

Established internal and external communication channels and materials 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 D7.8

Established internal and external communication channels and materials v2

Work Package: WP 7 Project Communication, Dissemination and Exploitation

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

Document Status: Draft

File Name: D^EPC_D7.2_Dissemination and Communication Plan v2_DMO

Due Date: 31. 08. 2022

Submission Date: 31. 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

Reviewers List

Reviewers			
First Name	Last Name	Beneficiary	Contact e-mail
Estefania	Lopez	SGS	estefania.lopezmontesinos@sgs.com
Christos	Kontopoulos	GSH	c.kontopoulos@geosystems-hellas.gr

Version History

v	Author	Date	Brief Description
0.1	Mija Sušnik, DMO	19-08-2022	Final draft for internal review
0.2	Mija Sušnik, DMO	30-08-2022	Available for submission to the EC

Legal Disclaimer

The D²EPC 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 Consultants. Copies of this publication – also of extracts thereof – may only be made with reference to the publisher.



Executive Summary

The deliverable 7.8 “Established internal and external communication channels and materials v2” is the updated version of D7.2 and is part of task 7.2 “Communication & Dissemination Activities & Material”. The report summarizes the activities performed to establish and maintain the communication channels and materials. Project dissemination materials and channels are developed for partners’ use when carrying out dissemination and communication activities. Deliverable 7.8 covers the progress regarding the public and internal project websites, established social media channels and dissemination material of the project.



Table of Contents

1	Introduction.....	8
1.1	Scope and objectives of the deliverable	8
1.2	Structure of the deliverable	8
1.3	Relation to other tasks and deliverables	8
2	Public and internal project websites.....	9
2.1	D^EPC Public Website updates.....	9
2.2	D^2EPC SharePoint internal website updates	11
3	Social media channels	12
3.1	LinkedIn	12
3.2	Twitter	13
3.3	YouTube.....	14
4	Dissemination material	16
4.1	Newsletters.....	16
4.1.1	February 2022	16
4.1.2	Special edition – Brochure	16
4.1.3	Workshop invitation - June 2022	17
4.1.4	Questionnaire.....	17
4.1.5	Workshop invitation - July 2022.....	18
4.2	Videos.....	18
4.3	Press release	20
5	Conclusions.....	20



List of Figures

Figure 1 Updated study cases	9
Figure 2 Dissemination materials and publications	9
Figure 3 Network section	10
Figure 4 Project presentation.....	10
Figure 5 News & Events section	11
Figure 6 LinkedIn followers and posts progress.....	12
Figure 7 June impact on Visitor analytics.....	13
Figure 8 July impact on Visitor analytics	13
Figure 9 Twitter followers and posts progress.....	14
Figure 10 Posts' impact on Twitter analytics	14
Figure 11 YouTube followers and posts progress	15
Figure 12 Newsletter February 2022	16
Figure 13 Newsletter April 2022 - brochure	17
Figure 14 Newsletter May 2022 - workshop.....	17
Figure 15 Newsletter June 2022 - questionnaire	18
Figure 16 Newsletter June 2022 - workshop	18
Figure 17 2nd Press Release.....	20

List of Tables

Table 1 LinkedIn followers and posts progress	12
Table 2 Twitter followers and posts progress	14
Table 3 YouTube followers and posts progress	15
Table 4 Newly uploaded videos	19



List of Acronyms and Abbreviations

Term	Description
EC	European Commission
EPC	Energy Performance Certificate

1 Introduction

1.1 Scope and objectives of the deliverable

Deliverable 7.8 “Established internal and external communication channels and materials v2” is an updated version of D7.2, defined within the work package 7 “Project Communication, Dissemination and Exploitation” of the D²EPC project. The type of this report is “Other: software, technical diagram, etc.” (the code used by EC for this type of deliverable). In this context, the deliverable of type “other” is not meant to be an elaborate report, yet this accompanying document describes the external and internal communication channels.

1.2 Structure of the deliverable

This deliverable is structured according to the following sections:

- Section 2 describes the public and internal project websites
- Section 3 describes the established social media channels
- Section 4 describes the dissemination material of the project
- Section 5 concludes the deliverable

1.3 Relation to other tasks and deliverables

This deliverable is related to all the work that is being produced within the project, as it reports on the internal and external communication channels and materials which are intended to ease the communication between the consortium partners and ensure that the project’s outcomes are distributed to all the relevant stakeholders and their networks.

2 Public and internal project websites

2.1 D²EPC Public Website updates

The public website of the D²EPC project serves as the main channel to communicate and disseminate the results. The website was launched in October 2020 and since then, it has constantly been updated with news, submitted deliverables, dissemination material and publications. Some changes were also done to the website itself, to better serve the purpose. Some of the changes were already reported in D7.3 Report on dissemination Activities v1, such as:

- Creation of section Network
- Addition of a Privacy Policy page

In section Demonstration cases, case studies 5 and 6 have been updated, following the deviations in case studies, reported in the 1st Periodic report.



Figure 1 Updated study cases

Under section Project results, there are currently 30 submitted deliverables available for download. In the same section, under Dissemination materials, there are 7 newsletters uploaded, 3 promotional materials and two videos. Besides, under Publications, there are currently 5 publications available to download.



Figure 2 Dissemination materials and publications

In the newly created section Network, some updates were done. There are now two lists: the first one, which was previously called “Sister projects” has been renamed to NextGeneration EPC cluster and updated with new sister projects and in the second one, other projects related to D²EPC are listed.

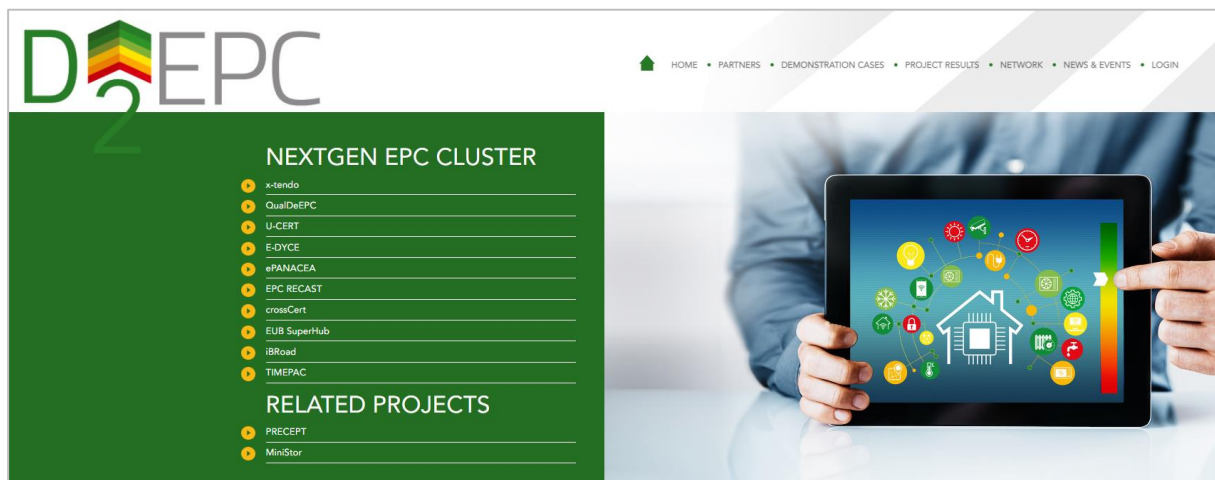


Figure 3 Network section

Further on, each project is shortly presented with the description, logo, and a link to its website.



Figure 4 Project presentation

The News & Events section is the most dynamic one as it reflects the activity of partners regarding the participation at the events and conferences, informs about newly submitted papers, points out new newsletters etc. Currently, there are 30 active news items uploaded in the section.



Figure 5 News & Events section

2.2 D²EPC SharePoint internal website updates

There were no major changes to the internal website SharePoint, besides the changes on reporting the Dissemination activities, presented in D7.3 Report on dissemination Activities v1. Nevertheless, the SharePoint website is constantly being used by all the partners to share internal documents and for other collaborative purposes.

3 Social media channels

Social media is a great addition to the website to enrich the existing professional network and exchange knowledge. LinkedIn, Twitter, and YouTube channels were created to reach targeted audiences defined within D²EPC. In the following subchapters, the progress on followers and posts is presented.

3.1 LinkedIn

The below table and graphs show progress in acquiring followers and making posts on the LinkedIn page. The numbers are increasing throughout the project and show, that there are currently 284 followers and 100 posts on the LinkedIn page.

Table 1 LinkedIn followers and posts progress

LinkedIn	M6	M12	M14	M19	M21	M24*
Followers	40	124	134	170	222	284
Posts	3	34	39	62	79	100

* Data retrieved on the 19th of August

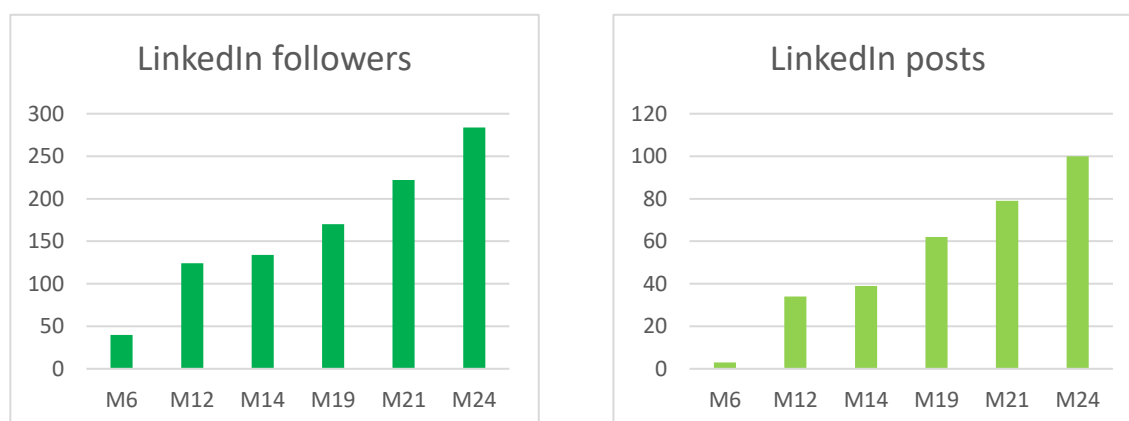


Figure 6 LinkedIn followers and posts progress

The analytics of visitors to the LinkedIn page in the period of the last 90 days clearly shows the impact of the two D²EPC workshops that were organised in June and July. In Figure 7 it can be observed that the visitor number increased on the 7th of June by 867% compared to the previous day. This was a consequence of the successful promotion of the workshop “Building performance assessment towards Next-generation EPCs”, which took place on the 8th of June. A similar impact can also be seen in Figure 8 where the visitors’ numbers increased by 150% on the 12th of July compared to the previous day. This was the day when the July workshop for EPC assessors took place. After that, visitors’ numbers are low, which was expected due to the summer vacation period.

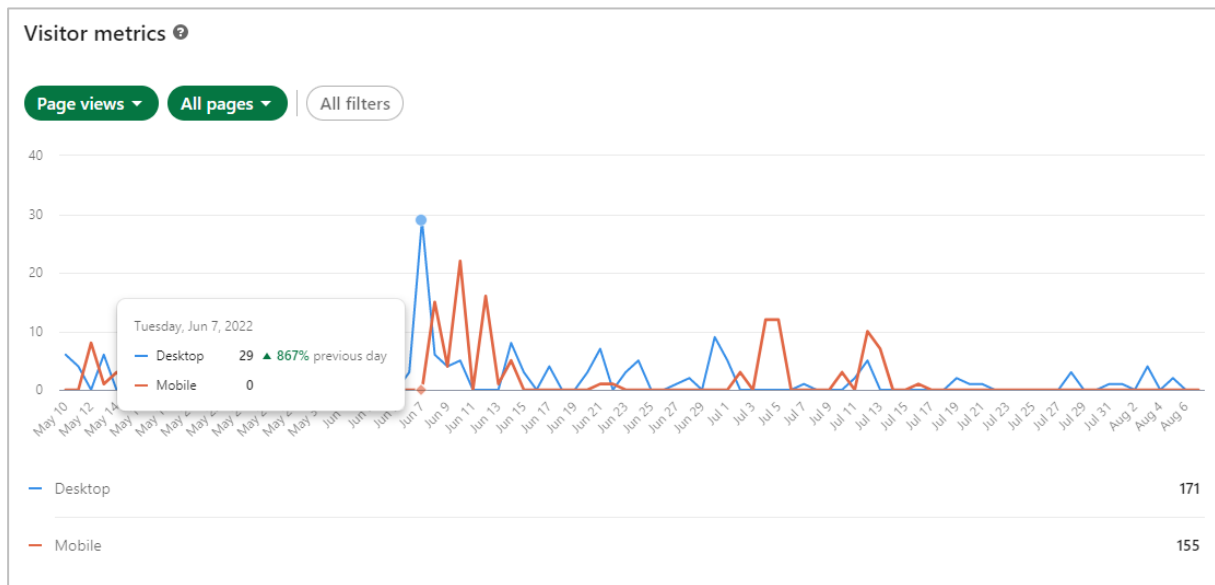


Figure 7 June impact on Visitor analytics

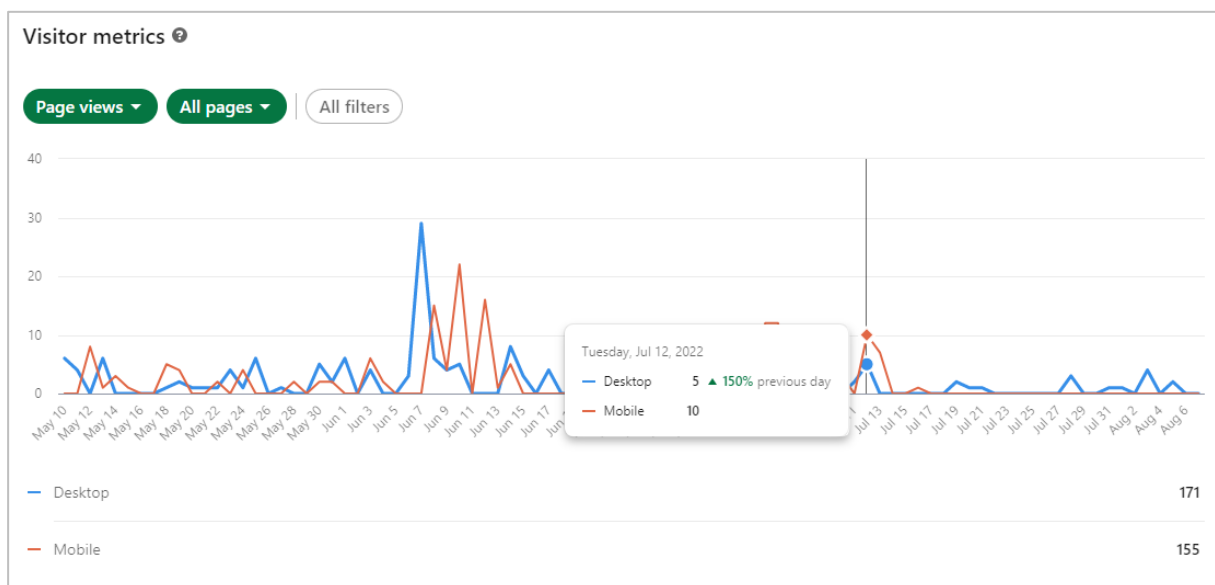


Figure 8 July impact on Visitor analytics

3.2 Twitter

The below table and graphs show progress in acquiring followers and making posts on the Twitter page. The numbers are increasing throughout the project and show, that there are currently 259 followers and 96 posts on the Twitter page.

Table 2 Twitter followers and posts progress

LinkedIn	M6	M12	M14	M19	M21	M24*
Followers	31	92	105	159	199	259
Posts	3	29	35	60	75	96

* Data retrieved on the 19th of August

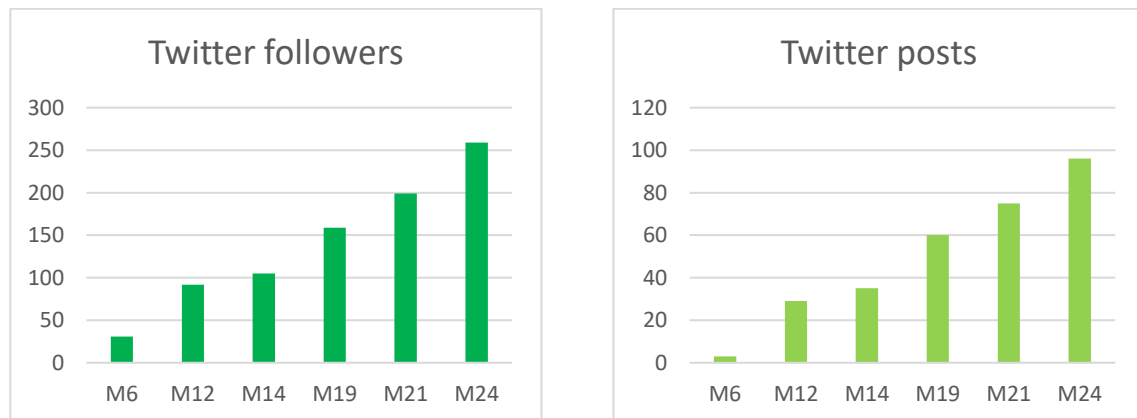


Figure 9 Twitter followers and posts progress

The Twitter analytics on impressions (i.e., times a user is served a Tweet in timeline or search results¹) of the last 90 days show a similar impact as the visitors' analytics of the LinkedIn page. The peaks in numbers of impressions around the two workshops are clearly visible, with the addition of the peak on the 21st of June, which is the date the newsletter with the questionnaire was posted.

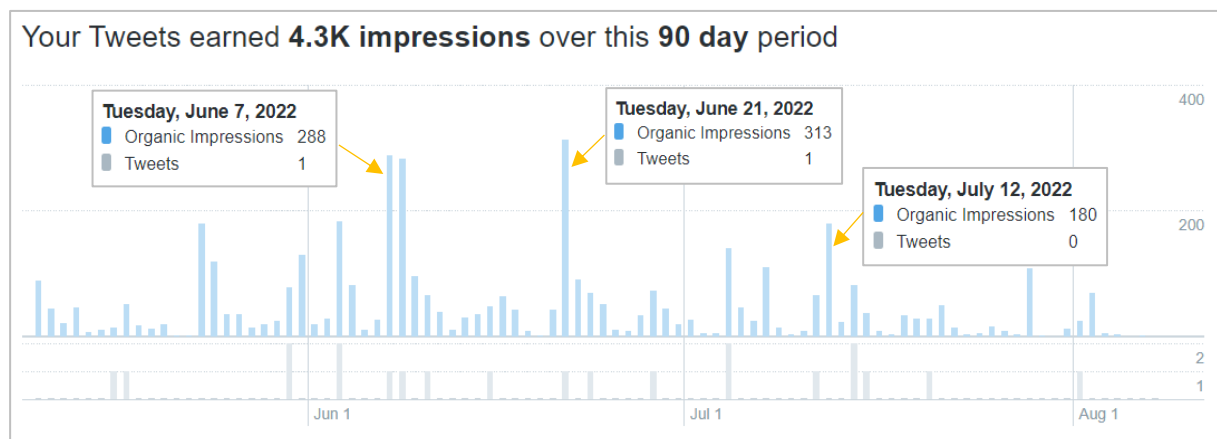


Figure 10 Posts' impact on Twitter analytics

3.3 YouTube

Compared to the LinkedIn and Twitter pages, the YouTube account has less engagement and followers as it is not a collaboration platform, but a place for project videos to be uploaded. Nevertheless, the number of

¹ <https://help.twitter.com/en/managing-your-account/using-the-tweet-activity-dashboard>

subscribers and uploaded videos is increasing throughout the project duration as seen in the below table and graphs.

Table 3 YouTube followers and posts progress

YouTube	M6	M12	M14	M19	M21	M24*
Followers	6	13	14	39	40	42
Posts	0	5	6	6	6	10

* Data retrieved on the 19th of August

The scale on the vertical axis is the same as in the LinkedIn and Twitter graphs, showing clearly that the YouTube channel is reaching lower numbers regarding followers and posts.

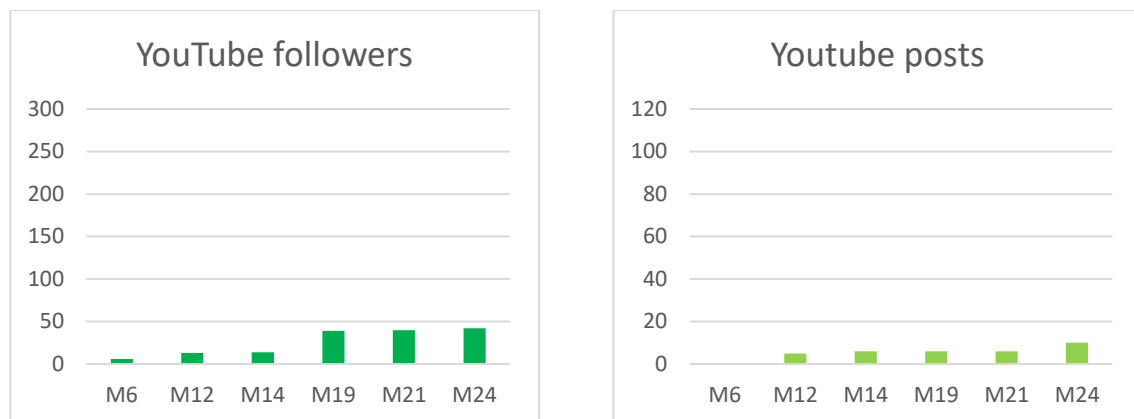
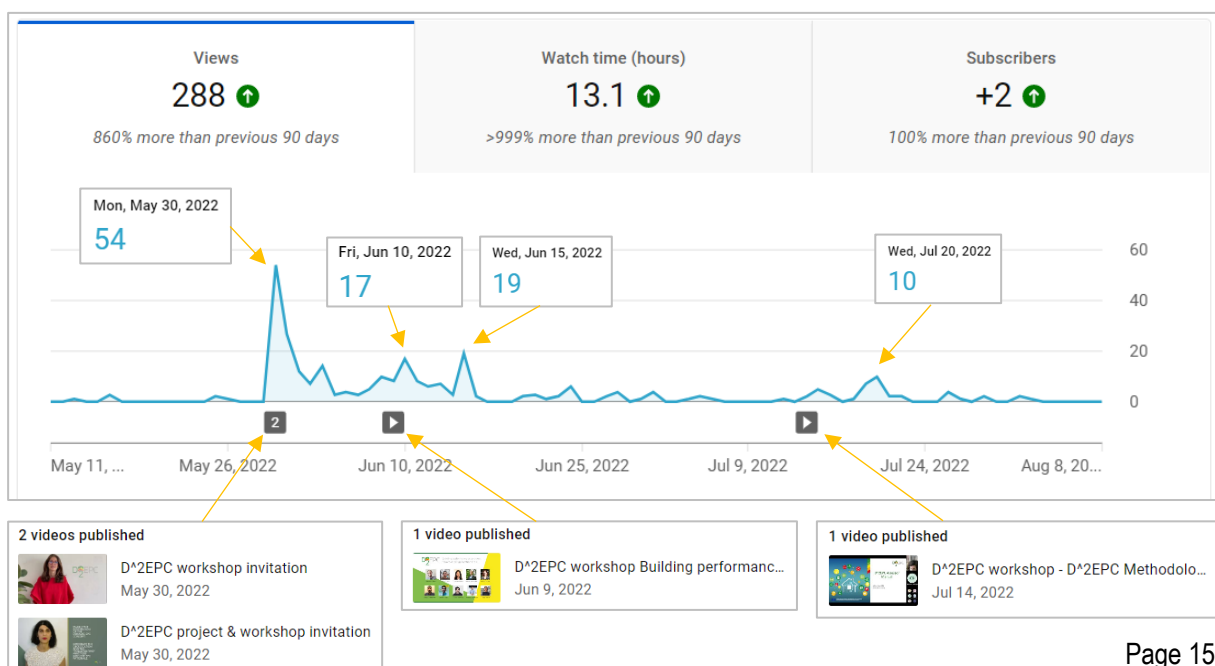


Figure 11 YouTube followers and posts progress

The overview of the YouTube channel analytics shows the impact of the uploaded videos for workshop promotion and workshop recording. On the 30th of May, two videos were uploaded with the intention to invite people to the workshop in June. The peak shows the 54 views that were reached on that day. On the 9th of June, the workshop recording has been published and the views in the following days reached 17 and 19. The increase in views on the 20th of July comes as a consequence of the workshop recording being published on the 14th of July. Overall, in the 90 days the views, the watch time and the subscribers increased compared to the previous 90 days.



4 Dissemination material

Dissemination material helps share the news and developments with the broader audience and stakeholders. For that purpose, a newsletter is being developed every 6 months, videos are being produced, press releases are being distributed etc. In the following subchapters, the latest dissemination material is being presented.

4.1 Newsletters

Since the last reporting on the latest dissemination material in D7.3 Report on dissemination Activities v1, 5 new newsletters have been produced and shared with the interested audience. Currently, the August 2022 newsletter is under development and getting ready to be submitted at the end of the month.

4.1.1 February 2022

The newsletter of February 2022 marked half of the project. One of the biggest achievements at that point was the definitions of the key performance indicators which cover smartness, human comfort, environmental and financial aspects of new and existing buildings, aiming to simplify the understanding of buildings' energy performance and to present a more comprehensive overview of the actual energy performance of buildings. In the newsletter, 11 deliverables and 8 news are presented, including the release of the 2nd press release. The newsletter can be reached through the following [link](#).



Figure 12 Newsletter February 2022

4.1.2 Special edition – Brochure

In April 2022 there was a special edition newsletter prepared, which invited the readers to have a look at the brochure, where viewpoints, layered conceptual architecture and each of its components are presented. The newsletter can be reached through the following [link](#).



Figure 13 Newsletter April 2022 - brochure

4.1.3 Workshop invitation - June 2022

In May 2022 a newsletter with the invitation to the workshop on “Building performance assessment towards Next-generation EPCs” was shared among the stakeholders. In the letter, the workshop program and agenda were presented, including the link for the registration and a video with the invitation. The newsletter can be reached through the following [link](#).



Figure 14 Newsletter May 2022 - workshop

4.1.4 Questionnaire

In June 2022 a newsletter with a questionnaire was prepared to gather information from concerned stakeholders across Europe about the state of the art for energy performance certification, identify standardization needs and gaps in the current standardization landscape for energy performance certification. The newsletter can be reached through the following [link](#).



Figure 15 Newsletter June 2022 - questionnaire

4.1.5 Workshop invitation - July 2022

For July's workshop "D²EPC Methodology and tools for EPC Assessors" an invitation was sent at the end of June, which included a description of the workshop program and a button for the registration. The newsletter can be reached through the following [link](#).











Figure 16 Newsletter June 2022 - workshop

4.2 Videos

There are currently 10 videos uploaded to the project's YouTube channel. Besides the video on the "D²EPC project" which was presented in the D7.3 Report on dissemination Activities v1, the newly uploaded videos are presented in the table below.

Table 4 Newly uploaded videos

Video	Title	Date
	D^2EPC participated in web workshop Building Energy Performance Certificates for the people Link	4 th June 2021
	D^2EPC - webinar Innovation actions reinforcing the current building energy performance schemes Link	4 th June 2021
	D^2EPC participated in Next Gen EPCerts H2020 cluster - 1st NDA workshop Link	4 th June 2021
	Web workshop Building Energy Performance Certificates: Convergent evolution?! Link	12 th July 2021
	D^2EPC presents at SpliTech 2021 Link	13 th September 2021
	D^2EPC workshop invitation Link	30 th May 2022
	D^2EPC project & workshop invitation Link	30 th May 2022
	D^2EPC workshop Building performance assessment towards Next generation EPCs Link	9 th June 2022
	D^2EPC workshop - D^2EPC Methodology and tools for EPC Assessors Link	14 th July 2022



4.3 Press release

The 2nd Press Release was shared on the website in November 2021. The main message was that the project is well on track with all partners following the schedule and being on time with the submission of the deliverables for which they are responsible. Besides, the collaboration with sister projects was pointed out and participation in Sustainable Places 2021 was mentioned as an important aspect of networking. Lastly, the plans for the coming period were briefly described. The Press Release can be reached through the following [link](#).



Figure 17 2nd Press Release

5 Conclusions

This deliverable 7.8 "Established internal and external communication channels and materials v2" is an updated version of D7.2, which are both of type "Other" and not "Report". Therefore, this document, similarly to the D7.2 is brief in content and is meant to accompany the real deliverable, which is maintaining and updating the internal and external communication channels and materials. They are all well adapted by the consortium and are being used by partners and therefore serve their purpose well. DMO will continue to maintain the communication channels and website, develop communication material, and will provide support when needed to the other members of the consortium to ensure that everything is used in the most optimal way and to create maximal impact in that way.

