



CITYnvest: Increasing Capacities in Cities for Innovative Financing in Energy Efficiency

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CITYnvest Graphic and Web Development

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1. Description of the project

Reducing energy consumption and eliminating wastage are among the main goals of the European Union and the future Energy Union. Collectively, we (EU28) import 53% of our energy, which costs us € 400 billion a year. Buildings are responsible for 40% of EU total energy use and 36% of EU's emissions. Promoting and implementing energy efficiency and renewable energy solutions in within the building stock are therefore at the heart of CITYnvest.

Local authorities play a key role in stimulating and facilitating large-scale renovations and improving the energy performance of buildings. However, they face serious challenges that may slow down or disturb the implementation of solutions that reduce energy consumption in buildings. Local and regional authorities often don't have financial resources to foster large-scale investments, with only limited opportunities to secure funds through commercial bank loans, and little knowledge on alternative financial instruments. The private sector needs incentives as well to enter this new market, including reasonable payback times. The efforts will have to take place at an aggregated level of buildings and isolated success stories will need to be adaptable and replicable over Europe.

CITYnvest has been launched to overcome those obstacles. The project introduces innovative financing models in 3 pilot regions in Belgium (Liège), Bulgaria (Rhodope) and Spain (Murcia) and will conduct a wide-scale capacity-building programme in 10 focus countries (IT, ES, BG, BE, LT, LV, RO, HU, AT, SK). Furthermore, CITYnvest analyses and collects examples of successful innovative financing schemes and is a source of expert knowledge on viable business models in this field. The project provides practical step-by-step guidance on opportunities and barriers and promotes successful case studies via the CITYnvest web-based interactive platform, training sessions and workshops. This enables broadening of knowledge sharing, unique opportunities for partnership-building and for teaming-up experienced forerunners with less-experienced first-timer authorities. Through creating space for networking and developing dedicated structures of stakeholders at the sub-national levels, CITYnvest helps to mobilize financial resources and to launch investment programmes that foster sustainable energy use in buildings.

In order to provide a long-term impact of the project, CITYnvest investigates barriers to implementation of alternative financial models and translates this into recommendations towards both the EU institutions and the local authorities. The project provides expertise on how to remove obstacles to innovative financing solutions, and encourages policy makers to include sustainable energy issues in management of their public building stocks.

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CITYnvest is a 36-month project funded under the Framework Programme for Research and Innovation Horizon2020 and started on 2 February 2015. Project partners are Climate Alliance (Lead), CEMR, EnergInvest, REScoop.EU, InfoMurcia, Sofia Energy Centre and GRE Liège.

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2. Graphic needs

CITYnvest needs a house style, meaning that we need to have a holistic concept of graphic elements that will be applicable to both printed materials as our digital presence in media and on our web-based platform. The graphic chart should contain logo, colour code, fonts and style guidelines. The logo should include some graphic elements, as well as the name of the project. Both, full-colour and black-and-white versions of the logo should be included in the graphic chart. Fonts (for print and for on-line use) should correspond with the logo and should be available free of charge.

We would like to develop several documents templates that can be used multiple times, by updating content. It needs to be, above all, user-friendly for colleagues not necessarily experienced with graphic design.

For on-line dissemination only (this list is not exhaustive):

- Descriptions of case studies – an InDesign template that can be easily adjusted to several different case studies. Content updates will be done in house (CEMR & Climeate Alliance), therefore the template should be rather straight forward and easy to edit.
- Good practices documents - an InDesign template that can be easily adjusted to several different good practices. Content updates will be done in house (CEMR & Climeate Alliance), therefore the template should be rather straight forward and easy to edit.
- Powerpoint presentation template
- FAQ documents - an InDesign template that can be easily adjusted to several different languages. Content updates will be done in house (CEMR & Climeate Alliance), therefore the template should be rather straight forward and easy to edit.

Printed materials:

- Creative promotional materials (e.g. a leaflet that can be folded into a “piggy bank”, other materials – as budget allows)
- A policy recommendation booklet of between 10 and 20 pages with a pictures and explanatory graphs.
- Roll-up for during conferences and workshops

The graphic elements (logo, graphic chart) should enable CEMR and Climate Alliance to develop other communication materials (like events invitations, press releases, invitation letters) independently.

3. Web-based platform

Objectives:

- Informing about the project, it's goals, results and outcomes, keeping partners of the project and beneficiaries up to date with development of CITYnvest
- Explaining and promoting innovative financing models for energy efficiency
- Space for sharing knowledge, resources, exchange of experiences, building good practices and fostering partnerships

What can be found on the Platform:

- Good practices documents (searchable by key words, country and project type)
- Toolkits, FAQs and guidelines (searchable by documents type, key words and language)
- Interactive learning opportunities
- Space to discuss with peers – discussion forum
- Mentoring opportunities – match making facilities
- Events calendar with a possibility for user-generated content

The website will be hosted on the Climate Alliance server (see SOFTWARE below).

Site map

HOME PAGE – quick and simple explanation what CITYnvest is and what advantages it can bring to different stakeholders

HOME PAGE:

- logo
- menu (FAQ, ABOUT PROJECT, NEWS, LEARNING SPACE)
- short description of the project
- graphic elements
- news feed, latest resources and events
- footer section
- simple search engine
- social media share buttons

FAQ

Descriptions of innovative financing schemes

- Logo of the project
- Title
- Banner with graphic elements
- Text
- Link to relevant resources (good practices, training etc)
- Footer section
- Simple search engine
- Social media share button

ABOUT PROJECT

- detailed description of the project
- descriptions to different group of stakeholders (“I am a municipality representative”, “I am a policy maker”, “I am an investor” etc)
- Contact details

Each of the sections open in a separate page. Each page contains:

- Logo of the project
- Title
- Banner with graphic elements
- Description
- Footer section
- Simple search engine
- Social media share buttons

NEWS & Newsletter

Ideally, newsletter should be integrated in the website and gather news published during previous month and send them to subscribers in a quite automatized way. It should be possible to upload an external database of contacts.

- Logo of the project
- Title
- Banner with graphic elements
- News feed and archive
- Newsletter subscription
- Footer section
- Simple search engine
- Social media share buttons

CAPACITY-BUILDING PLATFORM – access to all resources documents (good practices, toolkits, guidelines, e-learning, and discussion forum, match-making etc.). All content is provided by the CITYnvest consortium.

E-learning

- A summarizing matrix which gives an evaluation of the different financing schemes. An example (on another topic) can be found [here](#).

- Logo of the project
- Title
- Matrix
- Footer section
- Social media share buttons

- Visualization of a scheme decision map (step-by-step guidance). For example in the format of a tree structure: I am a local authority -> of that size -> with that wish -> which is the best solution based on those criteria.

- Logo of the project
- Title

- Banner with graphic elements
 - Interactive decision making process (an application?)
 - Footer section
 - Social media share buttons
- Video trainings, often from experts explaining the models during the workshops
- Logo of the project
 - Title
 - Banner with graphic elements
 - Thumbnails of videos and short descriptions
 - Footer section
 - Social media share buttons

Bridging

- Platform should also show the links to similar initiatives and platforms, tools, ... - useful links section in a graphic/interactive form (an interactive chart, graphic representations of different categories)
 - Should allow to update the links easily from the back office level
- Logo of the project
 - Title
 - Banner with graphic elements
 - useful links section in a graphic/interactive form
 - Footer section
 - Social media share buttons

Resource library

- 'library style' collection of our documents and other relevant materials from similar initiatives, case studies, good practices etc. An asset would be the possibility of users to suggest new materials to be added in the library. Before being published, the documents proposed by users should be approved by CEMR and Climate Alliance from the back office level

Documents should be searchable by:

- type of the document (case study, toolkit, good practice, video training etc.)
 - theme
 - keywords
- Logo of the project
 - Title
 - Banner with graphic elements
 - Advanced search engine
 - Latest resources list
 - Footer section
 - Social media share buttons

Discussion Forums

The discussion forums will mainly be used after the workshops and will concern limited amount of topics. Nonetheless, there should be a possibility provided for visitors of the platform to introduce a new question. Before being published, new themes/comments should be approved by CEMR/Climate Alliance from the back office level. An asset would be that users can opt for an e-mail notification. One can consider also a post-tagging system, where users can choose among a list of pre-defined tags. This will allow users to also quickly find whether something was already written on the topic they are looking for.

- Logo of the project
- Title
- Banner with graphic elements
- Forum section
- Footer section
- Social media share buttons

Events

Events calendar with possibility for users to upload their events (moderated from back office level). Events organized by CITYnvest should display differently than external events (e.g. colour coding).

Events pages - Explanation on future and past workshops and events, also linking with similar events on the same topic. Afterwards, uploading of pictures and potentially giving the possibility to participants to leave their feedback and contact details.

- Logo of the project
- Title
- Banner with graphic elements
- List of CITYnvest events with short descriptions and links to individual pages
- Miniature of events calendar
- Footer section
- Social media share buttons

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Any other ideas on how to foster capacity-building and/or match-making at the city or regional-level are possible.

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SOFTWARE

The website will be hosted by the project coordinator, Climate Alliance. The web-provider is Mittwald (<https://www.mittwald.de/hosting/vserver>) and the package is XL9.0. Software should be compatible. Most Climate Alliance website are developed in TYPO3.

The platform should allow user tracking statistics and bug reports.

3. Budget and timeline

Timeline:

- 9 March 2015 – concept note and estimated cost
- 31 March 2015 – graphic chart, logo, roll-up banner and promotional materials design
- 29 May 2015 – Web-based platform
- November 2017 - Policy recommendations booklet

Budget

Our minimal budget is 15000 EUR, our maximum budget is 25000 (VAT inclusive). We would like to ask you for two options for cost estimations ranging between those two limits.

Option minimum should include:

- Simple graphic charter (Logo, fonts, one InDesign template that can be adjusted for different purposes)
- Promotional materials (e.g. leaflets)
- Roll up-banner design
- Policy recommendations booklet
- Website including all mentioned content but simpler from technical point of view (E-learning, simple graphic chart of scheme decision map, regular links section, no discussion forum, no comments section under events no possibilities for uploading materials by users of the page).

Option maximum should include all of above features and if possible new innovative features that are not yet in the above description. Convince us with your ideas!

While estimating the cost, please take into account time needed for meetings with CITYnvest team and training on website CMS (if necessary).

Selection will be made on the basis of the best price- quality ratio.

Please send a concept note (including description of your ideas, sketch(es) of the logo and estimated costs) by the 9th of March 2015 to Agnieszka.Pietruczuk@ccre-cemr.org. The concept note is confidential and will be used internally only for selection purposes. Shall you have any questions, please contact Agnieszka Pietruczuk on +32 (0) 2 213 86 98 or via e-mail.