



Improving the performance of district heating systems in Central and Eastern Europe

Deliverable 6.5

Project Website

Work package 6 – Dissemination, Communication and Exploitation

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. The sole responsibility for the content of this document lies with the authors. It does not necessarily reflect the opinion of the EU.



This project receives co-funding from the Germany Federal Ministry for Economic Cooperation and Development.

Project information	
Lead partner for the deliverable	ICLEI Europe
Document type	Website
Dissemination level	Public
Due date and status of the deliverable	30.09.2018
Author(s)	Anja Härtwig (ICLEI Europe)
Reviewer(s)	Carsten Rothballer, George Stiff (ICLEI Europe)

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, Croatia, Czech Republic, Latvia, Serbia, Slovenia and Ukraine. 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, KeepWarm will contribute to reducing greenhouse gas 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 and DecarbHeat, by exploiting key lessons from KeepWarm activities and pilots to disseminate best practices across Europe.

KeepWarm consortium partners

Logo	Partner name	Short name	Country
	Deutsche Gesellschaft für internationale Zusammenarbeit (GIZ) GmbH	GIZ	Germany
	University of Zagreb Faculty of Mechanical Engineering and Naval Architecture	UNIZAG FSB	Croatia
	Landeskammer für Land- und Fortwirtschaft in Steiermark	LWK	Austria
	Regionalna Energetska Agencija Sjeverozapadne Hrvatske	REGEA	Croatia
	Jožef Stefan Institute Energy Efficiency Centre	JSI	Slovenia
	ICLEI European Secretariat GmbH	ICLEI	Germany
	Teplarenske Sdruzeni České Republiky	TSCR	Czech Republic
	Biedriba Zemgales Regionala Energetikas Agentura	ZREA	Latvia
	Zavod Energetska Agencija za Savinjsko Salesko in Korosko	KSEENA	Slovenia
	LLC KT-Energy	KTE	Ukraine
	Institut za Nuklearne Nauke Vinca	VINCA	Serbia

Contents

Introduction.....	6
1. Home page.....	7
2. About KeepWarm.....	8
3. News and Events pages	9
4. Footer with partner logos	9
5. Monitoring and Evaluation.....	10
6. Next steps	10

List of tables / figures

Table 1: Target groups for the website.....	10
Table 2: KPIs for the website.....	10

Executive summary

This deliverable presents the newly established Website of the KeepWarm project. It is still under construction and will be continuously updated with news, events, training materials and project results. This document describes each already existing page in more detail and explains developments planned for the near future.

Introduction

As defined in the Grant Agreement, the project Website www.KeepWarmEurope.eu is Milestone 2, lead by ICLEI Europe, as well as part of Task 6.3, which is lead by JSI. The actual implementation of the Website lies with ICLEI Europe, who has set up its English version and will edit content and regularly maintain it throughout the duration of the project, with contributions from all partners.

The Website will be the primary knowledge-sharing and communication platform for the project. It will publicise digital versions of materials and tools related to all WPs, as well as DHS-related news, integrate multi-media content, but also organise and document project events and facilitate knowledge exchanges between target groups at various levels from all countries. To ensure maximum visibility, its layout will be engaging and user-friendly.

Web design and coding will make use of Search Engine Optimisation (SEO), using relevant tags and keywords, to ensure best results in search engines. Its design will be responsive, so as to be accessible from different mobile devices such as smartphones and tablets. Partners' websites and sister-project pages will link to it and it will be included in posts on social media. Final updates at the project's end will help ensure its sustained usability even beyond the project lifetime.

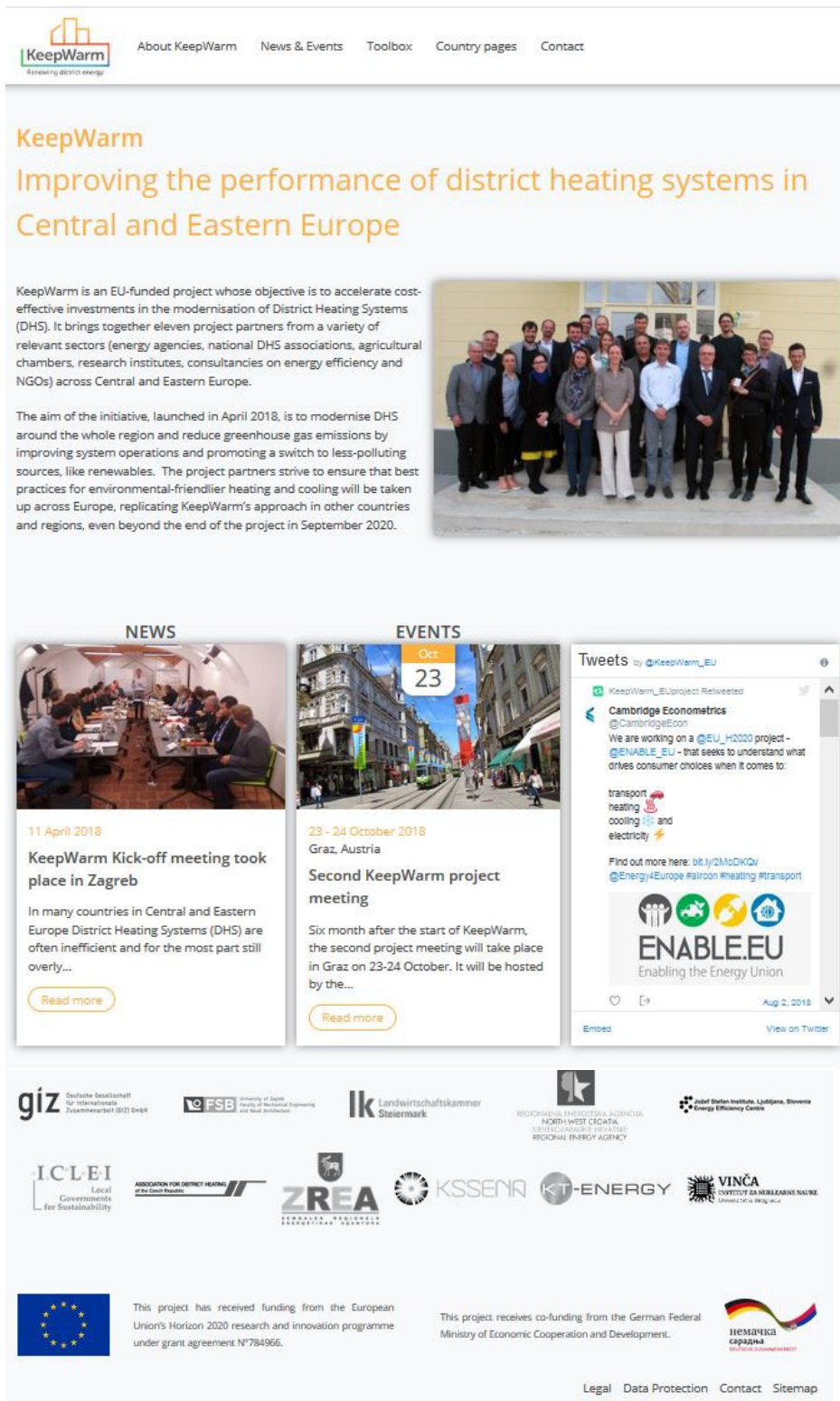
As project activities are still only about to start, it for now includes the following information:

- A home page with:
 - a short description of the project,
 - an overview with latest news and events,
 - a “twitter feed” showing the project's latest tweets,
 - all partners' logos with links to their institutional Websites,
 - the usual disclaimers and copyright notice;
- a sub-page presenting the project, its aims and activities as well as consortium partners;
- a news and events section (2 separate sub-pages);
- a sub-page called “resources” which for now features related projects, but will later be populated with training materials and other project results;
- a sub-page with information on how to get in contact with the project coordinator.

1. Home page

This page serves as the landing page of the website. In addition to a summary of the project, it highlights a short version of the latest project news and events, linking to the full length version on the respective pages, the twitter feed and a subscription area to receive more information about the project.

The address is www.KeepWarmEurope.eu

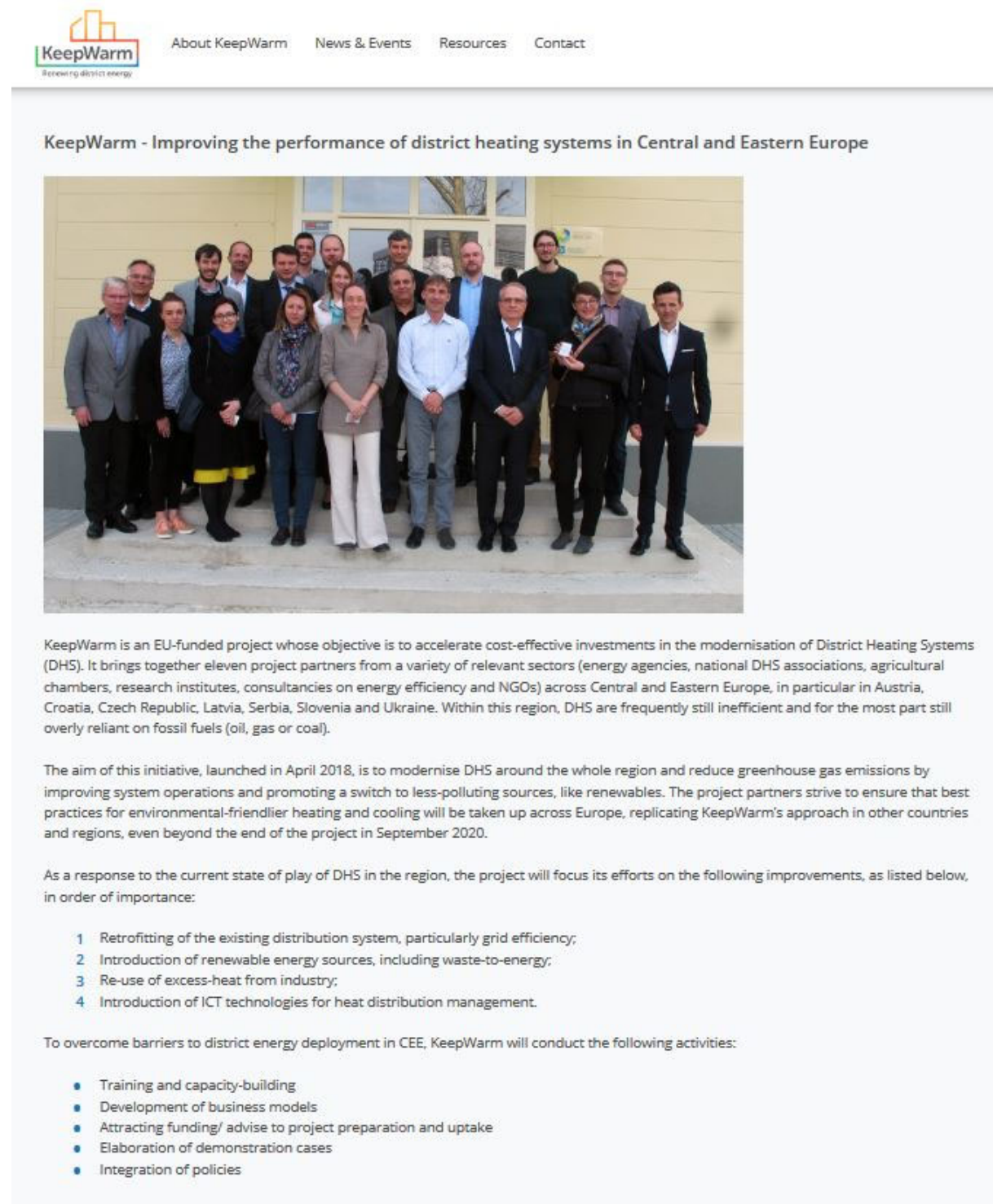


The screenshot shows the KeepWarm website home page. At the top, there is a navigation menu with links for 'About KeepWarm', 'News & Events', 'Toolbox', 'Country pages', and 'Contact'. The main heading reads 'KeepWarm Improving the performance of district heating systems in Central and Eastern Europe'. Below this, a paragraph describes the project's objective: 'KeepWarm is an EU-funded project whose objective is to accelerate cost-effective investments in the modernisation of District Heating Systems (DHS). It brings together eleven project partners from a variety of relevant sectors (energy agencies, national DHS associations, agricultural chambers, research institutes, consultancies on energy efficiency and NGOs) across Central and Eastern Europe.' A group photo of project partners is shown to the right. Below the text, there are two columns for 'NEWS' and 'EVENTS'. The 'NEWS' column features an article titled 'KeepWarm Kick-off meeting took place in Zagreb' dated 11 April 2018. The 'EVENTS' column features an article titled 'Second KeepWarm project meeting' dated 23-24 October 2018 in Graz, Austria. To the right of these columns is a Twitter feed showing a tweet from Cambridge Econometrics about the project. At the bottom of the page, there is a footer with logos of partner organizations including giz, FSB, lk, ICLCI, ZREA, KSSERN, KT-ENERGY, VINČA, and the Energy Efficiency Centre. It also includes funding information from the European Union and the German Federal Ministry of Economic Cooperation and Development.

2. About KeepWarm

This page provides more detailed information about the project, without using too much “jargon”, as well as information about all the project partners.

Direct link: www.keepwarmeurope.eu/about-keepwarm



The screenshot shows the KeepWarm website interface. At the top, there is a navigation menu with links for 'About KeepWarm', 'News & Events', 'Resources', and 'Contact'. Below the menu is a large group photo of approximately 20 people, likely the project partners, standing in front of a building. Below the photo, the text reads: 'KeepWarm - Improving the performance of district heating systems in Central and Eastern Europe'. The main content area contains a detailed description of the project's objectives, its aim, and a list of focus areas for improvement.

KeepWarm - Improving the performance of district heating systems in Central and Eastern Europe

KeepWarm is an EU-funded project whose objective is to accelerate cost-effective investments in the modernisation of District Heating Systems (DHS). It brings together eleven project partners from a variety of relevant sectors (energy agencies, national DHS associations, agricultural chambers, research institutes, consultancies on energy efficiency and NGOs) across Central and Eastern Europe, in particular in Austria, Croatia, Czech Republic, Latvia, Serbia, Slovenia and Ukraine. Within this region, DHS are frequently still inefficient and for the most part still overly reliant on fossil fuels (oil, gas or coal).

The aim of this initiative, launched in April 2018, is to modernise DHS around the whole region and reduce greenhouse gas emissions by improving system operations and promoting a switch to less-polluting sources, like renewables. The project partners strive to ensure that best practices for environmental-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.

As a response to the current state of play of DHS in the region, the project will focus its efforts on the following improvements, as listed below, in order of importance:

- 1 Retrofitting of the existing distribution system, particularly grid efficiency;
- 2 Introduction of renewable energy sources, including waste-to-energy;
- 3 Re-use of excess-heat from industry;
- 4 Introduction of ICT technologies for heat distribution management.

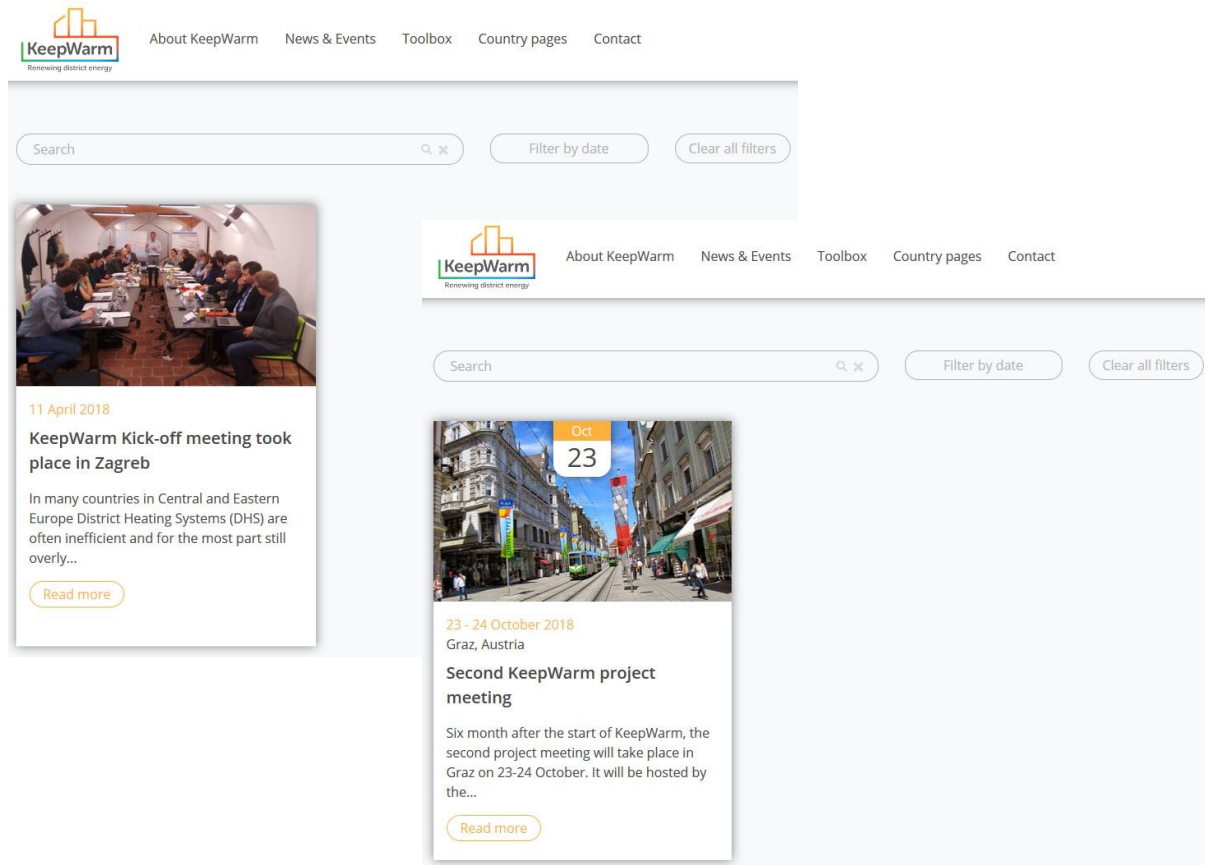
To overcome barriers to district energy deployment in CEE, KeepWarm will conduct the following activities:

- Training and capacity-building
- Development of business models
- Attracting funding/ advise to project preparation and uptake
- Elaboration of demonstration cases
- Integration of policies

3. News and Events pages

The News and Events pages serve mostly to inform about project developments and make a list of relevant events available. Updates will be included on a regular basis. Once there will be more information posted, they will be searchable by date or by country.

Direct links: www.keepwarmeurope.eu/news and www.keepwarmeurope.eu/events



4. Footer with partner logos

The footer shown below appears on all the pages of the Website. The logos of project partners are greyed out, so they don't hinder legibility of the pages. However, when hovering over one of them, their colour and the name of the partner are revealed. A click leads to the respective Website.



5. Monitoring and Evaluation

In the Plan for Dissemination, Communication and Exploitation (D6.1) target groups as well as key performance indicators to monitor and measure the expected impact of DisComEx activities were defined. For the KeepWarm Website they were as follows:

Table 1: Target groups for the website.

Website: target groups	
Main	DHS owners/operators; Political decision-makers & public authorities
Secondary	Energy agencies; Financial institutions; Actors of RES/excess heat provision; Consumers; Real estate developers; Researchers/scientific community; Civil society, media and the general public; non-EU neighbours

Table 2: KPIs for the website.

Website: KPI	
Website users	⇒ 15'000 visitors over the duration of the project

The KPI will be tracked, reported on and if necessary adapted in the reviewed and updated DisComEx Plan halfway through the project (May 2019). Statistics from the Website and document download history will also tell us about most used items and which areas of the website are not optimised. The sign-up list for more information will give additional information on the audience and the main topics of interest.

Some of the content will be **translated** by partners to facilitate replication within the target countries and linguistically-similar ones.

6. Next steps

As the project is only starting, the contents of certain planned sub-pages have not been developed yet. Over time, the Website will continue to be developed and updated to include:

- The “**Resources**” page now only features projects closely related to KeepWarm, which are also mentioned in the DisComEx Plan (D6.1). Later, they will also list the training materials gathered in the framework of WP2 and other project results.
- The “**Country pages**” will be populated with a drop-down menu containing a page for each of the 7 countries KeepWarm will be most active in. Partners will be able to post national news and events there, as well as information and resources in the national languages.
- On a page called “**Peer exchange**”, information about the Twinning and Ambassador programme, planned under Task 6.4, will be explained in more detail.