



COLLECTiEF

# D7.1 DISSEMINATION AND COMMUNICATION PLAN AND VISUAL IDENTITY

**Project acronym:** COLLECTiEF

**Project title:** Collective Intelligence for Energy Flexibility

**Call:** H2020-LC-SC3-EE-2020-2



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## Executive Summary

The Dissemination and Communication Plan and Visual identity of the project describes the objectives, target groups, timeline, outreach channels, tools, monitoring and evaluation strategies for the dissemination and communication activities in COLLECTiEF. In the first two chapters, this document defines the strategies and key actions that will be deployed during the lifetime of the project with the aim of raising awareness about the project and its activities, maximizing its visibility among the general public and conveying COLLECTiEF results to specific target groups.

Chapter 3 introduces individual and joint reporting responsibilities for the dissemination and communication activities, the KPIs and reporting tools provided by GEO, the Work Package (WP) 7 leader.

Furthermore, the visual identity of the project is described and introduced in Chapter 4. This document includes the primary branding elements (logo, colour palette) that inform the design of the COLLECTiEF dissemination materials. Visual identity is devised to promote a consistent graphic style of the project among its target audience. Upon request and need, other materials will be produced based on COLLECTiEF's visual identity.

In Chapter 5, the Plan establishes the responsibilities of individual partners and the Consortium collectively. It provides guidelines for a successful and cooperative dissemination of significant results and contribution to communication activities. As a result, all partners are actively engaged in dissemination, communication and exploitation (led by R2M) of project results.

The Dissemination and Communication Plan is a “living” document, which will be updated during the project's implementation to actively address the needs of the project based on its interim results. New tools and methods for engagement and communication will be suggested based on regular review and evaluation of COLLECTiEF's dissemination efficiency and engagement rates of its end users.



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# 1. Introduction

## 1.1 COLLECTiEF Dissemination and Communication objectives

Dissemination and communication activities in COLLECTiEF will be organized along the following pillars:

- Scientific dissemination: dissemination in the scientific community, effort led by partner ULUND.
- Dissemination to the relevant target groups outside the scientific community, effort led by partner GEO.
- Capacity building activities: industry workshops, feeding into capacity building trainings.

These actions will be strategically implemented to support the commercial exploitation of the project results, coordinated by R2M.

Eight dissemination and communication objectives are identified:

- Inform the scientific community about the project results to encourage expert discussions on the approach with the aim to make it more known internationally and to critically reflect it
- Disclose the benefits of the proposed solutions and promote the uptake of the Edge Node, deployment service and Sphensor.
- Communicate the benefits of the device in terms of energy efficiency and savings, its agile installation and maintenance to decision makers and municipalities with the long-term ripple effect of having smarter and liveable communities.
- Communicate the benefits and advantages compared to competitor/substitute technologies and provide evidence on its cost-effectiveness.
- Raise awareness on the benefits stemming from the CI-DSM system and providing user-friendly learning curricula on the maintenance and utilization of installations in each pilot.
- To obtain greater visibility on thematic platforms, spread novel knowledge and evidence, build synergies with sister projects and energy-related initiatives, increase awareness about the COLLECTiEF' s outcomes, and its national and regional relevance.
- Convey the benefits of the COLLECTiEF system through an evidence-based final report to empower the housing sector in its lobbying activities towards policymakers.
- Promote the uptake of user-friendly digital solutions and the cost-efficient data access by the automation industry.



WP7 runs in parallel with the other WPs during the project implementation and focuses on defining a comprehensive and consistent project dissemination and communication strategy, which will ensure maximum project visibility and the sustainability of its results beyond the lifetime of the project. Whereas communication actions take place throughout the project, starting from the beginning, dissemination actions result from specific project outputs.

The project's dissemination activities will require considerable effort from all partners. All project partners are involved in dissemination and communication and have been allocated resources in WP7 in order to maximise the visibility of COLLECTiEF and convey its findings and outputs to the relevant stakeholders relying on their strong outreach capacity, especially in their expert circles.

WP7 RESOURCE ALLOCATION	
Partner number and short name	PM
1 - NTNU	3.00
2 - ULUND	3.00
3 - Cyl	3.00
4 - E@W	1.00
5 - R2M	6.00
6 - EM	1.00
7 - NODA	1.00
8 - GEO	18.00
9 - CSTB	3.00
10 - CETMA	1.00
11 - LASTEM	3.00
12 - AKE	3.00
13 - TEICOS	1.00
14 - Virtual	1.00

**Table 1. WP7 Resource allocation**

Dissemination and communication activities are led by GEO, responsible for the project's visual identity, website development, eLearning development, capacity building coordination, the development of the strategy and its implementation and monitoring. Additionally, strong linkages with all COLLECTiEF WPs are ensured, especially with WP6 (T6.1).



## 1.3 Rights and Obligations Related to Results

This section briefly describes the beneficiaries' rights and obligations related to results set out by the EU in the Horizon 2020 Grant Agreement.

### Obligation to disseminate

“Unless it goes against their legitimate interests each beneficiary must – as soon as possible – ‘disseminate’ their results by disclosing them to the public”. However, no dissemination may take place before a decision is made regarding possible protection (see paragraph .2). Other participants may object if their legitimate interests in relation to their foreground or background could potentially suffer harm. The beneficiary that intends to disseminate must give the other beneficiaries advance notice (together with sufficient information on the dissemination).

### Open access

For Horizon 2020, each beneficiary must ensure open access (free of charge, online access for any user) to all peer-reviewed scientific publications relating to its results in funded projects is an obligation for all grants. (GA Article 29.2).

In particular, beneficiaries must:

- a) As soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications; moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.
- b) Ensure open access to the deposited publication — via the repository — at the latest:
  - i. on publication, if an electronic version is available for free via the publisher, or
  - ii. within six months of publication in any other case.
- c) Ensure open access — via the repository — to the bibliographic metadata that identify the deposited publication.

For more information on open access, please consult the Guidelines on Open Access to Scientific Publications and Research Data in Horizon 2020.

### Obligation and right to use the EU emblem

Any dissemination of results must display the EU emblem and include the following text:

*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°101033683*

Download:

- The EU emblem
- Guidelines on the use of the EU emblem



- Graphical rules

Any dissemination of results or outputs must also indicate that it reflects only the author's view and that the European Commission is not responsible for any use that may be made of the information it contains.

## 1.4 Communication in H2020 projects

Communication about the COLLECTiEF project aims to demonstrate the ways a collaborative project contributes to a European 'Innovation Union' and brings added value by:

- showing how European collaboration has achieved more than would have otherwise been possible, notably in achieving scientific excellence, contributing to competitiveness and solving societal challenges;
- showing how the outcomes are relevant to our everyday lives, by creating jobs, introducing novel technologies, or making our lives more comfortable in other ways;
- making better use of the results, by making sure they are taken up by decision-makers to influence policy making and by industry and the scientific community to ensure follow-up.

Strategic communication involves the following principles:

- Targets, audience and message clarified before deciding on the media;
- Focus on formulating the right message before choosing the appropriate media;
- 'Why' or 'what' questions are answered, as objectives are clearly defined;
- Creative people plan to achieve desired outcomes;

## 1.5 Dissemination in H2020 projects

Dissemination of results is a contractual obligation for projects funded under the Horizon 2020 programme. Horizon 2020 beneficiaries, therefore, conduct various dissemination activities through different means including electronic tools such as project web sites, e-publications, information platforms, and printed material such as leaflets, press releases, posters, as well as various events including stakeholder workshops, thematic meetings and conferences at national and European level.

At the same time, however, dissemination activities shall be compatible with the protection of intellectual property rights, confidentiality obligations and the legitimate interests of the owner(s) of the foreground, as stated in the EU Grant Agreement. In many countries (including most Member States) and under the European Patent Convention, an invention is no longer patentable once it has been disclosed; therefore, it is important that care is exercised in contemplating the publication of project results.





For efficient implementation of all measures related to maximizing the impact of COLLECTiEF, the consortium should have a thorough understanding of terms and concept definitions within H2020 projects.

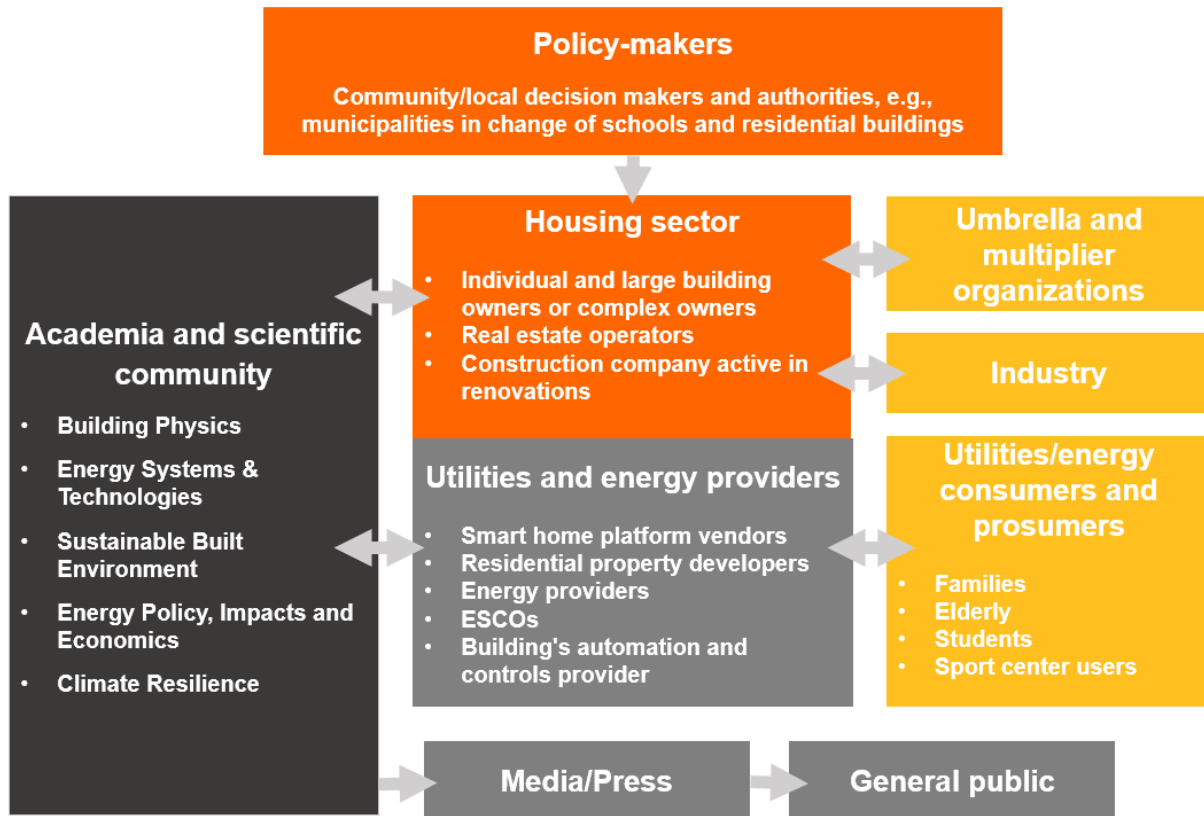
## 2. Dissemination and Communication in COLLECTiEF

### 2.1 Target groups

One of the main objectives of the COLLECTiEF dissemination and communication strategy is to raise awareness on the benefits of integrating smarter technologies in buildings and its outcomes with particular reference to how the COLLECTiEF project will contribute to the three key smart readiness capabilities as defined in the Energy Performance of Buildings Directive 2010/31/EU (EPBD): energy performance and operation; response to the needs of occupants; and energy flexibility.

The COLLECTiEF consortium identifies a wide range of target groups in Europe, aiming to maximize the impacts and achievements of the project and reach the objectives of the dissemination and communication strategy. Although the dissemination of the project results will be directed at clearly defined target groups with the aim to engage the target audience and to facilitate the exploitation of the project's results, it is also of strong interest to the project to communicate COLLECTiEF's approaches and outcomes to the widest possible audience. To this end, the dissemination and communication strategy is tailored to engage various groups with the primary focus on the main identified ones and horizontal connection with other target groups who would be interested in learning about the project's results.





**Figure 1: COLLECTiEF stakeholder map**

Other target groups include national institutions (such as Ministries of Environment, Energy and Climate Change), European and international institutions and networks, active in the energy sector and housing (EU Environment, CINEA Clean Energy, Energy4Europe, EU Climate Action), and ongoing energy EU-funded projects (listed in the synergies with sister projects). Also, online media (e.g. EURACTIV Energy and Environment, energypost.eu) and local/industry press will be reached out to further support the communication and dissemination activities of COLLECTiEF.

In particular, since academia is often a catalyst and a multiplier for new and complex approaches, one of the project's core target groups is the scientific community in the field of buildings and energy performances to disseminate COLLECTiEF implementation efforts and results and encourage expert discussions through journal articles and conference presentations. University students, PhDs, and researchers in the aforementioned fields (Figure 1) will also be involved in our dissemination activities, notably with reference to scientific articles, the Special Issue on "Enhancing energy flexibility and climate resilience of urban energy systems", and IEA Annex 79<sup>1</sup> and 82<sup>2</sup> to which our project partners will contribute. Moreover, as academic institutions own large complexes of buildings, they would be

<sup>1</sup> IEA EBC || Annex 79 || Occupant Behaviour-Centric Building Design and Operation || IEA EBC || Annex 79 (iea-ebc.org)

<sup>2</sup> IEA EBC || Annex 82 || Energy Flexible Buildings Towards Resilient Low Carbon Energy Systems || IEA EBC || Annex 82 (iea-ebc.org)



ideal cases to test and evaluate the performances of the COLLECTiEF system, making these institutions, their students and the academic staff (professors, researchers) also potential customers.

Other targets for the commercial exploitation of the project results are actors in the housing sector and automation industry, as well as utilities and energy providers.

Communicating how COLLECTiEF will upgrade existing buildings to higher smartness levels and promoting the benefits and advantages of integrating smart technologies in existing buildings in terms of energy performance and response to the occupants' needs will facilitate the uptake of the main results and solutions in the European market<sup>3</sup>. Therefore, the consortium recognizes its crucial interest also towards individual and large building owners and notably the tenants of the pilot buildings, i.e. energy and utilities consumers and prosumers, where COLLECTiEF solutions will be installed and tested to communicate the project's main ambitions and expected impacts, disclose the benefits of the solutions and raise awareness on the benefits stemming from the implemented CI-DSM system.

Finally, COLLECTiEF partners will engage with the community of decision-makers and municipalities, as well as with umbrella and multiplier associations to obtain greater visibility on thematic platforms, build synergies and spread novel knowledge and evidence related to the benefits of the solutions at the European, national and regional levels.

## 2.2 Dissemination and Communication Activities

### 2.2.1. Website

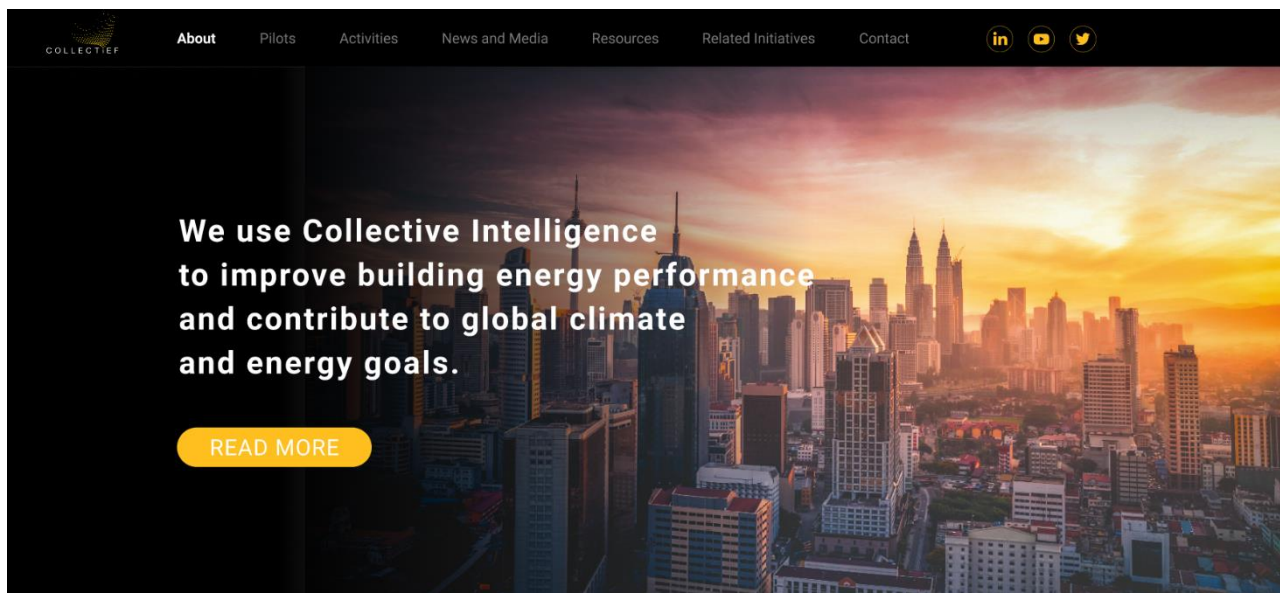


Figure 2: COLLECTiEF's landing page

<sup>3</sup> <https://op.europa.eu/s/pvNJ>



The COLLECTiEF website (<https://collectief-project.eu>) will act as a virtual dissemination vehicle and will be structured to be user-friendly and interactive, providing coherent and updated information about the project both to the general audience and the industry experts through clear text and appealing visuals. In addition, the new website will describe the project's methodology and objectives and present the partners in the consortium. It will also feature a video that will explain in simple terms what Collective Intelligence is as one of the main concepts of the project.

The homepage will showcase the key messages and main characteristics of the project; it will underline the uniqueness of the COLLECTiEF approach and provide users with intuitive information about the project rationale.

A key element will be the pilots' page, where users can access information about the sites and buildings where the COLLECTiEF solutions will be implemented and tested. The page will also feature an interactive map that will show the location of the buildings in different European cities.

Another section will be dedicated to the project capacity-building activities, notably the exhibitions, industry workshops and e-learning activities, where different types of educational materials will be available for visitors and experts in the energy field. eLearning materials will be based on the industry workshops organized in the pilot sites and may include videoed parts of the workshops and supporting files (teaching notes, articles, reports, materials for further reading, case studies, videos, tutorials and interactive elements like tests and quizzes). GEO will be responsible for the e-learning transformation based on inputs from industry workshops and will utilize relevant software such as Articulate Storyline. Materials will be developed in an easy language and downloadable format to inform the end-users about our project's results and tools.

The webpage will also feature a news and media section, which will be regularly updated with all relevant information related to the project, such as press releases and events organization and participation, including reports, scientific articles, and the special issue to which some of the project partners will contribute. Within the news and media section, a space dedicated to the industry workshops will work as an online platform where local stakeholders will register for COLLECTiEF's future workshops. Dissemination and communication materials will be available in downloadable format.

Another page will provide links to COLLECTiEF's sister projects and other external initiatives relevant to our consortium. As soon as the website is live, GEO will contact the coordinators and communication managers of relevant projects to collect logos and basic information about the projects featured under this section.

The webpage will also include a section called "Associated Partner" to allow stakeholders and industry experts to become close collaborators of the project. Association is a type of cooperation that will support exploitation activities; this status implies early access to industry workshops, COLLECTiEF solutions, participation in co-creation and testing activities, and tailored support. Associated partners' names and logos will be showcased on the website, under the abovementioned section. To become an associated partner, organizations must fill in a questionnaire (organization name, market segment, organization type, cluster, country, website, and logo). The applications will be reviewed, approved, or rejected by the coordinator.



Finally, external visitors can sign up for the COLLECTiEF newsletter, which will keep them updated on the project's progress and activities, inform them about upcoming events and relevant information about our sister projects and other initiatives related to the project.

### 2.2.2. Social Media

COLLECTiEF's social media presence has already been set up from the kick-off meeting (7-8 July 2021), providing major updates on the project's key objectives and future activities. The core goal of social media is to enhance the visibility of COLLECTiEF online, in particular of its activities, research findings and solutions.

In order to reach out to a wider audience, but also to our target groups, two social media channels have been established: Twitter and LinkedIn. In addition, a YouTube channel will be created with the purpose to host project's promotional videos, recorded webinars and interviews made by the consortium with experts explaining the benefits and utilization of the COLLECTiEF solutions.

Social media channels are continuously fed with the most recent and relevant information and posts, assisting key objectives of International/European campaigns. For instance, COLLECTiEF joined the World Environment Day 2021 using the dedicated hashtags (#WorldEnvironmentDay, #GenerationRestoration, #energyefficiency) acknowledging the importance and objectives of the global initiative and connecting with relevant followers and organizations in the field.



Figure 3: COLLECTiEF's campaign for the World Environment Day



COLLECTiEF social media strategy also includes:

- weekly postings dedicated to partners, highlighting their role and contribution to the project
- fun facts and tips related to the energy sector (mainly useful for the general public)
- dedicated campaigns organized during specific International/European days, either individually or in collaboration with other sister projects and initiatives (World Environment Day, Energy Efficiency Day, World Cities Day)
- continuous updates on energy-related news and events
- stakeholder engagement activities directing building owners
- promotion of capacity building activities (exhibitions, industry workshops and eLearning modules)



**Figure 4: Promotional campaign dedicated to partners**

COLLECTiEF will use tailored messages appropriate for the different target groups in all dissemination and communication activities performed through social media. On the one hand, we will create campaigns and contents sharing fun facts and key messages about energy efficiency, mainly directed to the general public with the aim to educate about the benefits of smart home systems and the impact these have on their lives and the environment (Figure 3). On the other hand, we will also address energy and buildings, experts and stakeholders, through scientific articles and publications and news and updates on major events, innovations and policies related to their fields of expertise (Figure 4).







Figure 5: Screenshot of COLLECTiEF Twitter campaign

Other social media messages targeting the general audience:

- **#DYK** that **#buildings** are the largest single energy consumer in EU being responsible for 40% of total consumption?
- Renovating & improving energy performances in our building stock is crucial to achieve @EU\_Commission **#energy** and **#climate** goals by 2050
- **#DYK** that the increased likelihood of having more frequent & stronger extreme **#climate** events can induce malfunctioning of **#buildings** & **#energy** systems?
- There is an urgent need to start adopting **#sustainable** & climate **#resilient** strategies to smart-up **#buildings** and **#cities** in EU
- **#DYK** that urban areas play a significant role in the **#energy** transition and the path towards **#sustainability**?
- Moreover EU consists of different climate zones, which require different approaches for the energy management of **#buildings** in order to make the occupants comfortable





Figure 6: Screenshot of COLLECTiEF tweet promoting the ASME ES 2021 event

## COLLECTiEF's TWITTER

<https://twitter.com/CollectiefP>



Figure 7: Screenshot of COLLECTiEF Twitter profile as of July 22nd, 2021

KPI to be achieved:

- 450 followers
- 300 posts
- 1% engagement rate

Twitter is one of the most popular social media platforms, and it is broadly used by the local, national and European stakeholders to communicate with their audience and other experts. Furthermore, being the most used social media by the EU institutions and decision-makers and by other energy-related projects and initiatives, as well as by academics and students, it provides an

excellent platform to engage and build relationships with the main institutional and professional actors in the energy and building fields.

Twitter promotes the project's key concepts through short messages, including visuals and/or external links. Moreover, in addition to the target groups, retweets and likes make it possible to reach new and

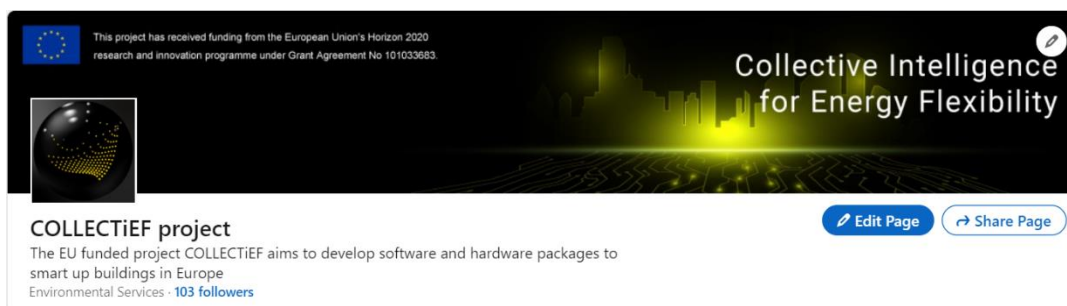




wider audiences. Finally, it is an excellent tool to keep up to date with the latest news and developments in the energy and building industries and to follow and contribute to discussions related to major events.

## COLLECTiEF's LINKEDIN

<https://www.linkedin.com/company/collectief-project/?viewAsMember=true>



**Figure 8: Screenshot of COLLECTiEF LinkedIn profile as of July 22nd, 2021**

KPIs to be achieved:

- 200 followers
- 150 posts

LinkedIn is the world's largest business-oriented social media platform, mostly preferred by high-level professionals and industry experts. It allows to create strategic and professional connections with other actors within the same area of expertise and network and connect with companies or personal profiles in a specific industry, e.g. EU institutions and policymakers, universities and professors, professionals in the energy and building fields.

LinkedIn is often used also as a research tool for companies and professionals. A LinkedIn profile is thus an excellent tool to showcase the project's key concepts through formal and business-style messages, including visuals and/or external links and to keep up to date with the latest news and developments in the energy and building industries.

LinkedIn was selected as the most appropriate social media account for COLLECTiEF because the majority of our partners and their institutions are active users of LinkedIn. This activity gives an advantage to our project, as the partners will be more involved in the communication and dissemination of the project.

## COLLECTiEF's YOUTUBE

COLLECTiEF's YouTube channel will host the interviews with experts and relevant stakeholders as well as mini videos linked to project's key objectives and results. All videos and interviews will be



promoted on the other social media platforms, Twitter and LinkedIn and shared with our partners' connections, local and European authorities and other initiatives.

We will create a short, animated video in line with the visual identity of the project, which will explain in simple language, targeting the general audience, what Collective Intelligence is and how it will be integrated into the COLLECTiEF solution.

The YouTube channel will also feature recorded webinars with expert discussions on energy-related topics, such as smart buildings, energy flexibility and resilience, Collective Intelligence. These videos will be shared in concomitance with both our partner's publications on the special issues and other relevant events and occurrences.

### 2.2.3. Articles

The COLLECTiEF website will include interactive and informative news and media section, which GEO will create and develop in collaboration with our partners and/or other guest writers who will contribute with their knowledge in the energy field. The website will feature scientific articles, which will target the scientific community and the industry experts, as well as more popular science articles, aiming at a wider range of audiences. Upon request, and when required, partners will translate articles in their national languages to reach a broader audience.

University partners, such as ULUND, NTNU, Cyl, will contribute to the Special Issue on "Enhancing energy flexibility and climate resilience of urban energy systems" with articles on topics related to the COLLECTiEF project. The website will feature these articles according to copyright and legal limitations set by the Journal owning the special issue. The website will play a key role in supporting partner's contributions in terms of:

- Hosting partner's publications;
- Promoting calls for submission;
- Cross-referencing the journal.

### 2.2.4. Synergies with sister projects

Establishing collaborations with sister projects and similar initiatives is a great opportunity to engage with different target audiences, reach out to the experts and raise awareness on common topics in the energy field. Therefore, COLLECTiEF aims to mobilize its partner networks and connect with all the Horizon 2020 projects, but also new Horizon Europe projects which will be funded under similar calls in the upcoming four years.

There are various dissemination and communication activities in which COLLECTiEF can be involved and initiate:

- Dedicated campaigns to honour a specific international or European Day (e.g. World Energy Efficiency Day, EU Green Week, World Environment Day)
- Joint Blog posts/ guest blogging
- Live or virtual workshops



- Webinars
- Joint presentations during events
- Publications

COLLECTiEF already mapped existing H2020 projects, and GEO will reach out and define areas of cooperation with them (See Annex 3)

COLLECTiEF will feature all the sister projects on the website to support the above actions, providing key information and a direct url link to their website. Additionally, the COLLECTiEF newsletter will include a dedicated section where sister projects' news and major results/ publications will be presented.

### 2.2.5. Media and press (press releases and popular media both online and offline)

Publication of press releases is scheduled every 6 months and will be linked to major project milestones and results. National and European media will be contacted to ensure maximum engagement and outreach. COLLECTiEF will promote its activities through existing platforms, networks, news-portals and mailing lists and will keep up to date on the news related to energy efficiency and smart buildings.

The project aims to engage with the following European news-portals; BUILD-UP, Euractiv, energypost.eu, Euronews and local energy-focused newspapers (online/offline)

Statistics:

- Impressions on Twitter: 828 – Engagement rate: 6,8%
- Impressions on LinkedIn: 682 – Engagement rate: 8,5%

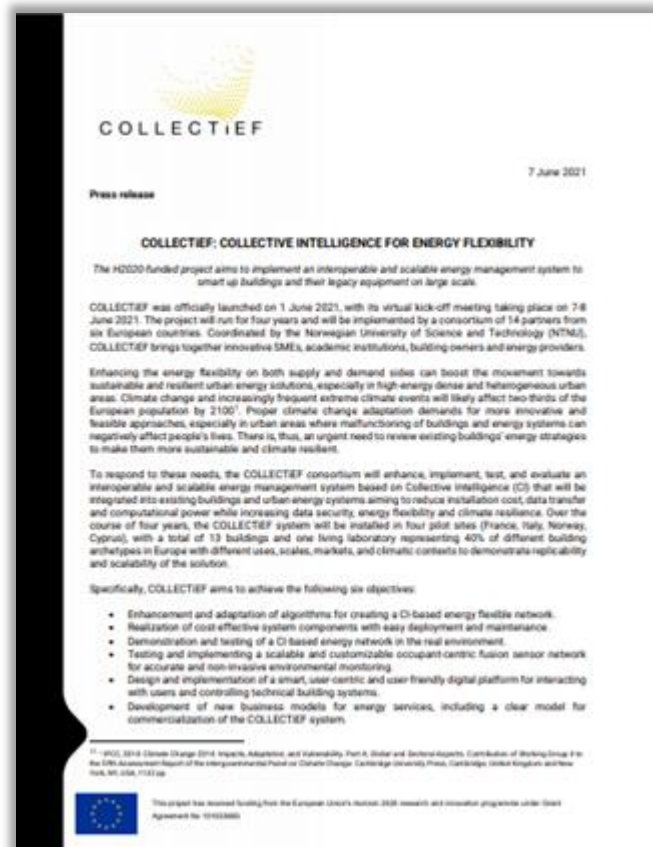


Figure 9: Screenshot of the COLLECTiEF kick-off press release



### 2.2.6. Event organization and participation

All partners commit to present COLLECTiEF objectives, partnership, activities and expected results whenever possible. This includes the organization and participation in suitable events, conferences, workshops, and seminars at national, regional and European levels where our solutions can be presented and promoted. Furthermore, this may include visits, meetings, exchange of information, or participation in information platforms and contact with other projects, initiatives related to the project objectives.

The partners will participate in at least ten relevant events to obtain greater visibility on thematic platforms, spread novel knowledge and evidence, build synergies with other EU projects, and increase awareness about the COLLECTiEF solutions and their national and regional relevance. The consortium has already identified relevant upcoming European and international events, the first of which will be ENLIT Europe, happening in Milan from November 30 to December 2, 2021. ENLIT is a series of energy events bringing together established players, external disruptors, innovative start-ups and the increasingly engaged end-user in the energy sector to address every aspect of Europe's energy transition. COLLECTiEF will participate through the online presence and prepare a 5-minute video pitch about the project.

Another relevant European conference for the consortium will be the Sustainable Places Conference, co-organized by our project partner R2M, that will also be in charge of the workshop presentation. The Sustainable Places conference sees the participation of researchers, public entities, decision makers, and technical experts in the energy field which will be the main target groups of COLLECTiEF results. Therefore, this will represent a good venue to build connections with experts in the field and other stakeholders and discuss topics such as smart control of legacy equipment and buildings. The COLLECTiEF partners will attend two conferences: one during the second year of implementation (2022) to present mid-term results and one during the last year (2024) to present the final ones.

Other events identified by the partners are: IBPSA Building Simulation; International Building Physics Conference (IBPC); IEEE International Energy Conference (ENERGYCon); International Conference on Applied Energy (ICAE); Nordic Symposium on Building Physics (NSB); World Sustainable Energy Days; European Sustainable Energy Week; Annual ManagEnergy Conference.

### 2.2.7. Capacity Building Activities

In line with the EU Strategy for Energy System Integration, the COLLECTiEF consortium recognizes the need to raise awareness on the proposed solution, generate interest, build trust among local communities, and teach consumers on the usage to achieve improved resilience and security of supply. Therefore, the partners will also focus their efforts on empowering end-users, experts, and relevant stakeholders with regard to their local needs and the benefits of the solution. Four exhibitions, one for each pilot site and, when possible, within buildings used for pilots, will be organized for the general public. They will serve communication purposes, promote upcoming workshops and training events and disseminate preliminary results, support data collection on needs and interests of local building owners, tenants and facility users, and promote public engagement by making end-users directly involved in activities and results. These exhibitions will set the basis for the dissemination workshops involving local tenants, stakeholders, and industry actors. To this end, four e-learning sessions will be held, one per pilot, with the possibility to translate the material into the local



languages. They will be specifically targeted to utilities and energy consumers and prosumers (i.e. families, elderly, students, sport center users) to raise awareness on the benefits of the COLLECTiEF solution and provide user-friendly learning curricula on the maintenance and utilization of installations in each pilot.

The partners will also organize four stakeholder workshops to disseminate the preliminary results from WP1, WP2 and WP3 and gather direct feedback and inputs on future actions from the key stakeholder organizations and the local needs and concerns. One workshop will be held for each pilot, and they will be focused on explaining the capabilities of the COLLECTiEF system and discuss its benefits. Workshops will be organized by the partners responsible for the pilot buildings in France (M22), Italy (M24), Norway (M28) and Cyprus (M32) under the lead of LASTEM. They will also be a means to attract potential customers and refine the business model. The workshops' conclusions will then shape the capacity-building training and will be held online (eLearning modules). The focus will be on the installation and usage of the COLLECTiEF devices and their long-term benefits and outcomes. It will mainly target building users, community decision-makers and municipalities, end-user representatives and building owners.

### 2.2.8. Stakeholder engagement

To maximize the exploitation potential of the COLLECTiEF project under WP7, the consortium will actively reach out to the relevant stakeholders and end-users. All partners will utilize their networks to build a comprehensive stakeholder database under the coordination of GEO. This database, which will be actively maintained and updated throughout the project, will consist of relevant stakeholders and end-users such as public authorities, policy-makers, energy efficiency practitioners, smart energy storage companies, as well as umbrella and multiplier organizations. The stakeholder database will be confidential and will serve as a contact base for the capacity building activities; interested parties will be duly informed as to when the industry workshops and educational training start. The exploitation partner, R2M, has already prepared the structure of the confidential stakeholder database (see Annex 2). The stakeholder database will be compiled through:

a) **Partner contributions** – COLLECTiEF partners will fill in the stakeholder table and provide contact information. In due conformity with the EU GDPR, the stakeholders and end-users will be contacted from the very beginning of the project in order to raise their awareness on the project's scope, upcoming activities and outputs, as well as to understand their concerns and needs, and to gather useful feedback – along with the exhibitions planned under Task 7.3. These partners will be invited to become “Associated Partners” and benefit from the priority access to workshops and COLLECTiEF solutions.

b) **“Associated Partners”** - many stakeholders already showed interest in collaborating with COLLECTiEF at the proposal stage. All the stakeholders that have already expressed their interest in collaborating with the project (through Letters of Support), will be manually included or receive the invitation to fill in the standard questionnaire (see section 2.2.1) and become part of the stakeholder database. External stakeholders can apply to be part of our list of associated partners by going through the Typeform questionnaire. Associated partners will have priority access to our solutions, industry workshops, and eLearning modules, etc.



c) **Newsletter** - besides social media and in-person events, another way to engage with stakeholders and add them to our database will be performed through the subscription to the COLLECTiEF newsletter. After filling in the questionnaire, regular subscribers will receive the invitation to become part of the COLLECTiEF community of Associated Partners. Therefore, the database will consist of a more comprehensive list of stakeholders and another part with individual contacts coming from the newsletter

As the project progresses, its achievements and results will be actively conveyed to the target groups with a view to stimulating exploitation; the list of stakeholders will facilitate this task as it will contain names of institutions interested in contributing to COLLECTiEF research and commercial activities or are interested in knowing more technical details on the application of COLLECTiEF solutions.

Within the COLLECTiEF stakeholder engagement strategy, an important part plays the **engagement of building and flat owners** in pilot sites. Constructive relations between property and facilities managers and occupiers contributes towards meeting compliance obligations and the achievement of wider project objectives. Our strategy involves a) clarifying the needs and expectations of occupiers, b) explaining the functionality of our solutions, c) providing clear timelines for agile installation of the sensor and monitoring system, and d) explaining the benefits of COLLECTiEF solutions. It is also important to establish communication and engagement methods that can be used to share information and evaluate the way in which these needs can be met.

The current strategy envisions a clear distribution of tasks:

- GEO will coordinate the tasks related to communication, such as preparation of communication materials, designing the printed consent form, post-engagement social media coverage, co-creation with TEICOS of engagement materials, translation of dissemination materials, update of stakeholder database;
- NTNU will coordinate scientific and bureaucratic tasks related to privacy issues and informed consent and coordinate building owner's engagement activities in Norway;
- TEICOS has a long-standing experience in engaging flat owners; therefore, TEICOS will share the methodology and best practices and coordinate building owner's engagement activities in Italy.

The building owner's engagement will consist of:

- meeting for presentation of the project
- call for nomination – collecting interested flat owners to participate (3 weeks)
- co-design process with nominated (where to install and signature of consent form) (2 meetings)
- installation plan
- monitoring





Future ad-hoc stakeholder engagement strategies will be similarly co-created with relevant partners. The engagement of stakeholders and database development will start in M3 and continue until the end of the project (M48).

## 2.2.9. Webinars, Videos and Interviews

The general public will be engaged through up to two videos conveying the main economic, societal, and ecological benefits for society stemming from implementing the COLLECTiEF solutions. In addition, the consortium or other external media will also conduct up to five interviews with experts in the fields of buildings and energy efficiency to explain the benefits of the system, increase the public's procedural knowledge about energy savings, build trust in smart devices, and teach them how to specifically use the CI-DSM system in their households while, indirectly, promoting the product itself for marketing purposes.

To enhance COLLECTiEF's visibility, interactive webinars or/and online workshops will be organized during the project's life-cycle in collaboration with the sister projects and energy experts. These webinars will be open to the project's target audience and the general public, aiming to exchange knowledge, engage and raise awareness about the project's products. The recorded webinars will be published on the project YouTube channel.

## 2.2.10. EU Channels & Platforms

The European Commission (EC) has also developed its social media channels and platforms which can be broadly utilized by the EU-funded projects to disseminate their results. These platforms are freely accessible, and they can help spread COLLECTiEF's news and developments (CI platform, e-learning etc). Some of these EC channels and platforms are presented below:

EU Channels & Platforms	Link	Purpose
<b>CORDIS news</b>	<a href="https://cordis.europa.eu/news/en">https://cordis.europa.eu/news/en</a>	CORDIS is the EC portal for research results. Cordis news page collects the latest research and innovation developments within Europe and boost the dissemination of the major outcomes of the EU-funded projects.
<b>Horizon Results Platform</b>	<a href="https://bit.ly/3BcDppP">https://bit.ly/3BcDppP</a>	The Horizon Results Platform promotes the achievement of highly impactful results by promoting and supporting the exploitation efforts of H2020 and HE projects.
<b>Horizon Results Booster</b>	<a href="https://www.horizonresultsbooster.eu/">https://www.horizonresultsbooster.eu/</a>	The Horizon Results Booster is a new initiative backed by the European Commission which aims to maximise the impact of research projects funded by FP7, Horizon 2020 and Horizon Europe.
<b>Open Research Platform</b>	<a href="https://open-research-europe.ec.europa.eu/">https://open-research-europe.ec.europa.eu/</a>	The Open Research Europe Platform offers multiple usages to the researchers. It enables the publication of any research,



		includes citations to all the provided data and materials.
<b>Euronews Magazine</b>	<a href="https://www.euronews.com/">https://www.euronews.com/</a>	The Euronews Magazine is an online platform, covering the latest news from all over Europe. This platform can potentially offer a great dissemination opportunity to research and innovation projects which have a clear focus on topics such as artificial intelligence, agriculture, marine and aquaculture, innovation, digital technologies etc. There are categories called, Sci-Tech, Futuris, Farm to Fork and Ocean which can be utilized by the EU projects when they produce exploitable and useful results.
<b>BUILD UP</b>	<a href="https://www.buildup.eu/en">https://www.buildup.eu/en</a>	The European Portal for Energy Efficiency Buildings is a platform where the work and results of energy-funded projects can be featured and promoted. Also, these projects can collaborate with BUILD UP for articles, workshops, seminars and publications.

Table 2: EU Channels and Platforms

## 2.3 Dissemination and Communication Plan

COLLECTiEF 's dissemination and communication activities aim to ensure and maximize project impacts for a wide range of target groups in Europe. To this end, COLLECTiEF 's project design consists of numerous and interwoven measures:

- A work package is dedicated to the dissemination, communication and capacity building, conceived as a horizontal work package and linked to all other work packages, to optimize the performance of those activities throughout COLLECTiEF and in a concerted effort of all partners.
- The Dissemination and Communication Plan;
- A work package dedicated to exploitation will further support the uptake of results and ensure the sustainability of the measures proposed within COLLECTiEF;
- In connection, a dissemination and exploitation team (DET) will be part of the project governance, with the mission to draft and ensure quality standards for all dissemination activities and the full agreement of all partners as to what and how to protect, disseminate and exploit. The DET will consist of the Coordinator, GEO, R2M, E@W, Virtual, NODA, ULUND, ÅKE, Cyl, TEICOS;
- COLLECTiEF will support and benefit from an existing virtual platform, the United for Smart Sustainable Cities Implementation Programme (IP), for communication purposes as well as use its facilities for capacity building activities;





- The project has great potential to supplement and create synergies with impacts arising from various other H2020 projects and initiatives (1.3); initiatives that COLLECTiEF engage with explicitly by having, e.g. other projects, private enterprises and professional associations in its Consortium and Advisory Group (see 3.2 and 3.3).

The project design thus intends to maximize COLLECTiEF' s impact potential in terms of its organizational structure (e.g. work packages), the involvement of industry partners, and its strong and integral commitment to sustainability (e.g. through the DET).

Target audience	Objective	Message	Tools/channels and key performance indicator/s
<b>Scientific community in the field</b>	<p>Inform the scientific community about the project results and to encourage expert discussions on the approach with the aim to make it more known internationally and also to critically reflect it.</p> <p><b>Result:</b> Algorithms; methodology; impacts.</p>	<p>The COLLECTiEF methodology is a new approach for achieving energy efficiency and energy flexibility. New knowledge is available both in the field of research and development and also in testing and demonstration.</p>	<p>Presentations at scientific conferences (at least <b>two presentations during the project</b>), publications in journals (at least <b>four scientific articles</b> submitted during the project duration)</p>
<b>Individual building owners</b>	<p>Disclose the benefits of the solution and promote the uptake of results.</p> <p><b>Results:</b> Edge Node; deployment service; Sphensor.</p>	<p>The project provides exclusive access to services, and energy optimization based on the developed algorithms in this project.</p>	<p>Exhibitions (<b>4 exhibitions</b>, 1 per demo site), stakeholder workshops (<b>4 workshops</b>, 1 per demo site) and e-learning materials (<b>4 e-learning</b>).</p>
<b>Large building owners or complex owners (social housing, real estate developer, municipalities)</b>	<p>Disclose the benefits of the solution and promote the uptake of results.</p> <p><b>Results:</b> lot operating system; Edge Node; Cluster Node; deployment service; Sphensor.</p>	<p>The project provides exclusive access to services, and energy optimization based on the developed algorithms in this project.</p>	<p>Exhibitions (<b>4 exhibitions</b>, 1 per demo site), stakeholder workshops (<b>4 workshops</b>, 1 per demo site) and e-learning materials (<b>4 e-learning</b>).</p>



<p><b>Community decision makers and municipalities in charge for school, tertiary and residential buildings</b></p>	<p>Communicate the benefits of the device in terms of energy flexibility and savings, its agile installation and maintenance to decision makers and municipalities with the long-term ripple effect of having smarter and livable communities.</p> <p><b><u>Result:</u></b> deployment service.</p>	<p>The COLLECTiEF system will allow for greater energy and monetary savings in the long run; it is easy to install and maintain. Communities will benefit from smarter buildings with greater performance and live in greener environments.</p>	<p>Articles in local languages (<b><u>at least 6 articles</u></b>); industry workshops or similar information events targeted at community decision makers (<b><u>4 industry workshops</u></b> and <b><u>4 exhibitions</u></b>)</p>
<p><b>Utilities/energy providers such as smart home platform vendors, residential property developers, real estate operators, energy providers, ESCOs, construction company active in renovations</b></p>	<p>Communicate the benefits and advantages compared to competitor/substitute technologies and provide evidence on its cost-effectiveness.</p> <p><b><u>Results:</u></b> IoT operating system; algorithms; deployment service; Edge Node; Cluster Node; Sphensor.</p>	<p>The COLLECTiEF system brings technical, social and economic benefits in terms of easiness of installation, reduced maintenance, better comfort conditions, and greater performance.</p>	<p>Articles in local languages (at least 6 articles); industry workshops or similar information events targeted at community decision makers (3 industry workshops and 3 exhibitions). Dissemination materials, social media posts, local networks and platforms.</p>
<p><b>Utilities/energy consumers and prosumers (families, elderly, students, sport center users)</b></p>	<p>Raise awareness on the benefits stemming from the CI-DSM system and providing user-friendly learning curricula on the maintenance and utilization of installations in each pilot.</p> <p><b><u>Results:</u></b> e-learning materials; deployment service; Sphensor.</p>	<p>CI-DSM is user-friendly, maximizes user comfort and information on own consumption.</p> <p>The COLLECTiEF e-learning allows end-users and relevant stakeholders to learn at their own pace on how the tools should be installed and maintained.</p>	<p>Capacity building trainings (<b><u>4 e-learning</u></b>, 1 per each pilot with the possibility to translate the material in local languages); social media and through local networks/platforms which will be used as multipliers.</p>



<p><b>Umbrella and multiplier organizations such as TEICOS, Smart-e buildings, U4SSC, etc.</b></p>	<p>To obtain greater visibility on thematic platforms, spread novel knowledge and evidence; build synergies; increase awareness about the COLLECTiEF's outcomes, its national and regional relevance.</p> <p><b>Results:</b> deployment service.</p>	<p>COLLECTiEF is providing novel approaches which have been tested for their cost-effectiveness and sustainability.</p>	<p>Direct mailing, social media, participation in events (participation in <b>at least 10 events</b>)</p>
<p><b>Housing sector (companies, representatives, lobby, etc.)</b></p>	<p>To disclose the benefits of the COLLECTiEF system through an evidence-based final report and empower the housing sector in its lobbying activities towards policymakers.</p> <p><b>Results:</b> Algorithms; final evaluation of performances of the COLLECTiEF system in demo sites.</p>	<p>The COLLECTiEF project is meeting the environmental and social needs of the local communities, in line with the EU's green economy direction and it proves to be effective in different buildings and climate conditions.</p>	<p>Social media, direct mailing, events attendance.</p>
<p><b>Automation industry</b></p>	<p>To promote the uptake of user-friendly digital solutions and the cost-efficient data access by the automation industry.</p> <p><b>Results:</b> Edge Node; Cluster Node.</p>	<p>The COLLECTiEF solutions will improve buildings' efficiency while reducing errors and waste, increasing safety, and adding flexibility.</p>	<p>Direct mailing, the U4SSC platform and other industry networks, paid ads, industry conferences and events.</p>

**Table 3: COLLECTiEF dissemination plan**



### 3. Dissemination Reporting and Monitoring in COLLECTiEF

The WP7 leader, GEO, has developed an evaluation strategy to ensure the quality of dissemination and communication activities. GEO will monitor statistics on the usage, reach and engagement of the chosen tools and channels. The table below summaries the indicators and values of COLLECTiEF' s various dissemination and communication activities.

Tool/Activity	Indicator	Target Value
Presentations at scientific conferences	Number of presentations	at least 2 (during the project)
Publications in scientific journals	Number of scientific publications	at least 4 scientific articles (submitted during the project duration)
Exhibitions	Number of exhibitions	4 exhibitions (1 per demo site)
Stakeholder/industry workshops	Number of workshops	4 workshops (1 per demo site)
eLearning materials	Number of eLearning modules	4 eLearnings
Articles in local languages	Number of articles	at least 6 articles
Dissemination materials	Number of types of materials printed	2 types of flyers (initial and midterm); 1 general poster; 1 banner
Participation in events (external, not organized by CLF)	Number of events attended	at least 10 events
Website	Number of hits	6000 hits
Social Media	Number of posts, followers, engagement rate	at least 200 posts in all project's accounts, 600 followers in total, 1.5 % engagement rate



Press release	Number of press releases	6 press releases
Video	Number of videos	Up to 2 videos
Interviews	Number of interviews	up to 5 interviews

**Table 4: COLLECTiEF KPIs**

These targets are to be achieved by all partners to the best of their capacities, using their own networks, online and offline, national and international. The joint dissemination activities will be regularly documented by the responsible partners in the Dissemination Reporting Table template provided in the internal area of the COLLECTiEF Teams workspace and circulated among partners by GEO (also attached as Annex 1).

Performing regular monitoring of activities makes it possible to assess if the action plan is being carried out correctly and on time. It will also be possible to see which activities had the most significant impact on the stakeholders (both in quantitative and qualitative terms) and to improve communication actions if necessary.

Based on the three-monthly reporting updates received from the partners, GEO will provide recommendations for future dissemination and communication activities and actions. In addition, partners will report the dissemination and communication activities every six months as part of the project's overall internal reports.

The following monitoring and evaluation tools will be set up:

1. Statistics on the usage, reach and engagement of the website and the social networks

GEO will analyse trends, statistics, and the impact of each activity performed on the website and social networks. This will allow partners to better understand each message's most appropriate timing, communication style, and target audience. The assessment will be performed through Google Analytics and social media analytics.

2. Monitoring of participation in relevant events

Dissemination activities within this framework will be carefully evaluated ex-ante, in-fieri and ex-post, to maximise the project's visibility. Examples of impact monitoring in this framework are photos taken from events, registration sheets and presentations.

3. Dissemination activities report by all partners, to be delivered every six months

Every six months, all partners will provide a report on communication and dissemination activities they have performed, using the appropriate template.

As part of the monitoring and evaluation process, GEO will devise internal dissemination and communication plans for January-April, May-August, and September-December. These plans will be approved by the DET and be subject to modifications in line with engagement outcomes. The first plan for the period June – August 2021 is in the Annexes.



This deliverable D7.1 will be maintained and formally updated regularly, based on inputs from all partners in their regular progress reporting. Upon the very first update, a revision history log will be added. When changes occur, the document's revision history log will reflect an updated version number, the date of the new version, the author making the change, and a summary of the changes.

Partner input tables on communication-dissemination plans will be kept live on the project restricted access intranet site. Regular reminders (3 monthly) will be sent to partners requesting updates to ensure that a continuous supply of information is provided.

## 4. Visual identity

The Visual Identity and Communication Pack for COLLECTiEF project is devised to promote the consistent visual style of the project among its target audience. The visual identity includes the major branding elements (logo, colour palette) and design of selected promotional materials for the project.

### Logo variations





## Colors



**#000000**

Typography: Arial



**#ffbf1f**



**#808080**



**#ffffff**

## 4.1 Dissemination and Communication Materials

COLLECTIEF's communication materials will be developed both online, as downloadable materials on the website and to be shared on our social media channels, and offline to be distributed during workshops and exhibitions, as well as external relevant events attended by the partners. The materials' design will be consistent with the project's visual identity.

GEO will develop the following materials:

- On-line flyer
- Leaflets, roll-up and poster to be disseminated and showcased during in-person events
- Social media and website graphic and visual materials
- Potential gadgets to be developed under suggestion from the partners (e.g., pens and stickers) to be distributed during workshops and exhibitions with buildings owners and tenants

All the dissemination material will be created in English. However, some of the material may be translated into other languages when considered relevant to better communicate the project to local groups.



**COLLECTiEF**  
an EU project that makes buildings smarter

**OUR MISSION**  
COLLECTiEF contributes to a more energy efficient Europe by developing a scalable and compatible energy management system that will make buildings smarter.

**HOW DO WE ACHIEVE OUR MISSION?**

- Algorithms**  
Our AI-based approach will ensure low-cost installation and high energy efficiency
- System Components**  
By using cost-effective system components we can make this system compatible across Europe
- Case Studies**  
To prove the efficiency of our solutions we will test it in 14 buildings across the EU
- Occupant-centric fusion sensor**  
Focusing on the user helps us achieve more accurate results
- Digital Platform**  
Our user-friendly platform will improve building management and maximize energy saving
- Business Models**  
Our new business models for energy services will contribute to a greener Europe

We make sure our unique and flexible energy-management system works by testing it across Europe.

**CONTRIBUTING TO A GREENER WORLD**

- + Paris Agreement
- + Clean Energy for all European package
- + European Strategic Energy Technology Plan

**OUR PARTNERS**

NTNU, LUZD, THE CAPRI INSTITUTE, Energy, RBM SOLUTION, EM-SYSTEMER, NODA, GEONABOD, CSTB, CETMA, ALGORITMO, ALGORITMO, TELCOS, etc.

**GET IN TOUCH**  
Project Coordinator: Amin Moazami  
Norwegian University of Science and Technology (NTNU)  
info@collectief-project.eu

**FOLLOW US** [Social media icons]

This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 101033683

**MAKING BUILDINGS SMARTER**

**COLLECTiEF**

To make Europe greener, COLLECTiEF aims to develop a scalable and interoperable Collective Intelligence-based energy-management system.

The system is tested on different building archetypes and climate zones located in Cyprus, France, Italy and Norway, ensuring its replicability globally.

Project Coordinator: Amin Moazami  
info@collectief-project.eu

NTNU, LUZD, THE CAPRI INSTITUTE, Energy, RBM SOLUTION, EM-SYSTEMER, NODA, GEONABOD, CSTB, CETMA, ALGORITMO, ALGORITMO, TELCOS, etc.

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Figures 9, 10, 11: Draft versions of the COLLECTiEF flyer, poster (mock-up) and rollup (mock-up)





### PILOTING THE SYSTEM

To make sure the COLLECTIEF system works, the system will be installed in four pilot sites across Europe.

The pilot buildings are chosen based on different uses, scales, markets, and climatic contexts to demonstrate replicability and scalability of the solution.





## COLLECTIEF

### COLLECTIVE INTELLIGENCE FOR ENERGY FLEXIBILITY

AN EU PROJECT WHICH DEVELOPS SOFTWARE AND HARDWARE PACKAGES TO SMART UP BUILDINGS IN EUROPE

[www.collectief-project.eu](http://www.collectief-project.eu)

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### OUR PARTNERS



### GET IN TOUCH AND FOLLOW US

Project Coordinator:  
**Amin Moazami**  
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[LinkedIn](#) [Twitter](#) [YouTube](#)

This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 101033683



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### WHY COLLECTIEF?

When thinking of climate change, most of us blame deforestation, heavy use of fossil fuels and intensive agriculture. Malfunctioning buildings are not something we think of immediately. But we should. We need to develop innovative approaches and strategies that can help us live in smarter buildings.

In the long run, smarter buildings will contribute to happier lives, resulting in a more sustainable and climate resilient world.

**COLLECTIEF will enhance, implement, test, and evaluate an interoperable and scalable energy management system based on Collective Intelligence (CI) that will be integrated into existing buildings and urban energy systems.**

Our energy system will:

- Improve by 15-20% the living standards of the users
- Help families save 12 million euro annually on energy costs
- Contribute at least 30% to EU climate targets for 2030



### OUR UNIQUE METHODOLOGY

**Making an energy system valid for everyone.**

The COLLECTIEF methodology will connect the household appliances in the users' home with a user-centric sensor through a special algorithm.

This type of approach will allow our homes to know us and decide on the most energy-saving preference for us.



**Did you know?**

Buildings are the largest single energy consumer in the EU being responsible for 40% of total consumption. Renovating and improving energy performances in our building stock is crucial to achieve the EC energy and climate goals by 2050!

Figure 12: Draft version of the COLLECTIEF leaflet



## 5. Guidelines for COLLECTiEF partners

### 5.1 Reporting

Regular monitoring and reporting of the activities are crucial to assess if the Dissemination and Communication plan is being carried out properly and on time and to evaluate both qualitatively and quantitatively which activities had the biggest impact on the target audience and stakeholders.

The joint dissemination activities will be regularly documented by the responsible partners, under the coordination of the Dissemination and Communication team, who will establish reporting routines and templates. All project partners will contribute to this task and will provide pictures, videos, links and all relevant information needed for reporting. To this end, the partners agreed on using Microsoft Teams as the common platform to share and store documents.

Periodic reporting is required at the end of each project period. Partners are required to use the dedicated reporting table (Annex 1). Based on the updates received from the partners, the Communication and Dissemination team will provide recommendations for future dissemination and exploitation activities (Annex 2).

Evaluation and reporting will be based on the analysis of trends and statistics on the engagement of the project's social media and website to evaluate which communication style is best suited to address the target audiences on the different platforms.

### 5.2 Social Media Presence

Partners should follow COLLECTiEF Twitter and LinkedIn accounts:

- <https://twitter.com/CollectiefP>
- <https://www.linkedin.com/company/collectief-project>

Partners should provide the contact information of their institutions' communication department for a better organization and coordination of the project's communication and dissemination activities.

COLLECTiEF's social media channels will share regular content related to the energy field as well as information provided by partners or other experts. Partners' and their institutions' social media accounts will be tagged in COLLECTiEF's posts in order to contribute to the online communication activities.

#### How to use Twitter and LinkedIn

Twitter allows only 280 characters, and the posts should be short and concise, including links, hashtags, mentions and emojis.

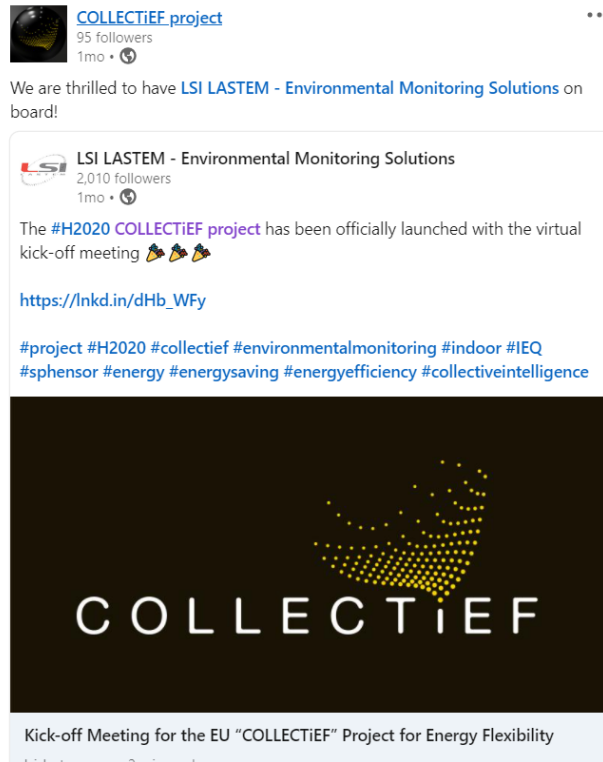
By inserting @ in front of a word, you create a mention, and the account will be notified. By inserting # in front of a word, you convert it to a hashtag and Twitter can immediately show you if this hashtag



is trendy and widely used by other Twitter users. New hashtags can be created for specific purposes such as international campaigns or initiatives, events and projects' joint activities.

Conversely, LinkedIn communication style and tone are more formal and descriptive. LinkedIn does not have character limitations and it allows to share longer texts, tag institutions and personal accounts and invite followers to follow COLLECTiEF. Partners have already been proactive and shared the project's updates on their personal and institutional LinkedIn pages.

COLLECTiEF's official hashtags are #COLLECTiEF #smartenergy #smartbuildings #CollectiveIntelligence #energyefficiency.



**Figure 13: LSI LASTEM re-sharing COLLECTiEF post**



## 5.3 Project Website and Materials

The COLLECTiEF official website will be launched in August 2021, and it is expected from all partners to feature the project on their institutional pages providing the dedicated links, visuals, logo and general information. Additionally, partners can facilitate the translation of the project's major outcomes in their own languages (if necessary) and contribute to COLLECTiEF's blog and news and events page.



**Figure 14: Cyl referencing COLLECTiEF on the institutional website**

## 5.4 Blog Posts – How to write them?

COLLECTiEF will develop a blog/short articles section where partners will write articles dedicated to project's results and development or any other topic, they consider crucial to be promoted through our blog. GEO will create a schedule for blog posts and partners will be notified in advance regarding this task, as well as the submission deadline.

For every new blog post, GEO will create a new visual which will be fully aligned with the project's visual identity and the theme.

Once a blog post is posted on the website, partners will be tagged on social media channels to share, comment and inform their communication department about the new publication.

### How to write a blog post?

- Length - one page is ideal
- Written in easy and comprehensive language, understandable for the general public
- Highly technical terms should be avoided
- Visuals and other graphs are encouraged to be used, however, GEO can potentially develop news graphics or adjust the proposed visual ideas in order to follow and fully respect the project's visual identity..



- Think of a catchy title but keep in mind that GEO can help you proofread and give content ideas.

## 5.5 Attending Events

All partners commit to participating in suitable events, conferences, workshops, and seminars at national, regional and European levels where the project's solutions and products can be presented and promoted. To maximize the impact and the visibility of COLLECTiEF, partners are encouraged to follow the above guidelines:

- if the event is physical, partners should bring with themselves any dissemination materials and take pictures showing COLLECTiEF's logo and materials
- if the event is online, use the project's branded PowerPoint template and take a screenshot while there is a presentation, or a session dedicated to COLLECTiEF
- If partners feel comfortable using their personal social media, use these pictures and tag @CollectiefP. Alternatively, partners can inform either GEO colleagues for this dissemination opportunity or their institutional communication departments or both.

Always acknowledge EU funding in written materials related to COLLECTiEF.

## 5.5 Key Documents and Online Sources

The COLLECTiEF Grant Agreement including:

- Annex 1 – Description of the Action (DoA), in particular description of WP7. Dissemination, Communication and Capacity Building in Part A, and section 2.2 Measures to maximise impact in Part B; and
  - Terms and Conditions of the Grant Agreement, in particular subsection 3 (Rights and Obligations Related to Results).
  - COLLECTiEF Consortium Agreement, in particular section 8 (Results), section 9 (Access Rights), and section 10 (Non-disclosure of Information)
- European IPR Helpdesk's Fact Sheet "The Plan for the Exploitation and Dissemination of Results in Horizon 2020"



## Annexes

### Annex 1– List of Sister Projects

H2020 projects	Objective
2ISECAP	2ISECAP aims to bridge the gap between local sustainable energy planning and implementation by supporting the capacity building of public authorities
ActlonHeat	The objectives of Act!onHeat are to disseminate and take up the concept and methods for strategic Heat&Cooling planning.
ARISE	ARISE is developing a EU wide distinguishable recognition scheme of digital energy efficient BIM construction skills linked with a maturity-based digital ranking system for accounting CPD based learning transactions.
BeSMART	BeSmart aims to support smart financing implementation by setting up a permanent discussion forum, gathering central and local authorities, energy efficiency experts, the financial sector, ESCOs, homeowners, industry, construction and SME sector representatives.
BundleUP NEXT	BundleUP NEXT will focus on the following project types: LED and public lighting, PV self-consumption, solar thermal, building envelope and electric mobility, creating a complete array of competences to support projects in any part of Portugal.
BUS-GoCircular	The overall aim of BUS-GoCircular is to address and overcome the challenges of the stimulation of demand for green energy skilled workforce, along with hands-on capacity building to increase the number of skilled workforce across the value chain.
CEES	CEES will facilitate the adoption of behavioural and energy efficiency measures in households, create financial and non-financial support schemes to address energy poverty
CLEAR-X	The overall objective is to enable consumers to lead the energy transition by investing in renewable energy and sustainable energy (RES) and energy efficient (EE) technologies.
COOLTORISE	The project COOLtoRISE aims to reduce summer energy poverty incidence among European households improving their indoor thermal habitability conditions and reducing their energy needs during the hot season.
crossCert	The crossCert project will create a product testing methodology for the new EPC approaches that will result in: improved accuracy and usability of the EPCs, people-centric



	designs, and increased homogeneity across Europe.
DeliveREE	DeliveREE is an innovative project finance and delivery structure for renewable energy and energy efficiency projects in Dublin using performance contracting structures.
ESI Europe 2.0	The ESI model consists of financial & non-financial mechanisms designed to work together to improve the risk-return profile of EE investments & overcome the associated barriers to stimulate the demand for EE projects.
EUB SuperHub	The EUB SuperHub project will support the evolution of the certification process in the EU by development of a scalable methodology to view, assess and monitor the buildings through their lifecycle (embedded energy, costs etc.).
EUCityCalc	EUCityCalc objective is to support public authorities in planning towards climate neutrality through the prospective modelling approach of the European City Calculator webtool.
GreenDeal4Buildings	The overall objective of the project is setting up the Roundtables to implement smart finance for smart buildings initiative (SF4SB) in Slovakia and the Czechia
GREENROAD	The project aims at facilitating the dialogue between Italian public and private key actors on financing issues related to energy efficiency in the existing and new buildings sector and fostering collaboration, innovation and action.
iBRoad2EPC	iBRoad2EPC represents the next step in energy performance assessment schemes and certification practices, promoting and showcasing the integration of Building Renovation Passport elements into EPC schemes.
KISS	KISS will create a Gateway to combine the insights and tools from existing initiatives as well as input of established energy communities (pioneers) and policy developers.
NEEM	NEEM will develop and market test concrete solutions to support Nordic financial institutions in overcoming the barriers.
nZEB Ready	nZEB Ready project aims to act at market level in order to stimulate the demand for energy-related skills of construction workers and specialists in the involved countries and beyond
PEER	The purpose of “PEER” is to develop the Porto Energy Hub that will support a novel renovation programme in the north of Douro river region of Porto Metropolitan Area, AMP-ND (Portugal) aiming to fight energy poverty
POWER UP	the overall objective of POWER UP! is for cities to go beyond their planning role and sustain the





	creation of local energy market players with a social agenda.
PROPEL	The PROPEL project will develop an integrated ecosystem of financing collateral and relevant actors, which together will drive the market for sustainable energy assets forward.
PROSPECT +	PROSPECT+ will build on the existing H2020 project PROSPECT to enable capacity building in regional and local authorities in order to finance and implement effective and efficient sustainable energy plans
REGENERATE	REGENERATE galvanizes clean energy transition on the three Balearic Islands: Palma, Ibiza and Menorca by triggering an investment of €44M in eco-sustainable renovation of 3,000+ homes in 4 years.
REMARKABLE	REMARKABLE will support local leaders to deliver a step change in progress towards carbon neutrality by 2050 in 7 regions across Europe.
SCCALE 203050	The aim of SCCALE 203050 is to scale the growth of energy communities across Europe in the areas of energy efficiency, renewable energy production, district heating and more in households and non-residential buildings.
SEetheSkills	This SEetheSkills stands in front of the challenge for energy efficient construction of new and renovation of existing building stocks and to act at market level in order to stimulate the demand for previously developed and new or upgraded energy skills.
SEIFA	The SEIFA project is focusing on investing and financing of deep renovation industrial projects, energy supply facilities and energy service companies.
SER	SER intends to design, set up, and implement an innovative de-risking financing mechanism that entails financing and technical standardisation, project aggregation, social impact assessment and credit enhancement
SMART2B	SMART2B will provide new business models for the building energy market combining the savings from energy efficiency measures and gains from the active contribution of the building through flexibility services by exploiting the maximum level of smartness.
SmartSPIN	SmartSPIN will develop, test, validate and exploit a new business model that leads to greater uptake of Smart Energy Services (SES) deployed via performance-based contracting in the commercial rented sector.
Sun4All	Sun4All sets up a financial support scheme for renewable energy access for energy poor households.





SUPER-i	The SUPER-i is to support the funding of EE refurbishment of social housing stocks across Europe while increasing the share of renewable energy in the final energy consumption
TIGER	The main aim of TIGER is the implementation of energy renovation interventions in Social Housing buildings,
TIMEPAC	TIMEPAC will contribute to improving existing energy certification processes, moving from a single, static certification to more holistic and dynamic approaches
TranspArEEEnS	TranspArEEEnS will decrease uncertainty in the EE and ESG market, thus promoting the scaling up of new EE financing and investment opportunities in the EU
V2Market	V2Market is an innovative service to incorporate the Electric Vehicles' (EV) batteries into the electricity system to enhance energy efficiency.

## Annex 2 – Stakeholder Database

Organisation								Contact Name
ID	Organisation	Website	Market Segment / Stakeholders category	Type	Cluster	Country	Notes	Contact Name
1	REScoop.eu - European federation of citizen ene	<a href="https://www.rescoop.eu/">https://www.rescoop.eu/</a>	energy community	ASS (as	Other	Europe		
2	Federesco	<a href="https://www.federesco.org/it/index.php">https://www.federesco.org/it/index.php</a>	ESCO	ASS (as	Other	Italy		
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## Annex 3 – Dissemination and Communication Reporting Table

INSTRUCTIONS	
1. Dissemination activities	All partners fill in as usual reporting the activities THEY performed, e.g. posting articles on their websites and social media, blog posts, distribution of dissemination materials, participation at events
2. Web and press details	All partners report any mention of COLLECTiEF EXTERNALLY on the local level - interview, reposting partner news, cross-references, promotion - anything, that is not on your website, even if it's featured due to your efforts on the web and press.
3. Proposed activities	All partners to fill in upcoming events they plan to attend with the possibility to disseminate the information on COLLECTiEF
4. Publications	Relevant partners fill in this table with information related to scientific (peer-reviewed) publications
5. COLLECTiEF targets monitor	Targets are listed for the reference of each partner, Geonardo will be filling these twice per year
ADDITIONAL EXPLANATIONS	
By "Community decision makers and municipalities" we mean: those in charge for school, tertiary and residential buildings	
By "Utilities/energy providers" we mean: smart home platform vendors, residential property developers, real estate operators, energy providers, ESCOs, construction company active in renovations	
By "Utilities/energy consumers and prosumers we mean: families, elderly, students, sport center users	
By "Housing sector" we mean: companies, representatives, lobby, etc.	
By "Umbrella and multiplier organizations" we mean: member-base organizations, networks, alliances, etc.	

Navigation bar: + ☰ How to fill in the table ▾ Dissemination activities ▾ Web and Press details ▾ Proposed activities ▾ List of scientific (peer reviewed) ◀ ▶

## Annexes 4– D&C Plan June-August 2021

### COLLECTiEF Dissemination and Communication plan (June-August 2021)

June	July	August
<b>Social Media:</b> official start of the project & coverage of KoM <b>DONE</b>		<b>Website:</b> official launch
<b>Social Media:</b> introducing partners (1 per week - 14 in total). Editable template will be used		
<b>Press release:</b> CLF kick-off <b>DONE</b>	<b>Social Media:</b> the tips and fun facts on how to increase energy efficiency in our homes & added value of our actions	
<b>Social Media/ Campaign:</b> World Environment Day (5th of June) <b>DONE</b>	Establishing contacts with sister projects, EU platforms, institutions and networks	
<b>(OPTIONAL) Article:</b> June BUILD UP initiative – every month they launch a topic related with to efficiency. This month's topic is energy communities. <b>VOLUNTEERS?</b>		
<b>Social Media:</b> Continuous posting about the project & re-sharing relevant content & building accounts		

