



EuroPACE

Report on Front Office Communication Materials

D 4.2 Front Office MKG & Comm. Materials
(incl. Pilot Website)

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1. Deliverable Description

This Deliverable outlines the materials developed for the marketing campaign for the Target Groups identified in D3.7. These materials intend to inform, inspire, and motivate home and building-owners to renovate their homes with HolaDomus program.

The materials presented here are clear, effective, and immediately understandable by the homeowners. A multi-stakeholder approach involving trusted parties (e.g. contractors, city representatives, local organizations and neighbourhood associations) will be used to disseminate the materials to citizens. The outreach will also be multi-channel involving offline and digital dissemination, including social media, the website, newspapers, TV and radio, to guarantee the build-up of a strong pipeline of projects and a high conversion rate of leads into actual projects.

Objectives & Relevance of this Deliverable

Effective communication is key for the success of the program and in this sense communication and marketing materials are paramount to reach this goal.

The communication materials will be used to inform HolaDomus homeowners, professionals and other stakeholders about HolaDomus program. Marketing and promotional materials are used to increase and strengthen HolaDomus brand awareness, inspire new applications and project uptake.

Summary of activities undertaken to produce the deliverable

GNE and Olot worked together to produce this Deliverable. The preparation for the task started early on in the project. Specifically, by:

- Interviewing other programmes to understand how they have structured their marketing campaigns (e.g. US Sonoma County Energy Independence program, Energies Posit'IF, Picardie PASS and SuperHomes)
- Collecting materials from other programmes
- Learning about best practices from other European Projects
- Attending relevant events where marketing efforts and behavioural economics topics were raised (e.g. IEA's Behaviour Change for Energy Efficiency: Opportunities for International Cooperation in the G20 and beyond on Sept 12, 2018)

Parties and main participants involved within the deliverable

The following persons and organizations have been involved in the preparation of the materials presented in this Deliverable.

GNE

Eduard Puig: Providing support and review of materials related to One-Stop-Shop process and program value proposition.

Fernando Salat: Providing support developing financing and underwriting materials

Kristina Klimovich: Lead and responsible for the coordination of this task

Miriam Nieto: involved on the design of the different set of materials.

OLO

Jordi Güell: Providing support and review for the materials related to One-stop-shop process and program value proposition

Ariadna Villegas: Providing support on the development of the marketing materials

Jordi Ayats: Being actively involved in this task and coordinating the inputs

Eduard Victoria: Involved on the development of the materials hosted in internet.

Guillem Gimenez: Involved on the development of the materials hosted in internet.

2. Marketing materials

2.1 HolaDomus program logo

GNE Finance and the Olot City Council held several working sessions to develop a compelling name for the local EuroPACE pilot in Olot. After brainstorming, HolaDomus was selected because it reflected the goals and vision for the program. HolaDomus "Hola" mean "Hello" in Spanish and Catalan, while "Domus" stands to denote a home (in ancient Rome), while the combination of the two words is a welcoming proposition to make one's home better, more sustainable and energy efficient.

In order to develop the more effective logo, a design competition was held via 99designs.com and after a consultation among GNE and OLO, the following logo was selected. The "H" in Hola is shaped as a house, while the green colour conveys the concepts of "green" and "sustainable."



2.2 EuroPACE Foundation logo

Using the same typography and colors, the EuroPACE Foundation logo was designed in-house.

We designed one version in Spanish and another in Catalan.

Fundación
EuroPACE

Spanish version

Fundació
EuroPACE

Catalan version

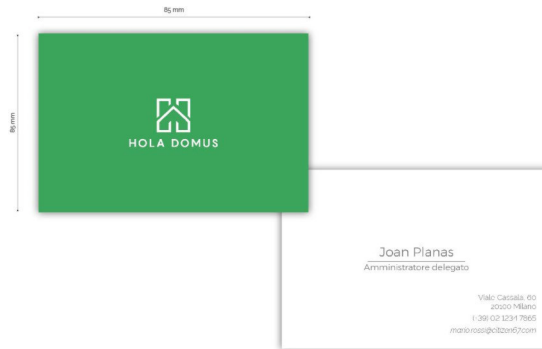
2.3 HolaDomus style guide

The HolaDomus Brandbook was developed to define the overall design of the HolaDomus brand, which includes the size of valid logos, colors, typography, both for internal and more official external documents, and for all marketing documents such as can be the web, social networks, email, brochures and other materials.

Appendix 1 document "*BrandBook_HolaDomus_5*"

2.4 HolaDomus Business card

Adhering to the HolaDomus Brandbook, the business cards for all HolaDomus program team members were created.



2.5 HolaDomus word template

Adhering to the HolaDomus Brandbook, a Word template was designed for the HolaDomus internal and external memos, announcements, and program documents.



2.6 HolaDomus stamps

Using the same Brandbook, the stamps for the HolaDomus program and the EuroPACE Foundation were designed to be used in official documents.



HolaDomus stamp

Fundació
EuroPACE

CIF: G55353775
Passeig Bisbe Lorenzana, 15 Baixos
17800 Olot (Girona)

EuroPACE Foundation stamp

2.7 HolaDomus brochure - Citizens

HolaDomus Brochure was developed to outline the value proposition and services of the HolaDomus program.

This brochure is short and effective. It can be easily distributed online and offline to reach more interested citizens.

Appendix 2 document "*Brochure_HolaDomus*"

2.8 HolaDomus brochure - Contractors

The Professional Brochure was created for energy services contractors to motivate them to join the program. The brochure highlights the value of the program for the contractors – growing their business, having access to a steady pipeline of projects, receiving training and resources to close more projects.

Appendix 3 document "*Brochure EuroPACE_Professionals*"

2.9 HolaDomus T-shirts

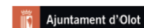
During the institutional launch of the program, all HolaDomus staff and GNE Finance staff wore t-shirts with HolaDomus logo and a message to further promote the program.

I  OLOT
a lot

Front side design



GNE FINANCE



Rear side design



Jordi Güell at Institutional launch.

2.10 HolaDomus Roll-ups

Three different roll-ups have been created to promote the program in the City of Olot One more focused on attracting the interest from homeowners, the other on attracting the interest of professionals and the last focused on the goal of rehabilitating homes and making cities more sustainable.



HOLA DOMUS

VOLS FER CRÉIXER EL TEU NEGOCI?

A HolaDomus treballam amb professionals validats que tenen accés a una borsa de projectes de rehabilitació energètica.

El programa et facilita les gestions administratives de la reforma i possibles subvencions i bonificacions al propietari.

 Calefacció i refrigeració
  Aïllament
  Tancaments
  Energies renovables i bateries
  Smart homes
  Accessibilitat
  Rehabilitació i reforma










Connecta amb nosaltres a través de:

www.holadomus.com




Fundació EuroPACE

Roll Up professionals



FACILITEM I SIMPLIFIQUEM LA REFORMA DE L'HABITATGE

HOLA DOMUS

IMAGINA UNA LLAR MÉS CONFORTABLE PER LA TEVA FAMÍLIA

HOLADOMUS INCLOU UNA ÀMPLIA GAMMA DE SOLUCIONS D'EFICIÈNCIA ENERGÈTICA, ENERGIES RENOVABLES, ACCESSIBILITAT I REHABILITACIÓ.

 Calefacció i refrigeració
  Aïllament
  Tancaments
  Energies renovables i bateries
  Smart homes
  Accessibilitat
  Rehabilitació i reforma

Connecta amb nosaltres a través de:

www.holadomus.com




Fundació EuroPACE

Roll Up homeowners



HOLA DOMUS

Programa integral per la millora de l'habitatge

IMPULSANT CIUTATS VIBRANTS, SALUDABLES I SOSTENIBLES

Connecta amb nosaltres a través de:

www.holadomus.com











Roll Up Olot



Image of the institutional launch where the HolaDomus program was presented to professionals and institutions.



LLUÈRNIA
FESTIVAL DEL FOC I DE LA LLUM

INSTAL·LACIÓ 100% ALIMENTADA AMB ENERGIA RENOVABLE

GRÀCIES A:

webatt
webattenergy

GENERA, EMmagatzema I CONSUMEIX LA TEUA PRÒPIA ENERGIA
Solucions domèstiques d'autoconsum amb instal·lació de panells solars i bateries de liti d'última generació.

HOLA DOMUS

PROGRAMA INTEGRAL DE RENOVACIÓ D'HABITATGES
Acompanyem als propietaris durant tot el procés de reforma a través d'assessorament tècnic, administratiu i financer personalitzat.

ESTALVIA FINS AL 75% EN LA FACTURA ELÈCTRICA I COMBAT EL CANVI CLIMÀTIC AMB UNA COMBINACIÓ DE PANELLS SOLARS I BATERIES

Mida: energia produïda als renovables energia
Mida: energia generada, però fora de demanda d'energia
Mida: demanda de demanda d'energia

■ Ús de la bateria ■ Generació d'energia solar ■ Consum directe d'energia

Un sistema com aquest genera energia durant el dia gràcies a les plaques fotovoltaïques i els excedents diürns s'emmagatzemen a una bateria de liti per poder-los utilitzar durant l'horari nocturn. Una família pot obtenir un estalvi energètic del 90% i una reducció de 1 Tn/any en emissions de CO₂.

webatt
webatt energy

SISTEMES D'AUTOCONSUM FOTVOLTAICS

REFORMES SIMPLIS, ASSEQUIBLES I DE QUALITAT

HOLA DOMUS
www.holadomus.com



Promotional roll-ups used in an artistic lighting efficient stand as part of the Lluèrnia 2019 event hold in Olot on November 2019.

2.11 HolaDomus on-site works facade poster

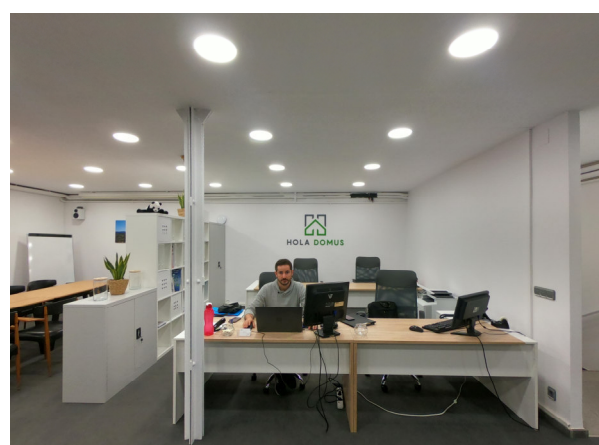
We created on-site works facade poster to make the home renovation projects under the HolaDomus program more visible in the local community and thus attract more citizens to apply for the program HolaDomus.



On-site works facade poster.

2.12 HolaDomus office customization

The office was designed to be welcoming for homeowners. Besides serving as work space for the HolaDomus team, the office has a large wooden table, a children's corner and a waiting room for citizens equipped with armchairs. In addition, various materials, including roll ups, posters, door signs, and wall emblems were designed to customize the office.





3. Marketing materials

3.1 HolaDomus website

The HolaDomus website was created to inform the citizen and professionals about the HolaDomus program. The site offers information tailored for various groups of citizens and clearly outlines the requirements of the program for contractors. The contact us page is designed to capture the data from interested parties and make an appointment at the HolaDomus office.

There is also a section describing the EuroPACE foundation as a managing entity behind the program.

The website can be found here: www.HolaDomus.com.

The site was originally designed by a local webdesign company and later customized in-house. Currently it is hosted on Strikingly platform which is both cost-effective and easily editable.

Appendix 4 document "*HolaDomus web*"

3.2 HolaDomus facebook

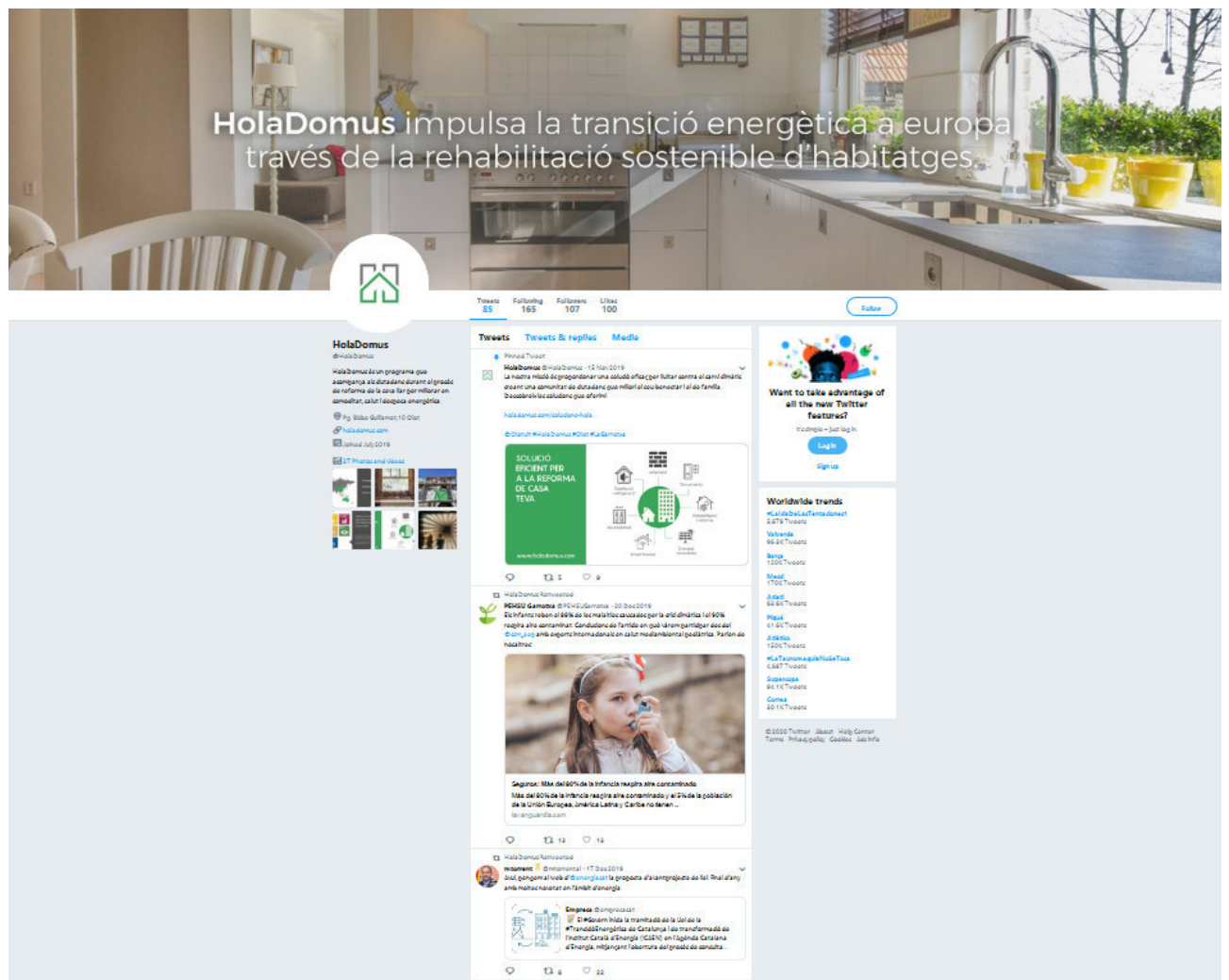
The Facebook page was created to broadcast the HolaDomus program and reach the citizens.



<https://www.facebook.com/HolaDomus/>

3.3 HolaDomus twitter

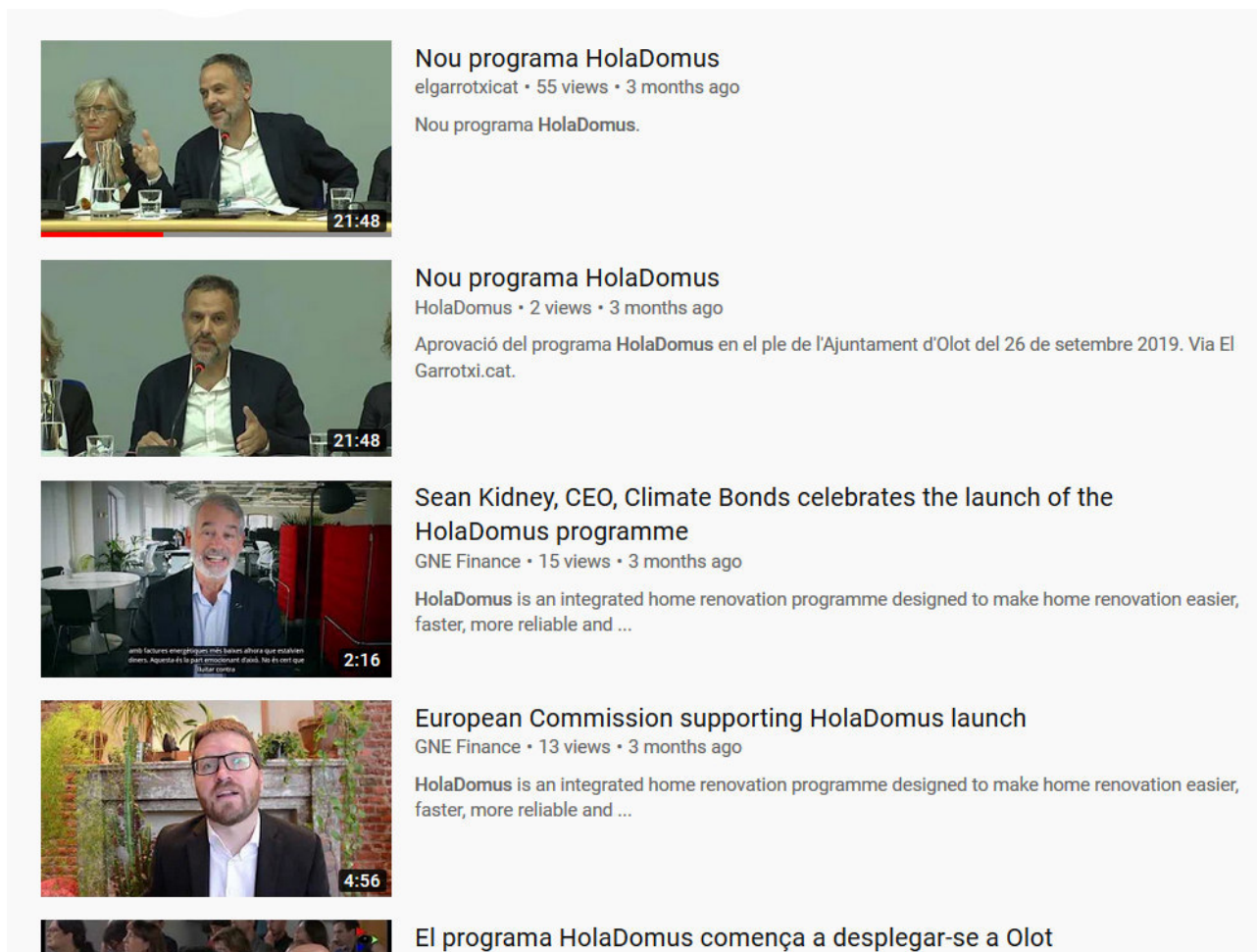
The Twitter profile was created to broadcast the HolaDomus program and reach the citizens, sharing interesting news from European and national initiatives.



<https://twitter.com/HolaDomus>

3.4 HolaDomus youtube

The YouTube channel was created to share various videos promoting the HolaDomus program.



Nou programa HolaDomus
elgarrotxicat • 55 views • 3 months ago
Nou programa HolaDomus.

Nou programa HolaDomus
HolaDomus • 2 views • 3 months ago
Aprovació del programa HolaDomus en el ple de l'Ajuntament d'Olot del 26 de setembre 2019. Via El Garrotxi.cat.

Sean Kidney, CEO, Climate Bonds celebrates the launch of the HolaDomus programme
GNE Finance • 15 views • 3 months ago
HolaDomus is an integrated home renovation programme designed to make home renovation easier, faster, more reliable and ...

European Commission supporting HolaDomus launch
GNE Finance • 13 views • 3 months ago
HolaDomus is an integrated home renovation programme designed to make home renovation easier, faster, more reliable and ...

El programa HolaDomus comença a desplegar-se a Olot

https://www.youtube.com/channel/UCroeo7-1zx9cA087bb0AWNw/featured?view_as=subscriber

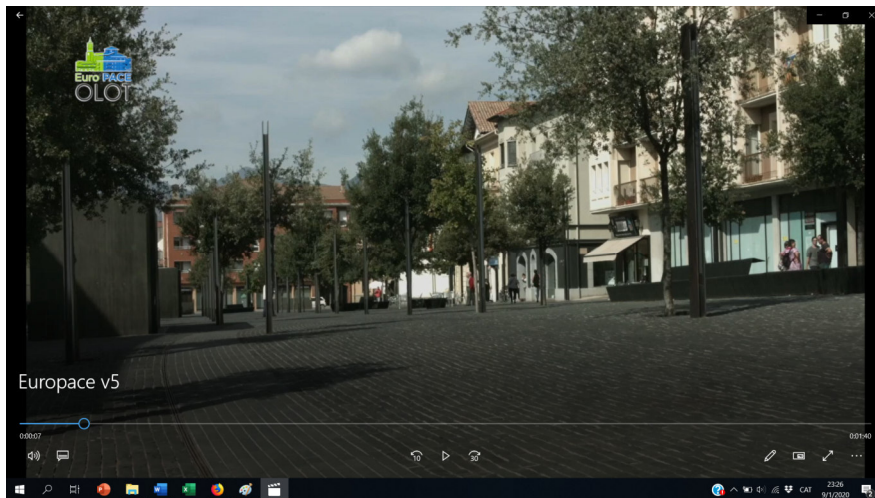
3.5 HolaDomus financing

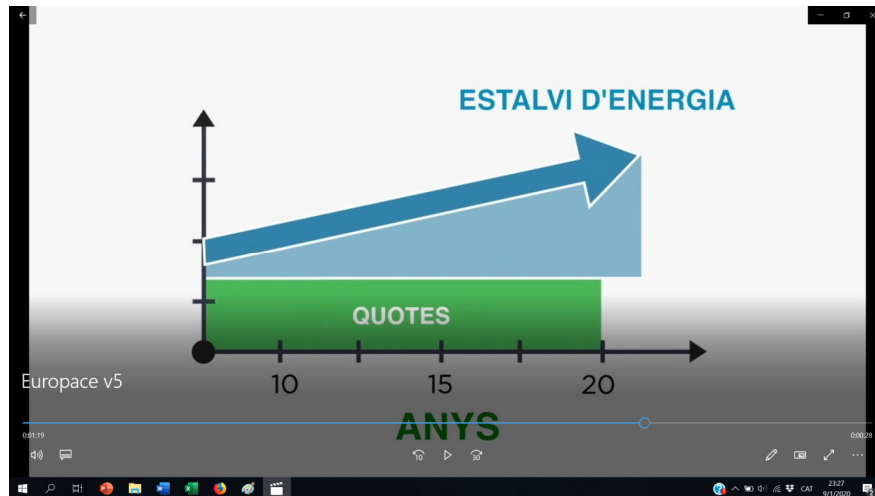
The HolaDomus Financing Document outlines the benefits of financing provided by GNE Finance for the HolaDomus. It also includes a series of frequently asked questions by citizens.

Appendix 5 document “*HolaDomus Financing*”

3.6 EuroPACE program promotional video

Several promotional videos were originally developed for the EuroPACE program. When the name was changed the videos were further edited to reflect the program branding.





3.7 HolaDomus promotional videos

A couple of videos were developed by Sean Kidney, CEO of Climate Bonds Initiative and Christoph Milin, Project Adviser to the European Commission, for institutional launch held in October in Olot. These videos are uploaded on YouTube and social media.

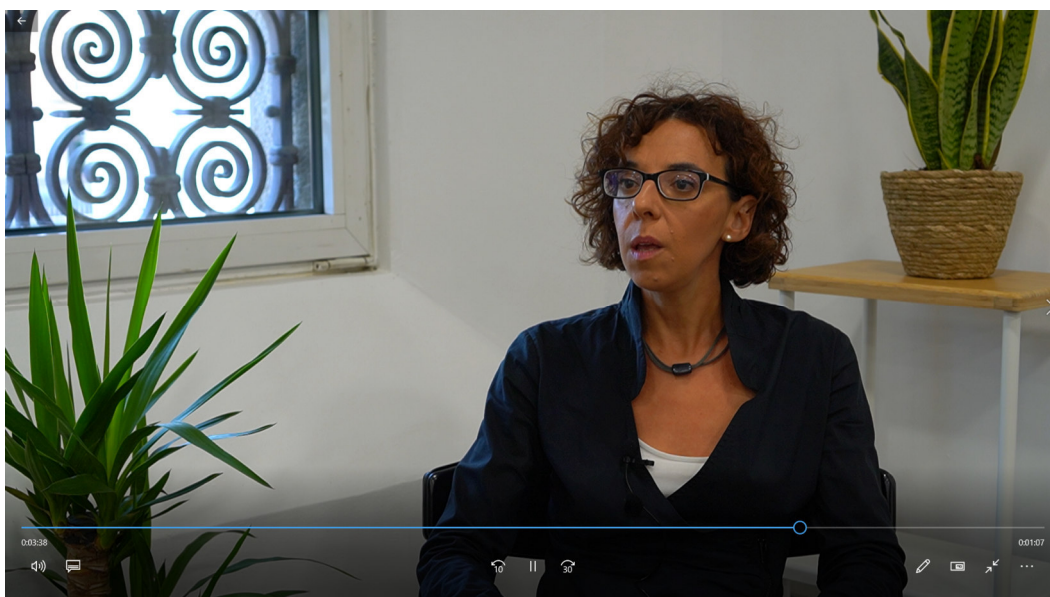


Sean Kidney, CEO, Climate Bonds celebrates the launch of the HolaDomus programme



3.8 HolaDomus success cases videos

A couple of interviews were conducted with the professionals and the early adopters in Olot to promote the program.



Montse Gou, Architect validated into the HolaDomus program.



Elena, homeowner of the first success case.

3.9 HolaDomus Radio advertisement script

In order to reach the broad public and inspire them to join the program, we created different versions of scripts for radio ads. Below you can see all the versions:

Version 1: Citizen-centric/informational

Home renovation can be stressful, difficult and time-consuming. Plus how do you know that the project is successful and delivers real savings? HolaDomus is here to help. HolaDomus is a home renovation programme designed for Olot homeowners to support you throughout your home renovation journey. HolaDomus helps you pay for a window replacement, insulation, new boiler, solar PV and more. Visit HolaDomus.com or our office at Passeig Bisbe Guilamet, 10, 17800 Olot to learn more and get started with your home renovation.

Version 2: Attention catching

“My dear house, you have a special place in our hearts. Our daughter took her first steps in the living room. Our son learned how to play guitar in his room. We shared many family moments here. But it is time for an upgrade. We called HolaDomus programme who will come to replace the windows, add insulation, plus technical experts recommended to put solar panels on your roof. The programme only works with qualified contractors and verifies the work. We hope you like the upgrades as much as we do!” Visit HolaDomus.com or our office at Passeig Bisbe Guilamet, 10, 17800 Olot to learn more and get started with your home renovation.

Version 3: Imagine a comfortable home

Imagine a comfortable home, with moderate temperatures, lots of fresh air and daylight that promotes health and your family’s wellbeing. HolaDomus is here to help make it a reality. The City of Olot is launching an integrated home renovation programme designed specifically for its citizens. HolaDomus provides technical support and

affordable financing. Visit HolaDomus.com or our office at Passeig Bisbe Guillemet, 10, 17800 Olot to learn more and get started with your home renovation.

Version 4: Home of your dreams

Sometimes minor changes can bring big benefits. A home renovation can enhance your health, wellbeing and contribute to improving the local environment. HolaDomus is a home renovation programme designed specifically for Olot homeowners to support them with technical knowledge and affordable financing. HolaDomus can help upgrade windows, doors, insulation, boilers, and add solar PV. Visit HolaDomus.com or our office at Passeig Bisbe Guillemet, 10, 17800 Olot to learn more and get started with your home renovation.

Version 5: home comfort

Most of us know what it feels like being in a room that is too hot or too cold, or spending time in a space without natural light and sufficient airflow. HolaDomus home renovation programme is here to improve your home and make it comfortable and healthy for you and your loved ones. The programme is supported by the city and only works with verified contractors. HolaDomus helps you design a project, find a contractor and even pay for it. Visit HolaDomus.com or our office at Passeig Bisbe Guillemet, 10, 17800 Olot to learn more and get started with your home renovation.

The final advertising radio script was:

“Vols millorar el benestar de la teva família a través d’un habitatge més confortable, saludable i eficient? A HolaDomus t’acompanyem durant tot el procés de reforma de la teva llar proporcionant assessorament tècnic, administratiu i financer personalitzat. Per a més informació visita la pàgina web HolaDomus.com o vine a la nostra oficina situada a la planta Baixa de l’Ajuntament d’Olot. També en spots trucar al 972 27 91 36.”

3.10 HolaDomus TV advertisement script

In order to reach the public and attract them to the program, we created scripts for TV ads. Below you can see all the versions. The TV ad is in the process of being developed.

Footage: video of Olot and video of homeowners next the first HolaDomus project, some segments from the contractor training to show the office, a view of the HolaDomus logo on the background. Length 30-40 seconds

Script:

HolaDomus is here to make home renovation easier, faster and more reliable for all citizens. At HolaDomus, we provide high quality support throughout the whole process and affordable financing to help you save money and live in a more sustainable home.

- Quote option 1: “I was supported throughout the whole process and I was able to achieve my goals” “We are very happy with our renovated house – the whole family is now more comfortable”
- Quote Option 2: “The process was fast and easy! We added solar panels, insulation – we are now saving money.” It is all about quality of life!”

HolaDomus is designed specifically for Olot homeowners. Our team has experts in buildings, energy efficiency and finance. We have trained professionals who can do the work. And our energy experts will always check if the works

has been done well. It is all about the quality of Let's work together to improve you home. Benefitting your family, your community, and our environment.

Visit HolaDomus.com or our office at Passeig Bisbe Guillemet, 10, 17800 Olot to learn more and get started with your home renovation.

The last screen should show the logo, address, website, hours and email.

3.11 HolaDomus magazine advertisement

The design was also created to advertise the HolaDomus program in various local magazines.



Home renovation programme designed for Olot citizens

- Saving energy and money
- Improving comfort and health of your family
- Creating a cleaner environment

Calefacció i refrigeració Aïllament Tancaments Energies renovables i bateries Smart homes Accessibilitat Rehabilitació i reforma

Website: www.HolaDomus.com
 Office: Passeig Bisbe Guillemet 10, 17800 Olot
 Phone:
 Office Hours:

"Si has entrat en un pis vell i requereix de reformes, contacta'ns"
"Redueix la despesa energètica per millorar la qualitat de vida dels de casa"

HOLA DOMUS