

Established internal and external communication channels and materials v2





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DELIVERABLE D7.8

Established internal and external communication channels and materials v2

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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.



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List of Acronyms and Abbreviations

Term	Description
EC	European Commission
EPC	Energy Performance Certificate

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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 D^EPC 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 D^EPC Public Website updates

The public website of the D^2EPC 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 D^2EPC are listed.



Figure 3 Network section

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

x-tendo X-tendo X-tendo and its toolbox introduce ten features of the next gener on of energy pe public authoritisis with improved compliance, reliability, usability and convergence of next-generation energy performance assessment and certification. X-tendo will develop and test next-generation EPC features in 9 countries around Europe covering 40% of the EU building stock, and assist the implementation of the features into the existing EVE entered. EPC schem QualDeEPC Go to website The project aims to increase the quality and cross-EU convergence of Energy Performance Certificate (EPC) schemes and enhancing the link between EPCs and deep renovation. QualDeEPC will work on EU-wide convergence of the building assessment and the issuence, design, and use of quality-enhanced EPCs as well as their recommendations for building renovation. The aim is no make these recommendations coherent with deep energy rerovation tomards a 👥 Qual DeEPC nearly-zero energy building stock by 2050. U-CERT Go to website The project has the main aim to introduce a next generation of user-centered Energy Perfor ance Ass Carification Scheme to value buildings in a holisis and cost-effective manner. U-CET has a focus on strengthening actual implementation of the EPBD by providing and applying insights from a user perspective and creating a level playing field for sharing implementation experience to all involved stakeholders, facilitated and empowered by the EPB Center -CERT E-DYCE EDYCE (Energy flexible DYnamic building CErtification) is the natural evolution of the conventional Energy Performance Certification into real time optimization of building performance and comfort, by capturing the building's dynamic behaviour, and at the same time providing transparent feedback, through an intuitive interface. E-DYCE will drastically increase the reliability of the energy performance assessment process. It will support nunication beta in labelling professionals and building ow ters, to cultivate benefits in both indoor clir energy savings

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 D^2EPC 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 D^2EPC. 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.

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

Table 1 LinkedIn followers and posts progress

* 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 D^2EPC 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 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 <u>https://help.twitter.com/en/managing-your-account/using-the-tweet-activity-dashboard</u>



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 <u>link</u>.





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 <u>link</u>.



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 <u>link</u>.





Figure 15 Newsletter June 2022 - questionnaire

4.1.5 Workshop invitation - July 2022

For July's workshop "D^2EPC 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 <u>link</u>.



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 "D^2EPC 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	
Image: Construction of the construc	D^2EPC participated in web workshop Building Energy Performance Certificates for the people Link	4 th June 2021	
A DECEMBER AND A DECEMBER A DECEMBER AND A DECEMBER	D^2EPC - webinar Innovation actions reinforcing the current building energy performance schemes Link	4 th June 2021	
Contract of the second s			
Image: constraint of the sector of the se	Web workshop Building Energy Performance Certificates: Convergent evolution?! Link		
Dr2FPC: Next Generation Digital and Dynamic and Dynami	D^2EPC presents at SpliTech 2021 Link	13 th September 2021	
D ² EPC	D^2EPC workshop invitation Link	30 th May 2022	
Refer the second	D^2EPC project & workshop invitation Link	30 th May 2022	
PPEPC Building professiones executed PPEPC Building professiones exec	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.

		2^{-1}	
PRESS RELEASE		The coming period "In the next months, we will be boay developing the Kay Performance Indicators to be included in the EPCs of the next generations," says Eight - "The KT's will promote the reliability, user-fined/loses and cost-effectiveness of energy performance certificates", the opening: The project team of user due of the data from the data BM model.	
D^2EPC is well on track		*The BIM model of the building contains various objects with descriptive attributes (properties or parametera) attached to their geometry, * clarifies Egle.	
The European D^2EPC project started approximately a year ago, in September 2020, alming to set the grounds for th next generation of dynamic and digital Energy Performance Cartificates (EPCs) for buildings. Over the part 12 months		In addition, a lot of development work is envisioned within the following months. This includes activities for the	
the consortium, which consists of 12 partners and one linked 3 rd party, from 7 different European countries, has reache		development of the BIM Parser for modelling required data and the D^2EPC Digital Twin, as well as the development	
several milestones. Panagiota Chatzipanagiotidou, member of the project coordination team and Egle Klumbyte, WP		of the dynamic EPC calculation module and the implementation of the AI D^2EPC added value services. "Interesting	
leader, share some insights on the project evolution.		developments, so reason enough to keep following our work", Egle suggests.	
"The project is well on track", says Panagiota, "all partners are following the schedule and are on time with th	, -		
submission of the deliverables for which they are responsible. For example, the deliverable describing the framewor	k		
architecture of D^2EPC was an important milestone for project's technical progress that we reached on time". Th	.		
project has a duration of three years, so there is still a lot to do. "We have just started with the activities of WP4, focusing		This project has received funding from the European Union's Horizon 2020 research and innovation programme under	
on the development of the digital platform for the issuance of dynamic EPCs," says Panagiota. Egle then updates u	s	grant agreement No. 892984	
with the progress on WP2 "where we are working on the analysis and definition of a set of indicators to be included in			
the next generation EPCs. Here, you can think of indicators like SRI, Human comfort & wellbeing, LCA and economi		Project Coordinator Dr. Dimosthanis Ioanniriis	
indicators." Egle continues, "the first deliverable about the D^2EPC information model has just been delivered and we		Cr. Dimostrems loannicits Centre for Research and Technology Hellas, Information Technologies Institute (CERTH)	
are now in the midst of developing the additional KPIs for optimizing user awareness."		Centre for nesearch and Technology Heilas, Information Technologies Institute (LERTH) 6th km Xarilaou - Thermi, Postal Code: 57001. Thessaloniki, Greece	
Record of		Tel - 0030 2311 257750	
Stater projects In the past year, contact was made with sister projects formulating the Next Gen EPCerts H2020 cluster. "We are not		E: djoannid®iti.gr	
working closely with the projects within this cluster, such as U-CERT, ePANACEA, E-DYCE, X-tendo, EPC-RECAST an			
QualDEPC", Panagiota explains. Up to now, we have participated in several workshops with sister projects where w		Subscribe to the newsletter	
explored synergy and joined our forces on hot topics", she says. "Particularly in the areas of communication		Follow us	
dissemination, exploitation and technical advocacy, to achieve the maximum impact for all individual projects is of great			
importance".		💟 🗓 🔼	
Conferences & networking			
In September, D^2EPC was represented within a panel discussion in Sustainable Places 2021 (SP2021) Conference i	·		
Rome under the session "The next generation Energy Performance Certificates: making buildings fit for the energy			
transition". It is good for the Next Gen EPCerts cluster as well as for the D^2EPC project itself to gain exposure within	n		
the European network. "We do this by organizing workshops and panel discussions," says Panagiota, "until recently	v		
due to the pandemic, this was only possible online, but hopefully this will also be done live again".			

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.