

Established internal and external communication channels and materials v3



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DELIVERABLE D7.9

Established internal and external communication channels and materials v3

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Executive Summary

Deliverable 7.9 “Established internal and external communication channels and materials v3” is the updated and final version of D7.8 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 7.9 covers the progress in the last period of the project regarding the public and internal project websites, established social media channels, and dissemination material of the project.



Table of Contents

1	Introduction.....	10
1.1	Scope and objectives of the deliverable	10
1.2	Structure of the deliverable	10
1.3	Relation to other tasks and deliverables	10
2	Public and internal project websites.....	11
2.1	D^EPC Public Website updates	11
2.1.1	Home	11
2.1.2	Partners	12
2.1.3	Demonstration cases	12
2.1.4	Project results.....	13
2.1.5	Network.....	13
2.1.6	News & Events.....	14
2.2	D^2EPC SharePoint internal website updates.....	14
3	Social media channels	16
3.1	LinkedIn.....	16
3.2	Twitter.....	17
3.3	YouTube	19
4	Dissemination material	23
4.1	Newsletters.....	23
4.1.1	August 2022.....	23
4.1.2	February 2023.....	23
4.1.3	Training session	24
4.1.4	Training Questionnaire	24
4.2	YouTube Playlist & videos.....	25
4.3	Policy brief 2023.....	26
4.4	Press release 2023.....	26
4.5	Brochure.....	26
5	Conclusions.....	27



List of Figures

Figure 1 Home page	11
Figure 2 Bottom of every page.....	11
Figure 3 Partners page	12
Figure 4 Demonstration cases page	12
Figure 5 Project results page.....	13
Figure 6 Network page	14
Figure 7 News & Events page.....	14
Figure 8 Project's internal website.....	15
Figure 9 LinkedIn followers and posts progress.....	16
Figure 10 Visitor metrics	17
Figure 11 Twitter followers and posts progress.....	18
Figure 12 Twitter analytics	18
Figure 13 Top tweet	18
Figure 14 YouTube followers and posts progress	19
Figure 15 YouTube analytics	22
Figure 16 August 2022 newsletter	23
Figure 17 February 2023 newsletter	24
Figure 18 Training session newsletter.....	24
Figure 19 Questionnaire newsletter	25
Figure 20 YouTube playlist	25
Figure 21 Policy Brief v2	26



List of Tables

Table 1 LinkedIn followers and posts progress 16

Table 2 Twitter followers and posts progress 17

Table 3 YouTube followers and posts progress 19

Table 4 Uploaded videos on YouTube channel 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 7.9 “Established internal and external communication channels and materials v3” is an updated version of D7.8, defined within the work package 7 “Project Communication, Dissemination and Exploitation” of the D^AEPC project. This is the final version of the deliverable, outlining achievements on communication channels and materials used during the project lifetime.

1.2 Structure of the deliverable

This deliverable is structured into 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. The website will remain online for two years after the project's completion. Some changes were also made to the website itself, to better serve its purpose. Now at M36, the website has reached its final look, so each section is individually presented in the following sections.

2.1.1 Home

The home page is the first page that the user encounters, so it is important that the project's logo and graphics are highly visible. Besides, the home page includes the full name of the project, a brief on the News & Events section, a short description of the project, a short presentation of partners and demonstration cases.



Figure 1 Home page

At the bottom of every page, there is information about the project coordinator, their contact info as well as the grant agreement of the project next to the EU emblem.

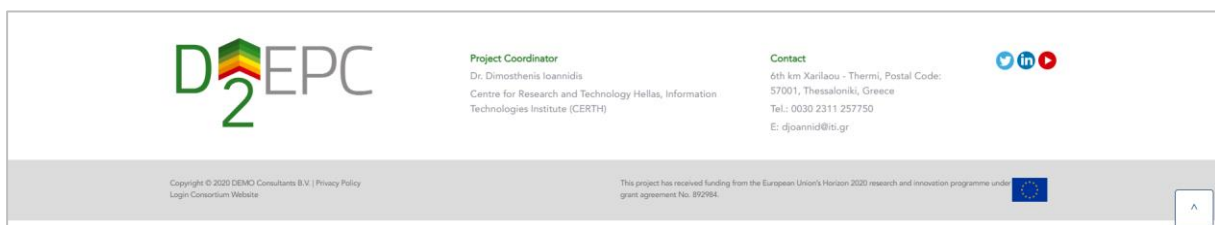


Figure 2 Bottom of every page

2.1.2 Partners

On this page all the partners are presented on a map, followed by a short description of the company/research centre, a logo, and a list of project members. This page was updated every time a member changed, so it always reflected the current situation.



Figure 3 Partners page

2.1.3 Demonstration cases

The demonstration cases page is used to present all the case studies of the project. They can be explored via a list or map. Each case study is presented with an image and a short description. The changes that occurred during the project were updated on the website to reflect the most recent state.

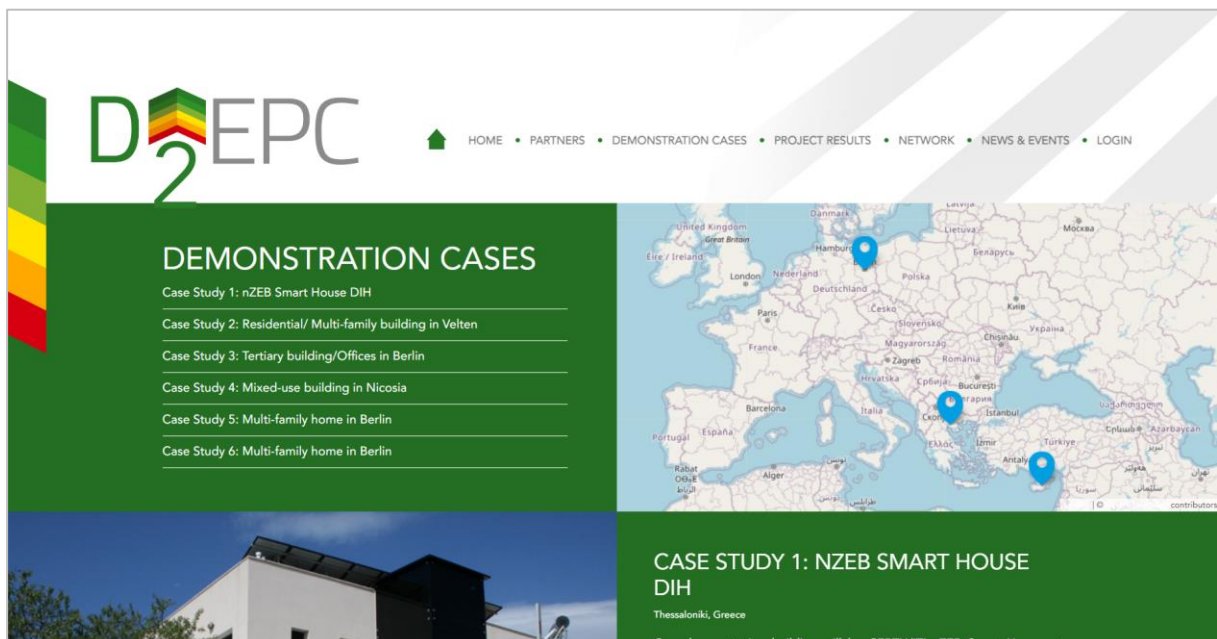


Figure 4 Demonstration cases page

2.1.4 Project results

The project results page is one of the most updated pages as it includes all the publicly available deliverables, dissemination materials and publications. All publicly available deliverables are downloadable. Under dissemination materials, a user can find all the accessible and shareable pieces of information related to D²EPC and made for interactions with audiences and stakeholders, namely newsletters, a flyer, a poster, a brochure, policy brief, and videos. Peer-reviewed articles, book chapters, or conference presentations created and released by members of D²EPC and focused on D²EPC-related work can be found under publications.



Figure 5 Project results page

2.1.5 Network

On the Network page, all the other projects that have synergies with D²EPC are presented with a short description, link, and logo. Here the user can also register to become a member of the D²EPC community of practice and receive the project's newsletters. D²EPC is one of the projects within the NextGen EPC cluster of sister projects funded by the Horizon 2020 and Horizon Europe research and innovation programmes. The main mantra of the Next Gen EPC cluster is going farther together as opposed to going fast alone, for allowing an open co-creation process maximizing quality, relevance, utility, and effectiveness while avoiding reinventing the wheel and ensuring a coordinated and convergent approach.



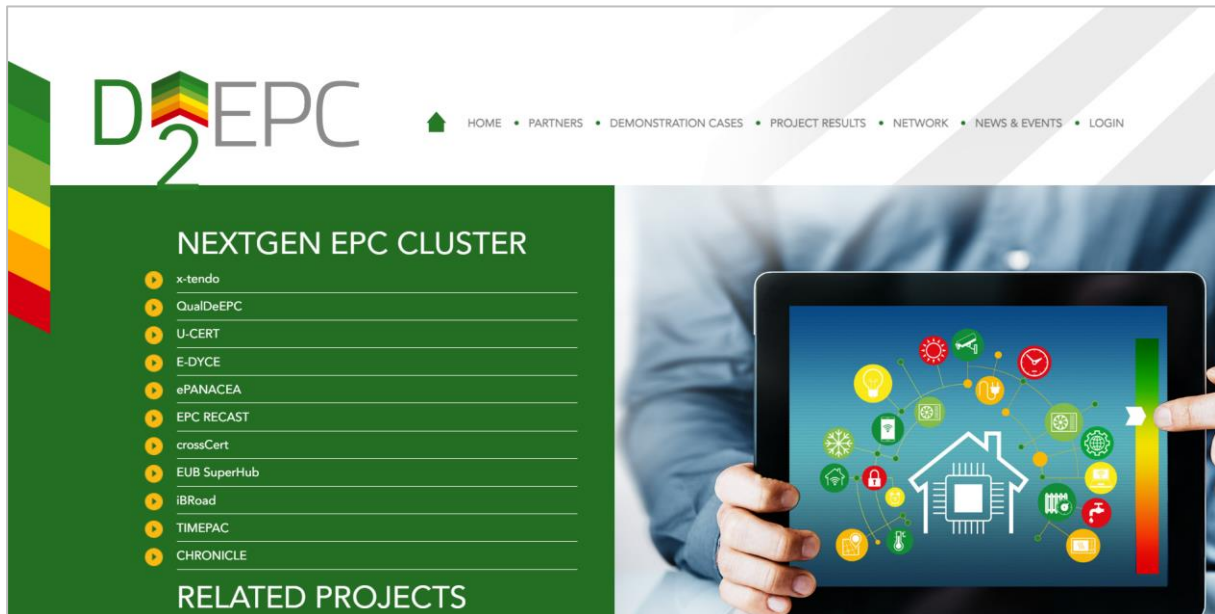


Figure 6 Network page

2.1.6 News & Events

The News & Events page is the most regularly updated one as it reflects all the activities that take place in the project. Here the user can find reports on every consortium meeting, conferences, workshops, newly published papers, newsletters etc.



Figure 7 News & Events page

2.2 D²EPC SharePoint internal website updates

The SharePoint website is constantly being used by all the partners to share documents internally and for other collaborative purposes. There were no major changes to the internal website in the final period.

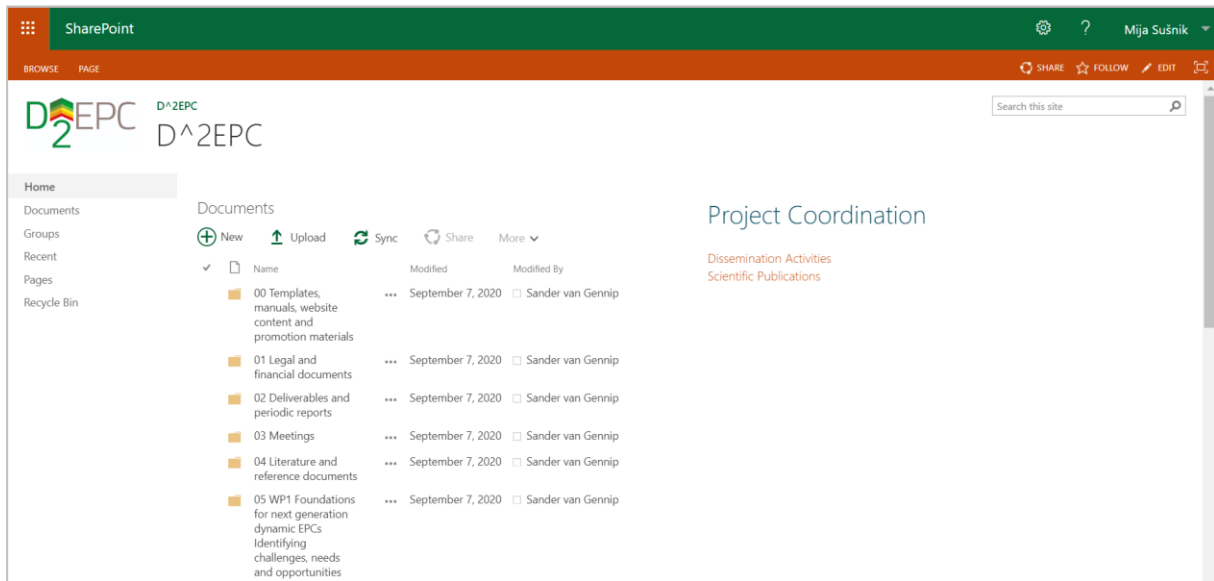


Figure 8 Project's internal website



3 Social media channels

Social media are a great supplement to the D^2EPC website, aiming 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 388 followers and 156 posts on the LinkedIn page.

Table 1 LinkedIn followers and posts progress

LinkedIn	M6	M12	M14	M19	M21	M24	M25	M29	M32	M35	M36*
Followers	40	124	134	170	222	284	287	318	345	379	388
Posts	3	34	39	62	79	100	105	112	131	151	156

* Data retrieved on the 24th of August 2023

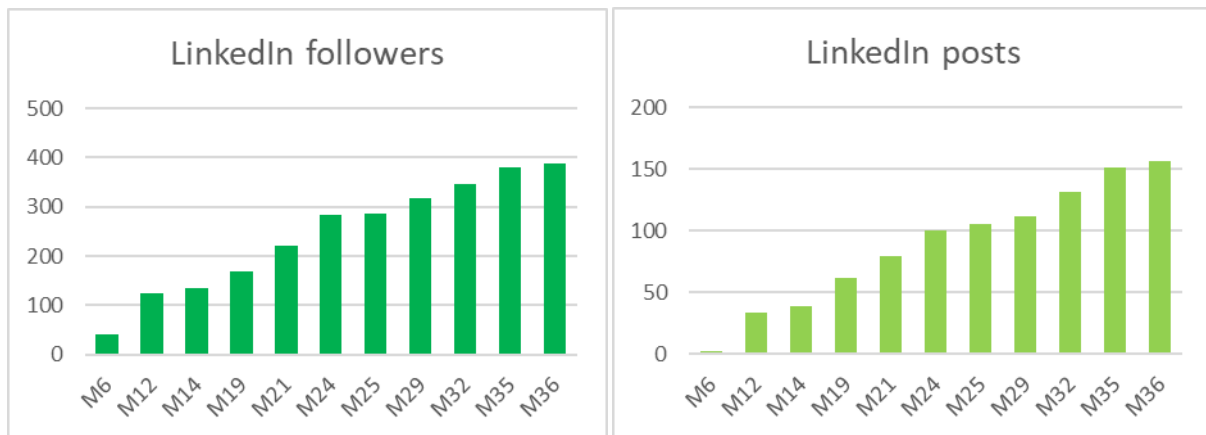


Figure 9 LinkedIn followers and posts progress

The analytics of visitors to the LinkedIn page in the period of the last 90 days (from 23-05-2023 to 22-08-2023) show that there are regular visits to the project’s page with some peaks that coincide with the project’s events. For example, the peak in visitors on the 24th of May is connected to the project’s final conference, which took place on the 24th of May. The number of visitors on that day increased by 175% compared to the previous day.



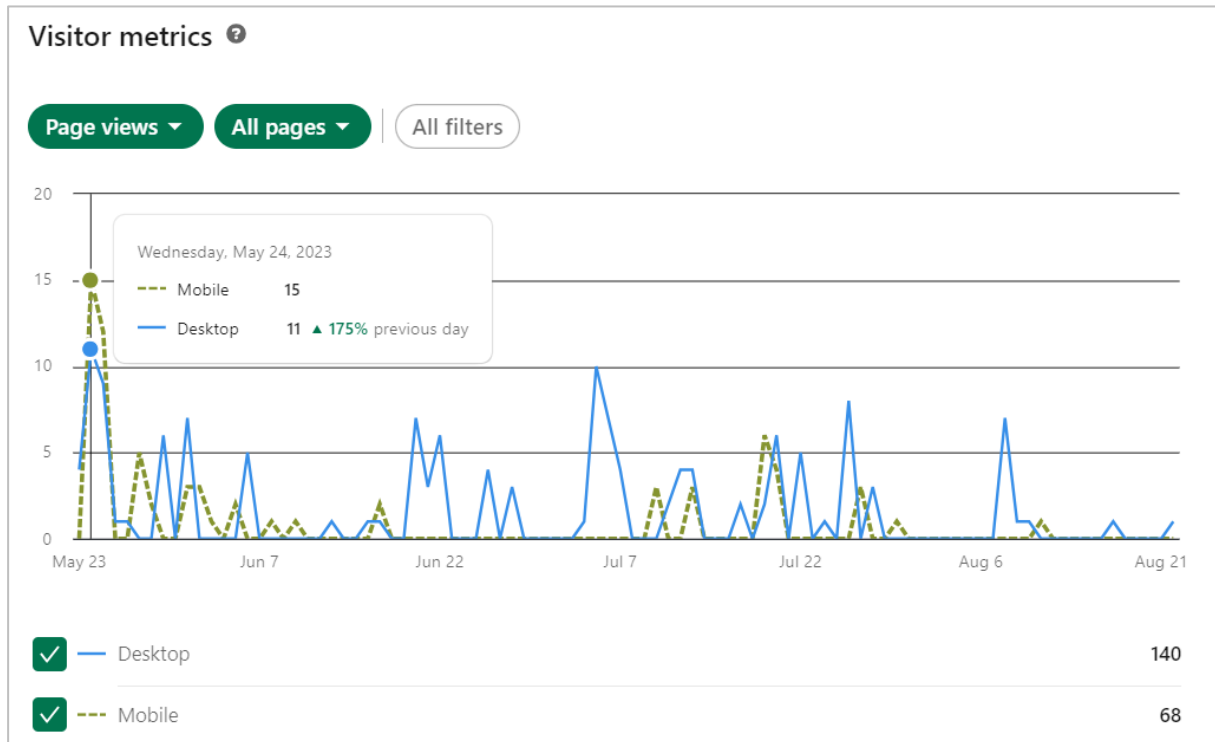


Figure 10 Visitor metrics

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 375 followers and 151 posts on the Twitter page.

Table 2 Twitter followers and posts progress

LinkedIn	M6	M12	M14	M19	M21	M24	M25	M29	M32	M35	M36*
Followers	31	92	105	159	199	259	268	296	331	368	375
Posts	3	29	35	60	75	96	102	110	125	147	151

* Data retrieved on the 24th of August 2023



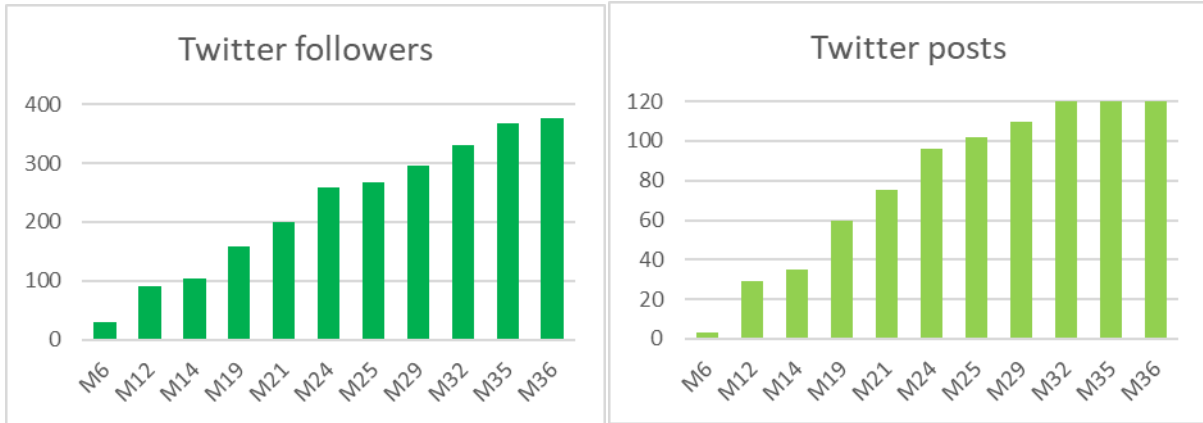


Figure 11 Twitter followers and posts progress

Twitter analytics on impressions (i.e., times a user is served a Tweet in the timeline or search results¹) of the last 90 days (from 23-05-2023 to 20-08-2023) also show an increase in impressions on certain days, however a bit differently compared to LinkedIn. For example, the peak in impressions was observed on the 27th of July, yet there were no tweets posted on that day.

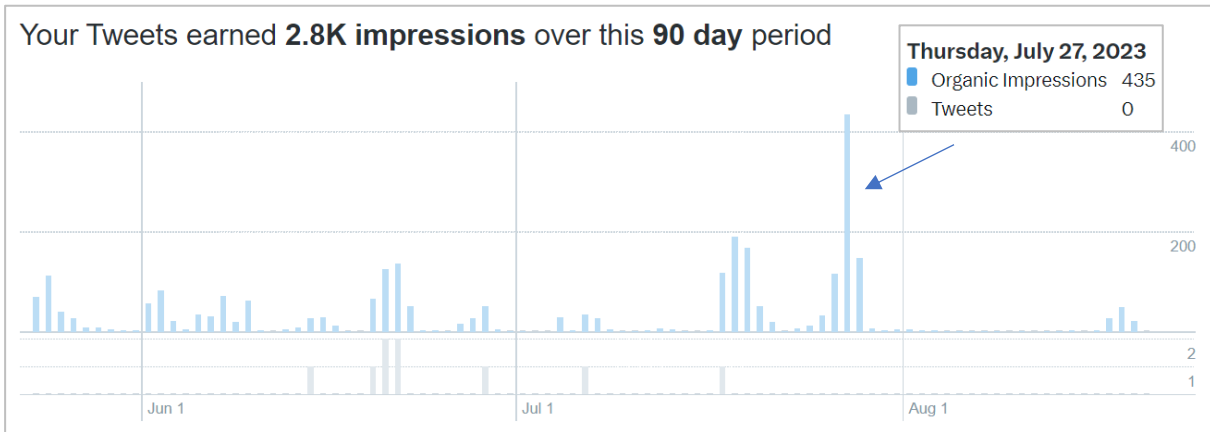


Figure 12 Twitter analytics

The top tweet in this period (posted on the 17th of July) received 1.059 impressions and was about the project’s nomination for the Standardisation + Innovation Awards 2023.

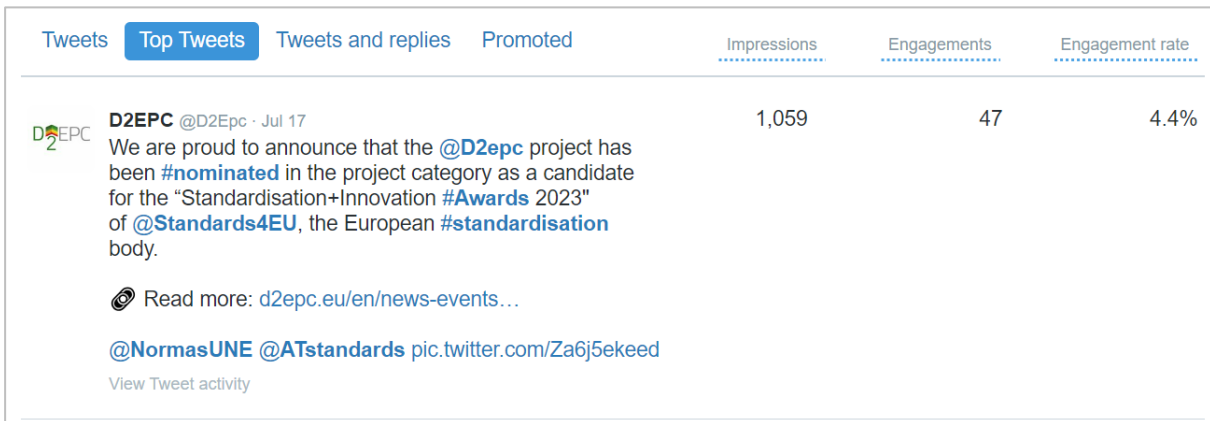


Figure 13 Top tweet

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



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 subscribers and uploaded videos has increased 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	M25	M29	M32	M35	M36*
Followers	6	13	14	39	40	42	42	42	43	45	46
Posts	0	5	6	6	6	10	10	10	10	11	11

* Data retrieved on the 24th of August 2023

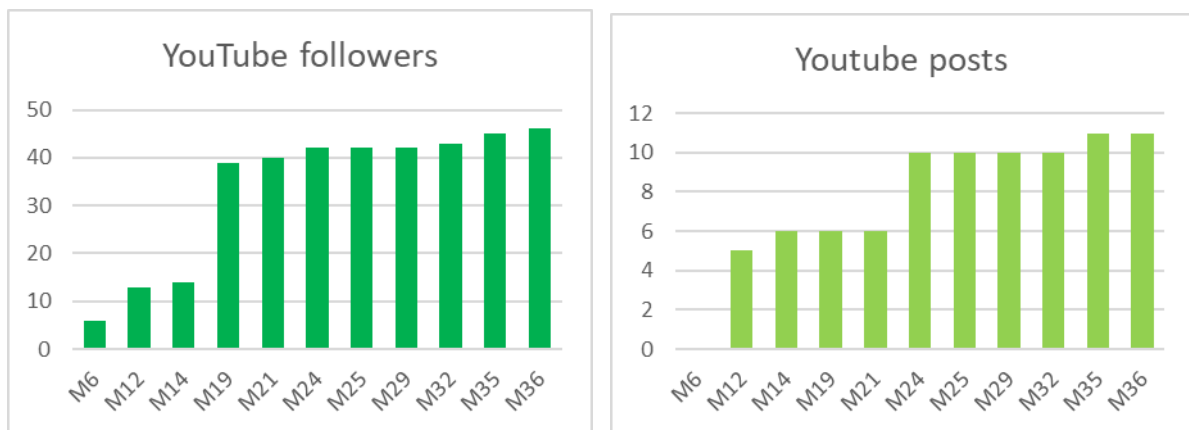








Figure 14 YouTube followers and posts progress




Table 4 Uploaded videos on YouTube channel

	<p>D2EPC organized a Training Session for EPC #Assessors which took place online on the 29th of June</p> <p>Jul 18, 2023</p> <p>We had an amazing opportunity to present the vision of the project, and the proposed methodologies and to showcase the D^2EPC Platform that enables the regular energy performance assessment of buildings among other added value services. The presenters explained all functionalities through two real cases: the nZEB Smarthome in Thessaloniki and the Frederick University Building.</p>
	<p>D^2EPC workshop - D^2EPC Methodology and tools for EPC Assessors</p> <p>Jul 14, 2022</p> <p>On the 12th of July 2022, we organised a workshop "D^2EPC Methodology and tools for EPC Assessors" with the goal of gathering the opinions of the EPC assessors on the project's outcomes, presented in the Assessor's manual.</p>



	<p>D^2EPC workshop Building performance assessment towards Next generation EPCs</p> <p>June 9, 2022</p> <p>D^2EPC workshop took place online on the 8th of June and we had fruitful discussions about the necessity of enriching the Energy Performance Certificates with additional indicators, characterising the actual energy, smartness and sustainability performance of buildings.</p>
	<p>D^2EPC project & workshop invitation</p> <p>May 30, 2021</p> <p>Join us at the D^2EPC workshop!</p> <p>Learn more about the project and the workshop which will take place on the 8th of June 2022.</p>
	<p>D^2EPC workshop invitation</p> <p>May 30, 2021</p> <p>Join us at the D^2EPC workshop on the 8th of June 2022.</p>
	<p>D^2EPC presents at SpliTech 2021</p> <p>Sep 13, 2021</p> <p>D^2EPC was presented at the SpliTech 2021 conference which covers topics of IoT, Smart Cities, energy and Health. Our colleague Stavros Koltsios from CERTH talked about our project on 9th September in the technical program S10: Energy Efficiency.</p>
	<p>Web workshop Building Energy Performance Certificates: Convergent evolution?!</p> <p>Jul 12, 2021</p> <p>The workshop was held on 1st July 2021, 10h00-11h30 and was organised by U-CERT Project and EPB Center. In the panel discussion, the representative of our D^2EPC Project spoke about the challenges for building performance processes in practice and vis-a-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.</p>
	<p>D^2EPC participated in Next Gen EPCerts H2020 cluster - 1st NDA workshop</p> <p>Jun 4, 2021</p> <p>The "Going far together / Building forward together" activities of the cluster for a Next Generation of EPCs are on the way. On 23. 04. 2021, the representatives of the project D^2EPC</p>



	<p>participated in an exchange workshop between all 7 ongoing next generation EPC projects.</p>
	<p>D^2EPC - webinar Innovation actions reinforcing the current building energy performance schemes</p> <p>Jun 4, 2021</p> <p>In favour of the evolution of EPC schemes, the four ongoing Horizon 2020 Innovation Actions for the Next Generation EPCs, including D^2EPC, participated on 19.05.2021 in a lively and informative panel discussion moderated by EuroACE and hosted in the BUILD UP portal.</p>
	<p>D^2EPC participated in web workshop Building Energy Performance Certificates for the people</p> <p>Jun 4, 2021</p> <p>The workshop took place on 30th March 12:00-13:30. Led by IRI-UL, and targeted at all 6 projects, the main focus of this workshop was to discuss how useful are the EPCs for the general public and how it is perceived in their work. They have also analysed the real needs and expectations and how to address them in the evolution process of EPCs.</p>
	<p>D^2EPC project</p> <p>Apr 7, 2021</p> <p>D^2EPC is a Horizon 2020 project about Next-generation Dynamic Digital EPCs for Enhanced Quality and User Awareness. D^2EPC has a consortium of 12 partners from 7 EU countries and includes 6 demonstration cases.</p>

The overview of the YouTube channel analytics in the past 90 days (from 26-05-2023 to 23-08-2023) shows the impact of the uploaded video of the Training session for EPC assessors on the 18th of July. In general, in the past 90 days, there were 91% more views than in the previous 90 days. There was also an increase in watch time and number of subscribers.



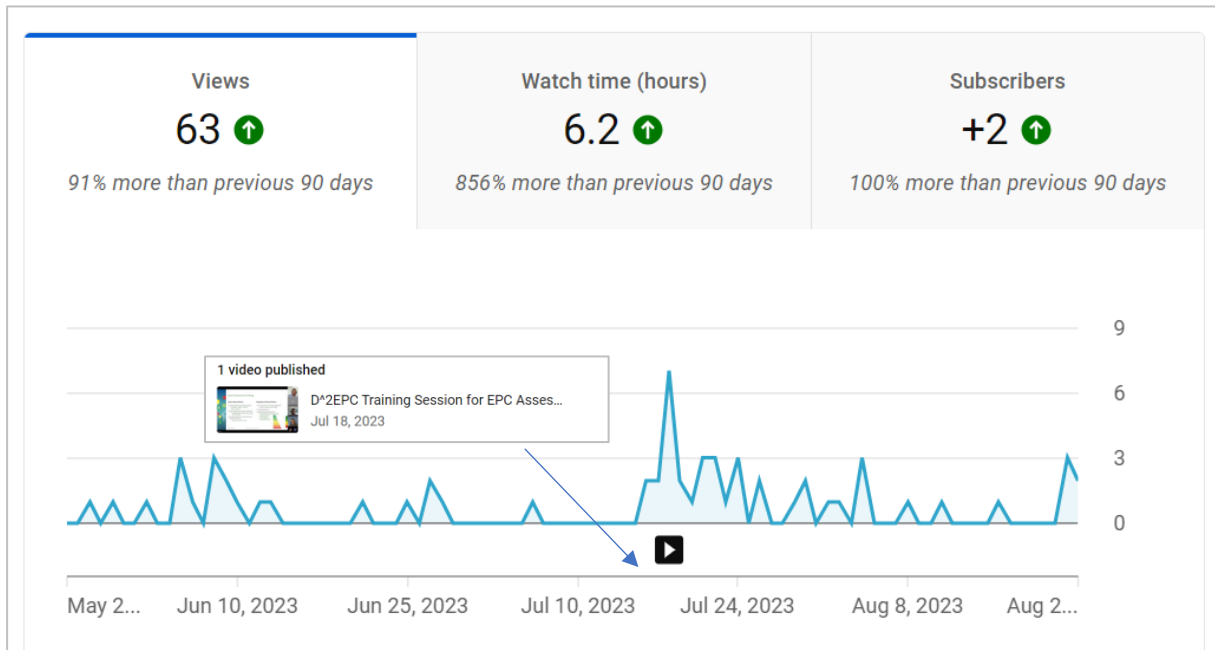


Figure 15 YouTube analytics



4 Dissemination material

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

4.1 Newsletters

Since the last report on the latest dissemination material in D7.8 “Established internal and external communication channels and materials v2”, 4 newsletters have been produced and shared with the public. At the moment of writing this deliverable, the August 2023 newsletter is under creation and getting ready to be released at the end of the month.

4.1.1 August 2022

In the newsletter of August 2022, we marked 2 years of the project and presented 11 deliverables, 2 accepted papers, 3 workshops and 2 events, of which one was our 4th plenary meeting. The newsletter can be accessed via the following link:

https://www.d2epc.eu/en/Project%20Results%20%20Documents/d2epcnewsletter4_august_2022.pdf



Figure 16 August 2022 newsletter

4.1.2 February 2023

In the newsletter of February 2023, we celebrated 30 months of the project. Two plenary meetings were presented along with 4 other events. The highlight was the initiation of the new standardisation working group on operational assessment of energy (CEN/TC 371/WG 5). In the February newsletter, there were also links to a policy brief, a press release, two publications and two interviews with D²EPC members. The newsletter can be accessed through the following link:

<https://www.d2epc.eu/en/Project%20Results%20%20Documents/d2epcnewsletter5.pdf>



Figure 17 February 2023 newsletter

4.1.3 Training session

In June 2023 we submitted a newsletter with the invitation to D^2EPC Training Session. The presented information included the agenda and a confirmation of attendance form. With this newsletter, many people we reached which resulted in a high number of participants at the workshop. The newsletter can be accessed through the following link:

<https://www.d2epc.eu/en/Project%20Results%20%20Documents/D2EPC%20training%20session.pdf>



Figure 18 Training session newsletter

4.1.4 Training Questionnaire

With this newsletter, the readers were invited to contribute to the project by providing their feedback through the questionnaire. The newsletter can be accessed through the following link:

<https://www.d2epc.eu/en/Project%20Results%20%20Documents/D2EPC%20training%20questionnaire.pdf>

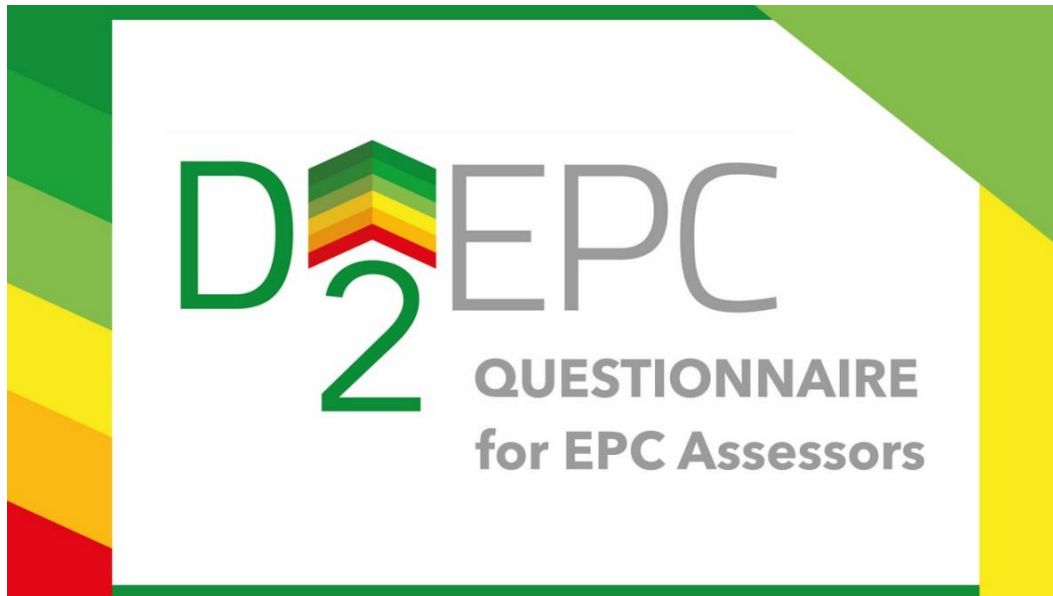


Figure 19 Questionnaire newsletter

4.2 YouTube Playlist & videos

A playlist was added to the YouTube channel of the project, consisting of the three D^2EPC presentations that took place at the Joint Final Conference of D^2EPC, E-DYCE and ePANACEA. Those are the general introduction of the project, given by Dimos Ioannidis, followed by the presentation of Stavros Koltsios on project results and demonstration of the platform and finally the presentation by Paris Fokaides on activities for new EN standard on buildings operational rating. The playlist can be accessed through the following link:

<https://www.youtube.com/playlist?list=PLGdc7v3IV0eNasyD6DGuY-xivwew5-jeS>

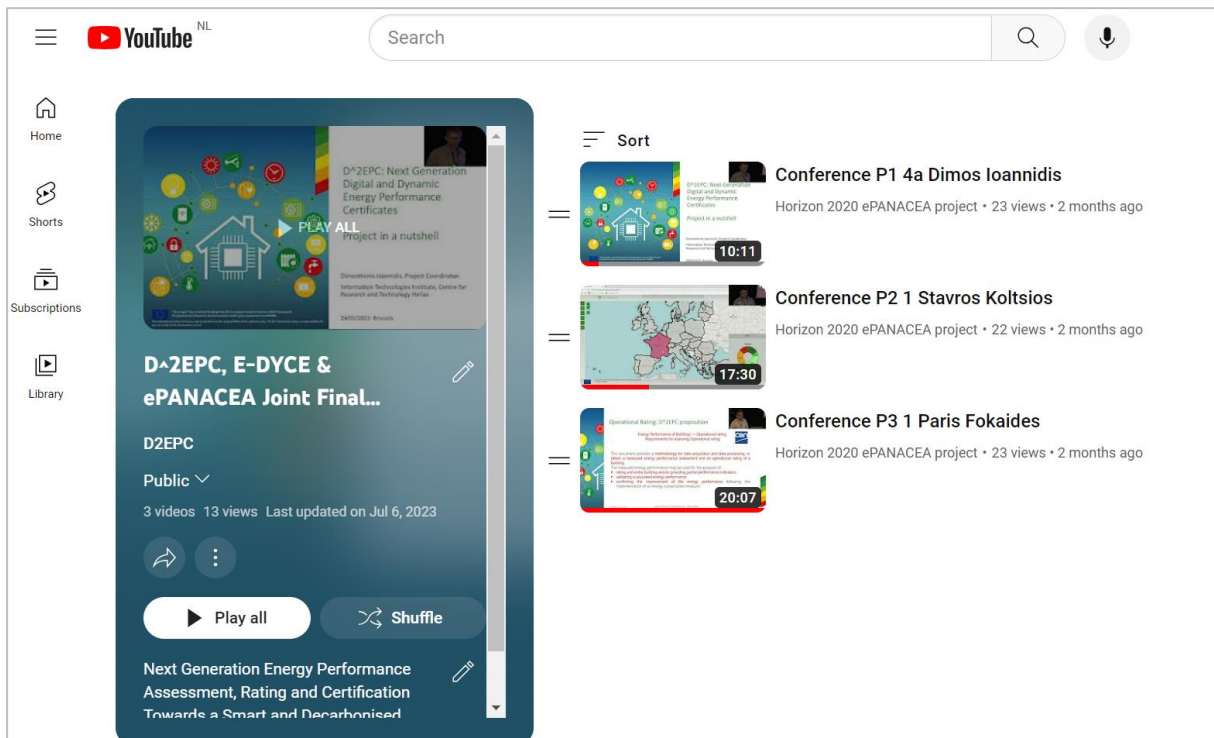


Figure 20 YouTube playlist

At the moment of writing this deliverable, two videos are being prepared. There will be two platform demonstrations, one for the EPC assessors, which is longer and more detailed and technical and the other one is for tenants, where it will be demonstrated how they can review results for their building. Both videos will be available on the project's YouTube channel.

4.3 Policy brief 2023

In August 2023 the policy brief from August 2022 was updated and version 2 can be downloaded from the project's website using this link:

https://www.d2epc.eu/en/Project%20Results%20%20Documents/D%5E2EPC_Policy%20brief_v2_final.pdf

New developments within the project, especially the initiative on the new working group for operational rating have been reflected in the updated and final version of the policy brief.

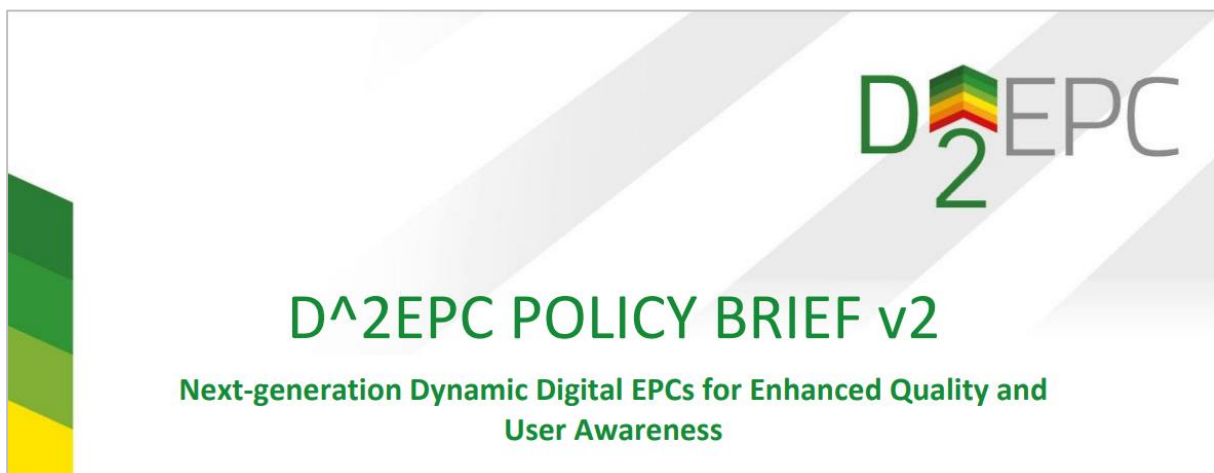


Figure 21 Policy Brief v2

4.4 Press release 2023

At the moment of writing this deliverable, the press release 2023 is being under development and will be submitted by the end of the project.

4.5 Brochure

The final brochure is currently being designed and will be submitted by the end of the project. In this brochure the final results of the project are being presented, starting with a general description of the project and continuing with the presentation of the D^2EPC ecosystem. Each of the ten components is being presented, namely:

- the BIM-based digital twin,
- the Asset and Operational rating modules,
- the Enhanced set of indicators (Smart Readiness Indicator, Indoor Environmental Quality, Life Cycle Assessment, Life Cycle Cost),
- the Added value service suite (Roadmapping tool for performance upgrade, AI-driven performance forecast, Performance alerts & notifications),
- the Extended dEPCs application toolkit (Building performance benchmarking, Energy performance verification & credibility),
- the D^2EPC WebGIS tool and finally
- the D^2EPC Web Platform.



5 Conclusions

This deliverable 7.9 “Established internal and external communication channels and materials v3” is an updated and final version of D7.8, and it describes the project’s communication channels and materials. They are all being maintained and regularly updated. From the report, it can be observed that the project’s website reflects the dynamics of the project and that there is an increasing number of followers on all social media channels. It is important that all the material is well adapted by the consortium and is being used by partners and therefore serves their purpose well. DMO will continue to maintain the communication channels and website for two more years after the completion of the project and 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.

