

MAY 2018

Energy Transition goes virtual: the ICP project

EVENT REPORT

HANNOVER MESSE
23-27 APRIL 2018
HALL 12 STAND D45

Executive summary



What **energy finance** and **virtual reality** have in common has never been explored before, and EEIP, global energy industrial network, perfectly fitted in the role of the discoverer of the link among innovative technologies, people motivation and environmental benefits.

The result? An engaging event, which involved people throughout the entire week at the Hannover Messe, where investors, businesses, IT specialists and engineers approached, in a virtual light, and showed interest in the theme “energy finance and investments” under the ICP Europe project.

About EEIP

Launched at the European Commission in 2011, the core idea of EEIP - Energy Efficiency in Industrial Processes - is that energy efficiency is more than technology, and that market growth can be accelerated through information and best practice exchange.

Set up as a not-for-profit organization to facilitate open and inclusive dialogue within the industry and between industry and EU policy-makers, EEIP is financed by its supporting partners, content marketing service for SMEs and externally-funded projects.

The key to EEIPs success is its *neutrality* and *innovative Go-Where-People-Are* approach. As a decentralized platform, everybody can connect to EEIP wherever and however he or she wants: from website to social media, from newsletter to magazines, from conferences to webinars

EEIP IS A FAST GROWING NETWORK, SURPASSING 150.000 MEMBERS

EEIP can be defined as an Eco-System that covers the entire value chain, and its network members are coming from organisations of all sizes and all sectors, from users, technology and services providers to finance, IT, consultancies and policy, covering both, the supply and demand side.

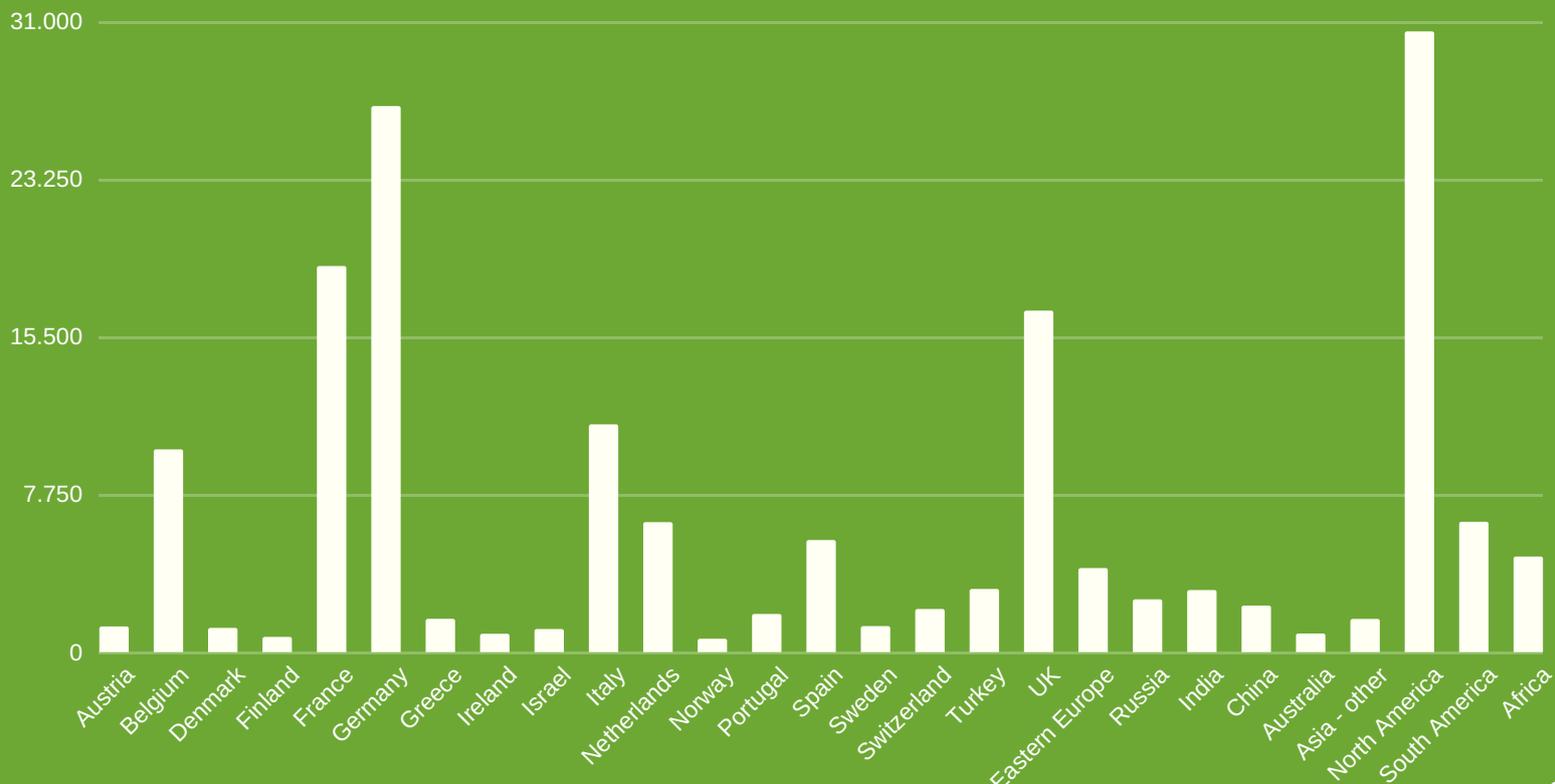
More info [here](#).

EEIP uses communications, engagement and best practices exchange to enable industry and policy to achieve higher energy efficiency and sustainable manufacturing, while, at the same time, enhancing competitiveness for industries - in other words - improving the functioning of energy efficiency markets. In addition, the team is involved in several worldwide stakeholder initiatives and working groups, e.g. with ICP, DecarbEurope, EEFIG, SEIF, and more.

EEIP 2018 network - activities

Online
Content service
Events
Newsletter
Print

EEIP 2018 network - region



About the ICP Europe project

OBJECTIVE

- More industrial energy efficiency projects
- Better access to finance

IDEA

- Reduce uncertainty of project outcomes
- Make projects bankable

APPROACH

- Standardisation of process for industrial energy efficiency projects
- Independent 3rd party verification

Funded under the European Union's Horizon 2020 research and innovation programmes, the ICP (Investor Confidence Project) Europe unlocks access to financing for the building, industry, district energy and street lighting markets by standardizing how energy efficiency projects are developed, documented and measured.

By streamlining transactions and increasing the reliability of projected energy savings, ICP Europe intends to build a marketplace for standardized energy efficiency projects. Individual projects can then be aggregated and traded by institutional investors on secondary markets – just like mortgages or other asset-backed securities.

More info [here](#)

How it works

A project developer/ESCO applies the ICP Europe Industry Protocol. Protocol elements are:

Baselining

Savings Projections

Design, Construction, Commissioning

Operation, Maintenance, Monitoring

Measurement & Verification (M&V)

A vetted 3rd party certifies correct application providing the IREE™ (Investor Ready Energy Efficiency) Certification.



“

We have supported ICP's work to standardise project development in the building sector and are pleased to see the project being extended into industry, street lighting and district energy.

Introduction

The event “*Energy Transition goes virtual: the ICP project*” has been developed with both a physical and a virtual conception.

It started as a live event with a concise introduction about the project, showing then the instructions on the use of the app and of the devices, before turning into the virtual world, where people could follow the event inside the virtual environment. Those without VR headsets could follow the presentation on the outside “real” screen.

The event was led by the EEIP team, represented by *Rod Janssen* - EEIP president and member of the ICP Europe Steering Team - and *Juergen Ritzek* - EEIP co-founder and business director.

It took place on 25th April 2018 at Hannover Messe 2018 - 16.00/16.45, with a brief second repetition on Thursday 26th April, at 10.30-11.00 - in the Digital Energy Pavilion (Hall 12 Stand D45).





Why virtual?

Engagement
Interaction
"Wow effect"
Measurement
Personalisation



Overall result

Despite the rather "dry" topic, energy finance and investments have received an overwhelmingly positive feedback during the event, initiating a breath of specific attention and interest to it.

The new (and unexpected) approach, together with the targeted audience formed a perfect combination for the event: attendees showed in fact enthusiasm, both during the event and afterwards, by asking for information and by following up after the event, about the ICP Europe project and about the virtual reality side of it. The overall feedback was very successful, and this success was prolonged during the entire week, as people have stopped by the booth to try out the VR headsets and to ask for more specific information about it. Moreover, a screen on the wall of the booth played the role of *"showing what's inside the virtual environment"*, since a video with avatars moving around was recorded, in order to give guests a "real taste" of the VR world.

Furthermore, the central position of the Digital Energy Pavilion in the Hall 12 dedicated to topics such as "AI for Energy Management", together with the openness of the whole structure, easily attracted interested people and attendees, even those who were simply walking around it.

The timing of the launch played an important role as well: the first English session on Wednesday afternoon allowed for enough time to invite people personally and to introduce the technical requirements (app, VR headset). The second VR event, a brief repetition of the first one, was held both in English and in German, to also introduce the subject to those ones not feeling too familiar with ENG language.

All these factors, in addition to the innovative side of the way such a topic was dealt with, led to incredible excitement, interest and enthusiasm, even by those not in the field.



The organisational structure and operational overview



Logistics

The logistical preparation for the participation as exhibitor started in January 2018, while the preparation for the first and second event took place from February until mid-April, with a final test during the first half of April.

Marketing

The marketing materials have been prepared in March 2018, while the communication campaign was run during week 14, 15 and 16, besides the communications during the week at Hannover Messe and the follow up conversations afterwards.

VR application

The preparation of the VR environment, provided by the US-based company Hyperfair, started in January 2018, but the environment had already been developed by EEIP in the year 2016 when EEIP started to explore VR. The updates and adaptation for the event ended at the beginning of April, while the organisation of the registration process and its tests took place in late March-mid April.

Technicalities

The VR headsets have been evaluated during Q1-2018 and designed and ordered in the second half of March, while their trial has been scheduled for the first half of April.

Overall operational success

The organisation process ran smoothly and successfully, besides the presence of different players at stake (EEIP, ICP Europe, Hyperfair and external ones).

A preparation of three months and a team of 5 people have been conceived as optimal and essential for such an event. The following table shows, in fact, the partitions of tasks of the whole period.

Timeline of activities

Week	L	VR	T	M
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18+				



Programme & speakers

16.00 – 16.15: Introduction - EEIP and the ICP Europe project

16.15 – 16.20: Distribution of VR headsets and information

16.20 – 16.35: Presentation of the ICP Europe project in virtual reality

16.35 – 16.45: Conclusion, final remarks and Q&A



Juergen Ritzek, EEIP business director

Currently living in Brussels but with German origins, *Juergen Ritzek* is the Co-Founder and Business Director of EEIP.

After achieving a Master's in Business Administration (GER) he worked several years in marketing, business development and strategy at Unilever, covering national, European and global roles. Following a MBA in Global Energy (UK), he founded GreenBusinessConsulting, a company focussing on climate friendly business models for FMCG, banking and transport sector.

In 2011 he co-founded EEIP and in 2014 he successfully managed an investor round to develop a data driven content service for SMEs and European/global projects and initiatives.

Rod Janssen, President of EEIP

With British nationality but while living most of his time in Paris, *Rod Janssen* is the President of EEIP.

Following a B.A. in Political Science and a M.A. in International Politics, both in Canada, he started his career first as Executive Assistant to Director General and then as Chief Public Service at the Department of Energy, Mines and Resources, in Ottawa, Canada. He then moved to a position as Principal Administrator at the International Energy Agency in Paris, before being appointed as Director for CounterCurrent Communications Ltd (London) and as President for EEIP (Brussels).

Rod has built his own blog EiD (Energy in Demand) while also consulting some international organisation on sustainable energy,

Demographic overview of the attendees

The number of participants was a priori fixed to 50, as 50 were the seats available in the Digital Energy Pavilion.

Attendees were personally invited - via email and via physical invitation at Hannover Messe. However, the actual number of attendees surpassed the expected one, considering that an undefined number of people, just passing by the area, stopped and attended the event.

The following analysis is related to the demographic data gathered from 42 out of 50+ attendees.

43%
SERVICES

47%
EUROPE



Attendees came from various sectors within the target audience for ICP: the inquiry shows that 43% of the participants were from energy service sector (consulting, engineering, contractors, ESCOs – the core target group for ICP), while 17% came from the R&D and academic area; 14% came also from the supplier sector, more specifically from the electrical field (motors, batteries, cables, lighting – the secondary target group for ICP) and 14% from the software/data and telecom business.

A second analysis displays the base/headquarter/origin of the above-mentioned attendees; the predominance of European is visible here (47%), while a general overview shows how most of the continents were covered.

Marketing, media and promotions

A wide range of marketing materials has been employed throughout the months, and their use has contributed to the successful results of the marketing activities. Reach and coverage figures showed the high awareness generation the marketing campaign achieved for ICP Europe.

The campaign made use of printed material, distributed before the event, promotional messages on the EEIP newsletter, EEIP website and throughout the EEIP global social media network, in addition to promotional pages and articles on the Hannover Messe and Hyperfair website, blogs and social media.

Printed material

The printed material, as part of the marketing plan, was conceived as to be used and distributed during the Hannover Messe trade fair.

It included brochures, event rack cards, EEBI magazines, ICP roll-up and ICP information flyers. Particularly the eye-catching rack cards, in a small but practical size, were heavily used as they included information about the event, the ICP Europe project, the registration process and the credentials for accessing the virtual environment.

Wide media coverage

Wide social media scope

High interest in the topic

Media coverage

The event had a wide and extensive media coverage, both in the pre-, during and post phases, and highlighted the new perspective in which energy finance was dealt with.

Hannover Messe itself engaged in promoting the event in March and April, with articles on its website about the organisation and the VR event in particular.

The **Red Carpet Route**, a private tour organised by Hannover Messe, scheduled a stop at the EEIP booth, during which Juergen Ritzek could present the VR application linked to the ICP project.

Media coverage has been achieved also through **Hyperfair**'s social media channels and blogs, and promoted EEIP and the event throughout the month; all these in addition to the support provided by all the EEIP social media followers.

"[...] This approach is shared by EEIP, a Brussels-based business and policy network. EEIP stands for Energy Efficiency in Industrial Processes – a name that says it all. As well as energy efficiency measures, the network provides support for demand response, smart grid and smart city initiatives, electric mobility projects, district heating networks and key enabling technologies such as IoT and blockchain. "More and better-quality energy data translate into better analysis," explained CEO Jürgen Ritzek. "Predictive maintenance is another increasingly important area of energy efficiency. The fewer maintenance shutdowns you have to make, the greater your energy savings," he said. At this year's Energy show, EEIP will be highlighting a way of improving capital market involvement in energy efficiency projects. [...]"

("Digitization as the key to optimal energy efficiency", Hannover Messe news, 12th April 2018)
Link to **blog** here.



"[...] Energy efficiency is boring? Energy Efficiency in Industrial Processes (EEIP) counteract this bias using virtual reality. The global Business and Policy Network is convinced that "energy efficiency is a fascinating combination of technology, innovation, and motivated people – and delivers advantages to businesses and the environment." Throughout the week, EEIP will be distributing its headsets at the Digital Energy group pavilion in Hall 12. At 4 p.m. on Wednesday during the trade show week, it will present the EU-supported Energy Efficiency Investor Confidence Project at the Digital Energy Forum. [...]"

("Energy meets Industry - Integrated Energy", Hannover Messe news, 6th March 2018)
Link to **blog** here.

"On April 25th, Energy Efficiency in Industrial Processes (EEIP), a global industrial energy efficiency business and policy network, introduced the ICP Project at Hannover Messe 2018, a leading trade show for Industrial Technology. The excitement for technologies and solutions was heightened as attendees of the event could attend the live presentation in EEIP Virtual, a customized virtual environment created and powered by Hyperfair VR, using their EEIP mobileVR headsets. [...]"

("Energy Transition goes virtual at Hannover Messe 2018", Hyperfair blog, 26th April 2018)
Link to **blog** here.

Online engagement

72

ACTIVITIES

4250

ENGAGEMENTS

111.703

REACH

The engagement and enthusiasm showed by EEIP online followers reveal confident outcomes, confirming the loyalty of its members, whose interests were aligned to EEIP expectations.

With a relevant number of online activities, EEIP was able to achieve a number bigger than 100K in terms of reach while communicating about this new vision and solution for energy finance, and to embark on the ICP Europe project in a different and innovative way.

Example of EEIP network engagements

Dr Steve Peadar O'Donnovan - Apr 18
Replying to @EEFinancing @icpeurope
Probably the 1st time #VR and #energyfinancing have been used in the same sentence!

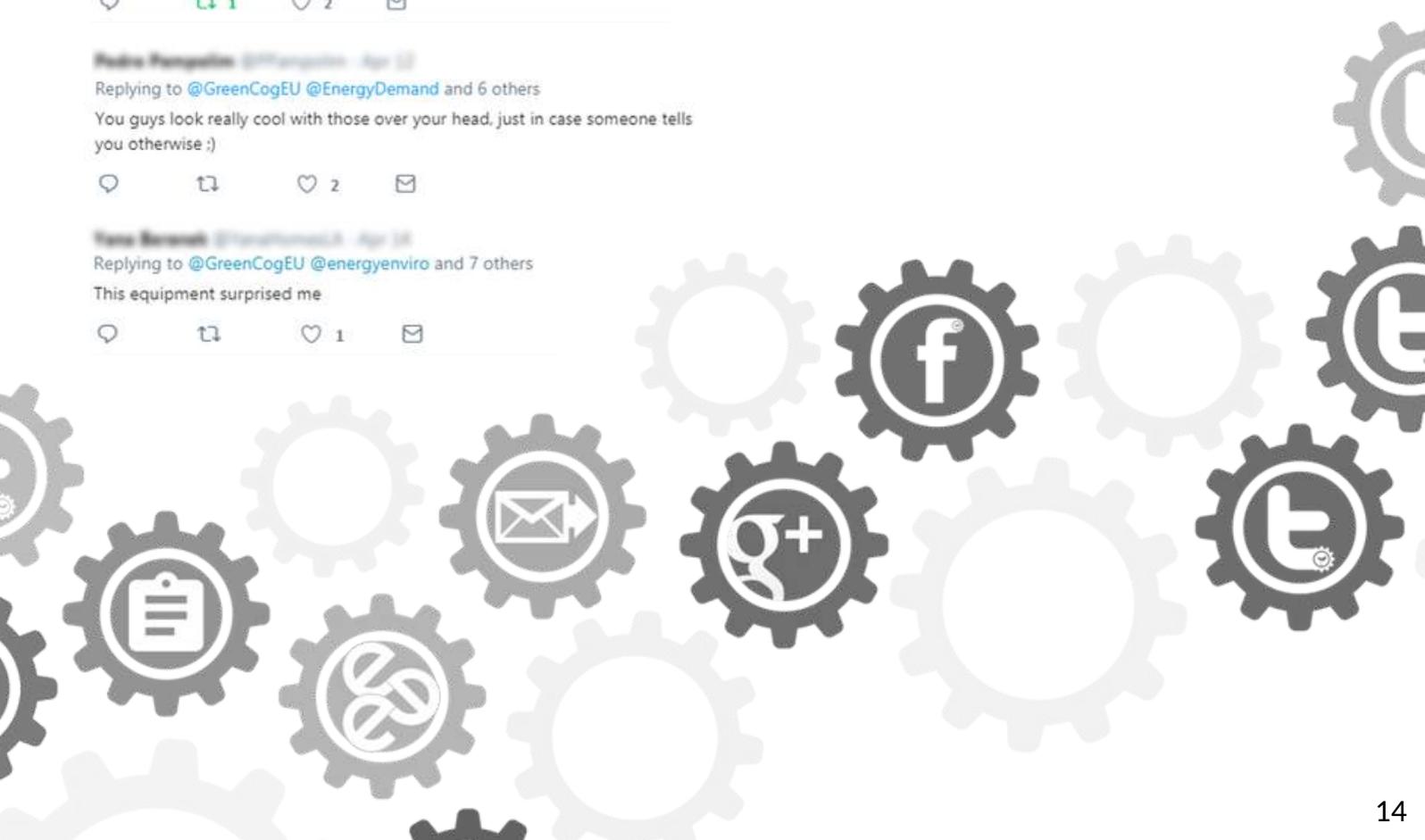
  1  2 

Patricio Peralta - Apr 18
Replying to @GreenCogEU @EnergyDemand and 6 others
You guys look really cool with those over your head, just in case someone tells you otherwise :)

   2 

Yann Barakat - Apr 18
Replying to @GreenCogEU @energyviro and 7 others
This equipment surprised me

   1 



Twitter

#ICPEurope

#EEIPvirtual

#HM18

With more than 40K followers, the EEIP stream **@GreenCogEU**, together with other 6 channels dedicated to specific topics, represents the biggest Twitter community in terms of energy efficiency and transition. At the same time, in fact, it played the role of a major Twitter source for pre-, during and post-event communications and promotions. Together with the other six EEIP streams, the total number of followers of this social media is, in fact, growing to more than 90K.

EEIP Twitter streams

@GreenCogEU

@EEFinancing

@GreenHeatEU

@EEIPEnMg

@VR4Energy

@IoTIndustry

@Energiewende_EU



Example of tweets: pre-, during and post- event

 EEIP @GreenCogEU

Energy transition goes virtual! Join our launch on 25/04 of EEIP Virtual Reality #EEIPVirtual @hannover_messe #HM18 presenting #ICPEurope project on the best ways to finance #energyefficiency. 🙌 @ICPEurope @EU_EASME @Energy4Europe @CelineTougeron @dianabarglazan @EnergyDemand



Hall 12, D45 (Digital Energy Pavilion)
0:13 710 views

4:38 PM - 12 Apr 2018

20 Retweets 20 Likes

Impressions	12,118
Media views	710
Total engagements	130
Media engagements	44
Detail expands	28
Retweets	20
Likes	20
Profile clicks	12
Hashtag clicks	4
Replies	2

 EEIP @GreenCogEU

#HannoverMesse2018 is here! Visit #EEIPvirtual booth - Hall12 D45 - and discover the #ICPeurope project under a new perspective: #VirtualReality! Free #VR event on 25.04 • #energytransition #energyefficiency #HM18



12:39 PM - 23 Apr 2018

18 Retweets 12 Likes

Impressions	7,733
Total engagements	71
Retweets	18
Detail expands	17
Likes	12
Profile clicks	11
Media engagements	8
Link clicks	3
Replies	2

 EEIP @GreenCogEU

Productive feedback, great ideas, amazing talks: the perfect summary of a successful #hm18 thanks to the @icpeurope project! While getting ready to follow up with everyone, here some of our favourite moments - more to come! #energyfinance #energytransition #virtualreality #vr #hm



1:25 PM - 7 May 2018

11 Retweets 5 Likes

HANNOVER MESSE: Digital Energy: HyperFair and 2 others

Impressions	4,685
Total engagements	37
Retweets	11
Media engagements	11
Likes	5
Link clicks	4
Detail expands	3
Hashtag clicks	2
Profile clicks	1

LinkedIn

The **EEIP company page** on LinkedIn played a relevant role in the marketing & communication campaign. Its range of action and communication covers the whole globe with the top 5 countries being the United States, Italy, France, Canada and UK. Consequently, the communications about the VR event and the ICP project reached the entire spectrum of industrial energy efficiency. Positive feedback was received, in fact, from renewables, energy, engineering, manufacturing and utilities, which represent the top 5 industries in the community, among others.

Under the umbrella of the company page, 3 sectorial groups are active in the communication about specific topics, and the financial one, together with the company page, has shown perfect suitability for representing the link between the ICP project and virtual reality.

Link to the Company page **here**.

Link to the Energy Finance group **here**.

Example of EEIP company page post

Everything in the real world can be simulated in VirtualReality... so much as energyfinancing! Discover new ways of making energy investments more attractive by joining us at Hannover Messe 2018 on 25th April - 16:00 - as we will be presenting the ICP project in an innovative and engaging way (and giving away 50 VR Headsets!)

<https://bit.ly/2qifh1z>



Facebook

The **EEIP Facebook channel** is less used to share technical information but photos and videos from events and partly our daily work. Therefore, the announcement videos were a perfect fit for this channel.

EEIP Facebook is mainly used by Europeans but also attracts followers from Asia, e.g. from countries like India, Pakistan, Philippines and Indonesia. Generally, men represent 2/3 of the followers: 78% of them are in fact male.

Its European focus shows a perfect suitability for the communications and promotion about the event and the ICP Europe project, as the feedback from its followers confirms.

Link to the EEIP Facebook page [here](#)

Example of EEIP Facebook page post

 **Energy Efficiency in Industrial Processes** ...
Published by Marianna Santavenere (7) · 19 April at 11:21 · ©

One of the most stimulating weeks of the year is almost here!

Have a look at the preparation of the #EEIPvirtual team – spiced up with fun and laughter – and join us at #HannoverMesse2018 on 25.04 at 4pm in the launch of Energy Finance Meetup: the first #VR environment where we approach #energyfinance and #investments... under a different engaging perspective!

Retrieve your free ticket on our website... and your personal VR headset tool ... [See more](#)



Website & newsletter

The **EEIP website** is always a point of reference when talking about communication and marketing.

To announce and promote the ICP VR event and EEIP presence at Hannover Messe, several dedicated activities and pages were set up such as a landing page with core information about the ICP project including FAQs, calendar entries with registration options and various blogs.

Link to the page [here](#).

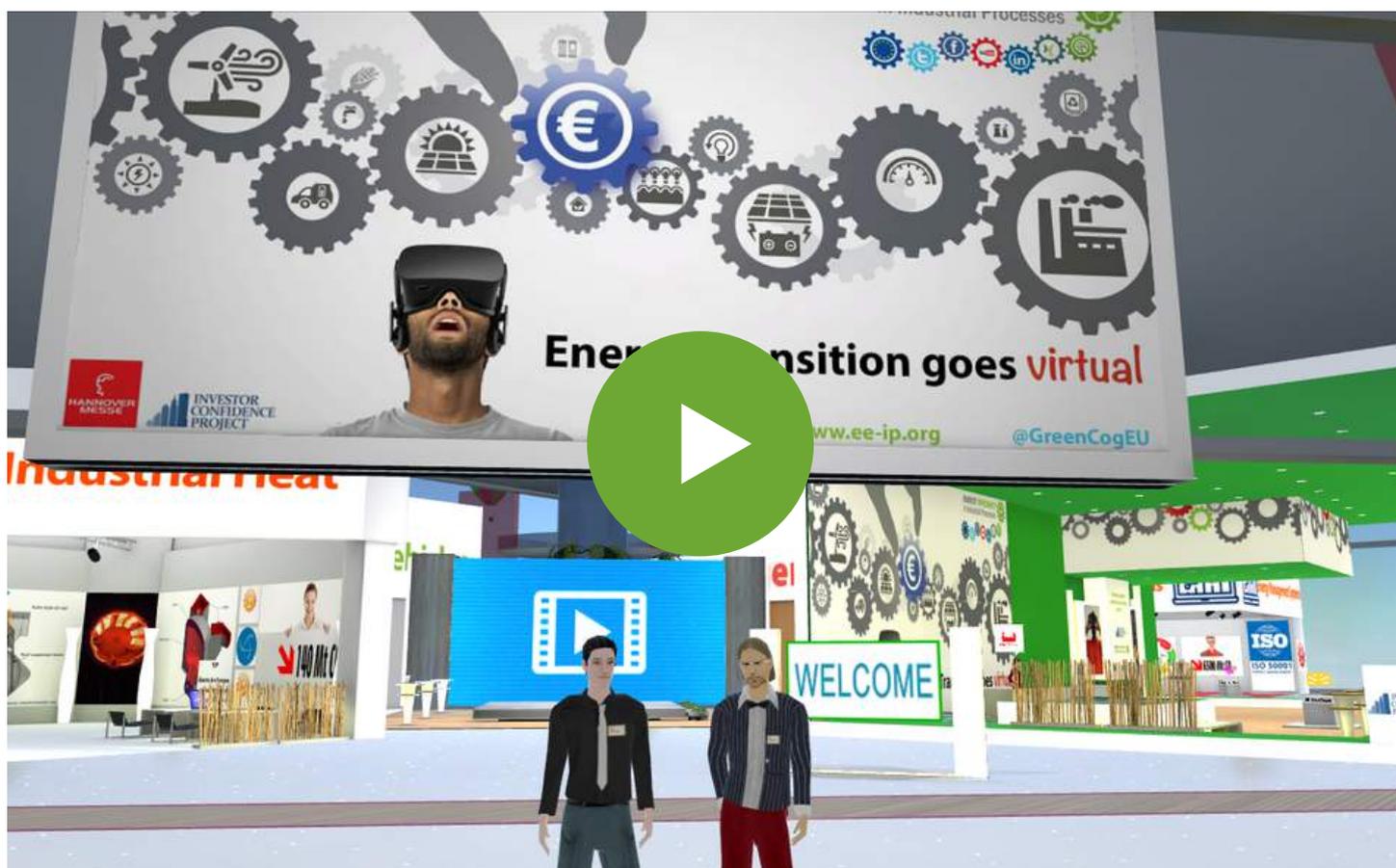
In addition, the monthly newsletter, with its worldwide reach, represents another relevant element in EEIP's communication and dissemination approach.

Preview of the EEIP landing page



The screenshot shows a web browser view of an article on the EEIP website. At the top, the EEIP logo and navigation menu are visible. The article title is "Energy Transition goes virtual - the ICP project". Below the title is a featured image of a man wearing a VR headset. The article text includes the event details: "VR event @ Hannover Messe 2018" on Wednesday, 25th April, 16:00 - 16:45 at Digital Energy Pavilion, hall 12, D15. Contact information for Juergen Ritzek is provided at the bottom.

To have a deeper understanding of the ICP Europe project and to know more about the event, dive into it now!



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