



PED-ID

Holistic assessment and innovative stakeholder involvement process
for identification of Positive-Energy-Districts

D6.2 Report on dissemination materials

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1 Introduction

1.1 PED-ID Project - Summary

PED-ID is an innovation project that aims to accelerate the decarbonisation of the urban environment, by the promoting the implementation of Positive-Energy-Districts (PED). PEDs essentially are districts in urban areas that manage their resources to achieve net-zero energy balance (more energy is produced than consumed) and to reduce the emission of greenhouse gases. This project **provides decision makers with improved information about PED options and impacts at an early stage and creates a corresponding knowledge-based** participation process. The data will be collected and calculated with the help of a methodology and prepared for the appropriate target group. The target groups can actively use these in the data-driven participation process, consolidate their opinions and make decisions based on data. This process will be tested using real Living Labs of potential PED projects. This concerns the participation process and the development of the necessary data. With the help of this method, the decision on PED sites will be accelerated to reach the goal of 100 PED sites in Europe.

1.2 Dissemination Materials

Several dissemination materials were produced in order to disseminate and communicate the PED-ID project in a strategic way. The purpose of this was to have dissemination materials available in a coherent way that presented the project in a professional manner to all key stakeholders identified by the project. A number of settings and channels were identified to be the conditions under which the project was to be presented. Dissemination materials were developed in accordance with these as to achieve the ambition of the project in terms of impact.

All project partners had the dissemination material available to them via a cloud storage hosted by the project coordinator e7 Energy Markt Analyse GmbH (e7) once it had been produced. Project partners would utilize dissemination materials as needed in their work within work package 6 Dissemination and communication.

2 Dissemination Materials

2.1 Corporate Identity

A unified corporate identity was designed composed of several components to be used together when disseminating project results or communicating about the project. The corporate identity included: (1) several backdrops to be used as backgrounds in online meeting platforms when representing the project. (2) Powerpoint presentation template to be used by all partners when disseminating project results. (3) Logotype in different versions of a unified symbol. (4) Report template in a Microsoft word format to be used when producing reports. (5) Landing page per partner to act as a window to key stakeholders in each partner country. The project decided to create a landing page on each of the project partners websites in order to reach as many as possible as soon as possible due to the short project period of 18 months. The information on each of the landing pages is the same. At the end of the project as deliverables were finalized and a unified web address was needed to locate them a webpage was set up on the website of Sustainable innovation to host the deliverables and ensure that they could be accessed by the public. (6) Similar information as on the landing pages was published on the JPI Urban Europe website under the PED-ID project page.

2.2 Project poster & Project Folder

A project poster was designed to be used together with a project folder at conferences exhibitions and presentations of the project in other settings. The design was intentionally done to make both poster and folder usable after the project period in order for project partners to continue using them in their interactions with key stakeholders.

2.3 Project videos

Two project videos were produced to communicate with key stakeholders what a Positive Energy District is and what possibilities comes with the establishment of a Positive Energy Districts.

2.3.1 Project video No. 1

This video focused on the solution to extensive CO₂ emissions from Cities by establishing Positive Energy Districts. It was designed to communicate the concept of Positive Energy Districts to key stakeholders in order to raise awareness of the concept and spark a curiosity that the project partners could further develop in to action if a stakeholder contacted them. This video was produced using English and Czech subtitles and also in a version where project partners could add their own voice over if English would not be enough. To view the video you can find it here:

<https://www.linkedin.com/feed/update/urn:li:activity:6925368137815068672>

2.3.2 Project video No. 2

This video focused on explaining how you establish a Positive Energy District and the benefits of doing so. This video was more extensive and utilized animations to better explain how PEDs work in a pedagogical way. This video was not produced with Czech subtitles, only English but was made so that other partners could add their own subtitles and voice over if needed. To view the video you can find it here:
<https://www.linkedin.com/feed/update/urn:li:activity:6943109939238203392>

2.4 Social media Posts

Throughout the project period the project produced several social media posts that were posted on LinkedIn, Twitter and Facebook depending on each project partners determined outreach strategy. There was no centralized project social media accounts, instead social media posts were developed and published on the project partner Sustainable innovations LinkedIn Account from where other partners could re-post in their own channels where outreach best could be achieved. A summary of all social media posts can be found in the appendix at the end of this document.

3 Conclusions

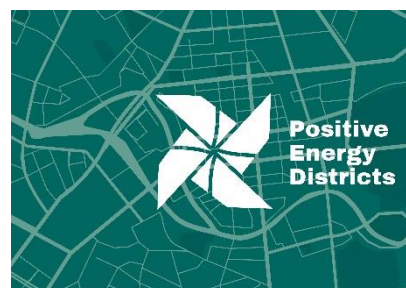
As outlined in the D6.1 Dissemination and Communication Strategy the project set high ambitions in terms of dissemination materials. As the project began COVID was outspread and the project had to adapt to these conditions when working with Dissemination and Communication as with many other activities in the project.

Starting with a stakeholder analysis this set the baseline for what settings and events the project could reach key stakeholders. Taking in to consideration cultural, language and professional practices among many other variables the project worked in an agile way through regular (online) dialogue ever month.

The project decided to focus on generating content that could live on online and in presentations beyond the project. Project videos became the focus together with an online presence on Social media and on websites. Dissemination materials have been designed to last beyond the project period of 18 months and therefore generate desired impact after the end of the project.

4 Appendix

4.1 Backdrop

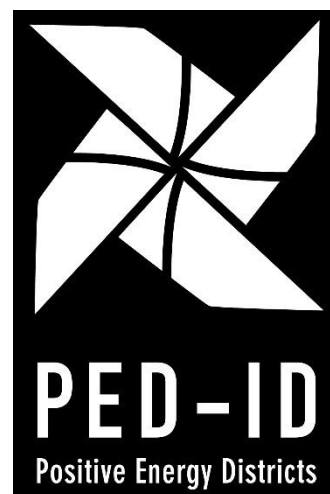


4.2 Logotype





PED-ID
Positive Energy Districts



4.3 Project Poster & Project Folder



4.4 Project Videos

4.4.1 Project Video No. 1:

<https://www.linkedin.com/feed/update/urn:li:activity:6925368137815068672>

4.4.2 Project Video No. 2:

<https://www.linkedin.com/feed/update/urn:li:activity:6943109939238203392>

4.5 Social media posts

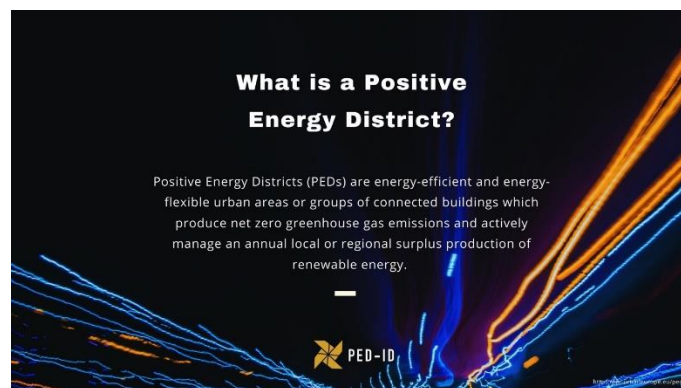
Post 1 – Definition of ped – published – 2021-11-11

What is a Positive Energy District and how are they changing the energy system? Our project “PED-ID” will focus on how to accelerate the implementation of #PEDs, learn more on: [\(link to the project info in your own website\)](#)

#PEDID #PositiveEnergyDistricts #netzeroemissions #netzeroenergy #stakeholderengagement
#UrbanTransition #energytransition #innovation #EU #sustainability #energysolutions
#energystorage #smartcity #energy #europe

Tags LinkedIn

[@jpiurbaneurope](#) [@white arkitekter](#) [@sustainableinnovation](#) [@e7 energy innovation & engineering](#)
[@SEVEn, The Energy Efficiency Center](#) [@České vysoké učení technické v Praze](#)



Post 2 – About the project 1 – 2021-11-18

Meet our project PED-ID!

We will be collaborating with [@white arkitekter](#) [@sustainableinnovation](#) [@e7 energy innovation & engineering](#) [@SEVEn, The Energy Efficiency Center](#) [@České vysoké učení technické v Praze](#), the project is financed by [@jpi urban europe](#).

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#UrbanTransition #energytransition #innovation #EU #sustainability #energysolutions
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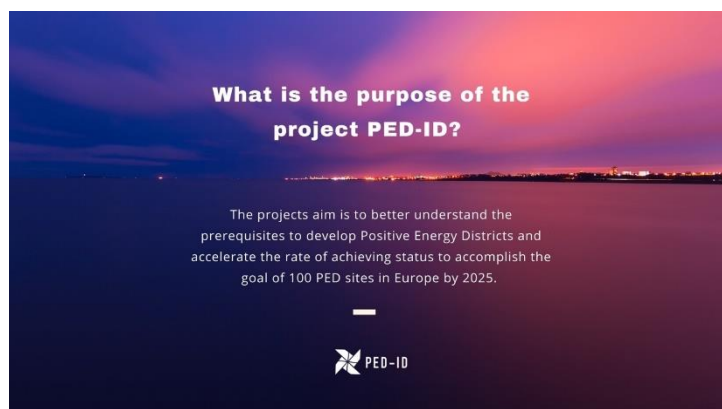
Post 3 – About the project 2 – 2021-11-25

Are you a key stakeholder to the implementation of #PEDs? And what is the best way of doing so? These questions among many others will be answered during the process of the PED-ID project.

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Post 4 – About PEDs – 2021-12-02

Learn more about how PEDs work here <https://youtu.be/jCu98jq-62U>

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Post 5 – Press release – 2021-12-02

Positive energy districts or PEDs are identified as key solutions by the EU in the path towards more sustainable and energy-efficient cities. Learn how our project PED-ID will enable stakeholders to join together in creating more PEDs across Europe in this press release.

[PED-ID is creating new innovative guidelines to accelerate the development of positive energy districts in the EU | Sustainable Innovation \(mynewsdesk.com\)](#)

[#europe](#) [#engagement](#) [#urbanization](#)

[#energyefficiency](#) [#energy](#) [#urbanplanning](#) [#scienceandenvironment](#) [#PEDID](#) [#PositiveEnergyDistricts](#)

[JPI Urban Europe](#) [e7 energy innovation & engineering](#) [White Arkitekter](#)

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[@SEVEn, The Energy Efficiency Center](#) [@České vysoké učení technické v Praze](#)

Post 6 – PED argument – 2021-12-09

Why do we need to start implementing #PEDs?

“Being part of the problem means being part of the solution” – JPI Urban Europe

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[#UrbanTransition](#) [#energytransition](#) [#innovation](#) [#EU](#) [#sustainability](#) [#energysolutions](#)
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Post 7 – Poll – 2021-12-16

Would you like your neighbourhood to be a PED?

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Post 8 – About Living labs – 2022-01-27

Living labs are the cornerstones of the PED-id project.

Read more about PED-id and the living labs here: <http://ow.ly/3L7g50HEpiA>

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Post 9 – Living lab 1– 2022-03-02

Meet our living labs! First out: Uppsala, Sweden. In the future, this area will offer scope for 15 000 job opportunities, 1 500 students and around 3 million annual visitors.



"Uppsala Business Park has unique conditions for creating an energy-positive district thanks to the industry's waste heat and the opportunity to store and produce energy locally. By developing the energy system together, we can create a climate-smart and energy-efficient district."

Theresa Mattson, Head of Sustainability, Corem Property Group

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Post 10 – Living lab 2 – 2022-02-17

Meet our living labs in the PED (Positive Energy District)-ID project! Next: Am Kempelenpark in Vienna, Austria. The location was previously meant for commercial buildings only. Now [STC Development GmbH](#) is developing a new, diverse urban district for around 1,100 flats. The aim is to develop a balanced mixture of high-quality and at the same time affordable living and housing space integrating various commercial areas and an all-day primary school and a kindergarten.

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Post 11 – Stakeholder – 2022-02-24

Could you be a stakeholder in the development of new Positive Energy Districts (energy-efficient and energy-flexible areas which produce net zero greenhouse gas emissions and manage an surplus production of renewable energy)?

Contact us to find out more:

<http://ow.ly/CN5450I2nre> (Austria)

<http://ow.ly/Xp6t50I2nrg> (Czech Republic)

<http://ow.ly/5VGA50I2nrf> (Sweden)

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Post 12 – Quote 1 – 2022-03-03

Why Positive Energy Districts (PED)? If you want to know more, please contact:

<http://ow.ly/4z7k50I85zC> (Austria)

<http://ow.ly/zpWJ50I85xi> (Czech Republic)

<http://ow.ly/ugzF50I85z7> (Sweden)

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Post 13 – Why PEDs? – 2022-03-10

Learn how positive energy districts (PEDs) can create climate-neutral cities.

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Post 14 – Video – 2022-03-31

A neighbourhood that produces a surplus of renewable energy, resulting in net zero CO2 emissions, that is the goal of Positive Energy Districts, or PEDs. Learn how in this short video!

Contact us to find out more:

<http://ow.ly/CN5450I2nre> (Austria)

<http://ow.ly/Xp6t50I2nrg> (Czech Republic)

<http://ow.ly/5VGA50I2nrf> (Sweden)

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Post 15 – Living Lab Austria post 2 – 2022-04-07

The corner stones of our project PED-id, aiming to accelerate the transformation of energy system in Europe, are the living labs located around Europe. The living labs are areas where processes and evaluations for energy efficiency will be realized. Sustainable urban development requires urban planning measures for climate adaptation and the efficient use of resources. To reach the goal of becoming a positive energy district, [STC Development GmbH](#) examines renewable energy potentials together with the PED-ID project team.

About the project PED-id: <http://ow.ly/j0T750IBlxR>

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Post 16 – From the video – 2022-04-28

Cities require a lot of energy and account for 70%+ of global CO2 emissions and are expected to grow. The energy needs to be produced sustainably and used efficiently. But how? Positive energy districts. Learn how it works in this video.

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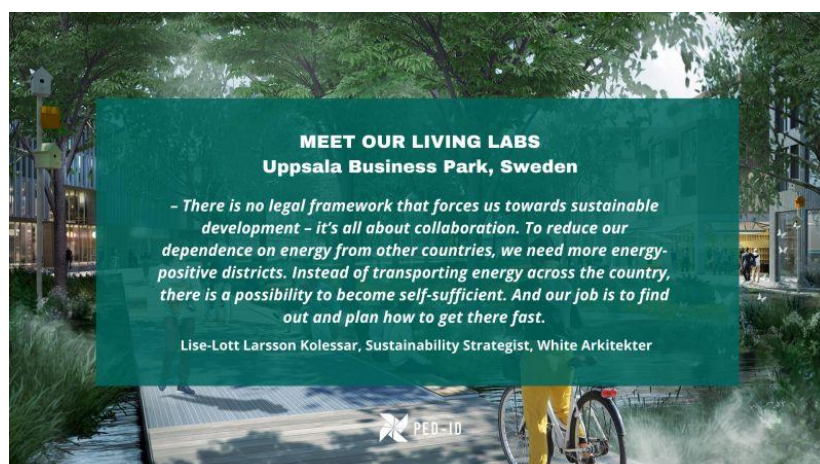


Post 17 – Living lab Austria post 3 – 2022-05-05

Uppsala Business Park is one of three living labs across Europe within the PED-id project. The living labs are the cornerstones of the project aiming to accelerate the energy system transformation.

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Post 18 – Czech / Rožnov – 2022-05-12

Beskydy mountain range, the eastern most part of the Czech Republic, where Rožnov pod Radhoštěm is located. It is one of three living labs across Europe within the PED-id project. The living labs are the cornerstones of the project aiming to accelerate the energy system transformation.

More about the project and contacts:

<http://ow.ly/u4K850J66X0>

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Post 19 – Publications / the mission – 2022-05-19

The mission of the project PED-ID is to provide decision-makers with improved information about positive energy districts (urban areas producing more energy than they are consuming) at an early stage. The project have published a series of downloads for stakeholders wanting to learn more, read them all or chose a specific topic of interest.

https://lnkd.in/ezkqsN_Y

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[LINK TO WEBSITE]: [The PED-id project - Sustainable Innovation](#)



Post 20 – The transformation – 2022-06-02

PEDs, or positive energy district, are areas that produce energy instead of consuming energy. Selling power instead of buying it. Actors working together towards high performance means energy efficiency in existing buildings and infrastructure, new positive energy buildings, buildings producing energy instead of consuming, intelligent use of waste heat, and cooperation amongst stakeholders.

From a stakeholder perspective, this doesn't need to be difficult or hard. During the PED-ID project we have created a series of handbooks and guides to help stakeholders start the process of creating PEDs of their own.

For downloads and contacts, please visit sust.se/pedid.

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Post 21 – Stakeholder engagement – 2022-06-09

As stakeholders in the city, you have a big role to play, but it doesn't have to be hard. Creating PEDs is an affordable and realistic solution to cut energy costs and reduce CO2 emissions.

For downloads and contacts, sust.se/pedid.

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Post 22 – Project Video No. 2 – 2022-06-16

Is it time to renovate or develop the neighborhood? Would you like to create more local jobs, reduce costs, minimize the use of fossil fuels, achieve climate goals and be an innovative force at the same time? Learn how to develop with the future in mind with positive energy districts.

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[LINK TO PROJECT VIDEO NO.2]

PED-ID TEAM

Coordinator:

	e7 Energy Markt Analyse GmbH (e7)
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Partners:

	Czech Technical University in Prague, Faculty of Civil Engineering (CVUT)
	SEVEN, Energy Efficiency Center, z.ú. (SEVEN)
	Sustainable Innovation AB (SUST)
	White Arkitekter AB (WHITE)

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