

Dissemination and Communication Plan v1



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Dissemination and Communication Plan v1

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Executive Summary

The present deliverable D7.1, named Project Dissemination and Communication Plan and part of WP7, establishes a guideline about strategies, and work-flows for partners to follow when developing the activities related to communication in order to reach our target stakeholders and show them the benefits of the D²EPC, and to ensure that D²EPC outcomes are widely distributed to the appropriate target communities, at appropriate times, via appropriate channels in a fashion that can contribute to the sustainable use of its results.

The overall objective of this strategy is to maximise the impact of the project's activities and results among relevant stakeholders by leveraging on consortium multiplier networks and sustained interaction with key stakeholders.

The European Union's Horizon 2020 research and innovation programme is aware that communication plays an important role in making sure a European project has a real and lasting impact. Besides, communication is important not only to ensure transparency and the exchange of knowledge but also to raise public awareness of the benefits of the projects financed by the European Union's H2020 programme.

This document describes in a non-exhaustive way how the project will approach communication to different target audiences, as well as the main channels and tools that will support this approach.

It should be noted that this document can be revised and will be updated during the project's lifetime in order to incorporate potential changes and amendments (M18, M30).



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List of Acronyms and Abbreviations

Term	Description
BIM	Building Information Modeling
EC	European Commission
EPC	Energy Performance Certificate
ESCO	Energy Services Company
QCB	Quality Control Board
SDG	Strategic Development Goal
SKM	Specific Key Messages
WP	Work Package



1 Introduction

1.1 Scope and objectives of the deliverable

The D²EPC dissemination and communication plan presents a common strategy for communicating and disseminating the activities of D²EPC to ensure that the results of D²EPC are widely distributed to the appropriate target communities, at the appropriate times, through the appropriate channels, so that they can contribute to the sustainable use of its results.

The overall objective of this strategy is to maximise the impact of project activities and results among relevant stakeholders in the commodity cooperation dialogues, taking advantage of the consortium's multiplier networks and sustained interaction with key stakeholders.

The main objectives of this dissemination and communication plan are:

- Promote activities and facilitate the exchange of knowledge between the main stakeholders in the area of regular energy classification of buildings, based on their operational performance, policy makers, industry, research community and business
- Disseminate information on the D²EPC project and its main results
- To communicate and facilitate new and better connections between different consortia by making use of the existing network and framework built around other H2020 Projects funded with the same or similar objectives
- To highlight the interaction with relevant European and non-European research initiatives in terms of improving the actual energy performance of buildings in EU Member States
- To inform and work with transnational project actors to offer and facilitate learning and development of the results and value brought by the project outcome and the processes used in the action
- Achieving high visibility of the project and promotion of an active interaction with key stakeholders are necessary elements to build project familiarity and raise awareness among stakeholders
- Providing the wider public with advance notice of possible future plans and actions, it also strengthens collaboration links with partners and helps to establish and reinforce a wider networking activity

Ensuring that:

- The project outputs will be fully exploited in the most effective manner, i.e. the scaling-up of the demonstrated solutions will be facilitated
- The knowledge gained through the project, and more generally the information generated by the project, can be made available to all interested organisations
- The elements of excellence of the project can be reused and replicated in other projects, becoming a benchmark and triggering new developments in the field and beyond
- The project reaches decision-makers to contribute improving future policies
- The benefits that the project's outcomes will bring to society (services, employment, economy) in alignment with the Paris Agreement and UN SDGs are well pointed out.



1.2 Structure of the deliverable

D7.1- Dissemination and Communication Plan is structured according to the following sections:

Section 2 D^2EPC Dissemination strategy includes objectives of the dissemination strategy, Dissemination target audiences, Stakeholder Identification, Specific Key Messages and involvement of consortium as a whole and of its individual Members.

Section 3 describes the project Communication Strategy and Internal Communication tools with reference to the D^2EPC Sharepoint as Collaborative Space. It also includes External Communication tools and D^2EPC Style Book, Communication channels, Sister Projects and the Evaluation, Monitoring Communication activities.

Section 4 provides an overview of Timeline of activities.

1.3 Relation to Other Tasks and Deliverables

D7.1 Dissemination and Communication Plan is the result of the activities that will be carried out throughout the life of the Project and within the framework of the exploitation of its results, it extends to all the activities carried out by the partners according to their individual dissemination plan, and the guidelines on how the partners should carry out the external communication activities (Conferences, Publications, News webs) as well as the tools of use for the internal communication between the partners throughout the Project

This document will serve as a “living document” throughout the project, guiding the communication and dissemination.

An official product update will be provided after the end of each annual period. However, additional interim updates will be released at any time when they are required, for example, when an ad hoc communication toolkit is scheduled to be released.

A final version, together with the products and results of each dissemination activity, will be presented at the end of the project, informing also about the future-oriented dissemination and exploitation activities, planned by each partner, after the end of the project.



2 Dissemination strategy

2.1 Objectives of the dissemination

The objective of the dissemination strategy is to identify and organize the activities to be performed to maximize the influence/impact of the project and to promote commercial, and secondary exploitation routes of the project results. To ensure the widest possible dissemination of the project and to increase its impact and outreach, D²EPC dissemination objectives have been set around six-pillars:

- i. Demonstrate the improvement of the user-friendliness of EPCs in terms of clarity and accuracy of the information provided
- ii. Achieve greater user awareness of the energy efficiency of buildings
- iii. Demonstrate the primary energy savings triggered by the project (in GWh/year)
- iv. Promote Sustainable Energy Investments driven by the project (in millions of euros)
- v. Reduction of greenhouse gas emissions (in tCO₂-eq/year) and/or atmospheric pollutants (in kg/year) caused by the project
- vi. To disseminate the respective project outcomes to the widest possible community of potential beneficiaries.

2.2 Dissemination strategy

The dissemination strategy and activities follow principles and best practices planned by the partners and in line with the EC Guidelines for successful dissemination. The focus of D²EPC's overall dissemination strategy is the identification and mapping of target stakeholders (who to disseminate) and an understanding of their needs and characteristics in order to tailor clear and concise messages (what to disseminate) to different target audiences. This also ensures the use of the most appropriate and efficient dissemination channels and communication tools and drives the development of appropriate material by the target stakeholders (how to disseminate it). Furthermore, a time plan is defined (when to disseminate), helping all the project partners to implement the communication and achieve the dissemination and exploitation objectives throughout the project implementation.

In order to reach a wider audience, beyond the main stakeholders of the project, liaison and networking activities with other EC projects, initiatives and networks will be outlined that will further improve the scope and impact of dissemination.

The project's Dissemination Strategy will be based on a 4-step methodology detailed below, which describes why, what, to whom & how to communicate and disseminate:

Table 1. D²EPC Dissemination Strategy Methodology

1st Step: Why to disseminate?
A high visibility of the project and promotion of an active interaction with key stakeholders are necessary elements to build project familiarity and raise awareness among stakeholders. Providing the wider public with advance notice of possible future plans and actions, it also strengthens collaboration links with partners and helps to establish and reinforce a wider networking activity. In other words, it is very crucial to promote the project's results to stakeholders outside the project partnership to ensure that:



- i) the project outputs will be fully exploited in the most effective manner, i.e. the scaling up of the demonstrated solutions will be facilitated.
- ii) the knowledge gained through the project, and more generally the information generated by the project, can be made available to all interested organisations;
- iii) elements of excellence of the project can be reused and replicated in other projects, becoming a reference point triggering further development in the field and beyond;
- iv) the project reaches decision-makers to contribute improving future policies and
- v) the benefits that the project's outcomes will bring to society (services, employment, economy) are well pointed out.

2nd Step: What are the target groups for dissemination?

After defining the scope and objectives of dissemination, the second step is to identify clusters of main actors. The dissemination strategy of the project focuses on the following target groups:

Policy enablers

Key target groups: Regional, National and International policy makers and public authorities (i.e. industrial committees, ministry and regional councils), Regulators, Standardization bodies. This group can boost the exploitation of project's results and the realization of the long-term impact of the project, can affect EPC applications on the market, can help overcome barriers and promote sustainable development.

Building Industry

Key target groups: Building professionals (i.e. Engineers, Architects, Designers), ESCOs, SME contractors, Construction companies, Consultancy firms. This group can act as collaborators and catalysts for delivering dynamic EPCs and can help improve the proposed framework and services

Building End-users

Key target groups: Building users/owners/managers, Energy auditors, Relevant stakeholders at the Pilot Sites. This group is very important as it can define the success or failure of the project and will provide feedback on the envisioned dynamic EPC framework and are one of the main beneficiaries of the project.

Scientific Community

This target group corresponds to research and academic organisations, scientific journals, committees, internet fora, and other working groups in research fields related to the D²EPC work. This group can support novel technologies, can pass on knowledge and boost and distribute innovation, while on the same time it can develop potential synergies to maximize impact.

3rd Step: What to disseminate?

This step concerns the selection of the project information provided for dissemination on a clear and obvious presentation and on the protection of specific know-how of the project partners so as not to endanger the exploitation of results.

Towards this direction, the following project information will be disseminated to the relevant audience:

- i) Vision (objectives, strategic relevance) and key facts. Since messages will follow an evolution from the start of the project to the aftermath, they will be reviewed periodically during the project;
- ii) News (achievements and results). Partners will recapture the main intermediate and final research results, focusing on their application on the demonstration cases. In this way it will be possible to attract the attention of investors and potential customers for the exploitation of project's results;
- iii) Events promotion and events results. The project's results will be presented at national and international events and conferences, as well as published on national and international journals.

The following project outputs will be disseminated as widely as possible:

- i) D²EPC solutions and application, along with lessons-learned and recommendations,

ii) Participation in standardization activities and training and educational sessions on the new tools delivered.

4th Step: How to disseminate?

Given that the targets groups identified cover a wide variety of sectors, from high-level to low-level stakeholders, a different approach-dissemination plan is needed per target group. At the same time, experience has shown that the usage of the new social media (youtube, fb, LinkedIn, Twitter, etc.) and the web (e.g. D²EPC website) can also play an important role, apart from the dissemination of the project, promoting possible future cooperation but even more providing a real feedback over the circulation of project and a valuable participants' data bank for future projects. D²EPC will use a variety of materials for this purpose: leaflets, brochures, posters, position (white) papers, publications, presentations, newsletter etc. The methods & channels will prepare for the scaling-up of the project solutions and will allow for getting the market ready for their use.

2.3 Target audiences

The main objective of the dissemination strategy is to inform, reach out to society and show the benefits of the research being carried out within the framework of the project. This approach should be communicated to the general public and to the media, who may actively contribute to communication activities by informing society about the impact of the project's results.

Among the general public, a key group of interest for the communication activities is the stakeholders, due to their capacity to support and promote the activities of the project, as well as their influence on the project and/or the wider target audiences.

Stakeholder Identification

In accordance with deliverable D1.2 User and stakeholder requirements and market needs, the requirements of the stakeholders and the market in relation to the next generation have been identified.

Table 2. Stakeholder Identification

Broad category	Sub-category	Types of individuals/groups
Those who affect the EPC assessment	Those involved in delivery of the EPC	Building Industry Contractor(s), sub-contractor(s), Building Material Industries, Professional consultants (e.g. architectural, engineering and financial) Tool developers Energy service companies (ESCOs)
	Those who determine the context of the EPCs	Financial Institutions/Banks State/Governmental Departments – Public Bodies EU legislative instruments Standardization Bodies
Those who are affected by the EPC assessment	Directly affected by the EPC assessment	Users of the buildings, Facility managers etc. Suppliers
	May be directly or indirectly affected depending on the context	Owners/Users General Public Local community groups such as resident associations, or other community-based groups
Others who may be interested		Environmental/social campaigning organisations, Researchers/ Academics, Media, Designers
		Potential users/clients for future projects

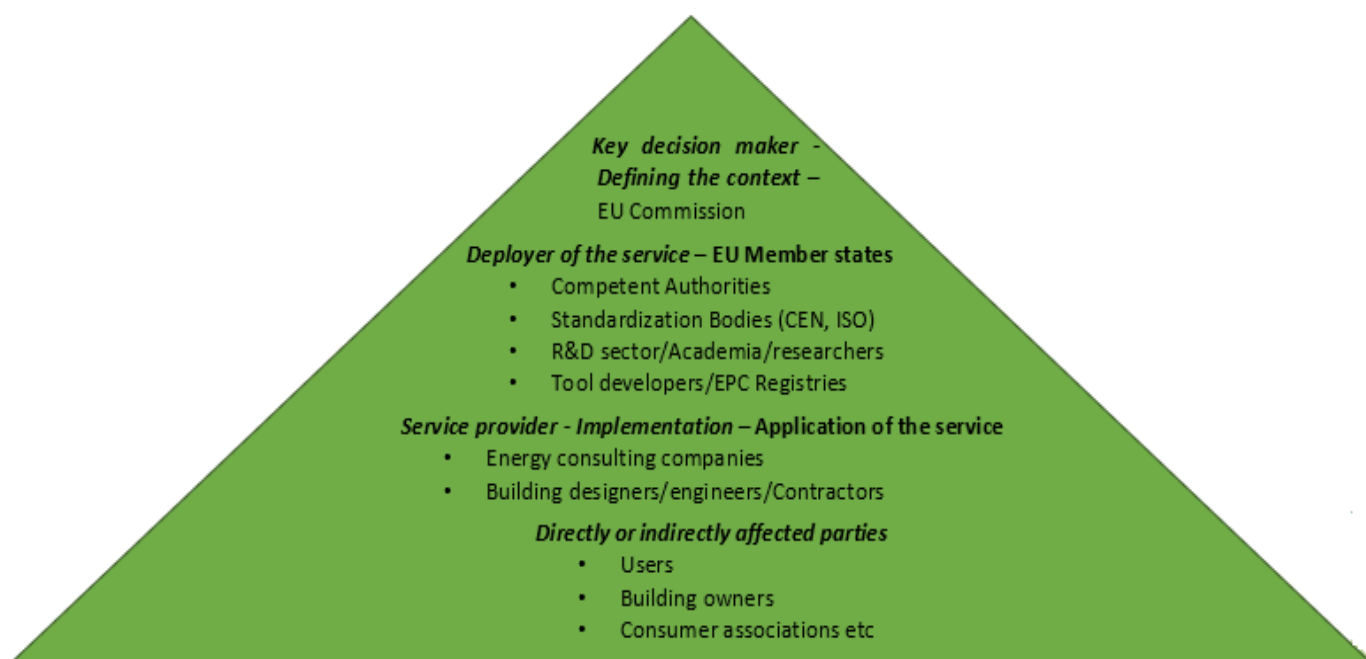


Figure 1. Categories of stakeholders based on the identification of EPC procedures

2.4 Stakeholders prioritization and the role of stakeholders

The assessment of each stakeholder's importance to the project is based on the PMI's Stakeholder Circle® methodology. The stakeholder's rating results from three basic factors: power, proximity and urgency. The ratings are combined within the tool to produce an 'index' for each stakeholder.

The stakeholders are then ranked based on their 'index' (the higher the index value, the higher the priority).

Table 3. Priority and role of Stakeholder

Priority	Role of stakeholders				
	Deployers of the service	Service providers - Implementors	Key decision maker - Defining the context	Directly affected parties	Parties that may be interested
1	Tool developers	Energy service companies (ESCOs)	EU commission - legislative instruments	Users/Owners	Local community groups and associations
2	EPC Registries	Engineers	Standardization Bodies	consumer associations	Environmental/social campaigning organizations
3	Researchers/Academia	Building Designers	State/Governmental Departments - Public bodies	Real Estate agencies	Media
4	R&D sector	Contractors, sub-contractors		Building Services Industry	
5	Financial Institutions/Banks			Building Material Industries	
6				Facility Managers	

2.5 Specific Key messages (SKM)

The communication activities of Horizon 2020 projects go beyond dissemination: they do not involve only project results but also the project in general such as the societal challenges or European added value of the project. Thus, communication activities target a much wider audience, including the media and the general public. It is important to use a less technical language so that a non-specialist audience can easily understand the goals and means of the project.

These key messages will be updated during the development of the project to reflect its evolution and results. All key messages will address target stakeholders through all means possible.

Table 4. Specific Key Messages

Specific Key Messages	Public authorities, public administrations, regulators, Energy/regional development agencies	Building Industry (Building professionals, SME contractors, Construction companies, Consultancy firms)	Energy services companies	Scientific Community (Research and academic organizations, scientific journals, committees, internet fora, and other working groups in research fields related to the D ² EPC work.)
Dynamic Energy Performance Certificates (EPC) based on the actual energy consumption of the building	x		x	x
Improved information on the actual energy performance of buildings	x	x	x	x
Improvement of the evaluation of the energy performance of buildings	x		x	x
Monitoring the actual performance of the building users on a regular basis	x		x	x
Introduction of intelligent financial schemes associated with results-based evaluation.	x		x	
Regular energy classification of buildings	x			x
Application tools that compare the operation of buildings with respect to measurements of human comfort, health-wellbeing.			x	x

Validation of different building typologies in different climatic regions	x			x
Improvement of the information to building users and limited user-friendliness	x	x	x	x
Regular information on the actual energy performance to users	x		x	
The energy saving consciousness of buildings' users	x		x	
Transforming EPCs into a user-friendly, reliable and cost-effective informative tool for both the wide public (building users, occupants, owners, etc.) and professionals	x		x	x
Human comfort related indicators for the energy		x	x	x
Supporting EU policies to boost energy efficiency	x			x
Support EU policies for the renovation of the EU building stock	x			x
Creation of employment	x	x	x	x
Minimal environmental impact	x			x
Health and Wellness Benefits	x	x	x	x
Reduction of net energy consumption. Improved energy efficiency	x		x	x
Central EPC records will encourage informed energy assessments	x		x	x
The dynamics of EPC can be used to profile the energy status of the current EU building stock,	x		x	x
Encourage the decision to build, renovate and facilitate energy policy and decision making	x			x



To promote energy planning in future EU policies	x			x
Harmonization of EPCs with the smart city concept	x			x
Relieving the pressure of decarbonization in the construction sector	x	x		x
GIS solutions with modern BIM		x		x
Building environmental performance improvement	x	x		x
Information integration (BIM) in a cloud-based environment		x	x	x
Development of the required Level 3 6D-BIM				x
Reverse modeling through the creation of digital twins of buildings				x
Improve technical, economic and environmental approaches in the design and operation of sustainable buildings through EPC dynamics	x	x	x	x
Buildings intelligently monitored and controlled	x		x	x
Smart Meter Integration		x	x	x
Integration of geolocation and "pay the polluter" practices into the logic of the EPC	x			
Monetary indicators for energy assessment and certification			x	x
Evaluation and certification from different perspectives (ICT, policy, energy efficiency, etc.)	x			x
Building renovation passports	x			



2.6 Involvement of consortium as a whole and of its Individual Members

The project consortium will be intensively involved in the dissemination and communication of the results of the D²EPC project. The dissemination activities of D²EPC planned by each of the partners will ensure that the project results (concepts, scientific results, tools, methodologies, results of the validation work, lists of standardization results, policy and market recommendations) are widely disseminated to the appropriate target communities, at appropriate times and methods, and that external stakeholders can be identified to bring additional value to the development, evaluation, acceptance and exploitation of the project.

2.6.1 Centre for Research and Technology Hellas [CERTH]

Major objectives: CERTH is a leading European Research Institute in the ICT domain and its contribution to the dissemination strategy for D²EPC project results and advances will be based on a multi-scale approach with the central axis being academia, research and industry.

Stakeholder groups to be targeted: Contacts with industry and the consequent opportunity to link the activities of Research Organisations with the ability of industry to observe and take advantage of opportunities for dissemination is also sought.

Means of Dissemination: CERTH will focus its activities on disseminating D²EPC solution through: (a) presentations in major European and international conferences, exhibitions/ workshops (World Sustainable Energy Days, WMCAUS symposium, EUSEW, Energy efficiency Fair etc.) and (b) its extensive European network of Research and Technology Organisations (RTOs), as well as its strong business network of innovative companies around Europe (including SMEs & large enterprises operating in the transport and ICT sectors). Furthermore, since, CERTH is a non-profit research organization and as such focuses on research and its dissemination by publishing results in widely read well-known scientific journals (Energy and Buildings, Renewable and Sustainable Energy Reviews, Building and Environment etc.)

2.6.2 Kaunas Technical University- Centre for Smart Cities and Infrastructure [KTU]

Major objectives: The Center of Smart Cities and Infrastructure of the Kaunas University of Technology aims to build, sustain and develop communities focused on smart cities and infrastructure, advancing in the field through lifelong learning, research and innovation. To this end, the main objective of KTUs dissemination plan will focus on academia, research and innovation field.

Stakeholder groups to be targeted: KTUs dissemination plan will focus on public authorities, practicing engineers and fresh design engineers in the field of sustainable built environment and building information modelling. KTU will seek collaboration with industry, municipalities, policy makers, international knowledge partners, fostering the interdisciplinary community focused on smart cities, buildings and infrastructure.

Means of Dissemination: As an academic partner, KTU will disseminate the main findings of the project through Journals and Conference presentations, webinars, as well as through its social media. KTU will target to at least two journal papers and two conference presentations. KTUs team will raise awareness on the benefits of BIM, asset information value, sharing examples of best practice and it will ensure



the visibility, dissemination and representation of the outcomes, activities and initiatives, motivating young individuals to pursue career in the construction sector and engineering.

Dissemination channels: The dissemination channels to be exploited by KTU include its social media (webpage, twitter, facebook, linkedin, research gate) as well as through the participation of KTUs members to relevant conferences for energy and buildings. KTU will also exploit the Center of Smart Cities and Infrastructure for the demonstration of the findings of the project.

2.6.3 Geosystems Hellas SA [GSH]

Major objective: GSH will utilize the knowledge obtained in the context of the project to cross fertilize and optimize the knowhow on remote sensing and GIS/ WebGIS. In particular GSH will make use of the related knowledge to further contribute to the creation of a common ground for the future of the Land Information Management and enhance the capabilities of WebGIS and BIM, by fusing automation and IoT with real-time analytics capabilities. To this end, GSH will communicate the D²EPC outcomes through the series of the following groups and conferences that the organization is active in:

Stakeholder groups to be targeted: European Association of Remote Sensing Companies (EARSC), FIG-International Federation of Surveyors, GEO-Group on Earth Observations, Hellenic Association of Space Industry (HASI), Hellenic Space Technologies and Applications Cluster (si-cluster)

Means of Dissemination: European Association of Remote Sensing Companies (EARSC) magazine and Hexagon Geospatial Newsletters, GSH website, newsletter, social media.

Regarding the journals and conferences: International Conference on Remote Sensing and Geoinformation of Environment, Cyprus (RSCy), GEO Geneva conferences Conferences/ Exhibitions/ Webinars/ and trade fairs (Indicative targeted events): EARSC Conferences, INTERGEO Conference and Trade Fair for Geodesy, Geoinformation and Land Management, FIG Working Week “Geospatial information for a smarter life and environmental resilience”

2.6.4 Cleopa GmbH [CLEO]

Major objectives: Cleopa GmbH is an energy service company mainly active in the business sector as well as in research and innovation through various national and European research projects. To this end, the dissemination sectors will be mainly Business and Industry.

Stakeholder groups to be targeted: As an ESCO, Cleopa’s major stakeholder groups are expected to be past and future customers in the context of energy services provided, as well as energy related parties directly connected with Cleopa (Other companies offering energy services and external partners

Means of Dissemination: The dissemination of results will be implemented mainly through our current network of services such as Energynet - <https://cleopa.de/energienetz/>, in our trade portal network consisting of many business holders, who are willing to save energy and benefit from discounts. Moreover, for our past and future customers, the dissemination means will be mainly through newsletters and e-mails. Concerning the dissemination of results in public scale, this include some IoT/Smart city conferences and EU venues like ICT - <http://www.ict4s.fi/>
The dissemination channels will be: Cleopa’s official website: <https://cleopa.de/en/>
Cleopa’s LinkedIn channel: <https://www.linkedin.com/company/cleopa-gmbh/>

Emails and Newsletters to past and potential new customers.

2.6.5 SEnerCon GmbH [SEC]

Major objectives: SEC's engineers are invited by German policy makers of the ministry "Bafa" to exchange with them on strategic decisions regarding the new "Energy Saving Ordinance". This document represents the legal framework for EPC issuing in Germany and SEC expects that the new insights/perspective triggered by the proposed project could influence experts in the ministry and find its way into legislation initiatives.

Stakeholder groups to be targeted: SEC is part of a network of energy auditors in Berlin which meets four times a year, to discuss new trends, legal changes in the energy auditing EPC domain. Further to that, SEC is a partner of the non-profit organization co2online. Co2online, which is running the climate protection campaign of the German government, assured to use their newsletter with more than 20k registered users (from the residential sector) to inform about the output of the proposed project.

Means of Dissemination: Moreover, SEC will use its EPC issuing interface (approx. 300 p. month) to share with its customers information on the project and will enable them to give their opinion (questionnaire) on the dynamic EPC scheme proposed in this project.

Finally, SEC plans to publish in the following journals: Gebäude-Energieberater, integraleplanung, GI – Gebäudetechnik | Innenraumklima and also plans to assist the following events: Berliner Energietage, ISH trade fair on the responsible management of water and energy in buildings, E-World.

2.6.6 Spanish Association for Standardization [UNE]

Major objectives: As part of the standardization activities under its responsibility, UNE will contribute to the dissemination of the approach and objectives of the project towards the relevant standardization committees at European and international level.

Stakeholder groups to be targeted: They will foster the dissemination of their results to the relevant European stakeholders and facilitating their introduction into the market. It is also an active member of the CEN-CENELEC Strategic Group 'STAIR' (STANDARDization, Innovation and Research), which develops the guidelines for the practical integration of these three activities.

Means of Dissemination: It will use its own magazine "Revista UNE", along with organisation's website and twitter account to disseminate project's results

2.6.7 DEMO Consultants bv [DMO]

Major objectives: DEMO will benefit from NG EPC project by enlarging its expertise in BIM based digital services and tools for real estate asset management. DEMO targeted stakeholders' groups are real estate owners such as housing associations, municipalities, hospitals, who will benefit of integrated tools based on BIM and EPC.

Means of Dissemination:

- Conferences/ Exhibitions/ Webinars/ and trade fairs (Indicative targeted events): International conferences at European level (such as Sustainable Places Conference, European Energy Sustainable Week, ECTP Conference); Dutch national events (such as BIM Praktijkdag)
- Press releases, newspaper articles (of your organisation) and other dissemination activities: DEMO's, newsletter.

Dissemination channels: company website, company newsletter, company social media (Twitter and LinkedIn account), e-mails signature, distribution of project dissemination materials during events.

2.6.8 SGS TECNOS S.A. [SGS]

Major objectives: SGS is at the forefront of implementing energy efficiency in all industries and has introduced energy savings metering and verification (M&V) services to fulfil that purpose. In addition to contributing to international attempts to reduce industry's impact on the environment, our M&V services will bring together organizations from different sectors, offering different benefits: Companies will have access to data on the effectiveness of their energy saving programmes to support energy management and future business decisions; Energy service companies (ESCOs) will have impartial and independent testing as a basis for profit sharing with customers; Financial institutions will be able to use M&V data to assess risk in green finance packages; Governments will have a more reliable and comprehensive database for the creation of an energy management policy.

Stakeholder groups to be targeted: SGS clients who require this new model, Technology Centers that SGS collaborates with and Public Administrations who request SGS's collaboration in this field.

Means of Dissemination: SGS will focus its activities on the dissemination of the D²EPC solution through (a) presentations in major European and international conferences, exhibitions/ workshops: Almost Null Energy Buildings Congress (EECN); EU Sustainable Energy week; World Sustainable Energy Days. Also, in scientific magazines and publication in line with energy efficiency such as: Energética21; Energy Magazine; Renewable Energies; Be Energy; Ecoconstrucción; Energy Manager Today; Buildings.com; Verdantix.

Dissemination channels: SGS, from the area of Energy Efficiency aims to disseminate the results of the Project internally, at SGS GROUP level, in all Delegations and countries where SGS is implemented, to take advantage of the synergies of the results of the Project and redirect its services to this innovative solution, in order to develop the assessment of energy efficiency of buildings reliably, using the intrinsic performance of buildings, monitoring in real time energy consumption and integrating it into a BIM Model that facilitates the holistic and complete assessment of the performance of buildings. This new system will also include aspects of building certification, which will mean for SGS a new Service to be implemented in its clients, differentiating itself from the competition. On an external SGS level, the participation of SGS in this project.

Externally, SGS participates in different professional networks and expert forums where it can disseminate and present the results of the Project to sector specialists, large companies and international experts in Energy Efficiency.

2.6.9 HYPERTECH [HYP]

Major objectives: It aims to provide flexible solutions for small and medium-sized electricity consumers and integrated solutions for electric utilities and service providers (Aggregators) in the field of demand management. The business strategy of Hypertech includes research and development of advanced technologies, to create a full suite of solutions and products appealing to everyone involved in the electricity market.

Stakeholder groups to be targeted: HYP will target its existing clientele and the AEC industry to disseminate the project's results and extend and enhance its current offering of services.

Means of Dissemination: participation in relevant conferences will be pursued: IBPSA Building Simulation 2021 conference; Web summit; IoT World Europe Summit; IoT Tech Expo; Internet of Things Convention; IDC European IoT Executive Summit; IoT Solutions World Congress. HYP will publishing D²EPC results in widely read well-known scientific journals: Applied Energy; Energy Efficiency; Energy



and Buildings; Journal of Building Information Modelling; Journal of Building Performance Simulation; Journal of Building Construction and Planning Research; Construction Innovation information; Journal of Civil Engineering and Architecture; Journal of Building Engineering.

2.6.10 Austrian Standards International [ASI]

Major objectives: ASI's major objectives are to contribute to the revision of existing project-relevant standards; ensure spread and market uptake of the know-how generated in the project; strengthen and expand the network of stakeholders. Impact on both national and international standardisation activities in the project-relevant area will be accomplished by dissemination of project results by the partners in standardisation committees and the networks of experts and stakeholders.

Stakeholder groups to be targeted: ASI is part of a national, European and international standardization network, so they will target: the European Committee for Standardization (CEN), the European Committee for Electrotechnical Standardization (CENELEC), the European Telecommunications Standards Institute (ETSI), the International Organization for Standardization (ISO), the International Electrotechnical Commission (IEC) and the International Telecommunication Union (ITU) and Austrian Electrotechnical Association (OVE).

Means of Dissemination: Several conferences and relevant events (national as well as international) will be identified. Austrian Standards International will provide materials and representatives to present the activities performed within the project.

2.6.11 Frederick Research Center [FRC]

Major objectives: FRC is as an energetic and vibrant research center involved in more than 80 externally funded research projects. The dissemination strategy for D²EPC project results will be ensured through the already established relationships between the University and academia, research, industry and the society.

Stakeholder groups to be targeted: National ministries and public authorities that are responsible for developing the methodologies for issuing EPCs

Means of Dissemination: FRC will focus its activities on disseminating D²EPC solution through:

- Journals: The academic and research staff of FRC will disseminate the project results to the scientific community through at least 2 publications in international peer-reviewed journals. Potential journals for the publications include: Energy Policy, Energy and Buildings, Advances in Building Energy Research
- Conferences: FRC's staff regularly participates in international scientific conferences with oral presentations or poster presentations. FU will present the project results to at least 1 Conference of relevant scientific scope
- Press releases, newspaper: The D²EPC project progress results will be communicated through regular press releases of the University, as well as disseminated through well-established online sites for European and national educational aspects, including Paideia-News

Dissemination channels: Center's website, Center's newsletter, Social media accounts, Email list



2.6.12 Austrian Energy Agency [AEA]

Major objectives: The Austrian Energy Agency has members from different political, administrative and business sections such as all nine Austrian provinces, two federal ministries and more than 40 energy agencies and social institutions. The result of the project will be discussed and disseminated to the members and to the relevant stakeholders (e.g. Austrian provinces and OIB (Austrian Institute for Building Construction) which is responsible for harmonising the implementation of EPBD among the Austrian provinces).

Stakeholder groups to be targeted: The main target group of the AEA will be the policy makers and energy agencies of the provinces. AEA will contact them and invite them to workshop to discuss and present the outcomes of the project. AEA is the manager of the klimaaktiv (the Federal Ministry of Sustainability and Tourism's initiative for climate protection). In the regularly organised network meetings, the result of the project will be disseminated.

Means of Dissemination: The Austrian Energy Agency will disseminate the project and its outcomes via its website and press releases to its members and relevant stakeholders. Furthermore, AEA is involved in the projects CAs EPBD, EED and RES and will disseminate the project results. The project will be disseminated also by direct contacts with responsible bodies (like the federal Ministry of Sustainability and Tourism (BMNT), Austrian Institute for Building Construction (OIB), Austrian provinces, EPC software companies) and at the klimaaktiv regular network meetings and conferences. The results of the project will be disseminated via social media such as Twitter.

2.6.13 Linked 3rd Party: Intelligent Solutions for Zero and Positive Energy Buildings [IsZEB]

In order to increase the reach of project results and their impact in the market, CERTH engaged IsZEB in the project activities.

By bringing together research and industrial stakeholders, IsZEB is able to support extended and market oriented high TRL scientific results, based on real-life needs of SMEs and industrial key players in the energy sector. With focus on smart and zero or even positive energy buildings, as active building blocks of the new smart grid paradigm, IsZEB aims to explore in depth how smartness (i.e. SRIs) and energy efficiency combine through a unified label. Through that, it aims to further empower the AEC domain to gain access to multiple new markets, including the opportunities deriving from the recently introduced energy communities.

IsZEB aligns perfectly with the D2EPC objectives and will enrich significantly the activities around SRI and EPCs, while also actively contributing in both dissemination and exploitation activities, by introducing valuable insight from industrial stakeholders as well as leveraging promotion opportunities deriving from its ecosystem.

The company not only introduces a highly technological capable SME with the necessary heterogeneity to support all aspects to be researched within the project, but also due to the nature of its structure, with strong market ties with multiple private stakeholders, it will offer significant assistance in linking the project's results to viable market products that will reach a wider audience within the EU AEC sector. Through dedicated activities such as seminars, conferences, exhibitions, fairs, etc. IsZEB will extend the D2EPC outreach, enriching both dissemination and exploitation activities. Finally, through its members, IsZEB will refine the business perspectives of the D2EPC product(s) towards presenting a highly competitive solution for energy communities, their member and any other related stakeholders.



2.7 Presentations at academic conferences and workshops

The D²EPC Consortium will address high-level academic conferences and workshops organized by national, European and international organizations involving and/or representing the energy efficiency research communities and in those scientific forums dealing with the topic of Improve technical, economic and environmental approaches in the design and operation of sustainable buildings through EPC dynamics .These include all those conferences and congresses that each of the partners has previously identified.

D²EPC partners will participate in local (national), European and international conferences, industrial fairs and exhibitions to raise awareness of D²EPC activities and expected results and disseminate relevant developments and results. Partners will focus on promoting D²EPC at key industry events that attract a large number of stakeholders in the sectors of interest (*Energy efficiency, Building performance improvement, Regular energy classification of buildings Dynamic Energy Performance Certificates (EPC), IoT, etc.*), aiming to maximize the effect of direct interaction with stakeholders. In addition, attendance at relevant events will also benefit D²EPC by having continuous updates on specific aspects of the building energy efficiency sector so that they can be addressed in D²EPC's operational plans.

Table 5 below provides an indicative list of some of the relevant events identified by the partners, where D²EPC presentation will take place. This list will be continuously updated and expanded and communicated to all D²EPC partners to plan participation in upcoming events. The dissemination through these events will be customized according to the main target audience of D²EPC (Building Industry, Scientific public administrations, etc.), but also a wide dissemination among sectors and stakeholders will be ensured.

Table 5. Indicative List of D²EPC Relevant events & conferences

Events/Conferences /Webinars	Date/location
Embedded world 2021 DIGITAL	2 - 4 of Mar 2021. Online
Putting Efficiency First into practice – insights from the US and the EU	02 Mar, 2021 Webinar 4:00pm CET / 7:00am PST
Energy Evaluation Europe Conference 2021	10, 11, 15 and 16 March 2021, from 10am to 2pm CET (Online)
ISH water and energy in buildings.	22 – 26 of Mar 2021. Digital
6th Annual Global Conference on Energy Efficiency	30 Mar 2021 Paris, France
IEA-COP26 Net Zero Summit	31 Mar 2021 12:00—15:00 All sessions will be livestreamed on this page and across our social media channels.
RealTime Conference	6 - 7 of April; 4 of May; 8-9 of June, 2021
Berliner Energietage Die Leitveranstaltung der Energiewende	21-23 April 2021 und 28-3. April 2021 Deutschland
E-World E-world energy & water Essen	04 - 06 of May 2021. Essen, Germany
Smart Building Conference (SBC)	31 of May 2021 at the Fira de Barcelona (Spain)
European BIM Summit	3 of June 2021 Presential and Streaming. Barcelona
FIG Working Week	21 - 25 of June 2021, Netherland
Energy Efficiency European Conference	22-24 of June 2021 Wels/Austria
World Sustainable Energy Days	21-25 of June 2021, Wels (AT) and online
INTERGEO Conference and Trade Fair for Geodesy	21- 23 of September 2021

IoT Solutions World Congress	5 - 7 of October 2021.Barcelona, Spain.
Web summit	1-4 of November 2021. Lisboa, Portugal
EU Sustainable Energy week	To be determined

Attendance at conference presentations will be encouraged, although the cost and frequency of conference attendance should be commensurate with the size and resources of the project.

The Quality Control Board will be responsible for monitoring compliance with the standards mentioned in *D²EPC D8.1 Project Management Plan* to ensure that no data are published. to ensure that no confidential data is published, to ensure proper archiving of the publication and to ensure that appropriate references are included and that the same work is not repeated in different publications.

2.8 Scientific Publications

The results of the D²EPC will be organized into key themes, to develop a minimum of 4 peer-reviewed articles per year, book chapters and reports intended for scientific audiences. These scientific products will cover theoretical, conceptual and methodological issues and key results.

At least 4 scientific papers per year are suggested for submission by all Project partners.

For more details on the procedure to be followed for writing and disseminating academic publications, see *D8.1 Project Management Plan*.

According to the EC rules, and in particular the article 29 of the Grant Agreement, any dissemination of results (in any form, including electronic) must include the following text:

“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No. 892984”



Furthermore, the above EU emblem must be displayed. When displayed together with another logo, the EU emblem must have appropriate prominence. According to the Horizon 2020 directives¹, authors are obligated to provide Open Access to their scientific publication, either through the Green or Gold way in all areas. An article published under Green Open Access is archived by the researcher in an online repository before, after or alongside its publication. Open access to the article is often delayed (embargo period), however it must be granted within six months of publication. On the contrary, an article published under Gold Open Access is immediately available in open access mode by the scientific publisher. The associated costs are shifted away from readers and are covered instead by the university or research institute to which the researcher is affiliated, or to the funding agency supporting the research.

¹ H2020 Programme: Guidelines to the Rules on Open Access to Scientific Publications And Open Access to Research Data in Horizon 2020,
http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/oa_pilot/h2020-hi-oa-pilotguide_en.pdf.

3 D^2EPC Communication

3.1 D^2EPC Communication strategy

The communication strategy will focus on informing and demonstrating the societal and economic benefits generated by the project to a wide range of audiences outside the core project target groups. This will be achieved by communicating tangible results and success stories coming from the project validation activities and stimulating positive emotions through the demonstration of social welfare enhancement and social added value generated. Through the exploitation of mainstream communication channels and the attraction of additional stakeholder's groups in the User Group, the consortium will increase awareness and enhance societal perception on how Innovation can tackle emerging challenges and positively impact the society, while increasing visibility and information flow on the vital role of H2020 and EU funded research in realizing and achieving ambitious EU-side societal, economic and sustainable growth goals.

3.2 Internal Communication tools

It aims at improving the communication among partners, with the European Commission and to provide skills to the partners to collaborate in the external communication.

The specific objectives of internal communication are:

- Systematize the communication between the partners, especially between the coordinator and the rest of the beneficiaries, for the correct management and execution of the project.
- Keep partners informed about common actions and obligations administrative, financial, monitoring and evaluation.

The activities and tools foreseen are:

- **D^2EPC SharePoint** to be used as project management and document management and teamwork
- **D^2EPC E-mailing Lists**
- **Communication team (SGS and DMO):** to support communication activities that partners should accomplish.
- **General Assemblies:** to share objectives, budget, schedule, scope, outcomes, impacts, etc.
- **Internal meetings:** to provide partners with appropriate skills and tools for communicating the project.
- **Communication guidelines** [DELIVERABLE D8.1 Project Management Plan and D7.2 Established internal and external communication channels and materials: explaining procedures, tools, settings, etc.].

3.2.1 D^2EPC SharePoint as Collaborative Space

To ensure an efficient project management, the consortium has set-up an online repository server, hosted by DMO, which will be used to store and exchange all documents, providing access to all project's members.

The contents will be continuously updated and extended during the project. This is a restricted website which can be accessed only by the consortium partners and EC officials with login credentials. The Private Consortium Website is a collaborative platform, specifically called into action for the exchange of information. As such, content management is not centralized but rather distributed. Each registered user can add, modify and delete content in the categories they have access to. User registration is centralized and under the overview of DEMO Consultants.



This workspace is by default the tool that the consortium will use to share documents to optimise collaboration amongst its partners and it is designed by Microsoft for document management and teamwork. The tool includes the possibility of managing the partners' dissemination activities, by means of two folders: Scientific Publications and Dissemination Overview, where the partners can register their own Dissemination and Dissemination activities throughout the life of the Project and the coordinator can visualize and balance the collected data.

The repository can be accessed at the following location: <https://www.d2epc.org>

3.2.2 D^2EPC E-mailing lists

For the smooth collaboration and communication among partners, particular e-mailing lists have been created for each WP including the involved consortium members as well as a general mailing list for all partners. Members of each list can be updated through the lifetime of the project, when needed.

3.3 External Communication tools

DMO is in charge of the production of a diverse set of dissemination tools, both online and offline, that are the main instruments for D^2EPC partners for a correct performance of communication actions. (DELIVERABLE D7.2 Established internal and external communication channels and materials v1)

3.3.1 D^2EPC Style Book

It is essential that a style manual is previously established for both the graphic elements and the text, which unifies certain criteria, regardless of the tools to be used in external communication.

D^2EPC Style Book is a set of criteria and rules for the design and writing of project documents. It includes the graphic elements and their application rules. Its purpose is to control the coherence in the application of the image of the Project and in the writing of texts and documents

D^2EPC visual identity

Corporate design style of the D^2EPC project is produced for all kinds of documents and presentations that will come out of project activities. The purpose of corporate design style is project branding. It establishes an identity that provides recognition and conjures up a positive image. D^2EPC corporate design style contains **a logo, colour, style and images**.

D^2EPC colour scheme is green, yellow, orange, red and grey. The D^2EPC logo contains the name of the project and an object. In addition, two more elements have been designed that are derived from the logo. The main D^2EPC theme image visualises the innovative characters of the project and its outcomes. This theme image will appear in the background of document and presentation templates.



Figure 2. D^2EPC logo and logo-elements

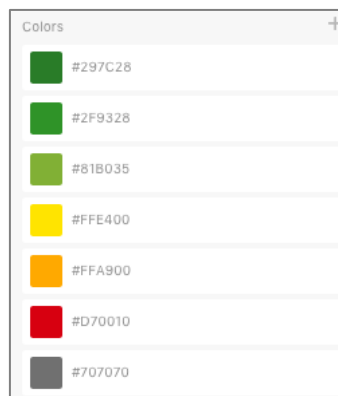


Figure 3. D²EPC Colour Scheme



Figure 4. The main D²EPC visual

D²EPC Corporate typography

Typography plays an important role in communicating an overall tone and quality. A careful use of typography reinforces and ensures clarity and harmony in all D²EPC communications.

We have selected a personalized font for the website (Avenir Next LT Pro Regular). A custom font has been selected for the logo and Calibri for the texts.

D²EPC Documents Formats and Templates

In the Deliverables D7.2 Established internal and external communication channels and materials v1 and D²EPC D 8.1 Project Management Plan, there is particular reference to the documents and templates created for the D²EPC project.

The D²EPC project provides eleven templates to be used for internal and external communication:

- D²EPC Agenda
- D²EPC Deliverable report
- D²EPC Management report
- D²EPC Management report cost
- D²EPC Memo
- D²EPC Minutes
- D²EPC Peer review report
- D²EPC General master presentation
- D²EPC Partners presentation
- D²EPC Tasks presentation
- D²EPC WP's presentation

Depending on its type and use (internal i.e. within the consortium or external including EC), the aforementioned documents can have different format. Table 9 highlights the acceptable format(s) per each document type and use, where “doc” and “docx” refers to MS Word or equivalent format, “txt” to plain text format, “xls” and “xlsx” refers to MS Excel or equivalent format, “ppt” and “pptx” to MS PowerPoint presentation or equivalent format, and “pdf” stands for the portable document format

Table 6. D²EPC Document Formats

Document Type	Format for Internal Use	Format for External Use
Deliverable	doc, docx	pdf
Peer Review Report	doc, docx	pdf
Meeting Program	doc, docx, txt	pdf
Meeting Agenda	doc, docx, txt	pdf
Meeting Minutes	doc, docx	pdf
Financial Report	doc, docx, xls, xlsx	pdf
Management Report	doc, docx	pdf
Presentation	ppt, pptx	pdf



3.3.2 Communication channels

D²EPC Public website

The D²EPC website, which can be publicly accessed at <https://www.d2epc.eu>, contains information on the project and its objectives, the consortium partners, related activities and results, as well as information on news and upcoming events. It is intended to be the communication and dissemination channel for the project results and aims to involve and expand the stakeholder community. In addition, it will serve as the main interface to organizations and individuals outside the D²EPC project consortium who are interested in the work and achievements of the project. D²EPC website has been developed and will be maintained by the DMO which is the leader of T7.2 - Communication and Dissemination Activities and Materials. Its content will be regularly updated and expanded throughout the duration of the project, through the publication of news and results by the partners.


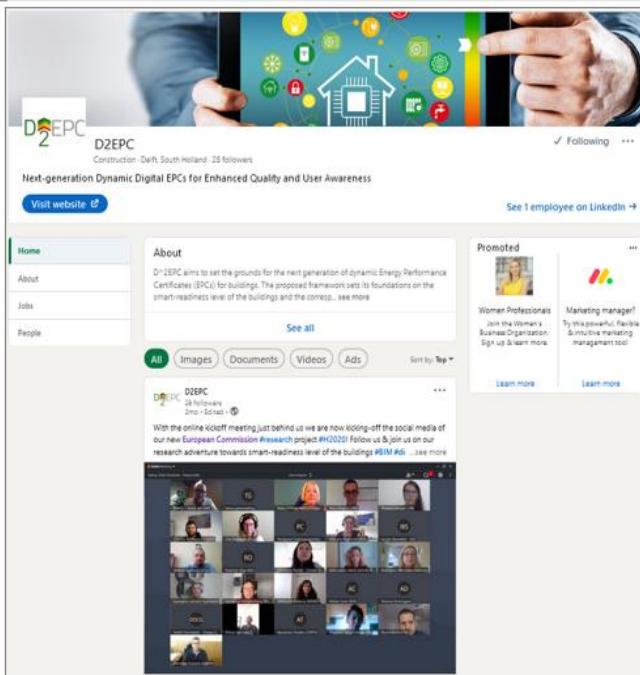







Figure 5. D²EPC website

D²EPC Social Media

D²EPC aims to have a strong social media presence, enhancing its outreach to target audiences and the general public and ensuring active interaction with them. To ensure maximum usability and to take full advantage of the networks already developed by D²EPC's social media partners, attention has been given to the social media that D²EPC's partners have been regularly and successfully using to communicate and interact with their customers and other stakeholders. The following social media groups have been activated for D²EPC:

Table 7. D²EPC Social Media Groups

LinkedIn	
 <p>https://www.linkedin.com/company/d2epc/</p> <p>LinkedIn is the world's largest professional network with 300 million connections. LinkedIn has evolved to become one of the most important and most prevalent resources for professional networking available. The D²EPC page on LinkedIn has been created. The main goal of this page is to share and exchange information and knowledge.</p>	
Twitter	
 <p>it is the most popular micro-blogging site and represents the opportunity to reach people from all over the world with interests related to the project.</p> <p>Link: https://twitter.com/D2Epc</p> <p>Username: @D2Epc</p>	

YouTube	
 <p>Link: https://www.youtube.com/channel/UCCml-GOfxCKMI6nx4X5baVQ</p> <p>YouTube is a video sharing service where users can watch, like, share, comment and upload their own videos. The video service can be accessed on PCs, laptops, tablets and via mobile phones. This channel will be used to share tutorials and demonstrations developed over the course of the project.</p>	
Facebook	
 <p>Finally, it has been decided not to use Facebook as D^2EPC's communication social network, since the scope of the Project's contents is aimed at another type of user profile that uses Facebook and the dissemination expectations are more than met with Twitter, LinkedIn and Youtube.</p>	

E-Newsletter

There will be a regular D^2EPC newsletter to aid communication and outreach with stakeholders and the D^2EPC community. The newsletter will be published every 6 months, starting with M6. The newsletter will be in English and will be sent to identified experts and interested individuals who subscribe to it via the project website, members/representatives of the media, etc.

During the 3 years of the project a bi-annual newsletter will be sent out to provide the interested public with brief periodic updates on the progress of the project. The newsletter should be brief, to be effective, with links to the relevant original source. A picture image for each article. Partners should be involved in the preparation of the newsletter, providing news about their activity in the project, brief updates on the project, main results, upcoming events, other relevant activities, as well as photographs.

The newsletter will be written in English and will be translated by the partners into their original language and will be disseminated in their local network.

The newsletter may include a short version of the articles (80/100 words) and will link to the full versions full versions published as news items on the website (250/350 words). The aim is to facilitate the reading of the newsletter and generate more traffic to the website.

Subscription to the newsletter will be possible through a button on the website (to be confirmed).

Each partner will share its contact database to reach the relevant targets.

Communication goal: Disseminate information on the project's progress status (activities, reached results etc.), on the partner's role as well as to inform the stakeholders and the external public on project's themes.

Target group: All the local, national and international actors interested in project's themes, as well as the general public at different levels.

Responsible partner: DMO

Timing: 6 times during project duration (semi-annually)

Poster and Roller banner

One Poster with minimum A3 size, preferably A2, and one roller banner, size 85cm-100cm x 200, will be designed following the guides provided for all Horizon2020 projects. Both will be available for all project partners.

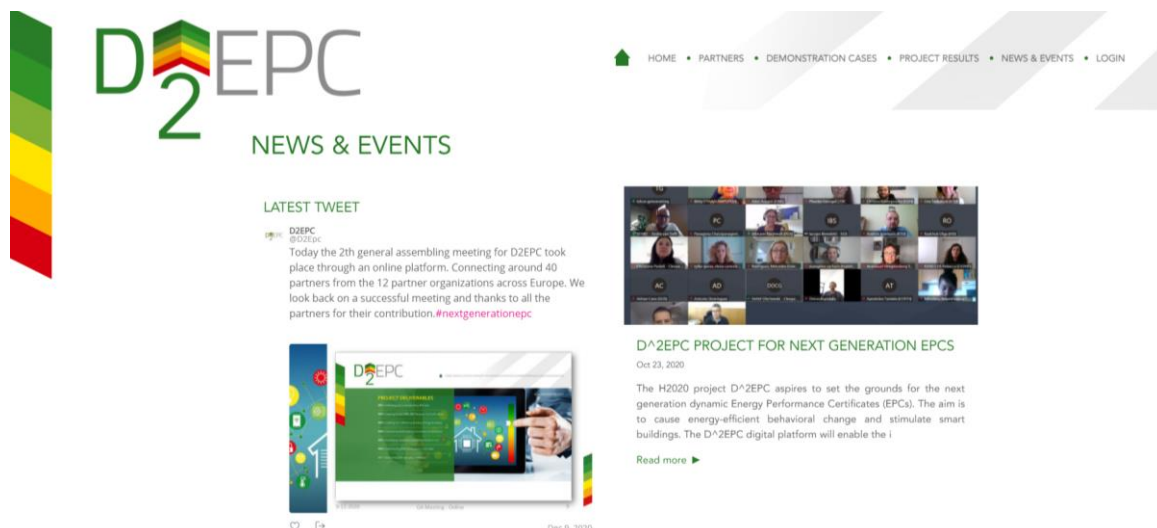
It is aimed at all local, national and international stakeholders interested in the project's themes, as well as the themes of the project, as well as the general public at different levels.

Each partner must print and display at least one roller banner in every conference.

Press releases

Press releases about the D²EPC project activities and developments will be produced and distributed for publication among national/regional/EU press to further promote the project focusing at both broad audiences and more specific stakeholders. Apart from specific project activities the topics covered may include opinions/interviews of experts within and out of the partner organizations, attracting media attention on relevant topics. A continuous cooperation with press and media will be promoted by all D²EPC partners. All press releases will be also be available on the D²EPC project website as well as social media channels.

At least 7 national press per year releases about the project (one per country represented D²EPC). The 23rd of October the first press release was launched and distributed to all consortium partners in order to hand out it among all their networks. It was also published on the project website:



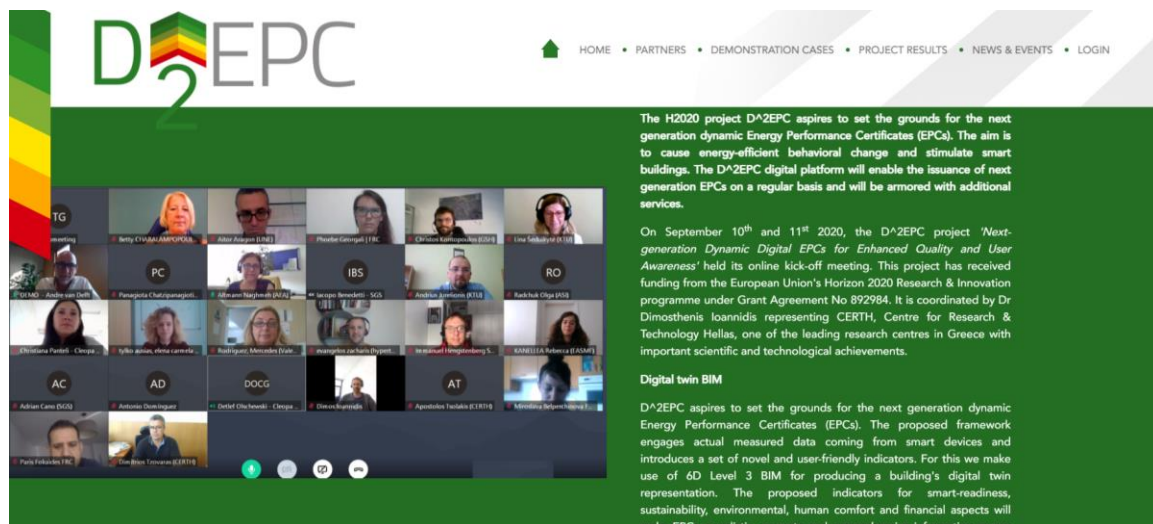


Figure 6. 1st D²EPC Press release

Project Brochures

D²EPC will provide a range of materials for non-academic audiences, including a project brochure in all project partners' languages translated by partners in their own language and implemented in original brochure template detailing D²EPC's objectives, methodology, etc. At least one brochure per year will be published including the main results. A special effort will be made to present complex ideas in an accessible, yet authoritative manner. All brochures will be available in electronic format on the D²EPC website.

Responsible partner: DMO partner is responsible for the brochure.

Project flyer

One flyer, one-page A4, one side colour printing, will be developed for the project. Its objective is to present D²EPC vision, project partners and aims. The material should make the project appealing and increase its visibility at local and European levels, firstly to the policy makers of local authorities and all the stakeholders. It will be widely distributed especially during multiplying events foreseen for the whole project lifecycle. The flyer will be available in both digital and hard copy.

Target group: including benefits for each target group to be distributed at face-to-face meetings, technical workshops and industry events. Translations for these flyers will be foreseen.

Responsible partner: DMO is responsible for the creative of the Flyer. Partners print the flyers.

Videos and multimedia

D²EPC will create two general videos. One at the beginning of the project and one towards the end. In addition to these two materials, it is suggested to create short videos on the development of the project that will be disseminated through social media, in order to ensure the visibility of the project. To this end, partners may be asked to contribute raw footage and audiovisual resources. These videos can be used online or presented during events and meetings with stakeholders. Partners can suggest ideas for short videos based on their needs.

The project video will be used for dissemination and communication activities, such as events, in the media and will be available on the project website, as well as on social networks such as YouTube and

the European Commission's online channels (if deemed appropriate by the European Commission). 1 video presenting the project profile and general concept.

All videos will be uploaded to the official D²EPC [Youtube channel](#)

Policy briefs

Policy briefs: a policy brief is a concise summary of a particular issue, including the policy options to deal with it, and some recommendations on the best option.

During the second half of the project's life and also after project's end, specific informative materials such as factsheets, letters of interest and policy briefs, will be submitted to the attention of policymakers (at different levels) in order to leverage the update of D²EPC results.

First version at M24 and a revision at M36, and new releases as necessary during the project.

It is aimed at policymakers and other stakeholders that have the potential to influence on policy and regulation. These will be available on D²EPC website and can be also distributed on events and meetings with stakeholders.

3.4 Evaluation, Monitoring Communication activities

The purpose of the evaluation is to determine whether the communication activities meet the objectives.

All communication activities will be subject of a regular follow-up, so that the results can be evaluated and integrated within the communication strategy and that adjustments can be made if necessary.

To ensure a high-quality communication strategy execution, the project has an overall evaluation strategy to ensure the above-mentioned quality, however a separate monitoring focused on communication activities is vital as the impact of those activities contribute to the successful implementation of the project. It is important that this evaluation is carried out on a continuous basis to ensure:

- An effective impact assessment and update or redefinition of communication activities.
- Ensure the quality of the communication activities carried out.
- Monitoring can be broken down into sub-sections.
- Performance measurement
- Impact
- Reporting
- Monitoring and assessment

3.4.1 Performance measurement

The consecution of this plan will be measured according to the following outputs and results indicators who have been defined for each type of communication tools as summarized in the following table:

Table 8. Output and result indicators

Tool	Output indicators	Result indicators
Website	Number of pages published Regularity of updates	Number of new visits, Number of returning visitors, Number of hits per page,

Events	Number of press conferences, Number of transnational events implemented, Number of national events implemented, Number of study visits organized, Number of training events, seminar organized, Number of project meetings held	Number of participants involved, Number of individuals reached directly through dissemination outputs in the co-operation area
Leaflets, brochure, newsletters	Number of publications produced (editions, specify e.g. folder, newsletter, brochure, report, guideline, handbook), Number of materials created, Number of copies disseminated,	Number of individuals reached directly through dissemination outputs in the co-operation area Number of SMEs reached directly through dissemination outputs in the co-operation area
Media tools	Number of articles/appearances published in the press and in other media (including online media, TV, radio) Number of press releases issued Number of press kits sent Number of announcements sent	Number of press articles, press conferences Number of participants to press conferences.
Publications	Numbers of scientific publications, Number of publications in energy sector-specific Scientifics magazines	Number of researchers involved
Clustering with other projects/entities	Number of Joint actions	At least 10 joint actions within identified networks and other H2020 projects.

3.4.2 Impact

Impact will ensure that the project objectives are being accomplished through a selection of tailored activities. Impact regarding communication activities can help the consortium to understand the reach and sustainability of the project's results. Furthermore, the impact can also be used to measure and assess the promotion activities in terms of their relevance, quality, and promotion channel. Impact is often measured through indicators; both quantitative and qualitative should be considered for the activity/action.

Table 9. Indicators of assessment

Indicator	1st Year (M1-M12)	2nd Year (M13-M24)	3rd Year (M25-M36)	Source & methodology
Number of visits to D ² EPC website	1000	2000	5000	Analytics Website
Accumulated number of followers on LinkedIn	200	300	400	LinkedIn registry

Accumulated number of followers on Twitter	150	300	400	Twitter registry
Accumulated number of views of video #1	100	150	300	YouTube registry
Accumulated number of views of video #2	-	60	200	YouTube registry
Accumulated number of brochures distributed	200	500	1.000	Registry of dissemination activities
Accumulated number of newsletters forwarded	2	4	6	Registry of dissemination activities
Accumulated number of press releases distributed	2	4	6	Registry of dissemination activities
Accumulated number of subscribers to the project mailing list	80	150	280	Internal subscriber registry
Average percentage of readers of the project mailing list	19%	20%	22%	The newsletter management tool registry
Accumulated number of articles published on D ² EPC Website	6	9	13	Registry of dissemination activities
Accumulated number of articles published on external media	3	6	9	Registry of dissemination activities
Accumulated number of Scientific papers published on scientific journals	3	5	7	Registry of dissemination activities
Accumulated number of participants in Networking events and workshops	15	30	75	Participant list
Accumulated number of relevant events and Conferences on which participants participate	5	15	22	Registry of dissemination activities

3.4.3 Reporting

To facilitate proper monitoring and evaluation of communication activities, and to know the impact of the actions carried out, it is necessary that all partners record the activities they perform. In this sense, a section is available in D²EPC SharePoint to report each communication or publication activity (articles, events, etc.) carried out by each member of the consortium.

These activities include both planned and ad-hoc activities.



The D²EPC SharePoint includes the option to systematically register dissemination activities and scientific publications. This approach will save a lot of time in producing overviews (D7.2 Established internal and external communication channels and materials v1).

Therefore

- All partners must take into account the rules that apply for participating in dissemination activities / events (e.g. conferences, workshops, seminars etc.) (D8.1 Project Management Plan)
- All partners should register the activities in the communication reporting document available in the D²EPC SharePoint.
- All partners should save evidence of the activities conducted.

By performing regular monitoring of the activities, it is possible to assess if the action plan is being carried out properly and if it is on time. It will also be possible to see which activities had the biggest impact on the stakeholders (both in quantitative and qualitative terms). The conclusions from these reporting will be considered for the communication plan annual updates.

3.4.4 Monitoring and assessment

The process of monitoring of communication activities can be outlined as follows:

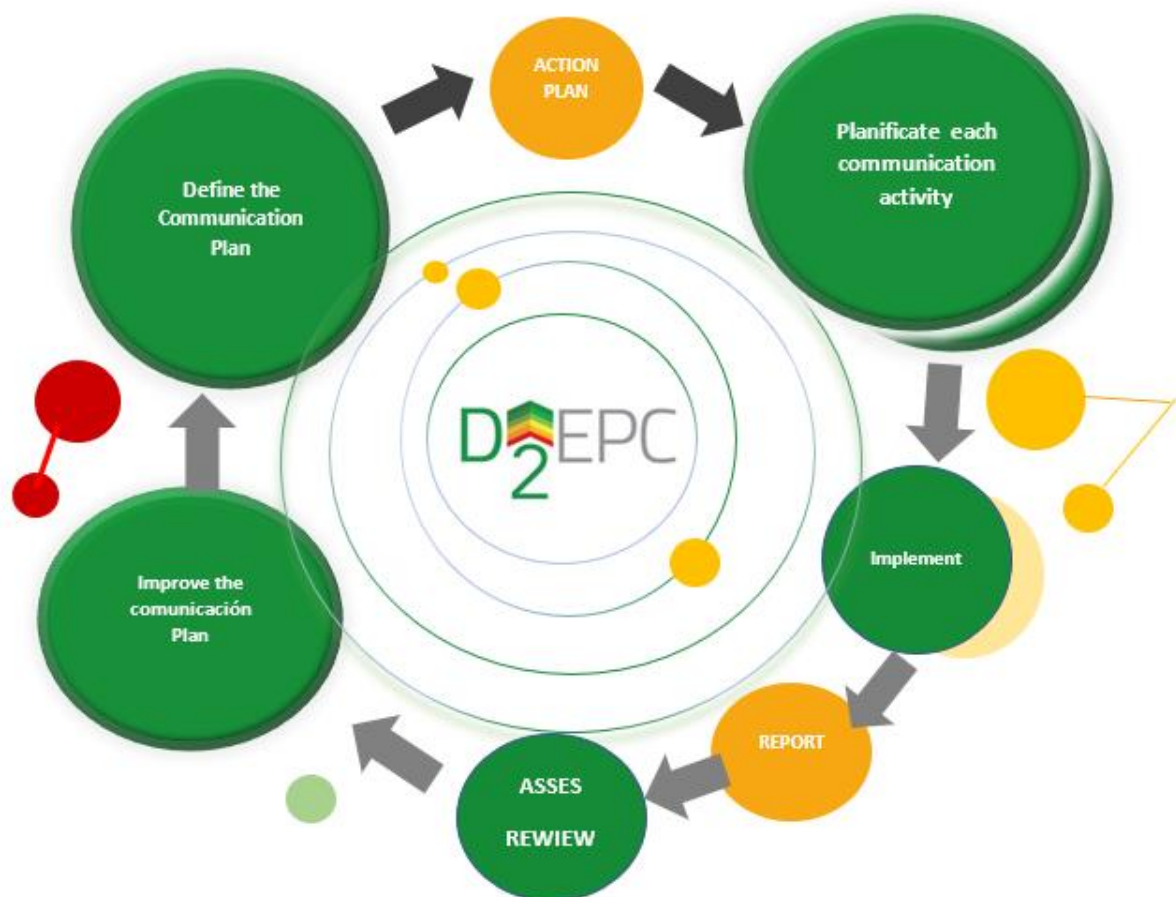


Figure 7. Monitoring Process

As the figure shows, the monitoring is a continuous process that will assess the overall T7.1 – Dissemination and Communication Plan activities/results, but also evaluate each individual activity and its impact on the project. It is most likely that the Communication Plan will be updated according to the results of such evaluations.

3.5 Linking D²EPC with other projects ongoing

One of the priorities of D²EPC is networking activities with other H2020 projects with common and relevant objectives and link with relevant projects existent under H2020 of the same call and topic and related to the objectives of the Project.

At the start of the D²EPC project an official request for collaboration was made to the lead partners of the relevant projects and the responding organizations had access to the networking services of the project.

Work experience and knowledge gained in similar projects will be a valuable tool to guide project actions and will enhance the expertise of the project team.

3.5.1 Sister Projects

Below you can find the sister projects with which the consortium is in contact:

- **X-tendo:** X-tendo and its toolbox introduce ten features of the next generation of energy performance certificates, to provide public authorities with improved compliance, reliability, usability and convergence of next-generation energy performance assessment and certification
- **QualDeEPC:** this project aims to increase the quality and cross-EU convergence of Energy Performance Certificate (EPC) schemes, and to enhance the link between EPCs and deep renovation.
- **U-CERT:** U-CERT is a project with the main aim to introduce a next generation of user-centred Energy Performance Assessment and Certification Scheme to value buildings in a holistic and cost-effective manner.
- **E-DYCE:** EDYCE (Energy flexible DYnamic building CERTification) is the natural evolution of the conventional Energy Performance Certification into real time optimization of building performance and comfort, by capturing the building's dynamic behaviour, and at the same time providing transparent feedback, through an intuitive interface.
- **ePANACEA:** The objective of the ePANACEA project is to develop a holistic methodology for energy performance assessment and certification of buildings. The vision is ePANACEA becoming a relevant instrument in the European energy transition through the building sector. The project comprises the creation of a prototype (the Smart Energy Performance Assessment Platform) making use of the most advanced techniques in dynamic and automated simulation modelling, big data analysis and machine learning, inverse modelling or the estimation of potential energy savings and economic viability check.
- **EPC RECAST:** EPC RECAST will set a well-structured process and a toolbox supporting the development, implementation and validation of a new generation of Energy Performance Assessment and Certification, with a deliberate focus on residential buildings, more specifically existing ones, for which retrofit is one of the most challenging and pressing issue.



4 Timeline of activities

The following summary table of the above communication channels (in the project months):

D ² EPC	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Website																																				
Newsletter																																				
Press releases																																				
Social media																																				
Poster templates																																				
Project brochures																																				
Flyers																																				
Scientific publications																																				
Non-academic publications																																				
Presentations at academic Conferences, Info-days , Seminars..																																				
Project workshops																																				
Policy Briefs																																				
Videos																																				

5 Conclusions

The Dissemination and Communication plan provides the D^2EPC project with a solid framework, roadmap and practical toolkit that will help to disseminate project results and activities. The D^2EPC partners will use this document as an initial strategy which will be further updated and developed as dissemination materials and specific strategies are evaluated for their reach, effectiveness in targeting particular stakeholders and alignment with project objectives and stakeholder interests.

Having defined the list of target stakeholders and the appropriate channels to reach them, the future dissemination and communications activities will aim to further increase the interest of stakeholders in the project and further promote the results of the D^2EPC to the selected target groups.

Finally, it should be noted that this deliverable acts as a living document and shall be updated within the project's lifetime in case of changes and/or amendments within the next 3 years. The document can be used by all partners as a reference manual to the defined project management practices.



6 References

- [1]. D^2EPC Deliverable D 8.1 Project Management Plan
- [2]. D^2EPC Deliverable D7.2 Established internal and external communication channels and materials v1

