

# Report on dissemination activities

## v2



**Project Acronym:** D^2EPC

**Project Full Title:** Next-generation Dynamic Digital EPCs for Enhanced Quality and User Awareness

**Grant Agreement:** 892984

**Project Duration:** 36 months (01/09/2020 – 31/08/2023)

## DELIVERABLE D7.10

### Report on Dissemination Activities v2

**Work Package:** WP7 - Project Communication, Dissemination and Exploitation

**Task:** T7.2 - Communication & Dissemination Activities & Material

**Document Status:** Final

**File Name:** D^2EPC\_D7.10\_Report on Dissemination Activities v2\_DMO

**Due Date:** 31.08.2022

**Submission Date:** 26.08.2022

**Lead Beneficiary:** DMO

#### Dissemination Level

Public ☒

Confidential, only for members of the Consortium (including the Commission Services) ☐

## Authors List

Leading Author				
First Name		Last Name	Beneficiary	Contact e-mail
Mija		Sušnik	DMO	mija@demobv.nl
Co-Author(s)				
#	First Name	Last Name	Beneficiary	Contact e-mail
1	Panagiota	Chatzipanagiotidou	CERTH	phatzip@iti.gr
2	Christiana	Panteli	CLEO	c.panteli@cleopa.de
3	Egle	Klumbyte	KTU	egle.klumbyte@ktu.lt
4	Vasilis	Soulios	IsZEB	v.soulios@iszeb.gr
5	Ioannis	Maroufidis	GSH	j.maroufidis@geosystems-hellas.gr
6	Gerfried	Cebrat	SEC	Gerfried.Cebrat@senercon.de
7	Anita	Reiter	UNE	a.reiter@austrian-standards.at
8	Mercedes	Rodriguez	SGS	Mercedes.Rodriguez@sgs.com
9	Thanos	Kalamaris	HYP	t.kalamaris@hypertech.gr
10	Aitor	Aragon Basabe	ASI	aaragonb@une.org
11	Phoebe-Zoe	Georgali	FRC	res.gp@frederick.ac.cy
12	Naghmeh	Altmann	AEA	naghmeh.altmann@energyagency.at

## Reviewers List

Reviewers			
First Name	Last Name	Beneficiary	Contact e-mail
Dimosthenis	Ioannidis	CERTH	djoannid@iti.gr
Estefania	Lopez	SGS	estefania.lopezmontesinos@sgs.com



## Version History

v	Author	Date	Brief Description
1.1	Mija Sušnik, DMO	14-07-2022	First draft with updated information, sent for feedback collection
1.2	Mija Sušnik, DMO	03-08-2022	Updated information based on input from partners
1.4	Mija Sušnik, DMO	08-08-2022	Final draft for internal review
1.6	Mija Sušnik, DMO	17-08-2022	Updated based on peer review comments
2.0	Mija Sušnik, DMO	24-08-2022	Final version ready for submission

## Legal Disclaimer

The D<sup>2</sup>EPC project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 892984. The sole responsibility for the content of this publication lies with the authors. It does not necessarily reflect the opinion of the European Climate, Infrastructure and Environment Executive Agency (CINEA) or the European Commission (EC). CINEA or the EC are not responsible for any use that may be made of the information contained therein.

## Copyright

© DMO Copies of this publication – also of extracts thereof – may only be made with reference to the publisher.



## Executive Summary

Deliverable 7.10 “Report on Dissemination Activities v2” is the updated version of D7.3 and reports on the dissemination activities that took place in the period from M13 to M24. Those are compared with the first-year activities in order to monitor the progress. The report includes a summary of all the relevant news and events in which consortium partners participated, the activities within each social media channel, together with their analytics and the website analytics which show the performance of the project’s main communication and dissemination tool. This report will be further updated in its third version in M36.



## Table of Contents

1	Introduction.....	9
1.1	Scope and objectives of the deliverable .....	9
1.2	Structure of the deliverable .....	9
1.3	Relation to other tasks and deliverables .....	9
2	News & Events.....	10
3	Social media channels .....	15
3.1	LinkedIn .....	15
3.2	Twitter.....	16
3.3	YouTube .....	17
4	Project's website .....	19
5	Publications .....	21
6	KPIs for dissemination activities.....	24
7	Conclusions.....	25



## List of Figures

Figure 1 LinkedIn posts frequency .....	15
Figure 2 Twitter posts frequency .....	16
Figure 3 YouTube posts frequency .....	17
Figure 4 Website users: 01/09/2020 - 31/08/2021 .....	19
Figure 5 Website users: 01/09/2021 - 19/08/2022 .....	19
Figure 6 Paper Next-Generation Energy Performance Certificates. What novel implementation do we need? .....	21
Figure 7 Paper An enhanced framework for next-generation operational buildings energy performance certificates .....	22
Figure 8 Abstract Next-generation energy performance certificates. Users and stakeholders requirements and market's needs .....	23

## List of Tables

Table 1 News & Events Overview .....	10
Table 2 LinkedIn Analytics .....	16
Table 3 Twitter Analytics .....	17
Table 4 YouTube Analytics .....	18
Table 5 Website Analytics .....	19
Table 6 KPIs for dissemination activities .....	24



## List of Acronyms and Abbreviations

Term	Description
EPC	Energy Performance Certificate
EU	European Union
EUSEW	EU Sustainable Energy Week
KPI	Key Performance Indicator
MS	Member states
WG	Working Group





# 1 Introduction

## 1.1 Scope and objectives of the deliverable

Deliverable 7.10 “Report on Dissemination Activities v2” is an updated version of D7.3, defined within the task T7.2 “Communication & Dissemination Activities & Material” of work package 7 “Project Communication, Dissemination and Exploitation”. In this deliverable, the dissemination activities within the period between M13 and M24 are thoroughly presented and compared to the first year of the project. For the reader to have a better overview of all the activities, updates and progress on the dissemination and communication within the project, it is suggested that this deliverable is to be read together with D7.8 “Established internal and external communication channels and materials v2”, submitted at the same time as D7.10. There is one more deliverable expected in M36, in order to monitor the progress of the dissemination and communication actions throughout the whole project.

## 1.2 Structure of the deliverable

This deliverable is structured according to the following sections:

- Section 2 describes news & events
- Section 3 describes the social media activities, including the analytics
- Section 4 describes the progress of the project’s website
- Section 5 concludes the deliverable


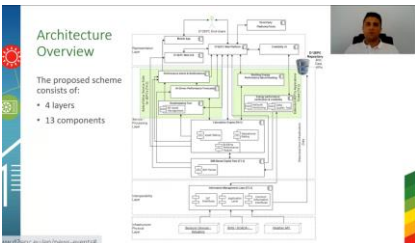


## 1.3 Relation to other tasks and deliverables

Dissemination and communication activities are being performed by all partners, under DMO’s supervision and are following the guidelines and strategy provided in the Dissemination and Communication Plan. Thus, it can be said that this deliverable relates to all the tasks, deliverables, and work produced within this project.

## 2 News & Events






Partners are working on increasing the project's visibility and disseminating the outcomes to relevant stakeholders using many different ways, such as participating in events, attending conferences, organising workshops, submitting papers etc. The involvement is always reported on the project's website under News & Events section and through social media posts. The below table shows the overview of news and events where the project's work has been presented to a broader audience.

**Table 1 News & Events Overview**






Representative image	Short description
	<p><b>D<sup>2</sup>EPC'S SECOND NEWSLETTER IS OUT</b></p> <p>Aug 30, 2021</p> <p>In our second newsletter, which celebrates 1 year of the project you can read about the progress we have made so far, materials we have developed and events we have attended!</p>
	<p><b>SPLITECH CONFERENCE 2021</b></p> <p>Sep 13, 2021</p> <p>University of Split (FESB) organized a 4-day scientific/professional/industry conference that took place in Split and Bol (island of Brac), Croatia. D<sup>2</sup>EPC was presented at the conference on 9th September in the technical program S10: Energy Efficiency</p>
	<p><b>PARTNERS OF WP2 MET ONLINE</b></p> <p>Sep 28, 2021</p> <p>On 31st August a meeting of WP2-"Development of the Operational Framework for dEPC Schemes" took place.</p>
	<p><b>THE WORKING GROUP 2 MET THIS MONTH</b></p> <p>Sep 28, 2021</p> <p>In the development of the D<sup>2</sup>EPC project, as a part of T5.1 activities for auditing and guidance for D<sup>2</sup>EPC implementation, two working groups have been formulated. WG2 met on 8th September in order to discuss the content of the deliverable and organise the next steps.</p>
	<p><b>D<sup>2</sup>EPC AT SUSTAINABLE PLACES 2021</b></p> <p>Sep 30, 2021</p> <p>D<sup>2</sup>EPC has participated in the workshop "Building Energy Performance Certificates: The Enabler Smart Readiness Indicator" which took place on 29th September from 9:00 - 12:30.</p>

	<p><b>3RD PLENARY MEETING</b></p> <p>Oct 07, 2021</p> <p>The consortium of the D<sup>2</sup>EPC project held a two-day online 3rd Plenary meeting. This meeting took place on the 5th and 6th of October 2021, with the main objective to update each other on the progress of our project, what has been achieved so far, and set up the next steps.</p>
	<p><b>THE NEXT GENERATION ENERGY PERFORMANCE CERTIFICATES: MAKING BUILDINGS FIT FOR THE ENERGY TRANSITION</b></p> <p>Oct 14, 2021</p> <p>A lively and informative moderated panel discussion between the project's representatives has taken place in the webinar organised in the framework of the Sustainable Energy Week (EUSEW) on the 14th of October 2021.</p>
	<p><b>2ND PRESS RELEASE</b></p> <p>Nov 08, 2021</p> <p>D<sup>2</sup>EPC project has released its 2nd Press Release! The project is well on track! All partners are following the schedule and are on time with the submission of the deliverables for which they are responsible.</p>
	<p><b>D<sup>2</sup>EPC AT THE ENLIT EUROPE 2021</b></p> <p>Dec 07, 2021</p> <p>D<sup>2</sup>EPC project was featured at the Enlit Europe 2021 event as one of the 11 projects of the Next Generation EPCerts H2020 cluster in the EU Project Zone.</p>
	<p><b>D<sup>2</sup>EPC AT TIMEPAC-21 INTERNATIONAL WORKSHOP</b></p> <p>Dec 15, 2021</p> <p>Our sister project TIMEPAC organized a hybrid international workshop "Dynamic EPC as enabler of Smart Energy Services – Energy Efficiency, Integration of RES in Buildings and Demand Response" that took place on 14th and 15th December in Ljubljana.</p>






	<p><b>HYBRID 4TH PLENARY MEETING IN THESSALONIKI</b></p> <p>Mar 14, 2022</p> <p>After a year and a half of online calls, we were finally able to organize a hybrid meeting! On 8th and 9th March, we gathered in Thessaloniki, Greece for our 4th plenary meeting, where we discussed the progress of the project and defined our next steps.</p>
	<p><b>ENERGY AND CLIMATE TRANSFORMATIONS - POSTER ACCEPTANCE</b></p> <p>Mar 17, 2022</p> <p>We are happy to share with you that the abstract entitled "Next-generation energy performance certificates. Users and stakeholders' requirements and market's needs", has been accepted for poster presentation at Energy and Climate Transformations: 3rd International Conference on Energy Research &amp; Social Science Conference!</p>
	<p><b>ACCEPTED PAPER FOR THE PRESENTATION AT CLIMA 2022</b></p> <p>Mar 24, 2022</p> <p>Another happy news to share with you - a conference paper with the title "Next-Generation Energy Performance Certificates. What novel implementation do we need?" was accepted for the presentation at Clima 2022, REHVA 14th HVAC World Congress!</p>
	<p><b>D<sup>2</sup>EPC WORKSHOP - CALL FOR EXPRESSION OF INTEREST</b></p> <p>Apr 13, 2022</p> <p>D<sup>2</sup>EPC is organizing a workshop at the beginning of June and we would be very pleased to welcome you to our event. We are therefore opening a call for expression of interest to participate in the workshop!</p>
	<p><b>2ND BROCHURE ON EU-FUNDED SMART BUILDING INNOVATION</b></p> <p>May 06, 2022</p> <p>D<sup>2</sup>EPC was featured in the 2nd brochure on EU-funded smart Building Innovation, prepared by SmartBuilt4EU.</p>



	<p><b>HAVE YOU READ OUR 3RD NEWSLETTER?</b></p> <p>May 25, 2022</p> <p>Our third newsletter marks half of the project! You can read about our submitted deliverables and events we have attended!</p>
	<p><b>D<sup>2</sup>EPC WORKSHOP BUILDING PERFORMANCE ASSESSMENT TOWARDS NEXT GENERATION EPCs</b></p> <p>May 30, 2022</p> <p>D<sup>2</sup>EPC workshop "Building performance assessment towards Next-generation EPCs" will take place online on the 8th of June, from 10:00 to 14:15.</p>
	<p><b>SUCCESSFUL WORKSHOP BEHIND US!</b></p> <p>Jun 15, 2022</p> <p>D<sup>2</sup>EPC organized the workshop "Building performance assessment towards Next-generation EPCs" which took place online on the 8th of June.</p> <p>We had an amazing opportunity to listen to 10 exciting presentations which showed the state-of-the-art on the topics of smart buildings and energy efficiency, human comfort, sustainability assessments and monetizing building's energy performance.</p>
	<p><b>WORKSHOP FOR EPC ASSESSORS: METHODOLOGY AND TOOLS</b></p> <p>Jul 20, 2022</p> <p>D<sup>2</sup>EPC organized the "Workshop for EPC Assessors: Methodology and tools" which took place online on the 12th of July.</p> <p>The objective of the workshop was to share the methodologies and tools developed in the project with EPC assessors from different countries, in order to have their opinion and feedback.</p>
	<p><b>U-CERT &amp; X-TENDO FINAL CONFERENCE</b></p> <p>Aug 01, 2022</p> <p>On the 6th of July, D<sup>2</sup>EPC participated in the "U-CERT &amp; X-tendo final conference: Enhanced and future-proof EPCs", which took place in L42 Business Center in Brussels.</p>



 <p>SPECIAL ISSUE RESEARCH ARTICLE</p> <p><b>An enhanced framework for next-generation operational buildings energy performance certificates</b></p> <p>Stavros Koltsios  Paris Fokaidis, Phoebe-Zoe Georgali, Apostolos C. Tsolakis, Panagioti Chatzipanagiotidou, Egle Klumbyte, Andrius Jurelionis, Lina Sedulkyte, Christos Kontopoulos, Christos Malavazos, Christiana Panteli, Maja Sulnik, Gerfried Cebal, Dimosthenis Ioannidis, Dimitrios Tzavaras ... See fewer authors </p> <p>First published: 11 August 2022   <a href="https://doi.org/10.1002/er.8517">https://doi.org/10.1002/er.8517</a></p> <p>Funding information: European Commission, Grant/Award Number: 892984</p>	<p><b>PUBLISHED PAPER IN THE INTERNATIONAL JOURNAL OF ENERGY RESEARCH</b></p> <p>Aug 17, 2022</p> <p>We are proud to share with you that the paper titled "An enhanced framework for next-generation operational buildings energy performance certificates" has been published in the International Journal of Energy Research.</p>
--	---

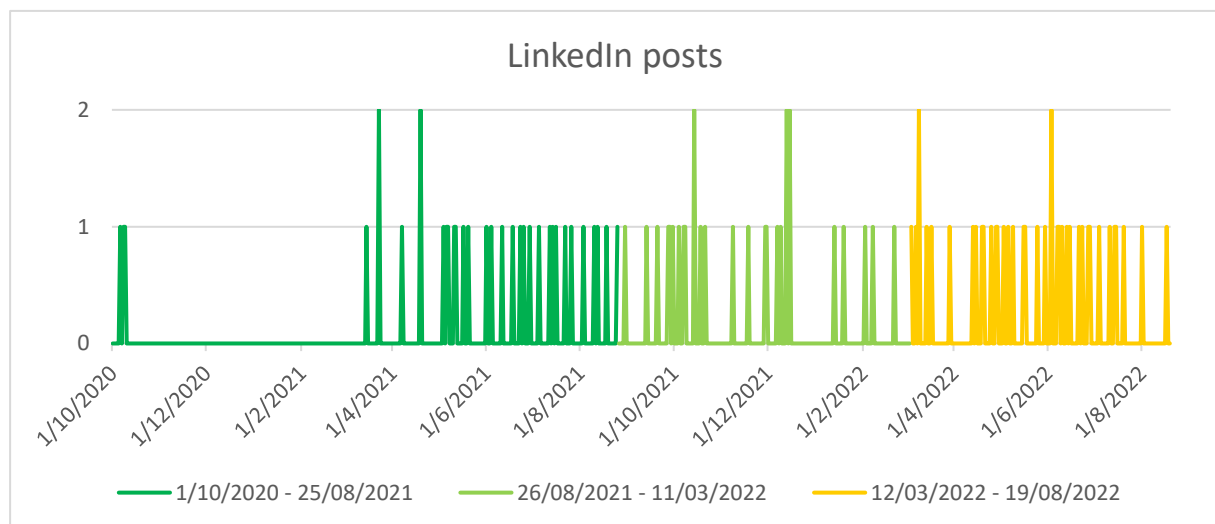


## 3 Social media channels

D<sup>2</sup>EPC is using its social media channels for disseminating its progress and results, but also for connecting with relevant projects, companies, and other interested parties. Channels are therefore always up to date and the interaction with their followers is maintained. The activity analysis of each channel is presented in the following subchapters, but also in D7.8 Established internal and external communication channels and materials v2, which is suggested to be read together with this report for a better insight.

### 3.1 LinkedIn

Since the establishment of the LinkedIn profile, D<sup>2</sup>EPC has made 100 posts and gained 284 followers. In Figure 1 the frequency of LinkedIn posts is presented for three periods: the first one (dark green) was already reported in the previous version of the deliverable, the second one (light green) represents the period until the first reporting period of the project and the last one (orange) shows the period until August 2022. Overall, it can be observed that throughout the project the frequency of posts is high, maintaining the constant interaction with the LinkedIn network.



**Figure 1 LinkedIn posts frequency**

#### **Analytics for period M13 – M24**

Table 2 shows the comparison of LinkedIn analytics for two periods:

- from the beginning of the project until the end of August 2021 (M1 – M12) and
- from the beginning of September 2021 until the end of August 2022 (M13 – M24).

The last column is the sum of both periods, showing the total numbers from the beginning of the project until M24.

In the period from M13 – M24, all the numbers increased except the Engagement rate, which decreased slightly. The project's LinkedIn page has gained 29% more followers and there were 94% more updates (posts) in the second period compared to the previous period. The largest increase can be observed in the impressions (views when the update is at least 50% on screen, or when it is clicked). There were 152% more of them in the second period and there were 93% more clicks, 103% more reactions and 67 % more shares, compared to the previous period. Better performance in the second

year of the project comes as a consequence of the project's development and results that are available to share on our social media channels.

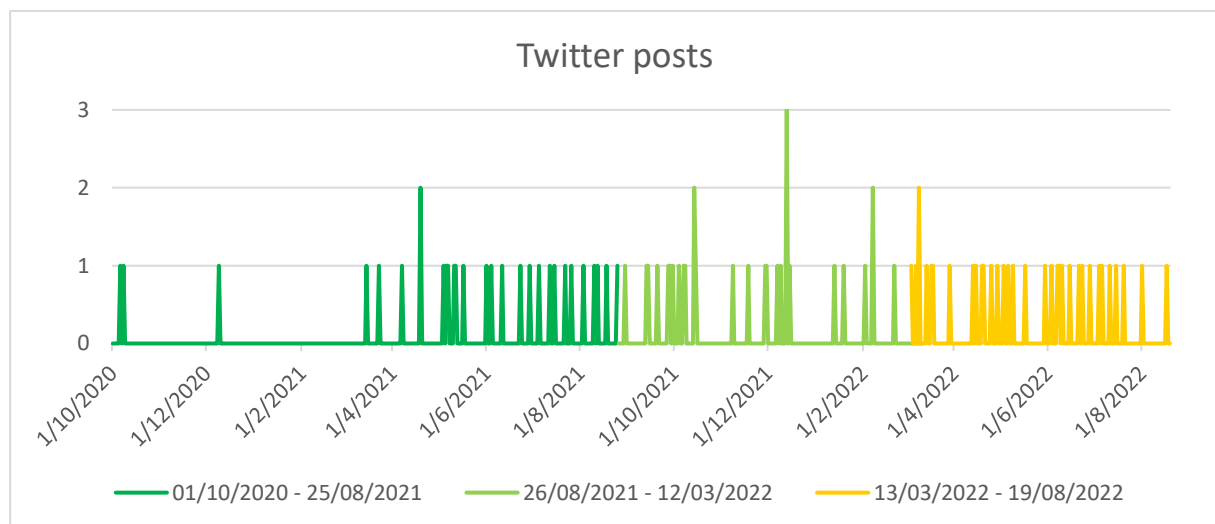
**Table 2 LinkedIn Analytics**

Data	October 2020 - August 2021	September 2021 - August 2022*	Total
Followers	124	160	284
Updates	34	66	100
Impressions	9.376	23.653	33.029
Clicks	399	769	1.168
Reactions	484	981	1.465
Shares	52	87	139
Engagement rate avg. per month	10.53 %	7%	9%

\* Data was retrieved on the 19<sup>th</sup> of August 2022

## 3.2 Twitter

The Twitter profile has since its establishment at the beginning of the project made 96 posts and gained 259 followers. Figure 2, like Figure 1 shows the frequency of posts during three periods, from the beginning of the project until August 2022. The frequency of the posts is high and regular, similar to the LinkedIn page, as usually the content, which is shared with the LinkedIn network, is also shared on the Twitter account.



**Figure 2 Twitter posts frequency**

### Analytics for period M13 – M24

Table 3 shows the comparison of Twitter analytics for two periods:

- from the beginning of the project until the end of August 2021 (M1 – M12) and
- from the beginning of September 2021 until the end of August 2022 (M13 – M24).



The last column is the sum of both periods, showing the total numbers from the beginning of the project until M24.

In the period from M13 – M24, all the numbers increased, especially the Engagements, which is the total number of times a user has interacted (clicks, retweets, replies, follows, and likes) with a Tweet. The increase was here 790%, while the increase in the number of followers in the second period was 82% compared to the first period. There were 131% more tweets and 30% more impressions in the second period compared to the first year of the project. Again, the higher dynamics and interactions are a consequence of the project's progress.

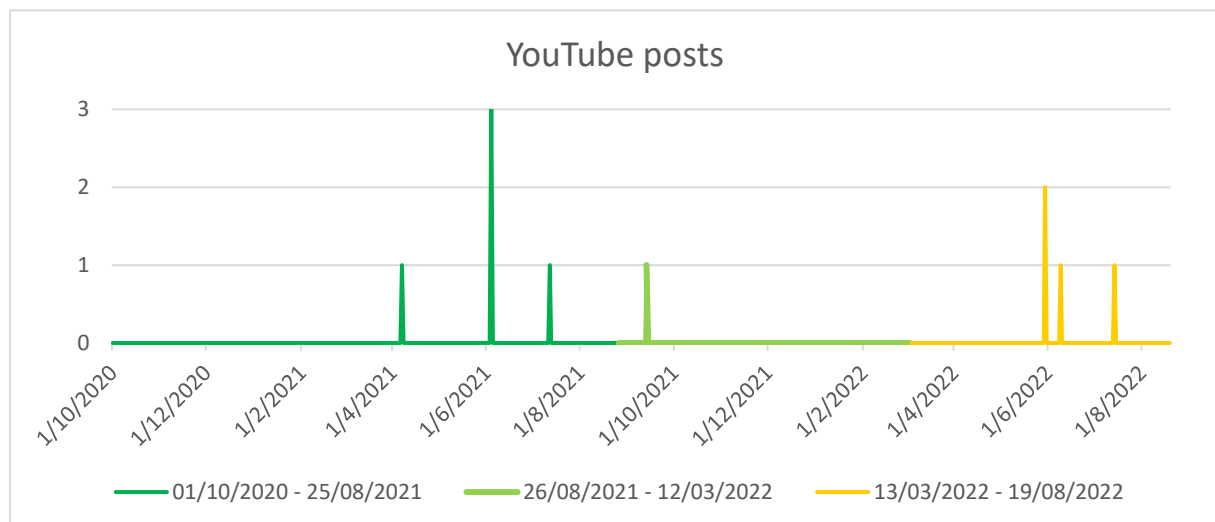
**Table 3 Twitter Analytics**

Data	October 2020 - August 2021	September 2021 - August 2022*	Total
Followers	92	167	259
Tweets	29	67	96
Impressions	11.211	14.592	25.803
Engagement	142	1.264	1.406

\* Data was retrieved on the 19<sup>th</sup> of August 2022

### 3.3 YouTube

There are currently 42 subscribers and 10 videos posted on the project's YouTube page. From Figure 3 it can be seen that the frequency of posting videos on the YouTube channel is much lower compared to LinkedIn and Twitter, which is expected as the nature of the YouTube channel is different compared to other social media. The purpose of it is mainly to post the project's videos and recordings of the webinars, conferences, and other events that consortium partners participated in.



**Figure 3 YouTube posts frequency**

#### **Analytics for period M13 – M24**

Table 4 shows the comparison of YouTube analytics for two periods:

- from the beginning of the project until the end of August 2021 (M1 – M12) and
- from the beginning of September 2021 until the end of August 2022 (M13 – M24).

The last column is the sum of both periods, showing the total numbers from the beginning of the project until M24.

Also, in the case of the YouTube channel, the numbers in general increased in the second year of the project. Even though the number of posted videos in both periods was the same, there were 123% more subscribers in the second period. The overall views largely increased, i.e., by 318%, while likes increased by 117% and average view duration by 184% compared to the first year of the project.

**Table 4 YouTube Analytics**

Data	October 2020 - August 2021	September 2021 - August 2022*	Total
Subscribers	13	29	42
Videos	5	5	10
Views	99	414	513
Likes	6	13	19
Avg. view duration	00:50	2:22	2:05

\* Data was retrieved on the 19<sup>th</sup> of August 2022

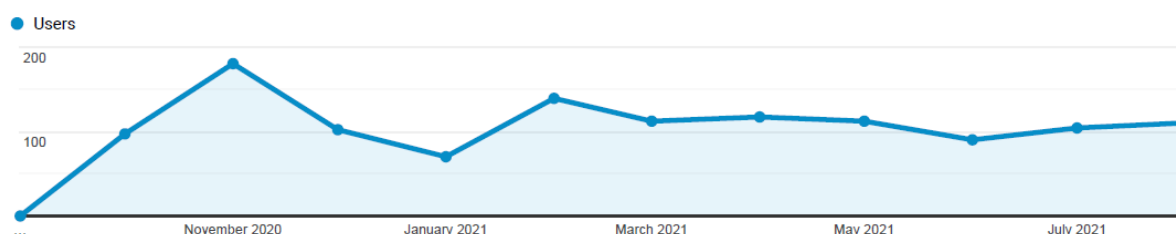


## 4 Project's website

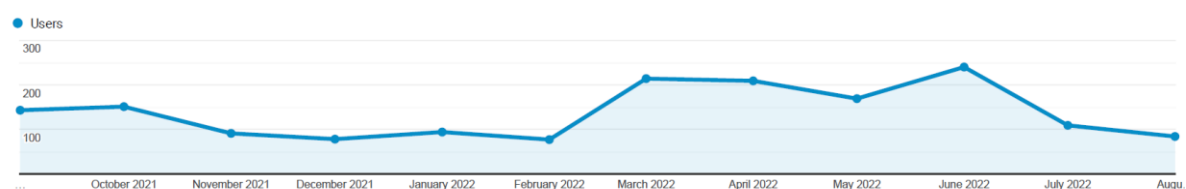
The project's website is the main communication tool that reflects everything related to the project, from the news and events to submitted deliverables and publications. The updates regarding the project's website content are thoroughly presented in D7.8 Established internal and external communication channels and materials v2. For that reason, this deliverable focuses mainly on the analytics of the second year of the project, showing the activities and actions performed, to increase the project's visibility.

### Analytics for period M13 – M24

The below figures are showing Users, which are the users who have initiated at least one session during the date range. Figure 4 represents the numbers for the first year of the project and Figure 5 corresponds to the second year of the project. The website's performance is slightly better in the second year as the peak in numbers goes up to approximately 250, while in the first year the peak was at around 200 users.



**Figure 4 Website users: 01/09/2020 - 31/08/2021**



**Figure 5 Website users: 01/09/2021 - 19/08/2022**

Besides Users, it is also interesting to compare the Sessions (total number of sessions within the date range. A session is the period in which a user is actively engaged with the website) and Page views (total number of pages viewed). These data are compared in Table 5 and summed up in the last column, showing the performance throughout the whole lifetime of the website. In the second year of the project, the number of users and sessions both increased by 39% while the page views increased by 27% in the second year compared to the first year.

**Table 5 Website Analytics**

Data	September 2020 - August 2021	September 2021 - August 2022*	Total
Users	1030	1427	2457
Sessions	1860	2577	4437

---

Page views	4514	5743	10257
------------	------	------	-------

\* Data was retrieved on the 19<sup>th</sup> of August 2022

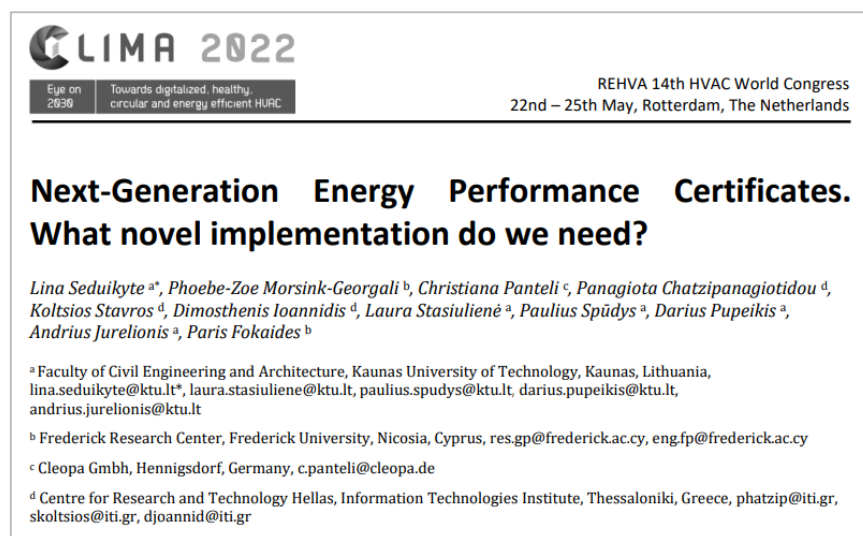


## 5 Publications

Besides the website and social media channels, it is of great importance to showcase the project's results also through scientific publications. In the second year of the project, the consortium partners prepared and submitted 2 papers which were published in scientific journals and 1 abstract which was accepted for the poster presented at the conference.

- **Next-Generation Energy Performance Certificates. What novel implementation do we need?**

The paper was written by Lina Seduikyte, Phoebe-Zoe Morsink-Georgali, Christiana Panteli, Panagiota Chatzipanagiotidou, Koltsios Stavros, Dimosthenis Ioannidis, Laura Stasiulienė, Paulius Spūdys, Darius Pupeikis, Andrius Jurelionis and Paris Fokaides and accepted for presentation at CLIMA 2022, REHVA 14<sup>th</sup> HVAC World Congress.

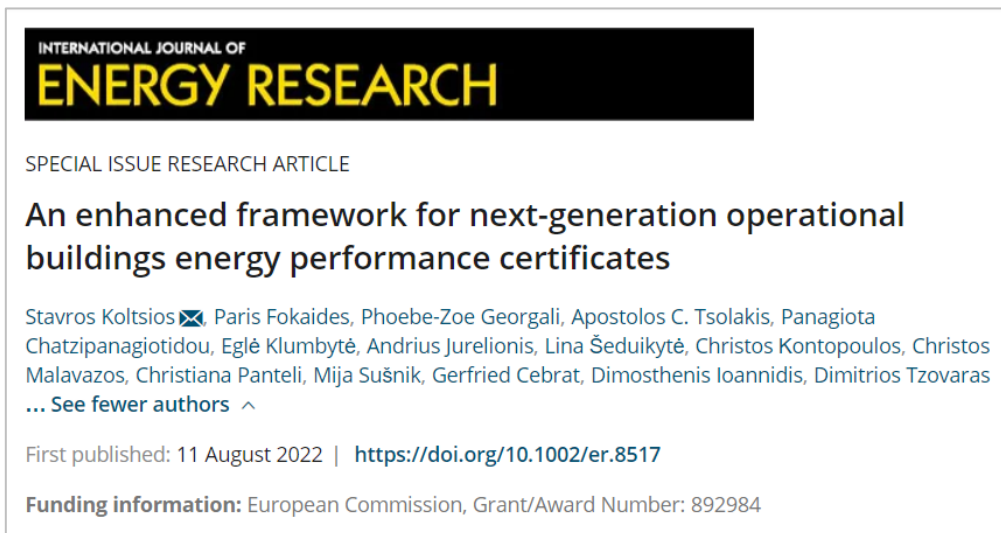


**Figure 6 Paper Next-Generation Energy Performance Certificates. What novel implementation do we need?**

- **An enhanced framework for next-generation operational buildings energy performance certificates**

The paper was written by Stavros Koltsios, Paris Fokaides, Phoebe-Zoe Georgali, Apostolos C. Tsolakis, Panagiota Chatzipanagiotidou, Eglė Klumbytė, Andrius Jurelionis, Lina Šeduikytė, Christos Kontopoulos, Christos Malavazos, Christiana Panteli, Mija Sušnik, Gerfried Cebart, Dimosthenis Ioannidis and Dimitrios Tzovaras and was published in the International Journal of Energy Research.





**Figure 7 Paper An enhanced framework for next-generation operational buildings energy performance certificates**

- **Next-generation energy performance certificates. Users and stakeholders requirements and market's needs**

The abstract was written by Lina Seduikyte, Christiana Panteli, Eglė Klumbytė, Paulius Spūdys, Phoebe-Zoe Morsink-Georgali, Jurgita Černeckienė, Panagiota Chatzipanagiotidou, Koltsios Stavros, Dimosthenis Ioannidis, Paris Fokaides and was accepted for poster presentation at Energy and Climate Transformations: 3rd International Conference on Energy Research & Social Science Conference.





## NEXT-GENERATION ENERGY PERFORMANCE CERTIFICATES. USERS AND STAKEHOLDERS REQUIREMENTS AND MARKET'S NEEDS

### Abstract

Energy Performance Certificates (EPCs) are a mandatory requirement for the EU Member States (MS) when constructing, selling, or renting a building, acting as a transparent information instrument, for all the involved stakeholders, regarding the energy performance of a building asset. Existing procedures and tools used in assessing buildings' energy performance across Europe, present several drawbacks and discrepancies that delay the energy transition of the European building stock to a greener and sustainable model. In order to have a holistic approach on the drawbacks and requirements of the current EPCs, it is important to capture the stakeholder requirements and feedback, depending on their role on the EPC life cycle.

This study performed under the H2020 project "Next-generation Dynamic Digital EPCs for Enhanced Quality and User Awareness (D<sup>2</sup>EPC)", aims to identify the needs and requirements of the major stakeholders and the market, concerning the emerging next-generation EPCs. The results of this study will help to understand the potential reach and impact of the next generation EPCs, as well as to adopt EPCs rationale into the current practices of the industry. The methodology suggested by the Project Management Institute (PMI) for identifying EPC stakeholders was employed. A questionnaire concerning the needs and gaps of next generation EPCs was addressed to the identified stakeholders, and the findings were analysed, towards delivering the major trends and challenges of the buildings energy certification field. In terms of this study, desk research involving the assessment of 52 reports was also conducted, with the aim to identify the challenges, needs, and opportunities in current EPC schemes. The findings of the study are anticipated to support the efforts and initiatives conducted on a European level, for the upgrade and improvement of the buildings energy certification.

**Figure 8 Abstract Next-generation energy performance certificates. Users and stakeholders requirements and market's needs**



## 6 KPIs for dissemination activities

The below table shows the expected and achieved KPIs in the first and second years of the project. It can be said that according to numbers, the dissemination activities are following the expectations, defined in the Dissemination and Communication plan.

**Table 6 KPIs for dissemination activities**

Indicator	Expected for 1 <sup>st</sup> year (M1 – M12)	Achieved in 1 <sup>st</sup> year (M1 – M12)	Expected for 2nd year (M1 – M24)	Achieved in M24
Number of visits to D <sup>2</sup> EPC website	<b>1000</b>	1765	<b>2500</b>	4437
Accumulated number of articles published on D <sup>2</sup> EPC Website	<b>6</b>	11 articles in News & Events	<b>20</b>	30
Accumulated number of followers on LinkedIn	<b>120</b>	124	<b>200</b>	284
Accumulated number of followers on Twitter	<b>75</b>	92	<b>150</b>	259
Accumulated number of views of video #1	<b>50</b>	42	<b>100</b>	120
Accumulated number of brochures distributed	<b>200</b>	Not distributed, published online**	<b>400</b>	Online + 295 physically
Accumulated number of newsletters forwarded	<b>2</b>	2	<b>4</b>	3 (Next in M24)
Accumulated number of press releases realised	<b>2</b>	1	<b>2</b>	2
Accumulated number of subscribers to the project mailing list	<b>80</b>	118***	<b>150</b>	159
Accumulated number of Scientific papers realised	<b>3</b>	2	<b>4</b>	5
Organisation of internal workshops	<b>5</b>	5	<b>10</b>	10
Accumulated number of participants in internal workshops	<b>50</b>	102	<b>150</b>	170
Participation in a conference	<b>3</b>	1	<b>3</b>	4
Participation in external workshop	<b>3</b>	4	<b>6</b>	12
Participation to an event other than a conference or a workshop	<b>2</b>	0	<b>3</b>	5



## 7 Conclusions

The deliverable 7.10 “Report on Dissemination Activities v2” is an updated version of D7.3 and presents the dissemination activities in the second year of the project, that is from M13 to M24. The D7.8 “Established internal and external communication channels and materials v2” is being submitted at the same time as D7.10, and reports about the updates and progress of the social media channels and the website. For that reason, the two deliverables should be read as complementary to each other to offer the reader a full overview of the advancements regarding the dissemination activities within the project.

The current report includes a summary of news and events which are the main dissemination activities where the project’s outcomes are being presented to the interested stakeholders. After that, the activities within each social media channel are analysed and compared to the previous year of the project. Finally, the website analytics shows the performance of the project’s main communication and dissemination tool.

It can be concluded that the project’s dissemination activities are well on track as the numbers from the first year have improved, meaning there are more followers and subscribers to our pages and more people interact with our posts and content. This is certainly beneficial for the project as results are thus more easily conveyed to the broader audience.

The deliverable will again be updated at the end of the project in M36 where final numbers will be reported.