

Marketing Materials Report

Deliverable 6.4



Work Package: WP6

Work Package Leader: Econoler SA

Authors: Marko Markov, Kiril Raytchev

Date of Delivery: 29.06.2020

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 847059.



The sole responsibility for the content of this document lies with the authors. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

ABBREVIATIONS

EU	European Union
EC	European Commission
H2020	Horizon 2020

Table of Contents

1.	Introduction	1
2.	Project brief.....	1
2.1.	Concept	1
2.2.	Final result.....	2
2.3.	Project brief dissemination	2
3.	Project leaflet	3
3.1.	Concept	3
3.2.	Final result.....	3
3.3.	Dissemination activities	4
4.	Project newsletter	4
4.1.	Concept	4
4.2.	Final result.....	4
4.3.	Dissemination activities	6
5.	Poster.....	6
5.1.	Concept	6
5.2.	Final result.....	6
5.3.	Post activities.....	6
6.	Brochure.....	8
6.1.	Concept	8
6.2.	Final result.....	8
6.3.	Dissemination activities	9
7.	Video.....	9
7.1.	Concept	9
7.2.	Final result.....	14
7.3.	Dissemination activities	14
I.	Appendix – Project Brief	15

II.	Appendix – Project Leaflet	17
III.	Appendix – Project Newsletter.....	18
IV.	Appendix – Poster.....	22
V.	Appendix – Brochure	24

List of Figures

Figure 1	Printed marketing materials.....	2
Figure 2	BG Project Leaflet	3
Figure 3	Leaflet on an environment friendly paper	4
Figure 4	Subscribe to our newsletter section of fineergodom.eu	5
Figure 5	Newsletters announcement on LinkedIn	5
Figure 6	FinEERGo-Dom presentation in Poland by Karolina Loth-Babut	7
Figure 7	FinEERGo-Dom training in Bulgaria by Kiril Raytchev	7
Figure 8	Project Brief EN / page 1	15
Figure 9	Project Brief EN / page 2	16
Figure 10	Project Brief BG.....	16
Figure 11	Project Newsletter / page 1.....	19
Figure 12	Project Newsletter / page 2.....	20
Figure 13	Project Newsletter / page 3.....	20
Figure 14	Project Newsletter / page 4.....	21
Figure 15	FinEERGo-Dom Roll-up / EN	23
Figure 16	Brochure Title Page.....	24
Figure 17	Story of a Building	25
Figure 18	Brochure Introduction Page	26
Figure 19	Building Stock Overview Page 1.....	27
Figure 20	Building Stock Overview Page 2.....	28
Figure 21	Building Stock Overview Page 3.....	29
Figure 22	Financial Mechanism Info Page	29
Figure 23	EPC Model Info Page	31
Figure 24	Deep Renovation Info Page	32
Figure 25	SHAREX Platform Info Page	33
Figure 26	Case Study 1 Page	34
Figure 27	Case Study 2 Page	35
Figure 28	Stories From Activities Page	36
Figure 29	Back Cover	37

1. Introduction

FinEERGo-Dom project builds on the experience of the Latvian Building Energy Efficiency Facility (LABEEF), the financial scheme deployed successfully in Latvia, and aims to refine and implement guaranteed financing mechanisms for energy efficiency and renewable energy in deep renovations of buildings across six (6) EU member states – Poland, Austria, Latvia, Bulgaria, Romania and Slovakia. An integral part of that process is FinEERGo-Dom team's work with stakeholders from Policy Makers to Final Beneficiaries that have to be engaged in a dialogue across the region. A detailed Communication and Exploitation Plan¹, as well as Stakeholder Action Plan², have been developed to support that process in the most effective manner possible, including an arsenal of marketing materials. The present report explains what marketing tools have been created to showcase the FinEERGo-Dom project and transmit information to stakeholders and the general public. The following materials are considered:

- Project brief;
- Project leaflet;
- Project newsletters (web based);
- Poster;
- Brochure with description of the building stock in each country, main project goals and activities to raise awareness together with pictures of renovated buildings;
- A video recording.

2. Project brief

Project brief has been developed for all relevant stakeholders, containing basic information on the FinEERGo-Dom project. It can be viewed in the Appendix – Project Brief

2.1. Concept

The Project brief is designed to convey FinEERGo-Dom key messages in the most succinct form possible. It should take no more than 2 - 3 minutes for the reader to get a general idea of the project. For that reason, a combination of text and graphics was utilized, making richer the experience of acquaintance with the project for all relevant stakeholders.

In terms of visualization standards, the Project brief is fully compliant with the H2020 guidelines and FinEERGo-Dom project designs and styles.

¹ D6.1 First Dissemination, Communication and Exploitation Plan

² D2.2 Stakeholder Action Plans

2.2. Final result

Project brief is a 2 pages long marketing tool, suitable to be printed on both sides of a single page. It can be logically divided into 6 sections:

- Formal section: contains EU and FinEERGo-Dom logos, contact info and H2020 text and visualization mandatory elements. Section's elements are placed in the header and footer sections of the pages;
- Heading section: contains two pictures of a multifamily building, showing conditions before and after renovation. FinEERGo-Dom logo is positioned as an overlay, and the slogan is divided into two parts next to the “before” and “after” pictures;
- Project objectives section: contains description of the FinEERGo-Dom project objectives, positioned into a text box with round edges;
- Concept section: contains the main pillars of the FinEERGo-Dom project, listed in the form of a SmartArt graphic with dynamic colouring;
- Targeted results section: Another SmartArt graphic, showing what the project aiming to achieve in terms of quantitative and quality parameters;
- Partners section: displays project partners’ logos and names.

2.3. Project brief dissemination

Project briefs have been used in many ways by project partners. They have been sent as attachments by email when introducing the project to interested parties. They have also been printed and handed over in introductory face to face meetings and stakeholder trainings (see Figure 1 Printed marketing materials). The project briefs are available for download from the FinEERGo-Dom web site.

Figure 1 Printed marketing materials



All project partners have been advised to translate and, if deemed appropriate, to customize the project brief to reflect any specific local market needs. An example of the translated in Bulgarian project brief can be seen in Figure 10 Project Brief BG

3. Project leaflet

3.1. Concept

The FinEERGo-Dom project leaflet is an adapted version of the leaflet that was developed under the Sunshine project. Its main purpose is to induce the homeowners and unveil the benefits that the FinEERGo-Dom mechanism is able to bring to them. In that respect, the project leaflet uses easy to understand simple graphics and texts, more in a cartoon fashion. Furthermore, the overall design of that marketing material resembles to some extent to a toy, with its rich coloured pages in a square form and the unusual way to slide from one page to another (see Figure 2 BG Project Leaflet).

Figure 2 BG Project Leaflet



3.2. Final result

The project leaflet contains 5 pages. They can be viewed in Appendix – Project Leaflet. Each page content is described below:

- Page 1: The emphasis of the page is a split into two parts landscape, showing a building against a background of a green field and trees. The two parts look as if the one on the right has been renovated and the other has not. FinEERGo-Dom's slogan is positioned below the building, and clearly conveys the main mission of the project;
- Page 2: Outlines the main benefits for the homeowners and informs which EU member countries implement the FinEERGo-Dom project;
- Page 3: Displays in a friendly and simple manner the EPC (ESCO) business model;
- Page 4: Explains through pictures how the FinEERGo-Dom mechanism will achieve large scale in deep renovation of multifamily buildings;
- Page 5: Clarifies the importance of public authorities for the achievement of community green transition and well-being.

3.3. Dissemination activities

Project leaflet has been translated in Bulgarian, Slovak and Polish. The Austrian and Romanian partners preferred to use the English version of the leaflet.

The Project leaflet is expected to be used as a souvenir-type of marketing material, suitable to be handed out during introductory meetings and stakeholder trainings (see Figure 1 Printed marketing materials). It is available for download on the FinEERGo-Dom web site.

A leaflet, printed on environment friendly paper by FinEERGo-Dom's Austrian partners, can be seen on the figure below:

Figure 3 Leaflet on an environment friendly paper



4. Project newsletter

4.1. Concept

The FinEERGo-Dom newsletter role is to provide more detailed information about recent project developments and milestones achieved. In that respect, the newsletter provides interesting insights and excerpts from FinEERGo-Dom's internal and external reports as well as curious findings stemming from partners' work on the field in their countries.

4.2. Final result

Mailchimp³ was chosen as the newsletter platform for FinEERGo-Dom. It was integrated with the website, so that every visitor can subscribe:

³ <https://mailchimp.com/>

Figure 4 Subscribe to our newsletter section of fineergodom.eu

Subscribe To Our Newsletter

email address

Marketing Permissions

Please select all the ways you would like to hear from FinEERGO-Dom:

☐ Email
 ☐ Direct Mail
 ☐ Customized Online Advertising

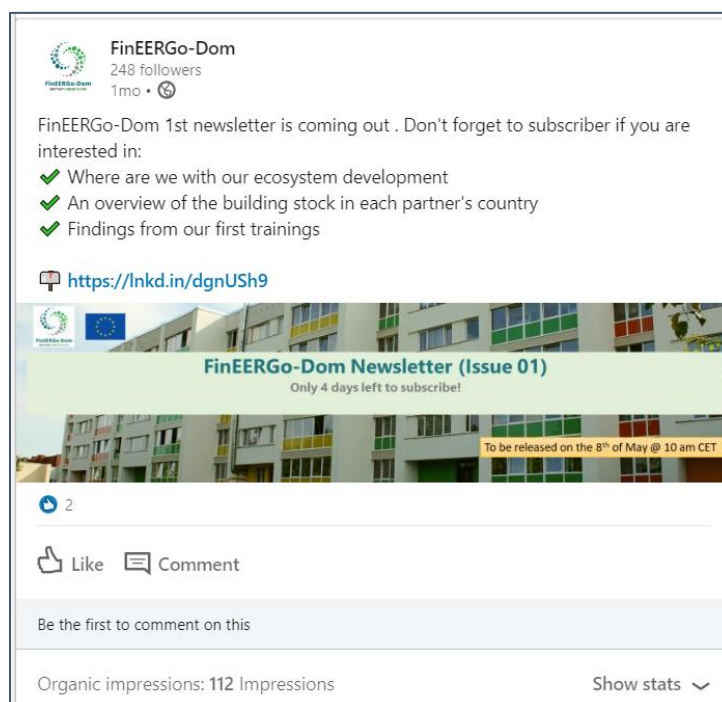
You can unsubscribe at any time by clicking the link in the footer of our emails. For information about our privacy practices, please visit our website.

We use Mailchimp as our marketing platform. By clicking below to subscribe, you acknowledge that your information will be transferred to Mailchimp for processing. [Learn more about Mailchimp's privacy practices here.](#)

SUBSCRIBE

The opportunity was widely advertised on FinEERGo-Dom social media channels:

Figure 5 Newsletters announcement on LinkedIn



The first newsletter, called “Our First Steps-At-a-Glance” can be seen in Appendix – Project Newsletter. It shared detailed information about significant project advancements during the first 6 months with regards to engagements with stakeholders, IT platform development, FinEERGo-Dom trainings of

stakeholders, and findings from markets study in 5 EU countries. Relevant pictures and charts were also included.

Links to FinEERGo-Dom social media channels can be found at the bottom of the newsletter, letting subscribers to follow the project on their preferred platform – LinkedIn, Twitter or Facebook.

4.3. Dissemination activities

In addition to the Mailchimp platform, the newsletter was also distributed by FinEERGo-Dom project partners among their professional networks in order to increase its visibility and, potentially, the numbers of subscribers and followers on social media.

5. Poster

5.1. Concept

The roll-up banner design has to complement the corporate identity toolset. In addition, it should utilize and/or further develop graphical elements and accents that are also present in other FinEERGo-Dom marketing materials e.g. title page of the leaflet and brochure, title section of the Project brief etc. In that way a sense of a FinEERGo-Dom brand is expected to build up among the project stakeholders.

5.2. Final result

The final result can be viewed on Figure 15 FinEERGo-Dom Roll-up / EN of Appendix – Poster.

The Roll-up can figuratively be separated into 6 sections, each one described below:

- Heading section: showing the name of the project, its logo, and secondary slogan;
- Graphic section: showing the same building as in the title page of the leaflet – divided into two parts, renovated and unrenovated.
- Call-to-action section: showing project's main slogan;
- Partners section: listing all partners' names and logos;
- EU section: showing the source of financing of the project, the EU flag, and a map with the countries, taking part in the project;
- Info section with the web address of the project.

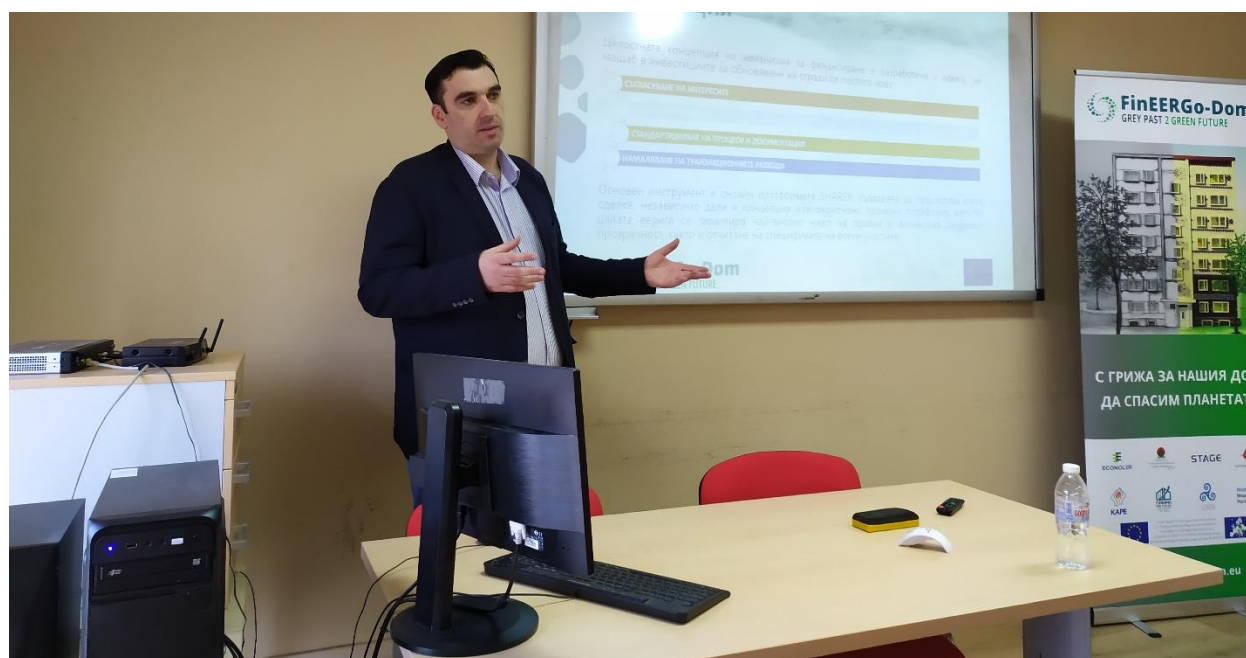
5.3. Post activities

The FinEERGo-Dom Roll-up has been translated into PL, SK, BG, RO and LV languages. All customized for each country designs have been provided to partners. The Roll-up have already been used at official events in Poland and Bulgaria:

Figure 6 FinEERGo-Dom presentation in Poland by Karolina Loth-Babut



Figure 7 FinEERGo-Dom training in Bulgaria by Kiril Raytchev



6. Brochure

6.1. Concept

The Brochure's concept was outlined in great detail in the FinEERGo-Dom's 1st Communication and Exploitation Plan. Among others, an indicative outline of contents, a timeline for development, and the objectives that the Brochure will pursue were provided.

6.2. Final result

The FinEERGo-Dom Brochure can be viewed in Appendix – Brochure. Following is a list of pages and descriptions of their contents, as well as the corresponding figures in the Appendix:

Page Number	Contents	Final Result
P. 1	Front cover.	Figure 16 Brochure Title Page
P. 2	Story of a Building.	Figure 17 Story of a Building
P. 3	Introduction about FinEERGo-Dom and its main project goals.	Figure 18 Brochure Introduction Page
PP. 4, 5 & 6	An overview of the building stock in each country and its current state; Pictures of renovated buildings showing a “before and after” comparison.	Figure 19 Building Stock Overview Page 1; Figure 20 Building Stock Overview Page 2; Figure 21 Building Stock Overview Page 3
P. 7	A description of how the financial mechanism works.	Figure 22 Financial Mechanism Info Page
P. 8	Information about the EPC model's benefits and value for deep renovation of buildings.	Figure 23 EPC Model Info Page
P. 9	Description of what deep renovation is.	Figure 24 Deep Renovation Info Page
P. 10	A description of the SHAREX platform.	Figure 25 SHAREX Platform Info Page
PP. 11-12	Description projects showcasing successful implementation of deep renovation, using the SUNSHINE financial mechanism or similar financing scheme in partner countries. A facts-and-figures box shows the project's location, investment, total cost,	Figure 26 Case Study 1 Page; Figure 27 Case Study 2 Page

	Financial structure, CO ₂ reductions and other relevant indicators.	
PP. 13	Stories from activities to raise awareness. Pictures, quoted remarks from influencers, stakeholders, etc.	Figure 28 Stories From Activities Page
P. 14	Back cover: contact details and partners.	Figure 29 Back Cover

6.3. Dissemination activities

Each partner country has to print out 500 copies for distribution at meetings and events. Some copies may be distributed via institutional stakeholders.

Should additional printed copies be needed during project implementation, reprints will be ordered.

Copies of the brochure have to be distributed to selected individuals representing municipalities, banks, financial institutions, building owners or housing associations, ESCOs, financial investors, influencers, journalists and other interested parties within all target groups to help achieve the following three objectives:

- To raise awareness about FinEERGo-Dom and its instruments and tools (the EPC model, the forfaiting agreement templates, the methodologies and guidelines, the financial instrument, the SHAREX platform, etc.);
- To promote the FinEERGo-Dom project and its sponsors (the EU and Horizon 2020);
- To raise people's awareness of the need for making an environment-friendly transition to safe and healthy living conditions.

The local-language versions of the brochure will be published as electronic documents on the FinEERGo-Dom website.

Electronic copies or excerpts, e.g., success-story factsheets, may be used in media relation activities to encourage journalists to do further research and produce content for publication or broadcast on their own outlets.

7. Video

The purpose of the video is to explain the philosophy of the FinEERGo-Dom project, the main concepts and how stakeholders and the public will benefit from the project. The video will be showcasing the state of a buildings before and after the renovation and will present interviews with residents sharing their experience with the renovation process and the achieved impact on energy consumption and living conditions.

7.1. Concept

(Video script)

INTRO:

Music begins to play in a style of Verasy - It smells of Thyme.

CUT TO:

Montage of 50's and 60's USSR Latvia Republic, specifically Riga.

We see the everyday life, people rushing to work.

Trucks loading up building materials.

A building sites of "Hrushcovka" type buildings across the country.

Shots from "Irony Of Life" movie - animated Intro, where its shown how all the same houses were build.

(V.O.)

50's, USSR, Riga, Latvia. Nikita Hruschov Ignites massive statewide build of a multiple story, white brick apartment houses, they are coded 1-316 and 1-318, locally earning a name "hruscovka". Between 56 and 86 more then 290 million square meters of living space is filled with the same poor-quality buildings all across the Soviet Union. Siliceous Brick houses become one of the Latvia's Soviet period symbols.

A montage of a family inside one of the houses.

CUT TO:

EXT. RENOVATED "HRUSCOVKA", MODERN DAYS, SPRING. DAY.

We see a house from a low angle, growing tall into the gray sky. A information about it appears on the screen. Year Build. Population. Year Renovated. The information appears dramatically, filling up most of the screen. Sort of BAM BAM BAM editing, emphasized with the sound effects.

Music begins in a style of Vangelis - Spiral.

Suddenly in a complete emptiness a single shirt flies out of the building, and slowly makes his way to the ground. Followed by a shower of shirts coming down from building, different style and color.

The shirts fall on the ground near house making a beautiful yet somehow disturbing scene.

FADE IN:

TITLE: VENTILATION - EPISODE 1

FADE TO BLACK.

INT. APARTMENT IN KRUSCHOVKA. DAY. LIVING ROOM.

A shirtless man sits in front of a camera facing directly the lens. He is smoking. The smoke from his cigarette gets blown away in a very visible manner.

The MAN is very old school, rich mustache on his face, and retreating hairline, some tattoos from a long time ago.

Apartment is modern, fresh, with some personal items all around it.

MAN

(Answering an off screen question)

Look... Goose bumps.

Moved in 86.

CUT TO:

INT. APARTMENT IN KRUSCHOVKA. DAY. LIVING ROOM.

MAN

Back in the day? It was very different. (Laughs)

CUT TO:

INT. EXPERT'S OFFICE. DAY. MODERN BUILDING.

Expert sits in his chair, in a modern building facing a documentary style camera.

EXPERT

I think people do not know the everyday health hazards, and risks they face living in a very badly planned, and constructed. And while for most of us a dream house is out of question, renovation, and restoration is a necessity, to improve simple everyday life in short and long term. (SOMETHING IN THESE BORDERS)

MONTAGE

In a style of Guy Ritchie. BAM BAM BAM!

We see: Old radiators, rusty pipes, dark hallways, out of order elevators from EXT and INT. Cats walking hallways. Pigeon infested attic, mold, loud bathroom pipes, brown water.

CUT TO:

INT. APARTMENT IN KRUSCHOVKA. DAY. LIVING ROOM.

MAN

(Very serious)

Different, very different indeed.

CUT TO:

INT. APARTMENT IN KRUSCHOVKA. DAY. BATHROOM.

MAN (O.S.)

They renovated the house about a
year ago... a lot was changed.

CUT TO:

INT. APARTMENT IN KRUSCHOVKA. DAY. BATHROOM.

MAN

(Showing camera a hole in the bathroom ceiling)

Made a hole here.

CUT TO:

INT. APARTMENT IN KRUSCHOVKA. DAY. KITCHEN.

MAN

(pointing to a ventilation in kitchen wall)

Here!

CUT TO:

INT. APARTMENT IN KRUSCHOVKA. DAY. LIVING ROOM.

Back to the interview setup. Man breaks the setup to reveal a hole just next to him in the wall behind a radiator.

Loud sound effect of a wind in a pipe.

MAN

And the worst one... here! So every day I try to fix the hole shut!

CUT TO:

INT. APARTMENT IN KRUSCHOVKA. DAY. LIVING ROOM.

Man opens his closet, takes out few good shirts, looks at them by placing few on his chest to see how they would look like on him. Finds a stain on one of those.

MAN

This one has some stain on it!

CUT TO:

INT. APARTMENT IN KRUSCHOVKA. DAY. LIVING ROOM.

A detail shots how Man stuffs the Ventilation shaft with the shirt.

CUT TO:

EXT. RENOVATED "HRUSCOVKA", MODERN DAYS, SPRING. DAY.

We hear a sucking sound similar to a sound when vacuum sucks in a piece of a sock or clothing.

Just shown shirt flies out of the house's top floor seemingly out of nowhere.

CUT TO:

A shot with the man. Looking straight into camera, silent.

MAN

What worries me the most, is what happens when I run out of all the shirts?

CUT TO:

ANIMATION

A door's with man's number. A fist hits the door. KNOCK KNOCK KNOCK.

MAN (O.S.)

Once a Home control came over. They said,

A face of a man in the glasses shouting in very absurd way!

MAN (O.S.) (CONT'D)

... you can't do that!

An angry man, shouts at a caricature image of a man pointing out about stuffing the ventilation.

MAN (O.S.) (CONT'D)

I said...

(beefing sound indicating a swear words!)

END OF
ANIMATION.

INT. APARTMENT IN KRUSCHOVKA. DAY. LIVING ROOM.

PERKONS (V.O.)

(A deep voice attracts Man's attention)

But wait a minute ... (name)!

Do you know what are the holes in your renovated house, and what
purpose they have of being there?

CUT TO:

INT. APARTMENT IN KRUSCHOVKA. DAY. BATHROOM.

Man sits in a steaming bath, looking straight at the camera.

PERKONS (V.O.)

First of all, it takes away the humidity, and recirculates fresh
air to your apartment. Controls Impurities, and reduces
temperatures in a controlled manner.

CUT TO:

INT. APARTMENT IN KRUSCHOVKA. DAY. LIVING ROOM.

Man sits curious with a very vivid shirt on him (showing change in his opinion).

CUT TO:

ANIMATION: THE RENOVATED AND RESTORED HOUSE. PERKONS DESCRIBES THE FACTS ON WHAT IS
RENOVATED AND RESTORED HOUSE, AND WHY YOU SHOULD DO IT.

CUT TO:

INT. APARTMENT IN KRUSCHOVKA. DAY. LIVING ROOM.

PERKONS

So *name of the Man, is it nice wearing your favorite shirt, and having a good air in the apartment?

MAN

It's awesome!

PERKONS

Are you happy?

A quick edit of man in the sea of shirts hanging more and more around him!

PRODUCT LINE: VALUE THE AIR IN YOUR HOME - RENOVATE AND RESTORE THE HOUSES.

7.2. Final result

FinEERGo-Dom video is still a work in progress at the time of writing this report. There will be month and a half delay due to the Covid-19 pandemic situation, which has made shootings outside and inside apartments with actors and crew a risky endeavor during the pandemic's peak time.

7.3. Dissemination activities

The FinEERGo-Dom video will be translated to PL, BG, RO, SK and German language, and respective subtitles will be added. The video will be available for viewing on the FinEERGo-Dom web site: www.fineergodom.eu, YouTube, LinkedIn, Facebook and Twitter.

I. Appendix – Project Brief

Figure 8 Project Brief EN / page 1

www.fineergodom.eu
fineergodom@kape.gov.pl




FinEERGo-Dom Fact Sheet

GREY PAST



2 GREEN FUTURE

Objective

Building on the experience of the Latvian Baltic Energy Efficiency Facility (LABEEF), the financial scheme deployed successfully in Latvia, the FinEERGo-Dom team will refine and implement guaranteed financing mechanisms for energy efficiency and renewable energy in deep renovations of buildings across the six (6) EU member states. The FinEERGo-Dom team will work with stakeholders from Policy Makers to Final Beneficiaries and will engage in dialogue across the region.

Concept

The overall concept of the financing mechanism is that it is possible to achieve large scale investment of building renovation by:

-  **ALIGNING THE INTERESTS**
-  **MEASURING RISKS**
-  **STANDARDIZING PROCESSES AND DOCUMENTATION**
-  **REDUCING TRANSACTION COSTS**

The core tool is the SHAREX online platform designed to follow each transaction from initial concept to aggregation while ensuring the highest levels of legal and financial security, transparency and respecting the needs of each stakeholder.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 847059. The sole responsibility for the content of this document lies with the authors. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



FinEERGo-Dom
GREY PAST 2 GREEN FUTURE

Figure 9 Project Brief EN / page 2



Figure 10 Project Brief BG

www.fineergodom.eu
fineergodom@kape.gov.pl




Накратко за FinERGo-Dom

Цел

FinERGo-Dom се използва от латвийския финансов инструмент за енергийна ефективност (LAEEF), успешно приложен в Латвия, и съфинансирането го ще позволи механизъм за финансиране на проекти за енергийна ефективност при целостна реновация на сгради и от двете – партньори (Полша, Словакия, Румъния, България и Австрия). Екипът ще работи съзаставящи лица от публични и финансови сектори, както и с крайни бенефициари, за популяризиране на финансовия механизъм и привличане на инвеститорски интерес във проекти за енергийна ефективност в многофамилни жилища и публични сгради.

Концепция

Целостната концепция на механизъм за финансиране е разработена с одвета, че най-бъ и инвеститорите за обновяване на сгради се постига чрез:

- 1. **СЪМЪСЛУВАНЕ НА ИНТЕРЕСИТЕ**
- 2. **ИМПЛЕМЕНТАЦИЯ НА РИСКА**
- 3. **СТАНДАРТИЗИРАНЕ НА ПРОЦЕСИ И ДОКУМЕНТАЦИЯ**
- 4. **НАМАЛЯВАНЕ НА ТРАНЗАКЦИОННИТЕ РАЗХОДИ**

Основан инструмент е онлайн платформата SHAREX, създадена за проследяване всяка сделка, независимо дали е концепция или одобрено проектно предложение, като по цялата мрежа се гарантира най-високо ниво на правна и финансово сигурност, прозрачност, както и отчетане на спецификите на всеки участник.

Този проект е частично финансиран от институции за одобрение на проектиране и изпълнение на проектирането. Проектът 2020/ е частично съфинансиран от Европейския финансов инструмент за енергийна ефективност (LAEEF), успешно приложен в Латвия, и съфинансирането го ще позволи механизъм за финансиране на проекти за енергийна ефективност при целостна реновация на сгради и от двете – партньори (Полша, Словакия, Румъния, България и Австрия). Екипът ще работи съзаставящи лица от публични и финансови сектори, както и с крайни бенефициари, за популяризиране на финансовия механизъм и привличане на инвеститорски интерес във проекти за енергийна ефективност в многофамилни жилища и публични сгради.



fineergodom.eu

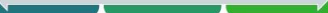
finenergodom@kape.gov.pl

 **FinERGo-Dom**
Współpraca z Unią Europejską

Rezultaty

- Poprawianie na bezpieczną i zdrowotnąśrodku w strażdzie przez ekonomia na energię;
- Podnoszenie jakości na zdrowotnąśrodku w Centralny i Wschodni Europie;
- Wykorzystanie konsumpcyjna na energię, generowaną oszczędnie z wiatry i drugi odnawialny energię;
- Przyjmowanie na działania w 5 strażdzie z ekologicznym strażdzie i zdrowotny socjalno-ekonomicznym przedmiotem;

 Investycje € 340 mln.	 Śpięstwa 160 GWh/yr	 Obnowiona płość 1.5 mln. m²
--	---	--










STAGE **Mattig Management Partners**

Ten projekt i pozostałe finansowane są ze środków na realizację projektu z wyjątkiem od finansowania przez "Krajowe" 2007" (z wyjątkiem finansowania z budżetu państwa). Finansowanie zostało udzielenie na podstawie umowy z Unią Europejską. Ten projekt jest realizowany w ramach projektu z wyjątkiem od finansowania z budżetu państwa. Ten projekt jest realizowany w ramach projektu z wyjątkiem od finansowania z budżetu państwa.


finenergodom
Współpraca z Unią Europejską

II. Appendix – Project Leaflet

**SAVE YOUR BUILDING,
SAVE THE PLANET!**

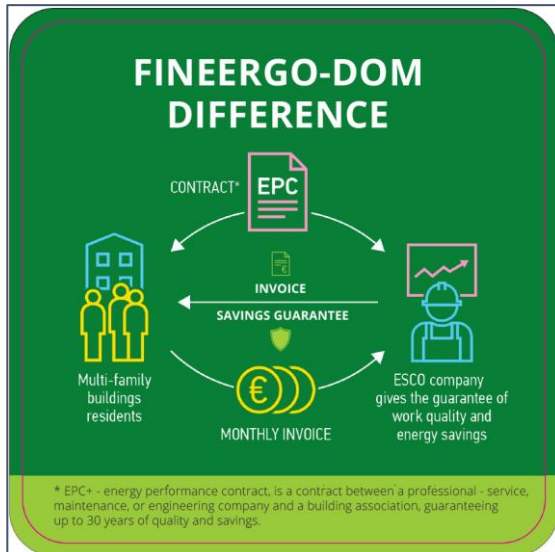
DO WELL BY DOING GOOD:

Finance and execute energy efficiency improvement measures and deep renovation of multi-family and public buildings in Poland, Austria, Romania, Slovakia and Bulgaria.



Join us to:

- Guarantee a comfortable environment for homes in multi-family building
- Prolong the building's life by at least 30 years
- Attract private investment to renovate while reducing the carbon footprint



III. Appendix – Project Newsletter

Figure 11 Project Newsletter / page 1

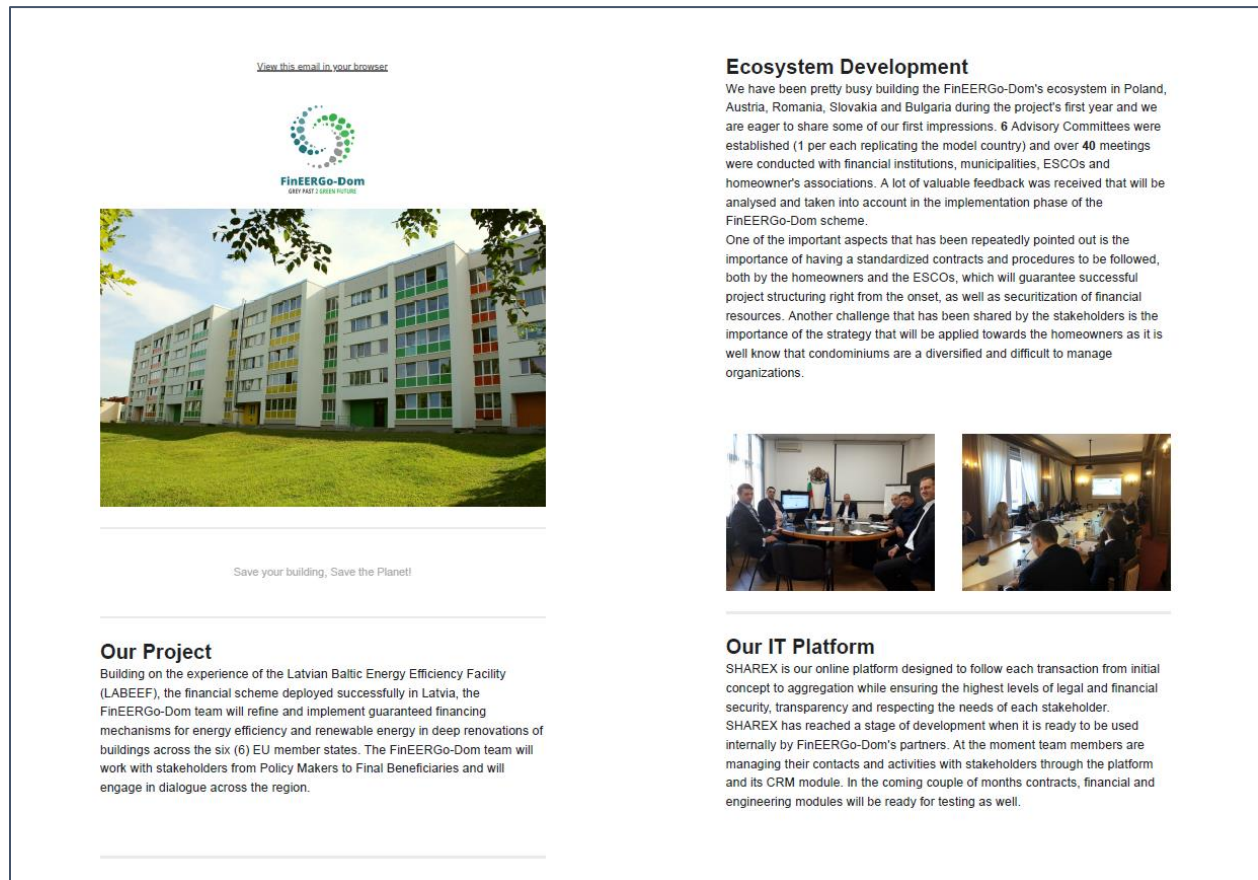


Figure 12 Project Newsletter / page 2



Figure 13 Project Newsletter / page 3

in urban areas. Furthermore, the breakdown of residential units shows that out of the 7 million units, 57% are apartments in blocks, and 43% are single-family houses.

A total of **83,799 buildings** can be labelled as "blocks of flats", of which 79,077 are located in cities and municipalities and 4,722 in communes. The total building floor is consisted of **493 million sq. m.**, out of which residential buildings represent 86% (426 million sq. m.) and non-residential buildings represented 14% (67 million sq. m.).

Most of Romania's residential "block" buildings was built during the communist regime (especially, 1961-1980) with little regard to energy efficiency.

Consequently, Romania's primary energy intensity of 0.227 toe/1000 EUR is **1.69 times higher** than the value of this indicator for the EU-28 average.

Slovakia

Slovakia is the first country in the European Union to have legislation prepared under the Eurostat rules, which allows for public authorities not to incur public debt in cases when they realize energy efficiency measures under a pre-approved EPC contract template.

Slovakia has set a target of **52.17 GWh** of annual savings in the public buildings sector and **948.75 GWh** of annual savings for the final consumer. According to APES SK, Slovakia can save approximately EUR 60 million in energy costs per year from the implementation of energy efficiency projects. In the Slovak industry, projects with only 20% average savings can save even EUR 340 million per year. In Slovakia, roughly 25% of public buildings are currently restored, while the public sector has approximately 15,000 buildings. The financial potential of the energy services market in Slovakia is estimated at CZK 1 billion (**up to EUR 3 billion**).

Austria

In the past, the rise in temperature in Austria was more than twice as high as the global average and 2018 was the warmest year in the 251-year history of measurements. In 2017, greenhouse gas emissions in Austria amounted to 82.3 million tonnes of carbon dioxide equivalent (Mt CO₂ equivalent).

Emissions were above the levels of 2016. Mainly responsible for the increase was among others an increase in fossil fuel consumption, along with an increase in the amount of electricity generated from natural gas. Greenhouse gas emissions in the buildings sector in 2017 amounted to **8.3 Mt CO₂** equivalent.

To achieve the long-term targets, far-reaching changes of society and the economy are necessary. The focus should be on investments in long-lasting infrastructures and sustainable technologies. Regarding buildings the high energy efficiency standards have to be implemented. The federal government has already started the programme "phase-out of fossil fuels" and to promote a circular economy.

26% of energy in Austria (296 PJ) is used for the conditioning (heating and

cooling) of the buildings .

First FinEERGo-Dom Training



31 attendees
Including Asen Charlyski and 28 other connections

See all

About this event

Условия за постигане на мащаб – финансиране и осигуряване на качество на проекти за енергийна ефективност в сградния сектор

... See more



The Bulgarian FinEERGo-Dom team identified another EE H2020 project – **QualiEE** with similar objectives and proposed to join forces towards creating synergies and amplifying the beneficial effect of the two projects. The QualiEE project aims to increase investment in energy efficiency services in the building sector across the EU and improve trust in service providers. Inspired by the LABEEF guidelines, as Ekodoma is a member in the original Sunshine project, QualiEE also promotes a set of standards. This includes developing quality assessment standards and implementing quality assurance schemes. FinEERGo-Dom, on another note, seeks to establish an innovative financial mechanism with project quality through standards being one of its pillars, which makes the synergies between the two H2020 projects evident. It was decided the training event to take place at the Faculty of Economics and Business Administration of Sofia University due to the fact that the

Figure 14 Project Newsletter / page 4



FinEERGo-Dom
GREY PAST 2 GREEN FUTURE

administrative and academic body there had developed a strong business community network of which FinEERGo-Dom benefited to a great extent. [Publicis.bg](#) – the business arm of the faculty, is well known for regularly organizing trainings, events, conferences and seminars, related to energy, utility and facilities domain. They are publishing two of the highly reputed professional magazines in Bulgaria – “Utilities” and “Facilities”. The Bulgarian Alliance for Energy Efficiency (AEE) - a NGO of ESCO companies, was also attracted to support and take part in the event.

Real world project examples sparked vigorous discussions and invoked highest levels of trainee's engagement. A comparative study between three cases – a renovation realized with the use of FinEERGo-Dom/ESCO mechanism, another renovation realized by the homeowners themselves, and a third case in which no actions were taken, received a lot of comments and opened great discussion in the areas of different payment structures, attractiveness of the value proposition for different stakeholders, differences and similarities between buildings stock in Bulgaria and Latvia. Secondly, it was noted by the practitioners that Latvian case studies were of a smaller scale in terms of investments and size of the renovated panel buildings. Some comments about price levels were also made while going through the presented bill of quantities. In the end, some building renovation case studies were discussed as well as the financial mechanisms that had been used to implement these projects.

Another key topic that raised a lot of questions was the legal framework in Bulgaria and the findings of the legal analysis conducted by the local FinEERGo-Dom team. Some of the attendees confirmed that they had experienced difficulties and problems due to the presented legal framework inefficiencies.

One of the conclusions that can be made is that the training was perceived as a place for networking and exploration of new business opportunities by the ESCOs, Energy consultants and Financiers, which was one of the main strategic objectives that had to be reached in building the FinEERGo-Dom ecosystem.

Another insight that the feedback data shows is that seminars and trainings are the preferred way of engagement with the business community. It seems that in Bulgaria still face-to-face is the way of doing business and get familiar with new business models.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 847059.

This email was sent to [cristina.alexandru@finer-go-dom.eu](#)
[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)
FinEERGo-Dom - 26, Petar Panchev str. - Sofia 1000 - Bulgaria



IV. Appendix – Poster



Figure 15 FinEERGo-Dom Roll-up / EN



V. Appendix – Brochure

Figure 16 Brochure Title Page



Figure 17 Story of a Building

STORY OF A BUILDING

By the early 60's, the Soviet Union faced a housing crisis across the Comecon. The lack of housing was as much a function of the destruction caused by the second world war as it was a need to deliver tangible benefits and create an economy and industrial power. This required creating cities as well as rebuilding existing ones.¹

In the 50's, "the USSR adopted the policy of turning the building industry into a mechanized process of assembling buildings by means of large prefabricated units..."² This led to a mass construction effort thanks to a synthesis of technology and politics in architecture.

In Eastern Europe, a top-down decision mandated the delivery of millions of square meters of residential buildings to be built quickly and cheaply. Faced with an unforgiving client, architects and engineers brought together both the latest scientific theories and with engineering practices in building construction. What is less well known is their use of process flows for building design construction methodology and supply chain organization. Already in the 30's, "Arkady Mordvinov tested the so-called "flow method" of simultaneously managing building sites in different stages of completion," a German innovation dating to the early '30s. By the late 40's, the Industrial Construction Bureau was combining innovative project management and large panel construction.

The lack of any energy efficiency design, was actually an engineering choice, as basically energy was a free

commodity across the Soviet Union and therefore not a specific constraint for building design. This allowed the architects and engineers to design panels which were lighter but no less safe.

Following the fall of the Soviet Union, a poorly maintained environment was mostly abandoned with practically all maintenance deferred. The buildings looked and look as though they were best torn down and a common belief was that they were built to last 30 years. It is estimated that over 120 million families live in these multifamily buildings constructed between 1954 and the late '80s in East Europe. Deep renovation is the idea of capturing the full economic energy efficiency potential of your building with focus on the building fabric. It leads to remarkable energy savings and prolongs the life of buildings well beyond 30 years.

Based on the successful implementation of a private finance Building Energy Efficiency Facility mechanism in Latvia (named LABEEF), the FinEERGo-Dom project is replicating the scheme in 5 other countries – Poland, Slovakia, Romania, Bulgaria and Austria. Despite challenging market conditions, such as uncertain or lack of housing policies, limited use of energy performance contracting, and regulatory barriers, the scheme has already financed portfolio of projects, setting the basis for a lasting legacy for Central and East Europe. Over time this instrument will help support the renovation of multifamily buildings and support communities and business.



¹ https://everythingexplained.today/Urban_planning_in_comunist_countries

² Development of large-panel building construction in the USSR in relation to Progress in the production of building materials (1957-1967) B. R. RUBANENKO USSR Academy of Building and Architecture (USSR)

Figure 18 Brochure Introduction Page



FinEERGo-Dom

GREY PAST 2 GREEN FUTURE

Objective

Building on the experience of the Latvian Baltic Energy Efficiency Facility (LABEEP), the financial scheme deployed successfully in Latvia, the FinEERGo-Dom team will refine and implement guaranteed financing mechanisms for energy efficiency and renewable energy in deep renovations of buildings across the six (6) EU member states. The FinEERGo-Dom team will work with stakeholders from Policy Makers to Final Beneficiaries and will engage in dialogue across the region.

Concept

The overall concept of the financing mechanism is that it is possible to achieve large scale investment of building renovation by:

- ALIGNING THE INTERESTS
- MEASURING RISKS
- STANDARDIZING PROCESSES AND DOCUMENTATION
- REDUCING TRANSACTION COSTS

The core tool is the SHAREX online platform designed to follow each transaction from initial concept to aggregation while ensuring the highest levels of legal and financial security, transparency and respecting the needs of each stakeholder.

Targeted Results

- Providing safe, healthy and sustainable buildings through energy savings;
- Improving the lives of thousands of citizens across Central and Eastern Europe;
- Minimizing energy consumption, currently generated mainly through coal and other fossil fuels;
- Taking action in 6 countries with common building stock due to historic legacy and with similar social and economic challenges;



Investments
EUR 340 mln



Energy Savings
160 GWh/year



Renovations
1.5 mln m²

Figure 19 Building Stock Overview Page 1





FinEERGo-Dom
GREY PAST 2 GREEN FUTURE

Figure 20 Building Stock Overview Page 2





FinEERGo-Dom
GREY PAST 2 GREEN FUTURE

Figure 21 Building Stock Overview Page 3



Figure 22 Financial Mechanism Info Page



The Building Energy Efficiency Facility mechanism aims to stimulate projects for deep renovation of buildings through energy performance contracting (EPC+) in the following ways:

- **Standardization** of contracts, procedures and processes delivered through an online platform. Standardization allows for energy efficiency service providers or developers, not currently involved in the energy efficiency market, to implement projects at scale. Simultaneously, building owners, who do not possess the necessary skills and expertise, can gain comfort that a standard set of procedures is being followed.
- **Separation of performance and payment risk** allows for risk allocation to those that can manage it best:
 - ✓ Developers focus on the implementation of projects and delivery of results
 - ✓ Financing entities manage and price project and payment counterparty risk separately
 - ✓ The investment cost of saved energy is paid through an on-bill mechanism
- **Long term funding** for renovation of buildings

The Facility finances buildings renovation following a set of pre-approved Investment Guidelines, covering financial, technical, and legal eligibility. Through these set of governing guidelines, the interests of all stakeholders are aligned to those of the final beneficiary in delivering “**Guaranteed Safety, Health and Comfort**”™ throughout the whole contract duration of 15-25 years.

The Three Pillars of BEEF Investment Guidelines

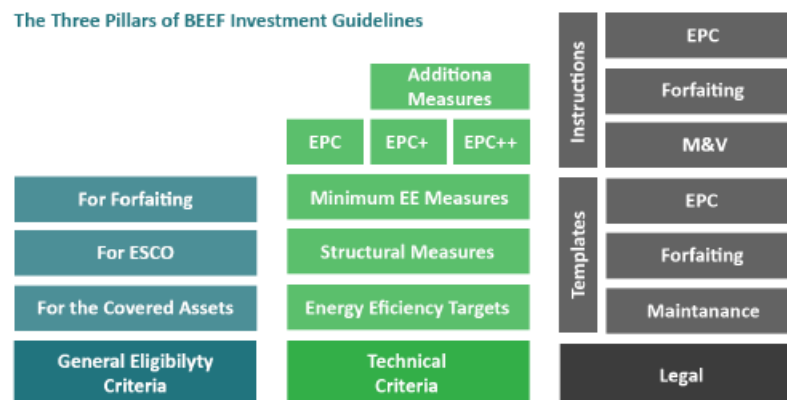


Figure 23 EPC Model Info Page

The project process starts with identification of a public or residential building for renovation. As well as energy audit, the Energy Efficiency Service provider/developer undertakes structural analysis of the building. The EES provider then signs a Performance Contract with the building owners and finances the implementation of the project either through own equity or working capital facility from a bank.

After one heating season, when the delivery of savings is verified by an independent auditor, the Facility purchases the performance contract from the EES provider. Repayment of the investment cost is done through an on-bill repayment mechanism.

Residents are often discouraged from undertaking renovation of buildings because of the perceived complexities and lack of trust and transparency throughout the process. In Latvia, Ekubirojs (ESEB) has played an important role in project facilitation and in supporting owners throughout the renovation journey.

The NGO based entity was established in 2012, with the prime aim to help stakeholders organize their building and organize the renovation process in a manner that best protects the interests of the owners and the residents. ESEB facilitates project implementation to garner owner and building resident support through our co-design, collaborative methodologies that ensure successful project facilitation. First established to promote Energy Efficiency and green investment in the Baltics, Ekubirojs is now expanding their work across Eastern and Central Europe because of the potential of leveraging the tremendous energy savings opportunities in Soviet Era buildings.

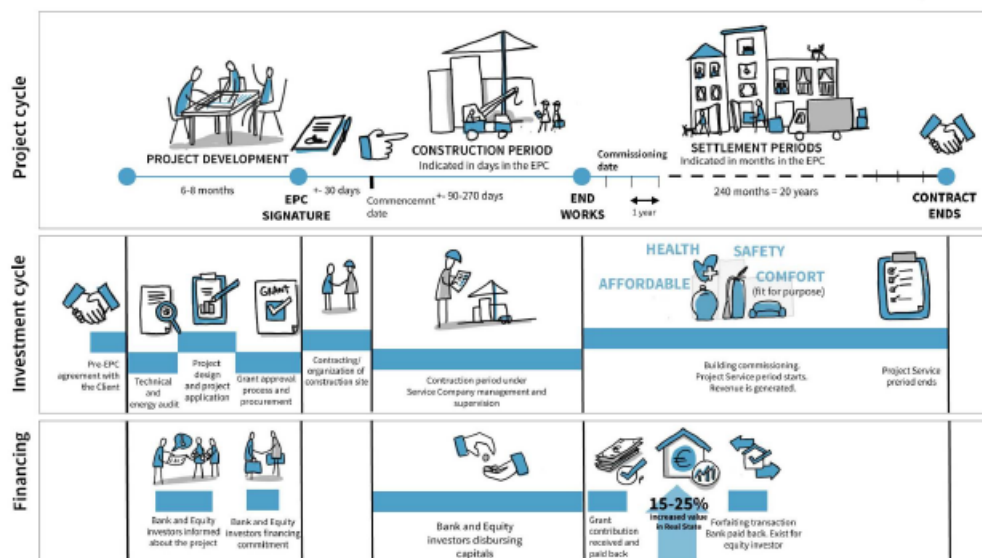
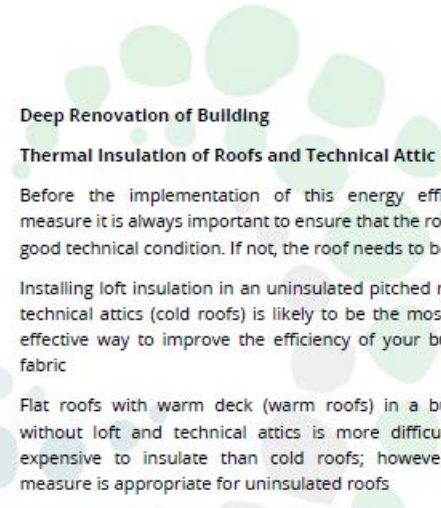


Figure 24 Deep Renovation Info Page



Deep Renovation of Building

Thermal Insulation of Roofs and Technical Attic

Before the implementation of this energy efficiency measure it is always important to ensure that the roof is in good technical condition. If not, the roof needs to be fixed

Installing loft insulation in an uninsulated pitched roof or technical attics (cold roofs) is likely to be the most cost-effective way to improve the efficiency of your building fabric

Flat roofs with warm deck (warm roofs) in a building without loft and technical attics is more difficult and expensive to insulate than cold roofs; however, this measure is appropriate for uninsulated roofs

Thermal Insulation of Exterior Walls

High energy losses occur through the fabric of the walls. Improving insulation here is an important measure, which help both to save energy and to protect your building from further deprivation

In comprehensive energy renovation, façade walls and plinth are important influencers in the protection of a wall's structural components, the energy efficiency of the building and the health of its occupants. These are

protected with a layer of thermal insulation for example with and external thermal insulation composite system (ETICS) or with a ventilated façade system

Windows and Doors

High energy efficient windows improve indoor comfort, unwanted air leakages and contribute to improve building energy performance

The replacement of original doors and windows requires particular attention to site supervision during the installation phase. This must ensure effective sealing between sills, jambs and window frames for proper air tightness

Basement

The thermal insulation of the basement ceiling is particularly relevant for cold unheated basements. For implementing this measure is very important to empty the cellar, so that the insulation boards can be freely installed on the substrate

Electrical cable, lighting points, water, canalisation and heating pipes should not obstruct the application of insulation and be either removed or properly embedded in the insulation layer



Figure 25 SHAREX Platform Info Page



Figure 26 Case Study 1 Page



Figure 27 Case Study 2 Page

CASE STUDY FROM KOVARNO STREET

The building

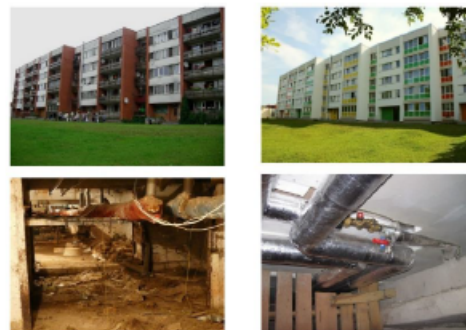
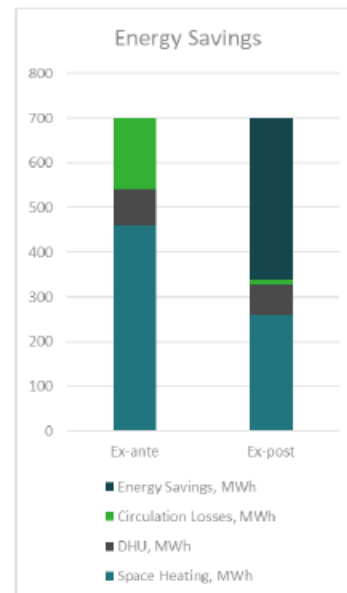
This building belongs to the 103 standard type building and it was built in 1975. It is a five storey building with five staircases. The average height of one storey is 2.5 m; the total surface area is 4,943.70 m² of which 3,750 m² are heated in winter. There are 70 apartments in the building. This 103 building series type is typically characterized by severe problem of the brick exterior walls, which after several years of exploitation are weathered and cracked.

The project

The building envelope was fully renovated: with the installation of thermal insulation on the outer walls (120 mm mineral wool panels), of the attic (25 cm loose mineral wool), thermal insulation of the basement ceiling (10 cm extruded polystyrene), new double-glazed windows and repairing and sealing of the doors. Then, other important energy efficiency measures included the installation of new boilers, the renovation of the space heating system with the installation of thermostatic valves and the replacement of the main distribution pipes in the basement and attic. The domestic hot water circulation system was fully reconstructed using a modern and new energy efficient design. Domestic hot water meters were installed in staircases. Together with the energy efficiency measures a series of additional actions were undertaken in order to address serious technical problems as well as to improve the aesthetics of the building. For example, the roof was renovated, the staircases were plastered and repainted, and the balconies were replaced with modern design loggias.

The energy savings and comfort

After completion of the construction works, the results are closely monitored. The analysis of the collected data showed energy savings for space heating of 43.6%. Circulation losses for the distribution of domestic hot water have been reduced by 94.3%. The total energy savings are then 56.5%. In absolute terms this equals to energy savings of 350 MWh or 92.4 tCO₂ per year. All data are normalized to standard weather conditions. The comfort level is also an important aspect of the project. The indoor temperature is guaranteed by the Energy Service provider and it is monitored and maintained between the agreed levels, which around 21.5°C.



The Investment

EUR 276 814

Figure 28 Stories From Activities Page

Karolina Loth-Babut

KAPE Krajowa Agencja Poszanowania Energii S.A.

FinEERGo-Dom project was presented by Karolina Loth-Babut at KAPE Krajowa Agencja Poszanowania Energii S.A. 2-days event "Innovations in the field of energy in the aspect of climate change and improvement of air quality" during the session on innovative financial instruments.

Eloise Stancioff

Ashoka Spain's Climate Action Friday

How important is building renovation for climate change in Europe? FinEERGo-Dom project was presented at Ashoka Spain's Climate Action Friday. Deep renovation of buildings could cut 36% of their energy consumption by 2030. This not only creates energy efficiency but also healthier communities. FinEERGo-Dom makes energy efficiency a priority by focusing on communities first.

Nicholas Stancioff

Stepping Final Conference

Nicholas Stancioff took part in the final conference of the project STEPPING - developed across 7 countries to provide support for public ESCO procurement. Financial tools that complement the process were among the topics he shared his experience.

Kiril Raytchev

Alliance for Energy Efficiency

FinEERGo-Dom was pointed by Kiril Raytchev, Chairman of the Alliance for Energy Efficiency (NGO of ESCO companies), as a key enabler for the development of the ESCO market in Bulgaria in an interview for "Noblesse Oblige" - the magazine of the Bulgarian Industrial Association. In addition, the ESCO framework was presented as a sustainable and scalable mechanism that could be used for attracting investments in realization of energy efficiency measures and quality of life increase in Bulgaria.







Figure 29 Back Cover





PROJECT PARTNERS



STAGE



AUSTRIAN ENERGY AGENCY

Mattig Management Partners