



Deep RENovation roadmaps to decrease households VulnERability to Energy poveRty

Project No. 101076277

Deliverable 5.2

REVERTER Hub and Digital One-stop-shops and dedicated project page on the beneficiaries' websites

Due date: **30.07.2023**

Dissemination level: **PU**

Lead beneficiary: **WIT**

Contributing beneficiaries: **ALL**

This deliverable is not yet officially approved by CINEA



Co-funded by the
European Union



About this document

This document summarises a concept of REVERTER Hub and the 4 Digital One-Stop-Shops that have been developed in the 4 pilot countries.

Status of deliverable	By	Date
Delivered (Author(s))	Linda Kimeiša, Guna Valtere (WIT)	10/07/2023
Updated	Linda Kimeiša, Guna Valtere (WIT)	20/07/2023
Submitted	By Dimitris Damigos	25/07/2023

Author(s)

Linda Kimeiša, Guna Valtere (WIT)

Disclaimer

This document reflects only the author's view, and the European Commission is not responsible for any use that may be made of the information it contains.

Acknowledgement

This document is a deliverable of the REVERTER project consortium. This project has received funding from the European Union's Horizon Europe, LIFE programme under grant agreement No 101076277.

Executive summary

The REVERTER Hub is a central information access point designed to provide project updates and results to international audiences, including EU citizens, policy makers, and various stakeholders involved in the field of energy-efficient building renovations. The primary aim of the Hub is to offer user-friendly content that can be easily understood by end-users in specific regions. It serves as a gateway to all four Digital One-Stop-Shops (OSSs) associated with the project.

Before developing the REVERTER Hub and Digital OSSs, the communication and dissemination partner, WIT, conducted a comprehensive content audit on similar websites. The findings indicated that existing websites were not user-friendly, lacked adequate translation for target audiences, and were primarily tailored to professionals, making it difficult for end-users to comprehend the purpose of specific projects.

Taking these insights into account, WIT focused on providing a better user experience through the concept, design, structure, and content of the REVERTER Hub and OSSs. By using WordPress as the platform, the websites became user-friendly, SEO-friendly, and enabled consortium partners to update content themselves in the future.

The REVERTER Hub was launched early in the project implementation, with the intention to continually evolve throughout the project's duration. Digital OSSs has been launched one by one starting with digital OSS in Latvia, then Greece, Bulgaria and concluding with Portugal.

The ultimate goal of this task is to create guidelines and recommendations for developing digital OSSs that can be replicated in other regions and countries, catering to the needs of end-users. Throughout the project, WIT will closely monitor and optimize the websites' performance and behaviour to ensure they meet the set objectives.

By launching REVERTER Hub and all the 4 OSSs consortium achieves the project's 2nd milestone.

Table of Contents

<i>About this document</i>	<i>i</i>
<i>Executive summary</i>	<i>ii</i>
<i>List of Figures</i>	<i>iv</i>
1 Concept and design of the REVERTER Hub and 4 digital OSSs	1
1.1 Domains of the REVERTER Hub and OSSs	2
1.2 Structure and content	2
1.3 Design	5
2 Dedicated project page on beneficiaries’ websites	11
3 Monitoring and improvements and updates	12
2.1 Monitoring and improvements.....	12
2.2 Updates.....	12

List of Figures

Figure 1 - Example of cross-links between OSSs in the Greek Digital OSS page - About	5
Figure 2 - REVERTER Hub - Home page - first screen.....	6
Figure 3 - REVERTER Hub - screen from the home page addressing the problem of energy poverty in Europe	6
Figure 4 - REVERTER Hub - screen from the Pilot & Roadmap page providing information about 4 pilots of the project.....	7
Figure 5 - Screen of one of the tools in the Tools page	7
Figure 6 - Latvia's OSS Renove.lv Home page, first screen	8
Figure 7 - Greece digital OSS - interactive image illustrating benefits of renovation of multi-apartment buildings.....	8
Figure 8 - Call to action block within Bulgarian OSS, page become an Energy ambassador	9
Figure 9 - Greek Digital OSS, page News.....	9
Figure 10 - Screen shots from REVERTER Hub mobile version various views	10
Figure 11 - Screen shots from different digital OSSs different pages and views.....	10

1 Concept and design of the REVERTER Hub and 4 digital OSSs

REVERTER Hub has been created to serve as a central information access point for project updates and results aimed at international target audiences – EU citizens, policy makers and stakeholders (industrial representatives - building management companies, renovation companies, building contractors, research organisations, home-owners associations, tenants associations, social housing associations, consumer associations, NGOs, Energy Agencies, RES cooperatives, etc.). Thus, the content within the REVERTER Hub is provided in English. REVERTER Hub provides access also to all 4 Digital One-Stop-Shops.

Before development of the REVERTER Hub and Digital OSSs, communication and dissemination partner WIT, who is also responsible for the development of these web sites, performed and content audit on several web sites that were created for similar to REVERTER projects.

During this audit, WIT concluded the following:

- Other similar websites are not user friendly and provide information rather only for professionals. It is not very easy to navigate through the website – the content is not always translated into particular language; only specific parts of the content are translated.
- The context is set mainly for professionals in the field. Thus, it might be difficult to understand the whole purpose of a specific project/ website for end users in specific area.
- Multilanguage websites, where only some parts of the content are translated into a target language, are difficult to promote to end users and difficult to optimise for Google if the goal is to inform and engage with the specific target audience in a specific region.
- Landing pages created in a specific partner's website are not effective to reach the goals as they are difficult to optimise for Google, contain limited amount of information, has almost never any call to action, are difficult to promote and might be not effective in communication campaigns. This leads to a fact that the end user has to be very advanced in order to filter, sort, find and utilise the information.

When working on the concept, design as well as structure and content of the REVERTER Hub and OSS, WIT took into consideration these findings in order to provide to the target audiences better user experience, wider information, easier access to specific information and less confusing navigation. The results of the audit as well as the conclusions were also demonstrated to all consortium partners. In order to reach the goals set by the REVERTER consortium, the websites – REVERTER Hub and 4 OSSs – have to be simple to use and understand. The first versions have been developed as a result of the research, observations and project goals. During the project, WIT will closely monitor the behaviour and performance of each web site in order to optimise and improve these solutions. The final aim is to prepare recommendations and guidelines for development of digital OSSs to be replicated in other regions and countries and meet the needs of the end user.

Both REVERTER Hub and digital OSSs were developed on *Word Press* that is user friendly, and provide a wide range of functionalities. *Word Press* is also SEO friendly which is very important to ensure Digital OSS and Hub findability online. This platform was also chosen so that the consortium partners working on OSS would be able to update the content by themselves in the future.

1.1 Domains of the REVERTER Hub and OSSs

Domain names have been chosen according to the specific needs and with the focus on further exploitation strategy of the digital OSS. The REVERTER Hub domain name was chosen to be as close as possible to the name of the project and the aim of the digital solution – Hub.

- REVERTER Hub – www.reverterhub.eu
- OSS Bulgaria – www.reverter-brezovo.bg
- OSS Greece – www.energeiakistegi.gr (meaning - energy house)
- OSS Latvia – www.renovate.lv (meaning – renovate!)
- OSS Portugal – was chosen as a subdomain of Coimbra renovar.coimbra.pt (meaning renovate)

1.2 Structure and content

The REVERTER Hub has been launched very early in the project implementation. Thus, the REVERTER Hub will continue to evolve during the project. New sections might be added, content improved and added, results published etc.

Specific target audiences and objectives are defined below.

	REVERTER Hub	Digital OSSs
Main target audiences	<ul style="list-style-type: none"> • EU citizens • Stakeholders • Policy makers EU level 	<ul style="list-style-type: none"> • Primary target audience (people living in pilot areas in buildings that need renovation) • Energy Ambassadors • Secondary target audience (wider public) • Stakeholders • Policy makers at national level
Communication language	<ul style="list-style-type: none"> • English 	<ul style="list-style-type: none"> • Specific language of the pilot area
Related communication channels	<ul style="list-style-type: none"> • REVERTER Hub social media • International journals, magazines • EU proposed project results repositories, • International conferences and seminars 	<ul style="list-style-type: none"> • OSS social media • National/ regional media • Individual meetings • Local / national events • Partner data base – newsletters, social media, websites etc.
Main objectives	<ul style="list-style-type: none"> • Raise awareness • Make use of project results 	<ul style="list-style-type: none"> • Raise awareness, promote thrust in project, Ambassadors • Educate and inform (information, local events) • Provide opportunities to citizens • Engage with local authorities • Get into contact with tenants and landlords

The structure of the REVERTER Hub at the moment of launch:

- **Home – REVERTER HUB** – main summary or most important elements that contain Hub.
- **Pilots and Roadmaps** – information about pilots and roadmaps developed during project.
 - **Bulgaria pilot** – specific information about Bulgaria (climate, target audiences, access to digital One-stop-shop in the pilot)
 - **Greece pilot** - specific information about Greece (climate, target audiences, access to digital One-stop-shop in the pilot)
 - **Latvia pilot** - specific information about Latvia (climate, target audiences, access to digital One-stop-shop in the pilot)
 - **Portugal pilot** - specific information about Portugal (climate, target audiences, access to digital One-stop-shop in the pilot)
 - **All roadmaps** – at the moment of the launch the Hub provides a short information about the roadmaps to be developed during the project. In a later stage, the actual roadmaps developed will be published here.
- **About REVERTER** – information about the REVERTER project and its aims
 - **Consortium** – information about consortium partners
- **Updates** – news, press releases and other relevant information to inform audiences about development, results and events implemented within this project.
- **Contact** – contact information
- **Header and footer** – header contains the logo and social media icons, footer – logo, social media icons EU funding acknowledgement, link to Cordis, main sections, possibility to subscribe to newsletter.

Digital OSSs

It is important to note that a similar structure was proposed for all the Pilot digital OSSs. However, depending on funding schemes, readiness of the OSS in particular pilot and other elements, each of the OSS was adopted accordingly. Thus, all of them are very similar within their concept but the content might vary.

The main structure of the OSS at the moment of launch:

- **Home** – general information about One-stop-shop, information to the audience about what is a purpose of this digital OSS and what are the benefits they can get from it
- **Renovation of buildings** – general information about the renovation
 - **Benefits of renovation** – specific benefits from renovation to residents,
 - **How <OSS> can help** – specific information on how this particular digital OSS team can help residents in the context of building renovation
 - **How the renovation works** – short description of the renovation process in a specific country with links to wider information (outside the OSS)

- **Support forms and options** – possible support schemes for renovation – funds, bank loans, government/municipality support etc.
- **Useful** – additional useful information for residents
 - **Resources & Tools** – information that provide various links and tools with short description that provide additional, in-depth information for resources and tools
 - **Documentation or Questions & Answers** – this section varies for different OSSs (Latvia – links to examples of documents that are required to be filled in to apply for renovation, Bulgaria – questions asked by residents and answers provided by professionals)
 - **Other OSSs or Other similar projects / initiatives** – section provide information for residents living outside a specific region in the country (about similar projects, initiatives or OSSs)
- **Energy Ambassadors** – at the moment of the launch this section contains main information about Energy Ambassadors – their role, their benefits as well as application form to become an Energy Ambassador
- **About <OSS>** - information about the Digital OSS, its relation to project and the organisations that will ensure its functions
- **News & Updates** – events, campaigns, results and other important information and updates relevant to the project and pilot area
- **Contact** – contact information
- **Call to action – Get a free consultation / Ask your question** – at the moment of the launch the call to action varies in different pilot countries (in Latvia – it is a possibility to apply for a free consultation, in Bulgaria and Portugal – ask a question, in Greece – information that free consultations will be available but at the moment residents are able to ask their questions to professionals). During the project it is aimed that all digital OSS will provide an online or in person consultations and application for consultation will be ensured via OSS.
- **Header and footer** – header contains the logo and social media icons, Call to action (possibility to apply to free consultation or ask a question), footer – logo, social media icons EU funding acknowledgement, link to Cordis, main sections, possibility to subscribe to newsletter.

Access to all the OSSs is possible via REVERTER Hub as well as the cross links are created in each of the OSS's landing page "About". The consortium believes that it will increase the credibility of each OSS and provide a better context about the goals of the project. An example is provided in *Figure 1*. Where the Greek Digital OSS page provides information and access to the other OSSs of the project to promote credibility.

Άλλα Ψηφιακά Γραφεία Ενεργειακής Απόδοσης Κατοικιών του έργου REVERTER

Στο πλαίσιο του έργου REVERTER, θα λειτουργήσουν τέσσερα (4) ψηφιακά γραφεία ενημέρωσης για την ενεργειακή απόδοση των κατοικιών στη Λετονία, τη Βουλγαρία, την Ελλάδα και την Πορτογαλία. Οι εν λόγω περιοχές χαρακτηρίζονται από διαφορετικές κλιματολογικές συνθήκες, τύπους κτιρίων και κοινωνικοοικονομικές συνθήκες.



Ψηφιακό γραφείο Ενεργειακής Απόδοσης Κατοικιών στη Βουλγαρία

Μάθετε περισσότερα »



Ψηφιακό γραφείο Ενεργειακής Απόδοσης Κατοικιών στη Λετονία

Μάθετε περισσότερα »



Ψηφιακό γραφείο Ενεργειακής Απόδοσης Κατοικιών στην Πορτογαλία

Μάθετε περισσότερα »

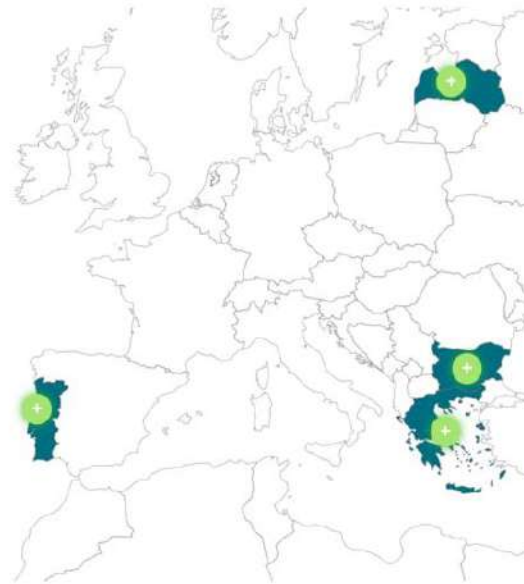


Figure 1 - Example of cross-links between OSSs in the Greek Digital OSS page - About

1.3 Design

Design of the REVERTER Hub was created according to the Visual Identity guidelines demonstrated in the Deliverable 5.1. Design was chosen to be minimalist. The colours and elements used in all the OSS reflect the style of the project. The main goal was to create the same look and feel for all OSSs.

Find examples of the different screens from the REVERTER Hub within *Figures 2, 3, Figure 4 and Figure 5*.

Link to the Home page of REVERTER Hub www.reverttehub.eu.

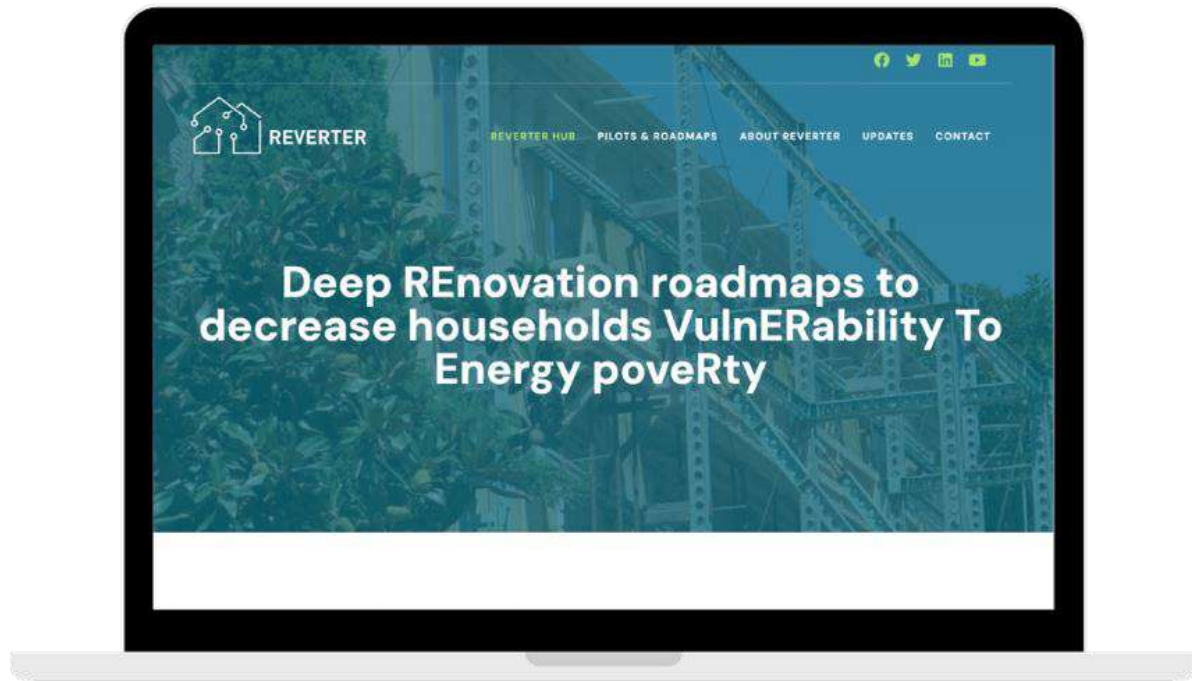


Figure 2 - REVERTER Hub - Home page - first screen




Figure 3 - REVERTER Hub - screen from the home page addressing the problem of energy poverty in Europe

4 pilots

The roadmaps developed during the project will be tested in 4 different pilots – Bulgaria, Greece, Latvia and Portugal. The four pilots are chosen to represent different climate conditions, building types and conditions, among other factors that are very different in these countries.






Brezovo, Bulgaria

The Municipality of Brezovo has elaborated its Energy Efficiency plan, where it has set an ambitious goal to achieve a complete renovation of at least 30% of the used dwellings by 2026. To do so it has to influence the renovation of approximately 850 dwellings.


[LEARN MORE](#)



Athens Urban area, Greece

97% of the Pilot Area households were energy-poor. Based on the subjective indicators, 21.9% reported "leaky roof, damp walls, floors, foundations or rotten windows", 21.6% reported "inability to keep the house sufficiently warm" and 24.6% declared "smears in bills".


[LEARN MORE](#)



Riga, Latvia

In Riga city, almost 85% of inhabitants live in multi-apartment buildings out of which 94% own their apartment. Around 6,000 multi-apartment buildings, which cover almost 75% of the total floor space, were built during the post-war period with poor insulation.

[LEARN MORE](#)



Coimbra, Portugal

Recognising that social housing residential buildings is a special case, the REVERTER project will develop and test a dedicated roadmap for social houses. The Coimbra Municipal Housing Park (social housing) consists of 684 dwellings, with different typologies.

[LEARN MORE](#)

Figure 4 - REVERTER Hub - screen from the Pilot & Roadmap page providing information about 4 pilots of the project

Link to the REVERTER Hub Pilots & Roadmaps page: <https://reverterhub.eu/pilots-roadmaps/>

National indicators

An interactive database of the Energy Poverty Advisory Hub that enables visitors to navigate through the different energy poverty national indicators available for EU countries.

Using the new features, visitors can compare data by years and by countries, or obtain all the data available for a single country.

Main target audiences to be interested in this tool:

Policy makers	100%
NGOs	98%
Research organisations	98%
National, regional and local authorities	96%
Energy regulatory authorities	93%
Consumer associations	92%

[LEARN MORE](#)



Figure 5 - Screen of one of the tools in the Tools page

Link to the tools page: <https://reverterhub.eu/reverter-hub/tools-energy-poverty-in-europe/>

The information provided here demonstrates the existing tools and provide a relevance of the tool to a specific REVERTER Hub audiences.

Screens from Digital OSSs can be found in *Figures 6, 7, 8 and 9.*



Figure 6 - Latvia's OSS Renove.lv Home page, first screen

Link to the Renove.lv (Latvia's digital OSS) home page: www.renove.lv



Figure 7 - Greece digital OSS - interactive image illustrating benefits of renovation of multi-apartment buildings

Link to the Greek digital OSS, page **Ενεργειακή αναβάθμιση κατοικιών** (energy efficiency of buildings) that provides general information about energy efficiency aimed at general public in Greece: <https://energeiakistegi.gr/energeiaki-anavathmisi-katoikion/>

Кои са енергийните посланици на REVERTER?

Енергийните посланици на REVERTER са лица, които на доброволно искат да се включат в реализацията на проекта, за да придобият задълбочени знания за енергийната ефективност и да ги предадат на представителите на домакинствата в неравностойно положение в Община Брезово с цел подпомагане постигането на целите за енергийна ефективност в България.



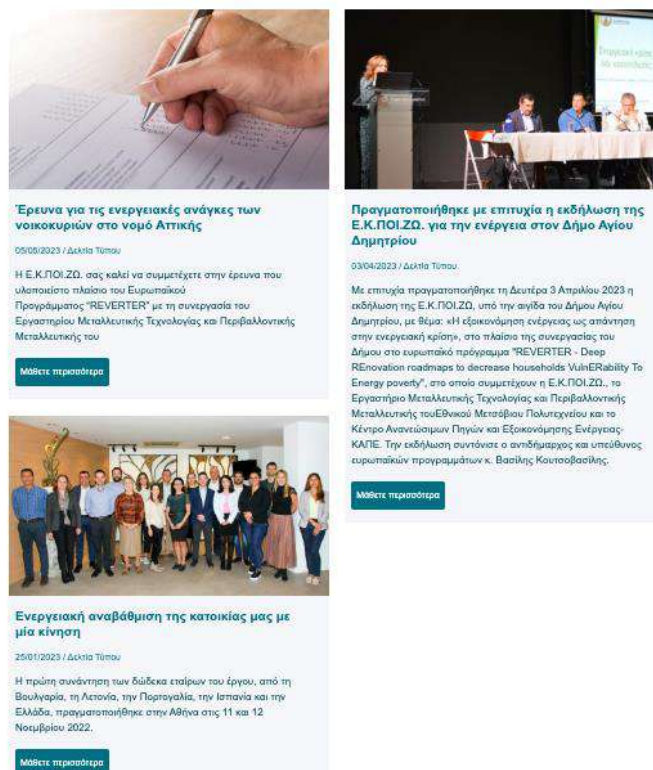
Кой може да стане енергиен посланик?

Всеки може да стане енергиен посланик по проект REVERTER – ученици/студенти, представители на всякакви професии, както и безработните. Това което се изисква от вас е да проявите инициатива и да кандидатствате сега.

Кандидатствай

Figure 8 - Call to action block within Bulgarian OSS, page become an Energy ambassador

Link to the Bulgarian Digital OSS, page **Енергийни посланици на проект REVERTER** (Energy ambassadors of the REVERTER project): <https://reverter-brezovo.bg/energovestnieki/energiini-poslanitsi/>



Έρευνα για τις ενεργειακές ανάγκες των νοικοκυριών στο νομό Αττικής
05/05/2023 / Δέκλια Τίπου
Η Ε.Κ.ΠΟΙ.ΖΩ. σας καλεί να συμμετέχετε στην έρευνα που υλοποιεί στο πλαίσιο του Ευρωπαϊκού Προγράμματος "REVERTER" με τη συνεργασία του Εργαστηρίου Μεταλλευτικής Τεχνολογίας και Περιβαλλοντικής Μεταλλευτικής του

Μάθετε περισσότερα

Πραγματοποιήθηκε με επιτυχία η εκδήλωση της Ε.Κ.ΠΟΙ.ΖΩ. για την ενέργεια στον Δήμο Αγίου Δημητρίου
03/04/2023 / Δέκλια Τίπου
Με επιτυχία πραγματοποιήθηκε τη Δευτέρα 3 Απριλίου 2023 η εκδήλωση της Ε.Κ.ΠΟΙ.ΖΩ. υπό την αιγίδα του Δήμου Αγίου Δημητρίου, με θέμα: «Η εξοικονόμηση ενέργειας ως απάντηση στην ενεργειακή κρίση», στο πλαίσιο της συνεργασίας του Δήμου στο ευρωπαϊκό πρόγραμμα "REVERTER - Deep RENovation roadmaps to decrease households' Vulnerability To Energy poverty", στο οποίο συμμετέχουν η Ε.Κ.ΠΟΙ.ΖΩ., το Εργαστήριο Μεταλλευτικής Τεχνολογίας και Περιβαλλοντικής Μεταλλευτικής του Εθνικού Μετασθβίου Πολυτεχνείου και το Κέντρο Ανανεώσιμων Πηγών και Εξοικονόμησης Ενέργειας-ΚΑΠΕ. Την εκδήλωση συντόνισε ο ανδήμαρχος και υπεύθυνος ευρωπαϊκών προγραμμάτων κ. Βασίλης Κοιτσοβαλίδης.

Μάθετε περισσότερα

Ενεργειακή αναβάθμιση της κατοικίας μας με μία κίνηση
25/01/2023 / Δέκλια Τίπου
Η πρώτη συνάντηση των δώδεκα εταίρων του έργου, από τη Βουλγαρία, τη Λετονία, την Πορτογαλία, την Ισπανία και την Ελλάδα, πραγματοποιήθηκε στην Αθήνα στις 11 και 12 Νοεμβρίου 2022.

Μάθετε περισσότερα

Figure 9 - Greek Digital OSS, page News

Link to the page “Νέα” (News and Updates) providing an information relevant to the pilot area about events, results, campaigns and more: <https://energeiakistegi.gr/nea/>

A special attention was also paid to the **mobile** appearance of the web solutions as large part of the users might use the information sources (especially the OSSs) on their smartphones. Thus, it was tested, and existing versions were improved to adopt the content for mobile users. *Figure 10* provides several screen shots from the REVERTER Hub mobile version and *Figure 11* provides screen shots from various OSS mobile versions.

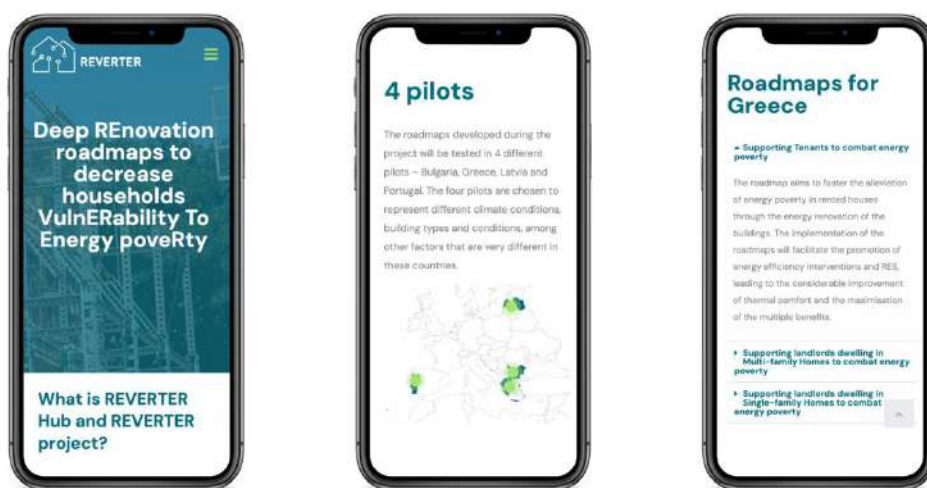


Figure 10 - Screen shots from REVERTER Hub mobile version various views

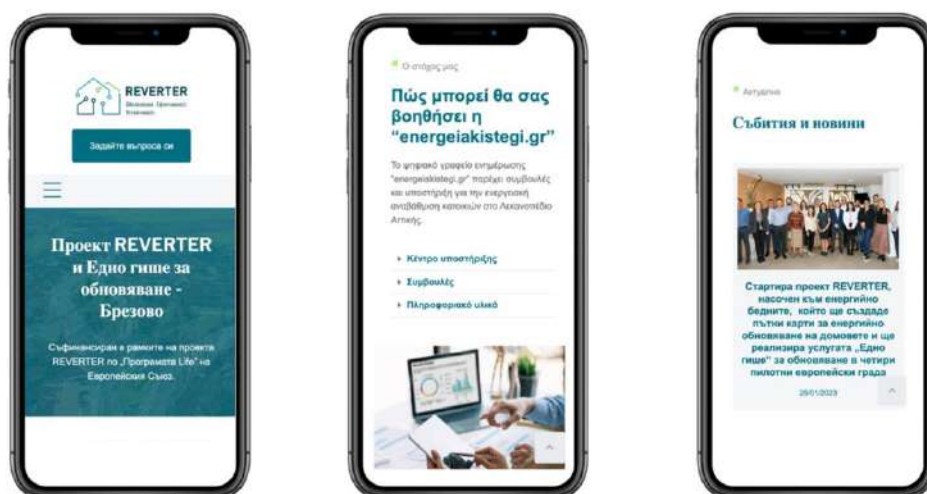


Figure 11 - Screen shots from different digital OSSs different pages and views

2 Dedicated project page on beneficiaries' websites

All consortium partners have developed dedicated pages on their websites about the project. The websites include information about the project and will provide access to the Hub and the digital OSSs.

The dedicated project pages on beneficiaries' websites are shown below.

Partners	REVERTER project dedicated webpages
NTUA	http://www.minetech.metal.ntua.gr/research/reverter
ISR	https://www.isr.uc.pt/index.php/projects/current-projects?task=showprojects.show%28%29&idProject=293
EKODOMA	http://www.ekodoma.lv/en/projects/reverter
GSC	http://bit.ly/3Ytrikv
FEP	https://en.fundacioeuropace.com/reverter
CRES	http://www.cres.gr/cres/pages/projects/projects_EU/life_6_uk.html
WIT BERRY	https://witberry.eu/2022/12/22/wit-berry-will-tackle-quality-of-life-improvement-in-europe/
B.LINK	https://blinkbcn.com/life-reverter/
Brezovo	https://staging.egov.bg/wps/portal/brezovo/municipality-brezovo/actual/news/patni-karti-edno-gishe
EKPIZO	https://bit.ly/3lqHgpZ
CMC	https://www.coimbra.pt/2022/12/coimbra-integra-consorcio-europeu-de-combate-a-pobreza-energetica/
REA	https://rea.riga.lv/lv/aktualie-projekti/projekti/reverter

3 Monitoring and improvements and updates

2.1 Monitoring and improvements

Monthly monitoring will be done for each OSS and the REVERTER Hub after their launch. It will include number of visitors, technology, duration of the session, most visited pages and so on. This information will allow to take strategic decision on content and design improvement later in the project when sufficient data will be collected. The consortium plans also to run some simple user tests to track the usability of OSSs and collect feedback from the end users. In addition, feedback will be also collected from Energy Ambassadors and project partners during implementation of the project. For example, what type of questions end users ask that could be answered already in the OSS and so on.

Major improvements will be made only after careful work on the concept in a close collaboration with responsible partners for each pilot. Thus, even if all the OSS have been launched with a very similar concept and content (that is adapted to the specific needs of a country), it will be very interesting to see how the results from user experience, feedback and monitoring will transform each of the OSSs during the project. It will also be able to observe what are the similarities and differences in use of the digital OSS in different pilots to provide recommendations to other initiatives, organisations or project for development of their OSS.

2.2 Updates

The updates about local events and their results, information campaigns and other important information to local communities will be regularly published on the OSS's page "News & Updates". WIT will establish a process and guidelines and will train project partners to add this information to the OSS independently. They will also be able to require WIT to do it.

REVERTER Hub will publish general information about the project advancements, results and international campaigns as well as important activities or results in specific Pilot.