



D6.10 EPC RECAST website and social media accounts

EPC 
RECAST
ENERGY PERFORMANCE
CERTIFICATE RECAST



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3. Executive Summary

The following document describes the development process of the EPC RECAST website, both the initial Minimum Viable Product (MVP) website (<https://epcrecast.wordpress.com/>) as the launch of the full CMS (Content Management System) website (<https://epc-recast.eu/>). The MVP website was launched in M5 (January 2021) to act as the temporary interface for crucial information on the project for stakeholders and the wider public, while the website provider had the opportunity to both fully integrate the visual identity package (D6.09) and deliver a high-quality website with all the needed functionalities and requirements. The full CMS website (<https://epc-recast.eu/>) was launched in M9 (May 2021) which will allow the consortium to further leverage future communication and dissemination activities, as well as provide a place for stakeholders to access capacity-building materials and expert Energy Performance Certification insights throughout the implementation of the project and in its afterlife.

Since M4 (December 2020) the project has also setup social media accounts on [Twitter](#), [LinkedIn](#) and [Facebook](#) through which it has been communicating to and enlarging its stakeholder community.





4. Introduction

In accordance with the Grant Agreement, the website is a key component of the projects' communication efforts. The website has all the visual identity elements integrated (D6.09) to further enhance the public image of EPC RECAST. Since January 2021 the project had a Minimum Viable Product (MVP) website (<https://epcrecast.wordpress.com/>) online to act as a temporary solution for the project to communicate its efforts, while developers could have the time to work on a high-quality product. The MVP website contained all the essential information and updates on the project.

Since May 2021 the full CMS version of the EPC RECAST website is online at <https://epc-recast.eu/>, which will be further improved as needed until the project's end.

As the key communication and dissemination channel the website will provide continuous updates and information on the project which will be used to engage and attract stakeholders. The website will be further leveraged through the project's social media accounts ([Twitter](#), [LinkedIn](#) and [Facebook](#) – posts almost always linked to EPC RECAST website) and newsletters (D6.11 – news items linked to website) and the communication channels of the EPC RECAST team (e.g. the [REHVA Energy Group](#) on LinkedIn with 2,300+ members).

With a flexible but comprehensive set of options available in the backend, the website has been developed to be able to accommodate information aimed at a large variety of target groups (building professionals, building owners/tenants, policy-makers, H2020 sister projects, media, manufacturers, ...). As the consortium develops more promotional, capacity-building & knowledge-sharing materials, the existing pages of the website will be continuously updated, and new pages will be added that are aimed at owners/tenants & building professionals to maximise the impact with these target groups.

The project's full CMS website includes the following features:

- Project-related content information (project's public results, press releases, e-Newsletters and communication materials).
- Registration facilities for access to newsletters, deliverables, reports and others.
- Providing access to project results and learning materials.
- The set up and animation of the project's social media accounts to ensure adequate coverage of project activities on the social networks, aiming at both professional and public networks.
- Links to H2020 sister projects on Energy Performance Certification as well as information and reports on cluster-activities with the sister projects.

The project website will not act as the shared digital space for the consortium. An EPC RECAST Teams has been setup during the early stages of the project by CSTB which the consortium will rely on for facilitating the data and information exchange needed to implement the EPC RECAST work plan.





5. Website development process

As previously mentioned, the EPC RECAST website is the main interface to communicate with external stakeholders ranging from the wider public to more targeted audiences i.e. building professionals and building owners/tenants.

5.1. Timeline

The timeline was setup in November 2020 so that the website development would follow right after the finalisation of the visual identity package (D6.09). The following timeline has been followed:

- **25 November - 25 December 2020:** Call for tenders & contracting website provider ([see Annex](#))
- **December 2020:** Deadline for technical setup of MVP website and integration of the visual identity package & partner logos (done by REHVA)
- **January 2021:** Provide content for static MVP website to act as temporary interface where stakeholders can find essential information about the project and current activities + Handover visual identity package to website provider for the setting up of the full CMS website.
- **March 2021:** Deadline for setting up of technical functionalities and finishing website design (done by website provider).
- **April 2021:** Training of REHVA staff for website backend + upload of initial website content + final feedback by consortium to provider for finalisation of website.
- **May 2021:** Update of website content and launch of full CMS website.

5.2. Delay in website development

When looking at the Grant Agreement the deadline for the website was M4, while the launch of the full CMS website took place in M9 (May 2021). The process of actual website development could only be initiated after the finalisation of the visual identity package. EPC RECAST team decided to allocate for the provider the needed time to setup a high-quality website that met all the design requirements and functionalities for the EPC RECAST project (e.g. visual identity package integration, embedding high-resolution videos, rotating headers, website analytics, easy access to subscription to the newsletter) serving its longer term scope.

As a temporary solution the project used an MVP website containing all essential information on the project to inform stakeholders about the objectives and planned activities since M5 (January 2021) while having the linked social media accounts created in M4 (December 2020).

5.3. Current website structure

Currently the website has a structure that covers a comprehensive explanation of the project objectives and planned outcomes, as well as project news updates and planned activities:

- About EPC RECAST
 - In a nutshell
 - Activities
 - EPC RECAST Team
- News
- Events
- Contact





- Toolbox
- Sister Projects

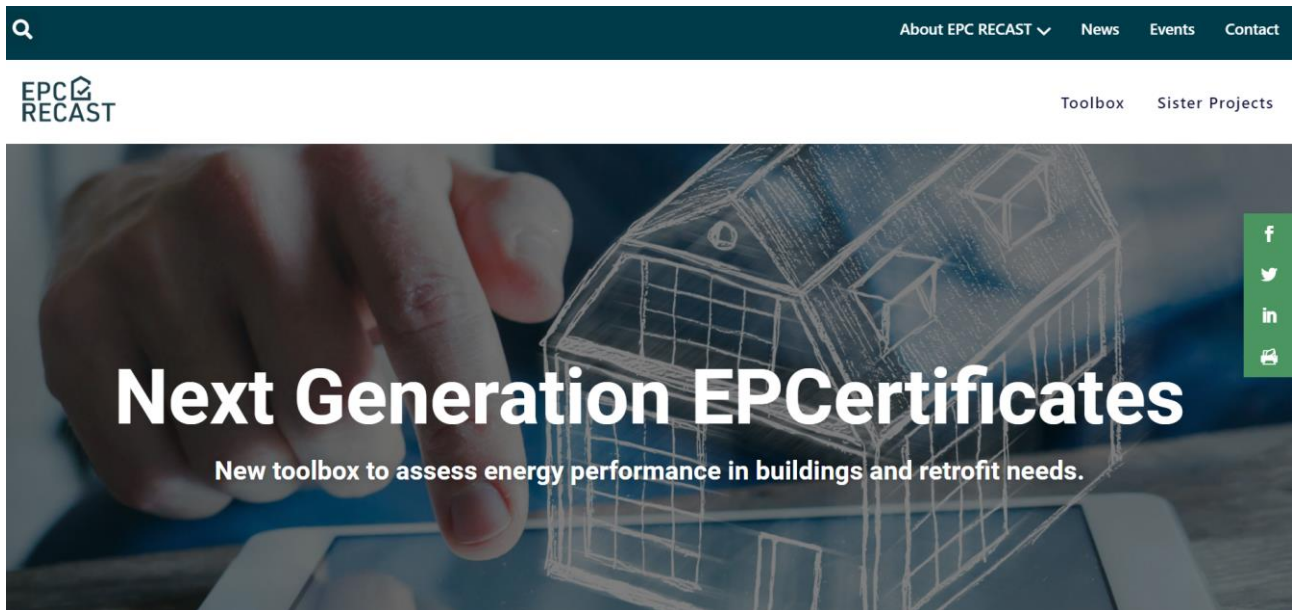


Figure 1 <https://epc-recast.eu/> - landing page & menu

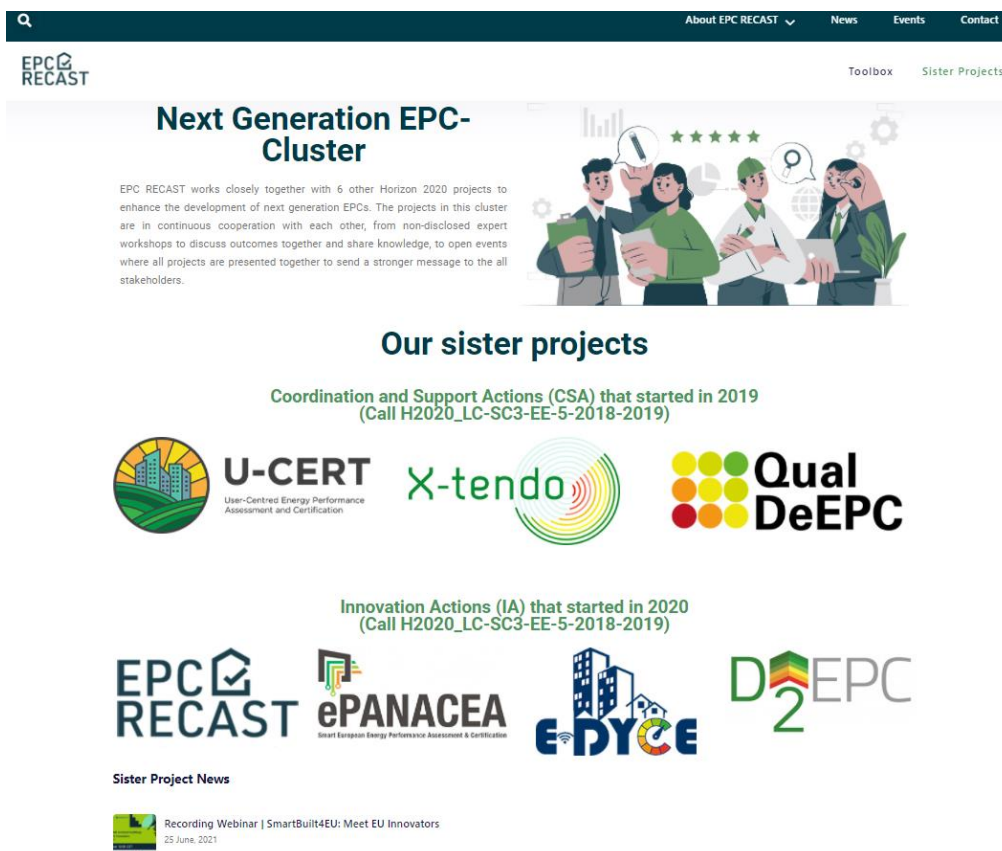


Figure 2 <https://epc-recast.eu/sister-projects/> - Sister Project page





Figure 3 <https://epc-recast.eu/news/> - News page

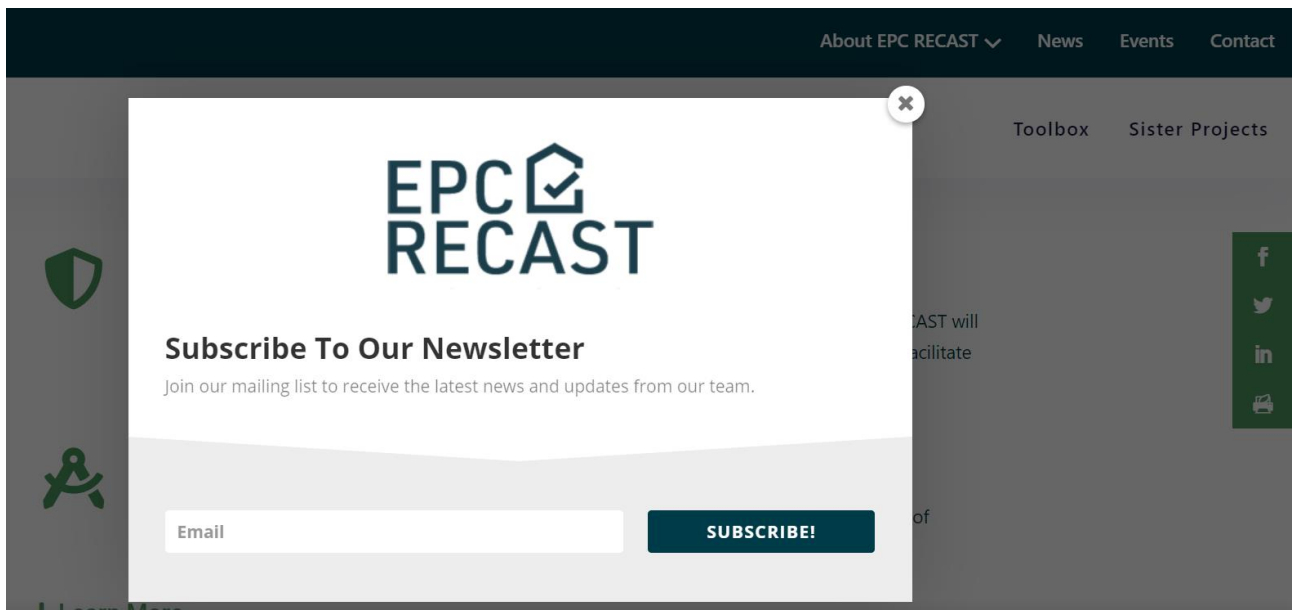


Figure 4 <https://epc-recast.eu/> - Newsletter subscription pop-up window





5.4. Planned pages to be added (indicative)

With the development of capacity-building materials, expert insight knowledge and demonstrations, the website will add pages that highlight and showcase these. Currently in the website back-end there are pages developed already but hidden in the front-end until further content updates can be made:

- Building Professionals
- Building Tenants/Owners
- National EPC Schemes
- Case Studies





6. Social media accounts

In December 2020 the EPC RECAST social media accounts have been set up:

- Twitter: <https://twitter.com/EpcRecast>
- LinkedIn: <https://www.linkedin.com/showcase/epc-recast>
- Facebook: <https://www.facebook.com/epcrecast>

The social media accounts have been used to keep stakeholders and the wider public continuously informed about project updates and planned activities, as well as strengthened synergies with H2020 sister projects. In the first few months the community following EPC RECAST needed to be enlarged. Already with the MVP website and even more with the full CMS website all project communication tools and channels can be complementary to each other and the strength of social media can be leveraged to get more visitors on the website, acting as the main interface where stakeholders can find more information on the project, contact the project partners and engage in the ongoing and upcoming activities.

Furthermore, EPC RECAST is strongly present in the professional social media networks (Twitter, LinkedIn, Facebook) exploiting synergies with existing multiplier platforms, i.e. the LinkedIn REHVA Energy Group (+2300 members, [hyperlink](#)), other social media channels of the consortium, tagging as relevant @cleanenergy_eu, @EU_BUILDUP, @HorizonEU, @EU_EISMEA, @EU_HaDEA, @Energy4Europe etc.





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R

RELIABILITY

E

ENERGY AND BEYOND

C

COMPARABILITY

A

AWARENESS, ACCEPTANCE & USER-FRIENDLINESS

S

STANDARDS & SMART-READINESS

T

TRANSPARENCY

Annex: Call for Tenders – EPC RECAST Website

CALL FOR TENDERS PROJECT WEBSITE

Horizon 2020 EPC RECAST

(Grant Agreement ID 893118)

1 September 2020 - 31 December 2023

New toolbox to assess building energy performance and retrofit needs

Energy retrofit strategies for buildings represent a major challenge for the achievement of EU decarbonisation goals. In 2002, the [Energy Performance of Buildings Directive \(EPBD\)](#) introduced the [Energy Performance Certificates \(EPCs\)](#) as an instrument to assess [building energy performance](#), propose and support energy retrofit projects, and develop financing tools. However, this instrument remains largely unexploited due to several challenges influencing confidence, decision support and articulation for financing. Moreover, to engage end users, the certification should propose concrete roads to ambitious goals respecting buildings' overall quality and increasing energy performance. The EU-funded EPC RECAST project will develop a well-structured process and a toolbox that will support the development, performance and validation of new EPCs with particular focus on existing residential buildings with high retrofit needs.

Objective

Energy Performance Certificates (EPCs) represent a relevant instrument supposed to be strongly structuring for the assessment of buildings energy performance, decision support regarding energy retrofit projects, development and articulation of financing instruments (public and private), benchmark of building assets and market value recognition.

However, the potential for this instrument remains largely under exploited because of several challenges:

- The improvement in terms of reliability - referring to results variance depending on the assessor, input data and calculation tools, the lack of understanding between predicted and actual energy performance, etc. - represents a crucial issue to unlock confidence, decision support, and articulation for financing.
- Besides, to engage end-users towards deep renovation, the certification is to structure tangible pathways to ambitious targets with respect to building overall quality and energy performance improvement.
- Furthermore, the design for the overall process and certification outputs must be even more owner and occupant-centric and allow European benchmark and public policies analysis.

To tackle the above challenges, and leveraging on the business operations of consortium partners, EPC RECAST will set a well-structured process and a toolbox supporting the development, implementation and validation of a new generation of Energy Performance Assessment and Certification, with a deliberate focus on residential buildings, more specifically existing ones, for which retrofit is one of the most challenging and pressing issue.



Requirements

The EPC RECAST website will act as interface with the “outside world” requiring the following:

1. Website hosting (*project duration + results exploitation - as yearly fee*)
2. Website maintenance and update (*project duration + results exploitation - as yearly fee*)
3. Website design in accordance with EPC RECAST project’s visual identity package (*under preparation by separate already contracted service provider - ready by Dec 15th, 2020*)
4. Website development according to detailed specifications (*to be fine-tuned in the 1st stage of the process*)
5. Website improvement according to needs identified during EPC RECAST project’s implementation
6. Technical support for the CMS, hands-on training and electronic user manual

General specifications

(see [REHVA’s EU projects](#) for a quick flavour and generic website structure of H2020 projects)

1. Virtual mailboxes / email forwarding function
2. Visual text editor
3. Embedding videos from external platforms (YouTube, Vimeo etc.)
4. Embedding images stored locally
5. PDF stored locally and made available for download as fancy buttons
6. Free word search on the entire website
7. eNewsletter omnipresent subscription button (eNewsletter mailchimp credits)
8. Rotating header/banner
9. Visually attractive teasers with nudging effect on website visitors
10. Social media: links/embedding of EPC RECAST accounts, direct sharing of content on any page for website visitors
11. Save as PDF (& print) function on any page
12. Mobile optimization structured website
13. SEO structured website

Timeline

This call for tenders will respect the following timing:

- **25/11/2020:** Call opens
- **14/12/2020 (24h00):** Call closes
- **16/12/2020:** Service provider selection & contracting notification
- **60 days after signing the Services Agreement:** Final delivery of the full website (e.g. development, content upload, beta testing, website live). Please note that for each stage in the website delivery process you should foresee a quick review/feedback session

NOTE: The exact final timeline and priorities will be discussed with the chosen service provider.

Technical & financial offer and specific tender requirements

The application shall respect at least the following:

- English shall be lingua franca
- Include a brief company portfolio and team description (e.g. no. and skill set of staff, organization's main profile, main contact person), please provide key references about previous projects you've delivered that are relevant for this project
- The technical offer shall include in addition to the proposal explanation and description of the website delivery process, also the specification of the open source CMS platform used (e.g. Drupal, Joomla, WordPress, TYPO3)
- The financial offer shall be presented in a modular cost breakdown e.g. separate quotations per requirement, general specification and/or development stages. Furthermore, it shall include an hourly rate (in Euro) for possible additional requirements not included in this tender possibly emerging during project implementation
- Please note that for this project the [European Commission's guidelines regarding the use of the EU emblem in the context of EU programmes](#) and the [acknowledgement of EU funding](#) must be carefully followed

The best value for money will be evaluated and the applicants will be selected based on:

- The technical offer
- The financial offer

The maximum contract price is EUR 6 000 (six thousand Euros). Tenders with prices higher than the maximum will be considered unacceptable. The financial offer for this tender must be quoted in Euro. Tenderers from countries outside the Euro zone, have to make the quotation in Euro and if selected issue invoices in Euro. The quotation must be a fixed amount which includes all charges.

Submission deadline

The submission of tenders is expected to be sent by email to the main contact persons before the deadline of **14/12/2020 24h00**. Offers arriving later will be excluded from the evaluation.

Main contact persons

REHVA - Federation of European Heating, Ventilation and Air-conditioning

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