



**R-ACES**  
Energy Cooperation Platform

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# D6.2 Project Brochure

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# Technical References

Project Acronym	R-ACES
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Project Website	www.r-aces.eu

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Type Deliverable <sup>2</sup>	DEC
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Contributing beneficiary(ies)	
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<sup>1</sup> PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)

<sup>2</sup> R = Document, report

DEC = Websites, patent filings, video, etc.

DEM = Demonstrator, pilot, prototype

OTHER = other

## Document history

	Date	Author (name, organisation)	Description
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V0.2			
V0.3			
V1			

# Project Summary

The R-ACES project is an initiative promoted by 8 partners from 6 European countries, with the vision to support high-potential industry parks and clusters to become fully fledged eco-Regions that reduce emissions by at least 10 %. R-ACES means a step-change in the contribution of European Industry to the climate targets of the EU. The industry sector after all represents 25% of all energy demand – and 50% of the total cooling and heating demand on the continent; yet only 16% comes from renewables. By focusing on collective measures and clustering, the efficiency of industry can be drastically increased.

The focus of R-ACES therefore is to turn high-potential, high-impact industrial clusters into eco-Regions that achieve at least a 10% reduction in emissions. They do so by exchanging surplus energy, making extensive use of renewables and tying everything together with smart energy management systems. An eco-region is a geographic area where energy and information exchanges occur between various companies and actors to reduce waste and energy consumption. Eco-region can be centred on an (eco-)industrial park or (eco-) business park, linked to its surroundings by a 4th/5th generation district heating/cooling network.

R-ACES is the capping stone, condensing the knowledge and experience gathered throughout EU and national projects into a set of three focused tools, namely a self-assessment tool, a legal tool, and a smart energy management platform for clusters. The tools are embedded in support actions built around peer-to-peer learning, more formal coursework and webinars, and serious games. Together they enable a cluster to really become an eco-region and set up meaningful energy collaboration. The entire package of tools and support is aimed at the high-potential clusters identified in the European Thermal Roadmap. It will be validated in three eco-regions, actively deployed in another seven regions, and disseminated to identified ninety regions European wide. In addition, the tools and support methodology will be made available to third parties in a sustainable way after the end of this project.

# Partners

 <p>Institute for Sustainable Process Technology</p>	<a href="https://ispt.eu/">https://ispt.eu/</a>
 <p>Condugo</p>	<a href="https://www.condugo.com/">https://www.condugo.com/</a>
 <p>DOWEL MANAGEMENT</p>	<a href="https://www.dowel.eu/management_en/">https://www.dowel.eu/management_en/</a>
 <p>Spinerogy</p>	<a href="http://www.spinerogy.it/">http://www.spinerogy.it/</a>
 <p>energy CLUSTER DENMARK</p>	<a href="https://www.energycluster.dk/">https://www.energycluster.dk/</a>
 <p>LE2C LOMBARDY ENERGY CLEANTECH CLUSTER</p>	<a href="http://www.energycluster.it/en">http://www.energycluster.it/en</a>
 <p>pom</p>	<a href="https://www.pomantwerpen.be/">https://www.pomantwerpen.be/</a>
 <p>ESCI European Science Communication Institute</p>	<a href="https://www.esci.eu">https://www.esci.eu</a>

# Executive Summary

Dissemination and communication activities are a core part of the R-ACES project and will ensure that the tools and results developed within the project are communicated and support the dissemination and exploitation to relevant target audiences. The consortium aims to maximize the impact of R-ACES through widespread communication actions.

In order to reach this objective, i.e. to promote the project to both stakeholders, industry cluster and business park managers, potential early adopters and the general public, a number of different dissemination and communication tools are required.

As outlined in the Grant Agreement, printed dissemination materials – including brochure and 4 roll-up posters – are part of the communication strategy. The brochures are for wide, individual distribution to key target audience of industry owners and managers, the roll-ups support the communication of R-ACES project at fairs, workshops, and conferences.

## Key Words

Dissemination, communication, print material, brochure, roll-up, target audiences

## Disclaimer

This publication reflects only the author's view. The Agency and the European Commission are not responsible for any use that may be made of the information it contains.

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# 1 Dissemination Material

## 1.1 Brochure

The brochure for the R-ACES project is providing an overview of the project. It has been produced for distribution at fairs, workshops, and conferences with relevant target audiences and stakeholders. The main idea is to inform relevant target groups about the project, its objectives and expected impacts. It is designed for wide distribution at fairs and conferences for all partners so that they can distribute them individually to potential end-users and other stakeholders.

The brochure is a one-fold design, each page measuring format of 18 x 18 cm. The language of the brochure is English. It is planned to print 1000 copies. Electronic versions of the brochure in pdf-format in English has been sent to all project partners for their dissemination activities and was already included in the project website prior to the launch. Currently the English version can be downloaded from the R-ACES website: <https://r-aces.eu/downloads/>. In addition, electronic versions as pdf the be available for downloading in Danish, Dutch, French and Italian.

On the front page the title and logo as well as the slogan can be seen. Also, some relevant numbers describing in short, the project goal and attracting the readers' interest: number of pilot regions, number of total ecoregions to be achieved during the project and number of potential high-impact regions to be identified until the end of the project.

The left page on the inside of the flyer explains the vision of R-ACES and is giving a short explanation on the term ecoregion and tools that will be established. In the background a map of Europe depicting the location of the three pilot cases is printed.

On the right side of the inside the funnel type approach is shown in several colours and easy to understand icons supporting the main project phases: Condensation and development of the 3 pilot regions; followed by the expansion for the involvement of the 10 ecoregions; and the scaling -up to 90 high-impact regions and the wide band of communication planned.

On the backside of the flyer the link to the project's website and social media channels guides the reader to further information about R-ACES. A QR code links directly to the website. All project partners are listed with their logos. The brochure ends with the EU flag and funding information "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 892429".





Figure 1 Backside and frontside R-ACES brochure



Figure 2 Inside of the R-ACES brochure

## 1.2 Roll-up Poster

A roll-up poster was designed for static display and visual support giving the key facts and outputs of the project. It will be used by project partners for promoting the project at relevant fairs, workshops, and conferences.

The roll-up focusses on the 4 key messages of the project:

- the vision of R-ACES
- explanation of the term ecoregion
- indication of the pilot ecoregion in the map
- funnel type approach for the dissemination and communication activities

A total of 4 roll-up posters have been planned to be printed and distributed to the project partners. It is currently planned to have a English version printed and in addition also three translation into Danish, Dutch, and Italian for displaying at events in the pilot ecoregions.

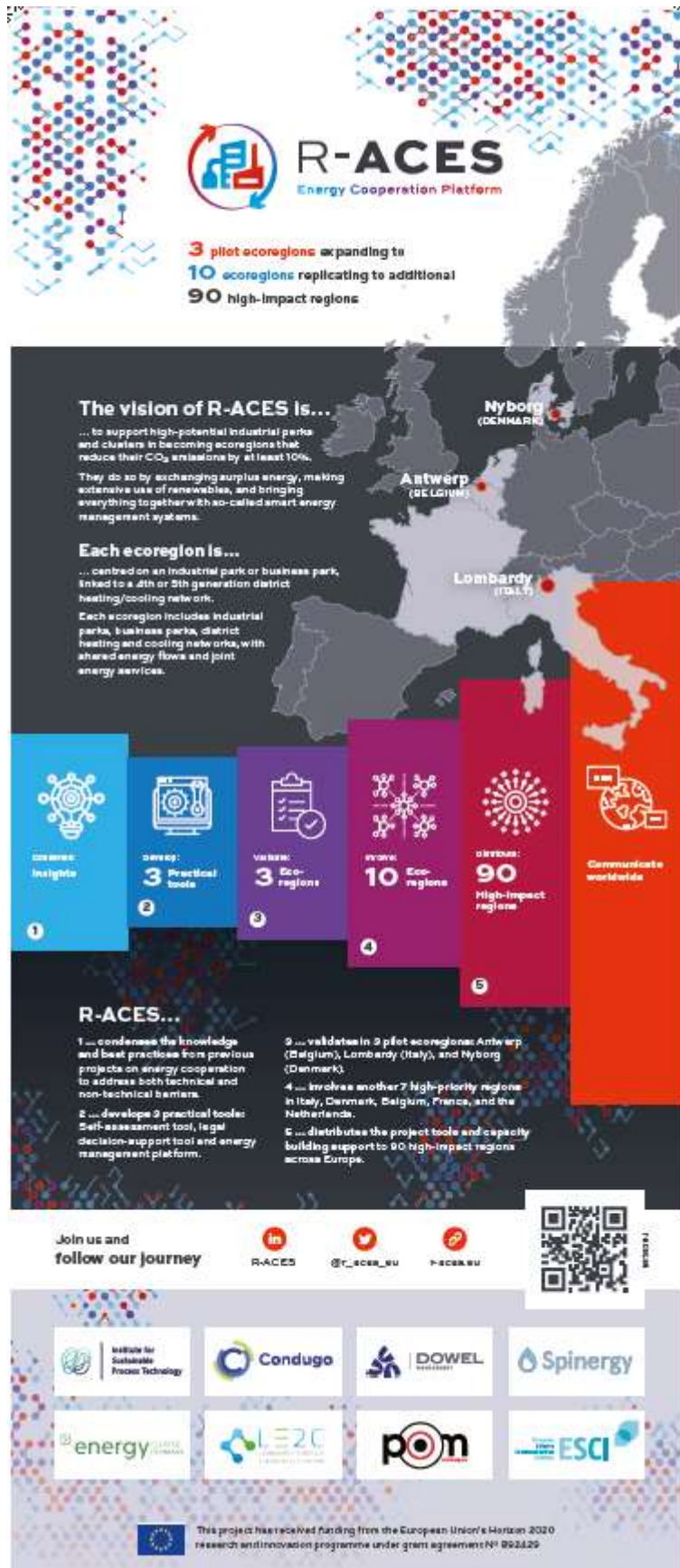


Figure 3 Roll-up poster R-ACES in English

## 2 Conclusion

The offline communication materials detailed in this deliverable aim to provide an output of compelling content to make target audiences aware of the project strategies and aims. Target audiences shall further be informed, engaged, and committed to new business models and opportunities resulting from the R-ACES project by means of these tools.

The described tools are part of the wider collaboration of communication and dissemination detailed in Grant Agreement. They will ensure that the project concept, activities, and results are communicated to potential target audiences and other relevant stakeholders in a clear and consistent manner. In the longer term, the aim of the communication activities is to maximise the opportunities for the exploitation of project results at the European and national levels.