

## Recommendations for further improvements of the program

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### IMPAWATT IMPlEmentAtion Work and Actions To change the energy cultUre

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# 1 Executive summary

The experience gained by the 6 project partners with the IMPAWATT allows giving some recommendation to improve the IMPAWATT program or similar projects.

Regarding the program itself the main recommendation is to use the platform within a framework of other services to maximises the energy impacts. Moreover, as it happens that especially small companies do not always have time and incentives to train themselves using the platform, a new group as energy consulting companies or public authorities should be targeted to use the platform in their own services. Webinars are a good channel to provide trainings.

Regarding the platform, several recommendations are given to improve the usability and attractiveness. The main suggestion is to focus more resources on quality (design) than quantity of the content. Also, the specific functionalities of the platform (such as the energy monitoring part) should be advertised more.

## 2 Introduction

This document presents the recommendations based on the lessons learned during the impact analysis. The recommendations are useful to improve the programme and other similar programs.

The recommendations cover all activities of the project. An extensive list of lessons learned can be found at the end of Deliverable 6.6.

Each partner gave recommendations based on their experience in this project. This deliverable is based on their feedback. The recommendations are classified by type.

## 3 Recommendations on the IMPAWATT program

Based on the impact assessment survey and the valuable experience of the IMPAWATT partners, the following recommendations about the program can be given. Most of them come for the “lessons learnt” section in deliverable D6.6.

### 3.1 Platform should be used within a framework

We recommend that such a capacity building platform has to be used within a framework of other services, such as energy audits or capacity building programs. Smaller companies, in particular, need an external actor to motivate and push them to make actions. “Human intervention” was most highlighted by the companies. Nevertheless, the numbers showed that the platform was also used by companies, authorities or capacity building organisation without direct interaction. Hence, more on-site activities would most likely improve the use of the platform and finally the implementation of energy efficiency measures.

### 3.2 Additional target group for the platform

Initially, it was planned that the main user of the platform is Mr./Ms Energy of the company. This is certainly the case for bigger companies. However, as a logical consequence of the above recommendation, a supplementary target group of the platform should be energy consulting companies who will use the platform with their client companies in the framework of their own services. Public authorities could also be targeted as a user. These actors will be able to build their own capacity building program thanks to the extensive content available in this toolbox. The adapted content can then be used to train their client companies.

### 3.3 More webinars

Webinars had a great success and were appreciated by the companies. The format of relatively short trainings (20 to 40 minutes) fits with the need of the users. Hence, this capacity building channel may be used in the same manner in the future.

## 4 Recommendations on the IMPAWATT platform

Overall, the platform is very useful for several purposes, such as teaching and training, and serves to improve the knowledge and awareness of employees regarding energy efficiency and other issues. However, some details could be improved. These recommendations concern the IMPAWATT platform software based on the user and partner feedback. These are more technical details. They can be used to improve the quality of the platform in exploitation and make it more attractive to companies.

### 4.1 General

- Integration of a higher level for the company in case a company has several locations allowing benchmarking of the locations and to ease the handling of the single locations (switch between locations)
- The energy monitoring and the content rating/commenting part was not used frequently. Moreover, the energy efficiency measure part was mainly used by the IMPAWATT energy specialist and not by the end users. All those functionalities should be better advertised outside (such as flyers, newsletters or platform presentations) but also on the platform homepage. It seems that users were not always aware of the many functionalities of the platform (in fact it could be used as an easy energy management tool).

### 4.2 Efficiency measure part

- The integration of a smart assistant to guide the user through the platform during the registration. It could lead to better energy efficiency measures instead of the regular “low hanging fruits” energy efficiency measure that might have already been implemented. If this is the case, these measures are entered / integrated more or less automatically in the monitoring section. If they have not already been implemented adequate content is suggested to the user.
- Improvement of the “Measures Monitoring area” by integrating default values for common energy saving measures to simplify the calculation of savings for companies
- For energy efficiency measures related to mobility, when selecting the energy vector, it could be useful to have the possibility to distinguish between different type of fuels (gasoline, diesel, LPG, ...) and include kilometres (km) as parameter for the calculation of performance indicators

### 4.3 Content

- With more than 200 content elements there is huge knowledge base available. Hence, during the content creation, much effort was dedicated to quantity and technical correctness and less on design quality. The fact that all pictures and illustrations had to have an open-source license was a barrier to have nice presentations with a lot of pictures. For future content, more resource should be allocated to the quality of design. The help of a professional designer could be useful.
- Accessibility of documents: public authorities have to publish all information in the form of accessible documents. At the time of the creation of most of the documents (2019), e.g. for power point files, it was not state of the art to create these kinds of documents.

- It is not obvious which documents are available on the platform, therefore in addition to the filter for the platform a kind of structure could be created to find for example all webinars, all power points and so on.
- It would be good to also have some content about measures based on the use of digital technologies integrated with energy technologies (for example solutions for energy monitoring and management based on the use of artificial intelligence). This is one of the new frontiers of the upcoming years for innovation in the energy management for energy efficiency in the energy sector
- There should be a possibility that the energy manager can upload their own material, which would be visible only for them.

#### **4.4 Energy culture survey and quizzes**

- For the energy culture survey: The scoring allows the energy manager to assess the maturity of each pillar, hence giving them the possibility to identify gaps and areas to improve within the organization. For companies that want to do the survey on a regular basis, probably more scores should be available, at the moment there are three per each of the five pillars. In several cases “medium” was the result.
- For the invitation to quiz, the energy manager has to open a new line for each invitation to copy email per email. It would be better to have the possibility to include a list. (e.g. for companies with 100+ employees)
- Possibility to create quizzes also for energy managers. Currently only the site admins can do it.

#### **4.5 Energy monitoring part**

- Evaluation of data that was filled in the platform: which kind of information can be extracted in which way and how quick? For different users (or providers) different information would be necessary.
- In advanced configuration of the organisation profile, it is possible to include the value of the yearly production, but this parameter is not used in the platform for the calculation and monitoring of relative energy performance indicators

## **5 Conclusions**

The IMPAWATT program was a success as the number of participating companies was reached. Thanks to the experience gained during the two and a half years, several recommendations can be given to improve this or a similar program. The main recommendation is that the platform should be used within a framework of other services to maximize its impact. Energy consulting companies should also be targeted as they will be able to use the content with their own clients.

The online platform software worked well and was used by the partners and companies, we propose here some recommendations to improve the quality and attractiveness of the platform and the content. The recommendations are rather smaller improvements rather than big improvements. By working on these suggestions, the platform may be made even more successful.