



# MAKING TRUSTED SUSTAINABLE COMPANIES



InnoEnergy



Funded by the  
European Union

MAKING CONNECTIONS



# THE POWER OF NETWORK

**6** REGIONAL OFFICES  
**24** SHAREHOLDERS

ACTIVITIES IN MORE THAN **24** COUNTRIES



A large white offshore wind turbine with three blades, one of which has a red tip. It is mounted on a yellow jacket structure over the ocean. The sky is clear blue.

WE ARE THE  
**TRUSTED**  
**INNOVATION**  
**ECOSYSTEM**  
FOR  
**SUSTAINABLE**  
**ENERGY**  
**IN EUROPE**

THE LARGEST  
**SUSTAINABLE**  
**ENERGY ACCELERATOR**  
IN THE **WORLD**

**330+**  
STARTUPS

MORE THAN **500**  
**PROJECT**  
**ASSOCIATES**  
& **PARTNERS**



# PROJECTS THROUGHOUT EUROPE

**3** FIELDS OF ACTION:



**EDUCATIONAL  
PROGRAMMES**



**COLLABORATIVE  
INNOVATION  
PROJECTS**



**SUPPORT FOR  
START-UPS**



# THEMATIC FIELDS & TECHNOLOGY FOCUS



Smart and efficient buildings and cities



Nuclear instrumentation



Energy efficiency



Energy storage



Energy for transport and mobility



Renewable energies



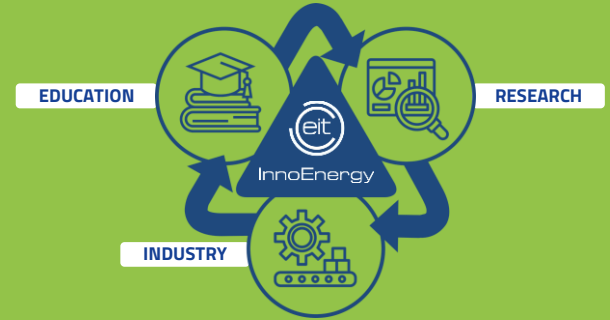
Smart electric grid



Energy for circular economy



# THE KNOWLEDGE TRIANGLE



- Strengthen EU innovation
- Creates tomorrow's entrepreneurs
- Increases sustainable growth
- Encourages global competitiveness
- Cultural and social transformation

# PARTNERS IN THE ECOSYSTEM



# TRANSFORMATION TOWARDS SUSTAINABILITY

The European Green Deal, the Davos Manifesto of the World Economic Forum, Agenda 2030... The purpose of the company, how it is defined and how it is managed, is key to its perception and performance. Sustainability can no longer be considered as a collateral, but rather as a strategic matter. Businesses need to have a positive impact on society and the environment to ensure their future and that of the planet.

## COMMUNITY ENGAGEMENT FOR A BETTER WORLD

Sustainability must make the leap from the small circles of sustainability networks and become mainstream.



### CONSUMER-GOODS' BRANDS THAT DEMONSTRATE COMMITMENT TO SUSTAINABILITY OUTPERFORM THOSE THAT DON'T

10-12-2015



66% of Global Consumers Say They're Willing to Pay More for Sustainable Brands—Up 55% From 2014.  
73% of Global Millennials Are Willing to Pay Extra for Sustainable Offerings—Up From 50% in 2014



There is a subtle shift among global societal aspirations towards the good life. Rather than the pursuit of money & status, recent research suggests consumers are collectively beginning to seek balance and simplicity, along with greater connection to family, community and the environment as foundations of a life well lived.

Consumers are beginning to expect more from the brands they choose to support. For brands to remain competitive amidst a changing landscape, they must evolve with new generations of consumers.

“Over decades of consulting citizens worldwide, we have never felt a moment of more urgency and opportunity for brands to connect with their customers on the topic of healthy and sustainable living. We think the co-benefits are unprecedented.”

Eric Whan, Director, GlobeScan



### Google Trends

According to Google Trends, over the past 90 days search interest in “How to live a sustainable lifestyle” has increased by more than 4,550%.

Apr 22, 2020. Kate Brandt, Sustainability Officer.



### Defining the Competitive and Financial Advantages of Corporate Responsibility and Sustainability

Corporate responsibility and sustainability practices have great potential to deliver financial returns on investment as well as related business and competitive benefits such as:

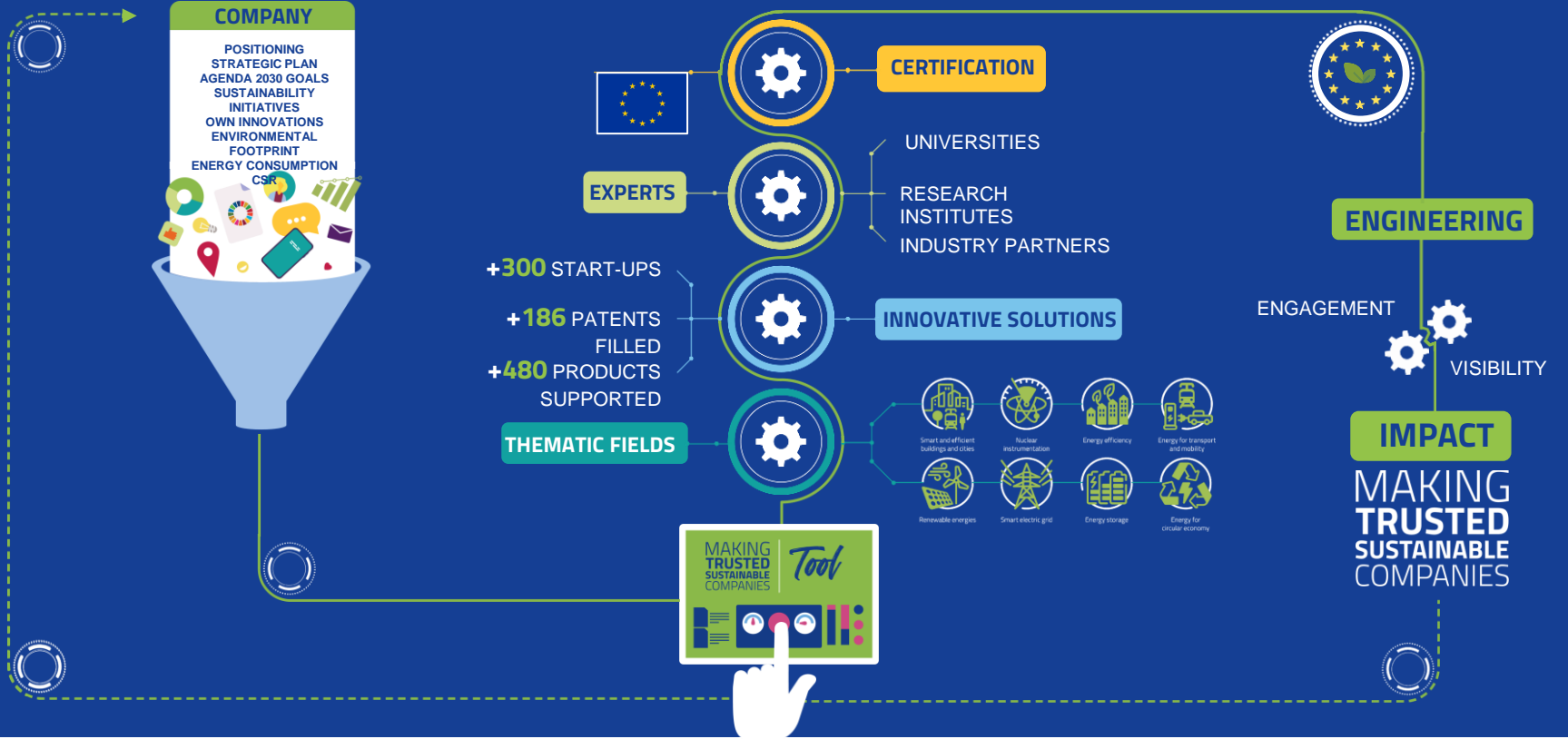
- Sales revenue by up to 20%
- Increase market value up to 6%
- Customer satisfaction by up to 10%
- Productivity by up to 13%
- Decrease employee turnover by up to 50%



# MAKING TRUSTED SUSTAINABLE COMPANIES

An **EIT INNOENERGY INITIATIVE** that seeks to give credibility and make a real impact on the brand/company's **SUSTAINABLE ACTIONS AND COMMUNICATIONS**.

A working methodology certified by **EIT InnoEnergy** throughout Europe, which has a **direct impact** on the **company, on industry and on society**.



# Transformation towards Sustainability

## IDENTIFY

Identifying the current sustainability context of your company's activity or specific area

## EVALUATE

Evaluate and highlight the impact of sustainability actions through a set of KPIs

## VISIBILITY

Visibility and engagement with stakeholders through a practical dashboard

## IMPROVE

Continuous improvement in sustainability through **EIT InnoEnergy** ecosystem's solutions



**IMPACT**





# FELIZIUDAD

*Sustainable neighborhoods improve quality of life, get certified!*



# RENAULT

## ENGINEERING

- **BANDERA FeliZiudad** Sustainable neighbourhoods
- **CRITERIA TO ASSESS** both citizen and public administration initiatives
- **CERTIFIED** by EIT InnoEnergy



## ENGAGEMENT

- **OPEN TO ALL** citizens, local communities and public administration to participate
- Roadshow, workshops, **OPEN ACCESS** to data and projects.



## VISIBILITY

- FeliZiudad **WEBSITE**: <https://feliziudad.renault.es/>
- **ADS** onTV, press, socialmedia
- Gaining reputation in the market, repositioning the brand, **TOP OF MIND** of sustainability.



 <https://www.youtube.com/watch?v=3JBaKetB5R4>

 <https://www.youtube.com/watch?v=Di-BTxkFLFE>

# FeliZiudad

## Municipio, Barrio

- (Blank)
- Barcelona
- Bilbao
- Madrid
- Sevilla

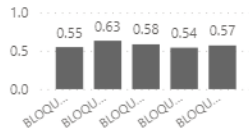
## Barrios analizados por Comunidad Autónoma



## Puntuación promedio (%) certificación barrio

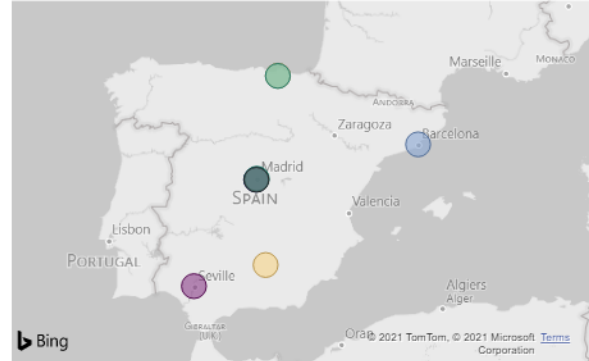


## Puntuación por bloques



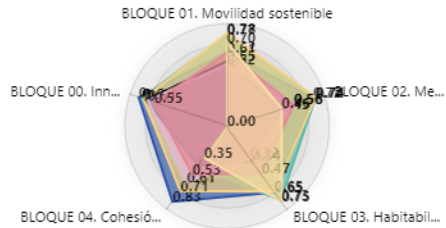
## Barrios analizados

Barrio ● Argüelles ● Casco V... ● Cuatro ... ● La Alam... ● La Vieja ● Malasaña...



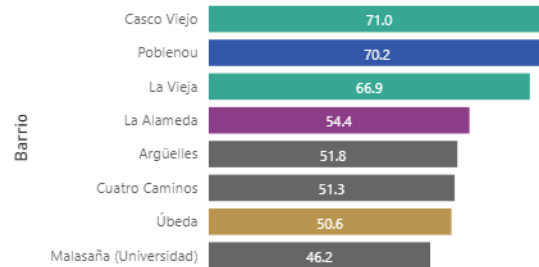
## Puntuación por Bloque y Barrio

Barrio ● Poblenou ● Argüelles ● La Vieja ● Casco Viejo



## Puntuación total (%) por barrio

Municipio ● Barcelona ● Bilbao ● Madrid ● Sevilla ● Úbeda



2.6

Iniciativas FeliZiudad por barrio

7

Nº total de iniciativas FeliZiudad

Revisión  
2020-12-22



## FeliZiudad

*Sustainable neighborhoods  
improve quality of life, get  
certified!*



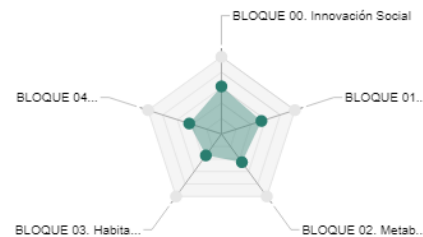
# FeliZiudad

Bloque	First Código indicador	Unidad	Resultado	Puntuación en certificación
<b>BLOQUE 00. Innovación Social</b>				
Número de iniciativas ciudadanas FeliZiudad	B00.1	Iniciativas/1.000 hab.	0.13	6.29
Impacto global iniciativas FeliZiudad	B00.2	Ptos inic./1.000 hab.	2.07	6.04
<b>BLOQUE 01. Movilidad sostenible</b>				
Personas lesionadas en accidentes de tráfico	B01.1	%	-1.63	0.41
Superación de los límites de emisiones NO2	B01.2	µg/m3	38.58	5.71
Superación de los límites de emisiones PM10	B01.3	µg/m3	21.83	3.17
Proporción de vehículos eléctricos	B01.4	%	0.87	4.33
Reparto modal sostenible	B01.5	%	71.00	4.73
Cobertura de red de transporte público	B01.6	%	100.00	10.00
Cobertura de la red de bicicletas	B01.7	%	100.00	10.00
Puntos de recarga eléctricos	B01.8	%	5.26	5.26
<b>BLOQUE 02. Metabolismo Urbano</b>				
Emisiones de CO2 sectores difusos	B02.1	%	-10.00	5.00
Emisiones de CO2 sectores ETS	B02.1	%	-30.00	7.05
Consumo de agua	B02.2	lts/día por hab.	143.00	0.00
Generación de residuos	B02.3	kg/día por hab.	1.06	10.00
Recogida separada de residuos	B02.4	%	20.41	2.04
<b>BLOQUE 03. Habitabilidad Urbana</b>				
Densidad de vivienda	B03.1	Viviendas/ ha	234.16	3.82
Equilibrio urbano	B03.2	m	283.99	0.00
Espacio de estancia	B03.3	m2/hab	1.28	0.86
Equilibrio de usos	B03.4	%	34.82	7.59
Espacio verde	B03.5	m2/hab	1.12	1.12
Cobertura de áreas verdes	B03.6	%	85.96	7.19
<b>BLOQUE 04. Cohesión Social</b>				
Índice de envejecimiento	B04.1	Pers. mayores/100 niños	201.02	0.00
Población extranjera	B04.2	% desviación	60.05	0.00
Renta familiar disponible	B04.3	% desviación	7.19	10.00
Paro total registrado (% desviación)	B04.4	% desviación	-14.24	8.59
Paro total registrado (%)	B04.4	%	10.16	1.40

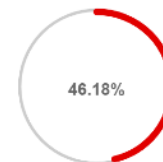
Municipio, Barrio  
 Madrid (Municipio) + Malasaña (Universida...)

## Puntos alcanzados por Bloque

● % puntos máximos ● % puntos alcanzados



Puntuación (%)  
certificación barrio



Revisión  
2020-12-22



## FeliZiudad

*Sustainable neighborhoods  
improve quality of life, get  
certified!*



# Golf 18.Zero Project by RFEG

*Driving sustainability performance*



## ENGINEERING

- **KPIs** for sustainable development
- Evaluate the **IMPACT** of sustainability **initiatives by RFEG**
- **SOLUTIONS** by **EIT InnoEnergy**

## ENGAGEMENT

- **CUSTOMERS** via communication channels
- **STAFF** and **PARTNERS**
- **OTHER GOLF CLUBS, SPONSORS**

## VISIBILITY

- Sustainability section in **WEBSITE**
- **PRESS, SOCIAL MEDIA**
- Gaining **REPUTATION** in the market, repositioning the brand, top of mind in sustainability.





## Embracing Sustainability by GAM

*Engage a real impact to deliver sustainable development*



### ENGINEERING

- **KPIs** for sustainable development
- Evaluate the **IMPACT** of sustainability **initiatives by GAM**
- **SOLUTIONS** by **EIT InnoEnergy**

### ENGAGEMENT

All company stakeholders:

- **CUSTOMERS** via communication channels
- **STAFF** and **PARTNERS**
- **SHAREHOLDERS**
- **OTHERS** (rating agencies, governments, etc.)

### VISIBILITY

- Sustainability section in **WEBSITE**
- **PRESS, SOCIAL MEDIA**
- Gaining **REPUTATION** in the market, repositioning the brand, top of mind in sustainability.





# PORT+LOGISTICS

*The goal is not to reduce the activity but to transform it: create a positive impact!*



## ENGINEERING

- **KPIs** for sustainable development
- Evaluate the **IMPACT** of sustainability **initiatives**
- **SOLUTIONS** by EIT InnoEnergy

## ENGAGEMENT

- **CUSTOMERS** via communication channels
- **STAFF** and **PARTNERS**
- **OTHERS** (Governments, local businesses, citizens, etc.)

## VISIBILITY

- Sustainability section in **WEBSITE**
- **PRESS, SOCIAL MEDIA**
- Gaining **REPUTATION** in the market, repositioning the brand, top of mind in sustainability.



# PORT+TOURISM

*The goal is not to reduce the activity but to transform it: create a positive impact!*



## ENGINEERING

- **KPIs** for a sustainable experience in the city
- **CRITERIA TO ASSESS** both tourist's and organization's sustainable initiatives and contribution
- **SOLUTIONS** by EIT InnoEnergy

## ENGAGEMENT

- Engage tourists for a **SUSTAINABLE STAY** in the city
- **STAFF** and **PARTNERS**
- **LOCAL BUSINESSES** to contribute with a positive impact

## VISIBILITY

- Sustainability section in **WEBSITE**
- **PRESS, SOCIAL MEDIA**
- Gain **REPUTATION** as an industry that can have a positive impact in the city, repositioning the brand, top of mind in sustainability.





# GEN Z PROJECT THE GREEN COPRODUCTION

*Creating audiovisual content for the new generations*



## ENGINEERING

- **CREATING CONTENT** for fictional series based on science, innovation & entrepreneurship.
- **KPIs** by **EIT InnoEnergy**
- **100% GREEN CO-PRODUCTION** with solutions by **EIT InnoEnergy**

## ENGAGEMENT

- Young consumers (**GEN Z**)
- Via audiovisual **CONTENT**



## VISIBILITY

- Series onTV/streaming, games, movies, etc.
- OTT, website & socialmedia
- From storytelling to story doing: sustainable model

## PROJECT BENEFITS

- **Positioning** as a leader in sustainable development and innovation in its sector.
- Alignment with all **clients and stakeholders interested in sustainability**, improving relationships and enhancing the growth of the company.
- Production of marketing and communication content related to sustainability.
- **Connect the brand** with the largest sustainable energy innovation ecosystem in Europe, **EIT InnoEnergy**.
- Promotion of the project and the company within the EU & **EIT InnoEnergy ecosystem**.
- Provide differentiation for public / private **tenders** through sustainability and alignment with the SDGs.
- **Encompass the company's sustainability initiatives** and use the transformation project as a **roadmap in the company's strategy**, establishing objectives for a transition towards sustainability in line with national and international policies.

# MAKING TRUSTED SUSTAINABLE COMPANIES



InnoEnergy



Funded by the  
European Union

**Stay competitive, be sustainable**