACT for young SMEs	BG	EUROPE-DIRECT-BURGAS, European Information Network <a href="http://www.europedirect-burgas.com">http://www.europedirect-burgas.com</a>	2016
3. Invitation to join START2ACT for young SMEs	BG	Information portal of Bulgarian Chamber of Commerce <a href="http://www.infobusiness.bcci.bg">http://www.infobusiness.bcci.bg</a>	2016
4. Energy Mentoring for Small and Medium Enterprises	PL	Energy Efficiency information portal <a href="http://www.energia0.pl">www.energia0.pl</a>	2017
5. Business Breakfasts for entrepreneurs	PL	Online portal with news related to sustainability <a href="http://www.teraz-srodowisko.pl">www.teraz-srodowisko.pl</a>	2017
6. START2ACT's invitation to a project to reduce energy consumption and costs	PL	French-Polish House of Economy <a href="http://www.ccifp.pl">www.ccifp.pl</a>	2017
7. Join START2ACT and unlock your company's full potential	PL	EEN Poland <a href="http://www.een.org.pl">www.een.org.pl</a>	2017
8. Information on START2ACT	CZ	PRO-energy magazine <a href="http://pro-energy.cz">http://pro-energy.cz</a>	01/2017 - published quarterly (as

			a paper copy)
9. Information on START2ACT	HR	Zagreb Innovation Center <a href="https://www.zicer.hr">https://www.zicer.hr</a>	2016
10. Information on START2ACT project	HR	National energy efficiency portal <a href="http://www.enu.hr/projekti">www.enu.hr/projekti</a>	2017
11. Information on START2ACT project	HR	Glas Slavonije newspaper (printed)	2017
12. Information on START2ACT project	HR	Novi list newspaper (printed)	2017
13. Information about the project	HR	Internet Portal <a href="http://www.energetika-net.com">www.energetika-net.com</a>	2017
14. Promotion of consultancy services of START2ACT project	HR	HR Chamber of Economy <a href="http://www.hgk.hr">www.hgk.hr</a>	2017
15. Presenting the project and its achievements			2019
16. Information on START2ACT's presentation held during EUSEW.	HR	Rijeka Energy Days <a href="http://www.rijeka.hr">www.rijeka.hr</a>	2017
17. Energy Savings for SMEs	CZ	Internet Portal <a href="https://cz.energyhub.eu/">https://cz.energyhub.eu/</a>	30.6.2017
18. START2ACT – energy saving project for startups and young SMEs	HU	Budapest Chamber of Commerce and industry, several articles were promoted due to the successfully established cooperation <a href="http://bkik.hu">bkik.hu</a>	2016
19. Summer call – you can only winter the energy saving competition	HU	Pest Chamber of Commerce and Industry <a href="https://pbkik.hu/">https:// pbkik.hu/</a>	2017
20. Interview with Marta Kovalovská from Enviros, a company working on the European START2ACT project for start-ups and SMEs	CZ, EN	Internet portal for startups <a href="http://CZstartups.org">CZstartups.org</a>	2017
21. Free consultancy on energy efficiency for young SMEs and startups	RO	Internet portal on finances <a href="http://finantare.ro">finantare.ro</a>	2016
22. Energy efficiency support for businesses	UK, EN	Welsh Governmental portal <a href="https://businesswales.gov.wales">https://businesswales.gov.wales</a>	23/08/2017
23. New energy efficiency consulting programme for young SMEs and startups	UK, EN	Institute of Small Business and Entrepreneurship (ISBE) July 2017 newsletter (circulation of 4,000)	July 2017
24. Free energy efficiency consulting programme	UK, EN	Vale4Business local business network	17/08/2017
25. Free energy efficiency consulting programme	UK, EN	SOBusiness local business support network for South Oxfordshire	17/08/2017

26. Free energy efficiency consulting programme	UK, EN	Signpost 2 Grow - online small business support finder	2017
27. START2ACT programme for young SMEs and startups	UK, EN	Cross-sector online sustainability network Sustainability West Midlands	05/01/2017
28. Free-of-charge energy efficiency consulting service for young SMEs	UK, EN	Institute of Small Business and Entrepreneurship (ISBE) website - news section	2016
29. Free energy training and mentoring available for start-ups and young SMEs!	UK, EN	Free energy training and mentoring available for start-ups and young SMEs!	14/02/2017
30. New projects at the Chamber	HU	Southern Transdanubian Economy magazine	05/10/2017
31. START2ACT competition	HU	Enterprise Europe Network (EEN) Hungary	13/02/2018
32. START2ACT competition	HU	Pécs-Baranya Chamber of Commerce	09/02/2018
33. START2ACT competition	HU	Chamber of Commerce and Industry of Borsod-Abaúj-Zemplén County <a href="http://www.bokik.hu">http://www.bokik.hu</a>	14/02/2018
34. Role of Innovation, electronics and EE	BG	BCCI infobulletin	21.07.2017
35. START2ACT: Free energy efficiency consulting and mentoring for startups and young SMEs	UK, EN	Sustainability West Midlands	13/07/2017
36. Carbon Trust workshops will help SMEs	UK, EN	Cambridge Network	08/09/2016
37. Actiuni pentru un consum sustenabil de energie	RO	Radio Romania	19.04.2017
38. Interview with Marta Kovalovská from Enviros, a company working on the European START2ACT project for start-ups and SMEs	CZ/EN	CZInvest	
39. Tehnologia și expertiza pentru eficiență energetică există, mai trebuie suportul autorităților (Timișoara, 22 iunie)	RO		23.06.2017
40. Покана за участие на млади МСП в дейности за пестене на енергия в офисите по проект START2ACT	BG	ЕВРОПА ДИРЕКТНО БУРГАС	
41. Eficiența energetică – tendințe, soluții și parteneri (Iași, 25 aprilie)	RO	energynomics Platform	28.04.2017
42. Expertii militează pentru o abordare integrată a acțiunilor de eficiență energetică (Cluj-Napoca, 18 mai)	RO	energynomics Platform	23.05.2017
43. Soluții pentru reducerea consumului de energie	RO	Radio Romania	16.05.2017
44. Consultanță gratuită pentru eficiență energetică la IMM-urile tinere	RO	energynomics Platform	07.04.2017
45. Headline: Új energiák, új projektek a kamaránál	HU	Dél-Dunántúli Gazdaság	06.10.2017

46. Бизнес закуска с работодатели от Враца	BG	Daric Radio and Local Rimex TV	16.05.2017
47. START2ACT ušetří náklady na energii nejen startupům	CZ		23 January 2017
48. START2ACT included in 'Access to finance' list on D2N2 Growth Hub	UK, EN	UK (Derbyshire and Nottinghamshire)	September 2016
49. START2ACT page on the gov.uk 'Finance and support for your business' site	UK, EN	UK Government website -> Finance and support for your business	14 July 2017
50. Page promoting START2ACT under 'Energy support for businesses' section of website	UK, EN	Local Government - Colchester Council	14 August 2017
51. START2ACT included in 'Business Support' list on Council website	UK, EN	Local Government - St Albans City and District Council	14 August 2017
52. START2ACT promotion	UK, EN	BathNES Sustainability Network	15 August 2017
53. Enterprise Europe Network blog post: Save money and grow your business by going green	UK, EN	EEN	7 October 2016
54. START2ACT: A new SME energy efficiency programme - blog post to promote START2ACT and the baseline survey	UK, EN	Andrew T Marlow blog	4 October 2016
55. Blog post - START2ACT: ENERGY EFFICIENCY SUPPORT	UK, EN	Invest in Bath portal	24 August 2016
56. Introduction to START2ACT on the Improve your business's energy efficiency webpage	UK, EN	Cambridge City Council	2017
57. START2ACT information for stakeholders published on the Invest Sefton website	UK, EN	Invest Sefton	2016
58. START2ACT entry on the EI Knowledge Service	UK, EN	Energy Institute	2017
59. Post to offer FSB partners the opportunity to offer START2ACT support to their local businesses	UK, EN	Federation of Small Businesses (FSB)	2017
60. Overview of START2ACT on Basingstoke and Deane Council website	UK, EN	Basingstoke and Deane Council	2017
61. Information about the competition and S2A activities	BG	Platform on Energy Saving Energbg	November 2017
62. Free consultation to young SMEs	BG	BG chamber of commerce and industry (BCCI) EEN	February 2018
63. Sustainable energy- new possibilities for the business	BG	Specialized technical magazine for the power industry	February 2018
64. START2ACT consultation and online tools for energy savings in office and at home	CZ + EN	Investment Business and Development <a href="https://www.czechinvest.org/en">https://www.czechinvest.org/en</a>	August 2018
65. START2ACT consultation and online tools for energy savings in office and at home	CZ	ENERGY HUB	August 2018

66. Call for application for summer challenge	HU	Komárom-Esztergom Chamber of Commerce and Industry	23.08.2017
67. Free voucher for SME training 68. Free services for young SMEs	HU	Budapest Chamber of Commerce and Industry	2017 November
69. START2ACT energy efficiency trainings for SMEs	EN	EU Sustainable Energy Week	2018 June
70. Business breakfast promotion	HU	Union of young entrepreneurs	11.04.2017
71. Event promotion/Energiahatékonyságban a megtakarítás	HU	Piac és Profit magazine <a href="https://piacesprofit.hu/">https://piacesprofit.hu/</a>	22.03.2018
72. Business breakfast promotion	HU	Enterprise Europe Network (EEN) Hungary	17.05.2017
73. Autumn Competition promotion	HU	pafi.hu Platform portal	01.11.2017
74. Competition, knowledge base promotion	HU	News portal <a href="http://profit7.hu">profit7.hu</a>	14.09.2016
75. Participation at event for young entrepreneurs in Pecs	HU	Pecs University	16.11.2017
76. Participation at STARTACT event in Barany	HU	News portal Baranyavár	18.11.2017
77. Autumn Competition promotion	HU	TúróTeam website	09.11.2017
78. Promotion of startup night 2017	HU	Online Platform PályázatMenedzser	27.10.2017
79. SME workshop promotion	HU	Budapest Enterprise Agency <a href="http://bvk.hu/budapest-enterprise-agency/">http://bvk.hu/budapest-enterprise-agency/</a>	06.09.2017
80. Knowledge base for small and medium-sized enterprises 81. What do you know about energy consumption in the company? 82. Spring Challenge START2ACT: save energy on lighting 83. Free e-learning course for entrepreneurs 84. Effective energy management in micro small and medium enterprise - free advice within start2act 85. We invite you to Startup Wednesday with START2ACT 86. Advise for SMEs in SATRT2ACT 87. Final challenge promotion 88. Energy consumption controlling in a company - START2ACT tools 89. Costs reduction in the company - how to choose the energy efficient office? 90. Important energy efficiency growth factor in the company - involvement of employees	PL	Online Portal on Energy efficiency <a href="http://www.energia0.pl">www.energia0.pl</a>	05.02.2018





START2ACT in BUM Magazine (HU, 2019)



START2ACT in PRO-Energy magazine (CZ, 2017)



## Radionica u BIOS-u

● U konferencijskoj će se dvorani osječkog Poduzetničkog inkubatora BIOS u utorak (14. ožujka) s početkom u 11 sati održati radionica o temi Energetska učinkovitost u malim i srednjim društvima. Radionica je dio projekta START2ACT - poticanje održivog razvoja europskih malih, srednjih i start-up društava financiranog iz programa Europske unije. Uvodno će izlaganje o projektu START2ACT održati Matija Vajdić, koji će govoriti i o temi Potrošnja energije u uredskim zgradama i sustavno gospodarenje energijom te o temi Rasvjeta, dok će Ilija Drmač izlagati o grijanju, hlađenju i ventilaciji. Nakon rasprave predviđen je ručak za sve sudionike. **J.P.**

### START2ACT in the newspaper Voice of Slavonija (HR, 2017)

Selected screenshots from START2ACT’s external mentions are provided below:

The image shows two screenshots of external mentions for START2ACT. The left screenshot is from the Enterprise Europe Network website (Hungary), dated 2018.02.13, titled "Elindult a START2ACT Téli Kihívása". It features a "#52Achallenge" graphic with four steps: #1 How to save energy in the workplace, #2 Share photos or short videos, #3 Write a short story, and #4 Send it to us at info@start2act.eu. The right screenshot is from the Enterprise Partnership website (Greater Cambridge/Greater Peterborough), dated August 30, 2017, by Catherine Holmes, titled "START2ACT WORKSHOP INTRO TO ENERGY EFFICIENCY FOR SMALL BUSINESSES IN CAMBRIDGE". It mentions a workshop on November 9, 2017, from 08:00 to 10:30 GMT, at the Allia Future Business Centre, King's Hedges Road, Cambridge, CB4 2HY.



### START2ACT Consultation and online tools for energy savings in office and at home

Project **START2ACT** has been doing on-site capacity building activities for SMEs for more than one year. This summer the online activities for SMEs and Startups called **"energy saving platform"** have been fully launched. The platform offers you a wide range of information and advices how to save the energy in your office and at home.

#### ON-SITE CAPACITY BUILDING ACTIVITIES FOR SMEs

The **START2ACT** on-site capacity building activities are free-of-charge consulting sessions that are delivered by the project partners to young SMEs in the involved **START2ACT** countries. The aim of this programme is to assist the young SMEs in identifying and embracing measures for energy efficiency at their companies through a series of three visits by the consultants of the **START2ACT** partners. As simple and no-cost measures have the potential to lead to significant energy savings, **START2ACT** emphasises behavioural change towards energy efficiency of the entire workforce as a key message of the project.

#### ONLINE ENERGY SAVING PLATFORM

##### 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.



#### News

First Central European VA startup scholarship launches at Design Terminal this autumn

Largest Swiss Blockchain Summit comes back

Interview with Alena Huberová, mentor and coach of promising young entrepreneurs and startups

Warsaw and London lay down the red carpet for top startups from CEE

Seedstars is coming to Prague to find the best startup in the Czech Republic

### H2020 Start2Act

Build up Home H2020 Start2Act

#### START2ACT energy efficiency competition for SMEs and startups

Now that the summer holidays are over and we're all back at work, it's a great opportunity to integrate new energy efficient habits into our daily routines. Nearly every type of business relies on some sort of equipment to help it run effectively, and every company could use this equipment more efficiently. Each and every person can contribute to saving energy and money on office equipment, by introducing small changes to how they use equipment at work. Take part in the **START2ACT** autumn challenge for a chance to win an Amazon Fire tablet.

Post date: 26 Oct 2017

Type: News

#### START2ACT project launches interactive e-learning on energy efficiency

START2ACT project launches first chapter of interactive e-learning on energy efficiency

Post date: 24 Aug 2017

Type: News

#### Interactive game for saving energy in the office developed by the START2ACT project

Europa Media and Gamando are a group of SMEs well familiar with the need to apply energy saving practices in their offices. In fact, that is where the inspiration for the **START2ACT** project began. Now, as the project is in its second year, many creative ideas for engaging ways to deliver the main message are flowing - start to act and save energy at work!

Post date: 21 Jun 2017

Type: News



czwartek, 16 maj 2019 08:11

### OGRANICZENIE ZUŻYCIA ENERGII W FIRMIE START2ACT

wielkość czcionki  [Wydrukuj](#) [Email](#) [Skomentuj jako pierwszy!](#)

Oceń ten artykuł  (1 głos)



### AKTUALNOŚCI



#### Ruszył nowy projekt w ramach programu **Horizont2020**

czwartek, 27 czerwiec 2019

12 czerwca w Warszawie w siedzibie Krajowej Agencji Poszanowania Energii odbyło się pierwsze spotkanie konsorcjum międzynarodowego projektu FinERGo-Dom (Financing scheme...

### FILMY

#### 4. Budownictwo a ochrona klimatu



Therefore, when we analyse the progress towards meeting the targets of having 30 articles within the project promoting START2ACT, we can confirm the impressive trend of exceeding the targets due to intensive efforts by the whole consortium, as overall 105 articles were produced on external platforms (not counting project and partner websites).

## 4. Cooperation with other projects and initiatives

START2ACT adopted a **proactive approach towards cooperation with relevant projects and initiatives**. Apart from initial cross referencing on social media accounts, START2ACT's coordinator reached out to a dozen projects with **concrete suggestions for cooperation**. While some of the projects were contacted numerous times to no avail, fruitful cooperation was established with many others, as most of the project coordinators and their dissemination teams replied positively.

On the basis of ongoing activities, START2ACT's website was restructured to include the subtab on "[Synergies with other projects](#)". Many other projects included START2ACT on their webpages to mutually increase visibility and outreach.

ABOUT START2ACT - ON-SITE ACTIVITIES - ONLINE ENERGY SAVING PLATFORM - NEWS AND EVENTS -

### Synergies

Synergies with other EU projects

These EU projects share a similar goal to that of START2ACT. They are working towards establishing a greener environment, help businesses become more competitive via environmental measures or introduce energy-related innovations and/or services to the European market and company ecosystem. By cooperating and collaborating virtually and face-to-face, we can mutually enhance our visibility and overall impact both on-and offline.

ICTFOOTPRINT.EU	
ORBEET	
GAIA	
GREENSOUL	
SHAPE ENERGY	
PEAKAPP	
LOWUP	
ENCOMPASS	
PENNY PROJECT	
ETEACHER	
ENERGISE	
ENTROPY	

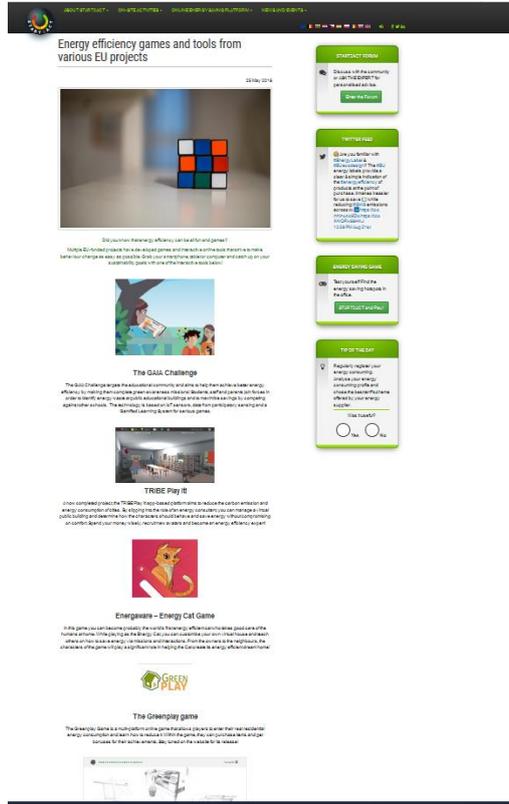
Collaboration usually included supporting each other's social media activity by reposts, retweets, likes and similar reciprocal actions (website, newsletter). However, many other tangible activities were organized, such a webinar, event participation, joint blogs, etc. The initial information on cooperation with projects and plans for future was provided in D6.6. The Table below provides a summary of START2ACT's joint activities implemented together with relevant projects on energy efficiency/targeting similar focus groups/focusing on behavioural changes.

**Table 5: Cooperation with other projects and initiatives**

PROJECT	Form of cooperation
<b>ENERGISE PROJECT</b>	The Carbon Trust delivered a workshop together with this EU-funded project, both promoting their support activities on sustainable energy consumption. More information under: <a href="http://www.energise-project.eu/node/86">http://www.energise-project.eu/node/86</a> . ENERGISE listed STAR2ACT within its database of relevant projects. Additional activities: active cross-sharing on social media and featuring in each other's newsletters
<b>SHAPE ENERGY PROJECT</b>	SHAPE ENERGY Project approached START2ACT via e-mail on the 4 <sup>th</sup> of July. As a result, START2ACT participated in the Sandpit event in Turin in February 2018.
<b>STARTUP EUROPE</b>	A call for contribution has been sent out over Basecamp for filling in the Baseline Assessment Report. As STARTUP Europe has an excellent network among young entrepreneurs, the letter was received by the primary target audience. Startup Europe continuously promoted START2ACT updates.
<b>EnerGAware</b>	Active social media cross-following was established, START2ACT featured the project in its article on energy efficiency games.
<b>LowUp</b>	LowUP has been very responsive to START2ACT's calls for cooperation, therefore, social media exchanges, mutual cross-references in newsletters were organized.
<b>ICTfootprint.eu</b>	The project is one of the most active contacts for cooperation. Apart from active social media cross-sharing, the projects organized a joint webinar, where START2ACT's coordinator gave a presentation. <a href="#">S2A included at synergies;</a> <a href="#">included in marketplace</a>
<b>PeakApp</b>	The projects reciprocally included updates in newsletter and cross-shared activities on social media.
<b>OrbEEt</b>	Social media exchange, newsletter and website cross-referencing.
<b>GAIA</b>	Social media exchange, newsletter and website cross-referencing, GAIA was featured on and promoted START2ACT's article on energy efficiency games.
<b>Greenplay project</b>	The projects reciprocally included updates in newsletter and cross-shared activities on social media. Greenplay was featured on START2ACT's article on energy efficiency games.
<b>Entropy</b>	Social media exchange, website cross-referencing
<b>Greensoul</b>	Social media exchange, newsletter and website cross-referencing, communication with CT on specific activities in the UK.
<b>PENNY project</b>	Cross-referencing on websites.
<b>eTEACHER</b>	Joint application was submitted to EUSEW 2019.
<b>ESMIG, ENABLE.EU</b>	Joint session at EUSEW 2019.

Additionally, START2ACT wrote an article on games and tools for promoting energy efficiency among different target groups, promoting GAIA, Tribe, Greenplay and Energaware projects as well as its own e-learning and energy saving game. The article was widely promoted online.





Selected screenshots demonstrating the cooperation with projects are provided below.



**News from the Energy Efficiency H2020 world**

Winter Challenge in START2ACT project: apply for the energy saving competition to save energy on heating at the workplace.

[Apply here](#)





## 5. Progress overview and conclusions

The START2ACT Consortium has been actively involved in implementing regular and versatile dissemination and communication activities in order to boost the project's visibility and maximize its impact. Effective dissemination tools and channels were established, regular and active actions were taken both on the project level and by each partner individually in order to engage relevant stakeholders and reach wider target audience.

The coordinator and partners regularly monitored and assessed the effectiveness of the dissemination and communication actions, taking into account EASME's suggestions. **The Coordinator continuously monitored the dissemination efforts taken by the Consortium using a shared Excel table**, where each partner reported their activities on articles and publications, event participation, stakeholder engagement as well as social media presence.

The table below shows the summary of meeting the target numbers set out in Task 6.3 of the Work Plan during the project implementation.

**Table 6. Progress towards dissemination targets under Task 6.3**

Target	Action	Progress
<b>30 ARTICLES</b>	To be published in newsletters and mass media, on national and local levels. Issuing in the national language of the partner possible. As an indication, publish 3-4 by participating country.	105 articles were published in total in various informational outlets covering the project in all partner countries, showing a remarkable exceeding the objective by more than 3 times.
<b>15 EVENTS</b>	Presentation of the project at a minimum of 15 events organized at the European, international level or during national events. As an indication, one national event per participating country and six European/international events.	60 events were attended by partners on the national and international levels to present the project, impressively exceeding the target by 4 times.
<b>10 MEETINGS</b>	Organise meetings with manufacturers in order to promote the importance of START2ACT for the market uptake of their energy efficient products.	10 meetings were organised with a different level of cooperation afterwards. Teaming up with a Bulgarian manufacturer for a prize in Energy Saving Competition is a success story.
<b>SOCIAL MEDIA</b>	Regular (at least weekly) activity on START2ACT social media.	Social media activity on various accounts was proactive, consistent and engaging with project having daily updates and interactions.
<b>PRESS RELEASES</b>	Publish quarterly press releases.	Five press releases were published by START2ACT.

<b>E-NEWSLETTER</b>	Issue biannual e-newsletters.	Four START2ACT newsletters were issued.
<b>WEBSITE UPDATES</b>	Continuous updates of the START2ACT websites as well as the partner’s websites with content, news and events.	Updates were posted regularly on new website features, tools, project news and upcoming events. Content on the national websites was created and linked to the main page, creating even higher update frequency. The website underwent several restricting changes to increase the user-friendly navigation.
<b>ESTABLISH TIES WITH PROJECTS AND INITIATIVES</b>	Identify related initiatives at EU/international level and establish networks and if possible common activities and provide information about START2ACT at common events.	The project established close ties with 15 relevant projects and diversified traditional cooperation routes of cross-linking on social media, websites and featuring in newsletters with joint articles, online and face-to-face event organization.

**START2ACT met and exceed its target numbers in all items by a far margin.** Additional activities implemented based on the Coordinator’s initiative (i.e. production of 2 videos, Energy Saving Game, Best Practices, Energy Saving Heroes and Christmas Giveaway campaigns, creation of a Hungarian page for START2ACT) boosted the project’s visibility and user engagement in further activities (i.e. consultancy and mentoring).

Moreover, in line with D6.1, the initial exploitation routes for START2ACT’s results were assessed and revised. Currently **open access is provided** to START2ACT Training Kits, ToT Manual, Baseline Assessment Report, other public deliverables as well as project results (best practices), and most importantly, the Knowledge Base and E-learning. Such a wide selection of free materials and tips on energy efficient practices and cost saving measures for SMEs and startups realizes the added value of the project yielded after its completion to wider audiences beyond its target groups. To this end, **all of these materials and online platforms will be maintained beyond the project** by Europa Media and Geonardo and **further promoted** by all partners at relevant occasions and through their networks.