

Improving the performance of District Heating Systems in Central and Eastern Europe

Work package 6: Dissemination, Communication and Exploitation

Deliverable 6.3: Promotional materials

Horizon 2020 (H2020-EE-2017-PPI)
Project N°784966



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement N°784966.



This project received co-funding from the German Federal Ministry of Economic Cooperation and Development.

PROJECT INFORMATION

Lead partner for the deliverable	ICLEI Europe
Document type	Report
Dissemination level	Public
Date of submission	30.11.2018
Authors	Anja Härtwig, Carsten Rothballer, George Stiff - ICLEI Europe
Reviewer	Stefanie Schädlich - GIZ

Summary List of Abbreviations

AT	Austria
CEE	Central and Eastern Europe
CoM	Covenant of Mayors for Climate and Energy
CZ	Czech Republic
DisComEx	Dissemination, Communication and Exploitation
DG	Directorate-General of the European Commission
DHS	District Heating System (owner/operator)
EU	European Union
GHG	Greenhouse Gas
HR	Croatia
KPI	Key Performance Indicator
LV	Latvia
NGO	Non-Governmental Organisation
RES	Renewable Energy Source(s)
SI	Slovenia
SRB	Serbia
UKR	Ukraine
WP	Work Package

Summary of the project

The project “KeepWarm - Improving the performance of district heating systems in Eastern Europe” is funded under the EU Horizon 2020 programme. Its objective is to accelerate cost-effective investments in the modernisation of District Heating Systems (DHS) in Central and Eastern Europe (CEE). KeepWarm is most active in seven countries: Austria (AT), Croatia (HR), Czech Republic (CZ), Latvia (LV), Serbia (SRB), Slovenia (SI) and Ukraine (UKR). The project focuses on this region, and these particular countries, because in most cases DHSs are frequently still inefficient and for the most part overly reliant on fossil fuels (especially gas, coal or oil).

The aim of this initiative, launched in April 2018, is to modernise DHSs around the whole region in a more sustainable manner. By improving system operations and promoting a switch to less-polluting sources, like renewable energy sources (RES), KeepWarm will contribute to reducing greenhouse gas (GHG) emissions. The eleven project partners strive to ensure that best practices for environmentally-friendlier heating and cooling will be taken up across Europe, replicating KeepWarm’s approach in other countries and regions, even beyond the end of the project in September 2020.

Project objectives

KeepWarm’s specific objectives are:

- At least 450 **relevant stakeholders with increased capacities** on technical, organisational, financial and managerial aspects – includes 150 DHS operators;
- At least 95 **DHS operators** are able to **develop business plans** and to identify the most suitable **financial model** for modernisation of their own DHS;
- At least 23 **business plans for the modernisation** of DHSs have been developed and **sources for investment** have been identified;
- DHS network **retrofitting** is addressed in at least 10 local **energy plans** and 7 regional or **national strategies** or plans;
- At least 23,300 **relevant stakeholders** (directly) and 125,000 (indirectly) **reached** across Europe in order to **replicate the project outputs** in primary and secondary target regions and ensure the project’s impact;
- **Support EU policies and initiatives**, such as the Covenant of Mayors for Climate and Energy (CoM) and DecarbHeat, by exploiting key lessons from KeepWarm activities and pilots to disseminate best practices across Europe.

KeepWarm consortium partners

LOGO	PARTNER NAME	SHORT	COUNTRY
 Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH	Deutsche Gesellschaft für internationale Zusammenarbeit (GIZ) GmbH	GIZ	Germany
	University of Zagreb Faculty of Mechanical Engineering and Naval Architecture	UNIZAG FSB	Croatia
 Landwirtschaftskammer Steiermark	Landeskammer für Land- und Fortwirtschaft in Steiermark	LWK	Austria
	Regionalna Energetska Agencija Sjeverozapadne Hrvatske	REGEA	Croatia
 Jožef Stefan Institute, Ljubljana, Slovenia Energy Efficiency Centre	Jožef Stefan Institute Energy Efficiency Centre	JSI	Slovenia
 ICLEI Local Governments for Sustainability	ICLEI European Secretariat GmbH	ICLEI Europe	Germany
 ASSOCIATION FOR DISTRICT HEATING of the Czech Republic	Teplarenske Sdruzeni České Republiky	TSCR	Czech Republic
 ZREA ZEMGALES REGIONALA ENERGETIKAS AGENTURA	Biedriba Zemgales Regionala Energetikas Agentura	ZREA	Latvia
	Zavod Energetska Agencija za Savinjsko Salesko in Korosko	KSSENA	Slovenia
	LLC KT-Energy Consulting	KT-Energy	Ukraine
 VINČA INSTITUTE OF NUCLEAR SCIENCES University of Belgrade NATIONAL INSTITUTE OF THE REPUBLIC OF SERBIA	Institut za Nuklearne Nauke Vinca	VINCA	Serbia

Content

Summary of the project	2
Project objectives	3
KeepWarm consortium partners	4
Contents	5
Executive summary	5
Introduction	5
1. PowerPoint presentation	6
2. Banner	9
3. Business cards	10
4. Poster	10
5. Project flyer	11

Executive summary

This deliverable describes the promotional materials that have been developed in the framework of KeepWarm, to be translated and used by all project partners to communicate about the project. They are described and shown in images.

Introduction

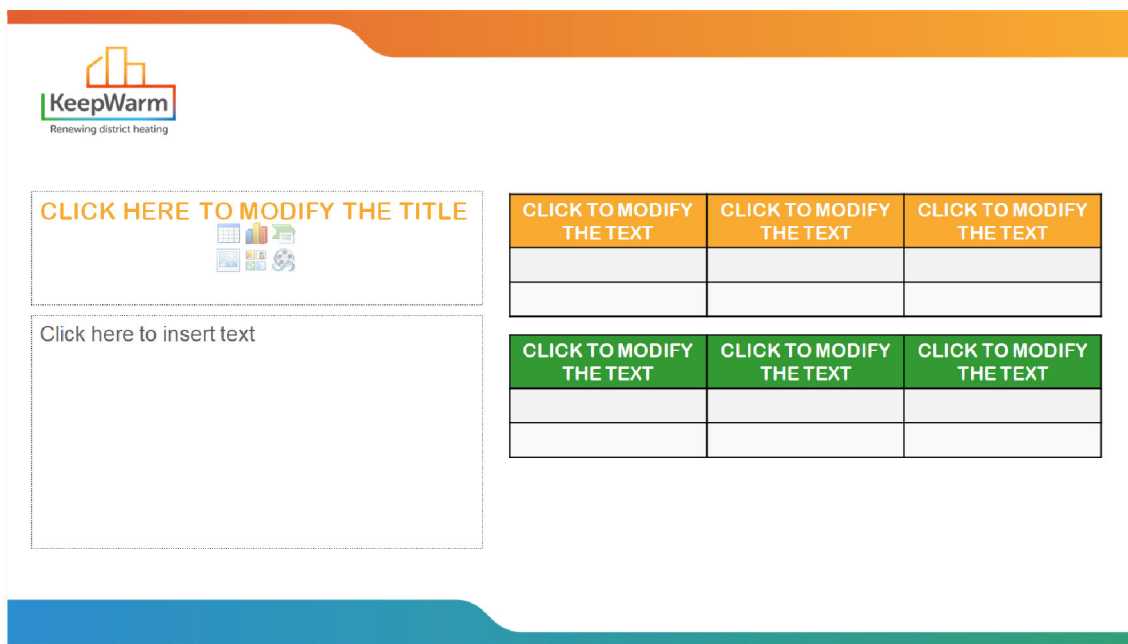
The development of promotional materials is part of **Task 6.2 “Replication through promotional and marketing materials”**, which is lead by ICLEI Europe with contributions from all partners. It follows the branding, which has been developed in cooperation with a graphic designer, including a project logo, corporate colours and styles. They will be used consistently for all project outputs to ensure KeepWarm’s visibility and heightened recognition of its activities and services.

Though English will be the primary language of those materials, considering the diverse national contexts which need to be addressed, promotional (and later marketing) materials will not only be translated into national languages of project partners but also adapted to the respective country situation as necessary. All materials will be available on-line and most of them printed.

1. PowerPoint presentation

In the framework of the development of promotional materials, not only a template for creating PowerPoints was proposed, but also a standard presentation to introduce the project on various occasions. They can both be adapted to the format of the event or a particular topic to be presented within the scope of KeepWarm.

The template looks as follows:



As mentioned a standard presentation about KeepWarm will be provided to all partners and can be adapted in length, content and language as necessary:



KeepWarm
Improving the performance of District Heating Systems in Central and Eastern Europe

This project is funded by the EU's Horizon 2020 research and innovation programme under grant agreement N°784966, and lasts from April 2018 - September 2020.

This project receives co-funding from the German Federal Ministry of Economic Cooperation and Development.



Who? 11 partners from 8 countries

giz, ICLCI, ZREA, ENERGY, VINCA, FSB, KSSENA, Landwirtschaftskammer Steiermark, Association for District Heating of the Czech Republic.



Where? KeepWarm countries

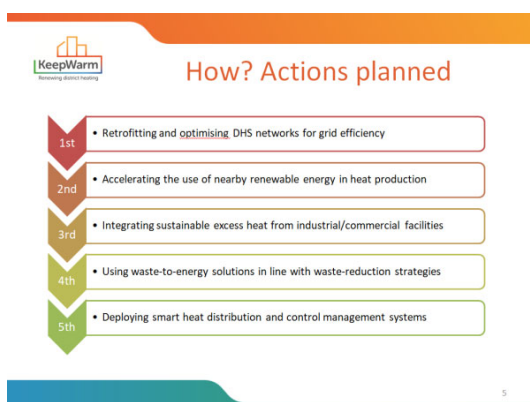
KeepWarm will be mainly active in Central and eastern Europe, notably:

- Austria
- Croatia
- Czech Republic
- Latvia
- Serbia
- Slovenia
- Ukraine



Why? Challenges to overcome

- Old and inefficient district heating systems, often using obsolete technology
- Poor maintenance, inadequate management and lack of investments
- Dominance of (imported) fossil fuels
- Low heat production efficiency and sustainability
- High costs for heat production
- High transmission losses
- Oversized coverage of network



How? Actions planned

- 1st • Retrofitting and optimising DHS networks for grid efficiency
- 2nd • Accelerating the use of nearby renewable energy in heat production
- 3rd • Integrating sustainable excess heat from industrial/commercial facilities
- 4th • Using waste-to-energy solutions in line with waste-reduction strategies
- 5th • Deploying smart heat distribution and control management systems



For whom? Target groups

Primary target group:

- DHS owners and operators

Secondary target groups

- Other actors already or potentially involved in the provision of RES/excess heat
- Regulatory and energy agencies at all levels (local, regional, national, EU)
- Policy-makers and public authorities at all levels (including municipal authorities)
- Real-estate developers/ town planners/ technical planning offices
- Financial institutions, investor groups, banks, etc.

Tertiary target group

- Civil society, NGOs, (trade) associations, networks, etc.
- Scientific community, higher education and research
- Consumers, end-users and the general public
- Stakeholders in other EU or non-EU countries
- Media



What can we do for them?

To overcome barriers to district heating deployment in CEE, KeepWarm works in a multi-stage approach to conduct the following activities:

- Increase the capacity of specialists working in DHS companies by offering **training workshops**
- Support them with the development of **viable business plans**
- Advise them on how to **mobilise funding** for bankable pilot projects
- Exhibit replicable DHS **demo cases**
- Facilitate the multi-level integration of DHS retrofits into key **strategies and plans**



Replicability

Strong emphasis on dissemination and exploitation through the **twinning** of district heating systems throughout Europe.





Objectives we want to reach

1. At least **450 relevant stakeholders capacitated**, including 150 DHS operators with increased skills on technical, organisational, financial and managerial aspects.
2. At least **95 operators are able to develop business plans** and to identify the most suitable financial model for modernisation of DHS.
3. a) At least **23 Business plans** for the modernisation of DHS have been developed and sources for **investment** identified.
b) At least 15 plans will have reached investment stage. (together 5,6M €)
4. DHS network retrofitting is addressed in at least **10 local energy plans** and **5 regional or national strategies** or plans.
5. At least 23,300 relevant stakeholders (directly) and 125,000 (indirectly) reached across Europe to **replicate** the project outputs in primary and secondary target regions.

10



Expected outcome: Efficient DHS

↳ Accelerate cost-effective investment in the modernisation of district heating systems.

Make them:

- Economically viable (robust business model)
- Affordable prices for heating
- Stable and resilient supply
- High quality service
- Mid- to long-term adaptability of the service
- Low CO₂ emissions and environmental footprint

11



Expected impact of the project

- Primary **energy savings**
- Increased **RES production**
- Greenhouse gas **emission reductions**
- Increased share of **renewable sources** of heat
- Improved scale of their **replicability potential**
- Number of **retrofitting approaches**

12



What you can do

- Implement a **pilot project to demonstrate** your ambitions
- Become a **Twin to exchange experiences** with peers
- Participate in **training sessions** in your country
- Attend, or even host, a KeepWarm **event** near you
- Browse www.KeepWarmEurope.eu for **news** and other info
- Learn more about DHS at your **country page** online
- Consult the training **materials** available on our website
- Follow us on Twitter **@KeepWarm_EU**
- Feel free to **contact us** ➔

13



Thank you!

For more information,
visit our website
www.KeepWarmEurope.eu
or contact the project coordinator
stefanie.schaedlich@giz.de
or follow us on Twitter:
[@KeepWarm_EU](https://twitter.com/KeepWarm_EU)



This project is funded by the EU's Horizon 2020 research and innovation programme under grant agreement N°784966, and lasts from April 2018 - September 2020.

This project receives co-funding from the German Federal Ministry of Economic Cooperation and Development.



2. Banner

A banner template was also developed, which like the other promotional materials can be translated and adapted to each national context by partners as necessary. The presentation of the icons is about to be reviewed using the “pipes” from the orange visual. This will be updated before the final version goes into print.



3. Business cards

As stated in the Grant Agreement, business cards were also prepared, which can easily be taken to events and meetings. They have the following lay-out:

cover:

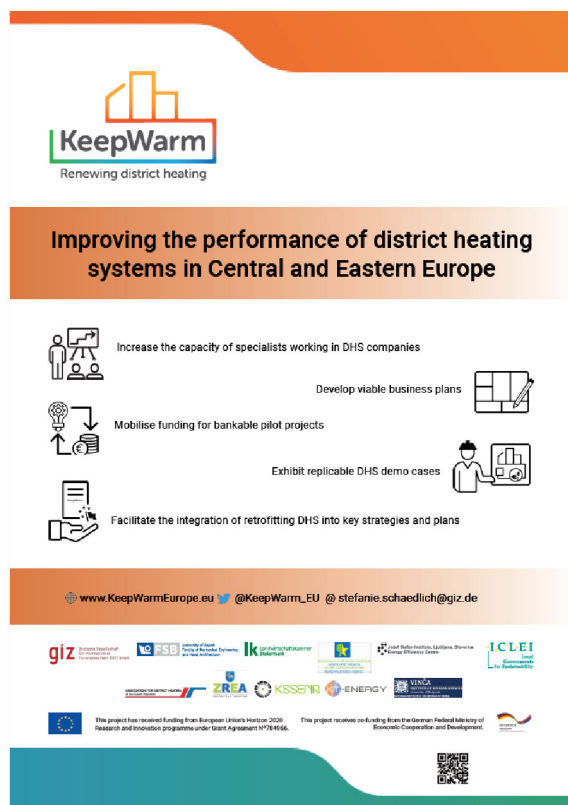


back side:



4. Poster

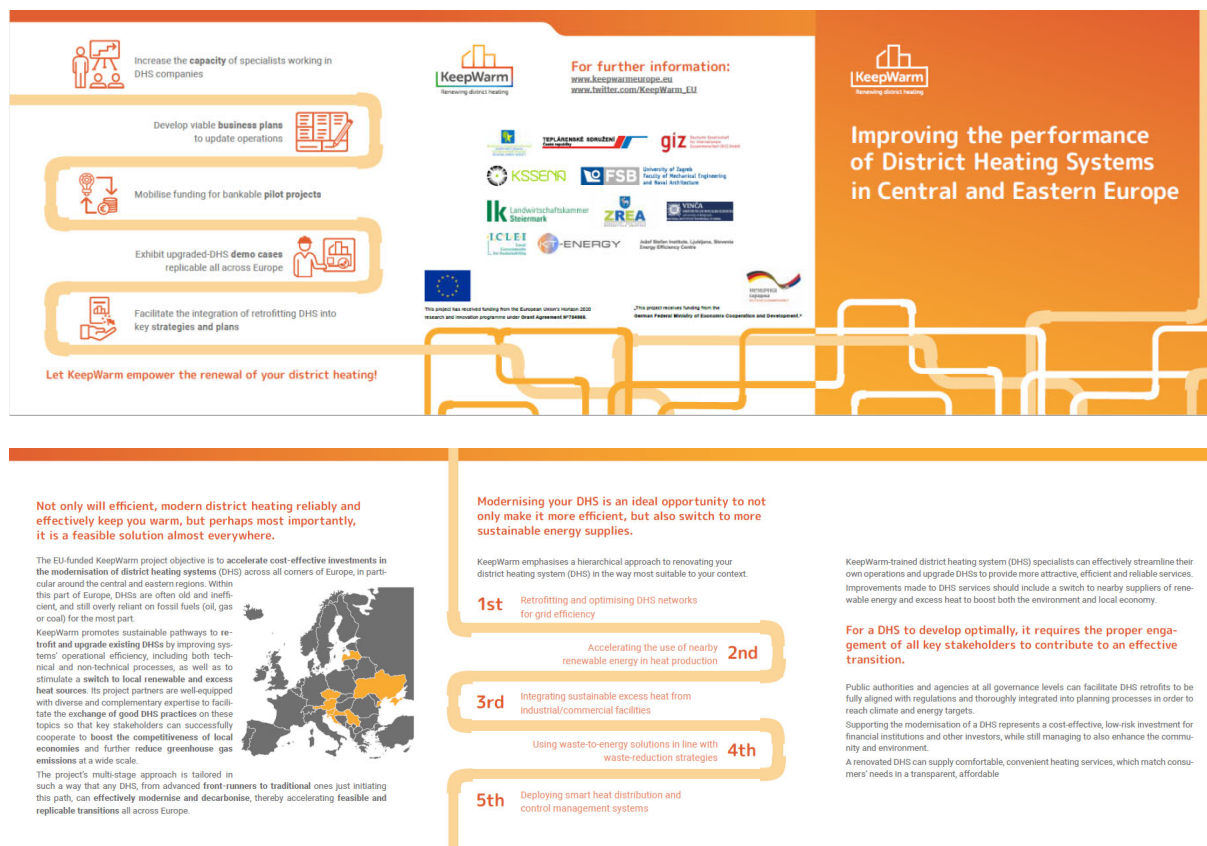
Upon suggestion of a project partner, a poster was also developed. It can easily be adapted and printed, if the possibility to present the project during an event comes up. This is a first draft. However, the presentation of the working areas of KeepWarm will be presented in a more graphic way before finalising it, like for the banner.



5. Project flyer

Work on a project flyer is on-going. The contents were sent to the designer, who came up with a first draft, which will be further developed in the next couple of days, before being translated by project partners into their national languages and adapted to the local situation where necessary.

Here is the current draft:



Key Actions:

- Increase the capacity of specialists working in DHS companies
- Develop viable business plans to update operations
- Mobilise funding for bankable pilot projects
- Exhibit upgraded-DHS demo cases replicable all across Europe
- Facilitate the integration of retrofitting DHS into key strategies and plans

For further information:
www.keepwarm.eu
www.twitter.com/KeepWarm_EU

Improving the performance of District Heating Systems in Central and Eastern Europe

Let KeepWarm empower the renewal of your district heating!

Not only will efficient, modern district heating reliably and effectively keep you warm, but perhaps most importantly, it is a feasible solution almost everywhere.

The EU-funded KeepWarm project objective is to accelerate cost-effective investments in the modernisation of district heating systems (DHS) across all corners of Europe, in particular around the central and eastern regions. Within this part of Europe, DHSs are often old and inefficient, and still overly reliant on fossil fuels (oil, gas or coal) for the most part. KeepWarm promotes sustainable pathways to retrofit and upgrade existing DHSs by improving systems' operational efficiency, including both technical and non-technical processes, as well as to stimulate a switch to local renewable and excess heat sources. Its project partners are well-equipped with diverse and complementary expertise to facilitate the exchange of good DHS practices on these topics so that key stakeholders can successfully cooperate to boost the competitiveness of local economies and further reduce greenhouse gas emissions at a wide scale.

The project's multi-stage approach is tailored in such a way that any DHS, from advanced front-runners to traditional ones just initiating this path, can effectively modernise and decarbonise, thereby accelerating feasible and replicable transitions all across Europe.

Modernising your DHS is an ideal opportunity to not only make it more efficient, but also switch to more sustainable energy supplies.

KeepWarm emphasises a hierarchical approach to renovating your district heating system (DHS) in the way most suitable to your context.

1st Retrofitting and optimising DHS networks for grid efficiency

2nd Accelerating the use of nearby renewable energy in heat production

3rd Integrating sustainable excess heat from industrial/commercial facilities

4th Using waste-to-energy solutions in line with waste-reduction strategies

5th Deploying smart heat distribution and control management systems

KeepWarm-trained district heating system (DHS) specialists can effectively streamline their own operations and upgrade DHSs to provide more attractive, efficient and reliable services. Improvements made to DHS services should include a switch to nearby suppliers of renewable energy and excess heat to boost both the environment and local economy.

For a DHS to develop optimally, it requires the proper engagement of all key stakeholders to contribute to an effective transition.

Public authorities and agencies at all governance levels can facilitate DHS retrofits to be fully aligned with regulations and thoroughly integrated into planning processes in order to reach climate and energy targets. Supporting the modernisation of a DHS represents a cost-effective, low-risk investment for financial institutions and other investors, while still managing to also enhance the community and environment. A renovated DHS can supply comfortable, convenient heating services, which match consumers' needs in a transparent, affordable