

## D6.5 Dissemination material (Final)





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## DISSEMINATION LEVEL

- Public
- Confidential, only for members of the consortium (including the Commission Services)

## DOCUMENT HISTORY

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01	30.08.2019	Final version	GEO

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# Introduction

This deliverable features the final compilation of START2ACT dissemination materials produced during project implementation. These materials served the general dissemination and communication aims of informing the general public about the project, its objectives and activities, and also specifically targeted the project's target audience, informing them about the project's activities and services provided to them and the benefits of saving energy for businesses.

Most of the materials have been made available electronically on the project website under the tab "[Communication Pack](#)" and are available for download **in all partner languages**. Additionally, they were distributed in hard copies at events attended by the START2ACT partners.

START2ACT aimed to diversify its dissemination materials, by producing **engaging tools**, apart from the standard leaflets and flyers. Some of the materials, such as the START2ACT Stickers, Thermometers, Tote Bags, Photo frame and the Energy Saving Wheel, not only promoted the key messages of the project, but due to their additional functionality were especially popular among the audience and helped to contribute to the sustainability mission of START2ACT.

Deliverable D6.7 Final Report on the Dissemination Activities provides a comprehensive summary of all the events, media and channels where the START2ACT dissemination material were utilised.

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# List of the dissemination materials

The following dissemination materials were produced and used in START2ACT:

- **Two-sided flyers** – compact information material about the project in vertical and landscape formats;
- **A1-SIZE Poster** - promoting START2ACT and its mission at designated bulletin boards or office buildings;
- **X-Banner** – highlighting project activities and achievements and distributed during business breakfasts’;
- **Fact Sheet** - providing information on START2ACT for the target audience: WHAT’S in it for you?
- **Two-sided Energy Saving Stickers and Checklist** – the stickers are meant for office appliances as reminders to switch off/put on standby. The energy saving tips on saving energy in the office are provided on the backside;
- **START2ACT Thermometer** – paper-based functional device allowing users to identify energy saving potential based on the office temperature adjustment;
- **START2ACT Photo Frame** – used at project events to engage audience into taking photos and send the environmentally conscious message;
- **START2ACT Highlights** – summary of project achievements halfway – in numbers for all activities and partner countries;
- **Paper and tote bags** – made from recycled materials in order to raise visibility of the project serving as practical gadgets;
- **Informative cards for startups and SMES** – in the form of a business card with the aim of informing specific target groups about START2ACT services available for them;
- **START2ACT Energy Saving Wheel** – paper based rotating wheel providing energy saving tips and promoting START2ACT Energy Saving Platform.

## START2ACT flyers (EN version)

**We help young SMEs & startups  
to reduce energy use through simple,  
day-to-day actions**

Take part in our free-of-charge activities in  
nine EU countries and boost the energy  
efficiency of your company!



 **BUSINESS  
BREAKFASTS  
FOR SMES**

 **ENERGY  
SAVING  
PLATFORM**

 **MENTORING  
FOR  
STARTUPS**

 **ON-SITE  
TRAINING  
FOR SMES**

 **ASK THE  
EXPERT**

**WANT TO KNOW MORE?**  
Visit [www.start2act.eu](http://www.start2act.eu)  
Drop us a line: [info@start2act.eu](mailto:info@start2act.eu)  
Follow us and stay tuned!





**For updates on activities in your area, contact your local partner or visit our country-specific websites at [www.start2act.eu](http://www.start2act.eu)**

**startups.be**

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## ENGAGING START-UPS AND YOUNG SMES FOR ACTION FOR SUSTAINABLE ENERGY

BUSINESS BREAKFASTS  
FOR SMESINTERACTIVE ENERGY  
SAVING PLATFORMMENTORING FOR  
START-UPS

ASK THE EXPERT



ON-SITE TRAININGS FOR SMES

**Did you know that by taking low- and no-cost actions you could reduce energy consumption and costs by 20% at your office?** Our mission is to help young SMEs and start-ups to save energy and costs at their workplace by introducing simple yet effective energy efficiency measures in their daily routines. For this, we are offering free-of-charge consultations and training activities in nine European countries.



## WANT TO KNOW MORE?

Visit our webpage and follow us on social media!

[www.start2act.eu](http://www.start2act.eu)[@start2act](https://twitter.com/start2act)[START2ACTproject](https://www.facebook.com/START2ACTproject)[START2ACT](https://www.linkedin.com/company/START2ACT)

To receive free tips and hear about START2ACT activities near you, just drop us an e-mail:

[info@start2act.eu](mailto:info@start2act.eu)

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# START2ACT Poster (EN version)

ENGAGING STARTUPS AND YOUNG SMES IN TAKING ACTION ON ENERGY EFFICIENCY

**BUSINESS BREAKFASTS FOR SMES**

**INTERACTIVE ENERGY SAVING PLATFORM**

**MENTORING FOR STARTUPS**

**ASK THE EXPERT**

**ON-SITE TRAINING FOR SMES**

**Did you know that by making low- and no-cost changes you could reduce energy consumption and costs by 20% in your office?**

Our mission is to help young SMEs and startups to save energy and cut costs at work by introducing simple yet effective energy efficiency measures into their daily routines. To achieve this, we are offering free-of-charge mentoring and training activities in nine European countries.

**Want to know more?**  
Visit our webpage and follow us on social media!

[www.start2act.eu](http://www.start2act.eu) @start2act START2ACTproject START2ACT

**To receive free tips and hear about START2ACT activities near you, just drop us an e-mail:**

[info@start2act.eu](mailto:info@start2act.eu)

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# START2ACT Banner (EN version)

The banner features a dark blue background with a central 'START2ACT' logo. At the top, there is a row of flags from Belgium, Bulgaria, Czechia, Hungary, Poland, Romania, Slovakia, and the UK. The main text reads 'ENGAGING STARTUPS AND YOUNG SMEs IN TAKING ACTION ON ENERGY EFFICIENCY'. The central logo is surrounded by six icons: a coffee cup for 'BUSINESS BREAKFASTS FOR SMES', a power button for 'ENERGY SAVING PLATFORM', a star for 'MENTORING FOR STARTUPS', a lightbulb for 'ASK THE EXPERT', a bar chart for 'ON-SITE TRAINING FOR SMES', and a leaf for 'REDUCE YOUR CARBON FOOTPRINT'. Statistics include '40+ BUSINESS BREAKFASTS ORGANISED', '1200+ STARTUP ENTREPRENEURS TRAINED', '8000+ MANAGERS AND STAFF OF YOUNG SMES TRAINED', and '20% REDUCTION OF YOUR ENERGY CONSUMPTION'. A call to action says 'Join us and unlock your company's full potential!'. Below this, it asks 'What are the benefits for you?' and lists 'REDUCE YOUR CARBON FOOTPRINT', 'SAVE MONEY', 'GAIN COMPETITIVE ADVANTAGE', and 'OPTIMISE YOUR RESOURCES'. Contact information includes 'WANT TO KNOW MORE? Visit www.start2act.eu, Drop us a line: info@start2act.eu, Follow us and stay tuned!' with social media icons for Twitter, Facebook, and LinkedIn. At the bottom, there are logos for EM Europe Modeller, Carbon Trust, ENVROS, ENERO, startups+, GEONARDO, CentERdata, EIHP, SIEA, and KAPE, followed by the European Union flag and a small disclaimer.



# START2ACT Factsheet (EN version)



## Small business? Join START2ACT and unlock your company's full potential!

START2ACT is a group of international energy & entrepreneurship experts joining forces to make small businesses more energy-conscious with the support of the European Union.

### WHAT IS IN IT FOR YOU?

#### Optimise Your Resources

- Receive free-of-charge and bespoke advice on opportunities for energy efficiency in your organisation.
- Ensure that you are taking the right energy efficiency measures – START2ACT can help you identify those actions with high impact for your specific case.
- What works for other businesses may not work for you – let START2ACT experts do the hard work for you rather than dedicating resources to research this.

#### Save Costs

- START2ACT bundles information and individual solutions on energy efficiency for your company – many measures are easy to implement, don't cost much and can save resources for other areas of your business.
- Investing in energy efficiency pays off – some measures can bring up to 2.5 times return on investment.

#### Gain Competitive Advantage

- START2ACT supports you to embed energy efficiency from an early stage of your business to use this as a competitive benefit and to build up a reputation for being green.
- Energy efficiency measures help your business to boost its green image.
- START2ACT broadens your network and brings you in touch with other companies and people keen on acting green.

#### Reduce Your and Europe's Carbon Footprint

- START2ACT experts discuss and identify together with you measures to lower the impact of your company on environment and climate.
- Implement environmental-conscious thinking in all areas of your business to influence Europe's business landscape in a sustainable manner.



Visit [www.start2act.eu](http://www.start2act.eu) and get all necessary information on available supports and free-participation.



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# Energy Saving Stickers and Checklist (EN version)

**START2ACT ON ENERGY EFFICIENCY**  
Label your light switches, coffee machines, printers, and other devices.

**TURN OFF WHEN NOT IN USE**

**TURN OFF AND SAVE ENERGY**

**TURN OFF AT THE END OF THE DAY**



## START2ACT ON ENERGY EFFICIENCY

### Simple and no-cost measures for every day



#### LIGHTING: SAVE UP TO 10% OF LIGHTING COSTS

- ✓ Switch off all non-essential lighting out of business hours
- ✓ Switch off lights if you leave an area
- ✓ Replace old lamps with LEDs and keep controls in good working order
- ✓ Clean windows and light fittings regularly to reduce the need for artificial lighting

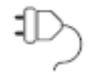


#### HEATING AND COOLING: SAVE UP TO 20% OF HEATING AND COOLING COSTS

- ✓ Switch off heating and cooling before the end of the working day where possible
- ✓ Make sure heating and cooling don't run at the same time
- ✓ Set your heating to 19-21°C in winter and your cooling to 24°C or above in summer
- ✓ Never open the window when heating OR cooling systems are on



#### OFFICE EQUIPMENT: SAVE UP TO 20% OF EQUIPMENT OPERATING COSTS

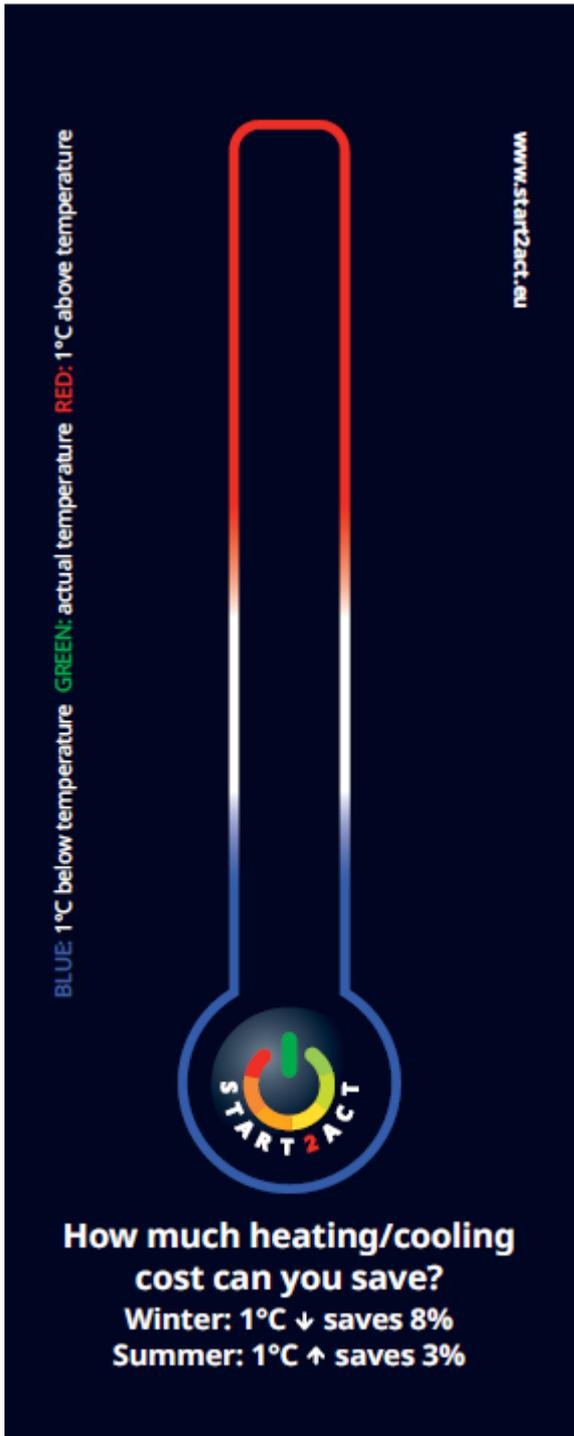


- ✓ Switch off all PCs, laptops and monitors when not in use
- ✓ Set computers to auto sleep after five minutes of inactivity
- ✓ Charge electrical devices for no longer than necessary



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# START2ACT Thermometer (EN version)



The graphic features a vertical thermometer with a red-to-blue gradient. The bulb at the bottom contains the START2ACT logo. Text on the left explains the color coding: BLUE for 1°C below actual temperature, GREEN for actual temperature, and RED for 1°C above actual temperature. The website www.start2act.eu is on the right. At the bottom, it asks how much heating/cooling cost can be saved, providing percentages for winter and summer.

BLUE: 1°C below temperature GREEN: actual temperature RED: 1°C above temperature

www.start2act.eu

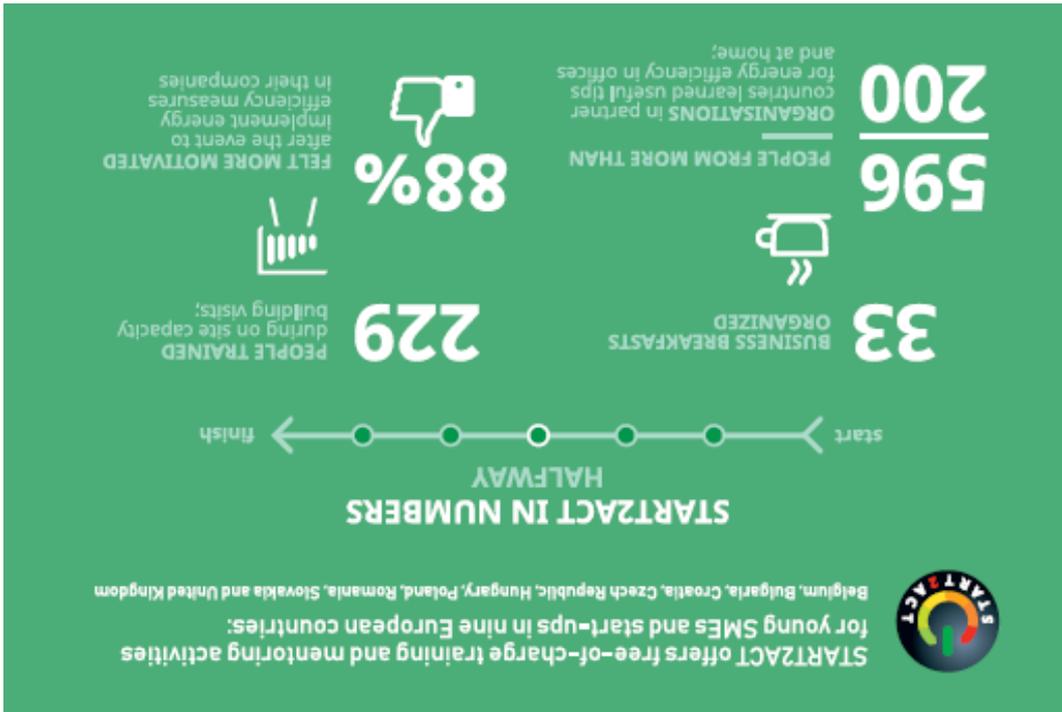
**How much heating/cooling cost can you save?**  
Winter: 1°C ↓ saves 8%  
Summer: 1°C ↑ saves 3%

# START2ACT Photoframe (produced only in EN)



# START2ACT Highlights (EN version, double-sided)





**WANT TO KNOW MORE?**

Visit [www.start2act.eu](http://www.start2act.eu)  
Drop us a line: [info@start2act.eu](mailto:info@start2act.eu)  
Follow us and stay tuned!

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# Paper and totebags





## CARDS for startups and SMEs (EN version)



INTERESTED IN MAKING  
YOUR STARTUP  
ENERGY EFFICIENT?  
**START2ACT TODAY.**



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INTERESTED IN MAKING  
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SIGN UP FOR OUR FREE  
**MENTORING PROGRAMME.**



NO TIME FOR ON-SITE ACTIVITIES?  
USE OUR FREE **ONLINE TOOLS.**



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[WWW.START2ACT.EU](http://WWW.START2ACT.EU)

# START2ACT Energy Saving Wheel (produced only in EN)

