



# Project communication and information platform

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## Deliverable 5.2 of the BeSMART project

Responsible partner: Center for Energy Efficiency  
EnEffect

*Version 1.0, July 2021*



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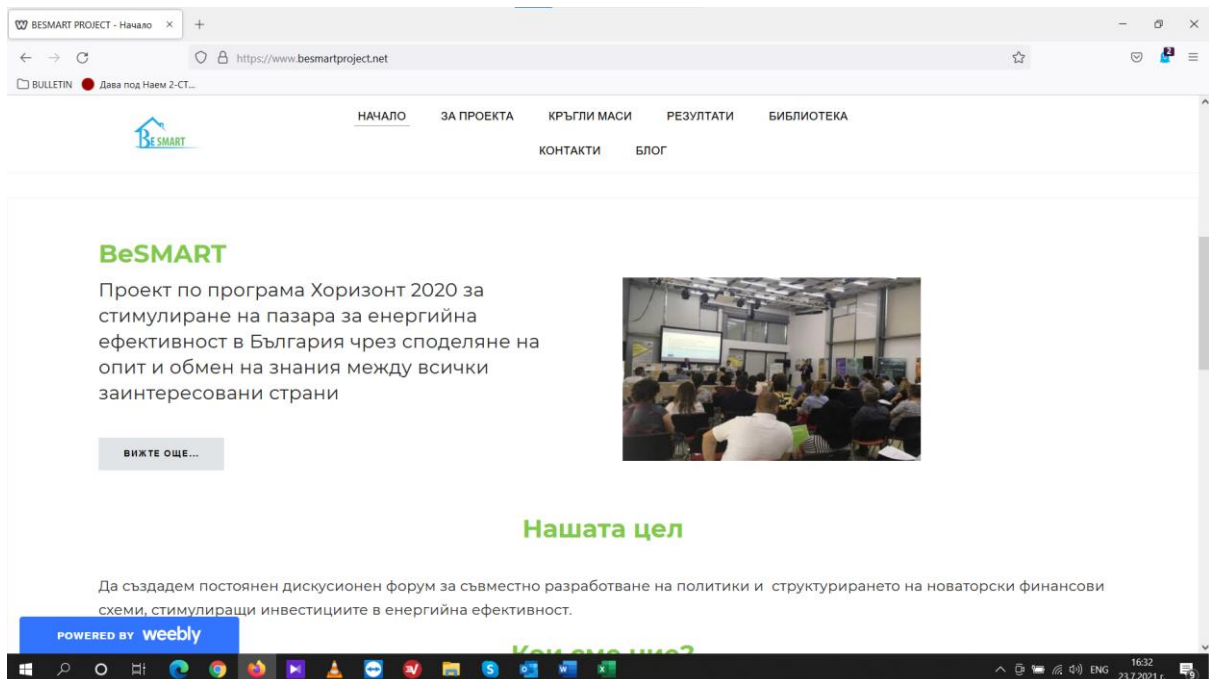
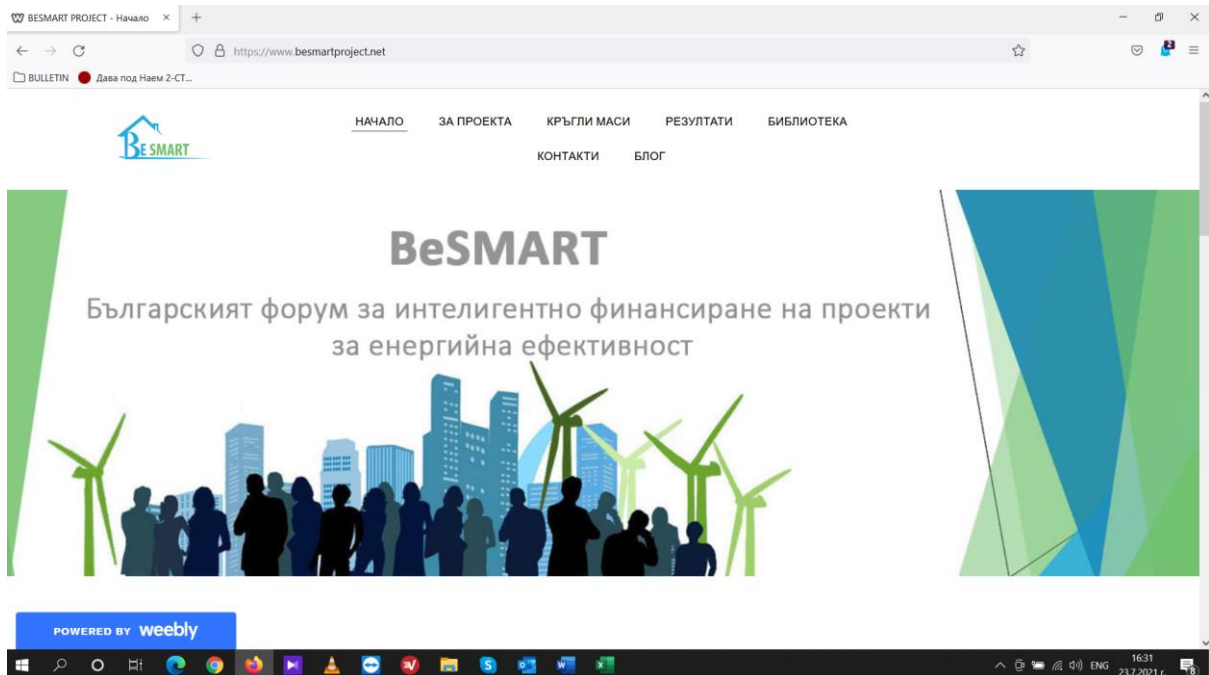
## SUMMARY

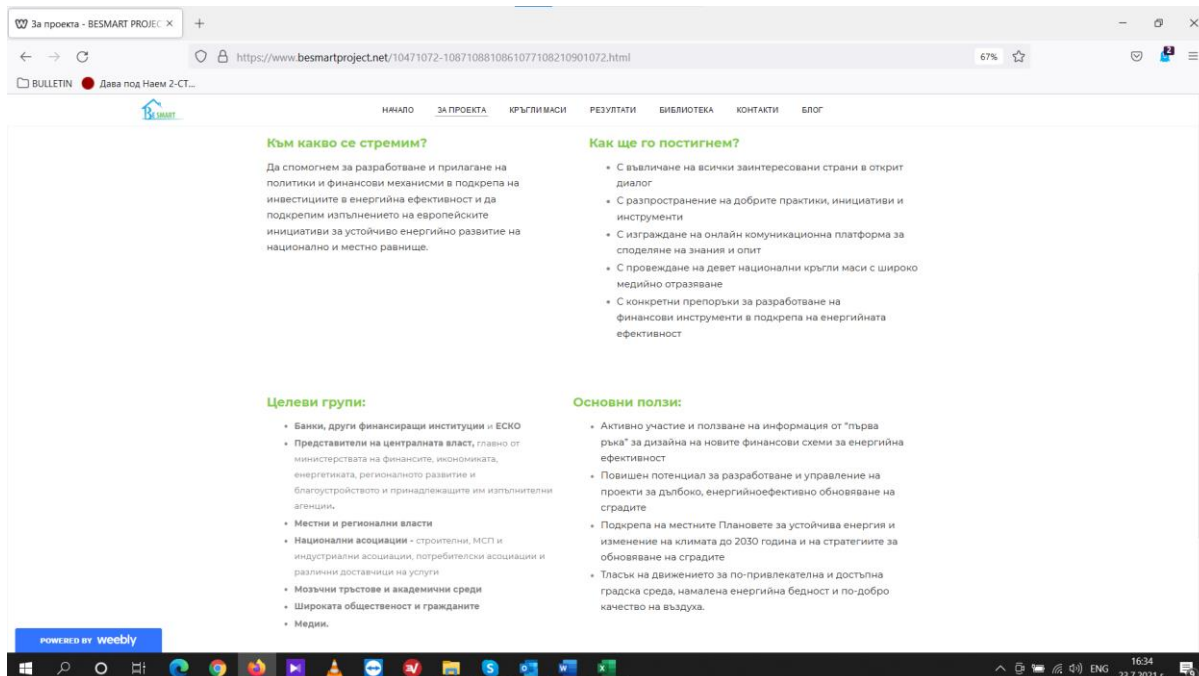
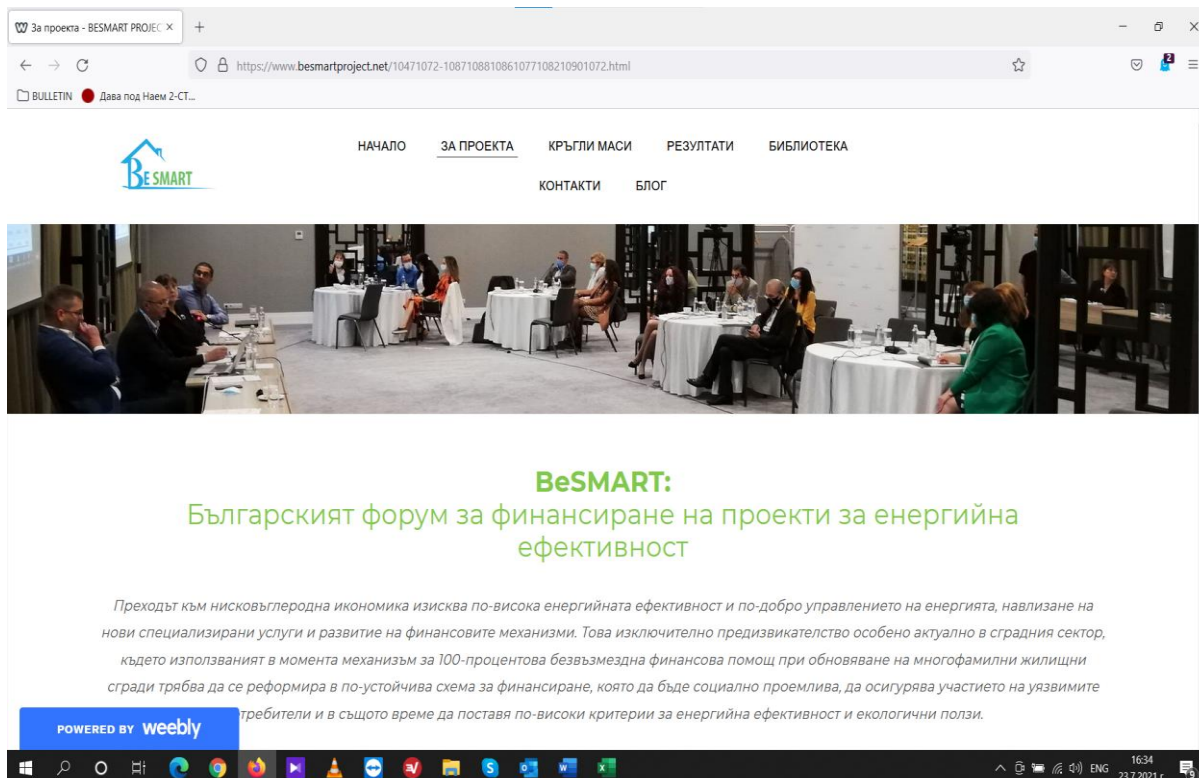
The presentation of the project web-based communication platform is prepared with the goal to outline the combination between the various online channels used for interaction with the beneficiaries of the project results and the selected target groups, as well as for internal communication and exchange among project partners. Besides the website of the project, active presence in the main social media like Facebook, Twitter, and LinkedIn will be pursued for active engagement of the main target audiences and providing of replicable content to relevant professional networks and external communication channels.

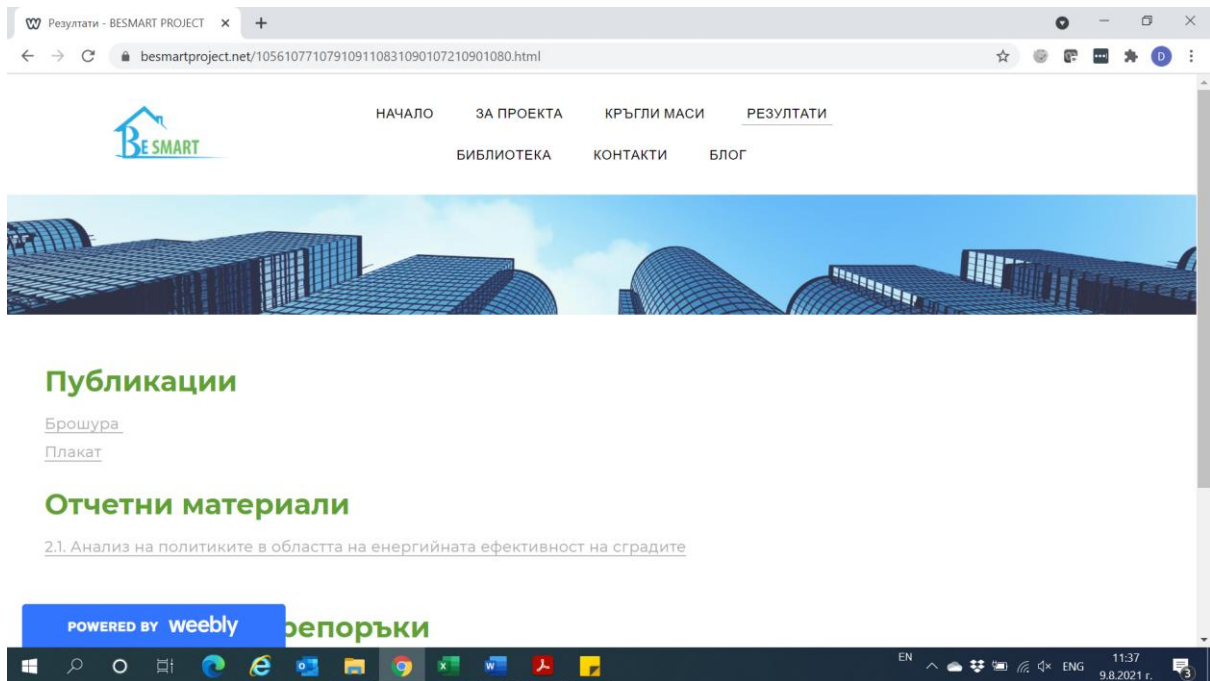
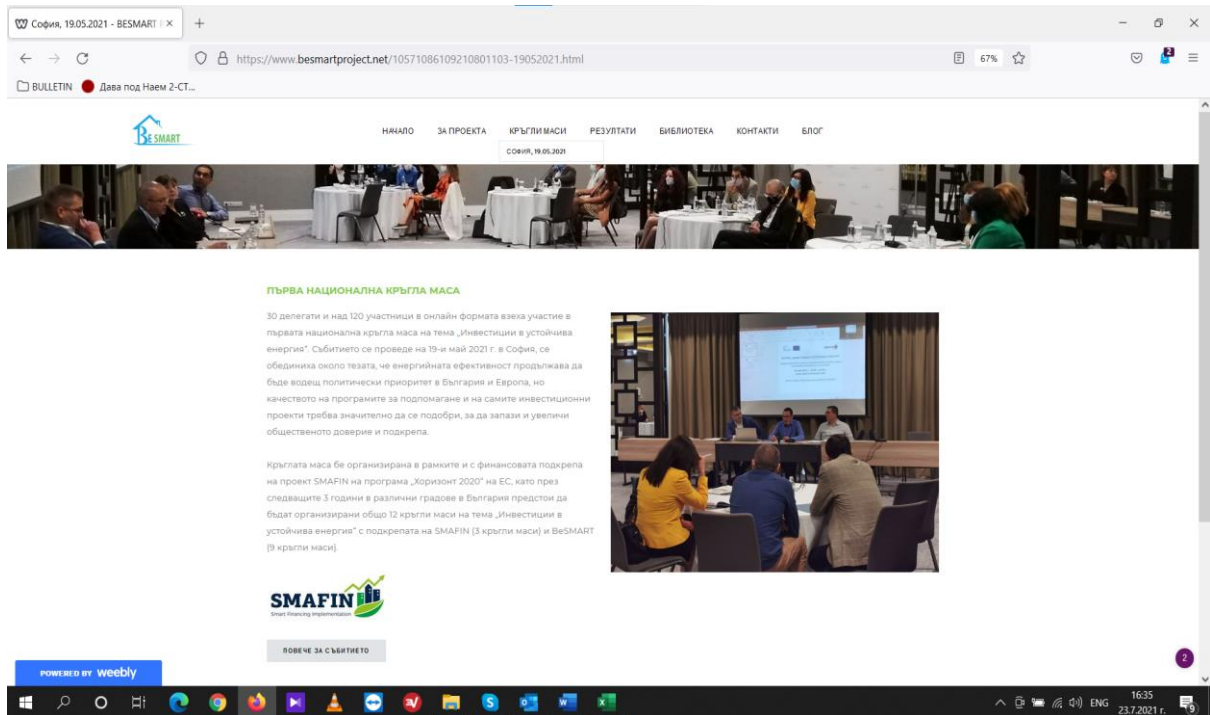
The project web-based communication platform is prepared in coordination with the BeSMART communication and dissemination strategy and in accordance with the visual guidelines. The web-based communication platform will be continuously developed and maintained throughout the project and at least 3 years after its finalization. Its design, development and maintenance are coordinated by EnEffect.

## 1. PROJECT WEBSITE: [www.besmartproject.net](http://www.besmartproject.net)

The project website is fully functional at the address specified above. Print screens demonstrating its main features and functions are displayed below, as additional pages dedicated to the information platform, local events and project publications and deliverables are prepared and will be launched with the beginning of the corresponding activities.







Библиотека - BESMART PROJECT

https://www.besmartproject.net/1041108010731083108010861090107710821072.html

НИЧАЛО ЗА ПРОЕКТА КРЪГЛИ МАСИ РЕЗУЛТАТИ БИБЛИОТЕКА КОНТАКТИ БЛОГ

## Библиотека

### Законова рамка

- Закон за енергийната ефективност
- Закон за енергията от възобновяеми източници
- Закон за устройството на територията

### Стратегически документи

- Интегриран национален план в областта на енергията и климата
- Национална дългосрочна програма за насърчване на инвестиции за изпълнение на мерки за подобряване на енергийните характеристики на сградите от обществените и частния национален жилищен и търговски сграден фонд 2016-2020 г.
- Национален план за действие за енергийна ефективност 2014-2020 г.
- Национален план за сгради с близко до нулево потребление на енергия 2015-2020

### Анализи и препоръки

- Модел за разработване на дългосрочни стратегии за обновяване
- Национални планове за енергията и климата и стратегии за обновяване на сградния фонд - насоки на публичните власти
- Общински стратегии за обновяване. Ръководство за общинските власти относно хармонизирането на техните стратегии с Плановите за енергия и климат

16:36 23.7.2021 г.

Контакти - BESMART PROJECT

https://www.besmartproject.net/10501086108510901072108210901080.html

НИЧАЛО ЗА ПРОЕКТА КРЪГЛИ МАСИ РЕЗУЛТАТИ БИБЛИОТЕКА КОНТАКТИ БЛОГ

### Свържете се с нас:

ИМЕ \*

EMAIL \*

КОМЕНТАР \*

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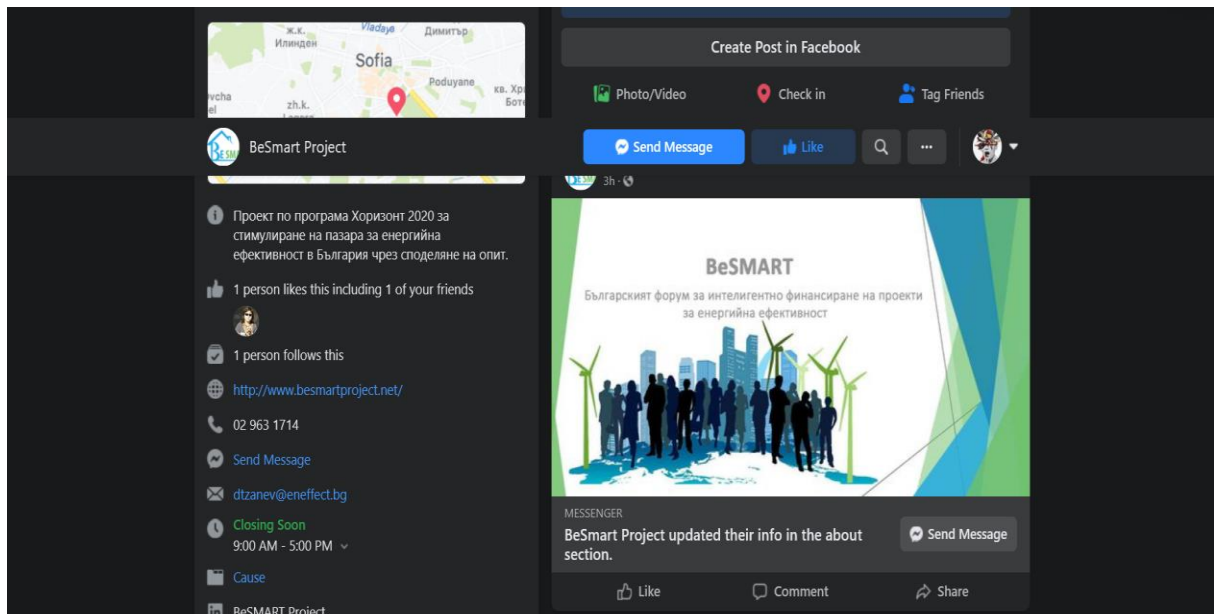
Адрес за кореспонденция: София - 1164, П.К. 43

POWERED BY weebly

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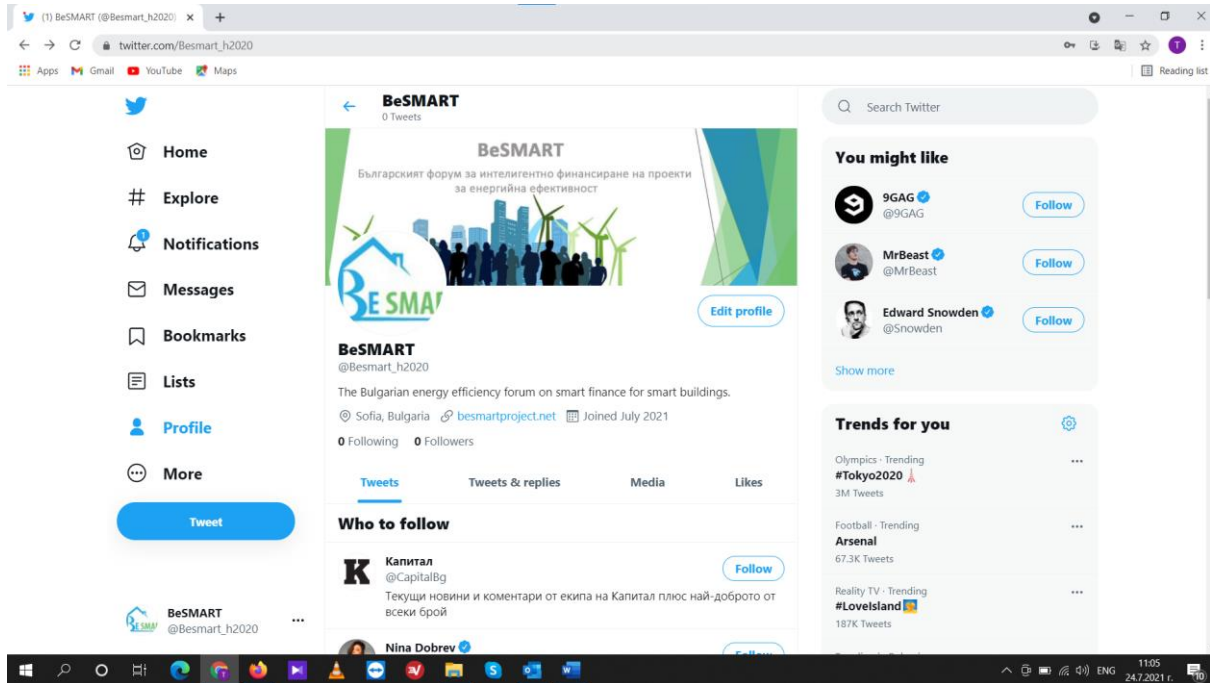
## 2. FACEBOOK PAGE

The Facebook page of the BeSMART project is developed and branded according to the visual identity guidelines. It will be maintained by EnEffect with the support of all project partners and will serve to provide content to be disseminated by the accessible channels at national level.



### 3. TWITTER PROFILE

Identically, the Twitter profile of the BeSMART project is developed and branded according to the visual identity guidelines. It will be maintained by EnEffect with the support of all project partners and will serve to provide content to be disseminated and to network with fellow EU initiatives.





## 4. LINKEDIN PAGE

The project team has also created a page on LinkedIn to maintain professional contacts with experts from different communities.

The screenshot shows the LinkedIn profile page for the BeSMART project. The header includes the LinkedIn logo, a search bar, and navigation icons for Home, My Network, Jobs, Messaging, Notifications, Me, and Work. A blue banner at the top indicates the user is viewing the page as a member, with a 'View as admin' button. The profile picture features a group of people in front of a building with wind turbines. The profile name is 'BeSMART project', with a subtitle 'Българският форум за интелигентно финансиране на проекти за енергийна ефективност' and 'Research · Sofia · 1 follower'. Below the name are buttons for '+ Follow', 'Visit website', and 'More'. The navigation tabs are 'Home', 'About', 'Posts', 'Jobs', and 'People'. The 'About' section is active, displaying a paragraph of text in Bulgarian about the project's goals and funding.

This screenshot provides a detailed view of the 'About' section of the BeSMART project LinkedIn page. The navigation tabs are 'Home', 'About', 'Posts', 'Jobs', and 'People', with 'About' selected. The 'Overview' section contains the following text:

Проект по програма Хоризонт 2020 за стимулиране на пазара за енергийна ефективност в България чрез споделяне на опит и обмен на знания между всички заинтересовани страни.

Нашата цел е да създадем постоянен дискуссионен форум за съвместно разработване на политики и структурирането на новаторски финансови схеми, стимулиращи инвестициите в енергийна ефективност.

Консорциумът се води от Центъра за енергийна ефективност ЕнЕфект, заедно с Енергийната Агенцията за устойчиво енергийно развитие (АУЕР), Еконолер ЕсБй ЕООД, Българската стопанска камара – Съюз на българския бизнес (БСК), Общинската мрежа за енергийна ефективност ЕкоЕнергия, Университета по архитектура, строителство и геодезия (УАСГ), Алиансът за енергийна ефективност (АЕЕ), Българската строителна камара (БСК), Националният доверителен екофонд (НДЕФ), и общините на Габрово и София.

Проектът е финансиран от програма Хоризонт 2020 на Европейския съюз чрез споразумение за безвъзмездна финансова помощ №101033787.

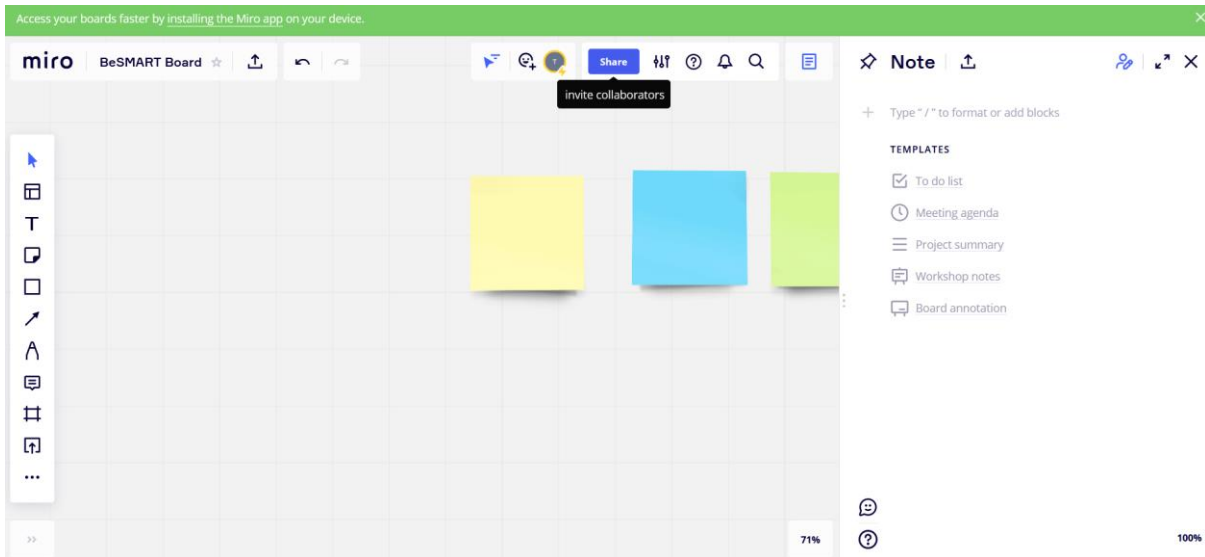
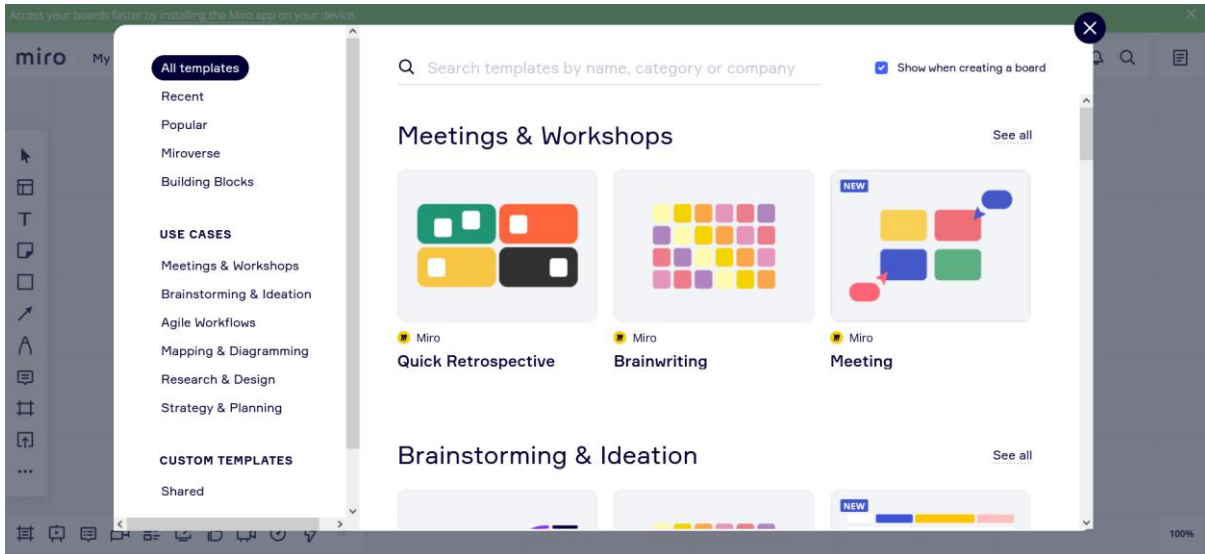
Below the overview is a table with the following data:

Website	<a href="http://www.besmartproject.net">http://www.besmartproject.net</a>
Industry	Research
Company size	11-50 employees
Type	Partnership
Founded	2020
Specialties	energy efficiency, discussion forums, smart finance, and smart buildings

## 5. COLLABORATION PLATFORM

To accommodate the internal exchange between partners and easy access to project resources, a project team folder is created in Dropbox. The Dropbox application enables direct collaboration on individual documents, which is already used in the preparation of the project, and will also be used in the operational activities of the technical working groups.

Additionally, the platform Miro will be used for meeting workshops and brainstorming, whilst coordination and technical teleconferencing will be carried out via the platform Zoom.



## 5.1 Online platform for class A building projects

Connected to the website, an information system for buildings that meet high energy efficiency criteria will be developed. The system registers data on certain parameters of buildings certified to energy class A and higher, which actively provided (uploaded) by actual project owners. For regular users, the platform will allow filtering on selected parameters and reviewing the full information about the identified projects. For each project, the system generates a separate page with mandatory components (as completed by the project owner), as well as the functionality to contact the author of the project.

The establishing of such system is recommended by the National Council on nearly zero-energy buildings. It is defined as an useful tool during the BeSMART project meeting, as it will provide practical input and examples for the roundtable discussions and a database to compare and analyze the various features of the exemplary buildings on the Bulgarian market. Additionally, it will provide interface for connection of potential investors with experienced and active service providers, which will counteract one of the main deficiency on the nZEB market in Bulgaria – the lack of availability of specialized expert services for energy efficiency and the low trust of the investors in the service providers.

## 5.2 Online marketplace for building renovation projects

The project website will also be connected to a platform for presentation of building renovation projects with available energy audits to potential investors (e.g. commercial banks, specialized funds, obligated parties under the energy efficiency obligation scheme, ESCOs and other energy service providers). The system will include a project database and an attractive representation of existing energy efficiency projects looking for market financing. It will register data on certain parameters, uploaded by actual project owners via automated extraction from summaries of energy audits. Regular users and interested investors will be able to filter the projects on selected parameters and to access dedicated information about the identified projects, including information about the main financial parameters. For each project, the system will generate a separate page with mandatory components, as well as functionality to contact the project owner.

The system will contribute to the achievement of one of the KPIs of the BeSMART project, namely that at least 5 specific investment projects with average value of 1 million will be initiated and promoted by the permanent discussion forum. In addition, it is expected to play a major role in the application of the projected mechanisms under the National Recovery and Resilience Plan, where both public and privately owned industrial buildings will be supported for implementation of the energy efficiency measures by combination of subsidies and market-based financing instruments.

## 6. Other communication resources and materials

### 6.1 Project flyer

**BeSMART**  
Bulgarian Energy Efficiency Forum on Smart Finance for Smart Buildings

Moving from a highly energy intensive economy to low carbon energy future requires enhanced energy efficiency and energy management, improved infrastructure and distribution networks, and introduction of new specialized services on the energy market, optimizing the already existing ones. Such instruments are indispensable to fully utilize the leverage potential of public funds and the available resources from the Recovery and Resilience mechanism, the EU Green Deal and the Renovation Wave.

This is where BeSMART intends to step in: supporting the leveraging of public resources for energy efficiency and renewable energy projects through enabling of a transparent policy-making process, active involvement of all key stakeholders, shaping of the policy actions in the area, and maintaining a strong focus on financial institutions.

As an outstanding challenge, this is especially valid for the Bulgarian building sector, where the existing 100% grant mechanism for building renovation has to be quickly reformed into a more sustainable financing scheme, at the same time targeting higher energy efficiency parameters and taking into account theoverspread energy poverty.

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

**MORE INFORMATION TO BE FOUND AT:**  
[WWW.BESMARTPROJECT.NET](http://WWW.BESMARTPROJECT.NET)

- ▶ Active involvement and first-hand information about the design of the new energy efficiency financing schemes
- ▶ Increased capacity for planning and project management in the area of deep energy building retrofitting
- ▶ Support to local sustainable energy and climate action plans to 2030 and the building renovation strategies
- ▶ Common movement for a more attractive and accessible urban environment, reduced energy poverty and better air quality

**WHAT ARE OUR GOALS**

**MISSION:**  
To develop the market for energy efficiency investment and support the national implementation of the Smart Finance for Smart Building initiative.

**KEY OBJECTIVE:**  
To set up a permanent discussion forum to contribute to the policy making process and to the structuring of innovative financing schemes to stimulate energy efficiency investments.

**APPROACH:**

- ▶ Analyze best practices, initiatives and instruments
- ▶ Build an online communication platform to share knowledge and experience
- ▶ Conduct 9 national roundtables with broad media coverage
- ▶ Conduct 9 roundtables & a final conference
- ▶ Develop policy recommendations for the design the financial support instruments

## 6.2 Project poster




**RESHAPING THE ENERGY EFFICIENCY MARKET THROUGH COLLECTIVE KNOWLEDGE-SHARING**

*Moving from a highly energy intensive economy to low carbon energy future requires enhanced energy efficiency and energy management, improved infrastructure and distribution networks, and introduction of new specialized services on the energy market, optimizing the already existing ones. Such instruments are indispensable to fully utilize the leverage potential of public funds and the available resources from the Recovery and Resilience mechanism, the EU Green Deal and the Renovation Wave.*

*This is where BeSMART intends to step in: supporting the leveraging of public resources for energy efficiency and renewable energy projects through enabling of a transparent policy-making process, active involvement of all key stakeholders, shaping of the policy actions in the area, and maintaining a strong focus on financial institutions.*

**WHAT'S IN THERE FOR YOU:**

- ACTIVE INVOLVEMENT AND FIRST-HAND INFORMATION ABOUT THE DESIGN OF THE NEW ENERGY EFFICIENCY FINANCING SCHEMES
- INCREASED CAPACITY FOR PLANNING AND PROJECT MANAGEMENT IN THE AREA OF DEEP ENERGY BUILDING RETROFITTING
- SUPPORT TO LOCAL SUSTAINABLE ENERGY AND CLIMATE ACTION PLANS TO 2030 AND THE BUILDING RENOVATION STRATEGIES
- COMMON MOVEMENT FOR A MORE ATTRACTIVE AND ACCESSIBLE URBAN ENVIRONMENT, REDUCED ENERGY POVERTY AND BETTER AIR QUALITY

**MORE INFORMATION TO BE FOUND AT: [WWW.BESMARTPROJECT.NET](http://WWW.BESMARTPROJECT.NET)**

### Bulgarian Energy Efficiency Forum on Smart Finance for Smart Buildings



**MAIN OBJECTIVE**

*To develop the market for energy efficiency investment and support the national implementation of the Smart Finance for Smart Building initiative.*

**GOAL**

*To set up a permanent discussion forum to contribute to the policy making process and to the structuring of innovative financing schemes to stimulate energy efficiency investments.*

**APPROACH**

- ▶ Analyze best practices, initiatives and instruments
- ▶ Build an online communication platform for knowledge sharing
- ▶ Conduct 9 roundtables & a final conference
- ▶ Develop policy recommendations for the design the of the strategies and underlying financial support instruments in the area of energy efficiency



Partners:



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This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 101032787.



## 6.3 Mailing list

A closed groups has been created for e-mail correspondence among the project partners in Google Groups. An individual project e-mail address is also available (*besmartproject* [at] gmail.com), while the “Contact” section on the website is also a viable option: <https://www.besmartproject.net/contact.html>

## 6.4 Visual identity guidelines

A dedicated presentation with guidelines for maintaining the visual identity of the project is prepared, including templates for reporting materials and guidance for proper referencing of the EU financing.

