

Dissemination and Communication Plan v2



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Dissemination and Communication Plan v2

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Executive Summary

The present deliverable D7.6, named Project Dissemination and Communication Plan v2, is the updated version of the Deliverable 7.1 Dissemination and Communication Plan v1, which was presented on M6. This document can be revised and will be updated during the project's lifetime in order to incorporate potential changes and amendments in M30 and M36.

This deliverable updates the established strategies in the previous version, 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. The aim is 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 approaches communication to different target audiences, as well as the main channels and tools that will support this approach.



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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 deliverable D7.6 Dissemination and Communication Plan v2, presents an update of the Deliverable 7.1 Dissemination and Communication Plan v1. The D^2EPC dissemination and communication plan in its first version presented a common strategy for communicating and disseminating the activities of D^2EPC to ensure that the results of D^2EPC were 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.

In this new version, the D7.6 Dissemination and Communication Plan v2, reflects what the project has achieved so far compared to what was planned in v1, in terms of Communication and Dissemination. It also highlights the steps to follow in the coming months of project development. Following the progress of the different activities and the obstacles encountered, some changes have been made in order to improve the functioning of the Communication and Dissemination Plan and, consequently, to achieve the objectives established in the first version.

The main objectives already established in D7.1, remain the same:

- To 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;
- To disseminate information on the D^2EPC 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 the 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;
- To achieve high visibility of the project and promote active interaction with key stakeholders which are necessary elements to build project familiarity and raise awareness among stakeholders;
- To provide the wider public with advance notice of possible future plans and actions, which 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 to 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

The report is structured according to the following sections:

Section 2 D²EPC Dissemination strategy includes objectives of the dissemination strategy, dissemination target audiences, stakeholder identification, specific key messages and involvement of the consortium as a whole and its individual members.

Section 3 describes the project Communication Strategy and Internal Communication tools with reference to the D²EPC Sharepoint as a collaborative space. It also includes external communication tools and D²EPC stylebook, communication channels, sister projects and the evaluation and monitoring of communication activities.

Section 4 provides an overview of the timeline of activities.

1.3 Relation to Other Tasks and Deliverables

D7.6 Dissemination and Communication Plan v2 is the result of the activities that have been and 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 is serving as a “living document” throughout the project, guiding communication and dissemination.

This version of the deliverable is an official update following the plan of the application form. 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 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 objectives of the dissemination strategy remain the same as in the previous version of this deliverable, which are 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. Reduce greenhouse gas emissions (in tCO₂-eq/year) and/or atmospheric pollutants (in kg/year) caused by the project;
- vi. 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 are in line with the EC Guidelines¹ for successful dissemination. The focus of D²EPC's overall dissemination strategy is the identification and mapping of target stakeholders and an understanding of their needs and characteristics in order to tailor clear and concise messages to different target audiences. This has also ensured and will ensure throughout the project, the use of the most appropriate and efficient dissemination channels and communication tools and drives the development of appropriate material by the target stakeholders. Furthermore, a time plan is defined, helping all the project partners to implement the communication and achieve the dissemination and exploitation objectives throughout the project implementation.

The dissemination strategy of the project was set out in the D7.1, which describes in detail the methodology, the target audience and the key message to be disseminated. So far there have been no relevant changes to be reported in this version of the report.

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

The project consortium are 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

¹ [Dissemination & Exploitation of results - EC guidelines](#)



external stakeholders can be identified to bring additional value to the development, evaluation, acceptance and exploitation of the project.

In order to control that dissemination tasks are being fulfilled and that progress is communicated to stakeholders and other possible interested parties, a section was created in the consortium's Sharepoint to record all activities carried out by the partners.

In the first version of D7.1, it was pointed out how each partner was going to disseminate the project results.

Considering the difficulties encountered in attending events, the partners have tried to disseminate the project and its results as much as possible. Depending on the background and profile of each partner, their objectives in terms of dissemination were different: those partners with a more research profile focused on publications; other partners focused on press releases; and the consortium in general tried to promote the project on their own websites, to publish on social media, to participate in workshops and conferences, as well as to promote different materials (newsletters, brochures, videos of the project...) through their networks.

A matrix summarising the activities carried out by the partners is shown below:

Table 1. Activities carried out by partners

D ² EPC	Publication in their own webpage	Press release	Publications on social media	Non-scientific and non-peer-reviewed publication (popularised publication)	Participation to a workshop or conference
CERTH	X	X	X	X	X
KTU	X		X		X
GSH	X				X
CLEO	X				X
SEC					X
UNE					X
DMO	X	X	X		X
SGS	X		X		X
HYP		X			X
ASI					X
FRC	X				X
AEA	X	X	X	X	X
IsZEB	X	X	X		X



2.4 Presentations at academic conferences and workshops

The D^2EPC Consortium have been and 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 improving 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.

D^2EPC partners have been participating and will continue participating in local (national), European and international conferences, industrial fairs and exhibitions to raise awareness of D^2EPC activities and expected results and disseminate relevant developments and results. Partners will focus on promoting D^2EPC 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 D^2EPC by having continuous updates on specific aspects of the building energy efficiency sector so that they can be addressed in D^2EPC's operational plans.

During the first year of the project, the restrictions generated by the Coronavirus crisis made it difficult to attend as many events as we would have liked. Nevertheless, the consortium's participation in the different workshops has been pursued as much as possible.

Below is a list of attendance at internal and external workshops, conferences and participation in events other than conferences or workshops:

First year (M1-M12)

- **Internal workshops**
 - Online Architecture Workshop, 11. 11. 2020 - 11 attendees
 - Online Architecture Workshop, 19. 02. 2021 - 20 attendees
 - Internal WP2 Workshop, 15. 04. 2021 - 19 attendees
 - Internal Architecture Consensus Workshop, 21. 04. 2021 - 35 attendees
 - WP2 internal workshop, 15. 06. 2021 - 17 attendees
- **External workshops**
 - Building Energy Performance Certificates for The People, 30. 03. 2021
 - Next-Gen EPCerts H2020 cluster, 23. 04. 2021
 - Webinar - Innovation actions reinforcing and complementing the current building energy performance schemes, 19.5.2021
 - Web workshop Building Energy Performance Certificates: Convergent evolution?! 01. 07. 2021

Second year (M13-M18)

- **Internal workshops:**
 - WG2- Operational rating of Energy Performance of Building in Europe- 28.09.2021
 - Workshop on the findings of WG2 for the definition of the operational rating of buildings, 06.10.2021 – 30 attendees
 - Workshop WP2 #- 17.12.2021
 - KPIs Extraction Workshop #2- 23.12.2021



- **External workshops:**
 - Sustainable Places 2021. 29.09.2021
 - Sustainable Energy Week (EUSEW)- The Next Generation Energy Performance Certificates: Making Buildings Fit for The Energy Transition, 14.10.2021
 - TIMEPAC International workshop, 14-15.12-2021
- **Conferences:**
 - Splitech Conference 2021, 8.09.2021
- **Participation to an event other than a conference or a workshop:**
 - ENLIT EUROPE, 30.11.2021 - 2.12.2021- Milan, Italy.

In order to continue to maximise dissemination, attendance at conferences will be encouraged, although the cost and frequency of attendance will need to be commensurate with the size and resources of the project.

To this end, a list of events and conferences identified by the partners for the year 2022 has been created again.

Table 2. Indicative List of D²EPC Relevant events & conferences 2022

Events/Conferences /Webinars	Date/location
BIM World	5-6 April, 2022. Paris, France
World Sustainable Energy Days	5-8 April 2022. Wels, Austria
Berliner Energietage	2-6 May 2022. Germany
Smart Building Conference (SBC)	9 May 2022. Barcelona, Spain
IoT Solutions World Congress	10-12 May, 2022. Barcelona, Spain
7th Annual Global Conference on Energy Efficiency	7-9 June 2022. Sønderborg, Denmark
IoT World Forum 2022	16-17 June 2022. London, United Kingdom
E-World energy & water Essen	21-23 June 2022. Essen, Germany
Embedded world 2021 DIGITAL	21-23 June 2022. Nuremberg, Germany
Global Meet on Renewable and Sustainable Energy	25-27 August 2022. Paris, France
EU Sustainable Energy week	26-30 September 2022
Energy Evaluation Europe Conference 2022	28-30 September 2022. Paris, France
INTERGEO Conference	18-20 October 2022. Essen, Germany
Web summit	1-4 of November 2022. Lisbon, Portugal
BIMExpo	15-18 November 2022. Madrid, Spain
ICBIMP 2022: 16. International Conference on Building Information Modeling and Planning	18-19 November 2022. Paris, France
RealTime Conference	To be confirmed
European BIM Summit	Date to be confirmed. Barcelona, Spain

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 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.

2.5 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.

Up to this point in the project, there were two publications created and released by members of D²EPC and focused on D²EPC related work. They can both be found on the website under Project Results.

2.5.1 Splitech 2021

'D²EPC: Next Generation Digital and Dynamic Energy Performance Certificates' paper has been accepted for presentation at "SpliTech2021, technical paper: Energy track" and for publication in the conference proceedings. The manuscript introduces a high-level representation of the D²EPC architecture, elaborating on individual components and their interaction, towards delivering the envisioned final enriched web platform that will enable dynamic Energy Performance Certificates based on (near)real-time field data. It is available at the following link:

- ['D²EPC: Next Generation Digital and Dynamic Energy Performance Certificates'](#)

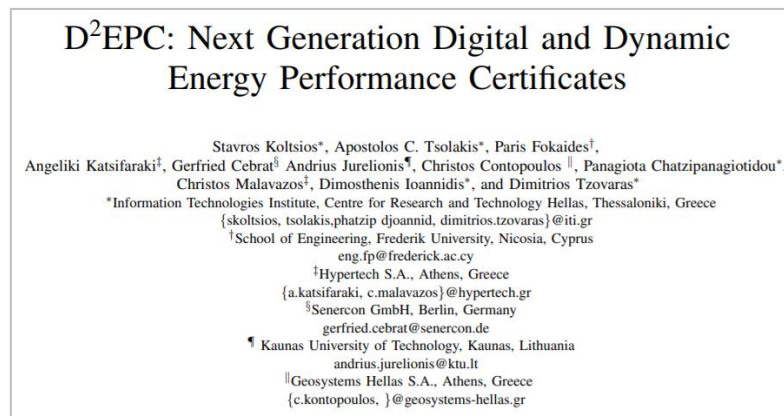


Figure 1. Accepted paper at SpliTech 2021



2.5.2 D²EPC white paper

As a result of WP1, D²EPC prepared a white paper, explaining current status findings, limitations, and information on the gaps in the existing EPC schemes, calculation procedure, and standards. Based on those findings, D²EPC aims to set the grounds for the next generation of dynamic EPCs and lead the transition to a systemic instrument that recognizes the whole life cycle of a building as a structure and encourages best practices in the field of energy efficiency. The white paper is available on the following link:

- [D²EPC Requirements' Survey](#)



Figure 2. D²EPC white paper

3 D²EPC Communication

3.1 D²EPC Communication strategy

The communication strategy is focused 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 is being 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 is increasing awareness and enhancing 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

There have been no notable changes with regard to internal communication tools. Sharepoint was created as a collaborative space for the whole consortium and it was accepted by all partners as the main common working tool where they publish their work in progress, submitted deliverables, meeting minutes, etc.

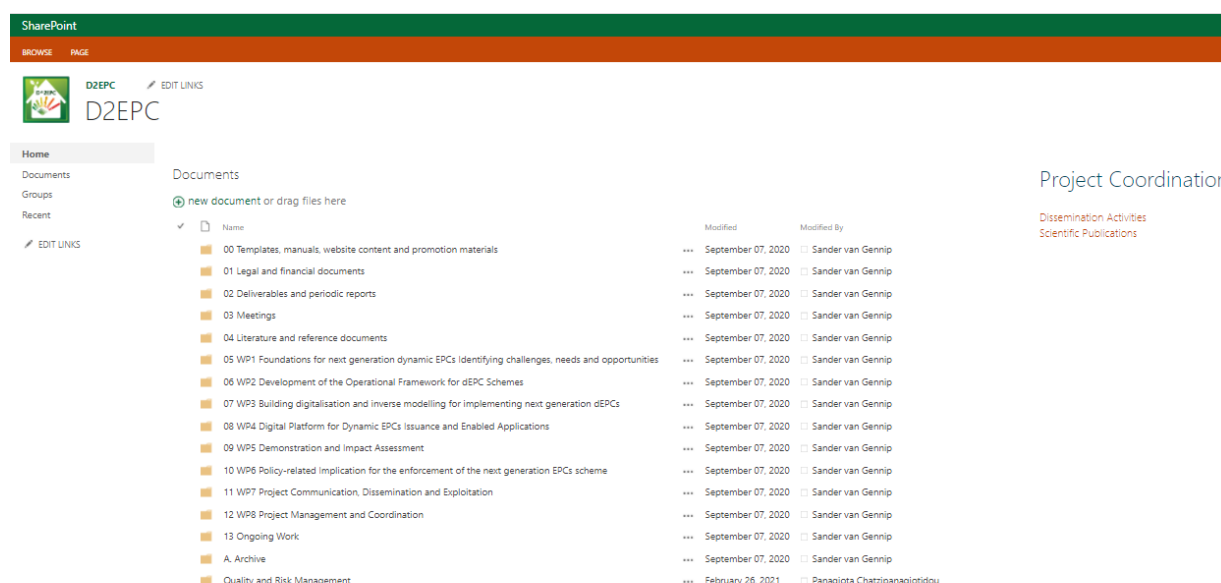


Figure 3. D²EPC Sharepoint

On the other hand, to achieve smooth collaboration and communication between partners, particular email lists were created for each WP, including the consortium members involved, as well as a general mailing list for all partners. These lists were accepted by the partners and are regularly being used for communication between the different working groups.

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 D²EPC partners for a correct performance of communication actions. These tools were set out in the Deliverable D7.2 Established internal and external communication channels and materials v1, and a detailed analysis of what has been accomplished in this regard is provided in D7.3 Report on Dissemination Activities v1. Nevertheless, the main achievements are presented below.

3.3.1 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 the communication and dissemination channel for the project results and aims to involve and expand the stakeholder community. In addition, it serves 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 is maintained by the DMO which is the leader of T7.2 - Communication and Dissemination Activities and Materials. Its content is regularly updated and expanded throughout the duration of the project, through the publication of news and results by the partners. The most recent updates on the website was the addition of the section Network, addition of the possibility to subscribe to the community of practice and update of the Privacy Policy.

Deliverable 7.3 Report on Dissemination activities v1 describes the different sections of the project website and its main objectives.



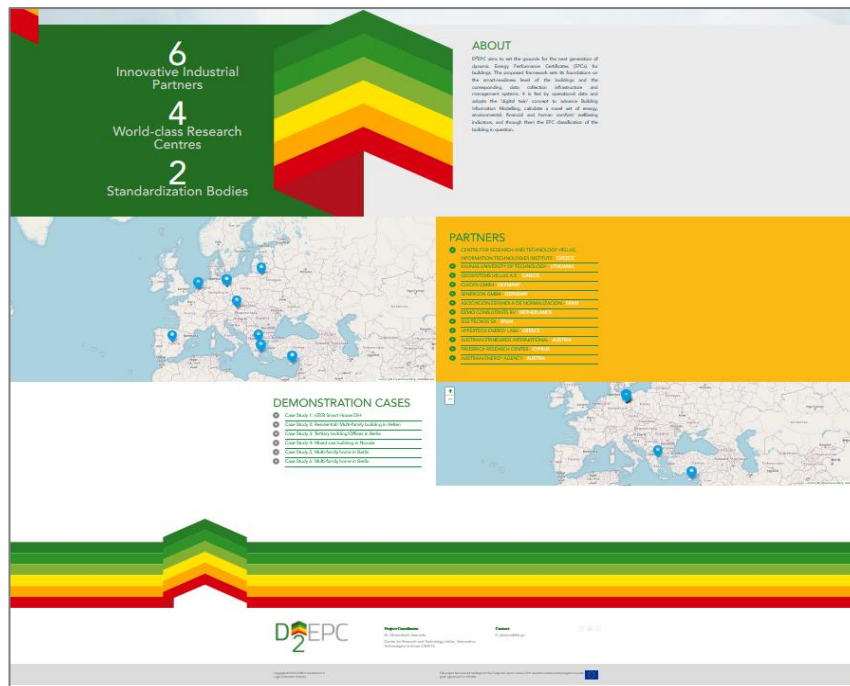

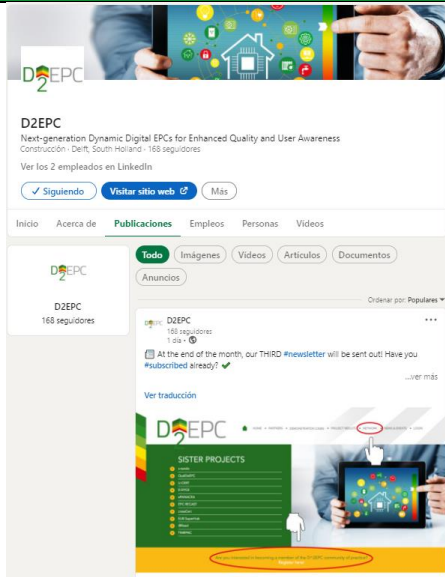






Figure 4. D²EPC website

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 were activated for D²EPC and are constantly updated:

Table 3. D²EPC Social Media Groups

LinkedIn	
 https://www.linkedin.com/company/d2epc/	

Twitter	
 <p>The Twitter profile has since its establishment at the beginning of the project made 60 posts and has obtained 155 followers. (Date of revision: 22nd February 2022).</p> <p>Link: https://twitter.com/D2Epc</p> <p>Username: @D2Epc</p>	
YouTube	
 <p>Link: https://www.youtube.com/channel/UCCml-GOfxCKMI6nx4X5baVQ</p> <p>There are currently 6 videos posted on the project's YouTube page and has 39 subscribers. (Date of revision: 22nd February 2022).</p>	

E-Newsletter

There are regular D²EPC newsletters to aid communication and outreach with stakeholders and the D²EPC community. The newsletter will continue to be published every 6 months. The newsletter are published in English and are sent to identified experts and interested individuals who subscribe to it via the project website, members/representatives of the media, etc.

Subscription to the newsletter is possible through a button on the website:

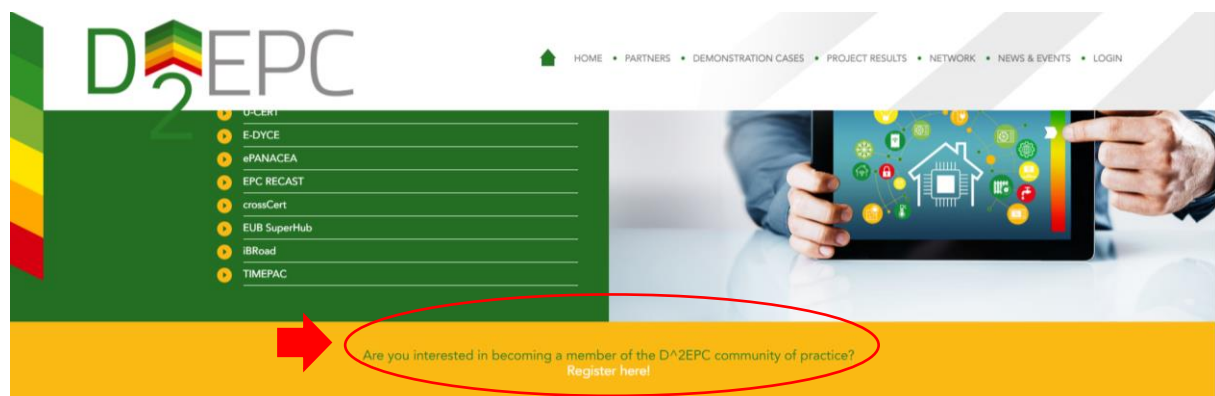


Figure 5. Subscription to the Newsletter

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)

Two newsletters have been published so far (M6 and M12). The third newsletter is scheduled to be published in the end of February 2022 (M18).

Further information regarding the Newsletters can be found in the Deliverable 7.3 Report on Dissemination activities v1, and also, they are available on the project's website and can be download through the following links:

- [1st Newsletter- March 2021](#)
- [2nd Newsletter- August 2021](#)

Poster and Flyer

A poster (A3 format) and flyer (A4 format) were developed. They were designed following the guidelines provided for all Horizon2020 projects and include general information about the project and can be used for the promotion of the project at forthcoming events and conferences. They explain the general idea and overview of the project and the objectives and impacts of the project.

They are both available on the following links:

- [Flyer](#)
- [Poster](#)



Figure 6. Flyer (left) and Poster (right)

Press releases

Press releases about the D²EPC project activities and developments have been and 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 are also available on the D²EPC project website as well as social media channels.

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 and it's available for download in the following link:

- [1st Press release](#)

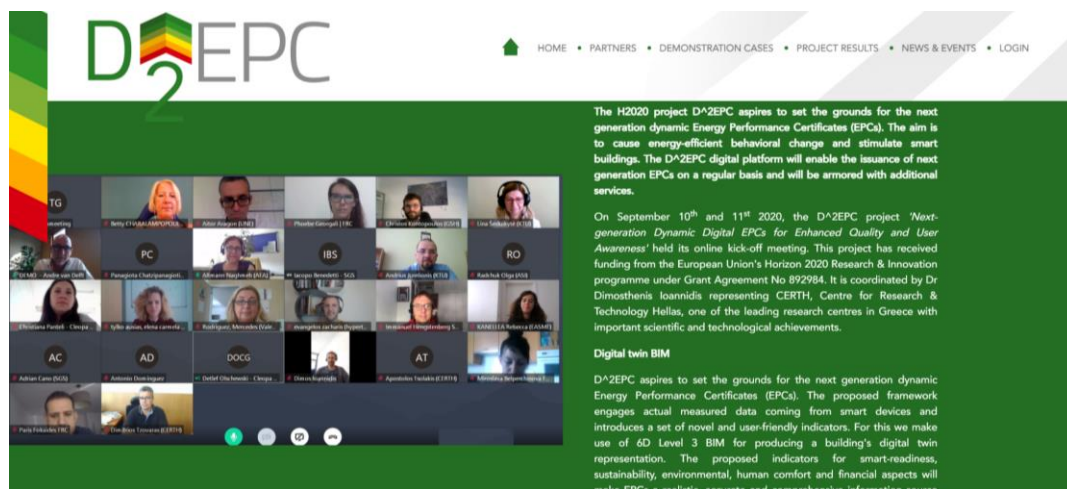


Figure 7. 1st D²EPC Press release

The 8th of November 2021, the second press release was published with the same objective that the previous one. It was sent to all the consortium partners so that they could spread it through their networks. It is available on the following link:

- [2nd Press release](#)



Figure 8. 2nd D²EPC Press release

Two additional press releases are also planned in month 26 and month 36 of the project.

Project Brochure

D²EPC provides a range of materials for non-academic audiences, including a project brochure. This brochure was developed in M9 and reflects the results of D1.4 which provides the holistic view of the D²EPC system architecture, its building blocks, components, interdependencies among components and related constraints such as development methodology. DMO was responsible for creating the brochure and it is available in electronic format on the D²EPC website, at the following link:

- [D²EPC brochure](#)



Figure 9. Brochure's front and back page

Videos and multimedia

D²EPC will create two general videos. One was created at the beginning of the project and one will be created in M25. 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. In addition, several videos participating in workshops and events have been uploaded to the YouTube channel

D²EPC video is meant to shortly and clearly presents the scope of the project and can be used as promotional material. In its 2:43 min one can find out more about:

- Project's main focus areas
- Main challenges of current EPC schemes
- D²EPC objectives
- Increasing user awareness of building energy efficiency
- D²EPC expected impacts
- Participating partners, e.g., the consortium
- Demonstration cases of the project

The video is accessible on the project's [YouTube channel](#):

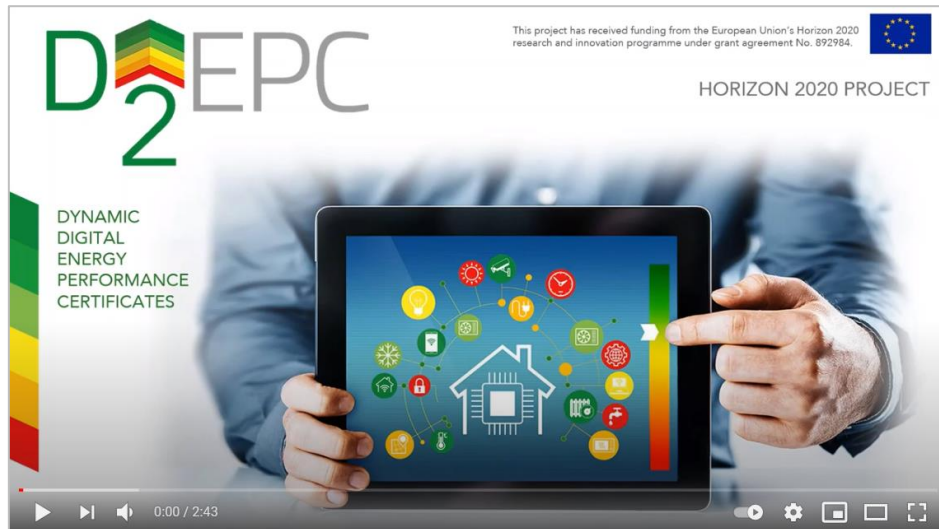


Figure 10. D²EPC video

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.

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.

The policy briefs will emerge from the results of WP6 of the project "Policy-related Implication for the enforcement of the next generation EPCs scheme". WP 6 aims to deliver the practical knowledge which will allow the integration of the produced knowledge of the D²EPC project into the national and European energy legislative framework.

Relevant information that will be obtained in this WP will be summarized during the second half of the project's life and also after project's end. Specific informative materials such as factsheets or letters of interest and policy briefs, will be launched to the attention of policymakers (at different levels) in order to leverage the update of D²EPC results.

First version will be delivered at M24 and a revision at M36.

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 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.

The table below shows the updated indicators for the entire duration of the project and the source and methodology used to measure them.

Table 4. Indicators of assessment

Indicator	1st Year (M1-M12)	2nd Year (M1-M24)	3rd Year (M1-M36)	Source & methodology
Number of visits to D ² EPC website	1000	2500	3500	Analytics Website
Accumulated number of articles published on D ² EPC Website	6	20	40	Analytics Website
Accumulated number of followers on LinkedIn	120	200	300	LinkedIn registry
Accumulated number of followers on Twitter	75	150	200	Twitter registry
Accumulated number of views of video #1	50	100	150	YouTube registry
Accumulated number of brochures distributed	200	400	600	Registry of dissemination activities
Accumulated number of newsletters forwarded	2	4	6	Registry of dissemination activities
Accumulated number of press releases realised	1	2	4	Registry of dissemination activities
Accumulated number of subscribers to the project mailing list	80	150	230	Internal subscriber registry

Accumulated number of Scientific papers realised	1	2	4	Registry of dissemination activities
Organisation of internal workshops	5	10	15	Registry of dissemination activities
Accumulated number of participants in internal workshops	50	150	250	Registry of dissemination activities
Participation in a conference	3	3	5	Registry of dissemination activities
Participation in the external workshop	3	6	9	Registry of dissemination activities
Participation to an event other than a conference or a workshop	2	3	5	Registry of dissemination activities

To ensure the achievement of the planned KPIs, a periodic control of each of the elements analysed in the table is being carried out. In D7.3 Report on Dissemination activities v1, an exhaustive control of all the KPIs is made with graphic evidence of each one of them.

In this D7.3, there is a table analysing the KPIs planned for the first year and what was achieved. Below, we have expanded this analysis by adding a column of what was achieved in M18. In this way, we can see the weak points and the KPIs that are at risk of not being met, so that we can put the necessary corrective measures in place to meet the objectives for the second year of the project.

Table 5. KPIs for Dissemination activities (M18)

Indicator	Expected for 1 st year (M1 – M12)	Achieved in 1 st year (M1 – M12)	Achieved in M18 (M1-M18)*	Expected for 2nd year (M1 – M24)
Number of visits to D ² EPC website	1000	1765	2684	2500
Accumulated number of articles published on D ² EPC Website	6	11 articles in News & Events	21 articles in News & Events	20
Accumulated number of followers on LinkedIn	120	124	168	200
Accumulated number of followers on Twitter	75	92	155	150
Accumulated number of views of video #1	50	42	96	100
Accumulated number of brochures distributed	200	Not distributed, published online**	Not distributed, published online**	400

Accumulated number of newsletters forwarded	2	2	2	4
Accumulated number of press releases realised	2	1	2	2
Accumulated number of subscribers to the project mailing list	80	118***	119***	150
Accumulated number of Scientific papers realised	3	2	2	4
Organisation of internal workshops	5	5	8	10
Accumulated number of participants in internal workshops	50	102	132	150
Participation in a conference	3	1	1	3
Participation in the external workshop	3	4	7	6
Participation to an event other than a conference or a workshop	2	0	1	3

*Data updated on 22nd February

** The brochure was shared online through partner's social media channels

*** Number also includes project partners

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

From the beginning of the project, a close relationship was created with different sister projects:

- **X-tendo**
- **QualDeEPC**
- **U-CERT**
- **E-DYCE**
- **ePANACEA**
- **EPC RECAST**

In the last period, new links have been created with similar projects with which the consortium is in contact:



- **crossCert:** The project is based on knowledge exchange between European stakeholders on existing and new EPCs in the several Member States. This exchange includes extensive cross-certification between European countries and the establishment of an internet-based EPC Knowledge Exchange Centre. The partners recommend procedures and guidelines to ensure the quality and value of the new EPCs and that they meet the new EU requirements.
- **EUB SuperHub:** Energy performance assessments and building certifications need to evolve to reflect the technological developments and the needs of society and they must be consistent across the Member States. The EUB SuperHub project will support the creation of a harmonised certification process in the EU by developing a scalable methodology to view, assess and monitor the buildings throughout their life cycle.
- **iBRoad:** iBRoad is aimed at exploring, designing, developing and demonstrating the concept of individual Building Renovation Roadmaps. Representing an evolution of the Energy Performance Certificates (EPCs) and energy audit systems, building renovation roadmaps will serve as a tool outlining a customised renovation plan with a long-term horizon for the deep step-by-step renovation of individual buildings, combined with a repository of building-related information.
- **TIMEPAC:** TIMEPAC project will improve the current energy performance certification (EPC) system by transitioning from a single, static certification to one that is more holistic and dynamic. This new approach considers buildings as dynamic entities that never stop changing. TIMEPAC will combine EPC databases with other data sources to make certification more effective and reliable.

Thanks to this link with other sister projects, D²EPC consortium has had the possibility to participate in different workshops organised by them:

- Web workshop "Building Energy Performance Certificates: convergent evolution?!"

The screenshot displays a web workshop interface. At the top, the D²EPC logo is visible. Below it, a video conference window shows several participants. A presentation slide titled "Panellists representing the Next Gen EPCerts H2020 cluster's projects" is shown. The slide lists the following panellists: Panagiota Chatzipanagiotidou, Michal Zbigniew Pomianowski, Maria Fernández Boneta, Olivier Greslou, Stephanie Veselá, Dick van Dijk, and Lukas Kranzl. Below the names are logos for various projects: EPB, D²EPC, E-PYCE, ePANACEA, EPC RECAST, Qual DeEPC, U-CERT, and X-tendo. To the right of the video conference, there is a text area with the workshop title and a list of other sister projects that participated.

WEB WORKSHOP "BUILDING ENERGY PERFORMANCE CERTIFICATES: CONVERGENT EVOLUTION?!"
Jul 01, 2021

We are glad to inform you about D²EPC's participation in the web Workshop "Building Energy Performance Certificates: Convergent evolution?!".

The workshop was held on 1st July 2021, 10:00-11:30 and was organised by U-CERT Project and EPB Center. Together with 8 invited representatives of the Next Generation EPCerts Horizon 2020 project cluster, we took the opportunity to learn, exchange and identify the most sensible ways to go forward together.

Building Energy Performance Certificates (EPCs) have now been around in the EU's Member States for at least 10 years. Underpinned by the Energy Performance of Building Directive (EPBD), building performance assessment methodologies (and related certification processes) have been prepared at national levels leading to more than 30 different methodologies.

The EU's market is still fragmented due to the different approaches of the Member States, hindering leapfrogging for immediately reaping the multiple benefits of continuously improving and optimizing the performance of the buildings.

In the panel discussion, the representative of our D²EPC Project Mrs Panagiota Chatzipanagiotidou spoke about the challenges posed by this for building performance processes in practice and vis-à-vis the EU's climate and energy targets. She also spoke about the activities that our project is carrying out to facilitate and support the mitigation of these problems.

The other sister projects that also participated in this workshop were the following:

- X-tendo: eXTENDING the energy performance assessment and certification schemes via a modular approach
- U-CERT: Towards a new generation of user-centred Energy Performance Assessment and Certification
- QualDeEPC: High-quality Energy Performance Assessment and Certification in Europe Accelerating Deep Energy
- E-DYCE: Energy flexible DYnamic building Certification
- EPC RECAST: Energy Performance Certificate Recast

Figure 11. Web workshop "Building Energy Performance Certificates: convergent evolution"

- Web workshop “Building Energy Performance Certificates for the people”:



Figure 12. Web workshop “Building Energy Performance Certificates for the people”

- Web workshop “Next Gen EPCerts H2020 Cluster”:



Figure 13. Web workshop “Next Gen EPCerts H2020 Cluster”

4 Timeline of activities

The table belows shows a summary of the previous communication channels (in the months of the project), indicating the month in which we are at the time of presenting this deliverable:



D ² EPC	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36
Website																																				
Newsletter																																				
Press releases																																				
Social media																																				
Poster templates																																				
Project brochures																																				
Flyers																																				
Scientific publications																																				
Non-academic publications																																				
Presentations at academic Conferences																																				
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 can use this document as a strategy.

This document is a living document, which is updated within the project's lifetime. D7.6. Dissemination and Communication material v.2 is an updated version of Deliverable 7.1. Dissemination and Communication material v.1, showing the evolution and the course of the project reflected in real time.

Dissemination materials and strategies are created for their specific objectives. Effectiveness of the Deliverable in targeting specific stakeholders and alignment with the project objectives and stakeholder interests are the objectives sought.

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 will continue to be updated throughout the life of the project. The document can be used by all partners as a reference manual to the defined project management practices.

