



# D6.7 - Promo materials (flyers, brochures, short videos)



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Abstract	This document presents the accomplishments of the SMART4NZEB project in terms of promo materials (flyers, brochures, short videos)
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### History of Changes

Version	Author(s)	Date	Summary of Changes
0.0	Andrei-Laurențiu Popescu	01.02.2021	Input on Promo Materials
1.0	Andrei-Laurențiu Popescu	30.08.2021	Update on Promo Materials
2.0	Andrei-Laurențiu Popescu	21.12.2021	Updated Information

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## 1. Introduction

This document presents the outcomes related to the main promotional materials that were created during the implementation of the SMART4NZEB project.

To communicate and disseminate project objectives and outcomes, a project visual identity was developed from the very beginning of the project implementation phase. This included a project logo and various graphical elements and prerequisites (e.g., colour scheme, fonts to be used in promo materials, main structure of the work plan, headers).

Based on the visual identity, various promo materials were prepared and shared publicly (on social media and / or project partners websites) or distributed directly, through e-mails, newsletter campaigns or during on-line or physical events and meetings, with various stakeholders.

Such promo materials refer to:

- project flyers in English and project partners local languages (Romanian, Polish, Serbian, Slovenian);
- a project brochure in English;
- a general Power Point project presentation template that was adapted or translated by each partner based on the context;
- project videos, in English and / or project partners languages;
- other promo materials (e.g., events presentation pages).

The above-mentioned items were created with the purpose of communicating, disseminating and promoting SMART4NZEB project related activities, objectives and results.

## 2. Visual Identity (Project Logo)

At the beginning of the project, general visual identity elements and inherent prerequisites were defined, and a project logo was created. These were further used to develop promo materials as tools to support the achievement of the overall project communication and dissemination goals.

### SMART4NZEB Logo & Visual Identity



### SMART4NZEB Logo

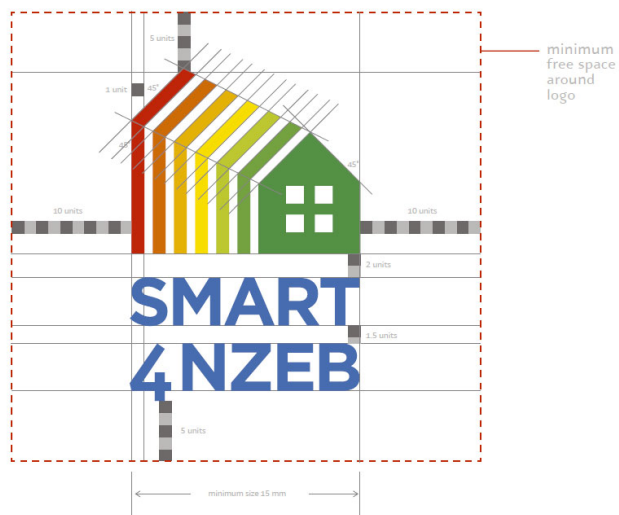
Portrait  
Version



Landscape  
Version



## SMART4NZEB Logo Composition & Usage



## SMART4NZEB Versions



Color Version



Grayscale Version



Black&White Version

**!** Grayscale Version is NOT a desaturated version of the colour version of the logo.

## SMART4NZEB Versions

When used on coloured background or picture - the logo will be always in white (the negative version).



## SMART4NZEB Colors



<b>C</b> 0	<b>C</b> 0	<b>C</b> 0	<b>C</b> 0	<b>C</b> 35	<b>C</b> 70	<b>C</b> 85	<b>C</b> 86
<b>M</b> 100	<b>M</b> 70	<b>M</b> 35	<b>M</b> 10	<b>M</b> 5	<b>M</b> 10	<b>M</b> 15	<b>M</b> 53
<b>Y</b> 100	<b>Y</b> 100	<b>Y</b> 100	<b>Y</b> 100	<b>Y</b> 100	<b>Y</b> 100	<b>Y</b> 100	<b>Y</b> 1
<b>K</b> 0	<b>K</b> 0	<b>K</b> 0	<b>K</b> 0	<b>K</b> 0	<b>K</b> 0	<b>K</b> 0	<b>K</b> 0



<b>R</b> 237	<b>R</b> 243	<b>R</b> 252	<b>R</b> 255	<b>R</b> 179	<b>R</b> 89	<b>R</b> 13	<b>R</b> 33
<b>G</b> 32	<b>G</b> 112	<b>G</b> 175	<b>G</b> 221	<b>G</b> 201	<b>G</b> 170	<b>G</b> 156	<b>G</b> 114
<b>B</b> 39	<b>B</b> 33	<b>B</b> 23	<b>B</b> 60	<b>B</b> 53	<b>B</b> 71	<b>B</b> 74	<b>B</b> 183

SMART4NZEB Font

# Gotham

Leading: default  
Kerning: default

## Gotham LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Gotham BOLD


ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Gotham MEDIUM

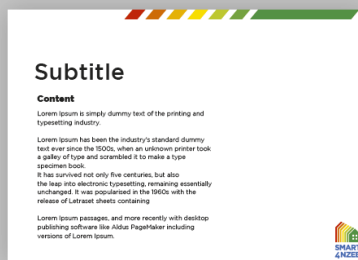
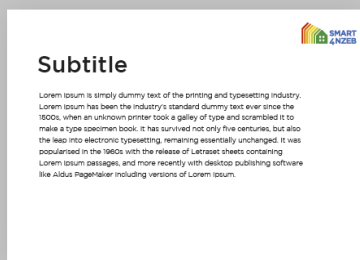
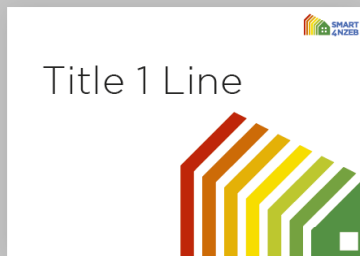
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Gotham ULTRA

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

 When Gotham Typeface is not available, Arial and Arial Black could be used instead.

## SMART4NZEB Graphic Elements







### 3. Project Flyers

#### 3.1 English



#### International ClusterXchange - the core activity of the project

**ClusterXchange** promotes cross-cluster learning, exchange of knowledge and expertise, across project consortium members. The short-term exchanges support cluster excellence capacity-building by:

- ▢ providing on-the-job-training for visiting participants;
- ▢ fostering the sharing of experience and information between the visiting and the host organisation on the obstacles and challenges as well as potential solutions in a pre-identified area;
- ▢ enhancing market access and identification of potential partners.

The schedule for the short-term exchanges in each participating country (Romania, Slovenia, Poland and Serbia) will mix working sessions, B2B meetings and site visits with training and education activities and networking for cluster organisations and their members (especially SMEs).



#### Get in touch with us

for more information on how you can contribute to an effective implementation of **nearly Zero Energy Buildings (nZEB)**.

- @ Write to us at [pro-nzeb@lncd.ro](mailto:pro-nzeb@lncd.ro)
- f Follow us on Facebook @ [smart4nzeb](#)
- t Follow us on Twitter @ [Smart4nZ](#)
- in Follow us on LinkedIn [SMART4nZEB](#)



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#### Strengthening clusters Management Activities and Running Trans-national for implementation of nearly Zero Energy Buildings



- ▢ **Boosting** competitiveness of 577 SMEs
- ▢ **Strengthening** capacity-building of 5 drivers of innovation in CEE
- ▢ **Facilitating** trans-national exchanges and strategic partnerships

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COSME-GAE  
SMART4nZEB

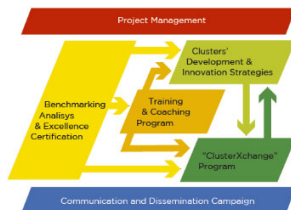


#### SMART4NZEB

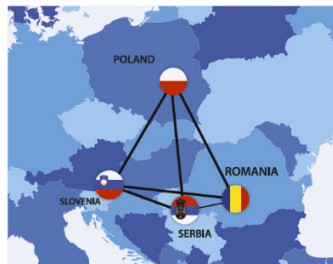
creates a sustainable collaboration, co-learning and capacity building framework between the involved partners - cluster managers, cluster members and relevant stakeholders, representative for the nZEB market in the selected Central and East-European countries.

It strongly supports cluster management excellence and interregional partnerships in order to facilitate the development of competitive products and technological solutions intended for new and existing buildings, which will lead to market penetration of nearly zero energy buildings, related to their production, use and reuse.

The objective is to drive clusters towards innovative and modern organisations being able to address cross-sectoral and cross border collaboration and tackle main environmental, economic, and social challenges of their members.



Partner	Specialization	Construction	Energy Efficiency	Sustainability	Networking/Internationalization	Training
		▢	▢	▢	▢	▢
		▢	▢	▢	▢	▢
		▢	▢	▢	▢	▢
		▢	▢	▢	▢	▢
		▢	▢	▢	▢	▢



#### An effective implementation of nearly Zero Energy Buildings (nZEB)

**Is possible only based on the synergies and value chains built between the 3 key sectors - construction, energy efficiency (EE) and renewable energy sources (RES).**

**SMART4NZEB** builds this synergy by facilitating strategic and sustainable partnering in the EU and by designing a partnership strategy and joint collaboration activities. A new, innovative business model, better marketing and sales skills, both for participating cluster managers and project managers, will lead to the strengthening of the cluster members management excellence, through the enhancement of cluster managers' skills, Cluster Management Excellence certification and reviewed/new robust development and innovation strategies. Also, it will boost competitiveness and support the scaling-up of 577 SMEs active in construction, energy efficiency and renewable energy sectors.

In addition, the development and implementation of a communication and dissemination campaign for promotion of the nZEB concept and the exploitation of project results will increase the recognition of clusters, clustering and therefore the number of SMEs in participating clusters.

## 3.2 Romanian



### International ClusterXchange - activitatea principală a proiectului

ClusterXchange promovează învățarea între clustere, schimb de cunoștințe și experiență între membrii consorțiului de proiect. Schimburile pe termen scurt sprijină consolidarea excelenței clusterelor prin:

- ▢ furnizarea de instruire în mediul de lucru efectiv pentru participanții aflați în vizită;
- ▢ favorizarea schimbului de experiență și informații între organizația care vizitează și organizația gazdă cu privire la obstacole și provocări, precum și la potențialele soluții într-o zonă identificată în prealabil;
- ▢ îmbunătățirea accesului la piață și identificarea potențialilor parteneri.

Programul pentru schimburile pe termen scurt în fiecare țară participantă la proiect (România, Slovenia, Polonia și Serbia) va combina sesiuni de lucru, întâlniri B2B și vizite de studiu cu activități de training și networking pentru organizațiile de tip cluster și membrii acestora (în special IMM-uri).



### Contactați-ne

pentru mai multe informații despre cum puteți contribui la o implementare eficientă a clădirilor cu consum de energie aproape egal cu zero (nZEB).

- @ Scrieți-ne la [pro-nzeb@lncd.ro](mailto:pro-nzeb@lncd.ro)
- f Urmăriți-ne pe Facebook @smart4nzb
- t Urmăriți-ne pe Twitter @Smart4nZ
- in Urmăriți-ne pe LinkedIn SMART4nZEB



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### Sprrijinirea Managementului Activităților și Relațiilor Transnaționale între clustere pentru implementarea clădirilor cu consum de energie aproape egal cu zero (nZEB)



- ▢ Creșterea competitivității a 577 de IMM-uri
- ▢ Consolidarea capacității a 5 clustere din Europa Centrală și de Est
- ▢ Facilitarea schimbului de experiență la nivel transnațional și a parteneriatelor strategice

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### SMART4N ZEB

crează un cadru atât pentru o colaborare durabilă și un mediu de co-învățare eficient între partenerii implicați în proiect, cât și pentru consolidarea și dezvoltarea capacităților de management ale acestora, ca beneficiari direcți sau indirecti ai proiectului - manageri de cluster, membri ai clusterelor și părți interesate relevante și reprezentative pentru piața nZEB din țările selectate din Europa Centrală și de Est.

Proiectul susține cu tărie excelența în managementul clusterelor și parteneriatele interregionale pentru a facilita dezvoltarea de produse competitive și soluții tehnologice destinate clădirilor noi și existente, facilitând astfel dezvoltarea pieței pentru clădiri cu consum de energie aproape egal cu zero în regiunile vizate.

Unul dintre principalele obiective ale SMART4N ZEB este acela de a transforma organizațiile beneficiare ale proiectului în clustere inovatoare și moderne, capabile să colaboreze eficient la nivel trans-sectorial și transfrontalier și să abordeze principalele provocări de mediu, economice și sociale în regiunile lor.



Partener	Specializare	Conștientizare	Eficiență energetică	Durabilitate	Relaționare/ Interdisciplinare	Inovație



### O implementare eficientă a clădirilor cu consum de energie aproape egal cu zero (nZEB)

Este posibilă numai pe baza sinergiilor și a lanțurilor valorice construite între cele 3 sectoare cheie - construcții, eficiență energetică (EE) și energie din surse regenerabile (SRE).

SMART4N ZEB creează această sinergie prin facilitarea unui parteneriat strategic și durabil în UE și prin crearea unei strategii de parteneriat și a activităților de colaborare comune. Un nou model de afaceri inovator și abilități mai bune de marketing și vânzări, atât pentru managerii clusterelor beneficiare ale acțiunii cât și pentru managerii de proiect, vor contribui la consolidarea excelenței în managementul membrilor clusterului, prin îmbunătățirea competențelor managerilor clusterului, recunoașterea la nivel internațional prin obținerea de certificări de tip ESCA (European Secretariat for Cluster Analysis), elaborarea și/sau revizuirea de strategii solide pentru dezvoltare și inovare.

De asemenea, se va stimula competitivitatea și dezvoltarea a 577 de IMM-uri active în sectoarele construcțiilor, eficienței energetice și utilizării surselor regenerabile.

În plus, dezvoltarea și implementarea unei campanii de comunicare și diseminare pentru promovarea conceptului nZEB și exploatarea rezultatelor proiectului vor crește recunoașterea clusterelor, clusteringului și, prin urmare, numărul IMM-urilor din clusterelor participante.

### 3.3 Polish



#### Wymiana międzyklastrowa ClusterXchange - kluczowe działanie w ramach projektu

ClusterXchange promuje wymianę wiedzy i doświadczeń między członkami konsorcjum projektu. Wymiany krótkoterminowe wspierają doskonalenie klastra poprzez:

- ☐ zapewnianie praktycznych szkoleń;
- ☐ wspieranie wymiany doświadczeń i informacji pomiędzy między organizacją wizytującą a przyjmującą w zakresie wspólnych wyzwań oraz potencjalnych rozwiązań;
- ☐ zwiększanie dostępu do rynku i identyfikacja potencjalnych partnerów.

Harmonogram krótkoterminowych wymian w krajach reprezentowanych przez uczestników projektu (Rumunia, Słowenia, Polska i Serbia) będzie łączył sesje robocze, spotkania B2B i wizje lokalne z działaniami szkoleniowymi i edukacyjnymi oraz tworzeniem sieci kontaktów dla organizacji klastrowych i ich członków (zwłaszcza MSP).



#### Skontaktuj się z nami

aby uzyskać więcej informacji na temat skutecznego wdrażania rozwiązań budownictwa o niemal zerowym zużyciu energii (nZEB).

- @ Napisz do nas: [proakademia@proakademia.eu](mailto:proakademia@proakademia.eu)
- f Obserwuj nas na Facebooku: [@smart4nzb](https://www.facebook.com/smart4nzb)
- t Obserwuj nas na Twitterze: [@Smart4nZ](https://twitter.com/smart4nzb)
- in Obserwuj nas na LinkedIn: [SMART4nZEB](https://www.linkedin.com/company/smart4nzb)



Projekt współfinansowany funduszy programu COSME Unii Europejskiej.

Treść tej ulotki przedstawia wyłącznie poglądy autora i jest jego(je)j wyjątkową odpowiedzialnością; nie można uznać, że odzwierciedla poglądy Komisji Europejskiej (lub Agencji Wykonawczej ds. Małych i Średnich Przedsiębiorstw (EASME)) lub jakiegokolwiek innego organu Unii Europejskiej. Komisja Europejska i Agencja nie ponoszą żadnej odpowiedzialności za wykorzystanie zawartych w niej informacji.

#### Wzmocnienie Zarządzania i internacjonalizacji klastrow na rzecz implementacji budownictwa niemal zeroenergetycznego

Strengthening clusters Management Activities and Running Trans-national for implementation of nearly Zero Energy Buildings



- ☑ Podnoszenie kompetencji 557 firm MSP
- ☑ Wzmocnienie budowania potencjału 5 czynników stymulujących innowacje w Europie Środkowo-Wschodniej
- ☑ Ułatwianie wymian międzynarodowych i partnerstw strategicznych

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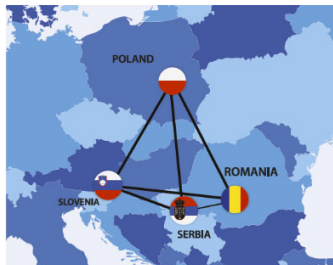


#### SMART4NZE

tworzy ramy trwałej współpracy, wspólnego uczenia się i budowania potencjału między zaangażowanymi partnerami – menedżerami klastrow, członkami klastra i odpowiednimi interesariuszami, reprezentującym rynek nZEB w wybranych krajach Europy Środko-Wschodniej. Projekt wspiera doskonalenie zarządzania klastrami i partnerstwami międzyregionalnymi w celu ułatwienia rozwoju konkurencyjnych produktów i rozwiązań technologicznych przeznaczonych dla nowych i istniejących budynków, co doprowadzi do popularyzacji rynku przez budynki o niemal zerowym zużyciu energii, związane z ich produkcją, użytkowaniem i ponownym wykorzystaniem. Celem jest rozwijanie innowacyjnych i nowoczesnych klastrow, które będą w stanie sprostać współpracy międzysektorowej i transgranicznej oraz stawić czoła głównym wyzwaniom środowiskowym, gospodarczym i społecznym.



Partner	Specjalizacja	Budownictwo energooszczędne	Elektryfikacja energooszczędna	Zerowe emisje / zero-emisyjność	Integracja / Internacjonalizacja	Szkolenia
		☑	☑	☑	☑	☑
		☑	☑	☑	☑	☑
		☑	☑	☑	☑	☑



#### Skuteczne wdrażanie rozwiązań budownictwa o niemal zerowym zużyciu energii (nZEB)

Jest możliwe jedynie w oparciu o synergię i łańcuchy wartości zbudowane między 3 kluczowymi sektorami - budownictwem, efektywnością energetyczną (EE) i odnawialnymi źródłami energii (OZE).

SMART4NZE tworzy tę synergię poprzez ułatwienie strategicznego i zrównoważonego partnerstwa w ramach UE oraz poprzez planowanie wspólnych przedsięwzięć i rozwój współpracy. Nowy, innowacyjny model biznesowy oraz lepsze umiejętności marketingowe i sprzedażowe, zarówno dla menedżerów klastrow uczestniczących w projekcie, jak i dla kierowników projektów, pomogą wzmocnić doskonałość w zarządzaniu klastrem. Działania projektu obejmują podnoszenie umiejętności menedżerów klastrow, potwierdzenie statusu na arenie międzynarodowej poprzez uzyskanie certyfikatów ESCA (Europejskiego Sekretariatu Analiz Klastrow), opracowanie lub aktualizacja strategii rozwoju i innowacji. Projekt pobudzi również konkurencyjność i rozwój 577 MSP działających w sektorach budownictwa, efektywności energetycznej i odnawialnych źródeł energii.

Dodatkowym działaniem w ramach projektu będzie opracowanie i wdrożenie kampanii komunikacyjnej w celu upowszechnienia koncepcji nZEB, w efekcie czego wykorzystanie wyników projektu zwiększy rozpoznawalność klastrow, a tym samym przyczyni się do zwiększenia liczby MSP w zrzeszonych w klastrach.

### 3.4 Serbian



#### Medjunarodna klsterska razmena - ključna aktivnost projekta

**ClusterXchange** promovise međuklstersko učenje, razmenu znanja i ekspertiza među članovima projektnog konzorcijuma. Putev kratkotrajnih razmena poseta podržava se izvrsnost u izgradnji kapaciteta pomoću:

- Pružanja obuke na radnom mestu za gostujuće učesnike;
- podsticanja razmena iskustava i informacija između gostujućih i domaćih organizacija o teškoćama i izazovima kao i potencijalnim rešenjima u pre-definisanim oblastima;
- poboljšanja pristupa tržištu i identifikacija potencijalnih partnera.

Program kratkih poseta u svakoj zemlji koja učestvuje (Rumunija, Slovenija, Poljska i Srbija) će obuhvatiti radne sednice, B2B sastanke i posete na mestu rada sa obukama i obrazovnim aktivnostima, kao i umrežavanjem za klsterske organizacije i njihove članove (posebno MSP).



#### Kontaktirajte nas

za više informacija o tome kako možete doprineti efektivnoj primeni principa gradnje sa zgradama koje imaju skoro nultu potrošnju energije

✉ Pišite nam na [klasterdudjer@yahoo.com](mailto:klasterdudjer@yahoo.com)

📘 Pratite nas na Facebook-  
@**smart4nZ**

🐦 Pratite nas na Twitter-  
@**Smart4nZ**

🌐 Pratite nas na LinkedIn-u  
**SMART4nZEB**



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#### Strengthening clusters Management Activities and Running Trans-national for implementation of nearly Zero Energy Buildings



- **Jačanje** konkurentnosti 577 MSP.
- **Jačanje** kapaciteta 5 pokretača inovativnosti u Srednjoj i Istočnoj Evropi.
- **Podrška** trans-nacionalnim razmenama i strateškim partnerstvima.

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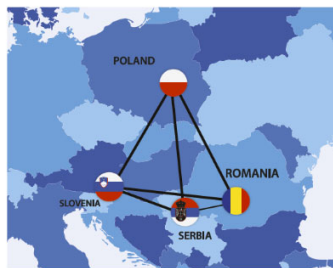


#### SMART4N ZEB

formira okvir za održivu saradnju, uzajamno učenje izgradnju kapaciteta iznadju uključenih partnera – menadžera klastera, članova klastera i relevantnih donosioca odluka, kao i predstavnika tržišta za nZEB u izabranim zemljama Srednje i Istočne Evrope. Projekat snažno podržava izvrsnost u klsterskom menadžmentu i međuregionalna partnerstva sa ciljem da olakša razvoj konkurentnih proizvoda i tehnoloških rešenja namenjenih novim i postojećim zgradama, što će voditi prodoru tržišta zgrada sa potrošnjom energije bliskom nuli, tj. proizvodnji, korišćenju i ponovnom korišćenju. Cilj je da se klsteri orijentisu ka inovativnim i modernim klsterima koji su sposobni da podrže međusektorsku i prekograničnu saradnju, uz rešavanje glavnih ekoloških, komercijalnih i socijalnih izazova njihovih članova.



Partner	Specijalizacije	Godišnjeno Energetska Efikasnost	Održivost	Unapređeni Informacioni Izazovi	Trenutni



#### Efektivna primena gradnje zgrada sa potrošnjom energije bliskom nuli (nZEB)

je moguća samo ako je bazirana na sinergiji i lancima vrednosti između 3 ključna sektora: konstrukciji, energetskeo efikasnosti (EE) i obnovljivih izvora energije.

**SMART4N ZEB** gradi ovu sinergiju formiranjem strateškog i održivog partnerstva u EU i definisanjem strategije partnerstva i zajedničkih kolaborativnih aktivnosti. Novi inovativni model poslovanja, bolji marketing i veštine prodaje, kako za menadžere klastera tako i za projektne menadžere, vodiće izvrsnosti menadžmenta članova, pomoću povećanja veština menadžera klastera, sertifikovanjem klsterskog menadžmenta (Cluster Management Excellence certification) i unapređenim/novim robustnim strategijama razvoja i inovativnosti. Takođe, on će pojačati konkurentnost i rast 577 MSP u oblasti konstrukcija, energetske efikasnosti i obnovljivim izvorima energije. Dodatno, biće razvijena i primenjena kampanja za komunikacije i diseminacije za promociju nZEB koncepta i korišćenje rezultata projekta, što će povećati priznavanje klastera, udruživanje u klsterima, a time i broj MSP u učestvujućim klsterima.

## 3.5 Slovenian

### Mednarodna izmenjava ClusterXchange - ključna aktivnost projekta

Program izmenjav ClusterXchange promovira skupno učenje in izmenjavo znanj med partnerskimi grozdi v projektu. Kratkoročne izmenjave podpirajo krepitev zmogljivosti grozdov na področju odličnosti z:

- ☐ zagotavljanjem usposabljanja na delovnem mestu za gostujoče udeležence;
- ☐ spodbujanjem izmenjave izkušenj in informacij med gostujočimi organizacijami in organizacijo gostiteljico o ovirah in izzivih ter možnih rešitvah na obravnavanem področju (na primer skoraj nič energijskih stavb ali vpejavi krožnega gospodarstva v gradbeni sektorj);

Program izmenjav je predviden za vsako sodelujočo državo v projektu SMART4NZE (Poljska, Romunija, Slovenija, Srbija), na dnevnem redu pa bodo delovna srečanja, B2B srečanja in obiski pri članih gostiteljskega grozda z dejavnostmi usposabljanja in izobraževanja ter mreženjem organizacij grozdov in njihovih članov (zlasti MSP).



### Ostanite v stiku z

Za več informacij o tem kako lahko sodelujete v programu izmenjav oz pri implementaciji skoraj nič energijskih stavb:

- ✉ Pišite nam: [vladimir.gumilar@sgg.si](mailto:vladimir.gumilar@sgg.si)
- 📘 Povežite se z nami na Facebook: [@smart4nzeb](#)
- 🐦 Povežite se z nami na Twitter: [@Smart4nZ](#)
- 🌐 Povežite se z nami na LinkedIn: [SMART4nZEB](#)

Na vseh treh omrežjih ima svoje profile oz. strani tudi Slovenski gradbeni grozd.



Projekt SMART4NZE se izvaja v okviru programa COSME in sofinanciran s sredstvi Evropske unije.

Vsebinska tega letaka predstavlja stališča avtorja in je njegova izključna odgovornost; ni mogoče šteti, da odraža stališča Evropske komisije in / ali izvajalske agencije za mala in srednje velika podjetja (EASME) ali katerega koli drugega organa Evropske unije. Evropska komisija in agencija ne prevzemata nobene odgovornosti za uporabo informacij, ki jih vsebuje.

### Krepitev dejavnosti upravljanja inovacijskih grozdov in internacionalizacija grozdov na področju gradnje in prenove skoraj nič energijskih stavb

Strengthening clusters Management Activities and Running Trans-national for implementation of nearly Zero Energy Buildings



- ☑ Spodbujanje konkurenčnosti 577 MSP
- ☑ Krepitev zmogljivosti 5 inovacijskih grozdov iz srednje in vzhodne Evrope
- ☑ Omogočanje nadnacionalnih izmenjav in strateških partnerstev

COS-CLUSTER-2018-03-02  
COSME-GAE  
SMART4nZEB

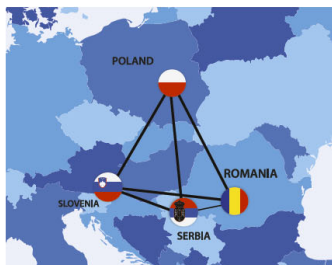


### SMART4NZE

ustvarja trajnostni okvir sodelovanja, skupnega učenja in krepitev zmogljivosti med sodelujočimi partnerji - upravitelji grozdov, člani grozdov in ustreznimi deležniki na trgu skoraj nič energijskih stavb v izbranih državah srednje in vzhodne Evrope. Močno podpira odličnost upravljanja grozdov in medregionalna partnerstva, z namenom olajšanja razvoja konkurenčnih izdelkov in tehnoloških rešitev, namenjenih novim in obstoječim stavbam, kar bo privedlo do večjega deleža skoraj nič energijskih stavb na trgu, v povezavi s projektiranjem, gradnjo, uporabo in ponovno uporabo. Cilj je usmeriti grozde v inovativne in sodobne grozde, ki bodo sposobni izvajati medsektorsko in čezmejno sodelovanje ter se spoprijeti z glavnimi okoljskimi, gospodarskimi in socialnimi izzivi svojih članov.



Partner	Specializacija	Gradbeništvo	Učinkovito rabo energije	Tranzicija na obnovljive vire energije	Pospeževanje in podpiranje podjetništva	Usposabljanje
	CLUSTER PRO nZEB					
	PSDIK					
	PSDIK					
	DUNDR					



### Učinkovito izvajanje skoraj nič energijskih stavb (nZEB)

je mogoče le na podlagi sinergij in vrednostnih verig, ustvarjenih med tremi ključnimi sektorji - gradbeništvo, energetska učinkovitost (EE) in obnovljivi viri energije (OVE).

SMART4NZE gradi to sinergijo s spodbujanjem strateškega in trajnostnega partnerstva v EU ter z oblikovanjem partnerske strategije in skupnih dejavnosti sodelovanja. Nov, inovativen poslovni model, boljše trženje in prodajne veščine tako za sodelujoče menedžerje grozdov kot vodje projektov, bo vodil h krepitevi odličnosti vodenja grozdov z izboljšanjem znanj in kompetenc managerjev grozdov ter s certificiranjem odličnosti upravljanja grozdov in pripravo nove razvojne in inovacijske strategije. Prav tako bo povečal konkurenčnost in podprl uspešnost 577 MSP, dejavnih v gradbeništvo, energetska učinkovitosti in sektorju obnovljivih virov.

Poleg tega bo razvoj in izvajanje komunikacijske kampanje za promocijo koncepta skoraj nič energijskih stavb in izkoriščanje rezultatov projekta povečal prepoznavnost grozdov, s tem pa tudi atraktivnost za MSP, potencialne nove člane grozdov.

## 4. Project Brochure



**Strengthening clusters  
Management  
Activities and  
Running  
Trans-national for  
Implementation of  
nearly Zero Energy  
Buildings**

### Contents

- Foreword
- Objectives of the SMART4nZEB Project
- What is nZEB?
- What are Clusters?
- What are innovation Clusters?
- What is the new proposed nZEB partnership cooperation?
- Regional partnership and partners presentation
- Main Project Components
  - Excellence certification
  - Training & Coaching Programme
  - ClusterXchange
  - Clusters' development and innovation strategies
  - Networking, communication, dissemination, exploitation of results
- Get in touch with us



### Foreword

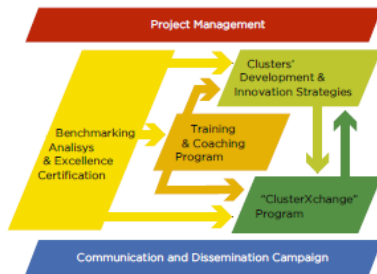
As part of a global common effort to reduce greenhouse gas (GHG) emissions and develop sustainable, energy independent, competitive, eco-friendly, cost-efficient, and cost-effective built environment systems, engineers, architects, and policymakers have engaged themselves in a continuous endeavour to develop new building concepts that would respond to these challenges of today and better prepare our society for tomorrow. One key outcome of this common effort is the concept of nearly Zero-Energy Buildings (nZEB), which stands as one of the main pillars in the wider concept of sustainable building systems.

The SMART4nZEB action aims are (1) to boost the competitiveness and support the scaling-up of 577 SMEs active in construction, energy efficiency and renewable energy sectors through strengthening capacity-building of 5 representative clusters as drivers of innovation in Central and Eastern Europe (Poland, Romania, Serbia and Slovenia) and (2) to facilitate trans-national exchanges and strategic partnerships with a focus on sharing experience between different practices, skills gaps, policies, target goals and level of engagement related to nZEB.

### Objectives of the SMART4nZEB Project

#### Main objectives

- Strengthening cluster management excellence of 5 representative clusters in Central and Eastern Europe through enhancement of cluster managers' skills, Cluster Management Excellence certification and reviewed/new development and innovation strategies, in order to provide top quality services for their associated SMEs.
- Strengthening the business model innovation, marketing, and sales skills both for participating cluster managers and linked SMEs.
- Boosting the competitiveness and supporting the scaling-up of 577 SMEs in the construction, energy efficiency and energy from renewable sources sectors through improved and tailored services offered by the clusters based on the specific needs of their members.
- Facilitating strategic and sustainable partnering in the EU by designing a partnership strategy and joint collaboration activities. This includes participation of 55 stakeholders in a ClusterXchange Programme.
- Building up synergies and value chains between three key sectors: construction, energy efficiency, and renewables, in order to facilitate the effective implementation of nZEB.
- Implementing a Communication & Dissemination Campaign for promoting the results and nZEB concept.
- Increasing the recognition of clusters and clustering, leading therefore to an increased number of SMEs participating in Clusters' activities.



The overall objective of the SMART4nZEB project is to strengthen the management excellence of five representative clusters in Central and Eastern Europe through a specific work plan which was designed to respond to the seven specific objectives. This will further allow the five clusters to gain the capacity and premises for providing top quality services and a solid ground for the sustainable development of their associated members, especially SMEs.

Starting from a Benchmarking analysis in which the market complexity and nZEB readiness of each of the SMART4nZEB partnering cluster were assessed, the clusters' management performance was evaluated for obtaining Cluster Management Excellence certification. This allowed all project partners to set the grounds for Clusters' Development and Innovation Strategies, and three years Action Plans. Among other, this process included an important step in which training needs for the clusters' management team and other relevant stakeholders were identified and specific training and coaching programs were developed and provided, this allowing the upskilling of all those who benefited from this scheme.

Above all, the work plan developed under the SMART4nZEB project was designed to facilitate transnational, cross-regional, sectoral and cross-sectoral cooperation between clusters and their members through a tailored ClusterXchange Program. An effective coordination of the project and a strong Communication and Dissemination Campaign supported the creation of a sustainable collaboration between the involved partners and relevant stakeholders that are representative for the nZEB market in all participating countries (Poland, Serbia, Slovenia, and Romania).

## What is nZEB?

- nZEB stands for a building that has a very high energy performance, meaning that it requires a nearly zero or very low amount of energy to function. This energy should be extensively covered from renewable sources and can include renewable energy produced on-site or nearby.
- The European Performance of Buildings Directive requires that all new buildings be nZEBs from the 31st of December 2020. All new publicly owned buildings were already supposed to comply with the nZEB requirements, from the end of 2019 onwards.
- The concept of nZEB and its successful implementation depends on the strength and extensive collaboration between several key market sectors, such as construction, energy efficiency (EE) and energy from renewable sources (RES).



## What are Clusters?

Cluster organisations are legal entities that support the strengthening of collaboration, networking, and learning, while acting as innovation support providers. They deliver specialised and customised business support services to stimulate innovation activities, especially in SMEs.

Clusters should be considered as regional ecosystems of related industries and competences featuring a broad array of inter-industry interdependencies. [1]

[1] (Delgado, Mercedes/Porter, Michael E./Stern, Scott, 2013: *Defining Clusters of Related Industries*, Working Paper 20375 of the National Bureau of Economic Research. Available at: [www.nber.org/papers/w20375](http://www.nber.org/papers/w20375).)



## What are Innovation Clusters?

The European Commission is defining innovation clusters as "structures or organised groups of independent parties (such as innovative start-ups, small, medium and large enterprises, as well as research and knowledge dissemination organisations, non-for-profit organisations and other related economic actors) designed to stimulate innovative activity by promoting sharing of facilities and exchange of knowledge and expertise and by contributing effectively to knowledge transfer, networking, information dissemination and collaboration among the undertakings and other organisations in the cluster" [2]

[2] (<https://www.clustercollaboration.eu/cluster-organisations>)

## What is the new proposed nZEB partnership cooperation?

SMART4nZEB seeks to create a sustainable collaboration, co-learning and capacity building environment for the involved partners - cluster managers, cluster members and relevant stakeholders that are representative for the nZEB market in the selected Central and East-European countries (Poland, Romania, Serbia, and Slovenia). It has in view to develop the involved clusters management excellence and support interregional partnerships, facilitating therefore the development of competitive products and technological solutions intended for new and existing buildings. This will lead to market penetration of nZEBs. A key objective of the action is to drive clusters towards innovative and modern organisations able to address cross-sectoral and cross border collaboration, and tackle main environmental, economic, and social challenges in their region.

## Regional partnership and partners presentation







## PRO-Akademia



### Research and Innovation Centre Pro-Akademia:

Non-profit research organization founded in 1996, supervised by the Polish Ministry of Science and Higher Education, which:

- established 7 laboratories conducting interdisciplinary industrial research and development works in the field of sustainable energy, transport, and circular economy.
- has implemented over 200 R&D, training and consulting projects within Horizon 2020, European Regional Development Fund, and others
- provides certified research and innovation services for industry (PN-EN ISO 9001:2015)
- won the 2nd place among 993 Polish research organisations in the field of material effects of scientific activity (according to the Ministry of Science and Higher Education 2017).

<http://www.proakademia.eu/en/>

### Bioenergy for the Region Cluster:

- Co-operation platform of companies, research institutions, local administration and business support institutions established in 2007.
- The cluster's goal is to work for the development of sustainable bioenergy in Central Poland in the context of the European Commission's policy in the field of energy and climate change.



<http://www.bioenergiadlaregionu.eu/en/>



## PSDiK



The Polish Advisory and Consulting Association (Polskie Stowarzyszenie Doradczów i Konsultingowców) is an association of consulting and financial companies. It provides services in the field of fundraising/European funds (accessing), as well as knowledge and necessary experience in managing and implementing projects co-financed by the European Union. The flagship project is the Polish Construction Cluster. PSDiK associates over 300 companies operating in the construction industry, with headquarters located throughout the whole country. The cluster includes, among other, general contractors, architects, manufacturers of construction materials and chemicals, manufacturers of joinery, interior designers, furniture and roller shutters producers. Due to the fact that the partners provide such a diverse range of services, PSDiK manages to merge them into prosperous consortia. It is a difficult and very sensible task. However, the effects of cooperation between cluster members are excellent. Moreover, the activity of the Cluster is supported by universities and business environment institutions, which, thanks to R&D activities, help companies develop their innovative potential and achieve a competitive advantage. PSDiK is the largest cluster in Poland.

PSDiK has extensive experience in promoting Polish enterprises on the international arena. For many years, it has been supporting affiliated entities in exporting their products and services by co-financing participation in international fairs and economic missions. Thanks to these activities, many Polish companies have successfully entered foreign markets with their offer.



## DUNDJER



Construction cluster **Dundjer** is founded in 2007, in Nis, as a national cluster, and it gather 6 faculties, 2 R&D centers, 40 SMEs and companies from construction sector, and 2 municipalities. The main goal of the cluster is to strengthen capacity of SMEs and companies from construction sector for EU market through trainings and education in order to make them more competitive.

For that purpose cluster has oriented its activities to R&D, innovation, education, and introduction of ICT in construction process. Cluster has trained over 1000 participants in basic and specific ICT skills, ISO Standards, risk assessment, dual education for deficit construction workers, energy efficiency, ecology, solar energy, renewables, etc. For this achievements cluster was first rewarded with ESCA bronze label for cluster excellence in 2017.

At the international level, with partners from Europe, cluster has participated in several EU projects:

- H2020 COSME PROJECT SMART4nZEB
- FP7 STOREPET
- FP7 OPEN HOUSE
- TEMPUS PROJECT ARWQM
- Adriatic Danubian Clustering (ADC)
- ACQUIS 3
- INOPS-GFIP project

At national level cluster was rewarded several times for the innovations:

- BIOTWINOMER - best innovation of the year
- ON LINE ROMA-SERBIAN DICTIONARY - best innovation of the year
- ISORETEX - best innovation of the year
- SMART LED STREET LIGHTING

In the past few years cluster is focused to energy efficiency and renewable energy sources and has built FIRST SOLAR PV PLANT in Serbia and heating systems based on renewables focusing on zero energy consumption.



## PRO-nZEB



**PRO-nZEB** Cluster is a non-profit association, established in early 2016, with the main objective to promote the nearly zero-energy building concept (nZEB) in Romania.

Since the beginning, pRO-nZEB was engaged in several EU funded projects, such as:

- Fit-to-nZEB - „Innovative training schemes for retrofitting to nZEB-levels”, HORIZON 2020 Program, GA # 754059 (15.06.2017-14.06.2019) - partner.
- SMART4nZEB - „Strengthening clusters Management Activities and Running Trans-national for implementation of nearly Zero Energy Buildings”, COSME Program, GA # 874425 (03.02.2020-02.03.2022) - coordinator.
- „The nZEB Roadshow”, HORIZON 2020 Program, GA # 892378 (01.06.2020-30.11.2022) - partner.
- SMAFIN - „Supporting smart financing implementation for energy efficient Balkan Buildings”, HORIZON 2020 Program, GA # 955857 (01.10.2020-30.09.2023) - partner.
- „Engage to Renovate: Communication modelling in support of the national building renovation policies”, contract under preparation within ELUKI European Climate Initiative (01.10.2020-31.01.2023) - partner.
- COST ACTION PED-EU-NET (CA19106) - Positive Energy Districts European Network - member of the Management Committee.

The aim of the Pro-nZEB Cluster is to bring together key players from the building materials market, energy from RES, research and development institutions, educational representative organizations, public authorities, professional associations, and other organizations, in order to create and improve collaborative relationships for developing and implementing the concept of nZEB in Romania.



## SGG



As a cluster **SGG** exists to help companies, many of which are small and micro and do not have their own development and innovation experts.

SGG is an organization that helps and supports the development of its members on four priority areas:

1. Innovation and new business models
2. Circular economy
3. Digitization
4. International cooperation and internationalization

Innovative, development-oriented companies are more competitive in the market and more resilient to challenging situations such as, for example, the one that occurred in 2020 (the Covid-19 pandemic). By joining SGG, such companies also become more attractive for high-quality staff.

SGG is a fast-growing Cluster, seeking to play a leading role in the transition to circular construction, through a strong involvement in European and global communities of clusters, innovation ecosystems, circular economy activities, economic transformation, including in what concerns the attraction of investment for the development of green and circular construction projects.

This also opens-up new markets and new connections for SGG members through the wide network of partnering clusters.

## Main Project Components



## Excellence certification



- Obtaining a wide recognition for the partnering Clusters, building up their capacity around common values and enhancing their collaboration perspectives, are key objectives of the SMART4nZEB project.
- The process and related activities having in view these achievements will allow for a better understanding of the market of high-performance buildings, at local, regional level and international level. This will further lead to effective and well-tailored Cluster actions, adapted to the existing context.
- Growing the capacity of the Clusters is a path towards achieving increased strength of their members, as this process opens a door for new opportunities and long-term collaboration between various business sectors, public authorities, and non-governmental organisations, in a shared effort to address common economic and social challenges.
- All five partnering Clusters involved in the SMART4nZEB project were subject to assessment based on benchmarking, and obtained international recognition through Cluster Management Excellence labels.



## Training & Coaching Programme



- SMART4nZEB facilitates the training & coaching of Clusters' managers on topics adapted to the needs and interests of each partnering Cluster. The skills gained are essential for increasing Clusters' performance.

- The ClusterXchange programme allows extensively that other stakeholders gain access to trainings on subjects of high interest, such as globalization and internationalization, innovation & new business models, decarbonisation and resource efficiency, cross-sectoral and cross border collaboration.



## ClusterXchange



The ClusterXchange Programme aims to promote cross-cluster learning, exchange of knowledge and expertise among the beneficiaries of the action through activities such as twinning, networking, B2B meetings. Other learning activities were and will continue (during project implementation, in on-line or within a "face-to-face" set-up) to be included as well: workshops, site visits, training, and coaching activities, which target both cluster organisations and their members (especially SMEs).

The short-term exchanges are developed and implemented to support cluster excellence capacity building by:

- providing on-the-job training for visiting participants;
- fostering the sharing of experience and information between visiting organisation and host organisation on the obstacles and challenges as well as potential solutions in pre-identified areas;
- enhancing market access and identification of potential partners for new and established cluster organisations / SMEs / technology centres;
- supporting the networking between participating clusters and clusters from different COSME participating countries;
- sharing of knowledge and experience.



<https://clustercollaboration.eu/>



<https://clustercollaboration.eu/clusterchange>

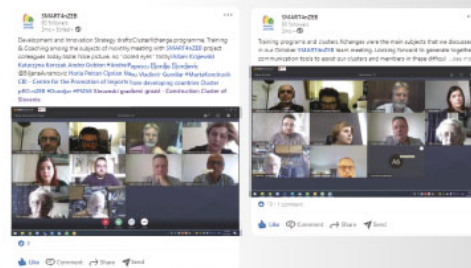
## Clusters' development and Innovation strategies

SMART4nZEB allows the partnering clusters to develop individual comprehensive strategies, with a view to support the growth and the competitiveness of their members, as well as a roadmap for the strategy implementation, which will contribute to the up building of synergies and value chains between the 3 key sectors: construction, energy efficiency (EE) and energy from renewable sources (RES).



## Networking, communication, dissemination, exploitation of results

Raising the quality of new and renovated buildings is one important pillar in the SMART4nZEB project. One of the main objectives of the partnering clusters is to engage in coordinated communication activities meant to promote the nZEB concept among relevant stakeholders and therefore increase the demand for nZEB in the region.



## Get in touch with us

for more information on how you can contribute an effective implementation of **nearly Zero Energy Buildings (nZEB)**.

- Write to us at [pro-nzeb@lncd.ro](mailto:pro-nzeb@lncd.ro)
- Follow us on Facebook [@SMART4nZEB](https://www.facebook.com/SMART4nZEB)
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This brochure was funded by the European Union's COSME Programme.

## **Notes**

**The digital version of the SMART4NZEB project flyer (English) can be found here:**

[https://www.pro-nzeb.ro/wp-content/uploads/2021/03/20200702-SMART4NZEB-FLYER\\_REV\\_AP-FINAL-EN.pdf](https://www.pro-nzeb.ro/wp-content/uploads/2021/03/20200702-SMART4NZEB-FLYER_REV_AP-FINAL-EN.pdf)

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**The hard copy versions of the SMART4NZEB project brochure & flyers were created to be used during physical events.**

## 5. Project Power Point Presentation Template

At the beginning of the SMART4NZEB project, a power point project presentation template was prepared and made available to the project consortium (pRO-nZEB, SGG, PSDiK, PRO-Akademia, DUNDJER). This was meant to provide the project partners with the main visual identity (graphical) elements and general setup (as draft example) needed for the various presentations conducted during the implementation of the project. Each partner adapted the template and added or translated the content based on the scope and destination of their presentation (e.g., trainings, workshops, national / international events), while preserving the requirements related to the Visibility of EU Funding and visual identity and consistency of the agreed project communication guidelines.







This Project is funded by the European Union's COSME Programme.

# SMART4NZEB

## Strengthening clusters Management Activities and Running Trans-national for implementation of nearly Zero Energy Buildings



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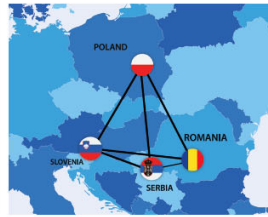
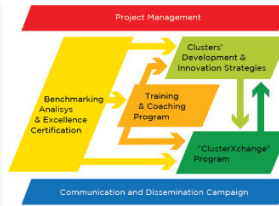
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Subtitle

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Partner	Specialization	Construction	Energy Efficiency	Sustainability	Networks/Internationalization	Training
	CLUSTER pRO nZEB	■	■	■	■	■
	SGGCCS	■	■	■	■	■
	PSDiK	■	■	■	■	■
	PRO-AKADEMIA	■	■	■	■	■
	DUNDER	■	■	■	■	■



# Thank you for your attention!

Write to us at [pro-nzeb@lncd.ro](mailto:pro-nzeb@lncd.ro)

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Follow us on Facebook @smart4nzeb

Follow us on LinkedIn SMART4nZEB

Name

Role & Description / Other Details

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## 6. Project Videos (Short videos / Public videos)

Each project partner prepared short videos to promote & disseminate project objectives, activities and results.

List with the main videos prepared by the SMART4NZEB project partners:

### 6.1 PRO-Akademia

Video 1 – About the project

[https://www.youtube.com/watch?v=ziCO2uSAciM&ab\\_channel=ProAkademia](https://www.youtube.com/watch?v=ziCO2uSAciM&ab_channel=ProAkademia)

Video 2 – About the ClusterXchange programme

[https://www.youtube.com/watch?v=NvK6VnBJI7Y&ab\\_channel=ProAkademia](https://www.youtube.com/watch?v=NvK6VnBJI7Y&ab_channel=ProAkademia)

Video 3 – SMART4NZEB: 3 tips for cutting your energy costs

[https://www.youtube.com/watch?v=UDFFpKhJTJQ&ab\\_channel=ProAkademia](https://www.youtube.com/watch?v=UDFFpKhJTJQ&ab_channel=ProAkademia)

### 6.2 PSDiK

Video 1 – General project information

[https://www.youtube.com/watch?v=yxaGfA8H5uk&ab\\_channel=PolskiKlasterBudowlany](https://www.youtube.com/watch?v=yxaGfA8H5uk&ab_channel=PolskiKlasterBudowlany)

Video 2 – Energy saving methods

[https://www.youtube.com/watch?v=kDQN4Q0Tckc&ab\\_channel=PolskiKlasterBudowlany](https://www.youtube.com/watch?v=kDQN4Q0Tckc&ab_channel=PolskiKlasterBudowlany)

Video 3 – About the ClusterXchange programme

[https://www.youtube.com/watch?v=WDKCUCKqauk&ab\\_channel=PolskiKlasterBudowlany](https://www.youtube.com/watch?v=WDKCUCKqauk&ab_channel=PolskiKlasterBudowlany)

### 6.3 pRO-nZEB

All videos (+other info) prepared by pRO-nZEB:

<https://www.pro-nzeb.ro/proiect/smart4nzeb-strengthening-clusters-management-activities-and-running-trans-national-for-implementation-of-nearly-zero-energy-buildings/>

Video 1 – About the SMART4NZEB project

<https://www.linkedin.com/feed/update/urn:li:activity:6762299724277039104>

Video 2 – About the first year of the SMART4NZEBC project

<https://www.linkedin.com/feed/update/urn:li:activity:6762073649227853824>

<https://www.facebook.com/smart4nzeb/posts/240934720856135>

Video 3 – Cristiana Croitoru, UTCB (feedback)

[https://www.pro-nzeb.ro/proiect/smart4nzeb-strengthening-clusters-management-activities-and-running-trans-national-for-implementation-of-nearly-zero-energy-buildings/s4n\\_video\\_003\\_cristiana\\_rev0/](https://www.pro-nzeb.ro/proiect/smart4nzeb-strengthening-clusters-management-activities-and-running-trans-national-for-implementation-of-nearly-zero-energy-buildings/s4n_video_003_cristiana_rev0/)

Video 4 – Sonia Raetchi, ateliernzeb.ro (feedback)

[https://www.pro-nzeb.ro/proiect/smart4nzeb-strengthening-clusters-management-activities-and-running-trans-national-for-implementation-of-nearly-zero-energy-buildings/pro-nzeb\\_video004\\_sonia\\_rev0/](https://www.pro-nzeb.ro/proiect/smart4nzeb-strengthening-clusters-management-activities-and-running-trans-national-for-implementation-of-nearly-zero-energy-buildings/pro-nzeb_video004_sonia_rev0/)

Video 5 – First national workshop in Romania (recording)

<https://youtu.be/nXPQjx0Xzq4?t=8917>

Video 6 – Second national workshop in Romania (recording)

<https://youtu.be/7zA74udlko8>

## 6.4 SGG

Video 1 - Primoz Zorec, COGREEN (feedback)

[https://www.youtube.com/watch?v=fTB48I\\_IHS4](https://www.youtube.com/watch?v=fTB48I_IHS4)

<https://www.linkedin.com/feed/update/urn:li:activity:6772919540507578368>

<https://www.linkedin.com/feed/update/urn:li:activity:6835496800225423360>

[https://www.linkedin.com/posts/vladimirgumilar\\_smart4nzeb-cxc-video-statement-primoz-zorec-activity-6772918814477737984-PBWN](https://www.linkedin.com/posts/vladimirgumilar_smart4nzeb-cxc-video-statement-primoz-zorec-activity-6772918814477737984-PBWN)

<https://www.facebook.com/plugins/post.php?href=https%3A%2F%2Fwww.facebook.com%2Fslovenskigradbenigrozdz%2Fposts%2F1429390280726416>

[https://twitter.com/sgg\\_ccs/status/1367155796748943367](https://twitter.com/sgg_ccs/status/1367155796748943367)

[https://twitter.com/sgg\\_ccs/status/1374723810822328322](https://twitter.com/sgg_ccs/status/1374723810822328322)



<https://twitter.com/vgumilar1/status/1367154883699347458>

Video 2 - Smart4NZEB Presentation of a cluster partnership in the field of almost zero energy construction (project presentation)

<https://youtu.be/3ipxL4DW4nE>

Video 3 - Smart4NZEB presentation of ClusterXChange long-distance exchanges

[https://youtu.be/g26wxtQU7\\_M](https://youtu.be/g26wxtQU7_M)

## 6.5 DUNDJER

Video 1 - Introduction of cluster Dundjer at SMART4NZEB project

[https://www.youtube.com/watch?v=z8WmTEjXVWo&ab\\_channel=BiljanaAvramovic](https://www.youtube.com/watch?v=z8WmTEjXVWo&ab_channel=BiljanaAvramovic)

Video 2 - Certificates for participants - ClusterXchange

[https://www.youtube.com/watch?v=9598310Js64&ab\\_channel=BiljanaAvramovic](https://www.youtube.com/watch?v=9598310Js64&ab_channel=BiljanaAvramovic)

Video 3 - STABILPROJEKT – example of circular construction

[https://www.youtube.com/watch?v=i1ZPc8LVI34&ab\\_channel=BiljanaAvramovic](https://www.youtube.com/watch?v=i1ZPc8LVI34&ab_channel=BiljanaAvramovic)

Video 4 - Belgrade on Waterfront Mr Boban Velickovic

[https://www.youtube.com/watch?v=7PZRzPeY8YA&ab\\_channel=BiljanaAvramovic](https://www.youtube.com/watch?v=7PZRzPeY8YA&ab_channel=BiljanaAvramovic)

Video 5 - VAGRES - ENGINEERING – building material depot

[https://www.youtube.com/watch?v=NkLDITn89Qs&ab\\_channel=BiljanaAvramovic](https://www.youtube.com/watch?v=NkLDITn89Qs&ab_channel=BiljanaAvramovic)

Video 6 - Vagres City

[https://www.youtube.com/watch?v=AO6v7TNzY1Q&ab\\_channel=BiljanaAvramovic](https://www.youtube.com/watch?v=AO6v7TNzY1Q&ab_channel=BiljanaAvramovic)

Video 7 - Vagres City 2

[https://www.youtube.com/watch?v=ZNNX5HseXeQ&ab\\_channel=BiljanaAvramovic](https://www.youtube.com/watch?v=ZNNX5HseXeQ&ab_channel=BiljanaAvramovic)

Video 8 - Dundjer presents insulation materials

[https://www.youtube.com/watch?v=44YV5ge1jaM&ab\\_channel=BiljanaAvramovic](https://www.youtube.com/watch?v=44YV5ge1jaM&ab_channel=BiljanaAvramovic)

Video 9 - Dundjer training center

[https://www.youtube.com/watch?v=SWd-9FO9mAA&ab\\_channel=BiljanaAvramovic](https://www.youtube.com/watch?v=SWd-9FO9mAA&ab_channel=BiljanaAvramovic)

Video 10 - Faculty of Mechanical Engineering Nis

[https://www.youtube.com/watch?v=UIxQDVFrUs&ab\\_channel=BiljanaAvramovic](https://www.youtube.com/watch?v=UIxQDVFrUs&ab_channel=BiljanaAvramovic)

Video 11 - Mini solar power plant on the roof of the electronic faculty

[https://www.youtube.com/watch?v=x61OSTNqDdE&ab\\_channel=BiljanaAvramovic](https://www.youtube.com/watch?v=x61OSTNqDdE&ab_channel=BiljanaAvramovic)

Video 12 - MKS device for measuring and optimizing energy consumption

[https://www.youtube.com/watch?v=s7hsz8NwrVQ&ab\\_channel=BiljanaAvramovic](https://www.youtube.com/watch?v=s7hsz8NwrVQ&ab_channel=BiljanaAvramovic)

Video 13 - Pistia Banjica

[https://www.youtube.com/watch?v=-Q22x8yRg-s&ab\\_channel=BiljanaAvramovic](https://www.youtube.com/watch?v=-Q22x8yRg-s&ab_channel=BiljanaAvramovic)

## 7. Other promo materials (examples)

Based on the visual identity, further promotional materials were prepared to promote the various activities under the SMART4NZE B project. Some examples are further presented.

### Virtual Exchange Presentation Page (Example from the first Virtual Exchange)

**Strengthening clusters Management Activities and Running Trans-national for implementation of nearly Zero Energy Buildings**

**SMART 4NZE B**

Follow us on Facebook @smart4nzeb

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Follow us on LinkedIn SMART4nZEB

# VIRTUAL EXCHANGES

## EVENTS in JANUARY & FEBRUARY 2021

**CONNECT LEARN SHARE**

#smart4nzeb #ESCP-4X #clusterXchange #ECCP #clusters #nZEB

**ABOUT**  
The Virtual Exchange event is organized under the ClusterXchange scheme, by the SMART4NZE B partnership. The event seeks to facilitate transnational cooperation, peer learning, networking, and innovation uptake between stakeholders activating in several industry sectors: construction, energy efficiency, and energy from renewable sources.

**WHO IS JOINING & WHO CAN YOU MEET?**  
SMEs, Research and Education Institutions, Public Authorities, and other stakeholders interested in the spread and implementation of nearly Zero Energy Buildings in Poland, Romania, Serbia, and Slovenia.

**WHEN?**  
**Weekly, every MONDAY :: 10:00-14:00hrs CET**  
**from 18 January 2021, until 22 February 2021**

Day 1 - 16 January	Day 2 - 25 January	Day 3 - 1 February	Day 4 - 8 February	Day 5 - 15 February	Day 6 - 22 February
Main Topics & Activities: Getting to know each other and learning on how to communicate efficiently - training, workshop	Main Topics & Activities: nearly Zero Energy Buildings - training, B2B meetings, workshop	Main Topics & Activities: Circular Economy - training, B2B meetings, workshop	Main Topics & Activities: Globalization and Internationalization - training, B2B meetings, workshop	Main Topics & Activities: Industry - Competences and Digital Transformation Plan - training, B2B meetings, workshop	Main Topics & Activities: Funding opportunities and how to write project proposals - training, B2B meetings, workshop

**WHY SHOULD YOU JOIN?!**  
You connect with regional stakeholders; expand your network, connect with top experts, build trust, boost your role in the region, find new business opportunities & partners, learn and share experience and knowledge, and many more...  
You learn about trending topics: nearly Zero Energy Buildings, Circular Economy, Globalization & Internationalization, Digital Transformation, EU Funding Opportunities and how to access them.  
You get recognition and make your voice heard: Participants receive a certificate from the SMART4NZE B consortium and are short listed for receiving financial assistance in view of participation in face-to-face ClusterXchange visits expected to take place in late 2021.  
Attendance is for free - all costs are covered by the EU and partnering clusters.

**REQUIREMENTS**  
Participants should be representing organizations (SMEs and public or private scaling-up support organizations - technology centers, research institutes, fab labs, (digital) innovation hubs, creative hubs, resource-efficiency service providers, incubators and accelerators) and comply with certain rules: (1) undertake a registration process @ ClusterXchange IT TOOL; (2) sign a Commitment to Quality; (3) participate in all 6 days Virtual Exchange activities.

**LEARN MORE AND REGISTER**  
Find out more about this event and the advantages of being part of it, by contacting one of the SMART4NZE B partnering Cluster in your country.

**POLAND**  
PRO-Akademia: <https://www.proakademia.eu/>  
PSDiK: <https://polskiestowarzyszenie.pl/>

**ROMANIA**  
PRO-nZEB: <https://www.pro-nzeb.ro/>

**SERBIA**  
DUNDJER: <https://dundjer.co.rs/>

**SLOVENIA**  
SGG: <https://www.sgg.si/en/>

Learn more about the ClusterXchange programme @ <https://www.clustercollaboration.eu/tags/clusterxchange>

Co-funded by the European Union's COSME Programme

Research and Innovation Centre PRO-AKADEMIA

CLUSTER pro nZEB

DUNDER

ESCP@X SMART4NZE B Partnership

PSDiK POLSKIE STOWARZYSZENIE GOSPODARSTWA I KONSULTINGOWE

SGGCCS SLOVENSKA GRADENI GROUD

buildingSmart

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## ClusterXchange Presentation Page Template (Example from ClusterXchange in Romania – draft template)

**WHY SHOULD YOU JOIN?!**

You connect with regional stakeholders; expand your network; connect with top experts; build trust; boost your role in the region; find new business opportunities & partners; learn and share experience and knowledge; and much more.

**ABOUT**

This **ClusterXchange** event is organized under the **SMART4NZEB** project (COSME-CLUSTER 2018-03-02 European Cluster Excellence Programme).

The event seeks to facilitate transnational cooperation, peer learning, networking, and innovation uptake between stakeholders activating in several industries: **construction, energy efficiency, and energy from renewable sources.**

**WHO IS JOINING?!**

The event will bring together participants from **Romania, Serbia, Slovenia and Poland** - they will be representing SMEs and public or private scaling-up support organizations - technology centers, research institutes, fab labs, (digital) innovation hubs, creative hubs, resource-efficiency service providers, incubators and accelerators.

**ClusterXchange**  
INTERNATIONAL EVENT  
One week in Bucharest, Romania  
25 - 29 October 2021

Co-funded by the European Union's COSME Programme

EUROPEAN CLUSTER COLLABORATION PLATFORM

Research and Innovation Centre PRO-AKADEMIA

CLUSTER pRO nZEB

PSDiK POLSKIE STOWARZYSZENIE DORADZCIE I KONSULTINGOWE

SGGCCS GOSPODARSTWA GRAZDZENIOWO

DUNDER buildingSMART

Note: The above image is a template containing information (e.g., date) that is yet to be updated.

## National Workshop Presentation Page & Agenda (Example from the second National Workshop in Romania)

**WORKSHOP nZEB**

11 noiembrie 2021  
14:00-17:00, via ZOOM

www.pro-nzeb.ro

**AGENDĂ EVENIMENT**

14:00-14:10	Căvânt deschidere (10')
14:10-14:50	Sesiune I – Prezentări din partea Clusterului pRO-nZEB (40')
	Prezentare I – Proiectul SMART4nZEB (15')
	Andrei Popescu (director proiect SMART4nZEB)
	Dr. Ing. Horia Petras (președinte pRO-nZEB)
	Prezentare II – Studiul implementării conceptului nZEB în România - Contribuția Clusterului pRO-nZEB - proiecte de referință, vizuine (25')
14:50-15:50	Sesiune II – Prezentări din partea invitaților (60')
	Prezentare I – Școli la standarde nZEB în sectorul 6, primul proiect pilot dezvoltat de o autoritate publică locală (30')
	Raluca Teodosiu (TUD Group)
	Lucian Dabălaru (Primăria Sectorului 6)
	Prezentare II – Studii de caz - implementare concept nZEB (30')
	Ancașa Măgurean (UTCN / AAECR)
15:50-16:00	Pauză 10 minute
16:00-16:50	Sesiune III – Sesiune de consultări; întrebări și răspunsuri - direct și transmise în prealabil și / sau în chat (50')
16:50-17:00	Concluzii; Activități următoare în Proiectul SMART4nZEB; Închiderea atelierului de lucru (10')

**CLUSTER pRO nZEB**