

Multiple Benefits Project Website

www.m-benefits.eu

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Multiple benefits of energy efficiency

Project partners



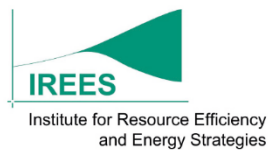
Environmental Change Institute



B ● R G ● C ●



European Council for an Energy Efficient Economy



www.mbenefits.eu



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Introduction & ambition

The Multiple Benefits website is a primary channel to support overall project communication goals, convey the project message and include dynamic content for target audiences. The Multiple Benefits project website URL is registered at www.m-benefits.eu. Several other domains (www.mbenefits.eu) have also been acquired, which currently re-direct users to the site.

The main objectives of the website are to:

- Create and sustain a leading and distinctive project profile and communications platform
- Stimulate participation in the project through memorable, thought-provoking messages and a strong value proposition for target groups
- Offer leading and current content including training and tools, relevant examples, documented results, and impacts achieved by employing the Multiple Benefits approach.

The Strategic Communications Plan (D8.1) contains additional information about the communication goals, strategies and approaches.

The visual identity of Multiple Benefits is the basis for the website and all communications. This profile has a key role in communicating with the surrounding media, markets and information flows. Clarity and uniqueness are important factors given today's vast and competitive information output.

The Multiple Benefits logotype is a symbolic reference to multiple (more than one) benefits, continuous improvement and to Langley's model of organizational interwoven decision-making. The main colour is an orange hue – a playful but also a strong signal colour.

The first version of the website is live. It will be actively promoted starting in September 2018. As the project advances, the website will also evolve to include the multiple benefits training and communication tools, new content and graphics, explanations of the methods, a searchable example/case study page, a calendar, and a reference library.

Structure & content (version 1)

Version 1 of the website is live (as of August 2018). The website structure and content are intended to guide and welcome primary target groups, including European businesses and organisations.

The home page includes content (text and graphics) and widgets highlighting the main messages of the project. It explains key multiple benefits concepts and how companies, organisations and individuals participate in the project (e.g., training, tools, pilots). Examples of the use of and value of multiple benefits are sprinkled throughout the home page (and subpages), and the home page also includes relevant news items and links to a contact page.

The EU logo is displayed on the home page, and rolling over the logo shows the disclaimer language as well. Additional content about EU funding, the disclaimer and a link to the Cordis page are also included in the About the Project section.

Figure 1. Multiple Benefits project homepage (www.m-benefits.eu)

The screenshot shows the homepage of the Multiple Benefits project. At the top, there is a navigation bar with links: Home, About the Project, Why Multiple Benefits?, Training Center, Start a Pilot, and News & Resources. The main content area is divided into several sections:

- Value multiple benefits:** A text block explaining why companies don't invest in cost-effective energy-saving projects and how quantifying benefits can make them strategic. It includes a call to action: "Do you need help quantifying these benefits? We are ready to assist! Find out more about Multiple benefits of energy efficiency, and Contact us with questions!"
- The dimensions of competitive advantage:** A diagram showing three interconnected circles: Value proposition (top), Costs (left), and Risks (right). Arrows indicate relationships between them.
- Competitive advantage through energy efficiency:** A text block stating that helping companies improve competitive advantage through energy efficiency is the goal of the project. It mentions "Fifteen partners, led by the Fraunhofer Institute for Systems and Innovation Research, will deliver training, analysis tools, and evidence to position European companies and organisations to quantify the competitive impacts of energy saving projects."
- Need your project to stand out?:** A sidebar section with questions like "Did the investment committee defer or reject your proposal?" and "Would training and tools to improve the business case help?". It includes a link to "Contact us" about how to make a proposal more attractive.
- NEWS:** A sidebar section with headlines such as "Smart meters to save UK households only £11...", "How can we unite people when talking about...", "What happens when bad data drives sustainability policies?", "Banker: 'Massive positive change' underway for building renova...", and "UK-backed report identifies 'viable business models' for carbo...". It includes a "More news" link.
- Example: Improved reliability through efficiency:** A sidebar section featuring a photo of a worker in a factory and text about Worsley Alumina's system optimisation project. It states: "Worsley Alumina, an aluminium producer, initiated a system optimisation project to reduce energy demand. Ultimately, they reduced operator workload and error, improved system stability and reliability, and lowered maintenance needs. These changes increased production by 3 000 tonnes of aluminium per year, a commercial value of 6 million USD/yr. Source: International Energy Agency, 2014".
- Training anyone?:** A sidebar section stating: "In 2019 we launch Multiple Benefits training workshops and webinars across Europe. Contact us to join our mailing list and learn about upcoming training and pilot project opportunities, new tools and resources like case studies."

At the bottom of the page, there is a footer with "Contact us" and the European Union logo with the text "Funded by the European Union".

The main headers include the following:

About the Project – includes a summary of the project, description of partners, and disclaimer

Why Multiple Benefits – details the approach and methodology, along with organising project examples

Training Center – describes the in-person and webinar-based training curriculum, and the reasons to attend

Start a Pilot – outlines the benefits and expectations for businesses participating in a pilot project

News and Resources – Highlights multiple benefits news items, related news, and will include a Resources (Library) section for deliverables, reports, case studies, etc.

Key visual elements are included on the home page as well as main branches of the site. These include Project-at-a-Glance, a colourful infographic, which guides the target groups through ways to engage with us (see Figure 2). In addition, graphics are included to show what the multiple benefits approach is (explained as a value, cost, and risk assessment) and how it differs from a traditional energy engineering approach (Figure 3).

Figure 2. Project-at-a-Glance (<http://www.mbenefits.eu/about-the-project/project-summary/>)

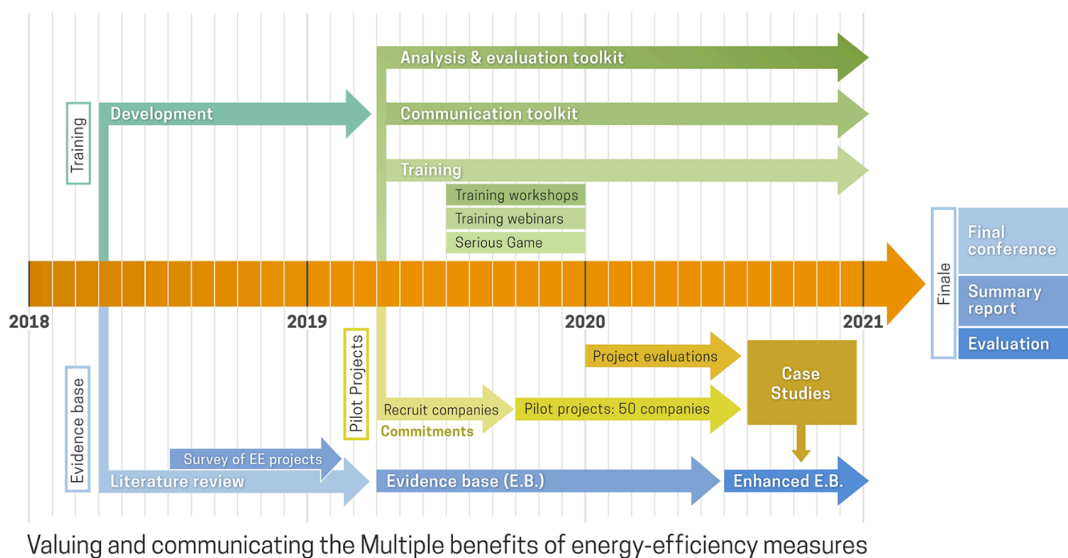


Figure 3. Multiple benefits approach versus traditional energy engineering (<http://www.mbenefits.eu/why-multiple-benefits/improving-competitiveness/>)

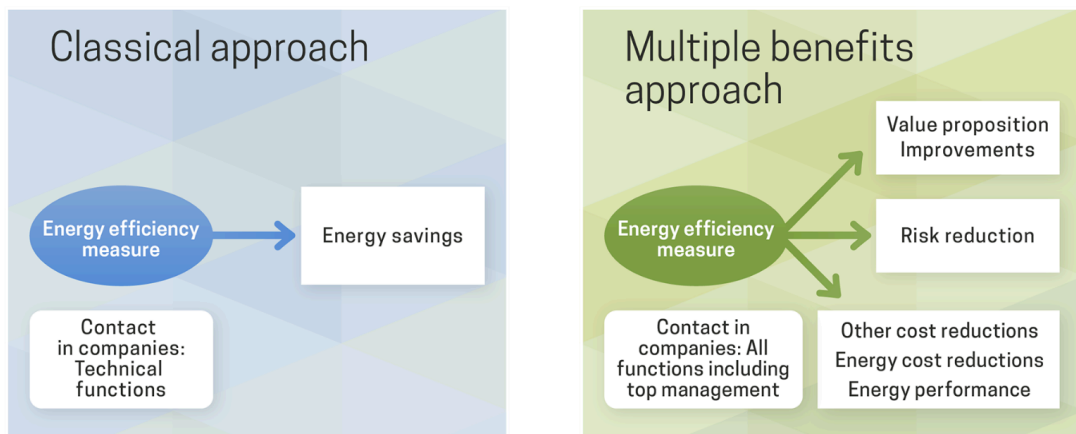


Figure 4 includes screen shots of the About, Why Multiple Benefits, Training and Pilot branches of the website.

Figure 4. Screen shots of major website branches

The screenshot displays the website's main content area. At the top, there is a navigation bar with links: Home, About the Project, Why Multiple Benefits?, Training Center, Start a Pilot, and News & Resources. The main header features the project logo and title, along with a funding notice from the EU's Horizon 2020 program.

The main content is divided into sections:

- Project summary:** A three year EU-funded project.
- A project to value multiple benefits in efficiency investments:**
 - Project-level investment decisions take account of many factors, rarely tackling one issue in isolation. Company decisions are based on its strategic priorities and values, an assessment of the risks involved, and anticipated benefits (e.g., increased productivity, regulatory compliance, reduced maintenance, greater reliability, improved workforce satisfaction and retention).
 - In contrast, energy efficiency experts traditionally present the rationale for investment as a single-issue problem. The arguments are focused on energy 'payback' – the length of time a capital investment takes to pay for itself through reduced energy costs. However, energy payback is not a strategic goal. As a result, these proposals are often missed or ignored because they are not prioritised by investment committees.
- Benefits for businesses and organisations:**
 - Training for energy experts in strategic investment analysis and communications
 - Analytical tools to identify and quantify benefits at operational, financial and strategic levels
 - Case studies of a wide range of benefits to firms from making such investments
- Timeline:** From 2018-2021, project partners will develop a training platform. We will also work directly with organisations to analyse and propose energy-saving projects, while evaluating the strategic impacts. In parallel, Multiple Benefits partners will compile and evidence base of case studies, project examples and results in a public database.

The timeline diagram shows a progression from 2020 to 2021. Key milestones include 'Project evaluations', 'Pilot projects: 50 companies', 'Case Studies', and 'Enhanced'. The final phase, labeled 'Finale', includes a 'Final conference', 'Summary report', and 'Evaluation'.

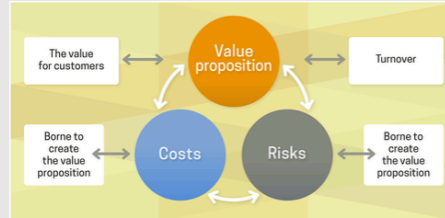
Logos of partner institutions are displayed on the right side of the page:

- Fraunhofer ISI
- Environmental Change Institute (eci) and UNIVERSITY OF OXFORD
- UNIL | Université de Lausanne
- Graz ENERGYAgency
- Lucerne University of Applied Sciences and Arts (HOCHSCHULE LUZERN)

Improving competitiveness
Examples, case studies & references

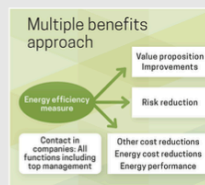
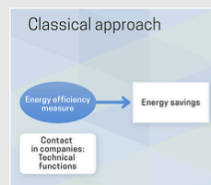
Focus on competitiveness

The Multiple Benefits approach quantifies the impacts of an investment on competitive advantage. First, a comprehensive toolkit is used to identify and analyse benefits of energy saving projects in operational and financial terms. We then craft an investment proposal that is communicated in strategic terms, speaking to how the project contributes to an organisation's competitive advantage or core mission.



How does the approach work?

Through a process of training, business model and process analyses, using tools and a growing evidence base, the Multiple Benefits process systematically identifies and quantifies the competitive benefits of energy efficiency for businesses and organisations.



Why don't companies invest in efficiency?

Many companies don't view energy efficiency as strategic. Why? One reason is that, often, energy saving project proposals do not account for multiple benefits. Proposals communicated in strategic, competitive terms are more likely to be successful. [Read about how the Multiple Benefits approach](#) can help companies quantify strategic benefits...



Example: Improved reliability through efficiency

Worsley Alumina, an aluminium producer, initiated a system optimisation project to reduce energy demand. Ultimately, they reduced operator workload and error, improved system stability and reliability, and lowered maintenance needs. These changes increased production by 3 000 tonnes of aluminium per year, a commercial value of 6 million USD/yr. *Source: International Energy Agency, 2014*

Training anyone?

In 2019 we launch Multiple Benefits training workshops and webinars across Europe. [Contact us](#) to join our mailing list and learn about upcoming training and pilot project opportunities, new tools and resources like case studies.

Why a pilot?
What is involved?

Join a pilot project!

In 2019 we start working directly with businesses and organisations to test and evaluate the impacts of Multiple Benefits at a company level. Our aim is complete pilot projects across Europe, in companies and organisations large and small.

Why a pilot?

We know that change is challenging. The Multiple Benefits pilots are set up to test a new way to create value for your organisation through energy efficiency investment.

Your organisation sits in the driver's seat. You decide the project, the team, and the timing. We deliver the training and tools, support the analysis, and help evaluate strategic impacts.

"Above all, a project must contribute to the realisation of the company's strategic goals"
(Cooremans, 2011)

"Value, instead of cost, must be used to assess competitive position since firms often deliberately raise their cost in order a premium price via differentiation".
(Michael Porter, 1985)

Multiple benefits improve IRR

Let's review an example. An energy efficiency audit of a Swiss surface treatment company identified an opportunity to replace ageing rectifiers (used for electronic galvanising) with new rectifiers that had improved cooling and monitoring. Alongside energy cost savings there were numerous other benefits, including reductions in maintenance costs, cooling water use, rejection rate, legal and commercial risks, and increases in product quality, attractiveness and customer loyalty. By translating these benefits into financial outcomes, based on greater inflows from increased value and reduced costs from avoided outflows, the total value of the energy efficiency opportunity could be determined.

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 **Multiple benefits of energy efficiency**

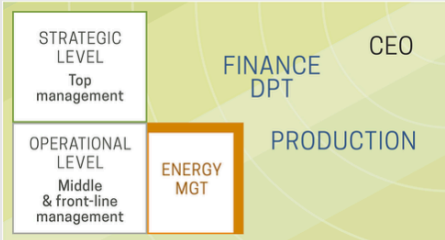
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Home About the Project Why Multiple Benefits? Training Center Start a Pilot News & Resources

Overview
Training workshops & webinars
Best reasons to attend

Upcoming training opportunities


In **2019** we launch Multiple Benefits training workshops and webinars across Europe. While Energy Managers are our primary audience, operations, production, and executives are welcome. In principle anyone who develops or decides whether energy-related projects move forward can benefit from training. **Welcome!**



How do I register?
Trainings kick off in 2019. [Contact us](#) to reserve a spot for a workshop or join our mailing list for webinar updates...

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Structure & content (version 2)

As the other work packages deliver products during the second half of 2018 and 2019, the website will evolve to include several new pages, content, and new functions. The website is built on a platform that makes adding new pages simple and straightforward.

The major additions to the website that are anticipated include:

Multiple Benefits in 2-minutes (video): A short video to share an overview of what we do and the project benefits. Will be hosted on YouTube and highlighted on the website homepage

Toolkits: The Multiple Benefits analysis and communications toolkits will be prominently featured

Serious Game: The Serious Game will be hosted on a partner site (Hes-so) so a link will be used to reference the sites, and Multiple Benefits visual design elements will be used by Hes-so to ensure a similar look and feel

Columnists: Regular columns on multiple benefits and related topics will be featured

Calendar: A calendar will be included with trainings and other events, with links to registrations

Graphics and pictures: Additional graphics and pictures will be added as calls to action and to add colour to the home page.

Library: A library with reports and deliverables

Project Examples & Case Studies: A searchable page to identify related examples, evidence, and case studies (may be part of the Library or separate).