# Implementation Online Awareness and Information Hub

## GEAR@SME: GENERATE ENERGY EFFICIENT ACTING AND RESULTS AT SMALL & MEDIUM ENTERPRISE

Project Factsheet

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| Acronym: | Gear-at-SME |
| Title: | Generate energy efficient acting and results at small & medium enterprises |
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# Executive Summary

This document is an additional report accompanying the design of the Energy Efficient SME online portal (www.energyefficientsme.eu) architecture.

The deliverable 7.2 comes in response to Task 7.2 "Implementation Online Awareness and Information Hub (OAIH) with multifunctional modules and channels".

Consortium decided to separate the project website and the more interactive online portal with the purpose of exploiting the project outcomes targeted to SMEs, trusted partners, and service providers.

Task 7.2 includes launching the OAIH to provide a space for resources, contents and digital materials as well as the ones gathered from third party resources and related projects on the online portal. Repositories are providing Open Knowledge categorised based on approaches and context consisting of publications, whitepapers, method guides, roadmaps, established strategies, toolkits, good practices etc. The OAIH holds resources and information relevant for all project target groups and will be divided in Supply (suppliers of energy services towards SMEs), Demand side (SMEs searching for energy services) and Trusted Partners. All knowledge resources provided through the consortium (from WP 1, 2, 3, 4 and 5) are indexed and searchable by the end users. The modules will be open to the public in the digital sphere with a focus on energy audits and energy efficiency in SMEs. SMEs, Trusted Partners and service providers will be able to access these modules in case they are interested in implementing a specific intervention. The task, as well, includes continuous maintenance and testing of the web portals functionality.

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# 1 GEAR@SME portal

The GEAR@SME web platform has been set up to provide visibility to the project and access to public relevant non-IP- sensitive sources and results. The project web platform will be updated periodically with the results from WP3 and WP5; lessons learned and the database of the best practices, training materials, analysis and calculation toolset, and tools to support SMEs in finding the right experts and providers for their needs.

The main roles of the web platform are the following:

- providing a space for resources, contents and digital materials for all project target groups and will be divided in Supply (suppliers of energy services towards SMEs), Demand side (SMEs searching for energy services) and Trusted Partners.

- providing the ideal information that allows SMEs, suppliers and Trusted Partners to find and use the right tools that fit their needs through the Decision Supporter, using semantic matching algorithms and/or machine learning technologies

- creating Community of practice that exchange practices, experiences, vision and ethical code, opinions and feedback on the available tools, but also plan joint initiatives, meetings or events.

The portal design is modern and addresses the latest state of the art functionalities. The portal is optimized for the web search engines and will be monitored with the use of a Google Analytics Tool. Table 1 summarizes the main portal categories.

Table 1: GEAR@SME portal categories

| | |
|---|---|
| **Home / About** | This part contains links to project related information, to a brief description of the GEAR@SME Framework, to the list of the project case studies, to news, events and project partner information |
| **Handbook** | This part will contain updated results from the deliverable D3.1 "Handbook for an integrated GEAR@SME Methodology". It will offer advice, training materials, and supporting tools designed to help any organization or individual who wants to support SMEs in their efforts to efforts to improve energy efficiency. |
| **Inspiring Practices** | This part provides the inspiring cases and real-life inspiration gathered from WP5. |
| **Smart Advisor: Tools** | This part will contain a toolset to support the methodology developed and presented in Smart Advisor. It will contain Analysis and calculation toolset, tools to support SMEs in finding the right experts and providers for their needs, and contracting support tooling. |

| Smart Advisor: Trainings | This part will contain trainings to support SMEs and Trusted partners. |
|---|---|
| Smart Advisor: Best Practices | This window contains the list of the GEAR@SME best practices and their related descriptions, presenting results from WP4, "Use cases: bringing methodology into practice", specifically deliverables D4.2-D4.6. |
| Community of Practice | This part is maintained by SYNYO. It is accessible with a password gained in registration process. Users will participate in discussions to get the direct advice from the local experts, exchange practices, experiences, visions, opinions and feedback on the available GEAR@SME tools, and plan joint initiatives. It will contain the search engine for connecting SMEs, trusted partners and providers. Community of practice plays a crucial role for the sustainable exploitation of project's results. |

**GEAR@SME portal Action Plan**

M1-M6: SYNYO conceptualizes and sets up the online portal and starts implementing the strategy and Search Engine optimization (SEO) parameters.

M5-M10: The portal is enriched with contents by all partners, in line with the project progress and the achievement of results, and it is regularly updated.

M9-M18: The portal is enriched with contents provided by partners to roll out the Smart Advisor with Tools, Training and Best Practices (results gathered from WP3 and WP4).

M15-M20: The portal is enriched with results to build online communities of practices, and the search engine connecting SMEs and providers, and it is regularly updated. The strategy for further ownership, update and use of the online portal, and defined business model applied for the sustainability of the platform are part of the interim version of the exploitation plan in February 2022.

## 1.1 Sitemap

The Sitemap is an outline of the navigation menu of the Energy Efficient SME online portal and is based on the initial planning of the platform at the proposal stage preparation, as well as discussions with GEAR@SME partners, and exchange with other work packages. The modules are named differently than planned in the proposal in order to build a more intuitive navigation for target groups. Thus, **the "Online Awareness and Information Hub" is called "Inspiring Cases" and is integrated in the "Smart Advisor"** (all sections between "Identify case" and "Monitor and Follow up", integrating training materials, checklists, templates, guidelines, action plans and other useful tools, easily pre-filtered based on the target group choice and needs of the user) and the Community of Practice is called "Networking".
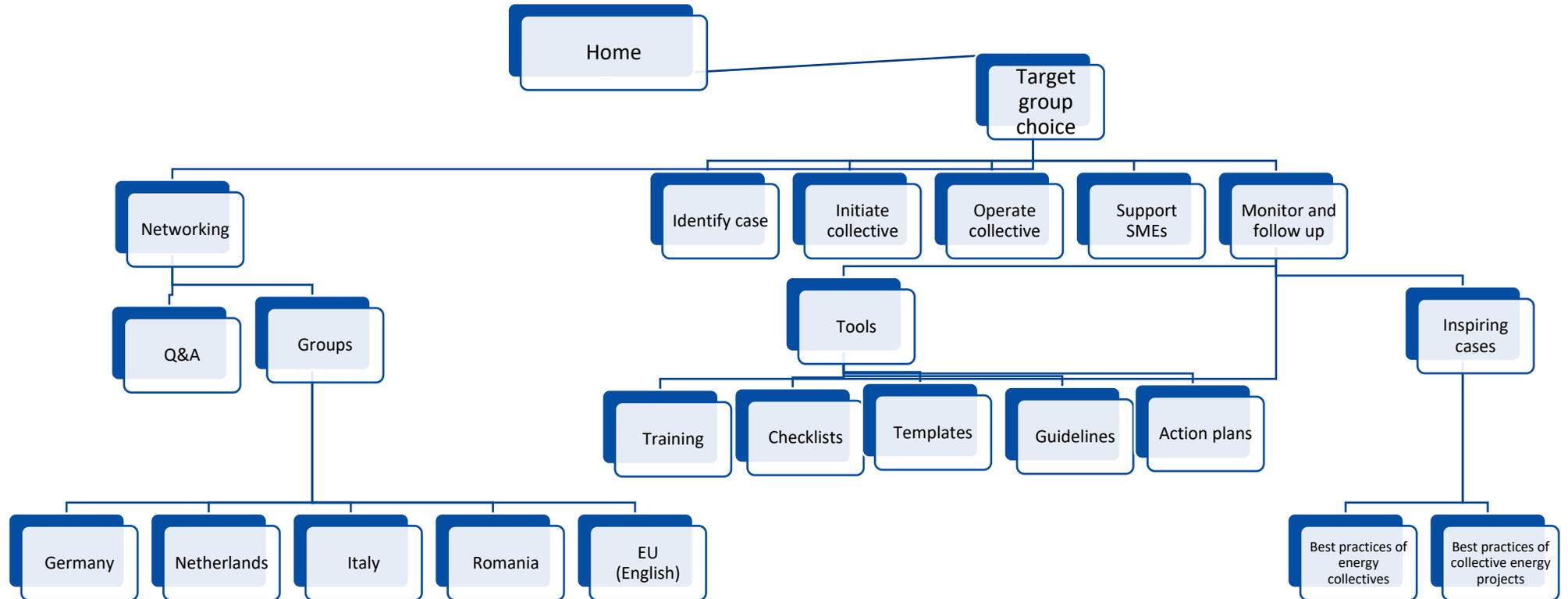
*Figure 1 EnergyEfficientSME Sitemap*

## 1.2 Outline of the content

### 1.2.1. Home page – screenshots

The front page ("**Home**") is conveying the central idea of the project by highlighting the main facts in brief and providing information on the project vision as well as the project number and the coordinator.
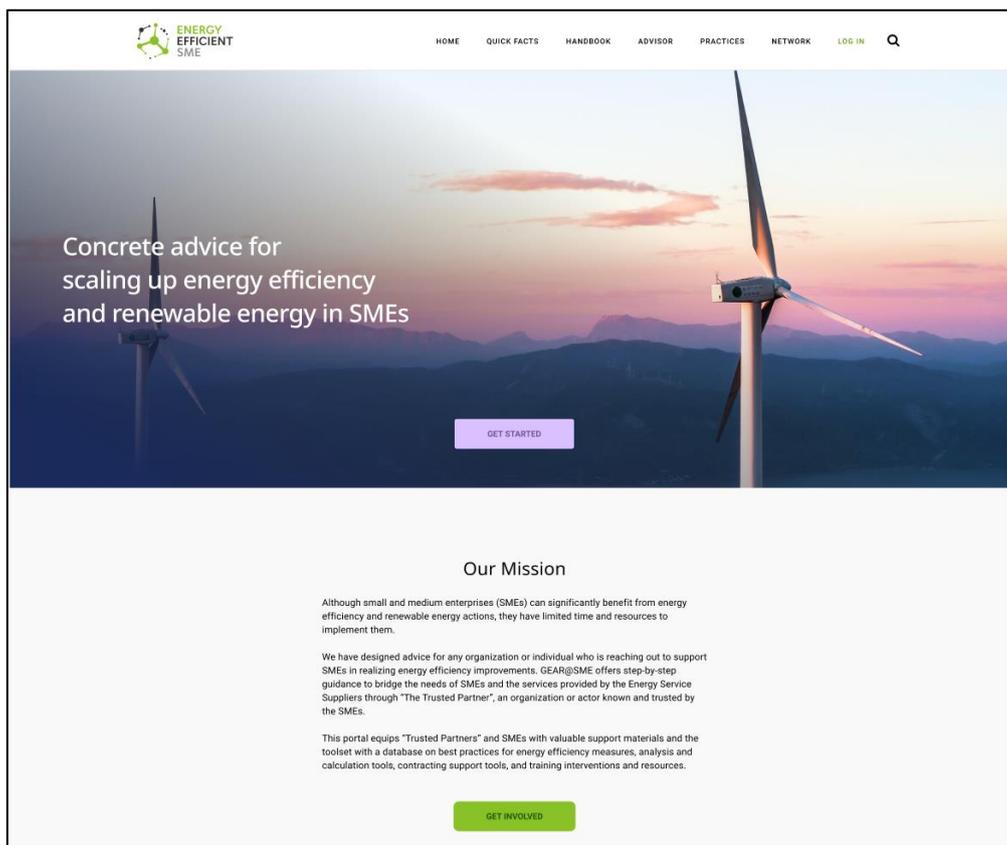


Figure 1. Home page: Mission statement

The Mission Statement ("**Our Mission**") highlights the main facts in brief and provides information on the main goal of the project. It also addresses the main target group ("Trusted partners and SMEs") who may retrieve valuable support materials via the homepage.
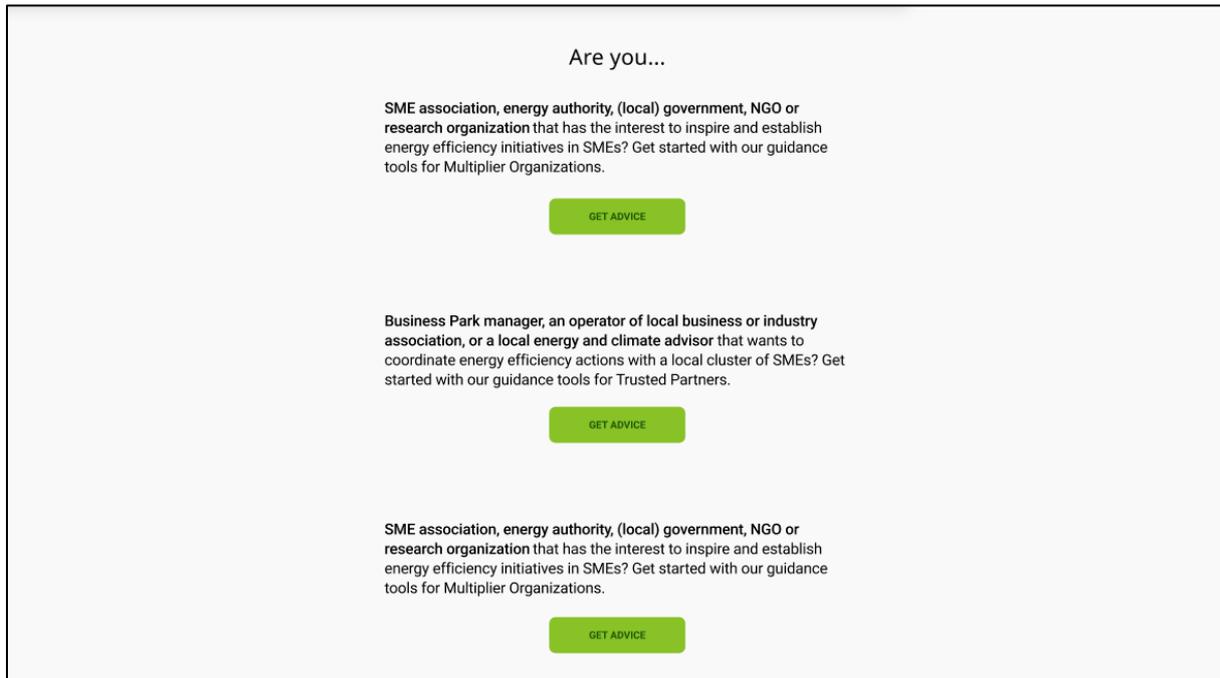
Figure 2. Home page: Identification of user's needs

The identification of user's needs section addresses the main target groups and directs them to specifically tailored materials.

Figure 3. Home page, description of actions for energy saving in SMEs
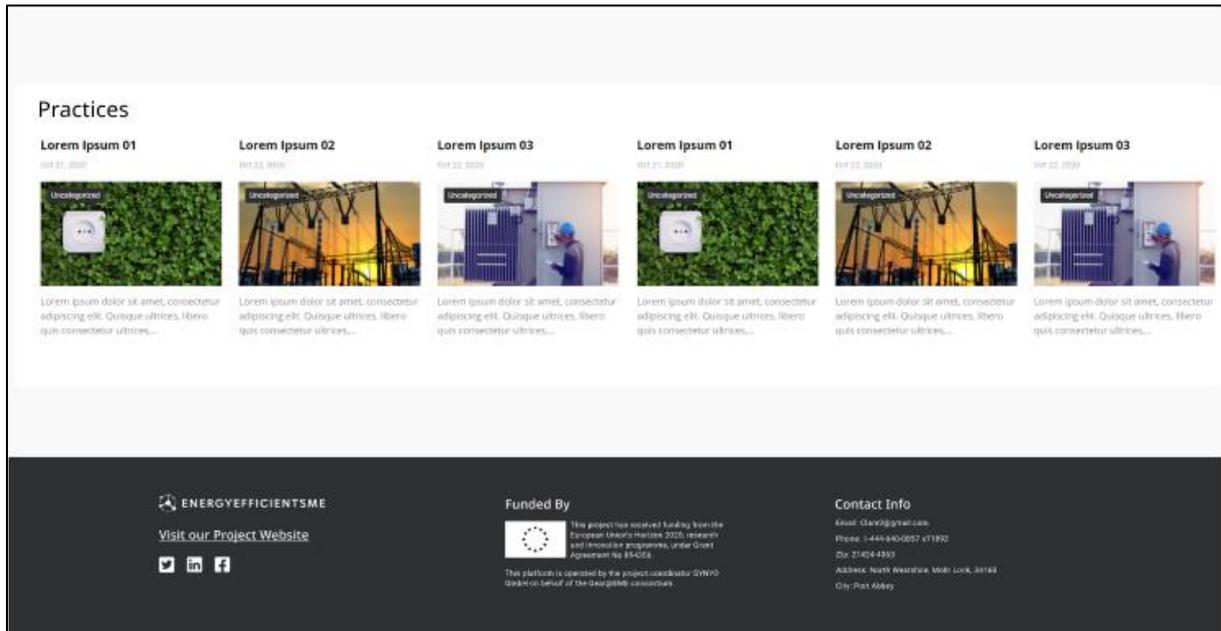
Figure 4. Home page: Links to Inspiring Practices and footer with project's information and contact

### 1.2.2. Inspiring practices - screenshots

This part provides the inspiring cases and real-life inspiration from four use cases. This part will be expanded with new cases as the project will evolve.
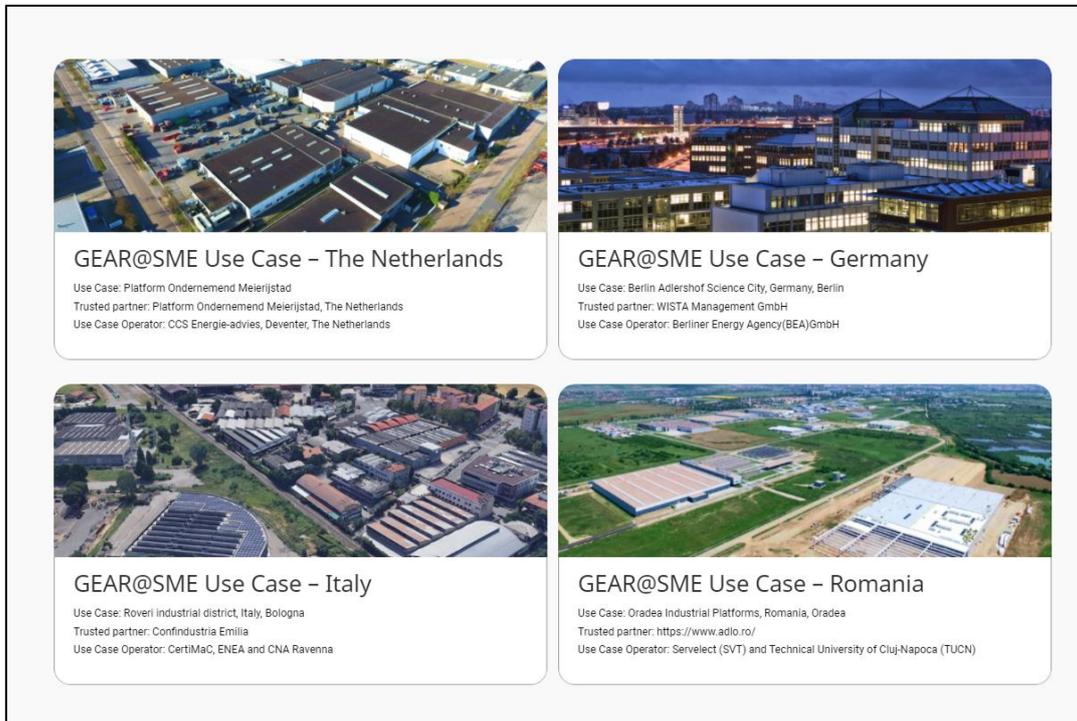


Figure 5. Inspiring practices: Main menu

Figure 6. Inspiring practices: Dutch case, with news and links to other cases

Figure 7. Inspiring practices: Romanian case, with news and links to other cases

Figure 8. Inspiring practices: Italian case, with news and links to other cases

Figure 9. Inspiring practices: German case, with news and links to other cases

### 1.2.3. Handbook

This part contains results from the deliverable D3.1 "Handbook for an integrated GEAR@SME Methodology". It will offer advice, training materials, and supporting tools designed to help any organization or individual who wants to support SMEs in their efforts to improve energy efficiency. The results are adjusted for online use, simple to orient the user, and with downloadable materials.
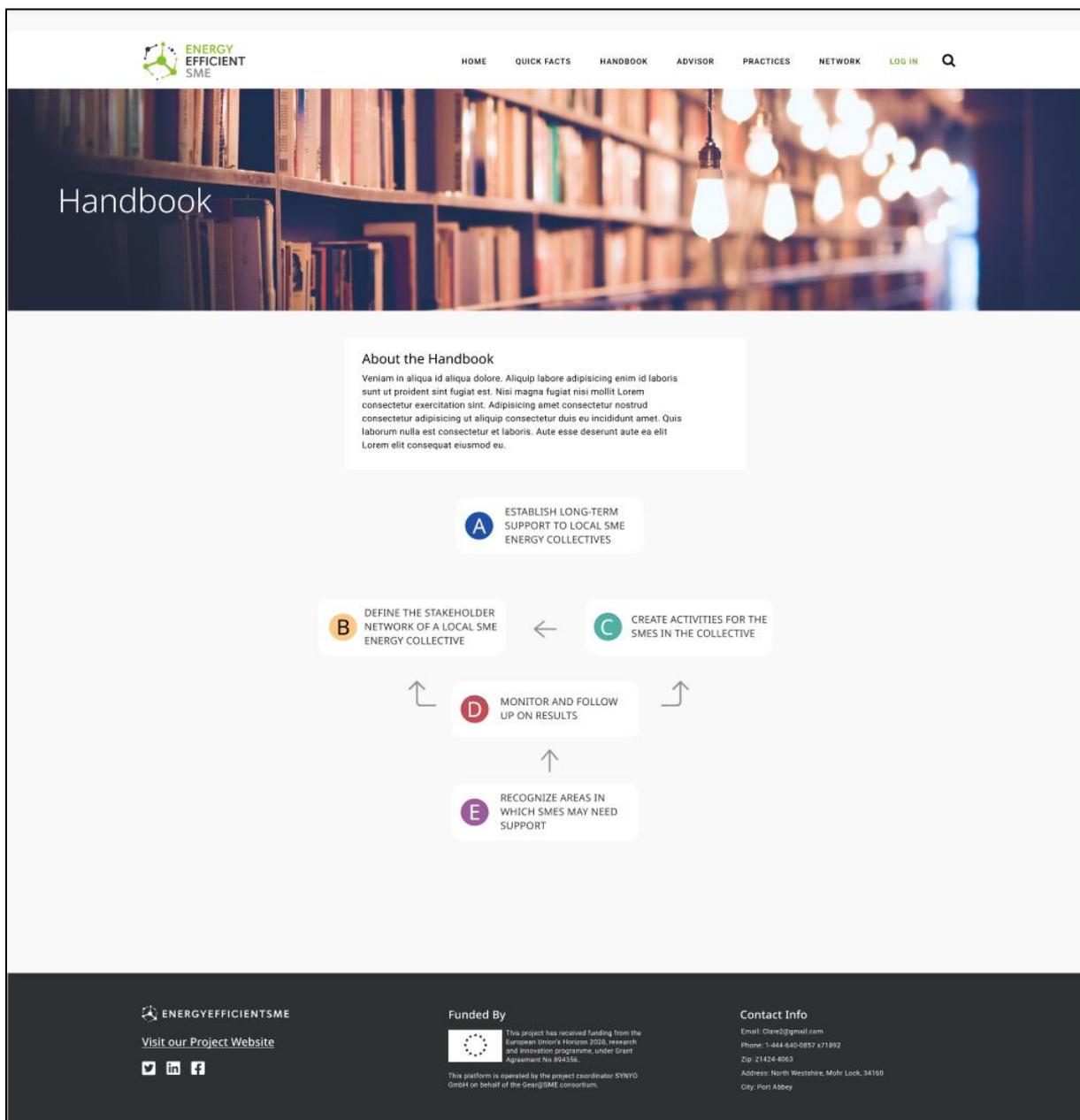


Figure 10. Handbook: Concept of the main page with infographics
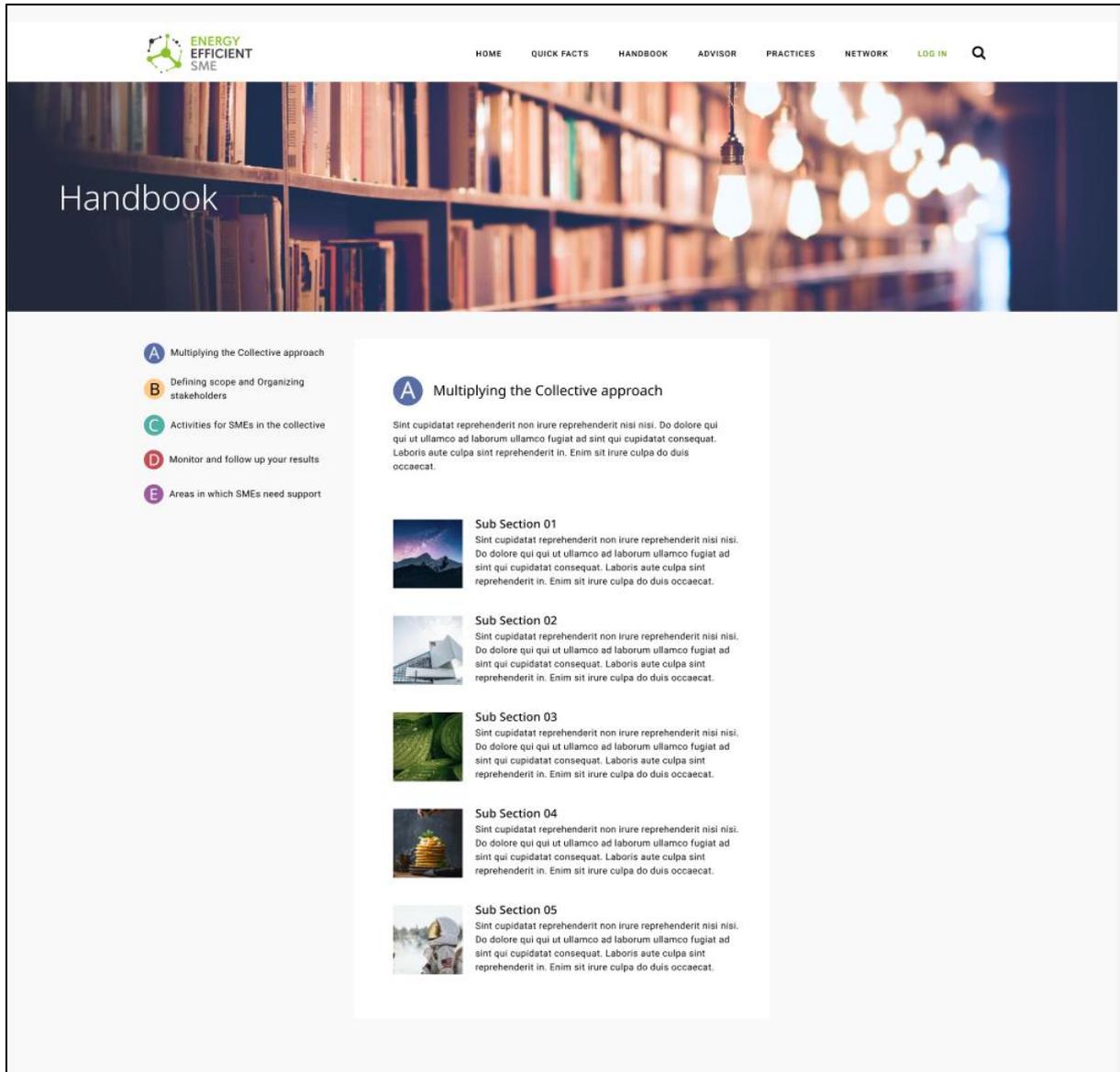
Figure 11. Handbook: Concept of the subsection
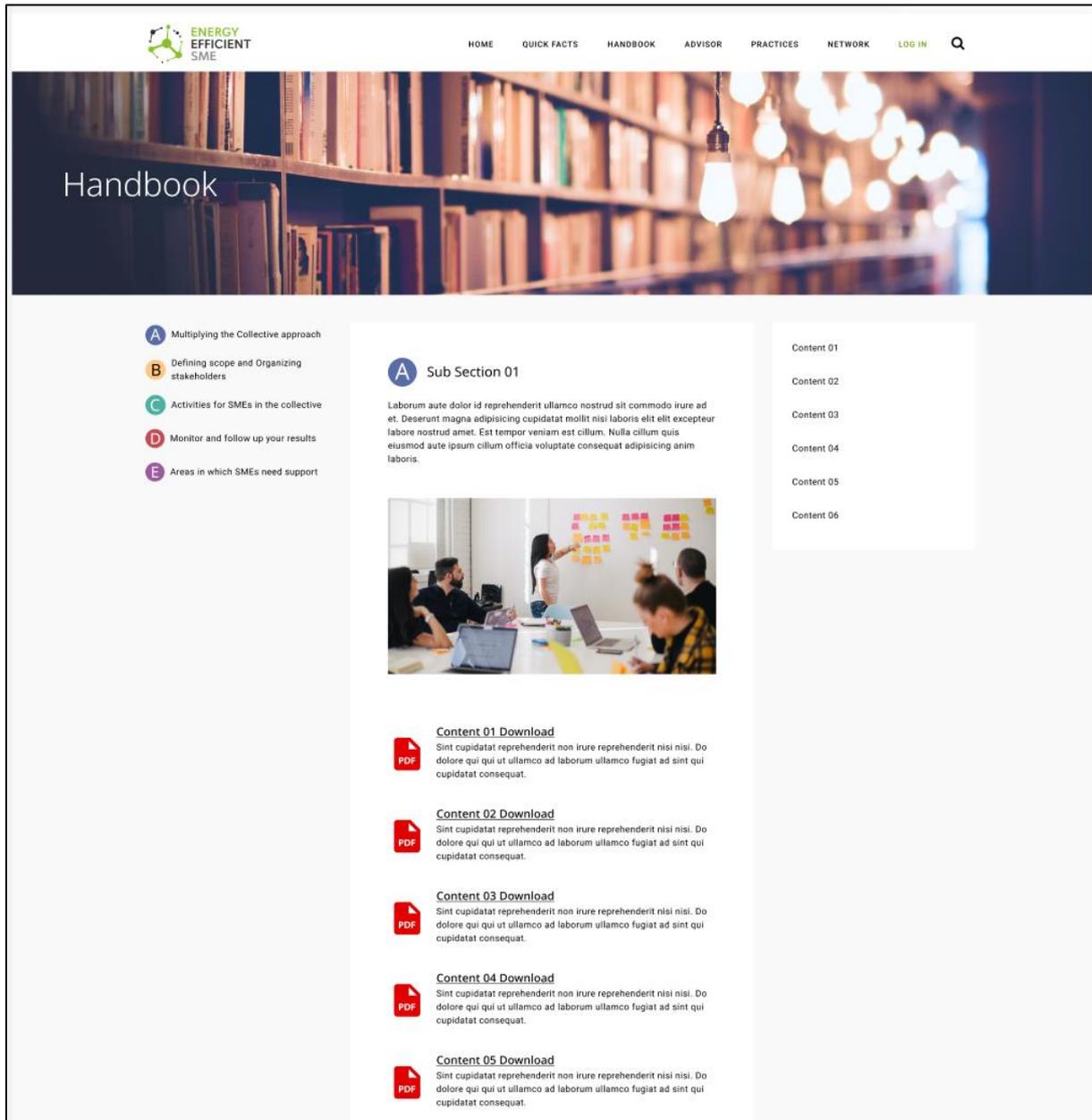
Figure 12. Handbook: Concept of the subsection 1

## 1.2.4. Smart Advisor - wireframes

The Smart Advisor has three subsections: Training, Tools, and Best Practices. Trainings and Tools can be filtered by category, language and target groups. Best practices can be filtered by application, payback time, energy saving potential, and target groups.
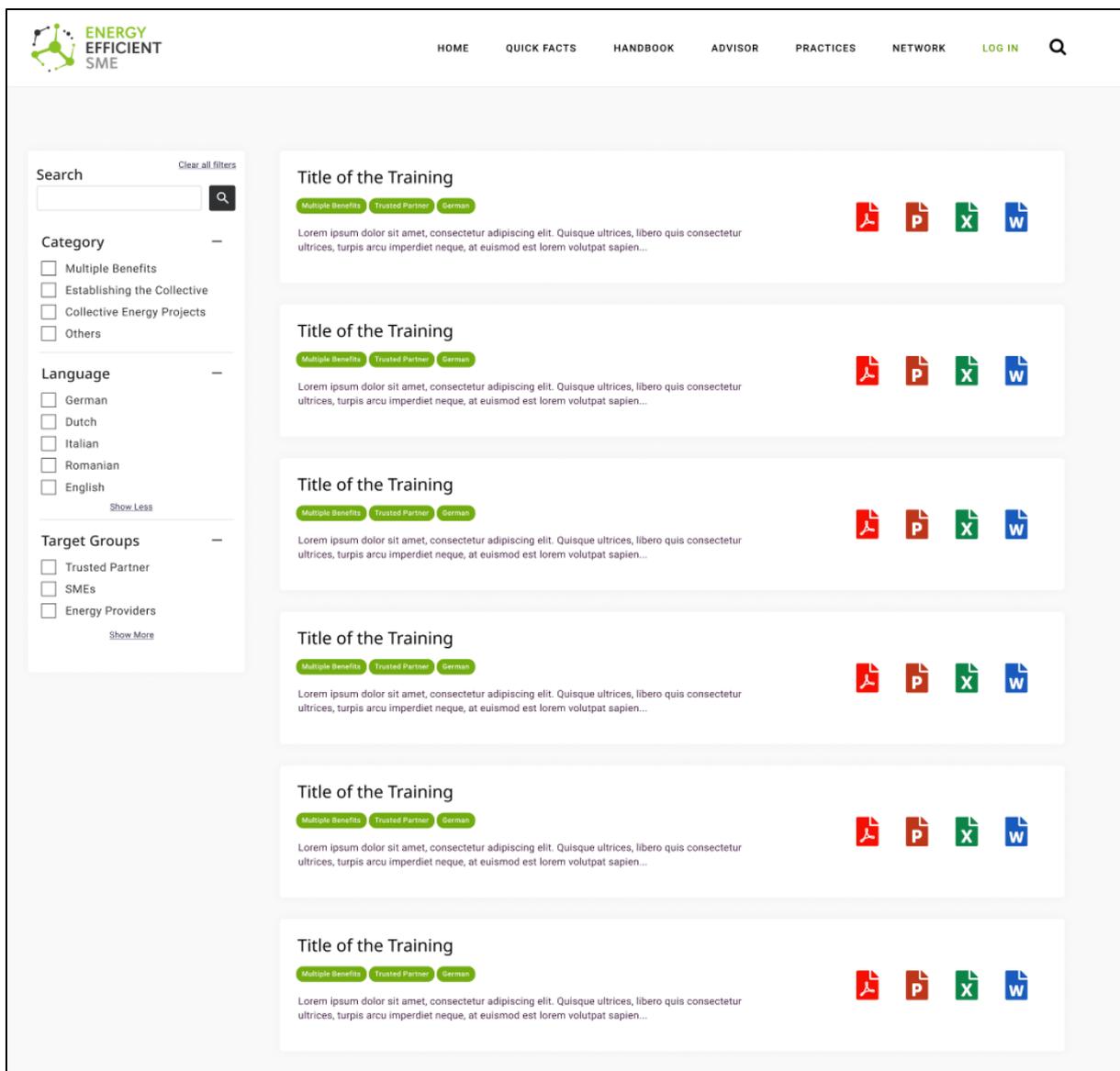


Figure 13. Smart Advisor: Concept for Trainings search

Figure 14. Smart Advisor: Concept for Tools search

Online Awareness and Information Hub



Figure 15. Smart Advisor: Concept for Best Practices search

### 1.2.5. Communities of practice - wireframes

This part is accessible with a password gained in the registration process. Users will participate in discussions to get the direct advice from the local experts, exchange practices, experiences, visions, opinions and feedback on the available GEAR@SME tools, and plan joint initiatives.
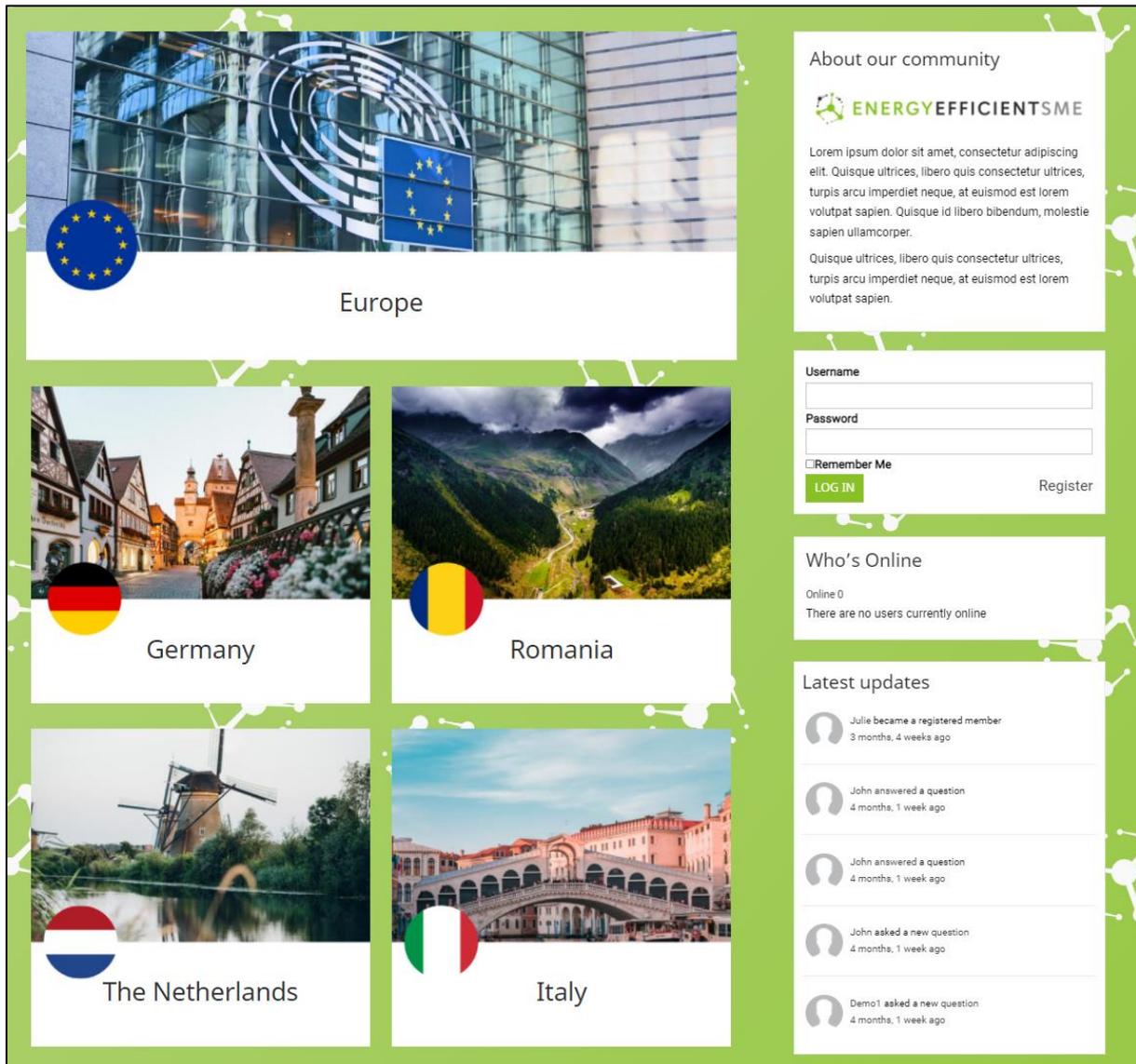


Figure 16. Communities of practice: Main page with short info, links to local or European communities, registration window, user's presence, and latest updates

Figure 17. Communities of practice: Latest updates of discussions and links for direct advise form the local expert

Figure 18. Communities of practice: Local community interface: short description od local community, discussion with the local expert, and general discussions within members of community

## 2    Conclusion

The current design concept of EnergyEfficientSME.eu is the first iteration of the user experience on the online platform. It is based on the initial planning at the proposal stage and on further discussions with the GEAR@SME partners. Additional feedback rounds will follow with the scope of improving the design and the experience provided to the platform's users.

Features in the next design iteration will include a "Search" function on every page of the platform, as well as adding content to the Handbook, Smart Advisor and Communities of practice. First demo-content is already online.