

Innovation Action



**CBDC powered Smart PerFORrmance contractS for Efficiency,
Sustainable,
Inclusive, Energy use**

D6.1 Communication and Dissemination plan

Report Identifier:	D6.1		
Work-package:	WP6	Task:	T6.1
Responsible Partner:	INCL	Version Number:	1.0
Due Date	M3	Document Date	02/01/2023
Distribution Security:	PU	Deliverable Type:	R
Keywords:	Communication, Dissemination, Target Audience, Planning		
Project website: http://fortesie.eu/			



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Abbreviations

M	Month
KPI	Key Performance Indicator
ESIE	Efficient, Sustainable and Inclusive Energy
BIPV	Building Integrated Photovoltaics
EPC	Energy Performance Contracting
EE	Energy Efficiency
EN	English
WP	Work Package
EU	European Union
SME	Small Medium Enterprise

Executive Summary

The document provides the Dissemination and Communication Plan for the FORTESIE project, that will uptake all possible and appropriate dissemination and communication channels and means. The scope of this document is to report the work that is going to be performed in Task 6.1 Dissemination and Communication Strategy during M1-M36 of the project.

The main goal of this task is to produce the strategy and the plans for dissemination and communication, providing the list of dissemination and communication activities performed by the consortium during, primarily, the first project period, and what is defined for the next months of the project.

The FORTESIE Dissemination and Communication Plan is dynamic and should be adapted both according to time and project results.

Initially, an introduction to the dissemination and communication objectives of the project is provided. Then, the FORTESIE measures and means established for dissemination and communication are presented. Following the definition of dissemination means and mechanisms, a concrete FORTESIE implementation plan for dissemination and communication activities has been prepared to guide the efforts for the wide dissemination and ensure large scale reach of the results. Along with the planning about dissemination and communication activities, a list of KPIs is defined to periodically monitor the performance of dissemination and communication activities.

The dissemination and communication plan will be continuously updated and enhanced to consider all the results along the project maturing, with advancements reported in the subsequent deliverables.

1 Introduction

The scope of the Deliverable is to present the strategy and work plan for the dissemination and communication activities of FORTESIE and in parallel to define the main marketing methods and material tools (communication means) and initial dissemination plan. The main goals of the task are:

- to identify the main target audiences and optimal communication strategies at the early stage of the project.
- to define the overall dissemination and communication strategy of the project, including the detailed planning of the dissemination tasks to be carried out by the project partners. As part of this action we define the optimal tools and means which will support the dissemination activities.
- to establish a consistent and high-quality project theme/brand which will constitute a powerful trend about the project and develop dynamic, personalized and content rich material (leaflet, poster, other dissemination material), in order to continuously promote and further enhance the dissemination activities.

The Dissemination and Communication Plan will be updated and presented to the consortium at internal periodic meetings. In M18 and M36 the activities implemented will be reported for the corresponding periods.

1.1 Project Introduction

The overall vision of FORTESIE is to design, demonstrate, validate and replicate innovative renovation packages in the building industry with Smart Performance-Based guarantees and financing, aiming at Efficient, Sustainable and Inclusive Energy (ESIE) use to accelerate the Renovation Wave in Europe. The renovation packages will combine state-of-the-art construction materials and technologies components (prefabricated facades, BIPV, heat pumps, etc.), innovative digital technologies for measurement and verification, and attractive financing (e.g. contractual frameworks for smart performance guarantees, financing mechanisms, engagement techniques, green-euros, etc.), to raise the overall EPC value proposition. The renovation packages will be tailored to specific target groups needs and optimised to improve the ESIE performance considering energy, CO₂ and comfort. Each package will be demonstrated and validated in real life use cases and customised for replication in all other partner countries for immediate market take-up.

Methodologies from Social Sciences and Humanities (SSH) will be adopted for:

- a. the creation of collaborative business models that boost the Renovation Wave by considering all stakeholders' value and revenue streams,
- b. novel incentivisation and behavioural change models that aim to stimulate long term engagement with focused interactions to adopt green behaviour
- c. the incorporation of a digital currency, green-euro, (€G) for financing, rewarding and creating an inclusive / collective narrative in the fight against climate change
- d. the collection of feedback for recommendations to policy and business stakeholders,
- e. Mapping and understanding the complex interplay between the different stakeholders to deliver an engagement strategy across the value chain.

These demonstrations will potentially constitute the green-euro as a retail Central Bank Digital Currency (CBDC), hence revolutionising the financing of renovation approaches. An online marketplace, will be offering first level advice, directing consumers through the value chain of stakeholders and facilitating access to these "packaged" renovation services.

1.2 Deliverable Purpose

The purpose of this document is to lay the common ground concerning communication and dissemination for members of FORTESIE consortium. Planning is crucial for effective actions in communication hence this document contains relevant target groups, roadmap for communication and provides a detailed view on tools of communication and dissemination. This work is integral to the FORTESIE objectives as the aim is to promote the results, the lessons learned and the renovation packages among more relevant target groups in the partners and other European countries.

In addition, this Communication and Dissemination plan aims to keep track of KPI's related to these activities during this project.

2 Project Dissemination & Communication Objectives

The first and most important step in setting the communication and dissemination plan for the FORTESIE project is to clearly define the objectives to be achieved and then have the associated activities appropriately designed to meet those objectives. According to the Grant Agreement, the Consortium is committed to promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in a strategic, coherent, and effective manner.

The Dissemination and Communication Plan defines the different strategic phases of the project. For each of the phases, a series of tasks have been defined to be developed. At this moment, M3, FORTESIE project is in “Awareness” phase:

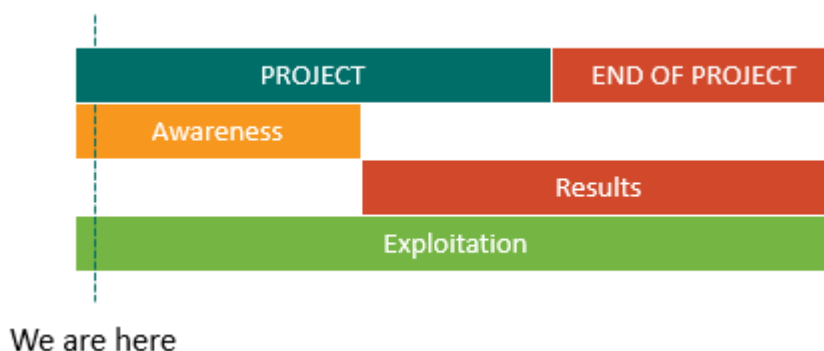


Figure 1 Phases of the FORTESIE Strategy



Figure 2: Description of each strategy phase of the Plan

2.1 FORTESIE Dissemination Objectives and Strategy

The dissemination activities deal with the diffusion of scientific and technological knowledge generated within the context of the FORTESIE project, aiming to ensure both a mid- and long- term

impact by informing the target audience about FORTESIE. The dissemination strategy to be applied in the project is aligned with the high-level objectives:

- Obj. I: To ensure maximum visibility of the project in the target audiences via appropriate key messages.
- Obj. II: To timely diffuse the scientific and technological knowledge generated in the project within and beyond the project's consortium.
- Obj. III: To establish liaisons with other projects and initiatives for knowledge and innovation transfer
- Obj. IV: To engage the target audiences to get feedback and validate the project's results.

2.2 FORTESIE Communication Objectives and Strategy

The communication activities include actions that contribute to the diffusion of the project's results beyond the consortium and the direct stakeholders, maximizing its contribution to innovation and attracting a wide range of stakeholders who are invited to benefit from the project's advancements.

The communication strategy is driven by the following communication objectives:

- Obj. I: To create awareness of the project among the full range of target audiences defined for communication activities.
- Obj. II: To provide a clear view of the project's concept, goals and results by formulating adapted key messages, and preparing communication material.
- Obj. III: To create an active community of potential users and collect feedback to be taken into account by the project's activities.

In order to ensure that the different communication objectives are effectively addressed, and expectations of the target audience groups are met, particular attention will be paid to adapt the communication means, the measures and the content to the needs and knowledge levels of the targeted groups as well as to the status/progress and needs of the project.

2.3 Target Audience

Having defined the goals and objectives for dissemination and communications we had specified the potential targeted audiences of FORTESIE along with their specific interest in the project.

The definition of the target audiences and the understanding of their special characteristics and needs is critical for directing the resources to the most relevant and interested actors, thus maximizing the project's potential impact.



Figure 3: FORTESIE Target Groups

2.4 Proposed measures for Dissemination

Dissemination activities are of the utmost importance during the project’s duration, to create visibility and raise awareness among a variety of stakeholders to utilize the project’s results and find ways to further continue and advance the related research. FORTESIE dissemination activities target a wide range of stakeholders, starting from the specific scientific fields tackled by the project to the end user community, and finally to players who will ultimately contribute to delivering FORTESIE to the market.

Table 1 Dissemination Activities

OBJECTIVES	ACTIONS
Awareness: Create visibility and raise awareness	<ul style="list-style-type: none"> • Project Logo and visual identity • Develop the Project Website and upload the first public deliverables, news about plenary meetings of the consortium and participation in sectorial conferences • Create the Social Media channels and start building the FORTESIE Community • Share several press articles with EE mass media and prepare Scientific Publications • Participation in conferences, seminars and workshops • Project brochure for recruiting users for pilots • Liaison with other projects and stakeholder engagement
Results: Share knowledge	<ul style="list-style-type: none"> • Refine website with more concrete results and public deliverables • Social Media and online promotion, such as news about early results • Press release with first results • Distribute marketing material • Attend events • Create promotional videos showcasing the progress of the project and first results

developed within the project.	<ul style="list-style-type: none"> Share several press articles with EE mass media and Science Publications
Exploitation: Work towards exploitable results and utilization	<ul style="list-style-type: none"> Upload into the website project results and public deliverables Social Media and online promotion Share several press articles with EE mass media and Science Publications Create promotional videos showcasing results

2.4.1 Key Messages

There are several key messages that can be used by the project partners in order to present FORTESIE. This is useful to provide a coherent branding of the project. The key messages should be considered a baseline, meaning they should be adapted depending on their possible use and the targeted audience.

2.4.1.1 Main message

The overall vision of FORTESIE is to design, demonstrate, validate and replicate innovative renovation packages in the building industry with Smart Performance-Based guarantees and financing, aiming at Efficient, Sustainable and Inclusive Energy (ESIE) use to accelerate the Renovation Wave in Europe. The renovation packages will combine state-of-the-art construction materials and technologies (prefabricated facades, BIPV, heat pumps, etc.), innovative digital technologies for measurement and verification of building performance improvements, and attractive financing to raise the overall EPC value proposition.

The renovation packages will be tailored to specific target groups needs and optimized to improve the ESIE performance considering energy, CO2 and comfort. Each package will be demonstrated and validated in real life use cases and customized for replication in all other partner countries for immediate market take-up.

2.4.1.2 Tailored Key Messages

Table 2 Key messages/benefits per target group

Facility Managers	<ul style="list-style-type: none"> ESIE renovation technologies, unambiguous/standardised measurement approaches to ensure trust and remove hesitation for any upcoming investments. evidence and renovation tools, readily available for the facility managers to support investment decisions to improve ESIE. Means and benefits towards state-of-art green facility and as a showcase museum active for the green deal. building sustainability of buildings, ensure well-being and comfort levels. increase number of visitors and social impact of the facility in the long term learn about solutions that address the pains, and contributors to hesitation financing options, motivation options for investments, and green behaviours of the visitors and the employees. learn about renovation activities and technologies as contributors to increase the resale value of the building facility. find the proper package for your building and how to start in your area.
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	<ul style="list-style-type: none"> • ESIE does not work without engaging all the building stakeholders. Learn how and motivate them to take part.
<p>ESCOs</p>	<ul style="list-style-type: none"> • ESIE measures in different facilities and demonstrate them as well as gather relevant evidence • optimise the ESIE analysis tools for the facilities • implement and test new renovation technologies (sustainable materials/ renewable sources) • enlarge the business and knowhow on renovation technology • reduce the maintenance costs of the facilities they are serving. • promote their work and benefits and existing success stories • increase their knowledge on new renovation technologies and to get integrated, validated packages for each target group. • optimise the packages in terms of cost, time and investment options for large scale market adoption. • smart contracts and digital tools to ease the savings verification procedure • green Euro and crowdfunding provide unexplored financing opportunities.
<p>Renovation Companies, buiding designers, construction companies</p>	<ul style="list-style-type: none"> • implement and test new renovation technologies (sustainable materials/ renewable sources) • enlarge their business and knowhow on renovation technology • reduce the maintenance costs of the facilities. • promote their work and benefits and existing success stories • increase their knowledge on new renovation technologies and to get integrated, validated packages for each target group • optimise the packages in terms of cost, time and investment options for large scale market adoption • adopt waste management practices where possible • implement and test new renovation technologies (sustainable materials/ renewable sources) • green Euro and crowdfunding provide unexplored financing opportunities.
<p>Investors, of various types, (green) banks, crowdfunding, green Euro</p>	<ul style="list-style-type: none"> • renovation and digitisation packages and smart contracts as enablers of large-scale green investments • achieve return on investment • promote financing options by banks (e.g. loans with green-euro funding) that support the green deal • motivate and reward green deal investments • renovation packages need support from investors in several EU countries. Create synergies and collaborative services.
<p>Public Authorities</p>	<ul style="list-style-type: none"> • learn how to follow Europe's Renovation Wave, see examples of investments, and know investment options. • Engage and motivate green energy behaviours • contribute to reduction of GHG emissions and decarbonisation, adopt and foster green policies.

	<ul style="list-style-type: none"> • Build new relevant policies based on real evidences of how important are the renovation projects in achieving environmental targets, increase well-being and comfort in the citizens and how citizens perceive renovation projects. • Learn how the renovation technologies can support the implementation of inclusive policies, especially in regards to energy poverty. • Evaluate renovation technologies and alternative financing methods to achieve wider social benefits and large-scale initiatives for the green deal.
<p>Policy Makers</p>	<ul style="list-style-type: none"> • follow Europe's Renovation Wave • learn how to follow Europe's Renovation Wave, see examples of investments and know investment options. • engage and motivate green energy behaviours • contribute to reduction of GHG emissions and decarbonisation, adopt and foster green policies. • evidences of how important are the renovation projects in achieving environmental targets, increase well-being and comfort in the citizens. • learn how the renovation technologies can support the implementation of inclusive policies, especially in regards to energy poverty. • evaluate renovation technologies and alternative financing methods to achieve wider social benefits and large-scale initiatives for the green deal. • evaluate the green Euro as a potential CBDC currency.
<p>Households</p>	<ul style="list-style-type: none"> • raise awareness about renovation technologies, the green deal objectives, and how a household can contribute and benefit from these initiatives. • further motivate and guide actions and behaviours ie. Accept reduced comfort levels and reward for evidenced performance improvement • the green deal offers benefits and rewards for measured achievements as further motivation • raise awareness about ESIE and the green deal and the contribution of renovation technologies. • learn about the potential ESIE investments and the value of sustainable solutions for you and for your society and take part. • Green Euro rewards for green achievements as motivation/introduction to the benefits of green deal • learn that the reduced heating comfort is the result of non-sustainable solutions
<p>Providers of Digital Solutions</p>	<ul style="list-style-type: none"> • implement and test new digitisation and automation technologies (gather data, document in blockchain, user applications, mobile applications for user engagement and interaction) • learn about the requirements of renovation technologies and services which complement your services and find synergies • enlarge the commercial activities in the area of building renovation and performance improvement • increase their knowledge and services on new digitisation and automation technologies • gain visibility out of the implemented pilots

Building Visitors & Employees of publicly accessed buildings	<ul style="list-style-type: none"> raise awareness among those who are less convinced of the usefulness of the system cultivate eco-friendly behaviour boost productivity and increased satisfaction deriving by improved indoor working conditions. further motivate and guide actions and behaviours towards the green deal. integrating health and wellness features in working environments increase trust and knowledge on actions affecting the green deal and overall building performance improvements related to comfort increase awareness and improvement of energy saving behaviour and even gain out of these actions get aware about the contribution of each individual to benefit the environment and the green deal green-euro rewards as motivation factors promoting a feeling of belonging to a common environmental cause.
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2.5 Communication Activities

Communication is a very important activity in the FORTESIE project. Besides the project-oriented communication between partners, there is a need for output and impact targeted focus, involving the Commission, the project partners and various external stakeholders.

Table 3 Communication Activities

Communication Channel and media	Activities	Language	Responsible partner(s)
Social Media	Social media campaigns	EN	WP6 Leader (INCL)
Website	News, deliverables, articles and events	EN	WP6 Leader (INCL)
Press Articles and Publications	Press releases, opinion articles	Country's language	WP6 leader (INCL)
Logo, visual identity	Use in every of the above communication activities	EN	WP6 Leader (INCL)
Conference participation and contribution	Project presentation, news/updates sharing	Country's language	Individual partners

3 Dissemination and Communication Means

The goal of this section is to ensure that the technical and business progress in FORTESIE project will be promptly communicated and spread via a series of channels. Different tools are considered in order to reach the identified target groups.

3.1 Communication Means

3.1.1 Objectives of the communication actions

A series of communication actions are planned to enhance the project visibility and to raise awareness of the FORTESIE activities and results to the EU society at large.

The aim to raise public awareness and ensuring maximum visibility of the project key facts, objectives, activities and findings is well connected with the success of the project and the creation of the grounding conditions for the future take up of the projects renovations packages in the market. Communication channels will be used to announce and promote FORTESIE activities and events to maximize the expected attendance and the potential for stakeholders' engagement, effectively supporting and promoting the project's results. The communication element involves all consortium partners and their respective staff. There is awareness that communication is a continuous process, not a one-time effort when the project ends since one of the main targets is to ensure the project sustainability in the long term.

INCL will set up the most appropriate mechanisms and tools for maximum visibility and impact ensuring that all partners contribute to communication activities and assess the communication results. The following list summarizes the selected communication actions, along with the respective timings:

- **Logo and graphic identity:** Development of the project logo and visual identity (M1), Preparation of templates for deliverables, reports, presentations etc. (M2)
- **Printed material:** Production and distribution of project communication materials: project flyers (M6, M24) and poster (M7, M24), pilot factsheets for each use-case to proclaim the pilot outcomes (could be created both in English and in the local languages) which will be also available in the One Stop Shop marketplace (M36)
- **Videos:** Creation of two info-graphics videos (M12 & M24)
- **Newsletters:** Production of 6-month e-Newsletters (M6 – M36)
- **Website:** Creation & Management of the website (M1 – M36)
- **Social media:** Update and management of the social networks, project LinkedIn group and Twitter accounts (M4 – M36)
- **Assessment and reorientation of communication activities:** Assessment of the project communication and dissemination activities (M12, M24), Re-organization of the communication and dissemination strategy (M12, M24)

3.1.2 Website

The project's website is one of the most important communication channels of the project and it will serve as a key element of engagement with the identified key audiences. The website will present the project's general description, its objectives and impact, its partners, events and news.

At M3 the website, <http://fortesie.eu/>, was designed and is continuously updated since with all the FORTESIE latest news, events and publications.

The structure (sitemap) of the website is designed to provide to visitors immediate access to all public information of the project. For the visitors' convenience, almost all subpages of the website are accessible by the main page with respective quick links. Moreover, links to the social media accounts (LinkedIn, Twitter, Facebook and Instagram), amplifying the branding of the project, are available on the Home Page of the website.

ACTION PLAN

At M2 INCL drafted specifications for website development and started implementing the strategy. At M3 the project website is implemented and publicly available as reported in D6.2.

Search Engine optimization (SEO) parameters and web statistics were performed and planned to be regularly analyzed to drive more visits to the FORTESIE website.

M2-M36: the website is enriched with contents by all partners, in line with the project progress and the achievement of results and it is regularly updated. It also shows recent tweets connected or addressed to the FORTESIE Twitter entity.

From M36 onwards: the website is maintained beyond the end of the project lifetime by INCL.

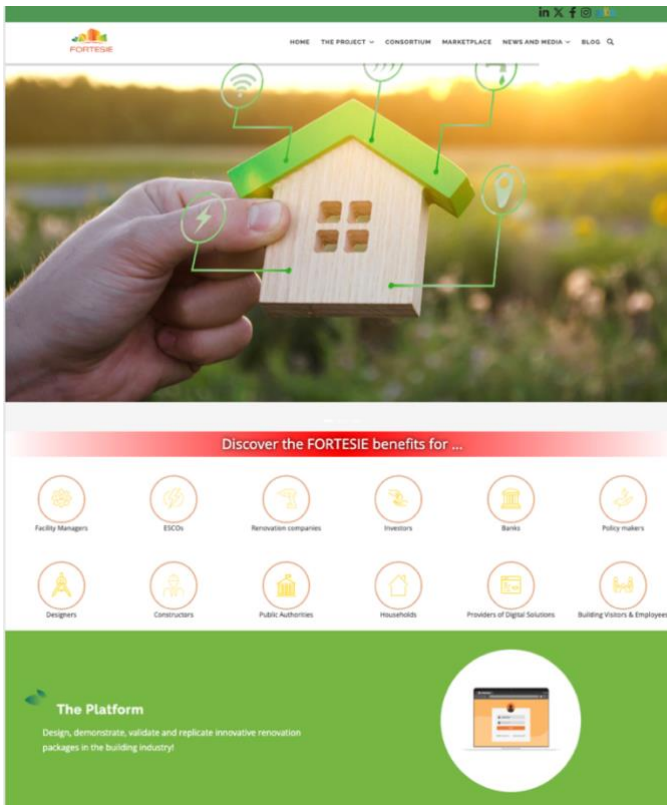


Figure 4: FORTESIE Website Homepage (1)

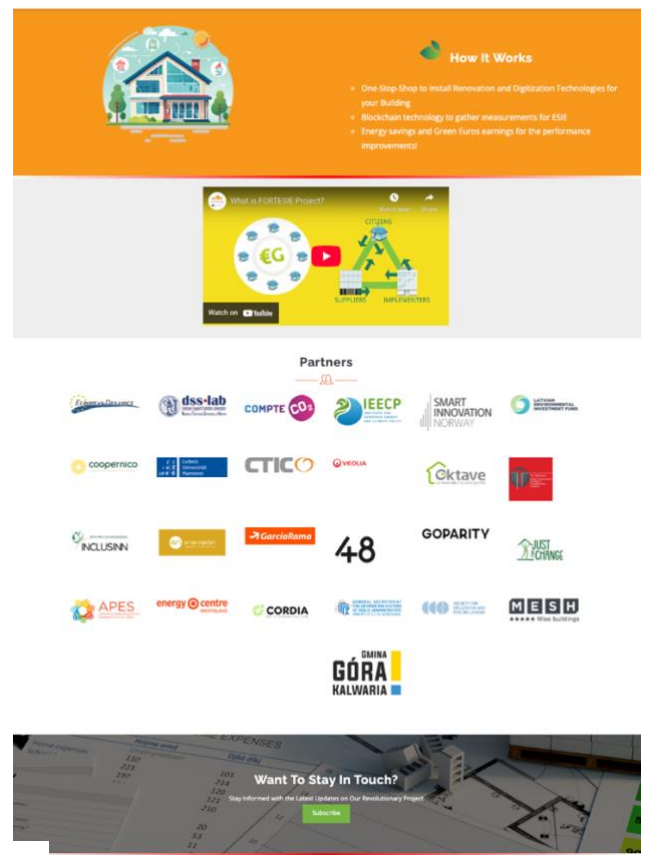


Figure 5: FORTESIE website Homepage (2)

3.1.3 Communication to other online channels

Apart from the website, project results and activities will be disseminated on multiple external websites to increase the visibility of the project, targeting selected audiences of stakeholders (Table 4).

Table 4: Non-exhaustive list of online channels

FORTESIE partners websites	All partners add links to the project website at their organization websites.
EC websites and social networks	Horizon Magazine, CORDIS
Other related projects to be contacted for organising joint dissemination activities* * The list will continuously grow as new projects are monitored, during the project lifetime.	<ul style="list-style-type: none"> • EBENTO • DigiBUILD • RENOVERTY • ENPOR • JUSTEM
Websites of related ongoing H2020 and HE newly launched projects	Community Research and Development Information Service (CORDIS), relevant dissemination activities and network, to be continuously reached.

ACTION PLAN

M4-M36: All partners will continue to pursue links with other sites and increase project visibility.

3.1.4 Social Media

Social media has become ubiquitous and instrumental for communication, networking and content sharing purposes. Successful social media activities will help FORTESIE to increase its visibility and maximise its potential outreach specially to get the maximum reach. Therefore, FORTESIE will actively engage in social media as a channel for communication of the project idea and outcomes as well as for interaction with target audiences.

In M2, the FORTESIE accounts in 4 social networks, [LinkedIn](#), [Twitter](#), [Facebook](#) and [Instagram](#), which were set up and activated.

3.1.4.1 Twitter

Twitter is one of the four social networking platforms that are used in this project and is ideal for spreading news and engaging with users in real-time. @fortesie_eu is interacting with relevant accounts and promoting the project's vision and progress.



Figure 6: FORTESIE Twitter account

3.1.4.2 LinkedIn

LinkedIn is the most popular professional network on the internet. Registered members can establish connections with professionals who are in their interest and interact in group discussions. A LinkedIn account has been also set up under @FORTESIE EU Project and is continuously updated with the latest news, events and deliverables. The @FORTESIE EU Project account will enable to build a strong network with some of the project's key audiences, such as research institutes, industry, policymakers, ESCOs, banks and individuals involved in the renovation and energy sector.

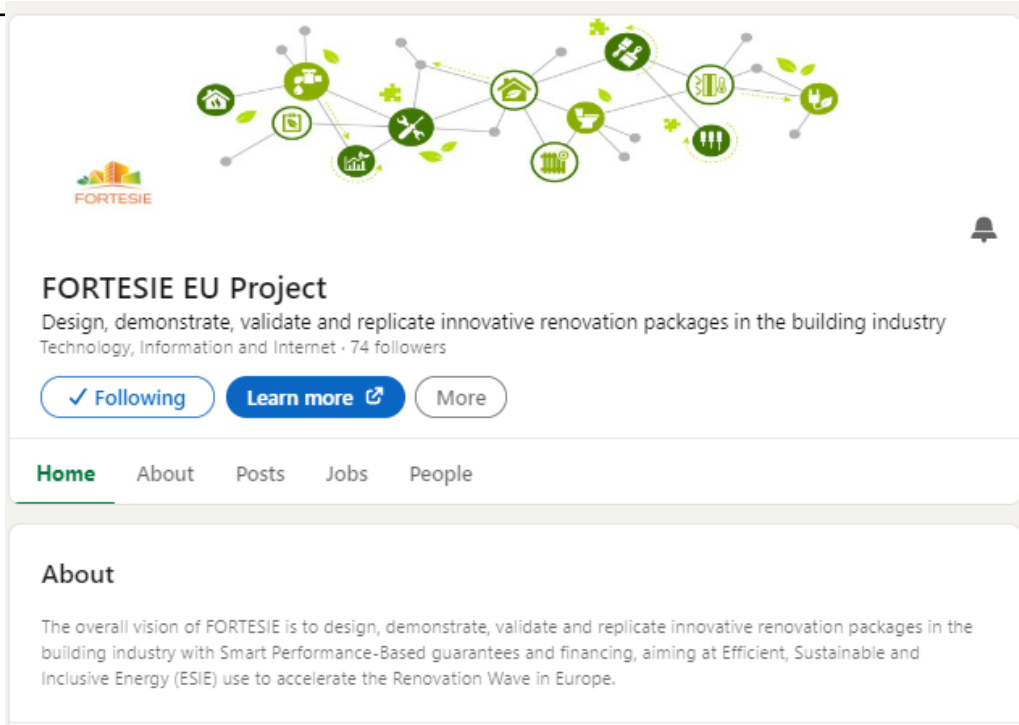


Figure 7: FORTESIE LinkedIn account

3.1.4.3 Facebook

FORTESIE is also on Facebook (FORTESIE EU Project), in order to target the age segment from 25 to 44 years old, which seems to be the predominant on this social network.¹

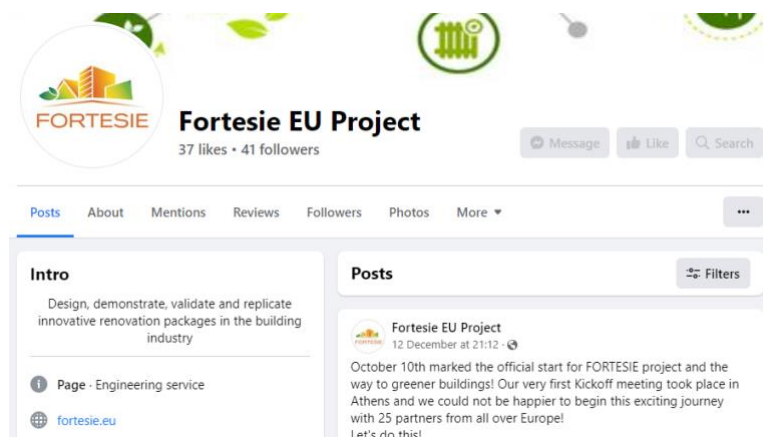
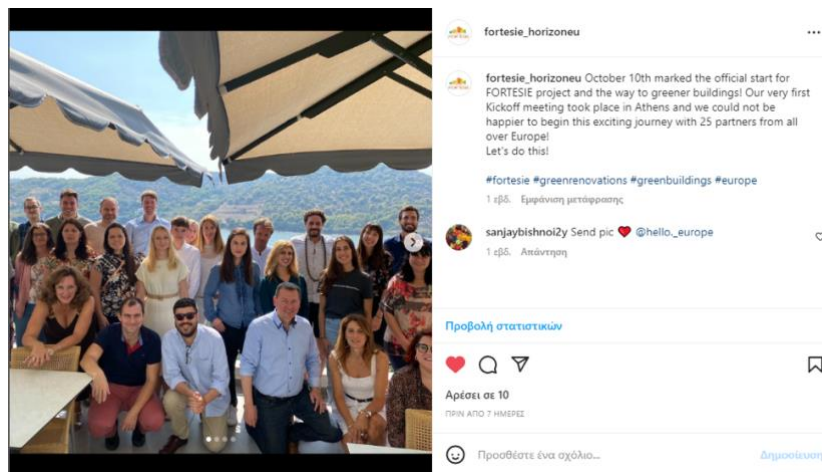


Figure 8 FORTESIE Facebook account

¹ <https://www.statista.com/statistics/376128/facebook-global-user-age-distribution/>

3.1.4.4 Instagram

FORTESIE's fourth and last social media account is on Instagram (*fortesie_horizoneu*), which works as a medium of sharing snapshots of every major update of the project. Thus, FORTESIE wishes to connect with younger generations (18-34 y.o.²), hence impacting future decision makers.



3.1.4.5 Hashtags

Figure 9: FORTESIE Instagram post

All FORTESIE posts include specific hashtags as a way to connect social media content to the right topic, event, theme or conversation. They also make it easier to make posts more discoverable around those specific topics, since they aggregate all social media content with that same hashtag. The usage of specific hashtags will help to increase the post's visibility and the followers' engagement with the posts.

The hashtags used are **#fortesie #greenbuildings #greenrenovations #horizoneurope #EU #europe #EUfunded #HorizonEU #EUresearch #energy #energyefficiency #buildings #energypolicy #renewableenergy #saveenergy #energyconsumption #EUGreenDeal #energytransition #RenovationWave #Renovation #ESIE**

ACTION PLAN

M2-M36: All four social media accounts are continuously updated with posts about project news, events, major updates and the project's overall progress. Articles and press releases

3.1.5 Press releases and articles

Digital press releases and articles are established as an effective mechanism to promote the FORTESIE outcomes and create awareness and familiarity with the project topic, objectives and results at national (in pilot countries) and at European level.

² <https://www.statista.com/statistics/325587/instagram-global-age-group/>

ACTION PLAN

FORTESIE consortium plans to contact media mainly through press releases. These will be released at every major milestone of the project.

Regional media could also be reached through members involved in demo processes.

Approaching each milestone as part of a bigger story is a must to raise attention of the media and create presence on these channels and reach the target groups.

Approximately 15 articles and press releases are targeted throughout the project's course.

Articles: INCL plans to address several mass media specialized on the FORTESIE thematic and all demo leaders will find national channels in pilot countries for sharing FORTESIE contents and translate the press releases into their local languages. Approximately 12 articles will be published in several media during the project's course.

Press releases: Three press releases will be published throughout the project's course, based on the following topics:

- Press release #1: At M4, indicating the project's start
- Press release #2: At M14, announcing the pilots' start
- Press release #3: At M36, sharing the project's end, along with its results

3.1.6 Communication and Dissemination Material

The FORTESIE project will build a strong project identity through effective branding and delivering clear messages to a variety of target audiences. To this end, a project's logo, project's templates and a dedicated brand book (brand guidelines) were created to create a consistent appearance that will be used throughout the whole project in all applicable communication and Dissemination channels (website, poster, templates, and presentations). This is the most effective way to ensure that a consistent identity of FORTESIE is widely communicated.

3.1.6.1 Logo and visual identity

LOGO

A dedicated logo has been agreed upon by the project's partners from the beginning of the project, in order to act as a trademark, promote instant public recognition and trigger reactions from the viewers even from the first performed communication and dissemination activities. FORTESIE's logo was chosen to be simple, easily recognizable and self-explanatory so that people could immediately understand the main idea of the project. The logo mainly uses orange and green and colours referring to green energy and energy consuming buildings.

Iconography, it is a representation of public and private buildings that start as energy consuming premises (red/orange in the middle) and slowly become green and energy efficient, though the renovation process (green on the sides).



Figure 10: FORTESIE Logo

Logo Improper Use



Figure 11: FORTESIE visual identity-logo improper use

COLOR SCHEME

FORTESIE uses multiple color shades, that are relevant to the main color scheme, in order to be able to create interesting designs. Moreover, the correct and incorrect logo usage was defined, in order to avoid using the FORTESIE logo improperly.



Figure 12: FORTESIE visual identity-colour scheme

PRESENTATION TEMPLATE

A presentation template was created, either for complete project presentation or for presentation of results, further contributing to the identity forming and making the project recognisable. This document was distributed to all 25 partners for their use.



Figure 13: FORTESIE Presentation template

ACTION PLAN

INCL designed a draft project logo and visual identity at M1 and the set of templates for agendas, presentations, reports and letters by M2.

Project partners approved the project logo and visual identity before it was used for any project communication purpose, and approved the different templates.

ED uploaded the templates onto the common working area of the project (Proofhub) so that they are accessible to all partners, and the project logo onto the public part of the website for public awareness.

Guidelines were given for all the partners for the use of these material for all activities.

3.1.6.2 Other Communication and Dissemination Material

ROLL-UP BANNERS

A FORTESIE roll-up banner was designed, in order to present the project at the Horizon Europe Day in Luxembourg and in future dissemination events.



Figure 14: FORTESIE first roll-up banner

ACTION PLAN

INCL designed an early version of the roll-up to introduce the main innovations, and promote the social media channels and consortium partners.

At least 5 or more Roll-ups will be designed during the project according to the phase of the project (awareness, results, exploitation), to promote relevant messages to the events the partners will be attending.

The designs of the roll-ups will be available to the partners who want to use them for their activities.

3.1.7 Media kit

A set of promotional material of the project will be developed and distributed through various mass media channels for publicity use. This media kit will be designed by ED and will include project flyers, a poster that will allow the project consortium to reach large audience over a short period of time. These releases will be distributed, e.g. promotional project flyers for the large non-specialist community as well as for the community of relevant stakeholders. Print-outs will be distributed to

partners' institutions (in order to be further distributed through their networks and channels) and on public events.

ACTION PLAN

A project flyer will be produced at M6 to promote the key concepts and messages of FORTESIE, including clear and appealing info-graphics to be distributed on the web (social media, communities, partners' networks, external blogs, etc.). Revised versions of the project flyer will be prepared at M24. The project flyers will be uploaded in electronic format onto the project website as from their production in order to be easily downloaded and publicly shared.

Partners will send electronic copies to relevant contacts in order to enhance the project visibility and promote the FORTESIE contributions.

3.1.8 Promotional videos

A promotional video (e.g. use scenario, objectives, policies, infographics) will be created in M6 in order to highlight the project's objectives, outcomes, case studies etc. Another video will be created in M12, depicting the FORTESIE results up to that date. It will be envisaged to upload these videos to relevant websites to reach other type of communities that may possibly be interested to follow the project outcomes.

Two promotional videos per year are targeted, along with 300 views each.

ACTION PLAN

INCL prepares an initial script for the video, from use cases perspective.

INCL will design a video at M12 and then at M18 to convey the main messages of FORTESIE to wider audience.

Partners will validate the content of the videos.

ALL partners will disseminate the videos among the FORTESIE network of contacts. INCL will create a FORTESIE YouTube channel, where all the videos will be uploaded to. INCL will also share the videos on the project website to make them accessible to the general public.

Partners will promote these videos through their respective contact lists and networks.

3.1.9 Project deliverables

Project deliverables play a major role in the project's external dissemination. The project deliverable titles will all be listed in the public project website. The ones that are characterized as 'public' will be also available in pdf format in order to spread the project excellence and disseminate knowledge as widely as possible. The ones considered as 'confidential' will only be available in the private members area. Classified information will be removed from the deliverables, with a notification in the Annex with the contact to the Project Security Officer, where persons with appropriate security clearance can control the materials in inevitable and justifiable cases.

ACTION PLAN

The final compressed PDF versions of public deliverables are uploaded immediately on the project website after they have been submitted to EC and approved.

3.1.10 Project publications

The FORTESIE partners will work towards the preparation of publications that will illustrate project results, in open access peer-reviewed journals and magazines. They will be prepared each time the project has key findings to disseminate. In addition, project partners will possibly contribute to e-Journals, blogs and newsletters targeting a larger public with shorter articles and news, as well as to policy-oriented publications to enhance project outreach to policy-makers. Those publications will be based on the results of the activities, including but not limited to development guides, study reports, recommendations, lessons learnt and event outcomes. As well as deliverables, publications may only contain non-confidential and non-classified information.

Within FORTESIE project an active publication and dissemination strategy is envisaged, including in particular all results related to the derivation of resilience indicators from big and open data. This will be done in journals such as [ECO Living Magazine](#). Open access will be provided to publications covering FORTESIE and featuring in news sources, peer-reviewed journals, etc. Open access provision will be achieved through publication in open access publications, publication via the 'gold' route, whereby authors pay a fee to the journal to publish the material as open access immediately or publication via the green route. The decision will be based on the publisher selected, the article and the partners who have contributed to the publication. The consortium has allocated budget to cover the cost of gold open access publishing. In terms of the green route, the consortium members have agreed that the material will be deposited immediately upon publication and that the article will be open for access after the shortest embargo period allowed by the respective publication. The contributing partners will agree embargo periods with the publisher upon acceptance of the article. The Zenodo repository will be used as a default for publications using the green route, unless a more specific repository is assessed by the consortium as being more suitable for the material and/or is more consistent with the partner's institutional norms and requirements. FORTESIE deliverables will also be deposited in Zenodo at the close of the project to maximize their reach and ensure their preservation.

A preliminary list of key targeted journals for publications currently identified is provided below:

- Energy and Buildings
- Applied Energy
- Renovation
- Energy Policy
- IEEE Transactions on Smart Grid
- ScienceDirect: Energy Research & Social Science
- Renewable Energy
- Sustainability and the Environment
- Materials for Renewable and Sustainable
- Energy Efficiency Journal (Springer)
- Open Journal of Energy Efficiency (<http://www.scirp.org/journal/ojee/>), ACM Transactions on Sensor Networks (TOSN)
- International Journal of Low-Carbon Technologies
- International Journal of Sustainable Energy

ACTION PLAN

Over the project duration: project partners will in total prepare at least 15 publications.

Whenever the project partners identify one Call for papers/articles of interest to FORTESIE that they wish to apply to, they should inform INCL and/or the partners, in order to share this information with the consortium.

Before submitting a scientific publication, partners are invited to send a draft version to the consortium members. According to the article 17 of the Grant Agreement, “A beneficiary that intends to disseminate its results must give at least 15 days advance notice to the other beneficiaries (unless agreed otherwise), together with sufficient information on the results it will disseminate.”

Therefore, “Any other beneficiary may object within (unless agreed otherwise) 15 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the results may not be disseminated unless appropriate steps are taken to safeguard those interests.”

Each publication will be designed into an eBook that will be disseminated on internal and external channels.

All partners will contribute to the promotion and dissemination of the various publications.

3.2 Dissemination Means

3.2.1 Messages to be disseminated

The different outputs of the Work Packages lead to a wealth of different messages to be disseminated.

Table 5 summarizes the main outputs to be disseminated to the identified target groups during the project lifetime (Messages will be further refined during the implementation by WP and task leaders).

Table 5: Main messages to be disseminated per WP / Task

Work Package	Message
WP1	Project key performance indicators
	Risk management procedures
	Highlights of ethical/legal issue compliance
	Project basic concepts and innovation
WP2	Project value to targeted stakeholders and highlight of requirements
	FORTESIE reference architecture and components specifications. Use case scenarios.
	Highlights of FORTESIE business models for renovation technologies.
	Highlights of FORTESIE services co-created.

WP3	Integrated M&V for renovation packages
	Behavioural model specifications and engagement strategies.
	Specifications of gamified mobile application to communicate challenges, recommendations, ESIE performance, comfort levels and rewards.
	Smart energy performance contracts specifications
	Concepts for financing renovation with Digital green-euro (€G)
	Concepts for financing renovations with Crowdfunding
WP4	Pilots use cases analysed for various target groups.
	Highlight of the measurements procedures for each target building.
	Pilot demonstration of all demos.
	Citizens engagement and continuous interaction results
	Feedback from stakeholders' workshops for validation and refinement of FORTESIE indicators
	Analysing acceptance and trust for renovation packages M&V and the smart contracts.
WP5	Business models and replication scenarios for taking up FORTESIE results in partner and other countries.
	Feedback on FORTESIE methodologies and tools by case studies' stakeholders
	Insights on optimisation and customisation of renovation packages for large scale market
	OSS demonstrations in 2 cases.
	Lessons learned and benchmarking from renovation experience in FORTESIE.
	Green Euro potential as CBDC
WP6	FORTESIE exploitation assets
	Lessons learned and benchmarking from renovation experience in FORTESIE. Recommendations for policy makers and regulators for speeding up renovation adoption.
	Promotion of FORTESIE novel collaborative business models

Highlights of stakeholders' engagement

3.2.2 Participation in events

Project events will come as a dissemination support. They will enable the spreading of the project outputs to the respective target audience and will facilitate valuable feedback from related stakeholders, providing ground for discussion and brainstorming.

In addition, different type of communities will be invited to actively participate in the project through the involvement in initiatives such as open dialogs and consultation, focus groups, workshops, etc. Different workshops organized around the cases studies will be important means to actively engage stakeholders. The workshops will be organized in such a way that they will allow for permeability of the research work developed in the project and the end user and community involvement. Continuous feedback from the communities and end users will be constantly developed to enhance the development of methodologies and indicators based on the feedback, opinions and recommendations from the stakeholder side.

ACTION PLAN:

All the members of the consortium will have as a continuous action to identify local or regional events concerning FORTESIE thematic for sharing the FORTESIE knowledge.

Report on events

Until M3, FORTESIE was disseminated via the participation of consortium partners to the following events:

Dissemination event #1: Digital Transformation Summit

Place: Madeira, Portugal

Date: 24-27 October

Short description

European Commission sets out the vision for Europe's Digital Decade by 2030 proposing the Digital Compass, that revolves around four cardinal points: Government, Infrastructures, Skills and Businesses. The Madeira's Digital Transformation Summit responds to this challenge in a forum where the EU's Digital strategy is debated to achieve the visionary objectives at European and regional levels. Bringing together recognised individualities from the European Commission, Government, Academia and Industry, The Summit sets the scene for a human-centric vision in a digital society. Needs, expectations, developments and innovative solutions will be discussed aiming at digitally empowering citizens and businesses to improve, grow, innovate and compete on fair terms, while achieving climate neutrality.



Figure 15: Digital Transformation Summit

Dissemination event #2: Horizon Europe Day Chrëschaart

Place: Luxinnovation, Luxembourg

Date: 6 December

Short description

Luxinnovation, the National Contact Point for Horizon Europe, invited participants to hear about the latest developments of the Luxembourg research and innovation landscape, especially in regards to the Horizon Europe programme.

During the event, a panel of successful Luxembourgish participants gave ideas and presented examples of successful Horizon Europe projects. The panel included success stories from the University of Luxembourg (SnT) and LIST as well as from Aristeng, a Luxembourg SME.

As the new Horizon Europe work programmes are expected to be published by the end of November, we will use the occasion to give you an overview of the new workprogrammes for 2023 – 2024.



Figure 16: Horizon Europe Day in Luxembourg

4. Expected impact of dissemination & communication activities (WP6 KPIs)

Key Performance Indicators for the impact evaluation are documented in D1.1 Quality, Risk and Innovation Handbook.

Table 6 Targets of the dissemination and communication activities

WP – Activities	Performance Indicator	Framework for Metrics	Target Values
WP6–Exploitation, Dissemination and Communication	6-1 Effectiveness and Impact of Dissemination activities	6-1-1 Visibility of the public FORTESIE website	Approximately 2000 visitors per year, 900 downloads per year,
		6-1-2 Number of articles and journal publications	>15
		6-1-3 Number of news items presented in the website and other social media	≥ 15 per year
		6-1-4 Number of presentations (in external events i.e. symposiums, meetings, conferences)	>8
		6-1-5 Number of # hashtag used on Twitter	1200
		6-1-6 Number of followers on LinkedIn	600
		6-1-7 Number of videos	2 videos per year
		6-1-8 Exhibition stands in the industry Innovation events/fairs	>5
		6-1-9 Number of Thematic Workshops Organisation	>4
		6-1-10 Number of Cluster of European projects and other initiatives	>20
		6-1-11 Number of Targeted Meetings with policy makers	>4
		6-1-12 E-newsletters recipients	5000, 30% opening rate

5. Implementation of the Communication and Dissemination Plan

5.1 Roadmap and preliminary action plan

A communication roadmap will be determined for the whole duration of the project. At M4, INCL will create a communication plan template, which will be distributed to all FORTESIE partners, in order to fill in all their planned dissemination activities until M12. This action will be repeated at M10, M16, M22, M28 and M34 of the project (every six months), to have a complete and successful communication of the project and reach the targeted KPIs.

5.2 Dissemination Procedures

The participation of consortium partners in any event with an opportunity for Dissemination and promotion of (conferences, workshops, etc.), as well as the performance of every dissemination activity related to FORTESIE (presentations, paper submissions, material distribution etc.), has to be communicated beforehand to the Dissemination Manager in order to ensure high-quality FORTESIE publications, presentations and other communication material, avoid overlaps and possible disclosure of restricted or confidential information and lastly, monitor and record the project's communication and dissemination activities and their impact in an effective way.

5.3 EU Acknowledgement

There are three types of acknowledgments that must be added depending on the type of materials produced:

1. The following acknowledgment text should be included in all publications related to the FORTESIE work:
"This work is a part of the FORTESIE project. This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101080029. This content reflects only the authors' views and the European Commission is not responsible for any use that may be made of the information this publication contains."
2. For other communication activities, please add the EC emblem (flag) available ([ADD LINK](#)), with the following sentence: "This work is a part of the FORTESIE project. This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101080029. The content reflects only the authors' view and European Commission is not responsible for any use that may be made of the information it contains."
3. For infrastructure, equipment and major results, please add the EC emblem (flag) and the following sentence: "This [infrastructure] [equipment] [insert type of result] is part of the FORTESIE project. This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101080029. Content reflects only the authors' view and European Commission is not responsible for any use that may be made of the information it contains."

6 Conclusions

In conclusion, the FORTESIE communication and dissemination strategy proposes diversified channels of promoting the project throughout its lifetime with specific plans appropriate for the targeted stakeholders. The channels include dissemination via social media, the project website, participation in related events, conferences, publishing papers, etc. To ensure the effectiveness and continuity of dissemination activities, all consortium members have been involved in this task. Furthermore, each project partner has or will promote the FORTESIE project via their company's/organization's website and use their network of contacts to spread the news on FORTESIE objectives and achieved results.

The communication and dissemination activities will be performed throughout the project duration. During this time, every activity will be targeted at various groups including end users, stakeholders, policy makers, media, other projects, and wider public. Such outreach is believed to contribute to the successful exploitation of the FORTESIE solution. To measure the effectiveness of the activities, key performance indicators have been defined and explained in section 4 of the document. In addition, the hereby report is the first one on communication and dissemination. Next iterations will follow in M18 and M36. They will provide information on the next phases of communication, dissemination, and the stakeholder engagement report.