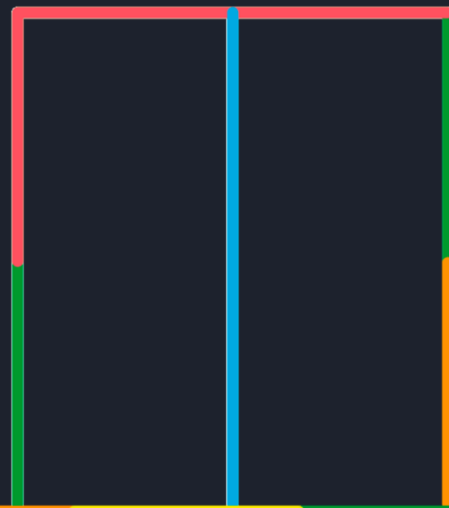
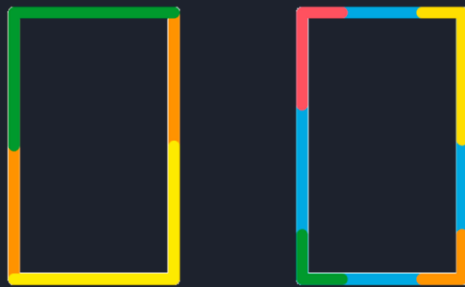


WP3_D 3.5

Operative WEBSITE



Project duration: 2017.11.01 – 2020.04.30

Grant Agreement number: 754159

Coordinated and Support Project

WP: WP3

Deliverable: D 3.5

Partner: IVE

Submission Date: 10.07.2018

Dissemination Level: <https://sts.ait.dtu.dk>

ALDREN Website: www.aldren.eu

Revision History

Date	Version	Author/Revision by	Comments
10 July 2018	Version 1.0	IVE	First provided version
26 July 2018		CSTB	Revised and approved version

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1) ALDREN Website history and content

The ALDREN Operative website report is a public document of the ALDREN project, delivered in the context of WP 3 “Dissemination, communication and market uptake” and especially related to Task 3.3: “Dissemination activities” and Task 3.4: “Communication activities”

WP3 is related to general dissemination and communication activities but in addition the objectives of work package 3 also explicitly target the market uptake for the ALDREN procedure.

The url of ALDREN official website is the following: <http://aldren.eu/>

Four different companies were invited to present their offers to the Call for Tenders: “CORPORATE VISUAL IDENTITY PACKAGE AND WEBSITE DESIGN of H2020 project: ALDREN”.

After reviewing them all, IVE considered that the offer presented by the company [NUEVE Estudio](#), had the best value for money, fulfilling the requirements established on the award contract.

The first version of the website went live in March 2018 (month 4 of the project).

There were three rounds of contact with the partners to get their opinions and suggestions:

- by email (in March),
- in person at the Brussels meeting (in April)
- by teleconference (in May).

The final version of the website, agreed by all partners, was obtained in May (month 6 of the project).

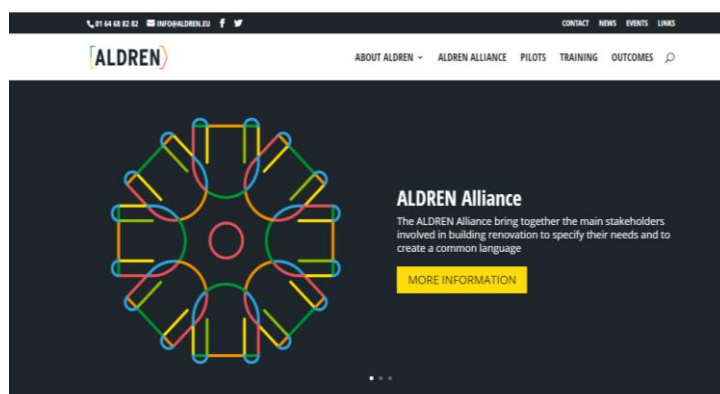
IVE as “WP3 – Communication” leader undertakes the handling of the Content Management System (CMS) of the website as administrator.

The ALDREN website is updated on a regular basis with the co-operation of all other partners regarding content provision and site population.

The project website, which is not only a repository of institutional information, but is a lively tool with continuously updated contents (news and press releases, original articles and interviews, posts of project-related news from external sources, cross-linking).

The website is used as the main interface towards main stakeholders who are interested in the work and achievements of ALDREN, but also towards the public.

Figure 1: Screenshot of the ALDREN Website frontpage



**ALliance for Deep
REnovation in buildings.**



The project website includes the following features:

- Short description of the project including its aims and results and highlighting the financial support from the Union.
- A repository for publications (articles, e-newsletters) and project documents (including reports, deliverables, promotional material, etc.).
- Cross-linking with and between existing networks and associations and portals of different stakeholders.
- Links to major websites and portals, including those managed by the European Commission and additional specific initiatives supported by the European Commission.
- The six monthly eNewsletters, which will be distributed not only to web registered users but will be made publicly available on the project website.
- The ALDREN project brochure produced at the beginning of the project to inform relevant stakeholder communities of the start of the project and its objectives
- The production and distribution of ALDREN press and news releases each time the project will reach a milestone and produce a result that may be of interest for a larger audience.
Note: Articles, interviews, news and press releases will not only be published on the project website but also distributed via information multipliers and thematic portals (such as BuildUp, Construction 21 and Construible) as well as through social media directly managed by the project and the partners (Twitter, Facebook, LinkedIn discussion groups).
- The set-up and animation of the project Social Media accounts to ensure adequate coverage of project activities on the social networks, aiming at both professional and public networks, thus guaranteeing sustainability of the community also after the termination of the project.
- Complete information about the training offer: dates, place, content, modality, duration, objective, instructions for registration

2) Annexes

Annex 1: Front page

Annex 2: News

Annex 3: Outcomes


Annex 4: Pilots



- Annex 1: Front page

01 64 68 82 82
INFO@ALDREN.EU
CONTACT NEWS EVENTS LINKS

ABOUT ALDREN
ALDREN ALLIANCE
PILOTS
TRAINING
OUTCOMES



ALDREN Alliance

The ALDREN Alliance bring together the main stakeholders involved in building renovation to specify their needs and to create a common language

MORE INFORMATION

Alliance for Deep RENovation in buildings.

Implementing the European Common Voluntary Certification Scheme, as back-bone along the whole deep renovation process.

ALDREN COMMITTEES

The ALDREN Alliance will be formed and managed from the very beginning of the project, gathering the relevant target groups and key actors of the deep renovation process. The ALDREN followers will get the information on the progress of the ALDREN project, will have the possibilities to give feedback via the ALDREN Website but they will not directly contribute in the ALDREN Alliance.

ALDREN COMMITTEES

ALDREN CONTENT

The overarching ambition of the ALDREN initiative is to consolidate, promote and implement an endorsed harmonised procedure, based on the European Common Voluntary Certification Scheme for non-residential buildings (EVCs) and a set of relevant instruments, in order to support building deep renovation operations, all along the process, tackling its organisational, financial and technical components issues.


ALDREN CONTENT

ALDREN ACTIVITIES

The ultimate objective of the ALDREN project is to combine, adapt and implement ALDREN procedures in existing procedures to overcome the technical, organisational and financial market barriers and promoting deep renovation of building European wide. The procedures set up in the ALDREN project will be combined in a step-by-step deep renovation approach, from the collected data to the final actual assessment, from the renovation strategy to its implementation.

ALDREN ACTIVITIES

NEWS




BUILDING STOCK OBSERVATORY SUPPORTS ALDREN ALLIANCE. THE ALDREN SNOWBALL KEEPS GROWING!

Mar 28, 2018

Recently, the European Union Building Stock Observatory accepted to support the Alliance for Deep Renovation in Buildings offering its knowledge, experience and technical knowledge to further develop the Building Passport. The EU Building Stock Observatory monitors...

[read more](#)




CONFERENCE ASSOCIATION P2E "PASSPORT EFFICACITÉ ÉNERGETIQUE"

Mar 10, 2018

When and where: The 8th of February 2018 the association P2E organised a workshop in Paris to show the progress made on the energy renovation building passport. What: profile of the attendees Experience P2E (www.esperience-p2e.org) is an association on the...

[read more](#)



EE PERFORMANCE INDICATORS FOR GREEN FINANCE IN BUILDINGS

Mar 10, 2018

Europe's Energy Efficiency and GHG Targets will not be reached without concerted effort from policy-makers and the private market. According to International Energy Agency (IEA) EU needs to invest \$1.3 trillion in energy efficiency in buildings from...

[read more](#)

EVENTS

APRIL 2018

09th
ALDREN ALLIANCE MEETING (BRUSSELS)

NEWSLETTER

Class aptent tacit sociosqu ad litora torquent per conubia nostra. Quisque a vehicula magna.

SUBSCRIBE

ALDREN PROJECT

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MAPA WEB

HOME
ABOUT
ALLIANCE
PILOTS
TRAINING

CONTACT

PUBLICATIONS
NEWS
EVENTS
CONTACT

- **Annex 2: News**

NEWS

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[read more](#)

- **Annex 3: Outcomes**

OUTCOMES

ALDREN DOCUMENTS / ALDREN NEWSLETTERS / EXTERNAL DOCUMENTS / PROMOTIONAL MATERIAL

PROMOTIONAL MATERIAL

PROMOTIONAL MATERIAL	
ALDREN LOGOS	•
ALDREN LEAFLET	•
ALDREN POSTERS	•

Social media icons for Facebook, Twitter, and LinkedIn.

- **Annex 4: Pilots**

ALDREN PILOTS

ALDREN's added-values and applicability have to be explicitly demonstrated through the practical implementation of the procedure on a sufficient set of buildings, concerned with deep renovation. The ALDREN procedure will be implemented on 15 pilot buildings (offices, hotels), located at least in 3 different countries. The implementation will offer the ALDREN partners, acting as certification bodies, an opportunity to work on the integration of ALDREN outcomes in their certification schemes and their evolution.

LAST BUILDINGS



BUILDING 4



BUILDING 3



BUILDING 2



BUILDING 1

EPC RATING (A-G)

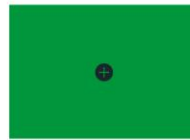
ALL A RATING B RATING C RATINGS D RATING E RATING F RATING G RATING



BUILDING 4



BUILDING 3



BUILDING 2



BUILDING 1



ALDREN PROJECT



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NEWS
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Info@aldren.eu
T. 01 64 68 82 82





ALDREN Alliance
for Deep RENovation
in buildings

Implementing the European
Common Voluntary Certification
Scheme, as back-bone along the
whole deep renovation process