D6.3 - Promotional and informational material

Working on the ground with energy-poor households and policymakers on lowering energy poverty levels.

February 2021

www.powerpoor.eu
Disclaimer

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Work Package 6:
Raising awareness, dissemination and communication

Deliverable 6.3:
Promotional and informational material

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1. Visual Identity of the POWERPOOR project

1.1 Importance and Structure

POWERPOOR’s visual identity is POWERPOOR’s visual language, is the perception that is shaped and the impression that is created through the project’s visible elements. The main purpose of POWERPOOR’s visual identity is:

► to create a positive impression on viewers and inspire them to pay attention;
► to inform viewers about the scope of the project and stimulate their interest;
► to unify the many different aspects of the project through consistent visuals.

The visual identity of the project is consisted with the combination of the colours, the elements and the icons in a contemporary, dynamic, and distinct manner, used in all promotional materials and reports of the project. The creation and the design of a clearly defined, coherent, and distinctive visual identity is of great importance for the project’s recognition and its communication and dissemination impact.

The concept of the project is supported and embraced by the visual identity with specific features and elements that are applied accordingly. The main colours that have been used include green - which is directly related to nature and energy and is associated with meanings of growth, safety, and environment, and the light grey colour - which reflects formal and sophisticated feelings, indicating the importance of tackling energy poverty.

Through a consistent visual identity, the targeted audiences are outreached efficiently by the project’s promotional materials and by the implementation of all internal and external communication and dissemination activities (presentations, events, Info days, Energy Poverty Offices, social media etc.).

Table 1 - Visual identity's overview

| POWERPOOR logo | Roll-up | ✓ |
| Graphic Guidelines | Project’s presentation | ✓ |
| Project’s icons | Project’s deliverable report | ✓ |
| Brochure | Project’s e-Newsletter | ✓ |
| Poster | POWERPOOR Website | ✓ |
2. The POWERPOOR Logo

The POWERPOOR's concept symbolises the willingness and the support of the society in empowering energy poor citizens and in alleviating energy poverty. A simple, clear but characteristic and attractive visual identity is essential, so the logo, as part of the project's visual identity, encapsulates the project's dynamic and innovative spirit by embracing all energy poor citizens, leaving behind the cloudy, distressing reality of energy poverty, and leading the way to a sustainable future.

![POWERPOOR Official logo](image)

Figure 1 - POWERPOOR Official logo

![POWERPOOR Colors](image)

Figure 2 - POWERPOOR Colors

For achieving the best possible result, many alternative logos were prepared and examined among the partners, which are presented in Annex I.
2.1 Graphic Guidelines

All project documentation (hard copy or electronic) relating to POWERPOOR includes using the logo in a rather distinct and prime manner and for this reason specific guidelines have been defined. POWERPOOR’s logo usage guidelines give direction on logo size and colours, minimum clear space, straplines’ alignment, and use in various backgrounds. These directions should be followed in every logo usage as a reference manual for applications in communication, as they assure the logo’s proper use and reproduction and a strong and consistent branding with visuals.

According to POWERPOOR’s graphic guidelines, a clear space of 1/3 of the logo’s height is recommended, considering that clear space is defined as the area around the logo that is free of elements (including page or other surface edges).

![Figure 3 - Logo clear space](image-url)
Furthermore, when resizing the POWERPOOR logo, the structure, and the proportions (the relationship between the emblem, the logotype, and the logo title) should always remain intact and should never be altered. The stipulated proportions are intended to preserve legibility as well as proper visibility from a distance.

![Logo with title minimum width](image1)

**Figure 4 - Logo minimum size**

For applications where more elements and colours may be needed (like the website for example) the following colours match and perform in harmony and coherence with the primary colours of the logo.

![Isabelline, Mango, Portland Orange, Cabet Blue](image2)

**Figure 5 - POWERPOOR supportive colors**
Barlow Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Barlow Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Figure 6 - POWERPOOR typefaces

Figure 7 - Black and white logo
Figure 8 - Logo in monochrome

Figure 9 - Negative

Figure 10 - POWERPOOR green monochrome
Figure 11 - POWERPOOR green negative
3. POWERPOOR Icons

Icons are a powerful form of communication, specifically because they do not communicate with words, they communicate on a primal, emotional level and thus are more persuasive. For the project’s communication and dissemination purposes, 6 icons were created for the Energy Poverty Mitigation Toolkit, and more specifically for the identification of the four principal modules of the project’s framework (POWER-TARGET, POWER-ACT, POWER-FUND, Energy Poverty Guidebook) and for raising the awareness and recognition of the Stakeholder Liaison Group and Energy Poverty Office.

![Figure 12 - POWERPOOR Icons](Image)
4. POWERPOOR Project Presentation

The main presentation tool for dissemination purposes for all partners will be the Project presentation that has been developed, containing all the important information of the project. More specifically, the presentation includes the consortium, the objectives, the target groups, the innovative framework, the expected results, as well as the social media channels and the contact information. It will be used by the partners as the main presentation tool, for dissemination purposes at relevant events.

The presentation will be regularly updated, and it can be modified by the partners according to their specific needs (although the main project elements and EU funding will be displayed on any occasion).

The digital version of the POWERPOOR Presentation will be available for download on the website as well. The presentation’s cover page is shown in the following figure with the full content can be found in Annex II in more detail.

![POWERPOOR Presentation Cover Page](image)

Figure 13 - POWERPOOR presentation
5. POWERPOOR Brochure

A brochure has been prepared for the project’s dissemination to all target audiences and interested parties. The promotional brochure will be distributed among general public, energy poor citizens, key stakeholders, policy and decision makers, academic researchers during training activities, energy support programmes, Info Days, conferences, meetings, workshops, or other events within the energy, scientific, industry and policymaking communities.

The brochure briefly outlines the aim, the leading objectives, the expected results, the Energy Poverty Mitigation Toolkit, the Consortium synthesis of the project, the social media channels and contact information. The idea behind the brochure’s design is to create a square twofold brochure in A4 size which consists of five distinctive sections. It is simple, easy to hold and read, and it is not a common design (like the 3-fold).

According to project’s requirements, the brochure has initially been produced in English, and will be available both electronically and in hard copy. Moreover, it has being translated in the 8 pilot countries’ languages and in French, to have the best possible communication and dissemination results by increasing the outreach. The digital version of the POWERPOOR brochure will be available for download in the powerpoor.eu website.

The POWERPOOR brochure is presented in the following Figure 13 and can also be found in Annex III in more detail along with its translated editions.
Figure 14 - POWERPOOR brochure
6. POWERPOOR Poster

A project’s poster has been created to be used at training activities, Info Days, Energy Poverty Offices, and events organised by the partners or hosted by other relevant organisations. The Poster has been produced in A5 size and is available in English and in the 8 pilot countries’ languages and in French, in order to have the best possible communication and dissemination results.

The poster presents in a comprehensive manner:

► The POWERPOOR concept
► The project’s objectives, expected impact, Energy Poverty Mitigation Toolkit
► Partners’ Logos
► Social media channels and Contact Information

The digital version of the Poster will be available to download in POWERPOOR’s website. The following Figure 15 shows the Poster in English and in Annex IV the translated editions are displayed.
Figure 15 - POWERPOOR poster
7. POWERPOOR Roll Up

The POWERPOOR Roll-up has been also designed for future events organised by the project partners or hosted by other relevant organisations and will be available only in English.

The Roll-up Size will be 80 cm X 200 cm, and due to its own retracting mechanism built from aluminum, it is easily portable and setup.

The logo and the concept of the project are displayed on the top while the image, the graphic and textual elements are clear, easy to read and in coherence with the project’s visual identity. It also includes the expected impact, the Energy Poverty Mitigation Toolkit, the social media channels, contact Information and the Partners’ Logos.

The POWERPOOR Roll-up’s digital version will be available to download on the website and is presented in the following Figure 16.
Figure 16 -POWERPOOR Roll-up
8. POWERPOOR e-Newsletter

For the efficient dissemination of project’s progress, four e-newsletters will be developed in English and translated in all project languages and distributed (almost every 8 months) by e-mail to all subscribed stakeholders and interested parties. The first e-Newsletter will be released in April 2021 (M8).

This communication channel can contribute greatly to the project’s dissemination, in building an online community, in incentivising the subscribers’ presence with a strong call-to-action, as well as in guiding them to the website and the social media channels. By delivering valuable content to the project’s subscribers inbox, they stay connected and engaged while activity is generated and the traffic on the website and the social media is increased.

The POWERPOOR e-Newsletters will be also available to download on the website and a template is demonstrated in Figure 17.
Working on the ground with energy-poor households and policymakers on lowering energy poverty levels.

The POWERPOOR newsletter is also available in Bulgarian, Croatian, Estonian, German, Greek, Hungarian, Latvian, Portuguese, Spanish.

OUR NEWS

News Title 1

This is a text block. You can use it to add text to your template.
Figure 18 - POWERPOOR e-Newsletter template
9. POWERPOOR website

The POWERPOOR website is developed and was launched in December 2020 (M4). All website functionalities have been presented at the Deliverable 6.2 which also includes information on the design process.

The POWERPOOR project will be supported strongly through the website which will be the main and central communication node of the project, as it is designed to be the right channel to reach all stakeholders and contribute to their active involvement and effective engagement.

The current website homepage and a landing page are displayed in the Figure 18 below.

![POWERPOOR website homepage and landing page](image-url)

Figure 19 - POWERPOOR website
10. **Foreseen activities**

All things considered, POWERPOOR’s Visual Identity is a substantial element of the project as it is a corporate identity system that supports the relationship between the project and its target groups and delivers a consistent and coherent message. It has been designed since the beginning of the project, and it is applied in all communication and dissemination tools that are planned to be created within the project duration, so that all communication materials have a unified, dynamic, and distinct style and aesthetics easily identified.

Furthermore, the development of the online materials namely the 5 videos - presenting the activities of the project in English (with subtitled versions for all project languages) and the 10 infographics - demonstrating various outcomes of the project, will be delivered throughout the project duration. The produced infographics and videos, except of the social media channels, will be available and at the project website which is regularly updated with news and material ([https://www.powerpoor.eu/](https://www.powerpoor.eu/)) since December 2020.
Annexes

Annex I - Alternative logos

The final alternative logos that were discussed with the partners are following:

Figure 20 - Alternative logos
Annex II - POWERPOOR presentation

Write your title here - Date:

Working on the field with energy poor citizens and policy makers to lower energy poverty levels across Europe

This project has received funding from the European Union's HORIZON 2020 research and innovation programme under grant agreement No 890437.

The Project at a glance

- **Started**: 01/09/2020
  - **Duration**: 36 Months
- **Empowering Energy Poor Citizens through Joint Energy Initiatives**
- **Coordinator**: National Technical University of Athens (NTUA)
  - **Participants**: 14

**European Union's Horizon 2020 Research and Innovation Programme**

- **Budget**: 1,999,812.50 €

www.powerpoor.eu
Who we are

POWERPOOR leads the way in

**Supporting** - energy poor citizens to implement energy efficiency interventions and participate in joint energy initiatives, through the development of POWERPOOR support programmes and tools, to alleviate energy poverty.

**Facilitating** - citizens’ behaviour change towards energy use and uptake of energy efficiency measures through experience and knowledge sharing, as well as through joint energy initiatives and citizen engagement campaigns targeting groups of consumers in energy poor communities.

**Promoting** - energy community projects / alternative financing schemes and assisting citizens to pursue funding opportunities (e.g., energy communities, energy cooperatives & crowdfunding).

Energy poor support programmes will be designed, developed and implemented in 8 pilot countries across Europe, led by a network of certified Energy Supporters and Energy Communities Mentors.

Through energy poor support programmes citizens are positioned at the heart of the solution through a gradual transition from an energy poor citizen towards an informed consumer and later an active prosumer.
**Objectives**

- Engage with **energy poor citizens** and groups.
- Design and implement **energy poor support programmes** to alleviate energy poverty.
- Build a **network of Energy Supporters and Energy Communities Mentors** that will provide technical support to energy poor citizens.
- Increase the overall uptake of **energy efficiency measures and joint energy initiatives** to reduce energy poverty, through the use of ICT and other tools.
- Develop **policy recommendations** for mitigating energy poverty.
- **Replicate** the energy poor support programmes.
Engagement with energy poor citizens

Energy poor citizens will be informed and actively engaged through:

- Numerous planned activities (e.g., selected home visits by Energy Supporters / Mentors, exchanging information with the Stakeholders Liaison Groups, Info Days in selected cities / regions, etc.).

- Focal points that will be created in selected public authorities, social services and other organisations (e.g., Local Energy Poverty Offices will be established for providing and disseminating information, leaflets, brochures, etc.).

- ICT-driven tools (i.e., the Energy Poverty Mitigation Toolkit, which includes an on-line help desk).

The benefits arising from behaviour changes and energy efficiency interventions will be communicated, along with the benefits of participating in joint energy initiatives (energy communities / cooperatives, etc.).

Energy poor citizens are considered to be people who cannot keep their homes adequately warm during winter and/or comfortable enough during summer, may live in poor quality dwellings (e.g. rotten window frames, damp walls/foundations, leaking roofs) and may delay paying their energy bills.

Energy Poverty Mitigation Toolkit

An Energy Poverty Mitigation Toolkit will be developed for energy poor citizens, public authorities, energy communities / cooperatives and other stakeholders, consisting of the following online tools:

- **POWER TARGET**
  - Identify and target energy poor citizens using a data-driven approach that facilitates the identification of energy poor citizens, neighborhoods or districts.
  - The quantitative and qualitative analysis undertaken will facilitate the creation of the POWER-TARGET tool.

- **POWER ACT**
  - Empower energy poor citizens to understand their energy use, the benefits associated from implementing energy efficiency interventions and from installing renewable energy.
  - Evaluate user’s thermal comfort
  - Build energy poverty profiles
  - Evaluate costs and benefits of energy efficiency actions (e.g., payback period)
  - Facilitate behavior change (e.g., smart tips)

- **POWER FUND**
  - Communicate innovative financing opportunities to address energy poverty and engage citizens.
  - Collate information on innovative financing opportunities and guide users on how to pursue these.
  - Provide an online marketplace for energy cooperatives in energy poor communities.
  - Engage users and citizens through the launch of crowdfunding campaigns.

- **Energy poverty Guidebook**
  - Emphasis will be given in identifying measures to alleviate energy poverty, tailoring these to specific needs and local circumstances and ensuring synergies with other actions defined in SECAPS.
**Energy poor support programmes**

Each local project partner from the 8 pilot countries is expected to implement at least one pilot energy poor support programme (8 in total) during the project’s pilot implementation phase (M9-M32), in close collaboration with Energy Supporters and Mentors.

Based on the **POWER-TARGET** results and local partners’ know-how, a set of actions (pilot projects) will be designed and will be tailored for energy poor households. The pilots will focus on providing:

(a) Information and advice for facilitating behaviour change and the implementation of low-cost energy efficiency measures by using **POWER-ACT**, and,

(b) Information on innovative financial schemes that can finance renewable energy and energy efficiency investments to effectively tackle energy poverty, for example joint energy initiatives, including energy communities / cooperatives and crowdfunding campaigns by using **POWER-FUND**.

The pilot programmes will be implemented in three engagement cycles (‘Testing’, ‘Scale up’ and ‘Replication’ cycles), aiming in supporting energy poor citizens (at least 22,000 energy poor households) to implement energy efficiency interventions and participate in joint energy initiatives.

[www.powerpoor.eu](http://www.powerpoor.eu)

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**Engagement framework**

- **Group training seminars** and a series of webinars will be organised in the 8 pilot countries (Bulgaria, Croatia, Estonia, Greece, Hungary, Latvia, Portugal and Spain) so that interested individuals can become Energy Supporters and/or Energy Communities Mentors.

- Interested individuals may include public authorities (employees of local and regional authorities), members of existing communities / cooperatives, social workers, local consultants, professionals and entrepreneurs in the field of sustainable energy, health practitioners, university graduates and young scientists.

- Through face-to-face (F2F) tailor-made training seminars, the local project partners will also train representatives from cities and regions, members of energy communities/cooperatives and other organisations of social services, facilitating them to establish Local Energy Poverty Offices that can operate as focal points on energy poverty.

*Energy Supporters* according to GA, will engage energy poor citizens and advise them on behaviour changes and will also assist them to plan, secure funding and implement energy efficiency interventions.

*Energy Communities Mentors* according to GA, will provide support and expertise in all the key areas associated to the operation and/or creation of an energy community / cooperative, comprised of energy poor citizens.

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Engagement Framework

Stakeholders Liaison Groups will be established in each pilot country, with at least 10 members from different organisations, so as to facilitate the engagement and support of the energy poor households, promote the concept of Energy Supporters/Mentors and energy poor support programmes and pursue the sustainability of the Energy Poverty Mitigation toolkit.

Local Energy Poverty Offices will provide information to citizens and will support them to actively participate in planned activities or joint initiatives.

A total of 1,100 Supporters/Mentors will be trained and 15 Local Energy Poverty Offices will be established during the project implementation phase.

Furthermore, an online registry of certified Energy Supporters and Energy Communities Mentors will be created in each country that will support energy poor citizens.

Engagement Activities in 3 engagement cycles

<table>
<thead>
<tr>
<th>Internal Workshops</th>
<th>3 internal capacity building workshops for 40 project partners</th>
<th>March 2021, November 2021, June 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>F2F tailor-made training seminars</td>
<td>1-3 F2F tailor-made training seminars between local partners and interested organisations in each pilot country, will be trained and become Energy Supporters/Mentors</td>
<td>A’ Engagement Cycle (Testing): May 2021 - December 2021</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B’ Cycle (Scale-up): January 2022 - August 2022</td>
</tr>
<tr>
<td>Training seminars</td>
<td>1-5 training seminars will be organized in each of the 8 pilot countries, with 30-40 individuals being trained each time to become Energy Supporters/Mentors</td>
<td>A’ Cycle (Testing): May 2021 - December 2021</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B’ Cycle (Scale-up): January 2022 - August 2022</td>
</tr>
<tr>
<td>National webinars</td>
<td>1-3 virtual workshops (webinars) in each of the eight pilot countries will be organised, with approximately 20 individuals being trained each time to become Energy Supporters/Mentors</td>
<td>A’ Cycle (Testing): May 2021 - December 2021</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B’ Cycle (Scale-up): January 2022 - August 2022</td>
</tr>
</tbody>
</table>
**Engagement Activities in 3 engagement cycles**

**EU Webinars**
5 EU virtual workshops will be organized during the third engagement campaign, with approximately 20 individuals across Europe being trained each time to become Energy Supporters/Mentors

**EU inspiring events**
3 Inspiring EU events will be organised by ICLEI EURO, HOUSING EUROPE and ECN, with at least 100 participants in each event

**Stakeholders’ Liaison Groups**
At least 10 individuals from different organisations established in each pilot country

February 2021

**Local Energy Poverty Offices**
At least 2 Info Days will be organized in each of the 8 pilot countries, with 50-100 individuals attending each event. Interested participants will have the opportunity to participate in the energy poor citizens’ support programmes

A’ Cycle (Testing);
May 2021 - December 2021

B’ Cycle (Scale-up);
January 2022 - August 2022

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**The POWERPOOR Vision**

![Diagram of the POWERPOOR Vision](http://www.powerpoor.eu)

[www.powerpoor.eu](http://www.powerpoor.eu)
**Expected Impact**

- **8 pilot countries**
  - Bulgaria, Croatia, Estonia, Greece, Hungary, Latvia, Portugal, Spain

- **8 energy poor support programmes**
  - under 3 engagement cycles

- **60 cities**
  - 5 regions
  - 2 energy cooperatives
  - support pilot projects

- **7M Citizens**
  - 2.9M households
  - 30% under energy poverty

- **Network of up to 1.100**
  - Energy Poverty Supporters & Energy Communities Mentors

- **8 National Roadmaps**
  - to alleviate energy poverty

- **1 EU Policy Recommendation**
  - for multi-level governance cooperation

- **Triggering 226M €**
  - cumulative investments in sustainable energy

- **188 kt CO₂ eq/year**
  - reduction of emissions

- **172 GWh/year**
  - energy savings
  - 244 GWh/YEAR renewable energy production

- **3 EU Networks**
  - will support replicability

---

**Let’s stay connected!**

- @POWERPOOR EU
- POWERPOOR EU
- Powerpoor
- www.powerpoor.eu

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*This project has received funding from the European Union’s HORIZON 2020 research and innovation programme under grant agreement No 890439.*

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**Thank you!**
Annex III - POWERPOOR brochure

The idea behind the brochure’s design is to create a square brochure with an A4 paper. To complete the brochure, one needs to hold the paper in a landscape position and one third needs to be folded on the left. It is simple, easy to hold and read.

So, in the following figure (Figure 21) “Brochure closed” one can see the brochure and how it looks like when it is held it, before it is open. And in Figure 22 “Brochure fold” one can see also marked with dots where the brochure is folded. The print edition is presented in Figure 23 and in the following figures the translated editions are displayed.

Figure 21 - POWERPOOR brochure closed
Figure 22 - POWERPOOR brochure fold
Figure 23 - POWERPOOR brochure print
Figure 24 - Brochure in Bulgarian
Figure 26 - Brochure in Estonian
Figure 27 - Brochure in French
Το POWERPOOR χαρακτηρίζεται τον ιπτόμενο δρόμο

Υενταριζόμενος

Στην εμπειρία, η εταιρεία και περιλαμβάνει εναρμονισμένο ενεργειακό σύστημα επιχειρηματικών και ιδιωτικών περιφερειών, μετά την εφαρμογή προγραμματικών ευκαιριών και χαρίζει την αυτοδιαδικασία της ενέργειας σε άμεσες επιχειρήσεις.

Διευκολύνεται

Στην επιστημονική περιοχή των ιπτόμενων, το ιπτόμενο δρόμο επιμελείται με την εφαρμογή προγραμματικών ευκαιριών και χαρίζει την αυτοδιαδικασία της ενέργειας σε άμεσες επιχειρήσεις.

Προσωπικές

Στην εμπειρία, η εταιρεία και περιλαμβάνει εναρμονισμένο ενεργειακό σύστημα επιχειρηματικών και ιδιωτικών περιφερειών, μετά την εφαρμογή προγραμματικών ευκαιριών και χαρίζει την αυτοδιαδικασία της ενέργειας σε άμεσες επιχειρήσεις.

Το πρόγραμμα επεξεργασίας ενεργειακών πεδίων θα διεξαχθεί υπό την ονομασία "πηγές καλλιέργειας και εξαγωγικές προγραμματικές ευκαιρίες" στη σειρά της "προσωπική" επιχειρήσεις και θα αναπτυχθεί με την υποστήριξη της Ευρωπαϊκής Υποθαλάσσιας Τράπεζας και της Ευρωπαϊκής Ενεργειακής Τράπεζας.

Ο ενεργειακός χάρτης των επεξεργασίας επεξεργασίας ενεργειακών πεδίων και ενεργειακών σημείων, υποστηρίζεται στη συνεργασία της Ευρώπης με το σύστημα της Ευρωπαϊκής Ενεργειακής Τράπεζας και της Ευρωπαϊκής Υποθαλάσσιας Τράπεζας, ώστε να διασφαλίζεται η αναπτυξιακή προσέγγιση στην ενεργειακή απασχόληση.

Εγκατάσταση και ενεργειακής προετοιμασίας και αναπαραγωγής ενεργειακών σημείων, κάνοντας μηνύματα στο πλαίσιο της Εργασίας Τέχνης της Ευρωπαϊκής Τράπεζας και της Ευρωπαϊκής Υποθαλάσσιας Τράπεζας.

Ομάδες Διαπίστευσης Ενεργειακής Τράπεζας

Περιλαμβάνει ευκαιρίες για την εκπαίδευση και την επεξεργασία ενεργειακών πεδίων στο πλαίσιο της Ευρωπαϊκής Ενεργειακής Τράπεζας και της Ευρωπαϊκής Υποθαλάσσιας Τράπεζας.

Figure 28 - Brochure in Greek
Figure 29 - Brochure in Hungarian
Figure 30 - Brochure in Latvian
POWERPOOR lidera o caminho em

Impactos expectáveis

- 8 pilotos pioneiros
- 40 cidades mentores
- 8 programas de apoio
- 20% de habitações
- 30% em pobreza energética
- 30 redes no nível UE

Kit de Ferramentas para Mitigação de Pobreza Energética

POWER-TARGET
- Identificar e localizar as cidades em pobreza energética por meio de uma abordagem baseada em dados.

POWER-ACT
- Capacitar os cidadãos em questões energéticas para minimizar consumos de energia e benefícios de implementação de medidas de eficiência energética.

POWER-FUND
- Conectar oportunidades de financiamento alternativo para instalação de painéis solares e energias renováveis.

Guia para a Pobreza Energética
- Para planejamento energético.
- Planos interdisciplinares.

Gabinetes Locais de Apoio a Pobreza Energética
- Informação aos cidadãos.
- Apoio aos projetos.
- Apoio às famílias.

Grupo Nacional de Ligação das Partes Interessadas
- Facilitar o envolvimento das partes interessadas em pobreza energética.
- Peripheral para apoio e trabalho.
- Centralizar a energia.
- Subvia para os institutos.

Os programas de apoio às comunidades de pobreza energética são implementados de acordo com o planejamento e a eficácia da energia, com o apoio das partes interessadas e o apoio intermediado.

Por meio do apoio às cidades em pobreza energética, reduzimos o efeito das circunstâncias.

Figure 31 - Brochure in Portuguese
Figure 32 - Brochure in Spanish
Figure 33 - Brochure in Basque
Annex IV - POWERPOOR poster

As mentioned in Section 6, the poster except from English it will be available for distribution in the 8 pilot countries’ languages and in French and in Basque. Below, in the following Figures are displayed the Poster’s translated editions.

Figure 34 - Poster in Bulgarian
Figure 35 - Poster in Croatian
Figure 36 - Poster in Estonian
Figure 37 - Poster in French
Figure 38 - Poster in Greek
Figure 39 - Poster in Hungarian
Figure 40 - Poster in Latvian
Figure 41 - Poster in Portuguese
Trabajando mano a mano con personas en situación de pobreza energética y con responsables políticos para reducir la pobreza energética en Europa

POWERPOOR lidera el camino

Programas de apoyo que se desarrollarán, desarrollados y aplicarán en 6 países piloto de Europa. Incluyen una red de Asociaciones de Pobreza Energética y Mejoras de Calidad Energética con financiación. Los proyectos en situación de pobreza energética participarán a través de las entidades de financiación. Los Oficinas Locales de Pobreza Energética y las herramientas TIC, estos últimos integrados en el Kit de Herramientas de Mitigación de la Pobreza Energética.

Energy poverty alleviation proporcionado a las personas en situación de pobreza energética, para reducir la pobreza energética y para una consciencia informada, hasta llegar a ser un proponente activo.

Impacto esperado

Kit de Herramientas para la Mitigación de la Pobreza Energética

POWERPOOR:

1. 6 pueblos con 6 Oficinas Locales de Pobreza Energética
2. 4.000 hogares con diagnóstico energético
3. 1.000 hogares mejorados en la reducción de la pobreza energética
4. 700.000 € de ahorro energético
5. 200.000 € de emisiones de CO₂
6. 500.000 € de economía

¡Estamos conectados!

Contactanos

email: info@powerpoor.es
Figure 43 - Poster in Basque