



Smart2B

Smartness **to** existing Buildings

UPGRADING SMARTNESS OF EXISTING BUILDINGS THROUGH INNOVATIONS FOR LEGACY EQUIPMENT

Deliverable D8.2 (a)

Creation of informational and promotional material

Deliverable Lead: Day One (D1)

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Revision history

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V0	Gianluca Giordani (D1)	-	18/11/2021
V1	João Cravinho (EDP)	Internal revision	19/11/2021
V2	Gianluca Giordani (D1)	Updates according to Partner's review	20/11/2021
V3	Nuno Mateus (EDP)	Overall revision with minor adjustments	30/11/2021



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Executive Summary

The deliverable D8.2 is associated with task T8.2 "Creation of informational and promotional material" and is designed to support the goals of WP8 "Market Involvement through Communication and Dissemination".

The objective of this WP is to ensure that the results of the Smart2B project will be disseminated to the European society and the inherent industrial communities and that the on-going activities of Smart2B could be communicate to the target audiences in an effective and understandable way.

More specifically, this deliverable addresses the need of Smart2B to develop the project's online and offline promotional toolkit, composed by graphical materials such as project infographics, brochure, poster, roll-up, logo reveals (video format) and covers for the social media channels adopted by the project.

All the materials presented within this deliverable aim to provide partners and press/media contacts with the necessary tools to ensure a wide and professional dissemination of Smart2B. As WP8 leader, D1 will share the ultimate versions of the materials with the consortium members via the project's SharePoint. Moreover, as also reported in the deliverable D8.1 "Dissemination and Communication Plan, including project identity" a special section will be created on the Smart2B website to include the communication toolkit and make it accessible also to third parties.

The D8.2 is a strategic document for the implementation of the communication and dissemination plan described in D8.1, that provided an extensive presentation of the Smart2B logo and the strategic use of the promotional materials.



1. Management and inclusiveness

The Smart2B's informational and promotional materials, as the whole visual identity of the project, have been designed by D1 (WP8 leader), approved by the Smart2B coordinator (EDP) and shared with the consortium. The toolkit will be regularly updated alongside the project involvement. It will be composed of more content-related materials (especially regarding video tools) and will offer press releases informing about the major achievements and milestones reached by Smart2B project.

Both online and offline materials are in English language and have been created using the language appropriate also for the general public. Translations will be provided by partners, if eventually deemed appropriate to carry out communication activities within their respective countries with national language.

Careful consideration has been given to gender-sensitive aspects of all informational and promotional materials.

2. Introduction and purpose of the document

This document outlines the first outputs in terms of informational and promotional materials as part of the deliverable D8.2, which consists of two documents. The second part of the deliverable will be released in month 36, at the last month of the Smart2B project.

The materials reported in this document focus on the main project information and provide an overview of the consortium. Several infographics have been designed to better explain the Smart2B's impact, objectives, purpose and desired outcomes. The brochure details the work by the consortium, the partners and their main roles in the project. Roll-up and poster will be a support during events and workshops, and both the video-template and the social media images can help to build a coordinated cross-media communication and dissemination.

During the last year of the project, new promotional materials will be created in order to maximize the impact of the project with the new information and the available results (we will report them in D8.2 - b), paving the way for the exploitation phase for the Smart2B'solutions.

This document is also a sort of "brand manual", framing the guidelines concerning the use of the Smart2B graphic identity in a professional and clear manner, following the instructions from the EU. The D8.2 explains the visual elements (print and online) of the project for all the future communication and dissemination actions.

3. Visual identity

The visual identity of Smart2B and the project's philosophy that comes from the official logo, as well as the inspirations for the concept and the design, are described in D8.1 (M3).

In this document, however, we are going to establish the common guidelines for the project image and the colour scheme for a harmonised use of the logo in colour, total white (negative), total black (positive) or grey scale versions to increase the consortium abilities to disseminate the project's objectives and results on the different visual materials.

With black or grey/blue background – as shown in the following Figures – the total white version of the logo is the best.



Figure 1. Uses of the logo versions (1)

The total white version of the logo should always be used with dark/intense blue or color-changing backgrounds.

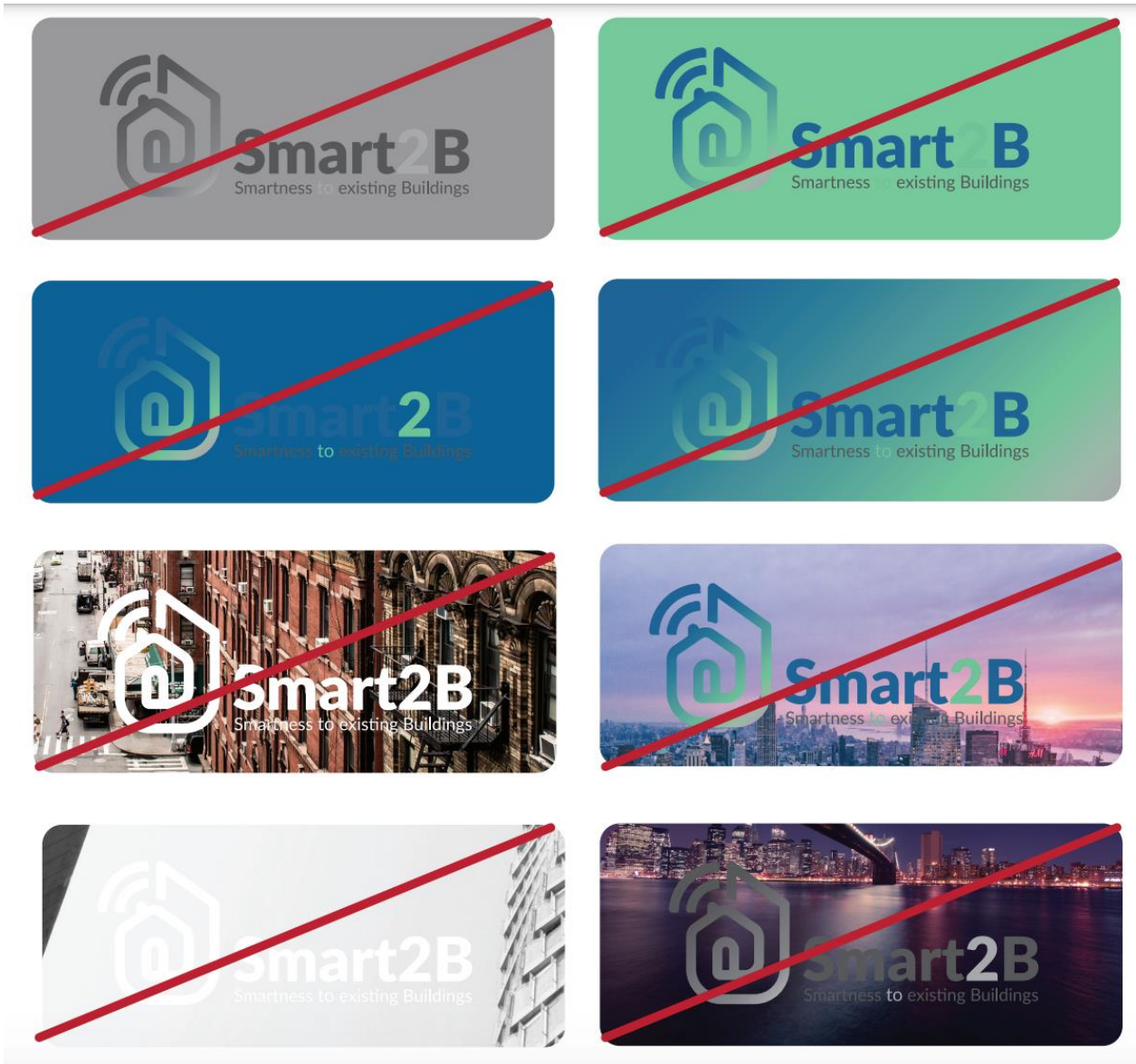


Figure 2. Uses of the logo versions (2)

On coloured, abstractive backgrounds or pictures, partners must choose the version of the logo that guarantees the best visibility.



Figure 3. Uses of the logo versions (3)

On coloured, abstractive backgrounds or pictures and images, consortium should always choose the version of the logo that guarantees the best visibility.

This logo has been selected based on the consultation with the WP8 tasks leaders. The logo must appear on all official communication and dissemination materials, and it is forbidden to modify all the logo versions in any way. All versions of the Smart2B logo are also available in multiple formats for both print and online use (i.e., CMYK, PANTONE, RGB format for high quality printing, PNG-format for web use).



4. Project templates

For internal use purposes, and to ensure a pervasive project recognition in various events or online publication, the following templates have been designed in line with the visual look & feel of the logo.

4.1. Deliverable template

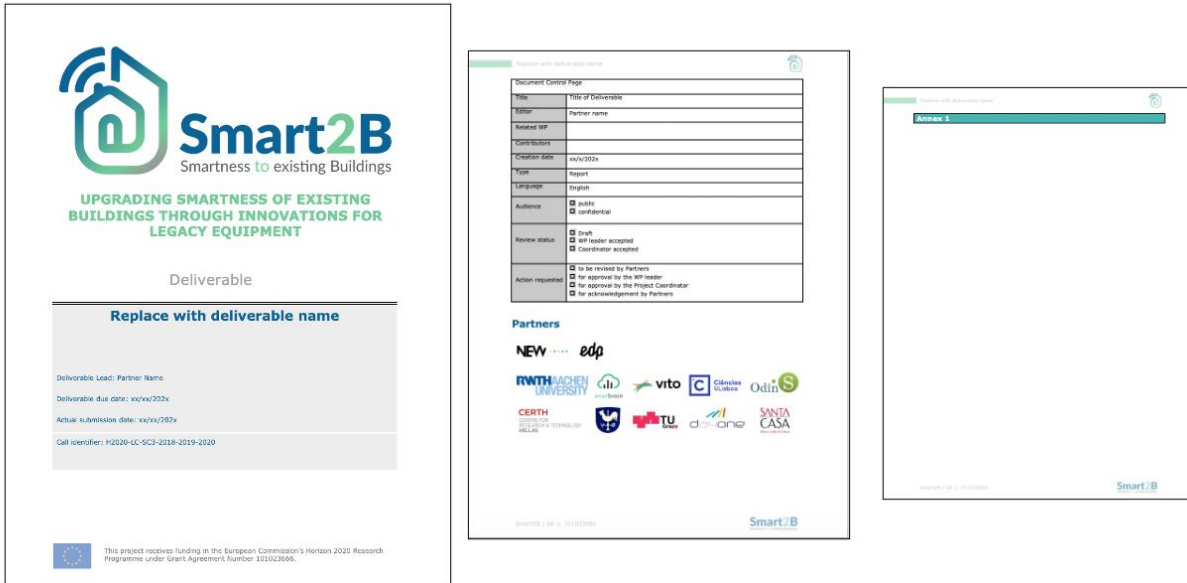


Figure 4. Smart2B official deliverable template

4.2. PowerPoint presentation

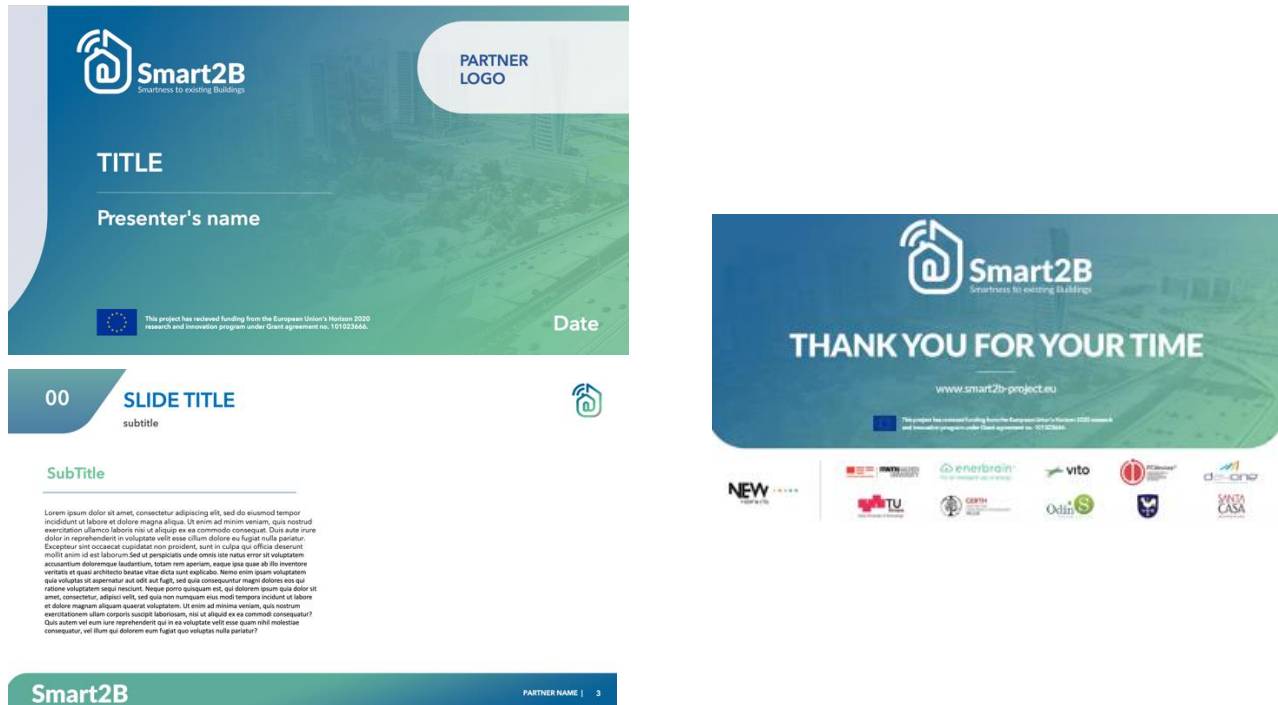


Figure 5. Smart2B PPT template layout



4.3. Poster template

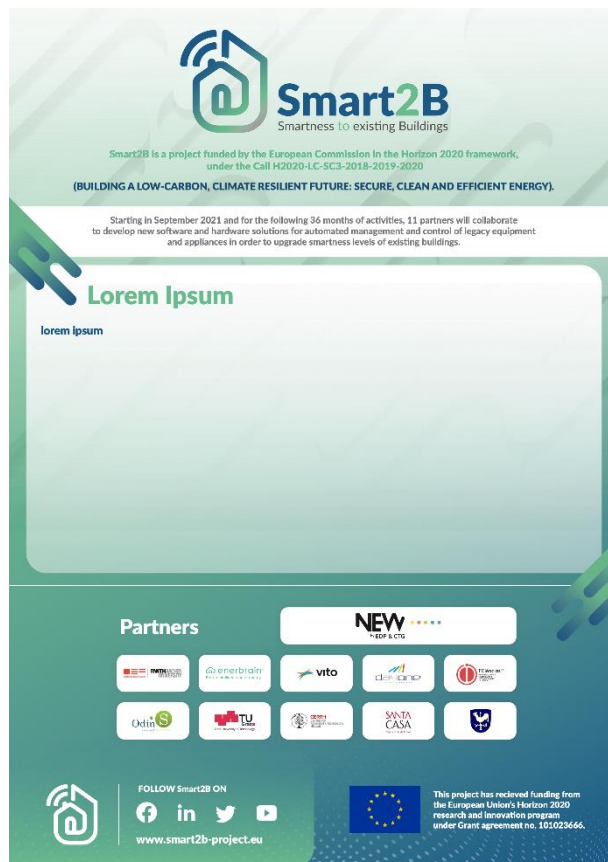


Figure 6. The poster template (85x120)

4.4. Logo reveal for videos

A logo reveal is a digital animation of a logo that is generally used at the beginning or at the end of a video, very useful in video production. The Smart2B logo reveal has been designed (with Adobe After Effects) to provide partners with a common template in case they decide to create own videos related to Smart2B. It will be possible to watch the logo movements on YouTube and on SharePoint.



Figure 7. The Smart2B logo reveal.



5. Promotional materials

The Smart2B brochure, infographic flyers, bookmark, poster and roll-up have been designed to be used and shared during several events, following the visual identity guidelines.

5.1. Brochure

The Smart2B brochure (Figures 8-9) provides general information regarding the project, such as the logo, the project objectives, aims, impacts, partners and their countries (with a map of Europe). The brochure is in line with the corporate identity in terms of colors, images and general design.



Figure 8. Brochure (first release) - page 1



Smart2B

is a project funded by the European Commission in the Horizon 2020 framework, under the Call H2020-LC-SC3-2018-2019-2020 (BUILDING A LOW-CARBON, CLIMATE RESILIENT FUTURE: SECURE, CLEAN AND EFFICIENT ENERGY).

Starting in September 2021 and for the following 36 months of activities, 11 partners will collaborate to develop new software and hardware solutions for automated management and control of legacy equipment and appliances in order to upgrade smartness levels of existing buildings.

OBJECTIVES

Smart2B's aim is to make existing building smarter by developing software and hardware solutions for automated management and control of legacy equipment and appliances. Besides, since we are aware that the transition towards more sustainable buildings is impossible without the active engagement of people who live them, we will implement community-based gamification mechanisms to stimulate users to improve buildings' energy performance, creating a user-centric ecosystem that empowers citizens by simplifying equipment and device control and providing information about overall energy performance.

Smart2B is designed to innovate the three main layers of buildings' energy infrastructure:

- DEVICE LAYER**
legacy and smart devices, appliances, IoT sensors and actuators will all be seamlessly inter-connected through Smart2B devices, which allow them to exchange data with the platform.
- PLATFORM LAYER**
the core "operating system" of the building, featuring machine learning based big-data analytics, predictive analysis, and overall management of the entire infrastructure.
- SERVICE LAYER**
The Smart2B services toolbox will include multi-criteria management services, namely load scheduling, local energy efficiency, energy flexibility and indoor comfort assessment as well as transversal services, such as energy profiling and energy forecasting, user-in-the-loop actuation, predictive degradation assessment, air quality assessment and smart performance assessment & advisor.

NEEDS

It's a fact that residential and commercial buildings are among the major contributors to energy consumption (and waste) as well as CO2 emissions. Designing new energy efficient buildings and renovating existing ones integrating environmental sustainability as a key design principle is surely a solution. However, with average renovation rates of less than 1% of the EU building stock, are we sure we can afford waiting so long before taking action? An obvious solution would be to turn existing buildings into smart buildings, which requires orchestration of different types of communication and control of hardware/software components at the building level through real-time monitoring and control of the major energy consuming appliances in buildings. However, in contrast to modern smart devices and systems with shorter lifecycles, legacy appliances and technical building equipment lack smartness capabilities, significantly limiting the effectiveness of advanced AI and Machine Learning (ML) services which enable this intelligent monitoring and control. Therefore, upgrading the smart readiness of legacy appliances and technical building equipment is a key challenge in enabling more energy efficient buildings and communities.

IMPACTS

01
TECHNICAL IMPACT

02
ENVIRONMENTAL IMPACT

03
SOCIAL IMPACT

01 TECHNICAL IMPACT

- Energy efficiency increase up to 40%
- Flexibility potential up to 50%
- Smartness upgrades up to 93%

02 ENVIRONMENTAL IMPACT

- CO2 emission reduction > 2GtCO2
- Primary energy savings 7,4 GWh/year
- More efficient building management
- Low-carbon technologies

03 SOCIAL IMPACT

- Creation & promotion of CECs
- Creation of jobs & knowledge in EU
- Enhancing EU innovation capacity

SMART2B CONSORTIUM

11 Partners:
Cluster and research organization from: Portugal, Greece, Spain, Germany, Denmark, Austria, Belgium, Italy.

8 Participating countries

Smart2B

Smartness to existing Buildings

NEW

by EDP & CTG

Figure 9. Brochure (first release) - pages 2 and 3

Smart2B | GA n. 101023666



5.2. Poster

Smart2B
Smartness to existing Buildings

Smart2B is a project funded by the European Commission in the Horizon 2020 framework, under the Call H2020-LC-SC3-2018-2019-2020
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The Smart2B services toolbox will include multi-criteria management services, namely load scheduling, local energy efficiency, energy flexibility and indoor comfort assessment as well as transversal services, such as energy profiling and energy forecasting, user-in-the-loop actuation, predictive degradation assessment, air quality assessment and smart performance assessment & advisor.

Partners

NEW by EDP & CTG

RWTH AACHEN UNIVERSITY, enerbrain, vito, dayone, FCiências, Odin, TU Graz, CERTH, SANTA CASA, VITO

FOLLOW Smart2B ON

www.smart2b-project.eu

This project has received funding from the European Union's Horizon 2020 research and innovation program under Grant agreement no. 101023666.

Figure 10. Project poster (first release) – A1-size format



5.3. Infographic flyers

Three flat A4 (Figures 11,12,13) size infographic flyers have been designed in order to provide to the consortium materials that contain different types of information about the project and that can be easily printed with a common office or domestic printer. In the following infographic (Figure 11), the Smart2B partners have been linked to one of the four project segments (Business, Technological Development, Pilots, industrial) according to the activities carried out in Smart2B. The circular scheme has been chosen to make the contributions equal and clear.



Figure 11. Infographic flyer N.1. Front and back.

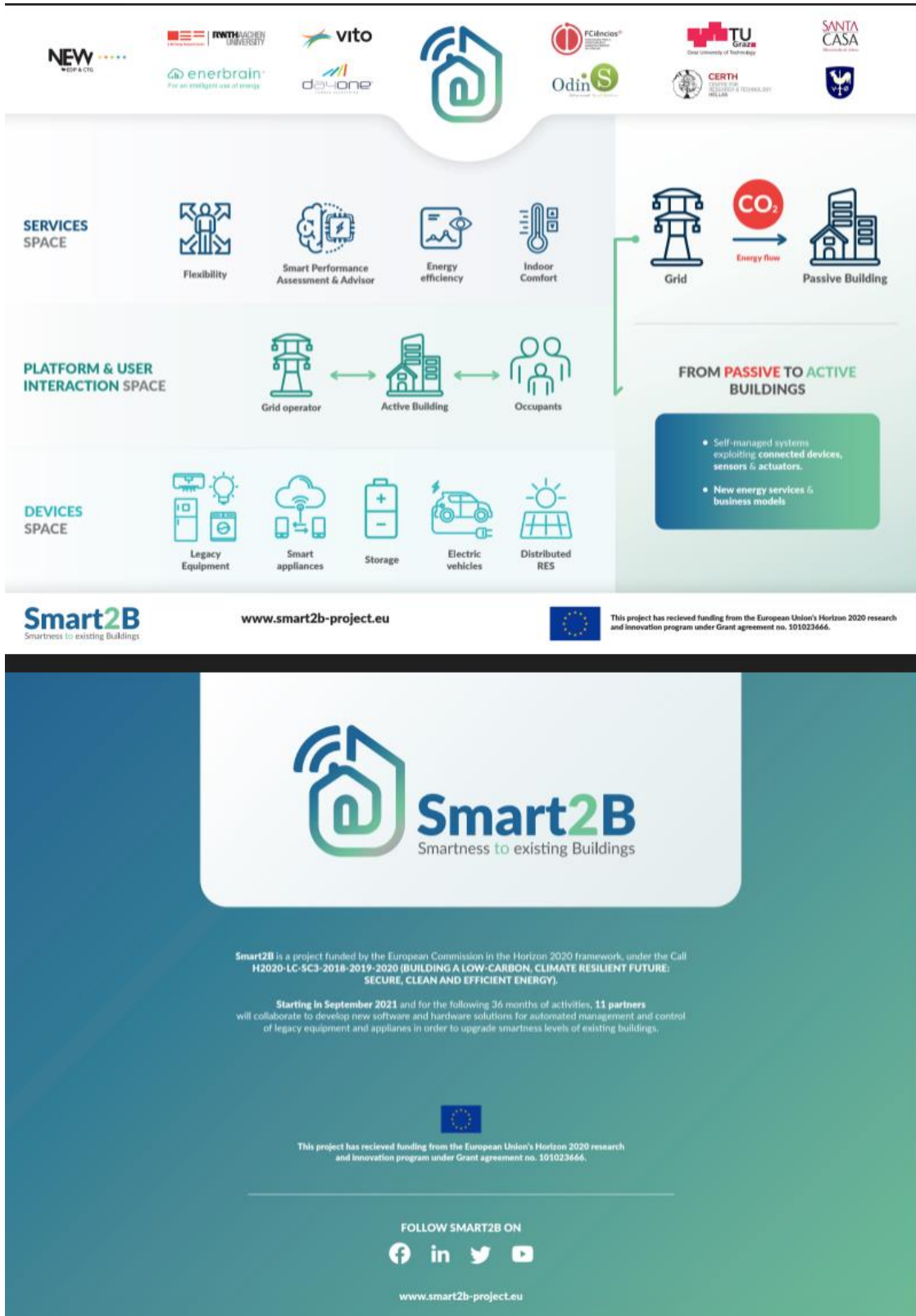


Figure 12. Infographic flyer N.2. Front and back.

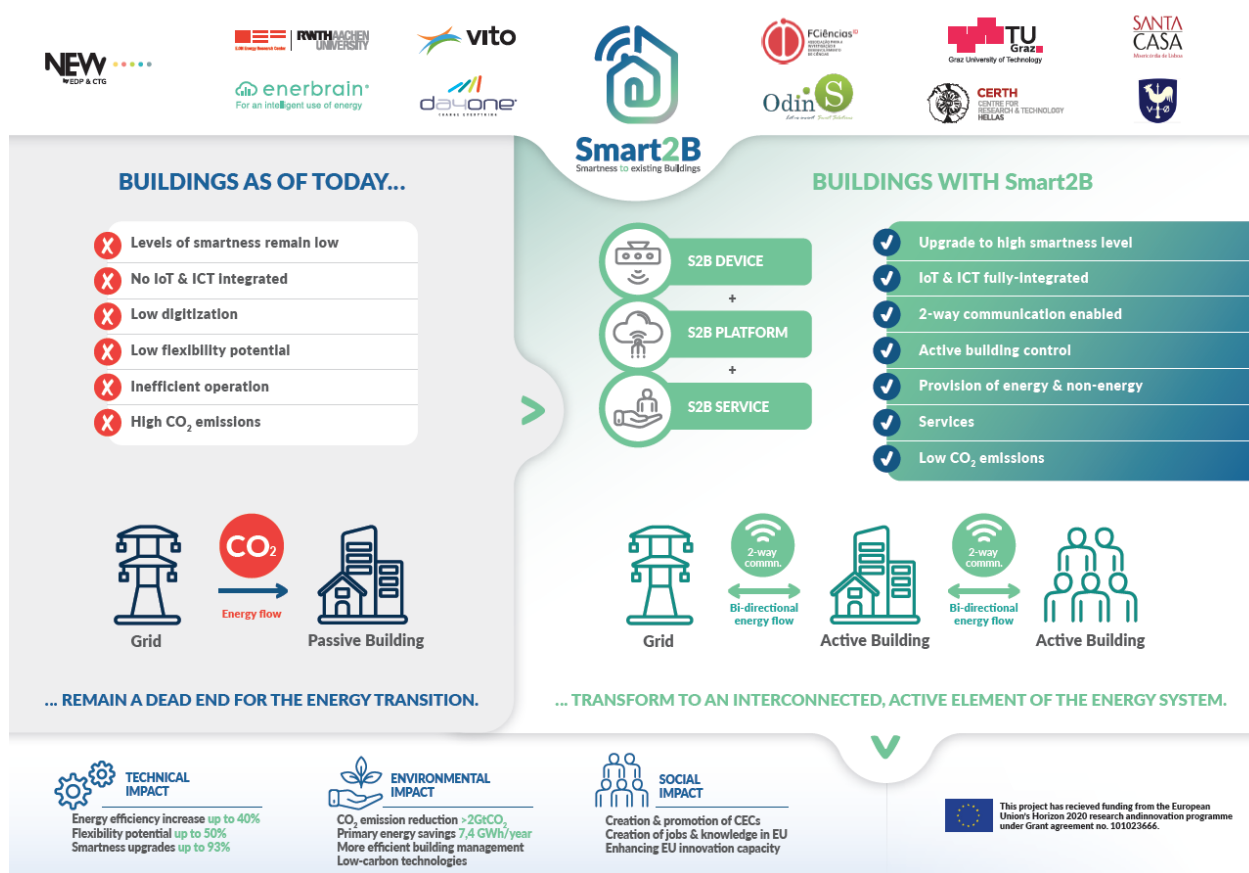


Figure 13. Infographic flyer N.3.



5.4. Project bookmark

A project bookmark has been designed as promotional material. It is an item that can be shared during one-to-one meetings.



Figure 14. The Smart2B project bookmark. Front and back.



5.5. Project roll-up

Smart2B
Smartness to existing Buildings

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Smartness upgrades up to 95%
- ENVIRONMENTAL IMPACT**
CO2 emission reduction >20kCO2
Primary energy savings 7.4 GWh/year
More efficient building management
Low-carbon technologies
- SOCIAL IMPACT**
Creation & promotion of CEEs
Creation of jobs & knowledge in EU
Enhancing EU innovation capacity

Partners

NEW by EDP & CTG

ENERBRAIN For an intelligent use of energy

VITO

DELONE

FC&CI&S

Odin

TU WAT

CERTH

SANTA CASA

FOLLOW Smart2B ON

www.smart2b-project.eu

This project has received funding from the European Union's Horizon 2020 research and innovation program under Grant agreement no. 101023666.

Figure 15. The Smart2B roll-up layout (200cm x 85cm)



6. Social media cover images

Users visit our social media profiles, will impact at first with our cover image. Therefore, it's important to use the space on the top of social media profiles to create a consistent and recognizable brand-image of the project on all channels.

6.1. Twitter



Figure 16. The Smart2B cover image for Twitter

6.2. LinkedIn



Figure 17. The Smart2B cover image for LinkedIn

6.3. Facebook





Figure 18. The Smart2B cover image for Facebook

6.4. YouTube



Figure 19. The Smart2B cover image for Facebook

7. Conclusion

Additional promotional materials will be created across the project lifetime when the results of pilots and demonstration activities will be available. The Smart2B promotional materials meet the requirements that have been set in the communication and dissemination plan. All the materials created after November 2021 (M3) will be reported in deliverable D8.2 (b).

To acknowledge the support received under EU programmes, all promotional materials include the Grant Agreement number and the emblem of EU flag with the sentence: "This project has received funding from the European Community's Horizon 2020 Framework Programme under grant agreement 101023666."