OptEEmAL

OPTIMISED ENERGY EFFICIENT DESIGN PLATFORM FOR REFURBISHMENT AT DISTRICT LEVEL

Optimised Energy Efficient Design Platform for Refurbishment at District Level
H2020-WORK PROGRAMME 2014-2015 – 5. Leadership in enabling and industrial technologies
H2020-EeB-05-2015: Innovative design tools for refurbishment at building and district level

D7.5: Project Flyer

WP7, Task 7.3.2

February 2017 (m18)

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Dissemination level: Public

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Document History

Project Acronym	OptEEmAL		
Project Title	Optimised Energy Efficient Design Platform for Refurbishment at District Level		
Project Coordinator	Miguel Á. GARCÍA-FUENTES (miggar@cartif.es) Fundación CARTIF		
Project Duration	1st September 2015 – 28th February 2019 (42 Months)		
Deliverable No.	D7.5. Project Flyer		
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Lead beneficiary	SEZ		
Contributing beneficiary(ies)	CAR		
DoA	Task 7.3.2 Printed and digital materials		

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29/02/2016	0.3	Julia Vicente (CAR)	Intermediate version (month 6)
17/02/2017	0.4	Lena Ohlig (SEZ)	Updated document
27/02/2017	1.0	Miguel García (CAR)	Reviewed final version for submission

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Executive Summary

The project flyer is one of the core means for communication of OptEEmAL. Developed at the beginning of the project, it presents the main information on the project in a short and concise way. It is based on the Corporate Identity of the project. The flyer is available both in an electronic and printed format. It will be updated and further developed at a later stage of the project with more detailed information about the project's progress and results.

1 Introduction

1.1 Purpose and target group

The project flyer is one of the core means for communication of OptEEmAL. Developed at the beginning of the project, it presents the main information on the project in a short and concise way. The flyer is available both in an electronic and printed format. It is directed at the broad public, informing about OptEEmAL.

1.2 Contributions of partners

The flyer has been developed by SEZ as WP leader in close cooperation with CAR as coordinator of the project. The following Table 1 depicts the main contributions from participant partners in the development of this deliverable.

Table 1: Contribution of partners

Participant short name	Contributions
SEZ	Development of flyer
CAR	Input regarding flyer texts and graphs

1.3 Relation to other activities in the project

The project flyer is an important means of communication for the project, as described in D7.2 “Draft Communication, Dissemination and Exploitation Plan”. It is based on the Corporate Identity of OptEEmAL (detailed information can be found in D7.1 “Corporate identity and website”).

The following Table 2 depicts the main relationship of this deliverable to other activities (or deliverables) developed within the OptEEmAL Project.

Table 2: Relation to other activities in the project

Deliverable Number	Contributions
D7.1	Corporate identity and website: the project flyer is based on CI
D7.2	Draft Communication, Dissemination and Exploitation Plan → Flyer is important means of communication

2 Presentation of project flyer

The project flyer is a major communication tool, as it provides core information on the OptEEmAL project, such as the OptEEmAL approach, aims and objectives, impact, demonstration sites and the consortium. The flyer's layout is according to the Corporate Identity of the project, taking up its main elements (bars, colours, pictures, logo, slogan etc.), and thereby underlying the information with a memorable outer appearance. It is available both in a printed and electronic version and will be distributed by the consortium on events and to interested stakeholders. The print version of the flyer is in DIN A5, six pages.

The flyer has been developed at the beginning of the project. It will be updated at a later stage of the project, with more detailed information about the project's progress and to promote the OptEEmAL results. All in all about 10,000 hard copies will be printed in English, ensuring that the information on OptEEmAL will be spread widely.

The flyer is also downloadable from the project website under the following link: http://www.opteemal-project.eu/files/opteemal-flyer.pdf.

Each flyer page includes different information:

- **Page 1:**
  The front page, in line with the project's corporate identity, shows the corporate visual and project slogan.

- **Page 2:**
  Includes the project description and the OptEEmAL objectives.

- **Page 3:**
  On page 3, the project impact and the OptEEmAL platform scheme are displayed.

- **Page 4:**
  This page provides information on the OptEEmAL demonstration sites.

- **Page 5:**
  The project partners are listed, including the individual weblinks for further information.

- **Page 6:**
  Page 6 provides the main facts on the project (project ID) and the main contacts as well as the project website link.

The following Annex provides a visual impression of the individual flyer pages.

3 Annex: project flyer captures

Figure 1: OptEEmAL Flyer (page 1)

PROJECT

OptEEmAL, a project funded under the European Union's Horizon 2020 research and innovation programme, will develop an Optimised Energy Efficient Design Platform able to provide a set of solutions that are based on different energy conservation measures to improve the energy behaviour of a district. The tool will reduce time delivery and uncertainties and result in improved solutions when compared to business-as-usual practices. Under the coordination of Fundación CARTIF, 13 partners from 8 countries are working on delivering an optimised, integrated and systemic design based on an Integrated Project Delivery approach for building and district retrofitting projects.

This main objective will be achieved through a mix of development and testing activities, including:

1. Developing a holistic and effective services platform for District Energy Efficient Retrofitting Design, which integrates interoperable modules and tools that are able to provide services for diagnosis and generate and optimise scenarios (according to stakeholders priorities) on criteria such as energy, cost, environment or social evaluation for data export.
2. Reinforcing the commitment of all involved stakeholders through an Integrated Project Delivery approach that allows them to articulate their needs through a collaborative and value-based process to deliver high-quality outcomes.
3. Creating an integrated ontology-based District Data Model that will contain key information in the fields of energy, comfort, environment, economic, social wellbeing and urban morphology.
4. Cataloguing Energy Conservation Measures including technical, operational, maintenance and cost information providing valuable and consistent outputs to the design and district operation and maintenance stages.
5. Developing a bio-inspired optimisation module based on evolutionary computing with the aim of automating the decision making process to obtain the optimal design for an energy efficient retrofitting plan at district level.
6. Externally connecting the OptEEmAL Platform to relevant entities (i.e. existing tools enabling the calculation of indicators to generate and optimise the retrofitting scenarios).
7. Strategic dissemination, training, exploitation and market deployment of the project's developments and results.

Figure 2: OptEEmAL Flyer (page 2)

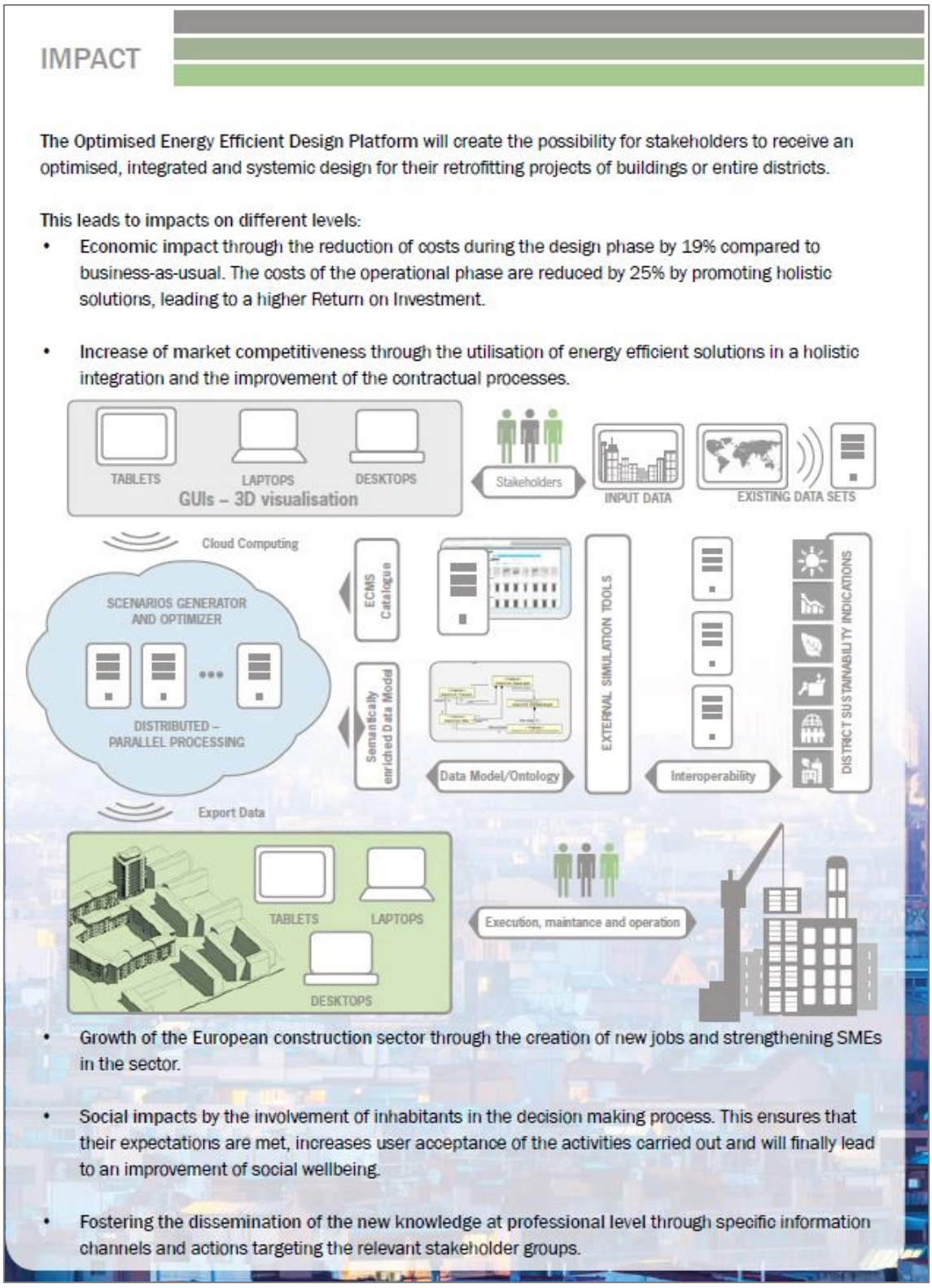

Figure 3: OptEEmAL Flyer (page 3)

DEMONSTRATION SITES

In order to validate the OptEEmAL platform, two steps are required:

1. Deployment of the platform prototype by existing innovative EU-wide initiatives at district level. A wide spectrum of cases will be selected, ensuring performance is tested under different conditions including climate aspects, boundary conditions, uses, building typologies, levels of intervention, conservation conditions, existence of specific barriers, consideration of historical buildings, etc.

Six case studies have been pre-selected so far in four different countries with others expected to join:

- Sweden
- Turkey
- United Kingdom
- Spain (three different case studies with different uses, typologies and climatic conditions).

2. In an ambitious final stage for the validation procedure, OptEEmAL will carry out several demo cases. Three different stakeholders in charge of designing retrofitting projects at district level are essential to become testbeds for validation: A municipality, a private consortium of technical offices and a municipal company. Each will head the demonstration of the performance, usefulness and user-friendliness of the tool for developing Integrated District Energy Efficient Retrofitting Plans in real environments.

The final stage for the validation procedure will be carried out in several demo cases:

- San Bartolameo, Trento (Italy)
- Txomin Enea, San Sebastián (Spain)
- Polhem Area, Lund (Sweden)

The results of the demonstration will focus on the generation of intervention plans, however the real implementation and execution will not take place in the scope of the OptEEmAL project.

Figure 4: OptEEmAL Flyer (page 4)

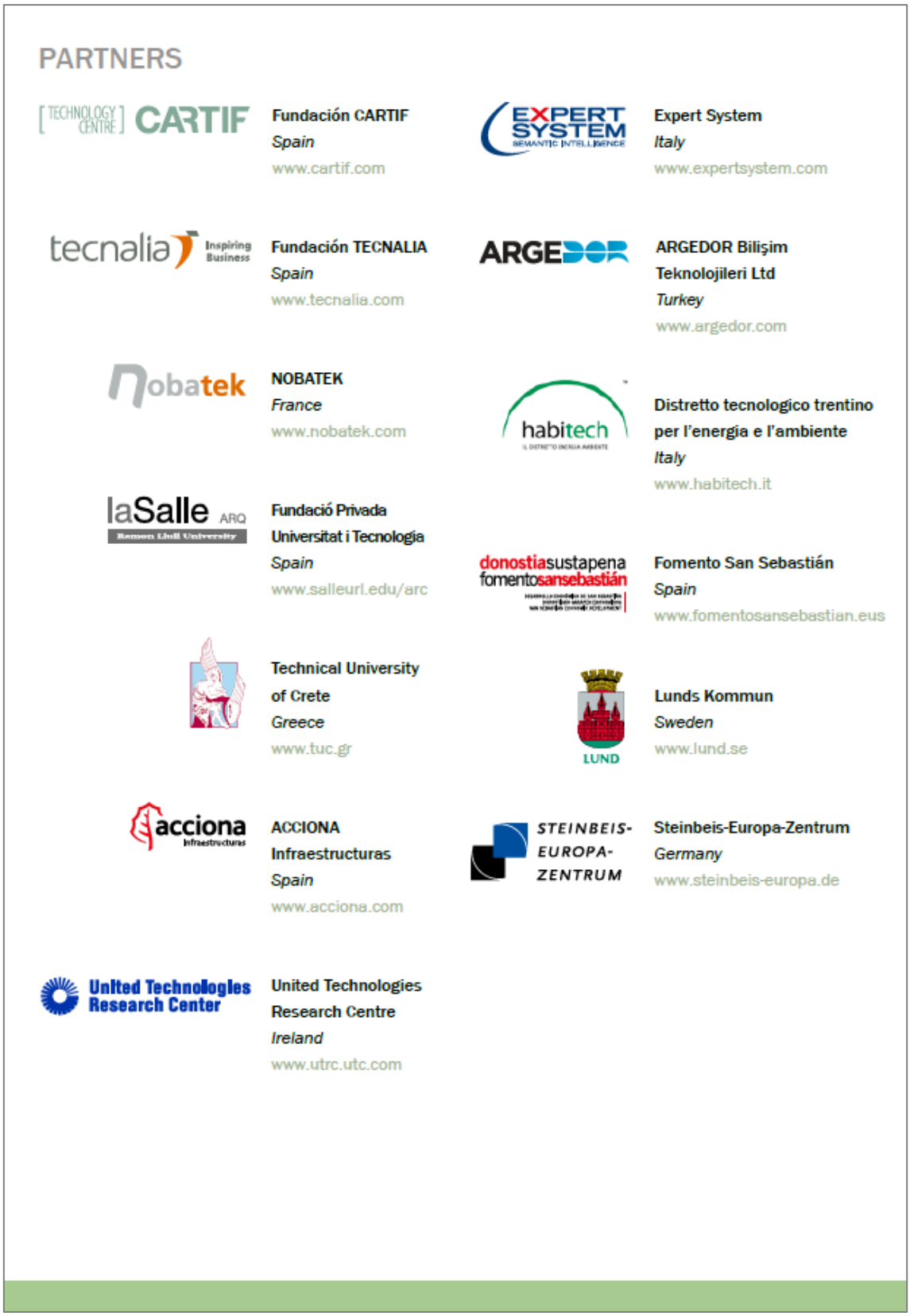

Figure 5: OptEEmAL Flyer (page 5)

PROJECT ID

Duration:
42 months (September 2015 – February 2019)

Partners:
13 partners from 8 countries
(*France, Germany, Greece, Ireland, Italy, Spain, Sweden, Turkey*),
coordinated by Fundación CARTIF

Funding:
OptEEmAL receives funding from the European Union's Horizon 2020 research and innovation programme.

Call identifier:
H2020-EeB-2014-2015 / H2020-EeB-2015
Topic: EeB-05-2015 Innovative design tools for refurbishment at building and district level

CONTACTS

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Website:
www.opteemal-project.eu

Figure 6: OptEEmAL Flyer (page 6)

Figure 7: OptEEmAL Flyer (overview 1)

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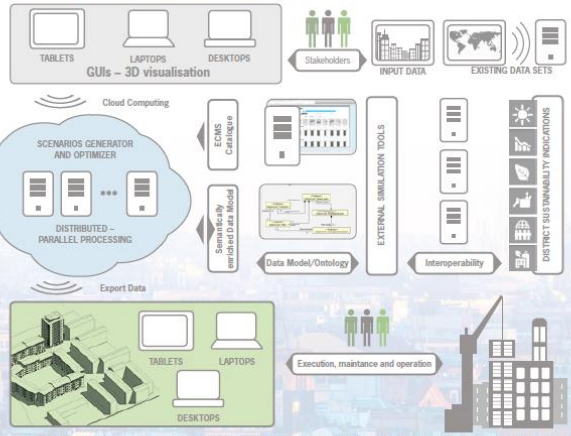
IMPACT

The Optimised Energy Efficient Design Platform will create the possibility for stakeholders to receive an optimised, integrated and systemic design for their retrofitting projects of buildings or entire districts.

This leads to impacts on different levels:

- Economic impact through the reduction of costs during the design phase by 19% compared to business-as-usual. The costs of the operational phase are reduced by 25% by promoting holistic solutions, leading to a higher Return on Investment.
- Increase of market competitiveness through the utilisation of energy efficient solutions in a holistic integration and the improvement of the contractual processes.



- Growth of the European construction sector through the creation of new jobs and strengthening SMEs in the sector.
- Social impacts by the involvement of inhabitants in the decision making process. This ensures that their expectations are met, increases user acceptance of the activities carried out and will finally lead to an improvement of social wellbeing.
- Fostering the dissemination of the new knowledge at professional level through specific information channels and actions targeting the relevant stakeholder groups.

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Figure 8: OptEEmAL Flyer (overview 2)