



# Implementation Online Awareness and Information Hub

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

### Project Factsheet

Acronym:	Gear-at-SME
Title:	Generate energy efficient acting and results at small & medium enterprises
Coordinator:	Nederlandse Organisatie voor Toegepast-Natuurwetenschappelijk Onderzoek (TNO)
Reference:	894356



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Call:	H2020-LC-SC3-2018-2019-2020
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Consortium:	Nederlandse Organisatie voor Toegepast-Natuurwetenschappelijk Onderzoek (TNO) CIT Industriell Energi AB (CIT) CertiMaC Soc. Cons. a R. L. (CERTIMAC) Berlin Energy Agency (BEA) Servelect (SVT) Cornelissen Consulting Services B.V. (CCS) SYNYO GmbH (SYNYO) Technical University of Cluj-Napoca (TUCN) Confederazione Nazionale Dell'Artigianato e Della Piccola e Media Impresa Associazione Territoriale Di Ravenna (CNA) Stichting CLOK (CLOK)



## Deliverable factsheet

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Dissemination level:	Public
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Revision	Date	Main modification	Author
1	20/06/2021	First draft	Antonija Bogadi (SYNYO)
2	25/06/2021	Second draft with wireframes and screenshots included	Antonija Bogadi (SYNYO) Jonathan Haring (SYNYO)



## Disclaimer of warranties

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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](http://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

<b>Home / About</b>	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
<b>Handbook</b>	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.
<b>Inspiring Practices</b>	This part provides the inspiring cases and real-life inspiration gathered from WP5.
<b>Smart Advisor: Tools</b>	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.



<b>Smart Advisor: Trainings</b>	This part will contain trainings to support SMEs and Trusted partners.
<b>Smart Advisor: Best Practices</b>	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.
<b>Community of Practice</b>	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”.

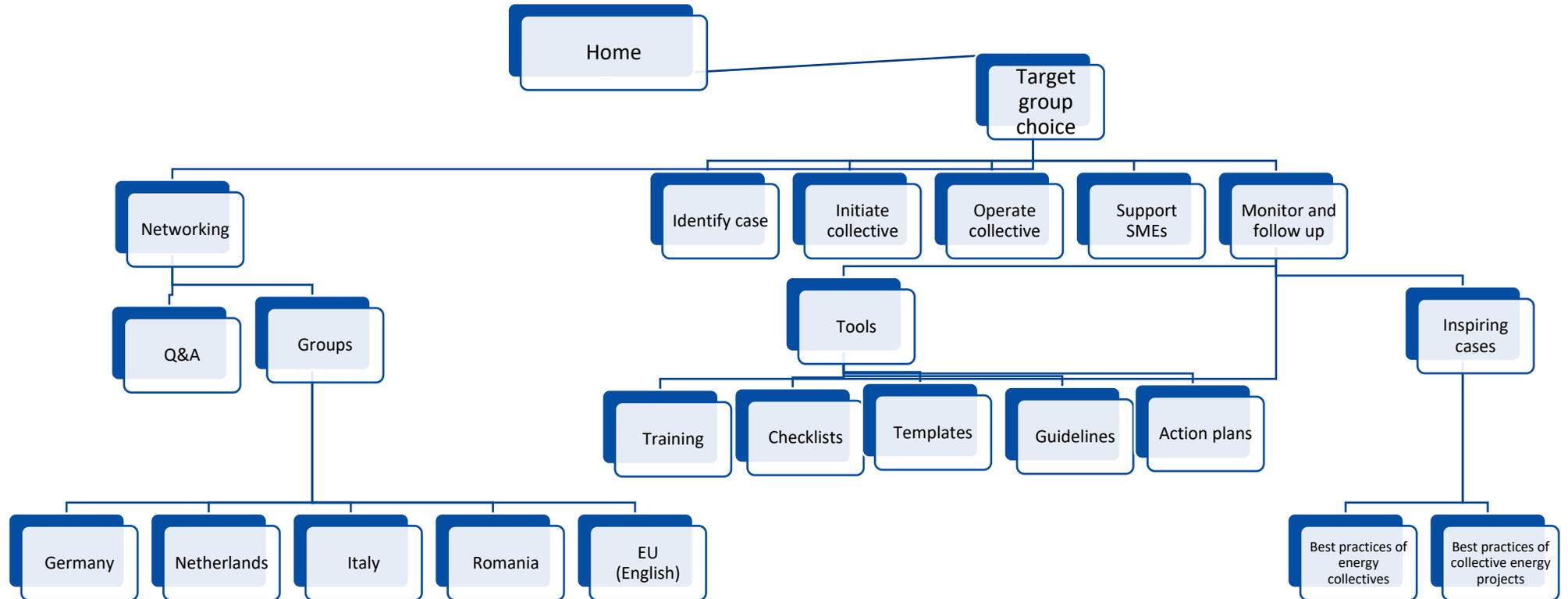


Figure 1 EnergyEfficientSME Sitemap



## 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.

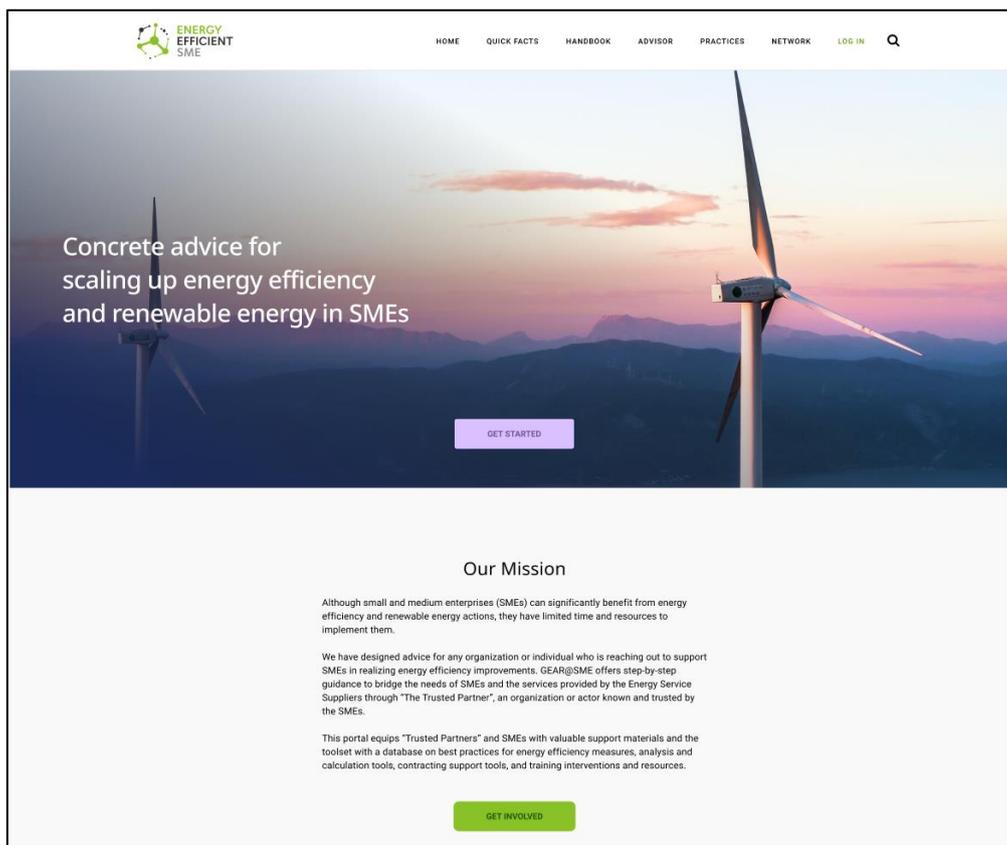


Figure 1. Home page: Mission statement

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.

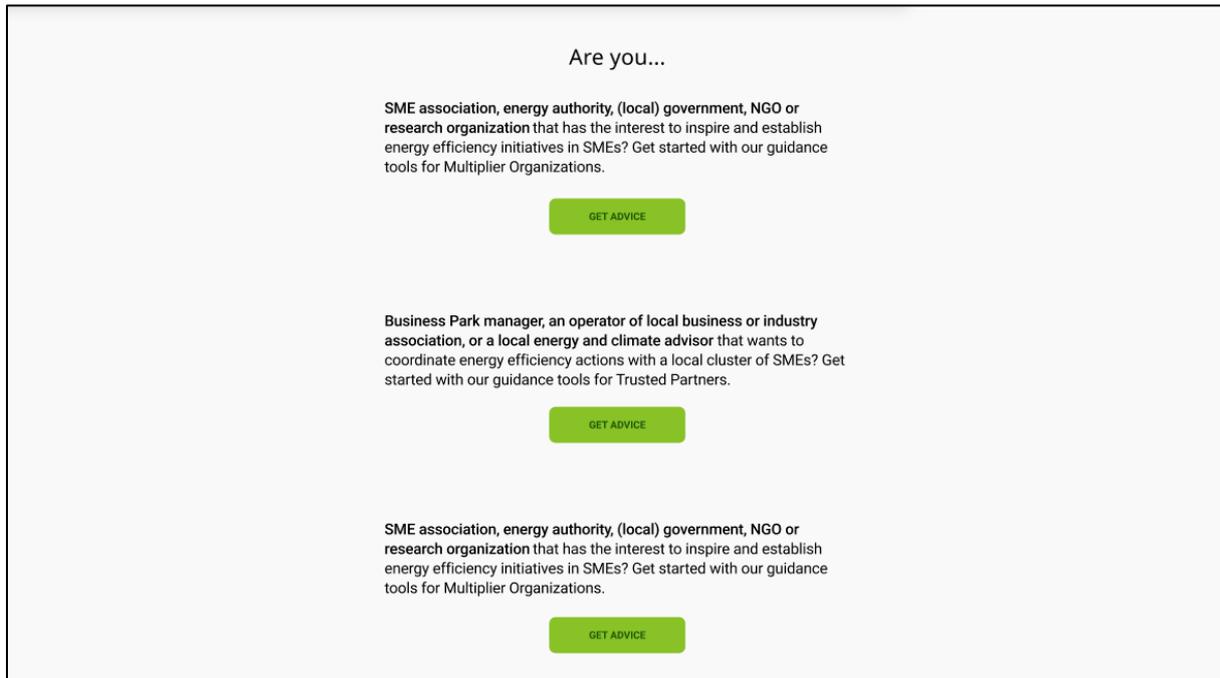


Figure 2. Home page: Identification of user's needs

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



**A**

**Establish long-term support to local SME energy collectives**

...or master how to find suitable local areas to establish local SME energy collectives, to identify, activate and support Trusted Partners to initiate and operate the collectives.

**B**

**Define the stakeholder network of a local SME energy collective**

...or understand the organizational and financial aspects of developing energy efficiency initiatives, motivating SMEs to get involved, and developing a local supporting network.

**C**

**Create activities for the SMEs in the collective**

...or find out about core services and activities for maintaining the participation, networking, communication, and implementation of energy efficiency projects for SMEs.

**D**

**Monitor and follow up on results**

...or learn how to monitor and follow up of the activities and results of local energy collective, make adaptations, and further motivate the SMEs.

**E**

**Recognize areas in which SMEs may need support**

... or get the advice and tools for supporting SMEs to understand the multiple benefits of energy efficiency, and to identify and implement related measures.

Figure 3. Home page, description of actions for energy saving in SMEs

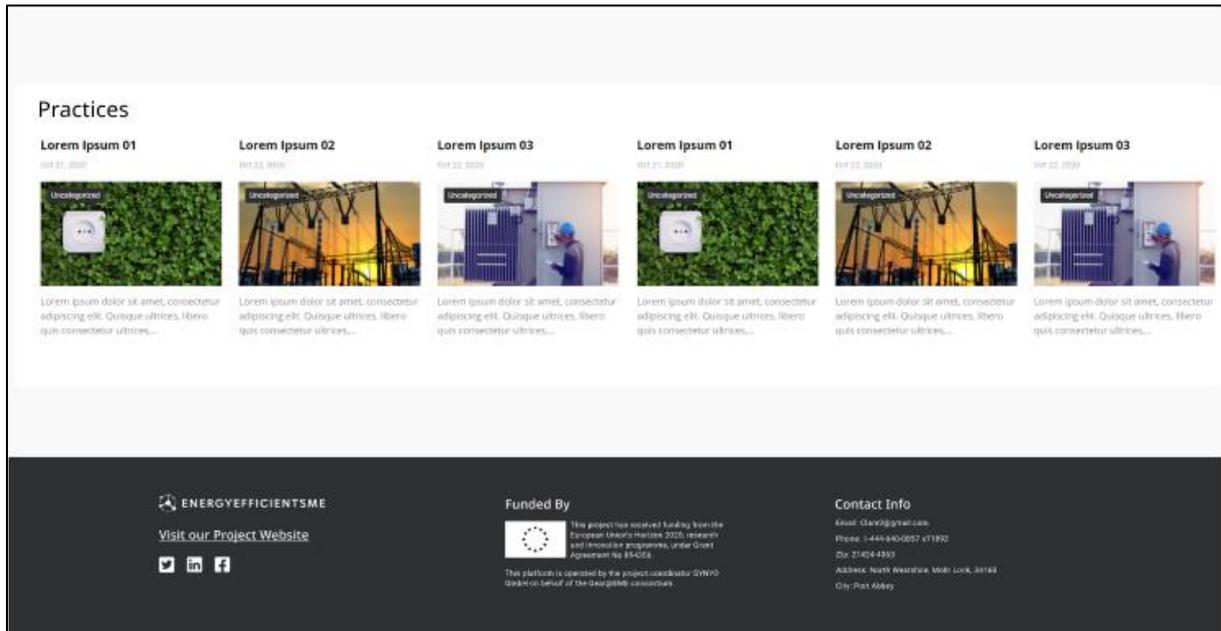


Figure 4. Home page: Links to Inspiring Practices and footer with project’s information and contact

### 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.

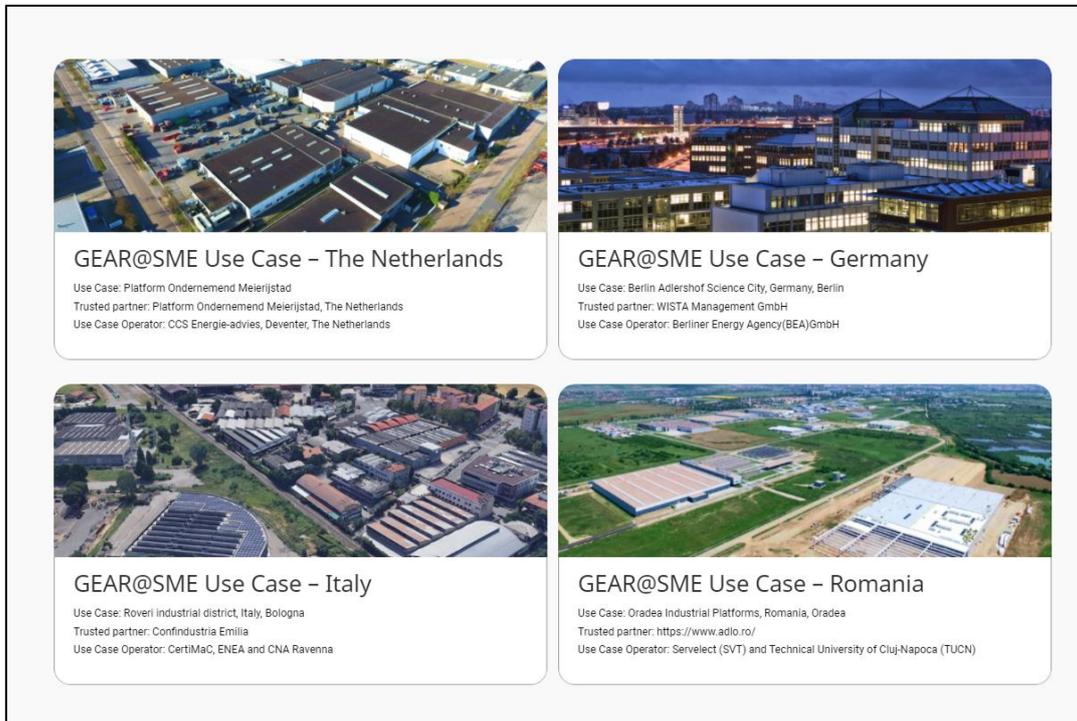


Figure 5. Inspiring practices: Main menu



Home > Use Cases > GEAR@SME Use Case - Netherlands

**GEAR@SME Use Case - Netherlands**  
Last updated Sep 22, 2021

Use Cases

Share [Facebook] [Twitter] [LinkedIn] [Email]

**Use Case:** Platform Ondernemend Meierijstad

**Trusted partner:** Platform Ondernemend Meierijstad, Netherlands, Meierijstad

**Use Case Operator:** CCS Energie-advies, Deventer, Netherlands

The trusted partner for the Dutch use case is POM, Platform Ondernemend Meierijstad (POM). POM is a foundation that represents 900 SMEs within the boundaries of the municipality of Meierijstad. The foundation consists of a collaboration of multiple business associations, ONS (Schijndel), BtB Sint-Oedenrode and EBK (Erp). There are 9 businessparks within the municipality.

Platform Ondernemend Meijereistad (POM) is also the Trusted partner. Currently they are supporting the SMEs by performing the collective purchase of energy on the fixed and variable energy market. In addition they also provide administrative services and track the developments in the energy market to keep the SME updated of any changes. POM also provides collective waste management in which the SME pay per kg of waste. By monitoring the waste and tonnage, they give insights into unnecessary wasting of resources.

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ALL CASES

- GEAR@SME Use Case - Romania Sep 22, 2021
- GEAR@SME Use Case - Italy Sep 22, 2021
- GEAR@SME Use Case - Germany Sep 22, 2021
- GEAR@SME Use Case - Netherlands Sep 22, 2021

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



Home
Use Cases
Geographic Use Case
Romania



Use Cases

## GEAR@SME Use Case – Romania

Last updated **Sep 22, 2021**

**Use Case:** Oradea Industrial Platforms, Romania, Oradea.

**Trusted partner:** <https://www.adlo.ro/>

**Use Case Operator:** Servelect (SVT) and Technical University of Cluj-Napoca (TUCN)

Located in the north-western part of Romania (just 4 km from the Western border), the Oradea Industrial Platforms manage seven Industrial Platforms with a total area larger than 230 ha. They are located in the north-western part of Romania, close to the Hungarian border. The platforms offer good infrastructure, with competitive costs, a skilled labor force, and tailor-made training programs through the dedicated vocational school. The above-mentioned platforms are managed by Oradea Local Development Agency (Agentia de Dezvoltare Locala Oradea – ADLO). The Oradea Industrial Platforms provide a full range of facilities and technical infrastructure, showing flexibility to address business needs and requirements.

The City of Oradea and Oradea Local Development Agency support the long term success strategy by working with companies to develop and implement the most suitable solutions. The region is subject to the European and Romanian Energy Efficiency norms and directives.

Oradea Local Development Agency's core business is the administration of the industrial parks: investment in infrastructure, maintenance, electricity distribution. ADLO's mission is to become an important supporter of the Bihor County economic sector, promoter of innovation and partnership between the private, public and academic sector in order to increase local

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### ALL CASES



GEAR@SME Use Case – Romania  
Sep 22, 2021



GEAR@SME Use Case – Italy  
Sep 22, 2021



GEAR@SME Use Case – Germany  
Sep 22, 2021



GEAR@SME Use Case – Netherlands  
Sep 22, 2021

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



**Use Cases**

## GEAR@SME Use Case – Italy

Last updated **Dec 16, 2021**

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**Use Case:** Roveri industrial district, Italy, Bologna

**Trusted partner:** [Confindustria Emilia](#)

**Use Case Operator:** CertiMaC, ENEA and CNA Ravenna

The Roveri industrial area is a big area (1,998,000 m2) located on the borders of Bologna city centre. It was developed according to a systematic plan. This feature implies that the area has effective access ways and internal roads, green areas, and composition of private and common spaces.

The Roveri area represents a typical local industrial area built in the seventies near the urban areas and now embedded in the city. This kind of areas are called "transition areas", and they are potentially involved in renovation, requalification, development, or regeneration processes in order to increase the functionality and the attractiveness.

The Trusted partner Confindustria Emilia is a composition of enterprises existing and operating in the Roveri area, that has changed over time. It was exclusively industrial nature at the beginning. Nowadays, the set of enterprises settled in the area is composed of industrial activities (mainly manufacturing and mechanic SMEs), craft activities, services but also commercial, leisure and sports activities.

**BOLOGNA - Roveri Zone**  
Buildings with Activities

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**ALL CASES**

- GEAR@SME Use Case – Romania Sep 22, 2021
- GEAR@SME Use Case – Italy Sep 22, 2021
- GEAR@SME Use Case – Germany Sep 22, 2021
- GEAR@SME Use Case – Netherlands Sep 22, 2021

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





Use Cases

## GEAR@SME Use Case – Germany

Last updated **Sep 22, 2021**

Share

**Use Case:** [Berlin Adlershof Science City](#), Germany, Berlin

**Trusted partner:** WISTA Management GmbH

**Use Case Operator:** Berliner Energy Agency (BEA) GmbH

Technologiepark Adlershof is a Science and Technology Park located in Berlin. The Trusted partner WISTA Management GmbH will facilitate contact with SMEs and potential multipliers (e.g. the so called "Technologiekreis Adlershof", an interest group of technology-oriented enterprises in Adlershof).

SMEs interested in participating at GEAR@SME at Adlershof are from the metal processing industry. Also IT enterprises have a lot of energy efficiency potential and have been identified as an interesting target group for the project.

In general, SMEs in Adlershof mostly belong to the following sectors:

- Photonics / Optics
- Biotechnology / Environment
- Microsystems / Materials
- Renewable Energy / Photovoltaics
- IT / Media




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**ALL CASES**



**GEAR@SME Use Case – Romania**

Sep 22, 2021



**GEAR@SME Use Case – Italy**

Sep 22, 2021



**GEAR@SME Use Case – Germany**

Sep 22, 2021



**GEAR@SME Use Case – Netherlands**

Sep 22, 2021

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.

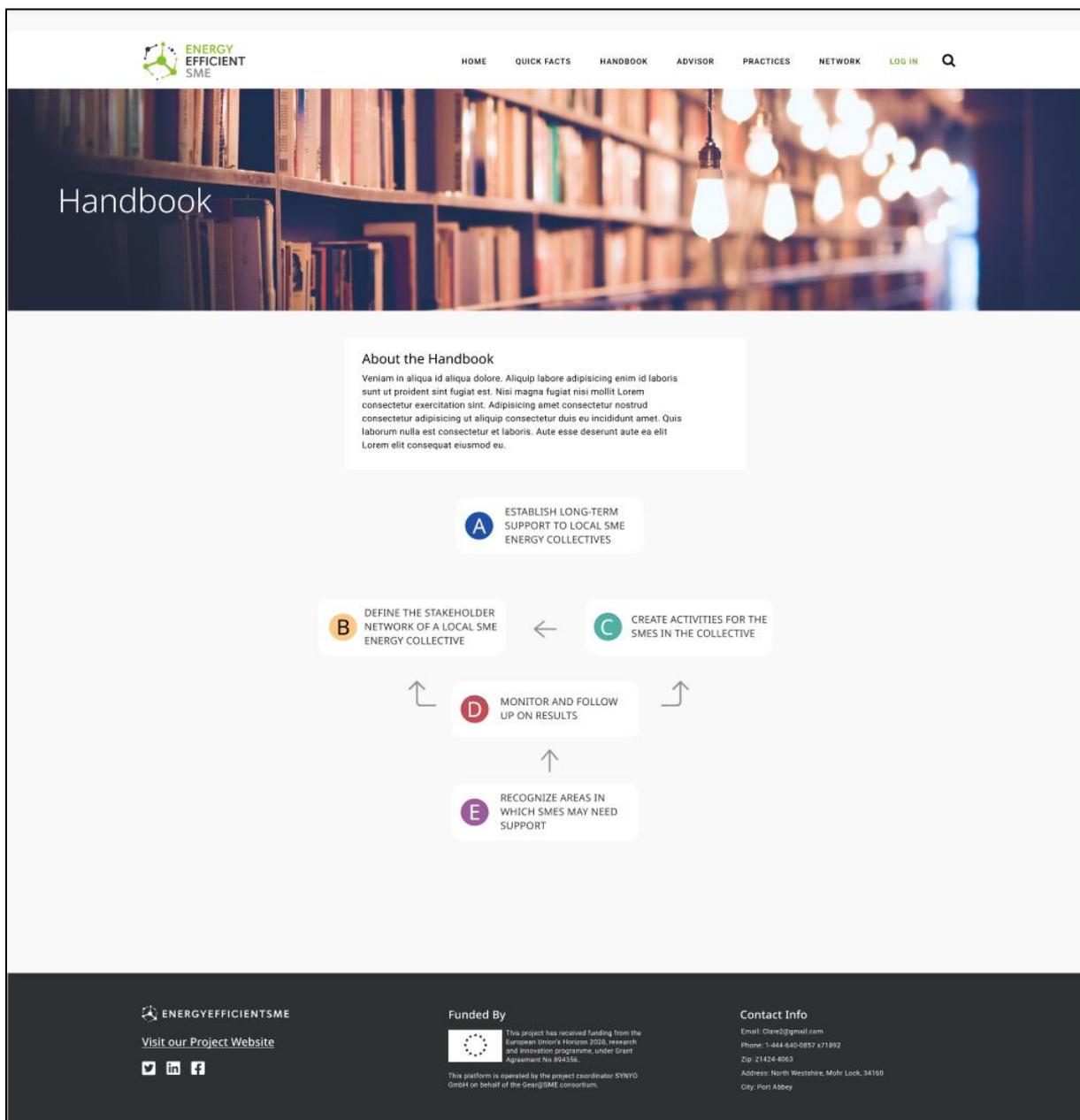


Figure 10. Handbook: Concept of the main page with infographics

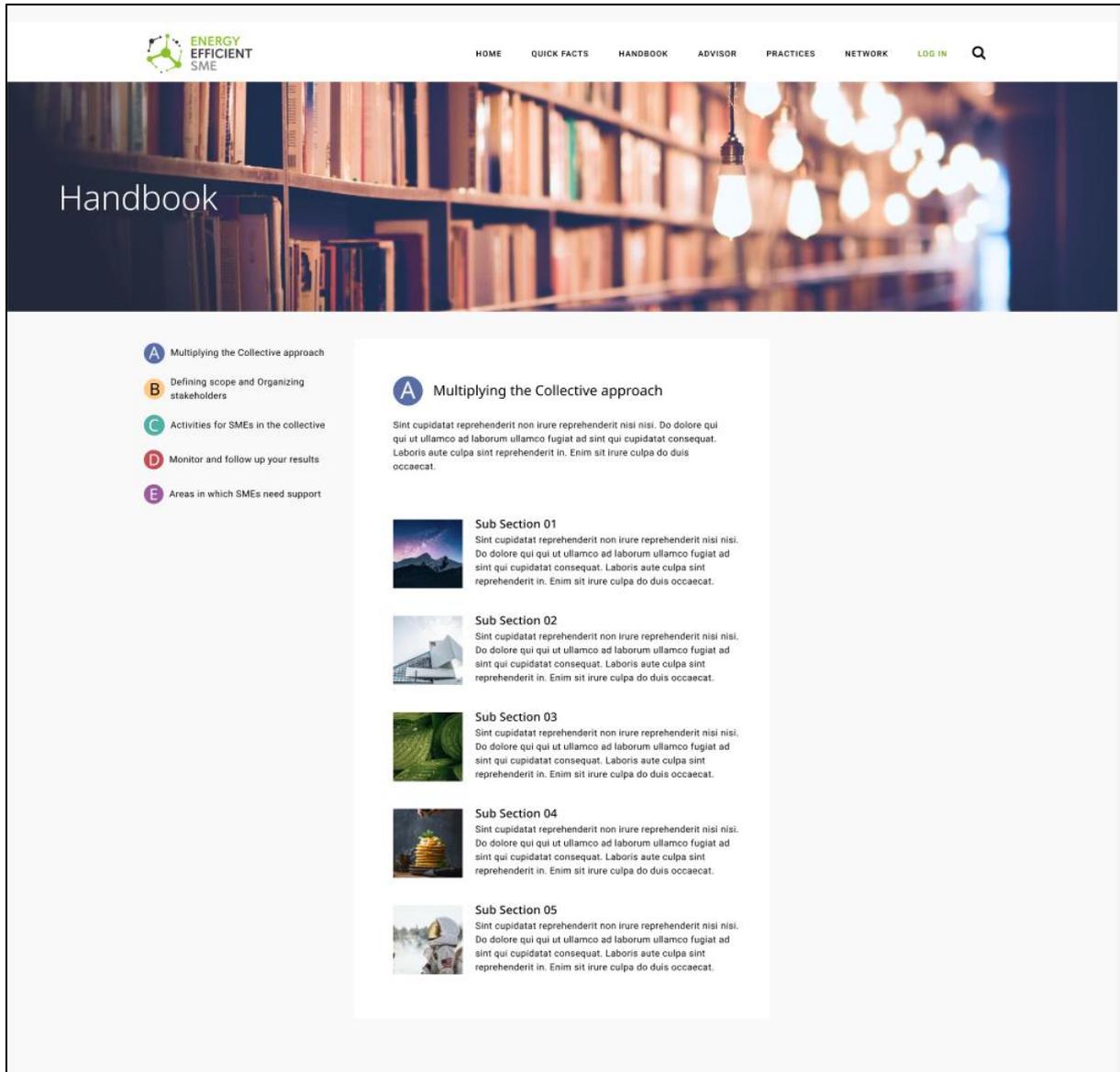


Figure 11. Handbook: Concept of the subsection

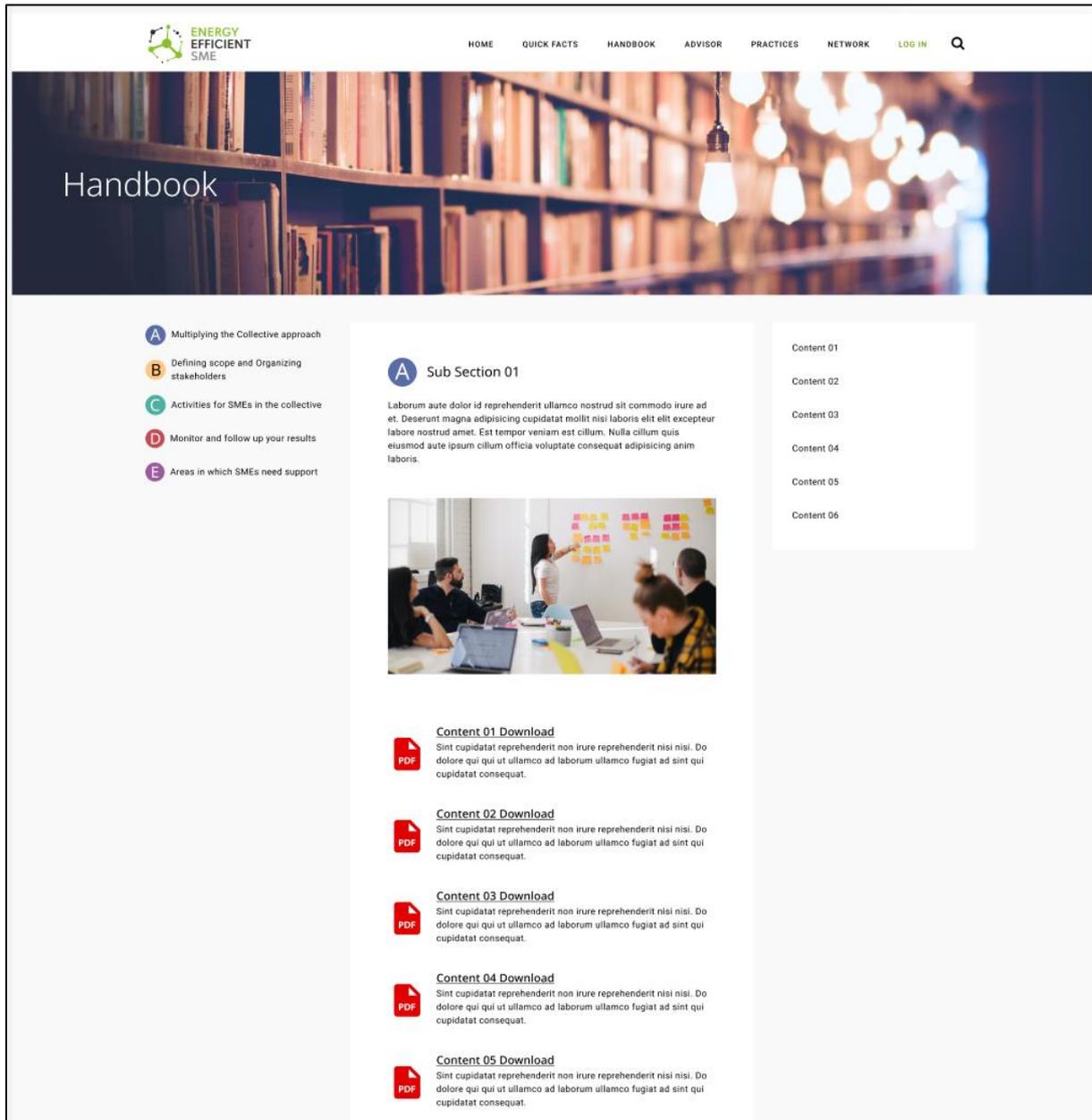


Figure 12. Handbook: Concept of the subsection 1



### 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.

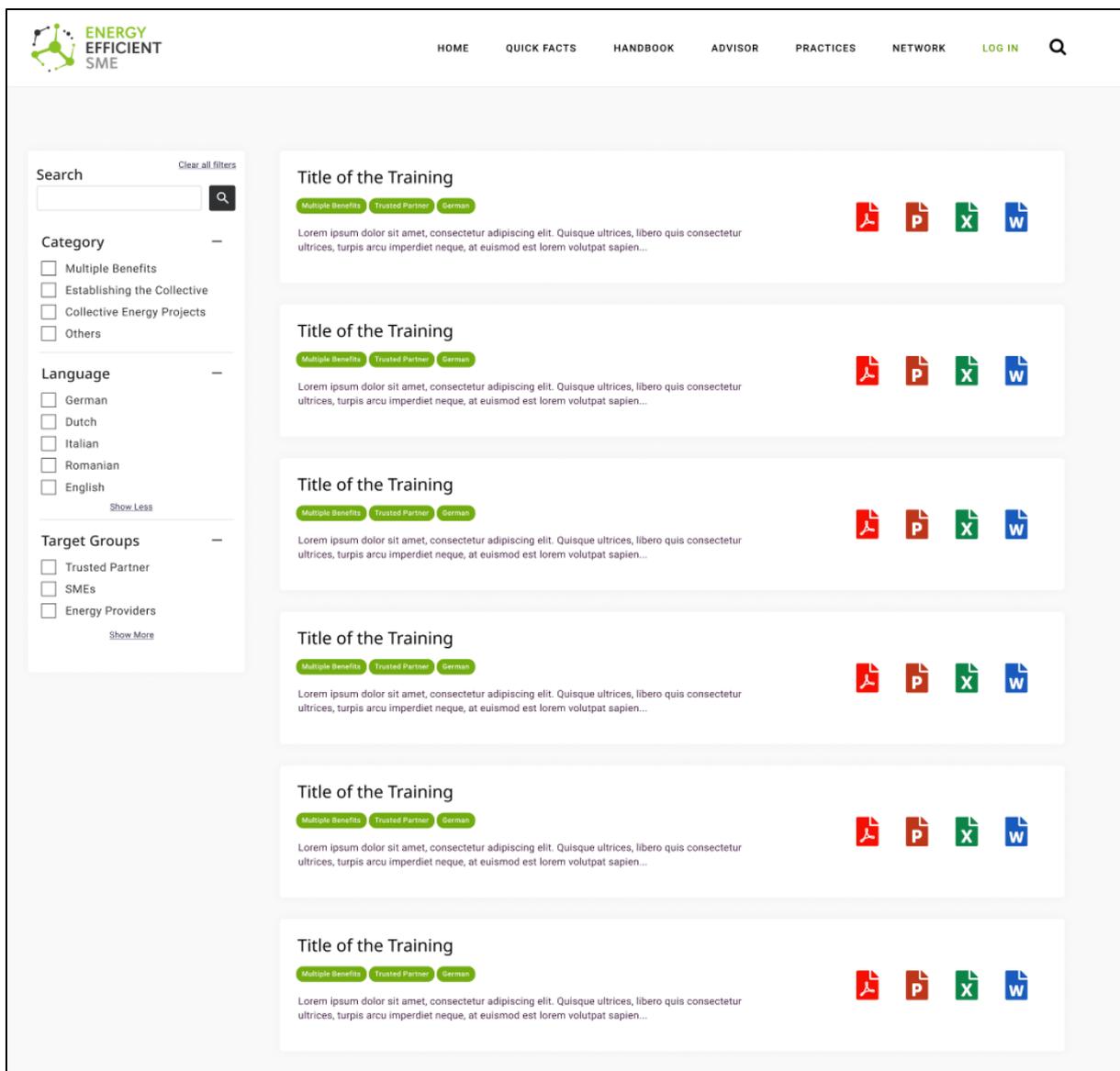


Figure 13. Smart Advisor: Concept for Trainings search



Figure 14. Smart Advisor: Concept for Tools search



The screenshot displays the 'Smart Advisor' web interface. At the top, there is a navigation bar with links for HOME, QUICK FACTS, HANDBOOK, ADVISOR, PRACTICES, NETWORK, LOG IN, and a search icon. The main content area is divided into a left sidebar and a main results grid.

**Left Sidebar (Filters):**

- Search:** A search input field with a magnifying glass icon and a 'Clear all filters' link.
- Application:** A list of checkboxes for various energy-saving applications: Building, Compressed Air Systems, Cooling Systems, Heat Distribution, Energy Efficiency in Offices, Energy Management, Lighting Systems, Mobility, Optimisation of HVAC Systems, Photovoltaic Plant, Process Heating, Pumping Systems, Steam Systems, and Waste Heat Recovery. A 'Show Less' link is at the bottom.
- Payback Time in Years:** A range selector with 'From' and 'To' labels and a slider. The current range is from 0 to 6 years.
- Energy Saving Potential:** A range selector with 'From' and 'To' labels and a slider. The current range is from 0% to 66%.
- Language:** A list of checkboxes for German, Dutch, Italian, Romanian, and English.
- Target Groups:** A list of checkboxes for Trusted Partner, SMEs, and Energy Providers.

**Main Results Grid:**

The grid displays six search results, each with a title, key metrics, and a brief description:

- Optimisation of Compressed Air User Appliances:** Tagged 'Compressed Air Systems', 'SMEs', and 'English'. Payback Time: 3-6 years. Energy Saving Potential: 15%. Description: Compressed Air is an essential part of modern industry used by nearly every branch of production. In some sectors compressed air can take up to 20% (glass industries even 40%) of the electrical energy used. On average about 7% to 11% of the electrical energy in industry is used for compressed air. Due to its bad efficiency, compressed air is the most expensive form of energy in industry.
- Solar Thermal Plant:** Tagged 'Photovoltaic Plant', 'Trusted Partner', and 'English'. Payback Time: 3-6 years. Energy Saving Potential: 20-30%. Description: A solar thermal system transforms sunlight directly into heat. The thermal energy obtained from this transformation is used to heat the water necessary for the uses of the building as domestic hot water, for space heating or directly for use in the production cycle. As a renewable energy source, low-temperature solar thermal technology has enormous utilised potential.
- Insulation:** Tagged 'Heat Distribution', 'SMEs', and 'English'. Payback Time: 3-6 years. Energy Saving Potential: 4-6%. Description: Pipes and hydraulic components are often not insulated properly. Insulation is often missing, damaged or insufficient regarding thickness and/or material. Temperatures of heat distribution mediums can vary between -160°C to far above +600°C. Thus insulation is not always for heat losses only, it can also save energy in cooling systems.
- Follow-Up and Monitoring of Energy Consumption:** Tagged 'Photovoltaic Plant', 'Trusted Partner', and 'English'. Payback Time: 0-3 years. Energy Saving Potential: 5-15%. Description: In industry it is essential to know the energy consumption of each of the production processes, to optimize it and be able to control any deviation that may occur. The automation of reading processes greatly simplifies operations and generates significant cost savings.
- Optimisation of Compressed Air User Appliances (Duplicate):** Same as the first result.
- Solar Thermal Plant (Duplicate):** Same as the second result.
- Follow-Up and Monitoring of Energy Consumption (Duplicate):** Same as the fourth result.

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.

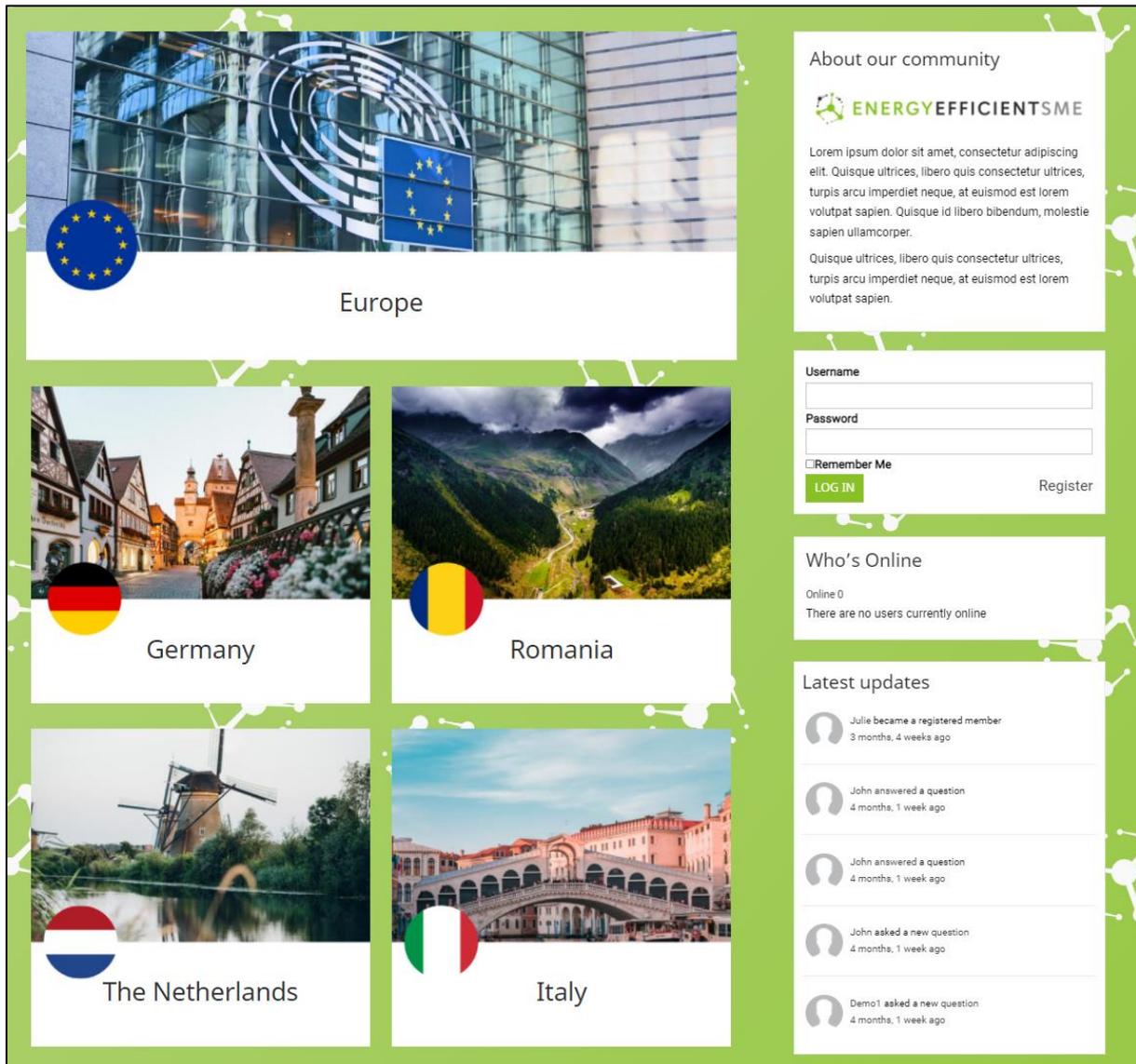


Figure 16. Communities of practice: Main page with short info, links to local or European communities, registration window, user's presence, and latest updates



The screenshot displays a web interface for expert discussions. It features a main content area with five discussion cards and a sidebar on the right for asking experts.

- Expert discussion – Germany:** Featured, 11 views, Admin Changed status to publish September 29, 2021, Germany, 0 Answers. Includes a "VIEW DISCUSSION" button.
- Expert discussion – Romania:** Featured, 17 views, Admin Marked as featured question September 29, 2021, Romania, 1 Answer. Includes a "VIEW DISCUSSION" button.
- Expert Discussion – Netherlands:** Featured, 14 views, Admin Marked as featured question September 29, 2021, The Netherlands, 1 Answer. Includes a "VIEW DISCUSSION" button.
- Expert discussion – Italy:** Featured, 2 views, Admin Marked as featured question September 29, 2021, Italy, 0 Answers. Includes a "VIEW DISCUSSION" button.
- Demo Question:** 39 views, Admin Edited answer September 29, 2021, Italy, 1 Answer. Includes a "VIEW DISCUSSION" button.

The sidebar on the right contains four "Ask an expert!" buttons, each with a flag icon: Germany, Italy, Netherlands, and Romania.

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



[Home](#) | [Quick Facts](#) | [Use Cases](#) | [Smart Advisor](#) | [Network](#) Q

Home > Community > Categories > germany

**Germany**
2 Questions

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### Expert discussion - Germany

Featured 👁 11 views ➔ Admin Changed status to publish September 29, 2021 🇩🇪 Germany 0 Answers

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VIEW DISCUSSION

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### Lorem ipsum question?

👁 6 views ➔ John Asked question September 29, 2021 🇩🇪 Germany 0 Answers

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VIEW DISCUSSION

This portal equips "Trusted Partners" and SMEs with valuable support materials and the toolset with a database on best practices for energy efficiency measures, analysis and calculation tools, contracting support tools, and training interventions and resources.

This project has received funding from the European Union's Horizon 2020 Coordination & Research and Innovation Action under Grant Agreement No 894356.

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Figure 18. Communities of practice: Local community interface: short description of 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.