

Deliverable

D5.1: A project identity and specific project web place and partners website

February 2024

www.crossreno.door.hr



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1. Introduction

The general objective of this project is to establish and organise a comprehensive marketplace and one-stop-shops for homeowners and experts and for these to serve as a central point for all crucial in **crOss renoHome**. The project will provide full-service holistic renovation packages for homeowners – a guide through the whole customer journey with the aim of renovation processes unification in the entire territorial scope which will ultimately lead to intensification of renovation projects of family houses and multi-apartment buildings in Croatia, thus making them more energy efficient and fossil fuel independent while retaining the same (or creating even better) indoor quality and comfort. Moreover, the project will reduce energy demand in the private housing sector and its CO₂ emissions and also set a pathway towards nearly zero-energy buildings.

1.1. Purpose & Scope

The scope of *Deliverable 5.1 "A project identity and specific project web place and partners website."* includes activities outlined in Work Package 5 (WP5). This deliverable is part of Task 5.2 "Communication, Dissemination & Outreach activities," and focuses on the development of a visual identity logo and branding for the project. As part of T.5.2.2, a dedicated project web webplace is established within the partners' website, serving as a hub to promote the project <https://crossreno.door.hr/>. Regular updates on the project's progress will be featured on this web place. The website will primarily be in Croatian, with additional English language. Part of T.5.2.3 involves the creation of various materials such as presentations, brochures, leaflets, flyers, videos, and infographics. These materials will be electronically available on the project website, and some will be printed for distribution.

1.2. Structure of the document

The document is divided into two main sections: the English section and its corresponding translation into Croatian. This ensures that both English and Croatian-speaking audiences can easily navigate and comprehend the content. The document structure is divided into chapters that explain the elements of the **crOss renoHome** project's visual identity. These chapters include: logo, graphic guidelines, icons, brochure, leaflets, flyers, posters, roll-ups, infographics, project presentation, project deliverables, website, videos, and promotional goodies. Each section provides detailed insights into the design and usage of these elements, contributing to a comprehensive understanding of the project's visual identity and communication materials.

2. Visual Identity of the crOss renoHome project

The visual identity of **crOss renoHome project** is essentially the project's visual language, shaping perceptions and creating impressions through its visible elements. The primary objectives of **crOss renoHome's** visual identity are:

- **Create a Positive Impression:** The visual identity aims to leave a positive impact on viewers, inspiring them to pay attention to the project.
- **Inform and Spark Interest:** It seeks to inform viewers about the project's scope and stimulate their interest in its goals and initiatives.
- **Unify Project Identity:** The visual identity serves to unify the diverse aspects of the project by maintaining consistency in visuals across all promotional materials and reports.

The visual identity is characterized by a combination of colors, elements, and icons presented in a contemporary, dynamic, and distinct manner. These visual elements are consistently applied across all project materials, reinforcing a cohesive and recognizable image. The creation of a clearly defined, coherent, and distinctive visual identity holds significant importance for enhancing the project's recognition, communication, and dissemination impact.

Through the implementation of a consistent visual identity, the project efficiently reaches its target audiences via various promotional channels and communication activities. This includes presentations, events, Info days, OSS, social media, and other internal and external communication and dissemination efforts. The goal is to ensure a unified and impactful representation that resonates with the project's objectives and values.

Table 1 Visual identity overview

crOss renoHome logo	✓	Poster	✓
Graphic Guidelines	✓	Roll-Up	✓
Template for Presentation and Deliverable	✓	Leaflet and Flayer	✓
crOss renoHome Project Presentation	✓	Videos	✓
Project's icons	✓	Infographic	✓
crOss renoHome website	✓	Goodies	✓
Brochure	✓		

3. The crOss renoHome logo

Designing a logo for Croatian One-Stop Shop (OSS) for energy renovation is essential for brand recognition, professionalism, and effective communication. The logo serves as a visual symbol, conveying the project's core message and values. The logo also promotes a unified and cohesive image across various communication channels ensuring the success of the energy renovation initiative.

As part of the logo design, three variations have been created to cater to different contexts. The official horizontal logo provides a standard and recognizable representation of the brand (Figure 1). The horizontal transparent version ensures adaptability and seamless integration into various backgrounds, maintaining a clean and contemporary look (Annex I). Additionally, the vertical logo variation is designed for situations where a more compact or stacked format is preferred, offering flexibility in visual presentation across diverse platforms and materials (Annex I). These variations collectively contribute to a versatile and well-rounded visual identity for the brand.



Figure 1 crOss renoHome Official logo



Figure 2 crOss renoHome Colours

To achieve the best possible result, many alternative logos were prepared and examined among the partners, which are presented in Annex II.

4. Graphic Guidelines

4.1. Supportive colors

In scenarios requiring additional elements and colors, such as on the **website, guidance documents, infographic flyers, leaflets, and brochures** a complementary palette has been carefully selected. These colors seamlessly harmonize and align with the primary colors of the logo, ensuring a cohesive and visually appealing experience across various applications.



Figure 3 crOss renoHome supportive colors



Figure 4 crOss renoHome supportive colors

4.2. Text typefaces

Creating a uniform typeface for brand identity ensures consistency, fostering recognition and professionalism. It facilitates effective communication by conveying a cohesive brand image across diverse platforms. The chosen typeface aligns with the **crOss renoHome project** brand. In this deliverable *D5.1 A project identity and specific project web place and partners website* guide of style for typefaces is created to maintain a standardized approach across various project materials:

- **For Deliverable** (Figure 5)
- **For Presentation** (Figure 6)

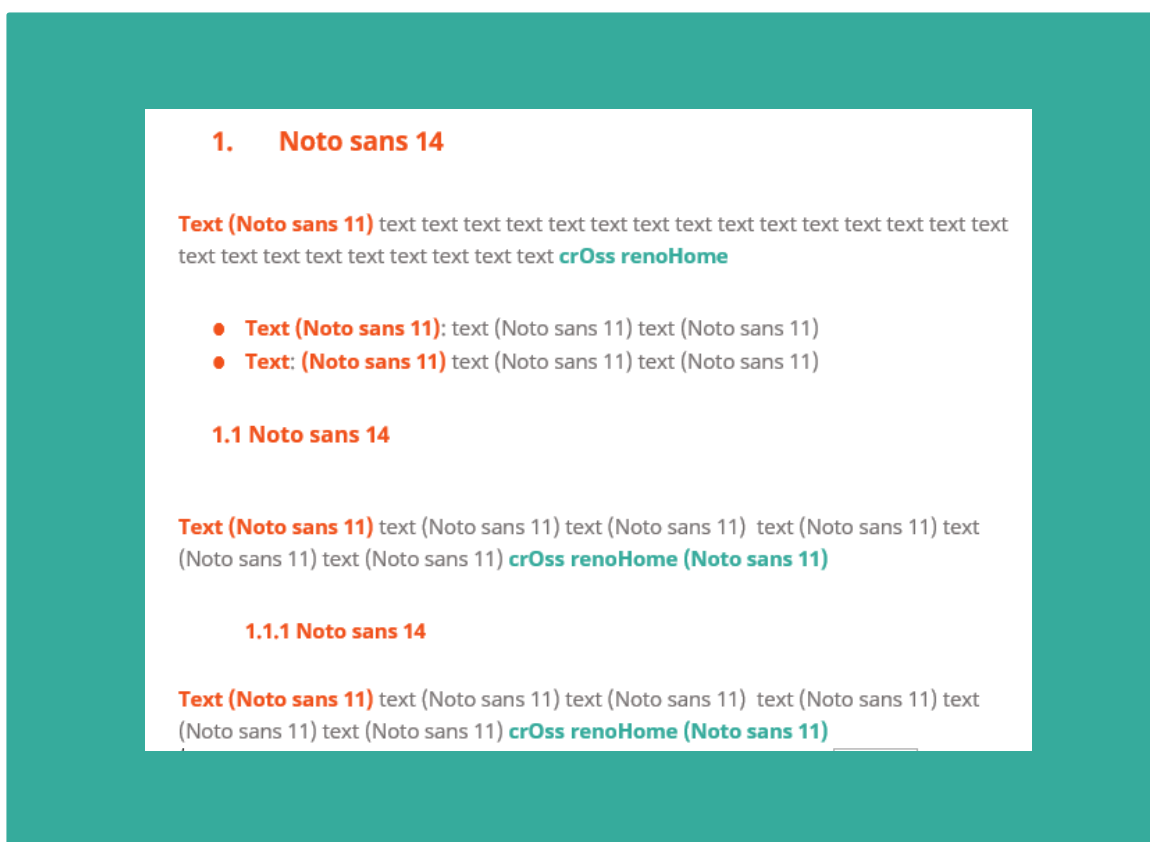


Figure 5 crOss renoHome typefaces in deliverable



Figure 6 crOss renoHome typefaces in presentation

5. Template for Presentation and Deliverable

Designing templates for presentations and deliverables within the **crOss renoHome** project is done to maintain brand identity. These uniform templates not only ensure recognition and professionalism but also facilitate effective communication by conveying a cohesive brand image across various platforms. The selected presentation template is carefully aligned with the distinctive brand elements of the **crOss renoHome** project, contributing to a unified and visually coherent representation across all project-related materials.:

- **For Presentation** (Figure 7)
- **For Deliverable** (Figure 8)

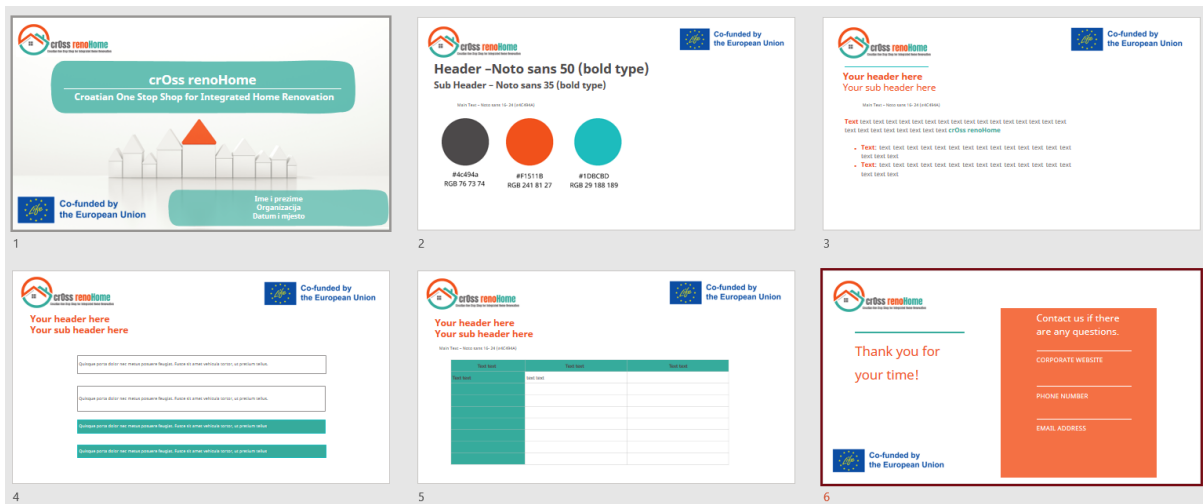


Figure 7 crOss renoHome template for presentation



Figure 8 crOss renoHome template for deliverable

6. crOss renoHome Project Presentation

One of the tools for disseminating project information is the project presentation containing all the important information about the project. It includes key aspects such as the consortium, objectives, target groups, innovative framework, expected results, social media channels, and contact information.

Designed to be a versatile and dynamic tool, the Project presentation will be utilized by partners as the primary means of communication at relevant events. Its content provides a holistic overview of the project, ensuring that all stakeholders receive a clear and consistent message. The presentation's adaptability is a key feature, allowing partners to make modifications according to their specific needs while ensuring that core project elements and EU funding details remain prominently displayed on every occasion.

In line with contemporary digital communication practices, a digital version of the **crOss renoHome** Presentation will be made available for download on the project's website. This ensures accessibility for a broader audience and facilitates easy sharing among stakeholders. The commitment to regular updates ensures that the information remains current and relevant.

For a sneak peek into the presentation, the cover page is showcased in the following figure, with comprehensive content details available in Annex III for more in-depth information.



Figure 9 crOss renoHome presentation

7. Project's icons

Icons have an important role in communication tools, bypassing language barriers to convey messages. For the project's communication needs, three icons were designed: one for the One-Stop Shop, second for OSS services, and third for the Marketplace.

The first icon represents the 'One-Stop Shop,' and the project's commitment to establish a central point for energy renovation.



Figure 10 crOss renoHome 'One-Stop Shop icon for office

The second icon represents the 'One-Stop Shop' services as full-service renovation packages for homeowners.



Figure 11 crOss renoHome 'One-Stop Shop icon for OSS services

The third icon is dedicated to the 'Marketplace virtual platform,' a hub where interactions between technical providers and citizens take place.



Figure 12 crOss renoHome 'One-Stop Shop icon for 'Marketplace virtual platform

In a broader context, these visual representations contribute to the overall branding and identity of the project.

8. crOss renoHome web

The domain name of the project's website is <https://crossreno.door.hr/>. According to the recommendation of the EU Commission, the project pages are now part of the partner coordinator of the official websites. The domain name originates with the .door extension. The choice of a short, descriptive, and easy-to-remember domain name aligns with the key criteria for a successful web address. Also, since all partners in this project are from Croatia, and the main focus is on energy renovation in Croatia, the main page is in the Croatian language. However, there is an English menu that we will explain how it functions later in the text.

The website is built on the latest version of WordPress, a free and open-source content management system (CMS). This choice provides a solid foundation for managing and organizing the project's content efficiently. To gain insights into website traffic and monitor visitor behaviour, a connection with the Google Analytics service has been established and configured. This integration allows for seamless access to data insights directly through the Google Analytics interface. This strategic use of analytics will contribute to a better understanding of user engagement and help in making informed decisions to enhance the website's performance

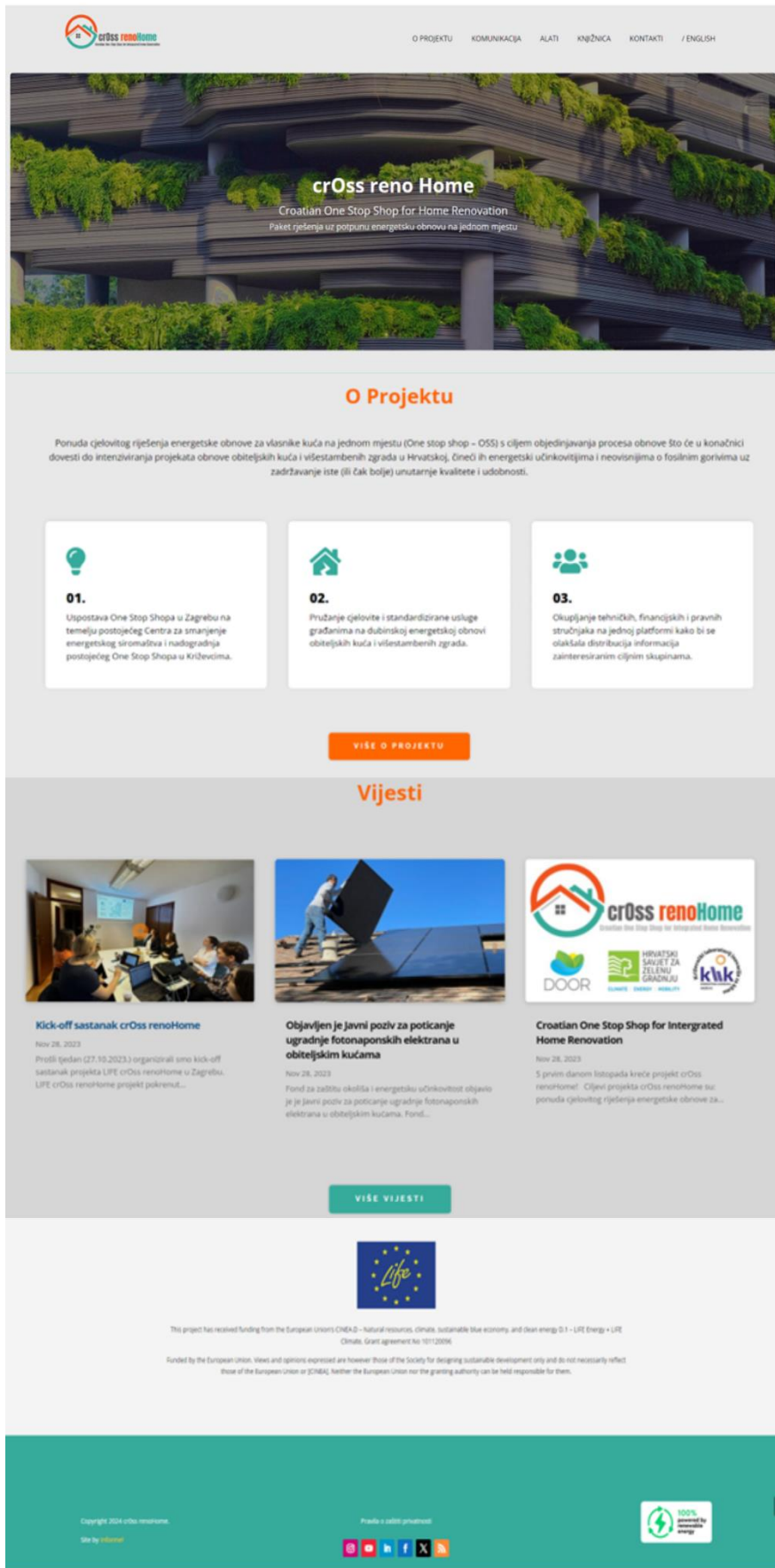
8.1. Design

The design of the **crOss renoHome** website aligns with the latest trends in web design. Key features of the **crOss renoHome** website include:

- **Comprehensive Navigation Structure:** Users can easily navigate through the website, thanks to a well-structured layout on the front page and various menus. This ensures a seamless browsing experience.
- **Responsive Design:** The website is built with a responsive design, adapting to users' input and environment based on their device (desktop/laptop computer, tablet, or mobile/smartphone) and screen size. This ensures a consistent and optimized experience across different platforms.

In essence, the **crOss renoHome** website adheres to modern web design principles, prioritizing usability, accessibility, and intuitive navigation. The design reflects a commitment to providing a positive and engaging experience for users.

A preview of the website's front page is presented in the figure below.



The screenshot shows the homepage of the crOss renoHome website. At the top, there is a navigation menu with links for 'O PROJEKTU', 'KOMUNIKACIJA', 'ALATI', 'KNJIŽNICA', 'KONTAKTI', and '/ ENGLISH'. The main header features a large image of a modern building with a green facade, with the text 'crOss reno Home' and 'Croatian One Stop Shop for Home Renovation' overlaid. Below this, a section titled 'O Projektu' (About the Project) contains a paragraph explaining the project's goal: to provide a comprehensive energy renovation solution for homeowners in one place (One stop shop - OSS) in Croatia, aiming to streamline the renovation process and improve energy efficiency and living conditions. This section includes three numbered points: 01. Establishment of the One Stop Shop in Zagreb, 02. Provision of standardized services for citizens, and 03. Consultation of technical, financial, and legal experts. A 'VIŠE O PROJEKTU' button is located below this section. The 'Vijesti' (News) section features three news items: a kick-off meeting, a public call for solar panel installations, and the project's launch. Each news item includes a date (Nov 28, 2023) and a brief description. A 'VIŠE VIJESTI' button is positioned below the news items. At the bottom, there is a 'Life' logo, a funding disclaimer, and a footer with copyright information, social media icons, and a '100% powered by renewable energy' badge.

Figure 13 crOss renoHome website Home Page

8.2. Structure and content

The site's navigation is facilitated through the main menu links situated at the top of every webpage. This two-level navigation menu is designed to guide visitors simply and intuitively. Presently, it includes the following items:



Figure 14 crOss renoHome website structure (sitemap)

- The **"O PROJEKTU"** (*eng. About Project*) section features a brief description of the project. Explanation of project objectives as well as specific objectives.
- The **"KOMUNIKACIJE"** (*eng. Communication*) menu item features three sections: Vijesti (*eng. News*), Događanja (*eng. Events*) and Galerija (*eng. Gallery*). Materials from these sections can be shared across social media platforms (Facebook, LinkedIn, Twitter), enhancing project visibility.
- The **"ALATI"** (*eng. Tools*) menu-item, features two sections: Marketplace and OSS usluge (*eng. OSS services*). The "Marketplace" section will feature a link to the page designed by CGBC as part of WP2. The content of this tab will be developed later as the project progresses. The current section of OSS services already encompasses a list of offered services, with content continuously updated as the project progresses. For instance, it will include access to two standardized contracts developed through the project.
- The **"KNJIŽNICA"** (*eng. Library*) menu-item, features three sections: Vodič (*eng. Guide*), Publikacije (*eng. Publications*), and Rezultati (*eng. Results*). The "Guide" section will contain at least two renovation guidebooks (as part of GA). The "Publications" section will aggregate all materials published throughout the project, including brochures, posters, roll-ups, leaflets, flyers, infographics, training materials, and similar items. The "Results" section will compile the project's deliverables.
- The **"KONTAKTI"** (*eng. Contacts*) section features a designed contact section that allows users to send inquiries via email directly from the web interface. Users

simply need to input their Name, Surname, email address, and message. Dedicated input boxes are provided for each of these components, facilitating the entry of the required information as is a CAPTCHA verification of the request. Additionally, this section includes a map displaying the project coordinator's location, along with their address and account details. Contact details such as a telephone number and email address are also provided for added convenience. A sample of the "Communication" page is shown in the figure below.

- The **"ENGLISH"** menu-item features three sections: About project, News, and Deliverables. It has been decided that, as this project is primarily focused on the pilot area of Croatia, the majority of web communication will be in the Croatian language. It is deemed impractical to automatically translate all content published in Croatian for non-Croatian visitors. Instead, a dedicated section will be provided where non-Croatian visitors can access tailored news specifically created to target and engage them. These news articles will be focused on providing relevant information about the **cross renoHome** project and energy renovation in Croatia. Regular updates will ensure that the content remains current and up-to-date with information.

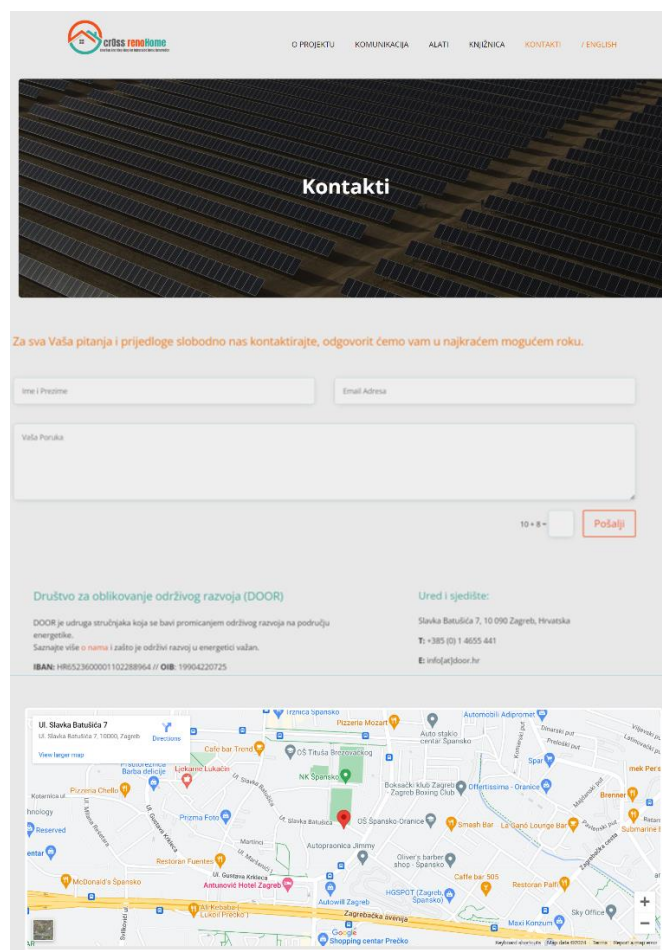


Figure 15 crOss renoHome website KONTAKTI section

8.3. The main elements of the Website pages

The **cross renoHome** pages consist of three basic design parts or blocks:

- The Header at the top;
- The Footer at the bottom; and
- The Content in between (content explained in subsection (8.2)).

8.3.1. Header

The Header, illustrated in the Figure below, serves as the container for the **cross renoHome** logo, the navigation menu, and the search facility. It maintains a consistent presence across all website pages. The header is set as fixed, ensuring it remains affixed at the top of the page, even when users scroll down.

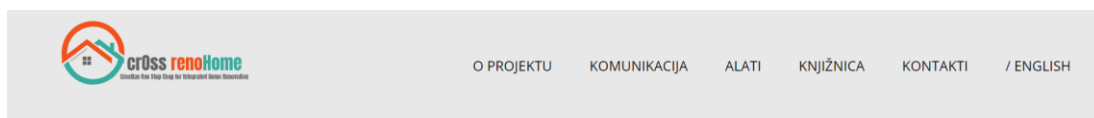


Figure 16 crOss renoHome website header

8.3.2. Footer

The Footer, as shown in the figure below, includes two sections of information. The upper section contains a statement that the project is funded by the European Union's CINEA.D – Natural resources, climate, sustainable blue economy, and clean energy D.1 – LIFE Energy + LIFE Climate. The bottom section contains a link to the Privacy & Cookies Policy page. Additionally, the footer features links to the project's social media accounts, encompassing Twitter, LinkedIn, Facebook, and YouTube of the project coordinator (DOOR). The footer is set as fixed, ensuring it remains affixed at the top of the page, even when users scroll down.

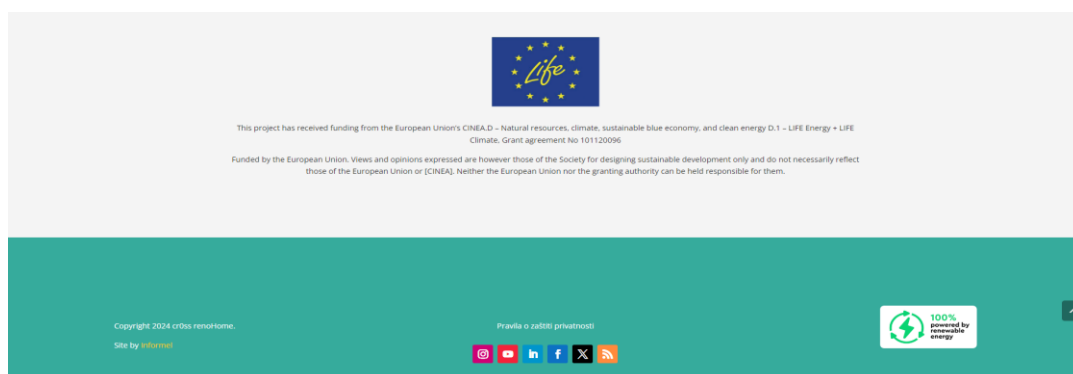


Figure 17 crOss renoHome website footer

8.3.3. Content in between

The content within, referred to as 'inside pages,' can be categorized into "static content" pages and "dynamic content" pages. Static content pages typically contain information that remains unchanged for extended periods. Examples of static pages include "About Project," "Tools," and "Contacts." In contrast, dynamic pages feature information that undergoes frequent updates, such as "Communications," "Library," and "English." This section of the website also incorporates a slider (three sliders in total) that changes regularly, allowing users to navigate using arrows. One slider will dynamically reflect the latest and most relevant news, ensuring extended accessibility for readers. The other two sliders will consistently highlight Marketplace and OSS services, respectively. An illustrative example of sliders is presented in the figures below.

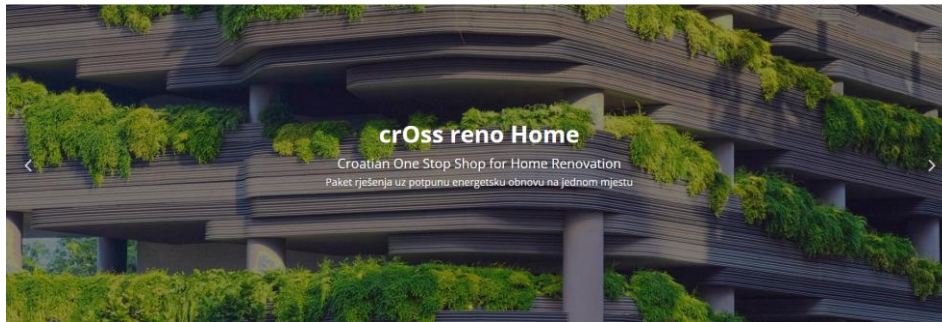


Figure 18 crOss renoHome website first slider



Figure 19 crOss renoHome website second slider

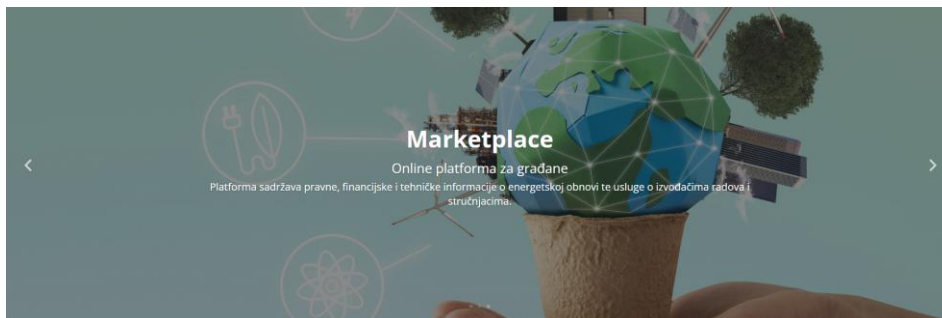


Figure 20 crOss renoHome website third slider

9. Brochure

A brochure has been created for the widespread dissemination of the project to various audiences. This promotional material will be distributed to the general public like citizens living in family houses, citizens residing in multi-residential buildings, building managers, and the private rental sector (landlords and tenants); business sector like public and private utility companies; companies providing energy services; newly established enterprises; small and medium-sized enterprises operating in the field of sustainable energy and financial sector like representatives responsible for creating financing schemes such as state or local non-repayable funds for renovation, banks, and innovative financing schemes such as crowdfunding.

The brochure, designed as a common 3-fold format in A4 size (29.7 x 21 cm), comprises three sections, providing a concise overview of the project's aim, leading objectives, expected results, social media channels, and contact information. It follows a unique and user-friendly design. Produced in Croatian, the brochure is available both electronically and in hard copy to maximize communication and dissemination impact. The digital version is downloadable from the **crOss renoHome** website. The figure below illustrates the **crOss renoHome** brochure, and more detailed versions, can be found in Annex V.



QR CODE
CROSS renoHOME

Koordinator projekta
DOOR- Društvo za oblikovanje održivog razvoja
info@door.hr

crOss renoHome

PARTNERI

- DOOR
- KIK - Križevački laboratorij inovacije energetska zajednica Križevci
- HRVATSKI SAVJET ZA ZELENU GRADNJU (CLIMATE | ENERGY | MOBILITY)
- VLADA REPUBLIKE HRVATSKE (Ured za udruge)

This project has received funding from the European Union's CREAD - Natural resources, climate, sustainable blue-economy, and clean energy 01 - LIFE Energy - LIFE Climate, Grant agreement No 101120096

„sve na jednom mjestu“ - olakšati procesa energetske obnove uspostavom "One stop shop" (OSS)

„ključ u ruke“ - pojednostaviti postupak obnove i time potaknuti veći broj energetskih obnova obiteljskih kuća i stambenih zgrada diljem Hrvatske

"One stop shop" (OSS)
Zagreb i Križevci - Energetska obnova doma na jednom mjestu

LOKACIJE
I.Z. Dijkovečkog 8, Križevci (KLIK)
Ul. Slavka Batusića 7, Zagreb (DOOR)



Figure 21 crOss renoHome brochure

10. Poster

A project poster has been designed for use by partners or relevant organizations. The poster, in A1 (59.4 x 84.1 cm) is available in Croatian, It comprehensively presents the **crOss renoHome** concept, project objectives, expected impact, Marketplace, partners' logos, social media channels, and contact information. The digital version will be downloadable from the **crOss renoHome** website.

The concept for the poster involves a dynamic representation of the Marketplace's development in distinct phases, with partner logos progressively added as they join the initiative. The initial design serves as a foundation, showcasing the project's identity and features designated spaces to accommodate partner logos. This approach not only visually communicates the evolving nature of the Marketplace but also provides a promotional platform for partners, emphasizing collaborative growth. The poster will be accessible for download on the website, with a visual representation available in Figure below.



Figure 22 crOss renoHome poster

11. Roll up

The **crOss renoHome** Roll-up has been specifically crafted for upcoming events organized by project partners or hosted by relevant organizations, exclusively available in Croatian. With dimensions of 85 cm X 200 cm, its retractable aluminum mechanism ensures effortless portability and quick setup. Featuring the project logo at the top, the roll-up incorporates clear and easily readable graphic and textual elements in harmony with the project's visual identity. Essential pieces of information are interestingly presented such as OSS services and location of OSS, contact details, and Partners' Logos. The digital version of the **crOss renoHome** Roll-up will be accessible for download on the website, with a visual representation available in Figure below.

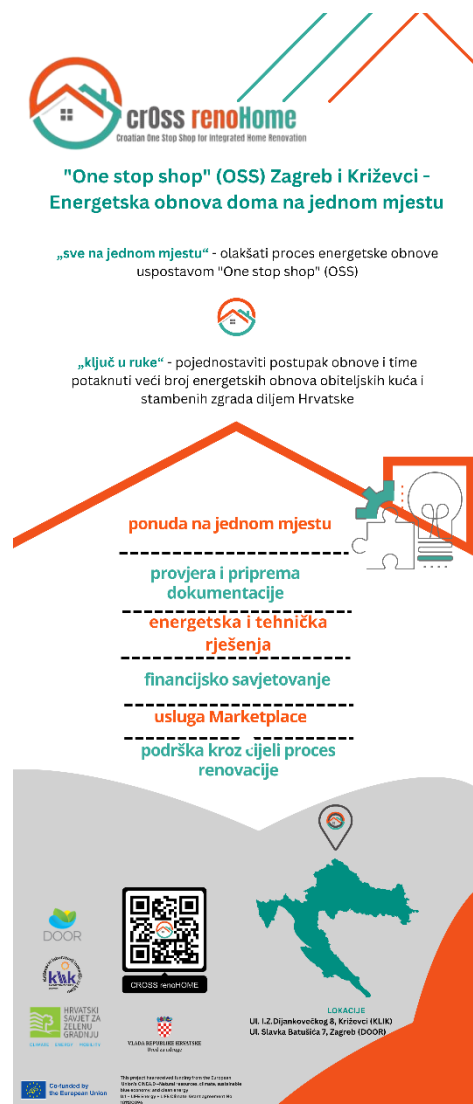
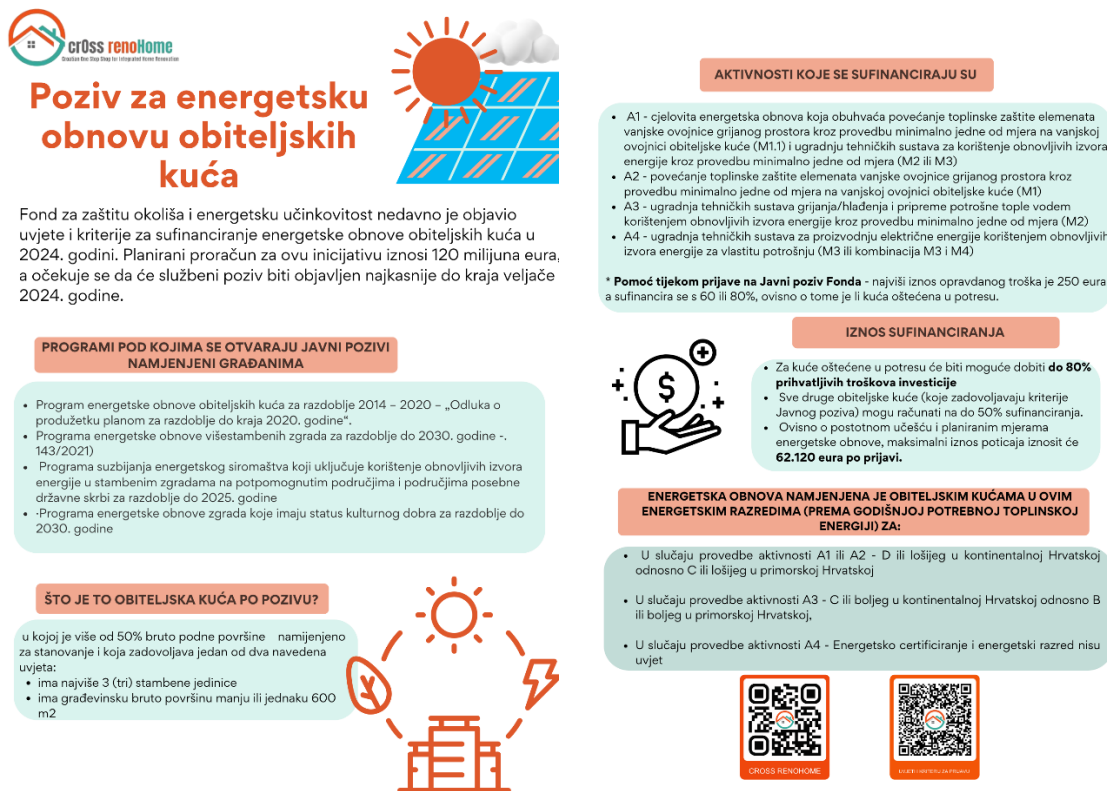


Figure 23 crOss renoHome Roll up

12. Leaflet and flyers

Leaflets tend to be folded to create multiple pages or sides with more written content and images. Leaflets in the **crOss renoHome** will play a crucial role in promoting Public calls that are open to citizens for energy renovations, coupled with subsidy information. The folded format of the leaflets provides an organized and comprehensive platform to convey detailed information about the Public calls, making them an effective tool for engaging citizens and encouraging their participation in energy renovation.



Poziv za energetska obnovu obiteljskih kuća

Fond za zaštitu okoliša i energetska učinkovitost nedavno je objavio uvjete i kriterije za sufinanciranje energetske obnove obiteljskih kuća u 2024. godini. Planirani proračun za ovu inicijativu iznosi 120 milijuna eura, a očekuje se da će službeni poziv biti objavljen najkasnije do kraja veljače 2024. godine.

PROGRAMI POD KOJIMA SE OTVARAJU JAVNI POZIVI NAMJENJENI GRAĐANIMA

- Program energetske obnove obiteljskih kuća za razdoblje 2014 – 2020 – „Odluka o produžetku planom za razdoblje do kraja 2020. godine”.
- Programa energetske obnove višestambenih zgrada za razdoblje do 2030. godine - 143/2021)
- Programa suzbijanja energetske siromaštva koji uključuje korištenje obnovljivih izvora energije u stambenim zgradama na potpomognutim područjima i područjima posebne državne skrbi za razdoblje do 2025. godine
- Programa energetske obnove zgrada koje imaju status kulturnog dobra za razdoblje do 2030. godine

ŠTO JE TO OBITELJSKA KUĆA PO POZIVU?

u kojoj je više od 50% bruto podne površine namijenjeno za stanovanje i koja zadovoljava jedan od dva navedena uvjeta:

- ima najviše 3 (tri) stambene jedinice
- ima građevinsku bruto površinu manju ili jednaku 600 m²

AKTIVNOSTI KOJE SE SUFINANCIRAJU SU

- A1 - cjelovita energetska obnova koja obuhvaća povećanje toplinske zaštite elemenata vanjske ovojnice grijanog prostora kroz provedbu minimalno jedne od mjera na vanjskoj ovojnici obiteljske kuće (M1.1) i ugradnju tehničkih sustava za korištenje obnovljivih izvora energije kroz provedbu minimalno jedne od mjera (M2 ili M3)
- A2 - povećanje toplinske zaštite elemenata vanjske ovojnice grijanog prostora kroz provedbu minimalno jedne od mjera na vanjskoj ovojnici obiteljske kuće (M1)
- A3 - ugradnja tehničkih sustava grijanja/hlađenja i pripreme potrošne tople vode koristeći obnovljive izvore energije kroz provedbu minimalno jedne od mjera (M2)
- A4 - ugradnja tehničkih sustava za proizvodnju električne energije korištenjem obnovljivih izvora energije za vlastitu potrošnju (M3 ili kombinacija M3 i M4)

* **Pomoć tijekom prijave na Javni poziv Fonda** - najviši iznos opravdanog troška je 250 eura, a sufinancira se s 60 ili 80%, ovisno o tome je li kuća oštećena u potresu.

IZNOS SUFINANCIJANJA

- Za kuće oštećene u potresu će biti moguće dobiti **do 80% prihvatljivih troškova investicije**
- Sve druge obiteljske kuće (koje zadovoljavaju kriterije Javnog poziva) mogu računati na do 50% sufinanciranja.
- Ovisno o postotnom učešću i planiranim mjerama energetske obnove, maksimalni iznos poticaja iznosit će **62.120 eura po prijavi**.

ENERGETSKA OBNOVA NAMJENJENA JE OBITELJSKIM KUĆAMA U OVIM ENERGETSKIM RAZREDIMA (PREMA GODIŠNJOJ POTREBNOJ TOPLINSKOJ ENERGIJI) ZA:

- U slučaju provedbe aktivnosti A1 ili A2 - D ili lošijeg u kontinentalnoj Hrvatskoj odnosno C ili lošijeg u primorskoj Hrvatskoj
- U slučaju provedbe aktivnosti A3 - C ili boljeg u kontinentalnoj Hrvatskoj odnosno B ili boljeg u primorskoj Hrvatskoj,
- U slučaju provedbe aktivnosti A4 - Energetsko certificiranje i energetski razred nisu uvjet






Figure 24 crOss renoHome leaflet

Flyers typically consist of single, unfolded pages and are often printed on one side. A flyer will usually focus on one simple message, with an eye-catching design and minimal detail. Flyers in the **crOss renoHome** will be used as promotional materials designed to effectively communicate information about various events such as Info Days, business fairs, or the opening (OSS) including details on working hours. Their concise format and single-page design make flyers an efficient and easily distributable means to convey key information and attract attention to specific occasions or information.

13. Videos

Creating videos for the **crOss renoHome** project involves creating different sets of videos with different approaches and different target viewers. The first video will be a recorded presentation that is part of the training material developed in Work Package 3 (WP3) for energy advisors. The video training program is designed with the primary objective of offering a comprehensive overview of the technical knowledge essential for an energy advisor working in an OSS. In short, the video training aspires to create well-rounded energy advisors, proficient not only in technical matters but also in the legal, administrative, and financial dimensions crucial for the success of OSS.

The second set of videos will delve into specific themes, depending on the platform chosen for hosting. The proposed idea is to create a set of series focusing on a variety of topics related to sustainable energy renovation solutions. The proposed themes include Photovoltaic Systems, Biomass, Heat Pumps, Window and Facade Insulation (and Solar Collectors). Additionally, the proposed idea is to create a set of series of practical tips for energy saving, offering small yet impactful suggestions for saving electricity, optimizing space heating and cooling, and promoting water conservation.

This video series aims to educate, inform, and engage the audience, providing valuable insights into the project's commitment to sustainability and energy efficiency in the building sector.



Figure 25 crOss renoHome video-reels (example)

14. Infographic

Infographics will be created as part of the project to convey information to the targeted audience of the **crOss renoHome** project in a simple and illustrative manner. Some of the ideas we have identified as interesting to present through infographics include the energy renovation process in a family home, the energy renovation process for a multi-apartment building, the steps involved in obtaining a green loan, and more. The goal is to communicate complex information effectively, providing a visual representation of key aspects of the project for better understanding among the project's stakeholders and the wider audience.



Figure 25 crOss renoHome infographic

15. Goodies

15.1. Bags

In the project's scope, we plan to produce some goodies as promotional materials. The concept involves printing canvas bags adorned with the project's logo, aiming to encourage citizens to reduce their use of plastic bags. This initiative aligns with various other EU goals and **crOss renoHome** project initiatives in CO₂ reduction and energy savings. By distributing these bags, we hope to foster a sustainable mindset among the community and make a positive impact on environmental practices.



Figure 26 crOss renoHome bag

15.2. USB sticks

By designing and printing USB sticks featuring the **crOss renoHome** logo, our goal is to target specific stakeholders of this project, namely the Fund and the Ministry responsible for opening Public calls for energy renovations and the installation of RES. Given that one of the OSS's services involves preparing documentation for citizens to apply for the Call and the documentation as proof of renovation, can be conveniently sent using USB sticks with **crOss renoHome** logo. This approach promotes the OSS office and this LIFE project.



Figure 28 crOss renoHome USB stick

16. Annex

Annex I. – Logo transparent horizontal and Logo vertical



Figure 1 crOss renoHome Logo transparent horizontal



Figure 27 crOss renoHome Logo vertical

Annex II. – Logo version



Figure 3 crOss renoHome Logo version 1




Figure 4 crOss renoHome Logo version 2



Figure 5 crOss renoHome Logo version 3

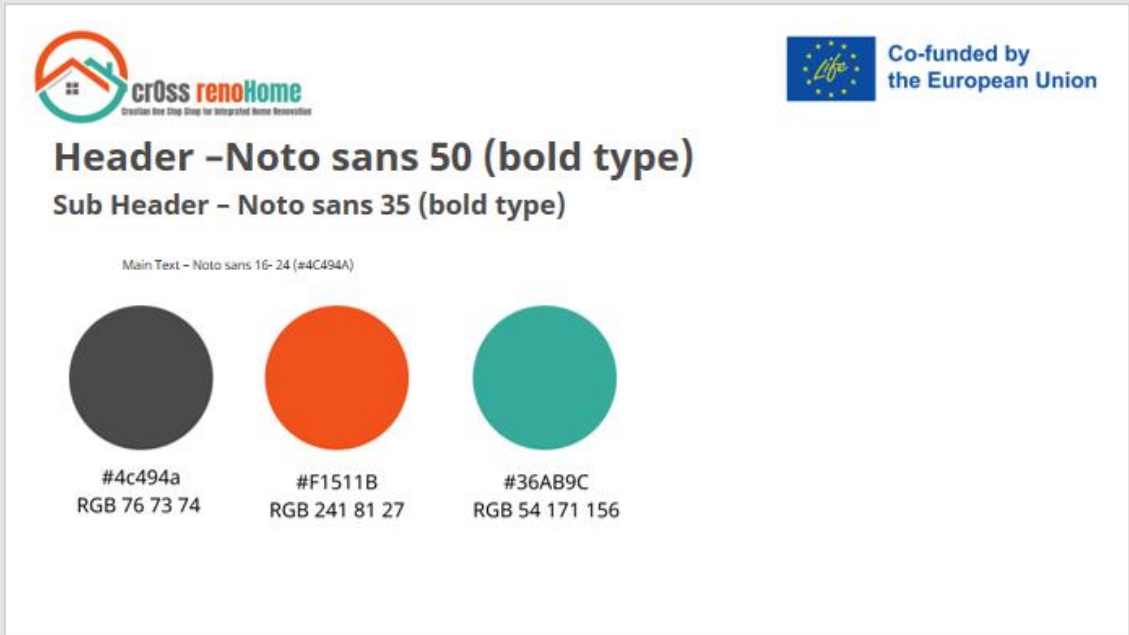
Annex III. Template presentation

1



Slide 1: A presentation slide for crOss renoHome. It features the organization's logo in the top left corner. The main title 'crOss renoHome' is centered in a teal rounded rectangle, with the subtitle 'Croatian One Stop Shop for Integrated Home Renovation' below it. In the background, there is a row of stylized houses, with the central one having an orange roof. At the bottom left, there is a 'Co-funded by the European Union' logo. At the bottom right, a teal rounded rectangle contains the text 'Ime i prezime Organizacija Datum i mjesto'.

2



Slide 2: A presentation slide showing font and color specifications. It includes the crOss renoHome logo and the 'Co-funded by the European Union' logo in the top corners. The text specifies: 'Header - Noto sans 50 (bold type)', 'Sub Header - Noto sans 35 (bold type)', and 'Main Text - Noto sans 16-24 (#4C494A)'. Below this, three colored circles are shown with their corresponding hex and RGB values: a dark grey circle (#4c494a, RGB 76 73 74), an orange circle (#F1511B, RGB 241 81 27), and a teal circle (#36AB9C, RGB 54 171 156).

5





Co-funded by the European Union

Your header here
Your sub header here


Main Text - Noto sans 16- 24 (a4C494A)

Text text	Text text	Text text
Text text	text text	

6



Thank you for your time!



Co-funded by the European Union

Contact us if there are any questions.

CORPORATE WEBSITE

PHONE NUMBER

EMAIL ADDRESS

Annex IV. – crOss renoHome Presentation

1



crOss renoHome
Croatian One Stop Shop for Integrated Home Renovation

Co-funded by the European Union

Organizacija
Datum

2



crOss renoHome
Croatian One Stop Shop for Integrated Home Renovation

Co-funded by the European Union

<p>Početak: 01.10.2023</p> <p>Trajanje: 48 mjeseci</p>	<p>Croatian One Stop Shop for Integrated Home Renovation</p>	<p>Koordinator: Društvo za oblikovanje održivog razvoja (DOOR)</p> <p>Partneri: 2</p>
<p>Programme for Environment and Climate Action (LIFE)</p>		
<p>Budget: 919.017,65 €</p>	<p>Broj projekta: 101120096</p> <p>Akronim projekta: LIFE22-CET-crOss renoHome</p>	

3



Co-funded by
the European Union



Partneri:

1. Društvo za oblikovanje održivog razvoja (DOOR)
Slavka Batušića 7,
10000 Zagreb
2. KLIK, Energetska zadruga Ulica Franje Tuđmana 20,
48260 Križevci
3. Hrvatski savjet za zelenu gradnju (CGBC)
Ulica grada Vukovara 274/1,
10 000 Zagreb

4



Co-funded by
the European Union

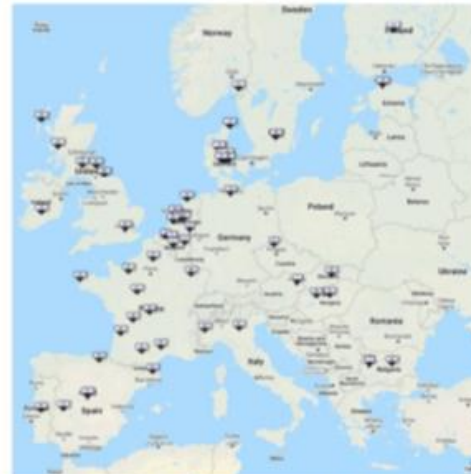
ENERGETSKA OBNOVA

Renoviranje zgrada može stvoriti višestruke društvene, ekološke i ekonomske koristi → klimatska neutralnost, oporavak od COVID-19 i potresa (određene lokacije), smanjenje energetske siromaštva.

Procjena EU: 97% svih zgrada treba obnoviti do 2050. dok je godišnja stopa obnove jako niska (oko 1%).

Izazovi u Republici Hrvatskoj:

- Nedostatak financijskih sredstava vlasnika nekretnina
- Nedovoljno znanje
- Nedostatak subvencija i složenost javnih poziva
- Imovinsko-pravni odnosi
- Fragmentacija tržišta (mala ponuda - velika potražnja)
- Nedostatak informacija i stručne pomoći



The location of one-stop shops identified in Europe (Soucek/Boza-Kiss, B., Bertoldi, P., Della Valle, N. and Economidou, M., One-stop shops for residential building energy renovation in the EU, EUR 30762 EN, Publications Office of the European Union, Luxembourg, 2021, ISBN 978-92-76-40100-1, doi:10.2760/245015, JRC125280.)

5



6



Co-funded by the European Union

Ciljevi projekta crOss renoHome su: olakšati vlasnicima kuća proces energetske obnove putem jednostavnog i sveobuhvatnog pristupa kroz uspostavu "One stop shop" (OSS) gdje će se punuditi rješenje za energetska obnova doma na jednom mjestu. Cilj je pojednostaviti postupak obnove i time potaknuti veći broj projekata energetske obnove obiteljskih kuća i stambenih zgrada diljem Hrvatske

Specifični ciljevi:

- Uspostava One Stop Shopa u Zagrebu na temelju postojećeg Centra za smanjenje energetske siromaštva i nadogradnja postojećeg One Stop Shopa u Križevcima.
- Pružanje cjelovite i standardizirane usluge građanima za cjelovitu energetska obnova obiteljskih kuća i višestambenih zgrada – princip „kjuče u ruke“
- Okupljanje tehničkih, finansijskih i pravnih stručnjaka na jednoj platformi kako bi se olakšala distribucija informacija zainteresiranim ciljnim skupinama.

7



Usluge OSS-a

- **Savjetovanje i podrška:** One Stop Shop pruža savjete i tehničku te administrativnu podršku vlasnicima nekretnina kako bi im olakšao proces obnove
- **Energetski savjetnici:** Stručnjaci iz OSS-a pomažu u prikupljanju potrebnih podataka i izradi projektne dokumentacije za energetske obnove
- **Izložbeni centar:** u OSS nalazi će se postav različitih tehnologija, poput PV panela, solarnih kolektora, dizalica topline, kao i inovativnih građevinskih materijala i tehnologija
- **Informacije na jednom mjestu:** OSS će pažljivo pratiti nove procese u građevinskom sektoru, informacije o javnim pozivima i finansijskim mogućnostima te pravne okvire za obnovu
- **Marketplace:** virtualno mjesto za umrežavanje pružatelji usluga za energetske obnove, finansijskih institucija i građana



8



Platforma - Marketplace



- Razvojem Marketplace-a kao virtualnog mjesta gdje će se umrežiti pružatelji usluga za energetske obnove, finansijske institucije i građani.
- Umrežavanje i izravna suradnja s ključnim dionicima obnove (relevantna ministarstva, agencije, udruge, strukovne komore i predstavnici građevinskog sektora)
- Princip „kjučice u ruke“ - za cjelovitu energetske obnove obiteljskih kuća i višestambenih zgrada
- Poticanje građana da provedu zahvate energetske učinkovitosti u kućanstvima i promijene svoje ponašanje kako bi smanjili potrošnju energije

9




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CILJANE SKUPINE



- 1. Građani**
koji žive u obiteljskim kućama, građani koji žive u višestambenim zgradama, upravitelji zgrada, privatni najamni sektor (stanodavci i najmoprimci).
- 2. Poslovni sektor:**
javna i privatna komunalna poduzeća; tvrtke za pružanje energetske usluga, novoosnovana poduzeća, mala i srednja poduzeća koja rade u području održive energije
- 3. Financijski sektor:**
predstavnici koji su odgovorni za kreiranje shema financiranja poput državnih ili lokalnih bespovratnih sredstava za obnovu, banke i inovativne sheme financiranja kao što je crowdfunding

10



Hvala na pažnji!

Organizacija

Web adresa

Telefon/mobitel

Kontakt osoba

Annex V. – Brochure examples



TKO SMO MI ?

DOOR

Križevački laboratorij inovacija
klk
ENERGETSKA ZADRUGA
KRIŽEVCI

HRVATSKI SAVJET ZA ZELENU GRADNJU
CLIMATE | ENERGY | MOBILITY

QR code

CROSS renoHOME

This project has received funding from the European Union's LIFE Programme. Content does not necessarily reflect views of LIFE or the Commission. Grant agreement No. 101120096

Koordinator projekta

DOOR- Društvo za oblikovanje održivog razvoja

info@door.hr



LOKACIJE

- I.Z. Djankovečkog 8, Križevci (KLIK)
- Ul. Slavka Batušića 7, Zagreb (DOOR)



crOss renoHome

"One stop shop" (OSS)
Zagreb i Križevci - Energetska obnova doma na jednom mjestu

„sve na jednom mjestu“ - olakšati procesa energetske obnove uspostavom "One stop shop" (OSS)

„ključ u ruke“ - pojednostaviti postupak obnove i time potaknuti veći broj energetskih obnova obiteljskih kuća i stambenih zgrada diljem Hrvatske



Očekivani utjecaj



- 10 certificiranih energetskih savjetnika tijekom provedbe projekta
- 2 standardizirana ugovora usluga renovacije za obiteljske kuće i višestambene zgrade
- 2 One Stop Shop-a (Zagreb i Križevci) tijekom provedbe projekta
- 1 Marketplace tijekom provedbe projekta
- 1500 dionika uključenih u edukaciju i promociju energetske obnove
- 130 kućanstava uključenih u OSS pilot fazu
- 1383 MWh/4y uštede energije renovacijom 130 kućanstava
- 270 TnCO₂/4y smanjenja emisije renovacijom 130 kućanstava

One Stop Shop centar

Paket rješenja uz potpunu energetska obnovu na jednom mjestu

- **Savjetovanje i podrška:** pružanje savjeta vlasnicima domova kako bi im se olakšao proces obnove
- **Energetski savjetnici:** stručnjaci iz OSS-a pomažu u prikupljanju potrebnih podataka i pripremi projektne dokumentacije za energetska obnovu
- **Izložbeni centar:** tehnička i administrativna podrška stručnjaka iz OSS-a u pripremi projektne dokumentacije za energetska obnovu
- **Informacije na jednom mjestu:** u OSS-u će se nalaziti postav različitih tehnologija, poput fotonaponskih panela, solarnih kolektora, dizalica topline, i građevinskih materijala
- **Marketplace:** virtualno mjesto za umrežavanje pružatelja usluga za energetska obnovu, financijskih institucija i gradana

"One stop shop" (OSS) Zagreb i Križevci - Energetska obnova doma na jednom mjestu



- **Ponuda na jednom mjestu**
- **Provjera i priprema dokumentacije**
- **Energetska i tehnička rješenja**
- **Financijsko savjetovanje**
- **Usluge Marketplace**
- **Podrška kroz cijeli proces renovacije**



crOss renoHome
Croatian One Stop Shop for Integrated Home Renovation

