Report on dissemination activities v3

The D^2EPC project has received funding from the EU's Horizon 2020 research and innovation programme under grant agreement No 892984

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DELIVERABLE D7.11
Report on Dissemination Activities v3

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Version History

v	Author	Date	Brief Description
2.1	Mija Sušnik, DMO	20.06.2023	First draft with updated information, sent for feedback collection
2.2	Mija Sušnik, DMO	10.07.2023	Updated information based on input from partners
2.3	Mija Sušnik, DMO	09.08.2023	Final draft for internal review
2.5	Mija Sušnik, DMO	18.08.2023	Updated based on peer review comments
2.7	Mija Sušnik, DMO	28.08.2023	Final updates on analytics
3.0	Mija Sušnik, DMO	30.08.2023	Available for submission to the EC

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Executive Summary

Deliverable 7.11 “Report on Dissemination Activities v3” is the updated and last version of D7.10 and reports on the dissemination activities that took place in the final period of the project, that is from M24 to M36. First, the list of all the news & events in the final period is displayed, followed by an overview of the website and social media analytics for the whole duration of the project to monitor the overall progress. Finally, the achieved KPIs for the final year are compared to the expected ones.

Table of Contents

List of Figures

List of Tables

List of Acronyms and Abbreviations

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

1 Introduction

1.1 Scope and objectives of the deliverable

Deliverable 7.11 “Report on Dissemination Activities v3” is an updated version of D7.10, defined within 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 M25 and M36 are thoroughly presented and compared to the previous periods 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 be read together with D7.9 “Established internal and external communication channels and materials v3”, submitted at the same time as D7.11. This is the final update of the deliverable and covers all the activities until M36.

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 looks into project publications
- Section 6 presents the final press release
- Section 7 reviews the KPIs
- Section 8 concludes the deliverable.

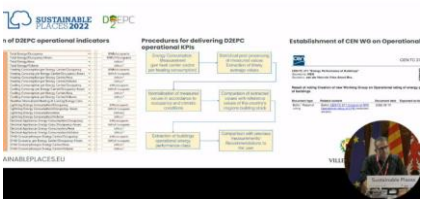
1.3 Relation to other tasks and deliverables

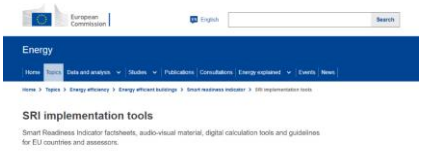
Dissemination and communication activities are being performed by all partners, under DMO’s supervision and are following the guidelines and strategy provided in the Dissemination and Communication Plan. Thus, it can be said that this deliverable relates to all the tasks, deliverables, and work produced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

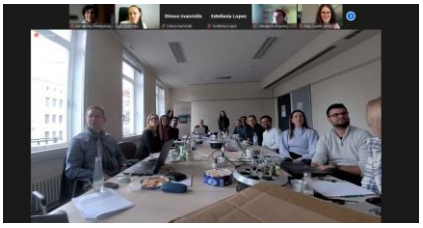
2 News & Events

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
	**READ THE 4TH NEWSLETTER!** Sep 01, 2022 The 4th Newsletter is out! Check your inboxes or read it here. This month we are marking 2 years of the project, and we already look forward to our last year.
	**D^2EPC AT SUSTAINABLE PLACES 2022** Sep 20, 2022 D^2EPC presented the major findings of the project related to the operational assessment of buildings' energy performance in Sustainable Places 2022.
	**5TH PLENARY MEETING IN NICOSIA, CYPRUS** Sep 26, 2022 D^2EPC consortium organized its 5th Plenary meeting in Frederick Research Center premises in Nicosia, Cyprus.
	**D^2EPC POLICY BRIEF** Oct 03, 2022 At the end of the second year of the D^2EPC project, we prepared a policy brief report.
	**3RD PRESS RELEASE** Oct 27, 2022 D^EPC project has just released its 3rd Press Release!

	**D^2EPC IN NEXT GEN EPC CLUSTER 3RD NON-DISCLOSURE AGREEMENT (NDA) WORKSHOP** Dec 22, 2022 The Next Gen EPC cluster 3rd Non-Disclosure Agreement (NDA) workshop was held on the 13th of December 2022.
	**"NEXT GENERATION EPC" WEBINAR, 23RD JANUARY 2023** Jan 20, 2023 frESCO H2020 Project has organized the "NEXT GENERATION EPC" webinar with the collaboration of BEYOND, D^2EPC, SmartSPIN, and SmartLivingEPC on 23rd January 2023.
	**THE 6TH PLENARY MEETING IN VALENCIA, SPAIN** Jan 25, 2023 The 6th Plenary meeting of D^2EPC has been organized by SGS and held in Valencia, Spain on January 19th and 20th.
	**D^2EPC PROJECT FEATURED IN THE EEI AUTUMN 2022 PUBLICATION** Feb 15, 2023 “European Energy Innovation (EEI) is a communication platform designed with one purpose in mind: to put energy and transport stakeholders in touch with each other."
	**THE 5TH NEWSLETTER IS OUT!** Feb 22, 2023 The newsletter of February is out! Read about all the activities that took place in the past 6 months. We are getting ready for the final 6 months of the project!
	**D^2EPC BUILDING PERFORMANCE MODULE IN SRI DIGITAL CALCULATION TOOLS** Mar 02, 2023

	D^2EPC Building Performance Module - SRI Calculation Subcomponent supports the implementation of SRI assessments and is listed under SRI digital calculation tools.
	**FINAL EXPLOITATION WORKSHOP** Mar 27, 2023 An exploitation workshop meeting of the D^2EPC project organized by the partner GEOSYSTEMS HELLAS (GSH), responsible for the exploitation actions
	**7TH PLENARY MEETING** Apr 28, 2023 On the 27th and 28th of April, a 7th Plenary meeting of the D^2EPC took place. Some of the partners gathered in Berlin, Germany and some joined online.
	**D^2EPC, E-DYCE & EPANACEA JOINT FINAL CONFERENCE** May 03, 2023 Next Generation Energy Performance Assessment, Rating and Certification: Towards a Smart and Decarbonised Future for European Buildings
	**D^2EPC, E-DYCE & EPANACEA FINAL CONFERENCE** Jun 01, 2023 Next Generation Energy Performance Assessment, Rating and Certification: Towards a Smart and Decarbonised Future for European Buildings
	**18TH HB 2023 CONFERENCE** Jun 14, 2023 Healthy Buildings (HB) conferences bridge the gap between science and practice. It is one of the most influential conferences on sustainable solutions for a healthy and sustainable indoor environment.

	**D^2EPC AT THE INTERNATIONAL CONFERENCE OF THE ENERGY PERFORMANCE OF BUILDINGS** Jun 19, 2023 On the 8th and 9th of June, an International conference on the energy performance of buildings took place in Bucharest, Romania, where the D^2EPC project was represented by Paris Fokaides and Nikos Mpouzianas.
	**D^2EPC IS ORGANIZING A TRAINING SESSION** Jun 20, 2023 D^2EPC organised a training session on the 29th of June!
	**JOINT FINAL CONFERENCE - PRESS RELEASE** Jun 21, 2023 Three EU-funded Horizon 2020 projects, D^2EPC, E-DYCE and ePANACEA, joined forces in organizing a final conference to present their outcomes, as all of them are reaching their end after 3 years of hard work.
	**SUSTAINABLE PLACES 2023** Jun 21, 2023 D^2EPC was represented at the Sustainable Places 2023 by Nikos Katsaros from CERTH.
	**D^2EPC NOMINATED AS A CANDIDATE FOR THE S+I AWARDS 2023 OF CEN/CENELEC** Jul 17, 2023 D^2EPC has been nominated in the project category as a candidate for the “Standardisation+Innovation Awards 2023" of CEN/CENELEC, the European standardisation body.
	**FINAL CONSORTIUM MEETING** Jul 25, 2023 On the 12th and 13th of July, D^2EPC partners met at the consortium meeting for the final time before the completion of the project in August this year.

	**FINAL PRESS RELEASE** Aug 30, 2023 The fourth and final press release is here!

Altogether there are 55 posts in the News & Events section, spread over the whole three years. The frequency of posts is presented in Figure 1 and it shows that at the beginning there was not much to report on so the posts were not that regular. Later on, the frequency increased, reflecting the dynamics of the project.

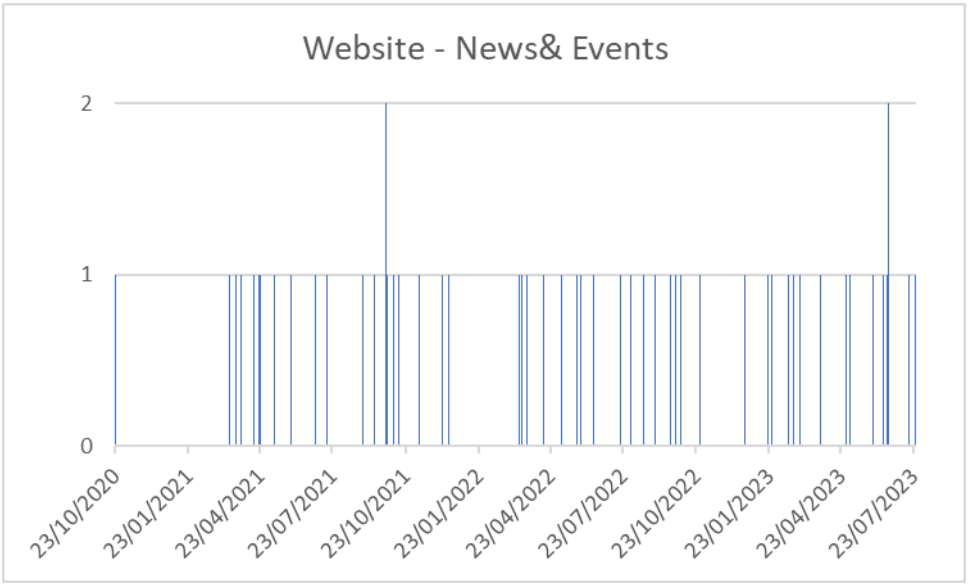


Figure 1 Frequency of posts in News & Events

3 Social media channels

D^2EPC 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 D7.9 Established internal and external communication channels and materials v3, 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^2EPC has made 156 posts and gained 388 followers. In Figure 2 the frequency of LinkedIn posts is presented for the whole duration of the project. It can be observed that throughout the project the frequency of posts was high, maintaining constant interaction with the LinkedIn network.

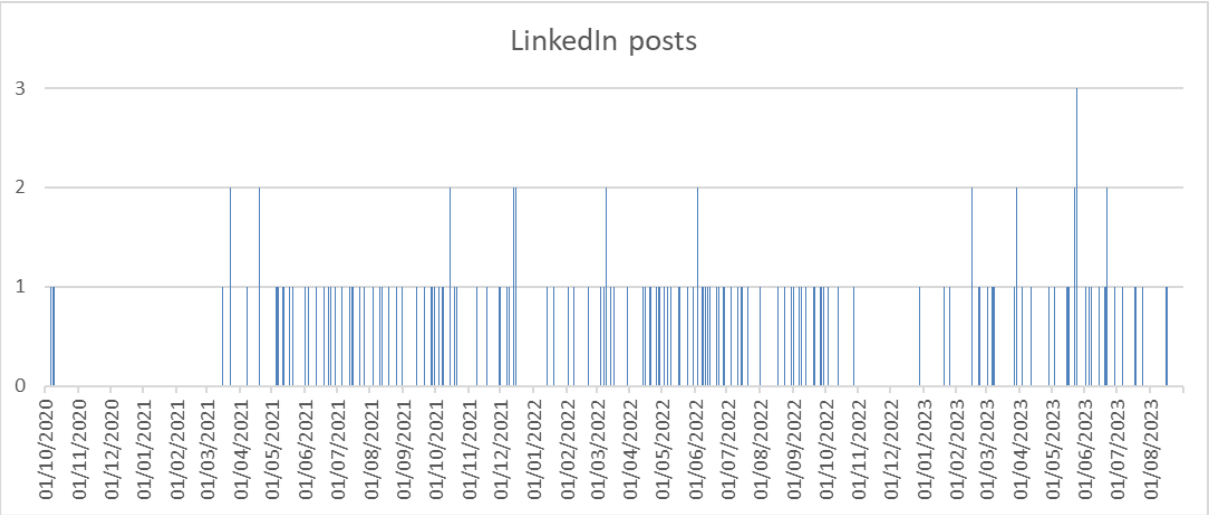


Figure 2. LinkedIn posts frequency

Analytics for period M13 – M24

Table 2 shows the comparison of LinkedIn analytics for three periods, covering three years of the project:

- October 2020 – August 2021 (M2 – M12)
- September 2021 – August 2022 (M13 – M24)
- September 2022 – August 2023 (M25 – M36)

The last column is the sum of all three periods, showing the total numbers from the beginning of the project until M36.

In the period from M25 – M36, the increase of followers, number of posts and impressions is lower compared to the increase in the second period, while there were 28% more clicks, 11% more reactions, and 62% more shares in the final period compared to the second period.

Table 2. LinkedIn Analytics

Data	M2 – M12	M13 – M24	M25 – M36	Total
Followers	124	160	105	389
Updates	34	66	56	156
Impressions	9.376	23.653	16.646	49.675
Clicks	399	769	984	2152
Reactions	484	981	1093	2558
Shares	52	87	141	280
Engagement rate avg. per month	10,53%	7%	13%	10%

* Data was retrieved on the 28th of August 2023

3.2 Twitter

The Twitter profile has since its establishment at the beginning of the project made 151 posts and gained 375 followers. Figure 3 shows the frequency of posts during the whole duration of the project. 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.

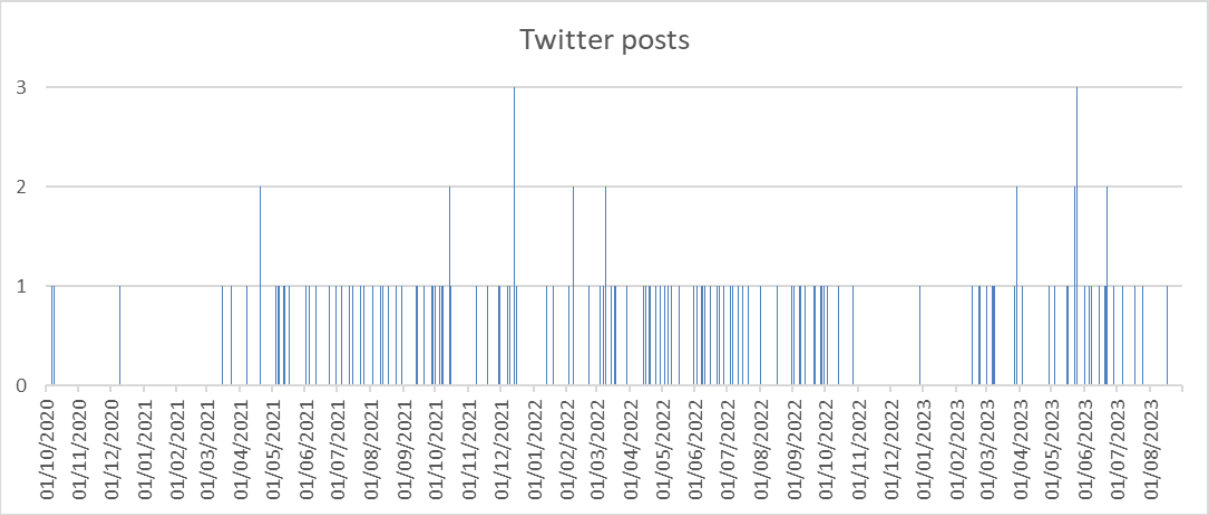


Figure 3. Twitter posts frequency

Analytics for period M13 – M24

Table 3 shows the comparison of Twitter analytics for three periods, covering three years of the project:

- October 2020 – August 2021 (M2 – M12)
- September 2021 – August 2022 (M13 – M24)
- September 2022 – August 2023 (M25 – M36)

The last column is the sum of both periods, showing the total numbers from the beginning of the project until M36.

In the period from M25 – M36, the increase in all the numbers is lower compared to the increase in the second period, as seen in the table below.

Table 3. Twitter Analytics

Data	M2 – M12	M13 – M24	M25 – M36	Total
Followers	92	167	118	377
Tweets	29	67	55	151
Impressions	11.211	14.592	5.698	31.501
Engagement	142	1.264	779	2.185

* Data was retrieved on the 28th of August 2023

3.3 YouTube

There are currently 46 subscribers, 11 videos and 1 playlist posted on the project's YouTube page. At the moment of writing this deliverable, two videos are being prepared, which will show the demonstration of the platform for the EPC assessors and tenants. From Figure 4 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.

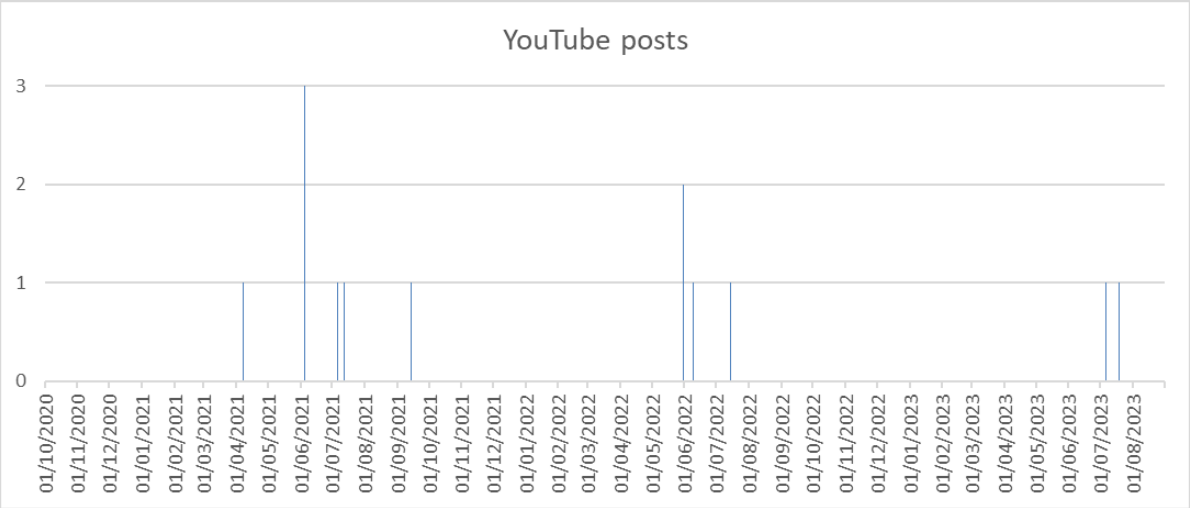


Figure 4. YouTube posts frequency

Analytics for period M13 – M24

Table 4 shows the comparison of YouTube analytics for three periods, covering three years of the project:

- October 2020 – August 2021 (M2 – M12)
- September 2021 – August 2022 (M13 – M24)
- September 2022 – August 2023 (M25 – M36)

The last column is the sum of both periods, showing the total numbers from the beginning of the project until M36.

The increase of numbers for the YouTube channel is lower in the final period compared to the second period, which is understandable, as there were not many videos uploaded on the page.

Table 4. YouTube Analytics

Data	M2 – M12	M13 – M24	M25 – M36	Total
Subscribers	13	29	4	46
Videos	5	5	1	11
Views	99	435	186	720
Likes	6	14	9	29
Avg. view duration	00:50	02:16	03:23	02:22

* Data was retrieved on the 28th of August 2023

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 D7.9 Established internal and external communication channels and materials v3. For that reason, this deliverable focuses mainly on the analytics of the final year of the project, showing the activities and actions performed, to increase the project's visibility.

Analytics for period M25 – M36

The below figures show Users, which are the users who have initiated at least one session during the date range. Figure 5 represents the numbers in the last period of the project. Altogether there were 2299 users and the peak was on the 1st of May, when 347 users visited the website.

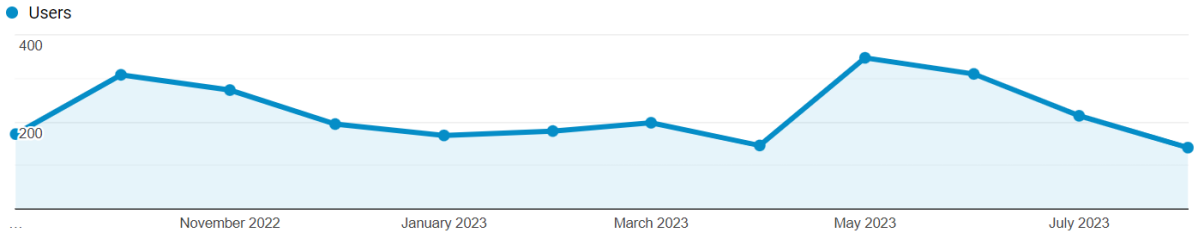


Figure 5. Website users: 01/09/2022 - 28/08/2023

In Figure 6 the number of users of the second and third year are compared. The red line, representing the second year of the project is lower, which indicates that more users visited the website in the final year of the project.

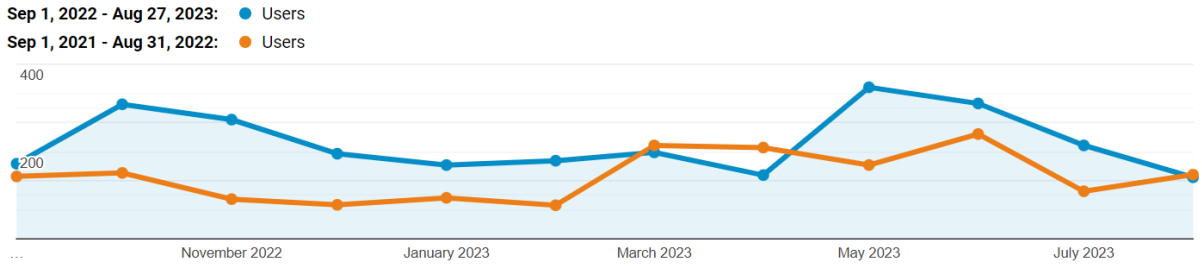


Figure 6. Website users for two periods

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 last year of the project, all the numbers increased – the number of users and sessions both increased by 56% while the number of page views increased by 42%.

Table 5. Website Analytics

Data	M2 – M12	M13 – M24	M25 – M36	Total
Users	1030	1481	2306	4723
Sessions	1860	2688	4196	8744
Page views	4514	6079	8619	19212

* Data was retrieved on the 28th of August 2023

5 Publications

All of the project's publications are listed on the website under Project Results – Publications. There are currently 13 items listed, as seen in Figure 7.

PUBLICATIONS

Peer reviewed articles, book chapters, or conference presentations created and released by members of D^2EPC and focused on D^2EPC related work.

- "The role of operational rating for achieving the nzeb target: the need for new standards" (2023) Paris A. Fokaides , Aitor Aragon Basabe, Panagiota Chatzipanagiotidou, Stavros Koltsios, Phoebe Zoe Georgali, Dimosthenis Ioannidis, and Dimitrios Tzovaras.
- "A reference data management approach for using Building Digital Twins in the next generation of Energy Performance Certification schemes" (2023) Stavros Koltsios, Nikolaos Katsaros, P Klonis, G Giannopoulos, G Pastaltzidis, Panagiota Chatzipanagiotidou, Egle Klumbyte, Paris Fokaides, Dimos Joannidis and Dimitrios Tzovaras.
- "Building renovation roadmapping: An automated methodology framework for energy efficiency improvement and sustainable renovation planning" (2023) Nikolaos Mpouzianas, Stavros Koltsios, Nikolaos Katsaros, Georgios Giannopoulos, Panagiotis Klonis, Ioannis Pastaltzidis, Panagiota Chatzipanagiotidou, Dimosthenis Ioannidis, Dimitrios Tzovaras.
- "Integration of Human Comfort Indicators in a Holistic Framework of Next-Generation Energy Performance Certificates" (2023) Lina Seduikyte, Thanos Kalamaris, Phoebe-Zoe Georgali, Panagiota Konatzii, Panagiota Chatzipanagiotidou, Nikolaos Katsaros, Koltsios Stavros, Dimosthenis Ioannidis, Laura Stasiulienė, Paulius Spūdys, Andrius Jurelionis, Paris Fokaides.
- "Classifying the operational energy performance of buildings with the use of digital twins" (2023) Paulius Spudys, Nicholas Afxentiou, Phoebe-Zoe Georgali, Egle Klumbyte, Andrius Jurelionis, Paris Fokaides https://doi.org/10.1016/j.enbuild.2023.113106.
- "First evidences of energy performance certificate operational rating: The case of Cyprus" (2023) Phoebe-Zoe Georgali, Nicholas Afxentiou, Paris A Fokaides.
- "A Digital Twin Application for Buildings Energy Performance Certification" (2022) Stavros Koltsios, Nikolaos Katsaros, P Klonis, G Giannopoulos, G Pastaltzidis, Panagiota Chatzipanagiotidou, Egle Klumbyte, Paris Fokaides, Dimos Joannidis and Dimitrios Tzovaras https://ieeexplore.ieee.org/document/9921821.
- "Next-Generation Energy Performance Certificates. What novel implementation do we need?" (2022) Lina Seduikyte, Phoebe-Zoe Morsink-Georgali, Christiana Panteli, Panagiota Chatzipanagiotidou, Koltsios Stavros, Dimosthenis Ioannidis, Laura Stasiulienė, Paulius Spūdys, Darius Pupeikis, Andrius Jurelionis, Paris Fokaides..

- "An enhanced framework for next-generation operational buildings energy performance certificates" (2022) Stavros Koltsios, Paris Fokaides, Phoebe-Zoe Georgali, Apostolos C. Tsolakis, Panagiota Chatzipanagiotidou, Eglė Klumbytė, Andrius Jurelionis, Lina Seduikytė, Christos Kontopoulos, Christos Malavazos, Christiana Panteli, Mija Susnik, Gerfried Cebrat, Dimosthenis Ioannidis, Dimitrios Tzovaras https://doi.org/10.1002/er.8517.
- "Next-Generation Energy Performance Certificates. What novel implementation do we need?" (2022) Lina Seduikyte, Phoebe-Zoe Morsink-Georgali, Christiana Panteli, Panagiota Chatzipanagiotidou, Koltsios Stavros, Dimosthenis Ioannidis, Laura Stasiulienė, Paulius Spūdys, Darius Pupeikis, Andrius Jurelionis, Paris Fokaides.
- "Next-generation energy performance certificates. Users and stakeholders requirements and market's needs" (2022) Lina Seduikyte, Christiana Panteli, Eglė Klumbytė, Paulius Spūdys, Phoebe-Zoe Morsink-Georgali, Jurgita Černeckienė, Panagiota Chatzipanagiotidou, Koltsios Stavros, Dimosthenis Ioannidis, Paris Fokaides.
- "D^2EPC Requirements' Survey-Current status findings, limitations, and information on the gaps in the existing EPC schemes, calculation procedure, and standards" (2021) Lina Šeduikytė, Paris Fokaides, Christiana Panteli, Panagiota Chatzipanagiotidou, Phoebe-Zoe Morsink-Georgali.
- "SpliTech2021 - D2EPC: Next Generation Digital and Dynamic Energy Performance Certificates" (2021) Stavros Koltsios, Apostolos C. Tsolakis, Paris Fokaides, Angeliki Katsifaraki, Gerfried Cebrat, Andrius Jurelionis, Christos Contopoulos, Panagiota Chatzipanagiotidou, Christos Malavazos, Dimosthenis Ioannidis, and Dimitrios Tzovaras.

Figure 7. Publications

6 Press Release

M36 is also the month for the final press release of the project. The fourth press release describes the outcomes of the project, draws attention to the achievement regarding the standardization initiation and highlights the good relations that formed through collaborative work withing the project. The press release is available on project's website through this link:

https://www.d2epc.eu/en/Project%20Results%20%20Documents/Press_release_4_aug23_final.pdf

4TH PRESS RELEASE

The D^2EPC project has come to an end. After 36 months of hard work and dedication, the Horizon 2020 project presents its final results

Thanks to the efforts of the 13 members of the consortium, the concept of the Next Generation Dynamic Energy Performance Certificates (EPCs) for buildings has been introduced and established in order to empower the regular energy classification of buildings and allow for an EU-wide deployment.

We have been able to improve the multi-parametric assessments by including an enhanced set of indicators (Smart Readiness Indicators, Life Cycle Assessment, Indoor Environmental Quality, and Financial indicators) to facilitate the understanding of buildings' energy performance. BIM-based Digital Twins have been introduced along with a state-of-the-art IoT ecosystem for near real-time building monitoring to assess buildings' asset and operational energy consumption. On top of the EPC assessment based on asset or operational rating, additional services concern the verification of credibility and quality of the assessment process, provision of recommendations and user-centred suggestions towards energy performance upgrade, forecasting of building operating conditions and notifications and alerts in case of inefficient operation to avoid the risk of performance downgrade. Alongside this, geolocation and 'polluter pays' practices have been integrated into the EPC rationale in order to turn EPC registries into policy-feeding mechanisms. Overall, the D^2EPC Web Platform has been delivered as a holistic digital solution, that not only can issue the next generation EPCs, but also extends EPCs applications and usability, promoting energy efficiency, user comfort, and energy savings awareness.

Beyond all these technical advancements, the project has obtained great recognition by its nomination as a candidate for the "Standardisation+Innovation Awards 2023" of CEN/CENELEC, the European standardisation body. CYS (Cyprus) has nominated this project, in which two national standardisation bodies have participated: UNE (Spain) and ASI (Austria). For this purpose, the project has participated in CEN/TC 371, dealing with the energy performance of buildings, and proposed and achieved the

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creation of CEN/TC 371/WG 5 for operational EPCs, with Paris A. Fokaides as convenor and UNE as Secretariat. This is a significant achievement for the project and a testament to the hard work and innovation it represents.

The final conference of the project took place on the 24th of May in Brussels, together with E-DYCE and ePANACEA Projects, where each project presented its own findings on how to optimize and extend the use of Energy Performance Certificates.

Following this, the consortium had its last encounter at the final plenary meeting on 12-13 July in Delft, hosted by colleagues from DEMO Consultants. The consortium had the opportunity to meet again to discuss the final steps towards the successful completion of the project.

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Figure 8. 4th Press release

7 KPIs for dissemination activities

The below table shows the expected and achieved KPIs in the last year 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 with slight exceptions, such as the number of subscribers to the mailing list and a number of realised scientific papers.

Table 6. KPIs for dissemination activities

Indicator	Expected for 3rd year (M25–M36)	Achieved in 3rd year (M1 – M12)
Number of sessions to D^2EPC website	**3500**	8744
Accumulated number of articles published on D^2EPC Website	**40**	55
Accumulated number of followers on LinkedIn	**300**	389
Accumulated number of followers on Twitter	**200**	377

Accumulated number of views of video #1	**150**	165
Accumulated number of brochures distributed	**600**	Online + 595 physically
Accumulated number of newsletters forwarded	**6**	5+1*
Accumulated number of press releases realised	**4**	4
Accumulated number of subscribers to the project mailing list	**230**	167
Accumulated number of Scientific papers realised	**12**	13
Organisation of internal workshops	**15**	17
Accumulated number of participants in internal workshops	**250**	422
Participation in a conference	**5**	15
Participation in the external workshop	**9**	17
Participation to an event other than a conference or a workshop	**5**	14

* At the moment of writing this deliverable, the final newsletter is not yet submitted, but is under development and will be submitted in the following days

8 Conclusions

Deliverable 7.11 “Report on Dissemination Activities v3” is an updated and final version of D7.10 and presents the dissemination activities in the last year of the project, that is from M25 to M36. The D7.9 “Established internal and external communication channels and materials v3” is being submitted at the same time as D7.11, 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. All the numbers increased throughout the three years of the project, however, the increase was slightly slower in the final year compared to the previous ones.

It can be concluded that the project’s dissemination activities are well on track as the numbers from the previous periods increased, 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.