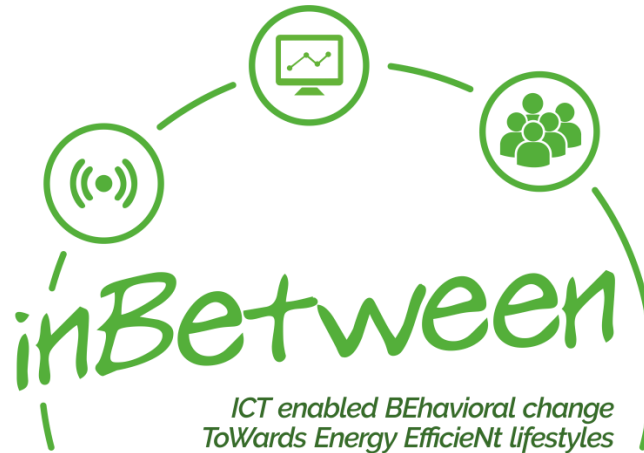# D6.8– DISSEMINATION AND AWERENESS PLAN

Due date of deliverable: 31 January 2018
Actual submission date: 31 January 2018

LEADER: RINAC

DISSEMINATION LEVEL

PU	Public	x
CO	Confidential, only for members of the consortium (including the Commission Services)	

HISTORY

Version	Description	Lead author	Date
V0	Draft deliverable	RINAC	18.12.2017
V1	Check - deliverable reviewer	PUP	22.01.2018
Final	Final version of the deliverable	RINAC	31.01.2018

DISCLAIMER

EXECUTIVE SUMMARY

This report aims to preliminary describe the dissemination and awareness plan in the framework of the INBETWEEN project. The goal is to reach the widest dissemination of the foreground generated by the INBETWEEN project and raise public awareness about the methodology developed in order to assist users with ICT technologies to create efficient lifestyle. In this framework a strong communication strategy must be set up in order to reach the targeted impact. To reach these goals, the whole consortium is obliged to conduct dissemination activities. This report offers an overview on planned dissemination activities and communication tools that will be developed to reach as many stakeholders as possible.

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1   INTRODUCTION

The objective of the Dissemination and awareness plan is to identify and organize the activities to be performed in order to promote the commercial exploitation of the project's results and the widest dissemination of knowledge from the project. The plan is expanded in two directions: towards the marketing activities in order to enhance the commercial potential of the system and towards the notification of project's results in the scientific community, EC and general RTD sector.

The present document constitutes Deliverable D6.8 (dissemination and awareness plan) in the framework of WP6 (Exploitation and Dissemination activities), regarding Task 6.4 (Dissemination and Communication strategy). This report summarizes the consortium's strategy and concrete actions to disseminate the foreground generated by the project. The present preliminary plan helps participants to establish the basis for the dissemination and use of foreground, and prepares to implement their strategy. This document establishes the baseline to allow consortium performing specific action and the results achieved will be collected in two different documents due later on. More specifically in month 18 – April 2019 – it is foreseen the delivery of the first release of dissemination activities report and in month 36 – September 2020 - the second release.

Dissemination is a horizontal activity and concentrates on disseminating the results of INBETWEEN project itself to a wide range of existing or potential stakeholders. The practical experience and guidance to emerge from the project work will be of relevance to an array of stakeholders within EC and beyond and will be of value across different sectors and internationally. To fulfil these aims, the INBETWEEN project will work through various carefully focused groups and committees through formal and informal mechanisms.

All, industrial and academic partners, will play active roles in the dissemination. Project results will give to partners the opportunity to exchange best practices and ideas. For the partners from industry, the business cases will form the key part of the dissemination activity. For the academic partners, consultancy to business and contractual research and development will be a significant part of dissemination, besides the normal channels of publications, conference papers, workshop organization, and for academic partners the educational courses at university sites.

There are two main objectives linked with this Communication and Dissemination Plan:

- To share and align the knowledge developed in the initiative with different stakeholders.
- To communicate to the public and contribute to the awareness on impact behavior change and impact on energy efficiency.

Moreover a third, transversal objective will also be addressed: the aim to contribute to the awareness of the European brand will be presented throughout all the communication initiatives. This means:

- trying to spread a general knowledge of the huge investment, that European institutions are making, towards the improvement of the European community itself in terms of R&D,
- how this improvement has an impact on the wellbeing and prosperity of European society.

2 DISSEMINATION AND AWARENESS STRATEGY

The goal of communication activities is to reach the widest dissemination of the foreground generated by the INBETWEEN project and raise public awareness about the methodology developed in order to assist users with ICT technologies to create efficient lifestyle. In this context, a strong communication strategy must be set up in order to reach the targeted impact. The whole consortium should commit to perform dissemination activities and proactively look for dissemination opportunities (dissemination channels, contribution to presenting project results publicly, prepare scientific publications). The basic criteria will be the following:

- target audiences and contents carefully identified;
- communication messages formulated in accordance with the target audience;
- information channels and tools carefully identified in order to optimally reach the target audience and to clearly convey the project ideas.

2.1 OBJECTIVES

The objectives of the dissemination activities within the framework of the INBETWEEN project:

- to provide up-to-date information about the INBETWEEN project;
- to increase the level of awareness of the INBETWEEN results in the industrial community;
- to share the technical results of the INBETWEEN project with the scientific community;
- to promote the research and receive useful inputs from other scientists and communities;
- to create a strong base for future partnerships, collaborations, and information exchange between relevant communities;
- to create European communication channels within industry and scientific communities;
- to attract potential customers;
- to gather feedback from peers, experts, scientists, researchers, potential customers, industry, and the general public.

2.2 TARGET AUDIENCE

The main focus for all dissemination activities is on the ICT technologies, energy efficiency, instrument needed to guide user to an efficient lifestyle and the building sector in general. The most outstanding stakeholders targeted in the communication strategy are:

- **Technology providers of smart home devices**, home automation systems, EMS/BMS/SCADA systems, etc. In this context, inBETWEEN platform extends the functionalities of their products or allows the effective integration of their products with other vendors'.
- **Governments / Policy Makers**: The results coming from inBETWEEN project can have great impact on energy consumption and emissions reduction. Particularly, EU governments and policy makers will have a great deal of interest in maximizing the penetration of the inBETWEEN results to achieve the highly ambitious EU2020 and even 2050 goals for energy consumption and emissions reduction.
- **Social housing associations / Municipalities**: As customers, social housing associations and municipalities own large amount of social housing and buildings of different size and purpose and, as public entities, they are particularly keen to minimize the normally scarce resources they have to allocate and make economic savings in return. As policy makers, they are entitled to create and use

different regulations and standards for use within their jurisdiction that will improve energy efficiency.

- **Energy Service Companies (ESCOs):** Many ESCOs companies provide energy services to residential sector. They are mainly interested in methodologies and solutions to better manage the energy consumption and associated contracts. The proposed inBETWEEN solution contributes to demand reductions (i.e. flattening the load profile), owing to the better energy management of customers, and lower costs of customer efficiency programs.
- **Scientific community**: inBETWEEN will provide valuable insights in energy related behavioral patterns towards the researchers for the behavioral science domain as well as energy experts.
- **Dwellings' tenants** - The assessment of tenants behavior will be performed in INBETWEEN project and guideline for them to have conscious actions will be provided based on INBETWEEN deployed solution.

2.3   DISSEMINATION TOOLS

Dissemination activities will be targeted both nationally and internationally. Tools that will be used for dissemination are:

- internet (project website, social network profiles);
- workshops;
- journal publications (scientific, technical, industrial, economic journals, popular magazines, etc.);
- regional, national and international conferences, workshops, seminars, fairs, exhibitions etc;
- organization of demo sites tour in order to show to different audiences the results achievements and innovations;
- links to other projects;
- project description, PPT presentation, brochures, posters;
- info-graphics, common graphic identity.

2.4   PROJECT IDENTITY AND PUBLIC IMAGE

A clear and coherent visual and graphical appearance will allow an easier identification for the public as well as an easier visibility to obtain a branding for the INBETWEEN project during the dissemination activities as shown in the following section.

2.4.1   Project logo

A INBETWEEN logo was created at the beginning of the project in order to define a project identity. In such a way any kind of internal or public document (deliverables, reports, internal communications, publications, presentations etc.) can be identified.

The RGB selected is: R 84, G 175, B 58. The logo is composed by the acronym of the project and icons representing the use of ICT, the monitoring of data for period, production of charts and users.
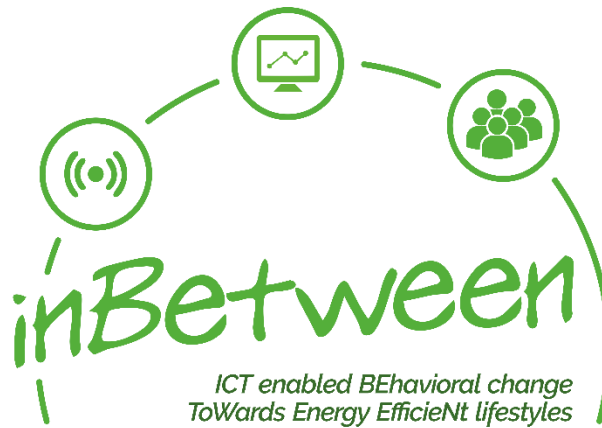
Figure 1 INBETWEEN logo

The project logo should be used in the following cases:

- in all documents developed within the framework of the INBETWEEN project; in documents to be submitted to the EC (e.g. deliverables);
- in PowerPoint presentations to be used for communication and dissemination activities to be carried out by each participant within the framework of the project;
- on the INBETWEEN website, and on websites of the participants with a link to the project website and social profiles.
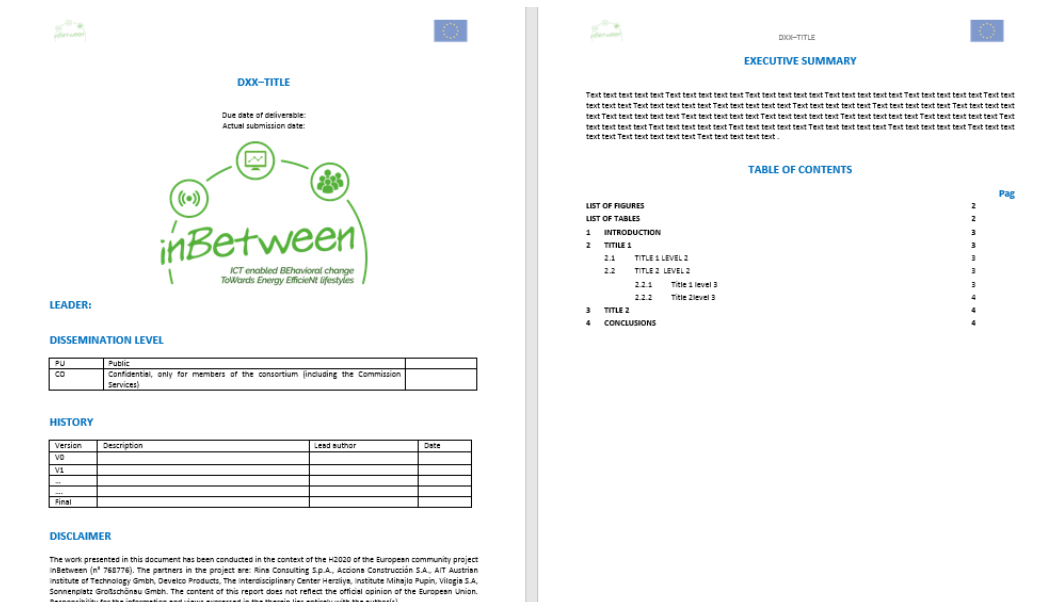
Figure 2 Deliverables template

It is important to follow and respect the project visual identity in order to maximize the impact on the audience.

2.4.2   Partners' logos

Partners' logos will also be included according to the dissemination activity such as events, presentations, publications, brochures, posters and the website. An important factor for successful dissemination during the project is its awareness on the market and attention about the INBETWEEN project, especially when the project is completed.

Figure 3 INBETWEEN partners logo

2.4.3   EU emblem and H2020 logo

European Commission visual identity will be added in all the documents developed in the framework of the project. The European Union emblem will be used.

Figure 4 European Union emblem

Figure 5 EC Horizon 2020 logo

2.4.4 Statement of financial support

All dissemination relating to foreground shall include the following statement to indicate that the foreground was generated with the assistance of financial support from the European Community:

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 768776".

2.5 DISSEMINATION CHANNELS

The following sections consist of the description of the ongoing, planned and future activities that will be done in the framework of dissemination of the INBETWEEN project.

2.5.1 INBETWEEN website

Action completed - A website was set up in the early stage of the project for both, consortium members and public access. The website is actively maintained during the project period by RINAC. Continuous update is foreseen. Full description of its structure and functionalities have been included in D6.7 delivered in December 2017. The link to reach the web site is: http://www.inbetween-project.eu/
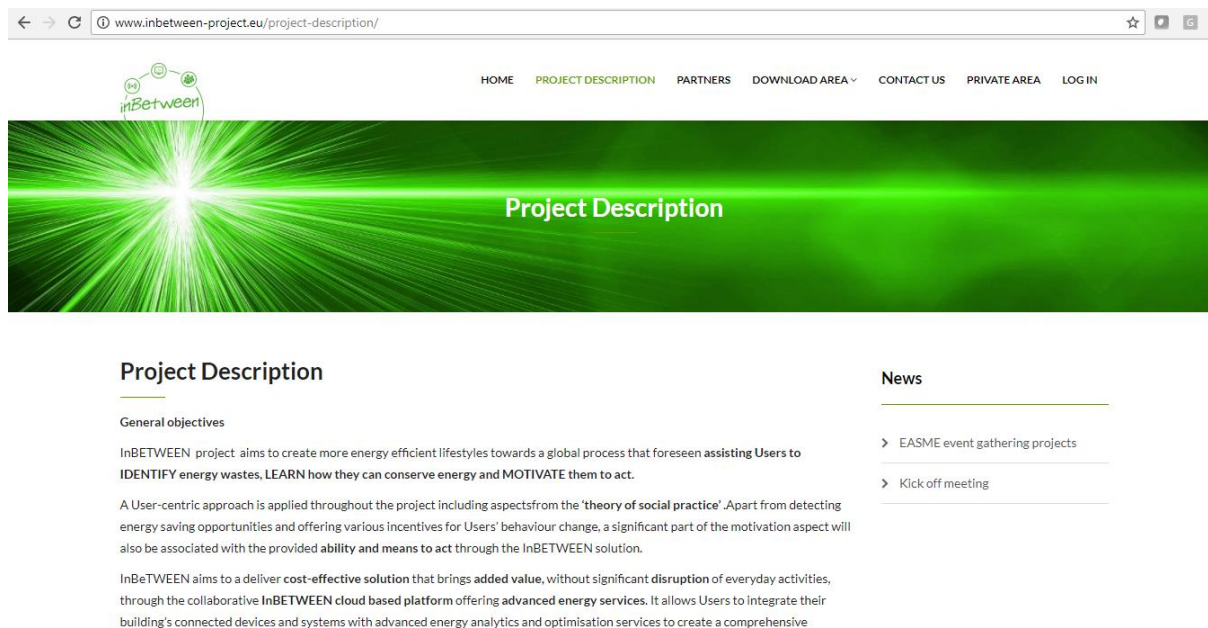
Figure 6 project website

2.5.2 Project presentation

Action on going - The project presentation in PowerPoint is under design for the INBETWEEN project. The project presentation describes context and concept of the project, objectives, key products, and demo site. Furthermore, contact information, i.e. a website link, of the partners and the statement of financial support to indicate that the foreground was generated with the assistance of financial support from the European Commission are given.

The project presentation is a crucial part of the dissemination of the project as it serves as a tool to inform the public about the basic characteristics of a newly developed product. The aim is to address a wide range of prospect consumers and ensure its memorability.

2.5.3 Brochure and roll-up poster

Action on going - dissemination tools such as the project brochure and roll-up poster are under development to increase the awareness of the project.

The brochure and poster will contain a general overview about the project following the Grant Agreement. They will be developed and finalized by RINAC with the inputs from partners.
The brochure is describing context and concept of the project, main aims, objectives of the project and demo information. Furthermore, it gives a website link, contact information, logos of partners and the statement of financial support to indicate that the foreground was generated with the assistance of financial support from the European Commission. The roll-up poster contains context and concept of the project, project main products, advantages of the project, demo information, website link, logos of partners and statement of financial support as well.
The brochure and the roll-up poster should built a basis for a later exploitation strategy by drawing the interest of the target groups. Future results and outcomes from the work packages will be included in a future version of the brochure and poster, since they will be under constant revision.

2.5.4 Social network profiles

Action on going - In order to raise a public awareness about the INBETWEEN project, social network profiles were created – LinkedIn, Google+, Twitter and Facebook and Youtube – and their links were added to the INBETWEEN website. RINA, as the administrator of the profiles, will manage the updates and posts:

- https://plus.google.com/u/1/104091308832137879975
- www.facebook.com/Inbetween-project-166008027482390
- www.linkedin.com/in/inbetween-project-531186155
- https://twitter.com/inbetweenprj
- https://www.youtube.com/channel/UCxiqpl7sy8AewRLoOcsqbcg/featured

2.5.5 Workshops

It is planned to organize several workshops with local/national stakeholders, at the beginning and the end of the project; objectives for workshops in the first year are:
- To collect the End User requirements;
- To assess legislation drivers and barriers;
- To get introduced to the latest relevant technological achievements.
Objectives for the workshop in the final year are:
- To share with different stakeholders the project objectives and results achieved;
- Business models applicable to the further exploitation of the results;
- Define potential supporting measures to extend the use of the project results.
The target attendants to these workshops are: ICT developers and providers, manufacturers of home appliances, energy experts, social sciences and humanities experts, citizens representatives, DSOs or retailers, ESCOs etc. Metrics such as the number of visits, events and workshops, the number of people involved, and the impact on the community will be adopted.

2.5.6 Journals and Repositories

Open Access Publications: Following the Dissemination Strategy of the Horizon 2020 framework, a combination of Gold and Green Access Strategy will be followed. Firstly, an identification of the potential repositories and journals have been included in the following tables (see annex table A), by considering the most appropriate ones depending on the consortium's previous experience. This combination will ensure that the results will be open to the scientific community and will reach the largest number of individuals. As target metric, it is expected that INBETWEEN will deliver 4 publications in high-impact journals.

- Open Access publishing "GOLD ACCESS",
- Self-archiving "GREEN ACCESS"

Repositories listed in http://www.opendoar.org/ and repositories available through the consortium members are considered.

2.5.7 Conferences

All partners are committed to disseminate project results at regional national and international events and such commitment will be monitored with the monitoring tools as in annex (see annex table A2a and A2b). The participation can be at different level delivering some promotional material, having a dedicated time slot to present the project or submitting a publication. In particular is expected that 5 publications at recognized international conferences will be delivered especially in the second half of project lifetime.

2.6 ROLE OF EACH PARTNER

The partners of the INBETWEEN Consortium are involved in the communication actions at local, national and European (or worldwide) level by managing the communication in their specific sector/area of interest/assignment. In addition, each partner contributes to the regular update of the project Web site. The table below provides a description of already identify type of activities and dissemination channels that partners aim to perform.

Table 1 Role of each partner

	Type of activity	Scope of the activity
RINAC	Dissemination leader. Publication of the project website Dissemination of project results through the different company's communication channels Participation to disseminaiton events	Communicate internally the results obtained during the project Dissemination to company´s contact list such as local authorities, regional and national public bodies, buildings owners and property managers, technology providers (especially SMEs), ICT developers and platforms and last but not least consumers' association (European Consumers Association). Additional relevant associations with whom RINA-C collaborates and that will be contacted during the project: European Construction Technology Platform, the E2B (Energy Efficiency Building) as one of the 5 steering committees of ECTP , European Innovation Partnership for Smart Cities and Communities, Greenovate, etc...) Different conferences are targeted for the dissemination of the project results: • ECTP Conferences • Sustainable Energy Week (next edition: 04-08 June 2018) Sustainable Places conference (next edition 27th-29th June in Aix-Les-Bains, France) • European Conference on Behaviour and Energy Efficiency – BEHAVE (next edition 5th to the 7th September 2018 in Zurich, Switzerland)

ACC	Dissemination of project results through the different company's communication channels	Communicate internally the results obtained during the project Dissemination to company´s contact list such as local authorities, regional and national public bodies, embedded system suppliers, installers and services providers of construction services, research entities (Universities, technological centers, etc.). Marketing activities in order to enhance the commercial potential of solution developed. Dissemination through Initiatives where the Company is an active member at national (PTEC, PLANETIC, MANUKET) and international level (ECTP, E2BA, EEFRA, ENCORD, BUILDING SMART).
AIT	Publication in peer reviewed journals (1-2 papers) Academic conferences Participation to disseminaiton events	Target journals: Energy and buildings, Advanced engineering informatics, Semantic networks, machine learning, Building information models (Optional publication in one gold open access journal) Target conferences: IEEE; International Conference on Semantic Computing; International Workshop on Intelligent Computing in Engineering; Semantics; CISBAT Semantic networks, machine learning, Building information models
DEV	Participation to disseminaiton events	Communicate internally the results obtained during the project Marketing activities in order to enhance the commercial potential of solution developed Dissemination to company´s contact list technology providers of smart home devices, IoT industry
IDC	Peer-reviewed journals (1-2 papers) Academic conference (2-3 talks) Meetups IDC Newsletter Open Seminars	Target journals: Energy Policy; Energy Research and Social Science; Building Research and Information; Utility policy. Academic international conferences such as BECC, ECEEE, Behave, Energy and Society In addition, findings from the project will be distributed via the following platforms: 'smart energy meetups', which are monthly 2-3 hour seminars for the smart energy community and industry in Israel; The IDC newsletters and periodical (i.e. Herzliyan) distributed to the IDC mailing list; and a one day seminar open to the public, organized by the school of sustainability at the IDC, and in which results will be presented and discussed.
PUP	Publication in peerreviewed journals (1-2 papers) Participation to disseminaiton events	Target journals: Energy and buildings and Advanced engineering informatics Participation to the international Technical and Energy Fairs. Dissemination to scientific community and IoT stakeholders. As Scientific coordinator PUP will globally support RINA and will present the outcomes of the project in specific sector conferences
VIL	Twitter and blog VIL building portfolio management	Information to occupants and the wide public will be communicated via VIL official communication channels: - Webpage (in 2016: 315 484 visitors / 524 805 visits) - LinkedIn (having 2 535 followers) - Twitter (having 1 114 followers) - Blog (in 2016: 9 475 visitors / 12 085 visits) VIL owns and manages around 65,000 dwellings with 120,000 tenants which will be informed about the project results and offered with the developed solution. VIL plans to retrofit around 7,000 of its dwellings until 2020 and build the Passive Houses (30 construction permits will be realized till 2018).

| SON | Conferences
Webpage
Newsletter
Presentation at SONNENWELT | Information to occupants and the wide public will be communicated
Presentation of the results at national and international conferences (e.g. Smart Grids Week), meetings and fairs.
Information about the project on the homepage
Information about the results in the newsletter of SON, as well as dissemination in the newsletter of the local climate and energy region.
Organization of exhibition (SONNENWELT) which is visited by 40 national and international delegations every year. The goal is to present the project results to relevant stakeholders, target groups and opinion leaders. |

The table below summarizes the competencies of each partner with respect to the key target groups identified of INBETWEEN project.

Table 2 Stakeholders addressed

	EC	Technology providers of smart home devices	Governments Policy Makers	SOHO associations Municipalities	ESCOs	Scientific community	Dwellings tenants
RINAC	x	x	x	x	x	x	x
ACC		x		x	x	x	x
AIT						x	
DEV		x			x		
IDC						x	
PUP		x		x	x	x	
VIL			x				x
SON			x				x

Each INBETWEEN partner will proactively participate in communication and dissemination activities related to the INBETWEEN project by exploiting their communication channels to reach the widest audience. This should be performed in a structured way, such that the coordinator is able to track these activities. For the tracking of actions executed by INBETWEEN partners a set of tools for the collection of inputs in regards to planned activities has been develop. tracking of dissemination and communication actions tables as included in annex1.

- Template A1: List of scientific (peer reviewed) publications related to the foreground of the project.
- Template A2a: List of dissemination events –past and future (conferences, workshops, exhibition fairs, congresses, etc.).
- Template A2b: Description of events already performed.

Permission to publish any information from the INBETWEEN project will need to be submitted to General Assembly following EC rules (ensuring that the sensitive material is not disclosed).

2.7   DATABASE OF DISSEMINATION EVENTS

Database of European conferences/congresses/fairs/workshops regarding the construction and building sector will be created by RINAC with the inputs from all partners for the dissemination purpose of H2020 projects. The list will be updated every 6 months and shared with the consortium for deciding at which events the INBETWEEN project should be presented.

Dissemination actions performed by the partners will be monitored. A Dissemination and Communication activities tracker has been prepared to be used for tracking of dissemination and communication actions by partners. The template contains details about the specific events and publications. The template will be updated by the responsible partner (RINAC) any time an action is concluded. A central master file grouping all dissemination and communication actions carried out by all partners is kept updated by RINAC and stored on the project website.

3   CONCLUSIONS

This deliverable "Dissemination and awareness plan" can be regarded as preliminary since this document was created in M3 and represents the project overview and dissemination activities started, ongoing and future. This document will be constantly updated based on the project development.

In the current document it is provided a description of the strategy for the communication and dissemination that is followed by the Consortium partners: the approach, objectives, and management of this strategy have been reported accordingly and the project identity that will be used in the different dissemination actions defined.

Moreover identified key target groups and the main dissemination tools that will be used have been described.

Finally, a preliminary identification of action foreseen by each Consortium partner has been detailed with also some tracking tool that will be used to map actions.

4 APPENDIX 1: DISSEMINATION AND COMMUNICATION ACTIVITIES TRACKER

This document includes:

- **Template A1**: List of scientific (peer reviewed) publications related to the foreground of the project.
- **Template A2a**: List of dissemination events –past and future (conferences, workshops, exhibition fairs, congresses, etc.).
- **Template A2b**: Description of events already performed.

Table A1: List of scientific publications													
Publication title (website if applicable)	**Publication type** (paper in conference, article in journal, books/monographs, chapters in books, thesis, etc.)	**DOI** Digital Object Identifier	**Ref** number	**Authors** names	**Periodical name/ Publisher** or equivalent	**Number, Date** of journal	**Place** of publication	**Relevant pages**	**Public & private participation** YES/NO	**Peer/review** YES/NO	**Open access** YES (green, gold)/NO	**Partner**	**Status** (Done/ Planned)

Table A2a: List of dissemination events –past and future								
Type of event (conference, fair, seminar, workshop, exhibition, etc.)	**Event title**	**Objective**	**Date**	**Place**	**Partner contribution** (project presentation, poster, brochure, stand, etc.)	**Countries addressed** (national/international)	**Responsible Partner**	**Status** (Performed/ Planned)

Table A2b: Description of events already performed		
Event title **Website**	**Location** **Date**	**Type of event** **Responsible partner**
Event description (main focus, organizers, topics addressed, periodicity, etc.) **Partner contribution** (Presentation name and purpose, topics addressed, main content, etc.) **Type of audience** (scientific community, industry, civil society, policy makers, authorities, media, etc. **Statistics** (number of attendants, countries, etc.) **Feedback** (summary, reactions, interests, conclusions) **Materials** (presentation, brochure, poster, video, etc.) **Attachments** (agenda, photos, pictures, etc.)		