

Innovation Action



CBDC powered Smart PerFORrmance contracTs for Efficiency, Sustainable,  
Inclusive, Energy use

## D6.3 Website and Communication, dissemination, and stakeholder engagement

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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

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## Executive Summary

This deliverable provides a concise overview of the strategic communication and dissemination plan developed for the FORTESIE project. It outlines key components including project objectives, communication strategies, stakeholder engagement initiatives, and website performance analysis.

The document emphasizes the significance of effective dissemination in achieving project goals and reaching target audiences. Through tailored strategies such as social media engagement, article creation, and participation in events, FORTESIE aims to maximize visibility and engagement.

Stakeholder engagement activities, including consortium-led dissemination efforts and engagement workshops, are highlighted as integral to fostering collaborative relationships and enhancing project impact.

Additionally, website performance analysis offers insights to optimize user experience and increase traffic. By leveraging these strategies, FORTESIE aims to effectively communicate its message and achieve its overarching objectives.

## 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 constantly updated and presented to the consortium at internal periodic meetings.

### 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 optimized to improve the ESIE performance considering energy, CO<sub>2</sub> 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.

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 incentivization and behavioral change models that aim to stimulate long term engagement with focused interactions to adopt green behavior
- 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 revolutionizing the financing of renovation approaches. An online

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marketplace, will be offering first level advice, directing consumers through the value chain of stakeholders and facilitating access to these “packaged” renovation services.

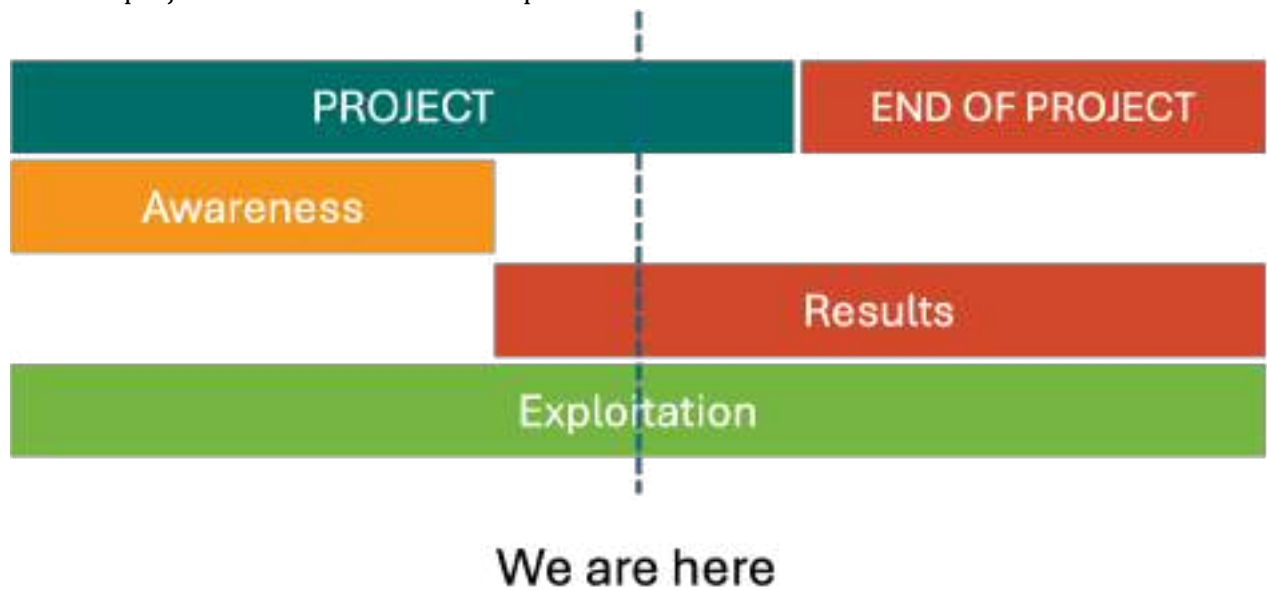
## **1.2 Deliverable Purpose**

This deliverable serves as a comprehensive guide outlining the strategies and methodologies for disseminating project outcomes and fostering effective communication within the FORTESIE project. With a structured approach encompassing various channels and engagement tactics, the plan aims to reach target audiences efficiently while maximizing project impact. From defining dissemination objectives and communication strategies to assessing website performance and stakeholder engagement, each section contributes to a cohesive framework designed to enhance project visibility, engagement, and ultimately, success.

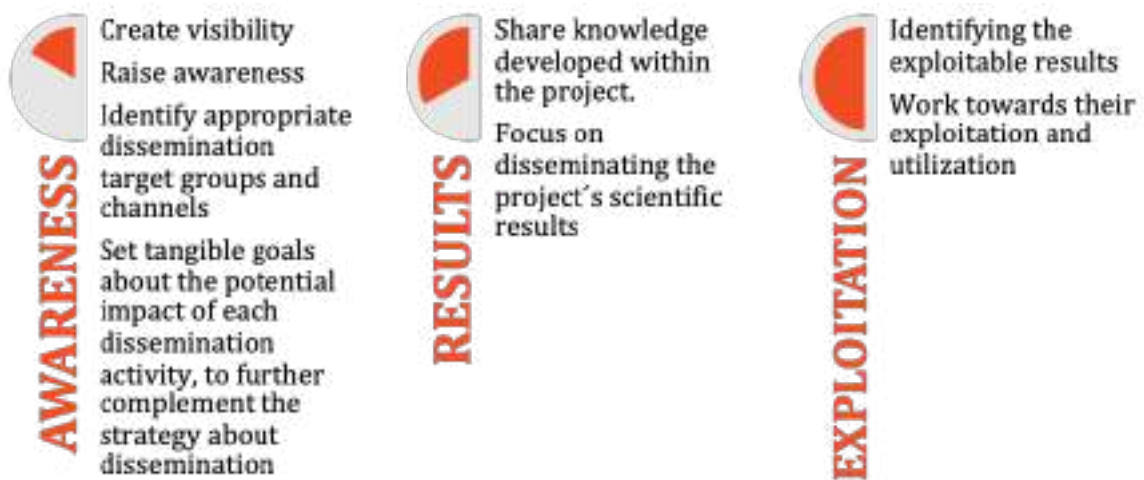
## 2 Project Dissemination and Communication

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, M18, FORTESIE project is in “Mid-term Results” phase:



*Figure 1: Phases of the FORTESIE Strategy 1*



*Figure 2: Phases of the FORTESIE Strategy 2*

## 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 that is 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 will 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 Dissemination Means

### 2.4.1 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 maximize its potential outreach specially to get the maximum reach. Therefore, FORTESIE is actively engaging 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](#), [X \(former Twitter\)](#), [Facebook](#) and [Instagram](#), were set up and activated.

#### X (former Twitter)

Twitter is one of the four social networking platforms that are used 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. This account has gathered 52 followers. The total impressions of all 39 posts are 1596 and the average engagement rate is 4,35%.

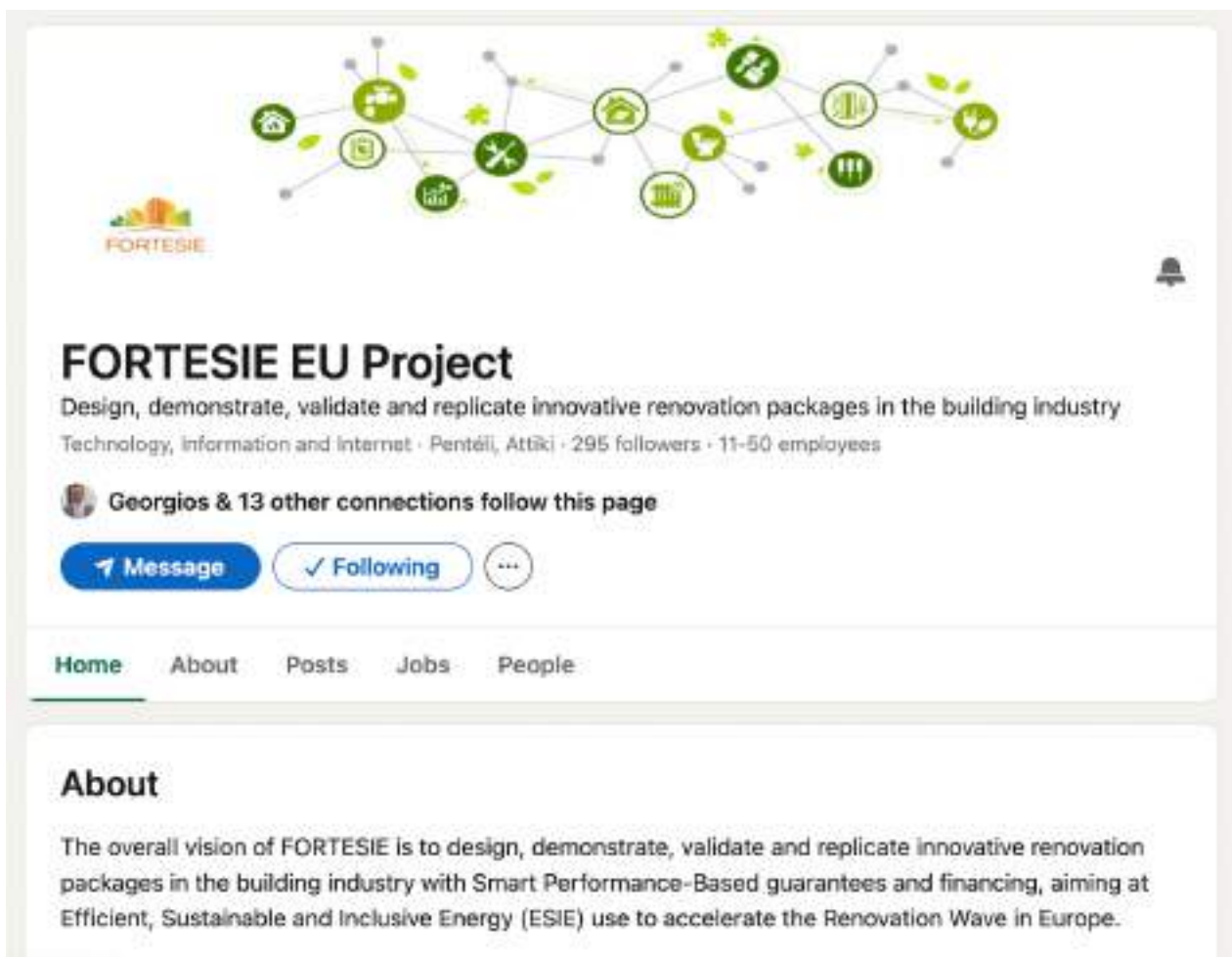


*Figure 4: FORTESIE X (former Twitter) account*

## 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 us 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. This account has gathered 295 followers. In the last 365 days, this LinkedIn account has gathered:

- 18176 impressions
- 22 reposts
- 5,8% average engagement rate



*Figure 5: FORTESIE LinkedIn account*

## 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.

This account has gathered 52 likes and 62 followers, with 92 profile visits.

For the lifetime of FORTESIE's facebook account, the achieved reach is 823 accounts and there are a total of 140 post reactions.



*Figure 6: FORTESIE Facebook account*

## 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.<sup>(2)</sup>), hence impacting future decision makers.

This account has gathered 63 followers. In the last 90 days, the total impressions were 60.

Moreover, 86 accounts were reached, from which 41 became followers.



Figure 7: FORTESIE Instagram post

## 2.4.2 Participation in events

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

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

### Report on events

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 2022

#### **Short description:**

The 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 responded 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 recognized individualities from the European Commission, Government, Academia and Industry, The Summit set the scene for a human-centric vision in a digital society. Needs, expectations, developments and innovative solutions were discussed aiming at digitally empowering citizens and businesses to improve, grow, innovate and compete on fair terms, while achieving climate neutrality.



*Figure 8: Digital Transformation Summit*

**Dissemination event #2:** Business event organized by Weber Saint-Gobain

**Place:** Avilés, Spain

**Date:** 30 November 2022

**Short description:** GAR participated in a professional engagement hosted by Weber Saint-Gobain, focusing on its involvement in EU-funded initiatives, notably the FORTESIE project. The presentation provided an overview of the objectives of the FORTESIE project, emphasizing GAR's significant contributions. Attendees comprised leading enterprises operating within the energy rehabilitation sector of the building industry in the region.

**Dissemination event #3:** Horizon Europe Day Chrëschmaart

**Place:** Luxinnovation, Luxembourg

**Date:** 6 December 2022

**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.



*Figure 9: Horizon Europe Day in Luxembourg*

**Dissemination event #4: Built4People partnership event**

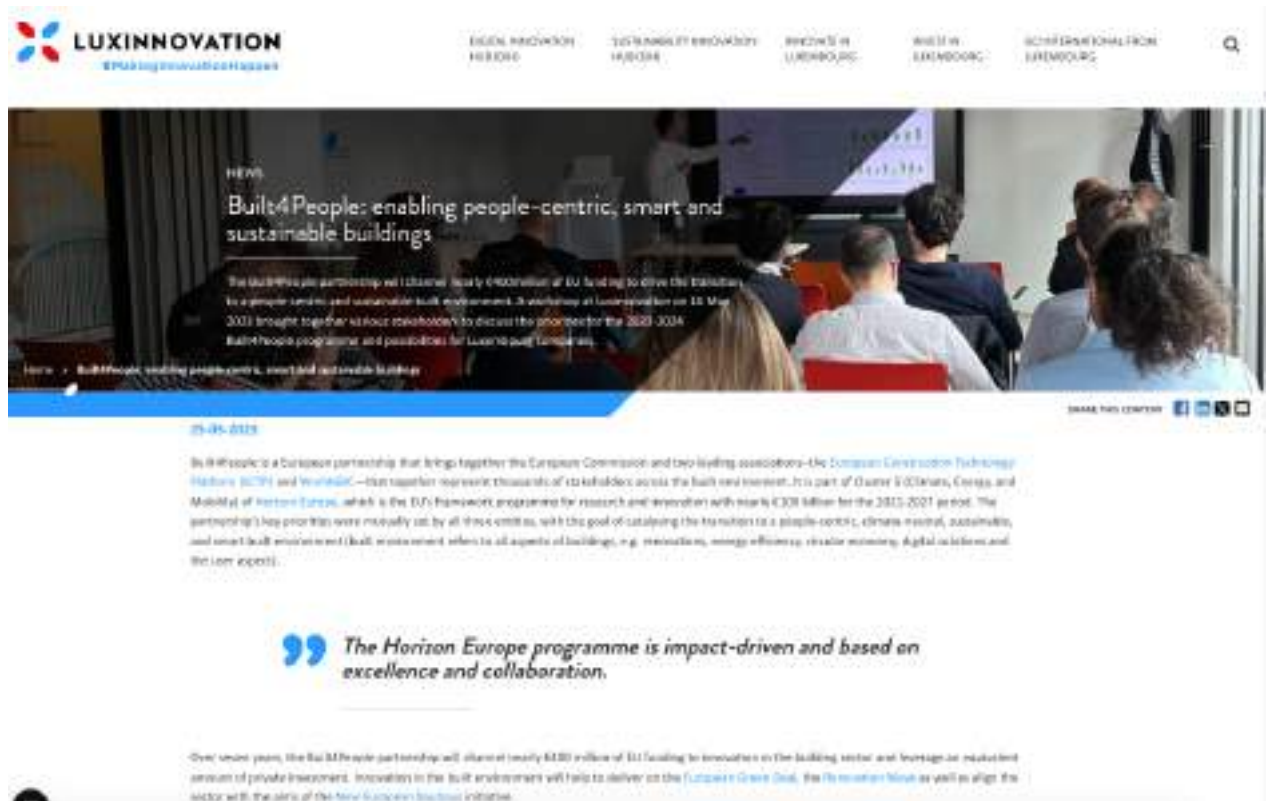
**Place:** Luxinnovation, Luxembourg

**Date:** 10 May 2023

**Short description:**

Proud for our project to have been a participant at the Built4People partnership event hosted by Luxinnovation GIE on May 10th, 2023. Together, we're shaping cities for a better future! Take a look below at the related article that has been released, summarizing the main messages of this workshop.

<https://www.luxinnovation.eu/news/built4people-enabling-people-centric-smart-and-sustainable-buildings/>



**Figure 10: Blog of LuxINNOVATION about Build for People partnership and FORTESIE**

### Dissemination event #5: Sustainable Places Conference

**Place:** Madrid, Spain

**Date:** 14 June 2023

#### Short description:

A workshop was organized by project NEBULA with title “B4P X NEB” aimed to stimulate and nurture collaboration between two major initiatives which both contribute to delivering the European Green Deal objectives:

✦ The Built4People (B4P) partnership  
✦ The New European Bauhaus (NEB) initiative

It offered pitches of both B4P and NEB innovation projects; it invited B4P and NEB stakeholders’ communities to collaborate toward an inclusive and positive built environment. The workshop supported conducting an initial brainstorming on a potential collaboration plan over 2023-2024 between B4P&NEB communities.



*Figure 11: Sustainable Places Conference 2023*

#### Workshop agenda:

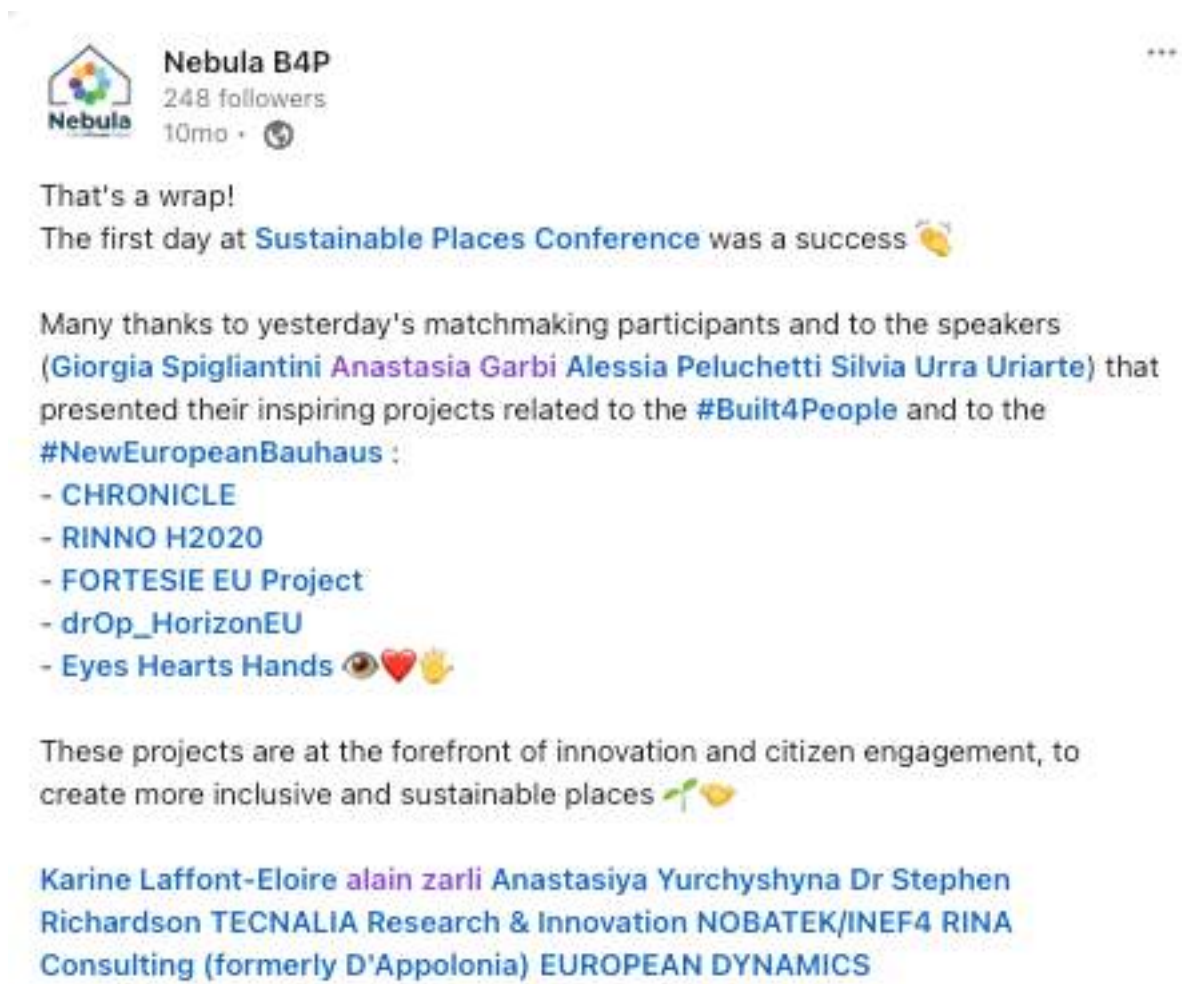
- Workshop opening by Karine Laffont (NEBULA) (10'): In this opening presentation, NEBULA will introduce the set of actions it intends to implement to stimulate synergies between the B4P partnership and the NEB initiative. This opening will also quickly introduce the main objectives and expected outcomes of this Workshop.
- Project pitches (8' per project): From building renovation to city transformation

- CHRONICLE, Building Performance Digitalization and Dynamic Logbooks for Future Value-Driven Services
- RINNO, An augmented intelligence-enabled stimulating framework for deep energy renovation delivering occupant-centered innovations
- FORTESIE, Smart performance contracts for Efficiency, Sustainable, Inclusive, Energy use
- drOp, Digitally enabled social district renovation processes for age-friendly environments driving social innovation and local economic development
- EHHUR, EYES HEARTS HANDS Urban Revolution

Panel discussion 15':

Q&A with the audience, moderated by Mohaddeseh Maktabifard (NEBULA) (10'): an opportunity for project partners to exchange ideas and establish synergies

Closing remarks by Alain Zarli (B4P, NEBULA) (5'): highlights of the workshop and tentative next steps and actions to continue the initiated collaboration.



*Figure 12: LinkedIn post of FORTESIE and the other projects in BEP4PXNEB workshop*



*Figure 13: Presentation of FORTESIE in BEP4PXNEB workshop*

**Dissemination event #6:** Seminar: Promoting Energy Rehabilitation

**Place:** University of Oviedo, Spain

**Date:** 23 October 2023

**Short Description:** Talk at the Faculty of Economics, University of Oviedo, discussing energy rehabilitation in Asturias and promoting the FORTESIE project.

<https://www.lne.es/economia/2023/10/23/asturias-funciona-aborda-hoy-futuro-93669464.html>

**Dissemination event #7:** Technical Conference: Advancing Building Energy Efficiency and Renovation Through Digital Technologies

**Place:** Langreo, Spain

**Date:** 28 November 2023

**Short Description:** Presentation: "Harnessing Digital Technologies for Building Energy Efficiency and Renovation" at the Technical Conference on "Advancing Energy Efficiency and Building Refurbishment" organized in Asturias by ENE. CTIC provided an informative overview of the FORTESIE project, highlighting its significance in the field.

<https://enernalon.org/jornadas-tecnicas-de-enernalon/>

**Dissemination event #8:** Dissemination event at CTIC offices

**Place:** Gijon, Spain

**Date:** 19 January 2024

**Short Description:** Presentation of FORTESIE project at CTIC offices after the 2nd two-day Plenary Meeting in Gijon, Spain. 20 construction and energy companies met in Gijón, together with CTIC, to learn about the opportunities and challenges that Europe poses in this area and explore the possibilities of collaboration in European R&D&I projects.

Through these meetings, the aim is to encourage the participation of the Asturian business community in international R&D and innovation activities and facilitate their access to financing offered by the European Union. Anastasia Garbi, from European Dynamics, coordinating entity of the European project Fortesie, of which CTIC is a part along with 26 other partners from 8 countries, participated in this working breakfast to talk about the growth opportunities that systems integration represents for companies. advanced energy efficiency in their projects.

Following this presentation, Fidel Díez, R&D Director of CTIC Technological Center, spoke about technological innovation in the field of energy efficiency. He presented the three Horizon Europe projects in which CTIC is currently working on this topic ( FORTESIE , RE-SKIN and MODERATE ) with a joint amount of 21,980,998.90 euros; of which 1,774,000.00 correspond to the participation of CTIC and 1,575,906.00 euros to the 6 Asturian companies and entities that also integrate these projects through demonstrators of the developed technologies that are implemented in Asturias.

<https://www.fundacionctic.org/es/noticias/jornada-impacto-tecnolog%C3%ADas-del-dato>



*Figure 14: Pictures of the event with the industry in Asturias*

### **Dissemination event #9:** Kick-off Meeting: Network of building renovation projects

**Place:** Online

**Date:** 12 March 2024

**Short Description:** Kick-Off meeting of a joint network of projects working on building renovation. The goal of this meeting was to present FORTESIE to a wide group of similar projects and discuss potential synergies and collaborations.

#### **Action Plan:**

- **#SmartEnergyCluster 2nd Collaboration Workshop**

**Place:** Online

**Date:** 8 April 2024

**Short Description:** FORTESIE is part of the Smart Energy Cluster as of December 2023. This cluster is organizing its second collaboration workshop for the newest of its members to be able to connect and discuss potential synergies and collaborations.

- **ENERGATE-FORTESIE-InEExS Joint Workshop**

**Place:** Online

**Date:** 16 May 2024 (planned)

**Short Description:** The scope of this event, co-organized by InEExS, ENERGATE and FORTESIE projects is to present different **services, business models** and **tools** that can be replicated by the stakeholders involved in the value chain of sustainable building renovation, in order to accelerate the implementation of energy efficiency in buildings.

## **2.5 Synergies with other projects and clusters**

FORTESIE is not an isolated initiative but rather part of a broader ecosystem of projects and clusters working towards similar goals in the field of energy efficiency, building renovation, and sustainable development. Below are descriptions of some of these projects and clusters, along with their connection to FORTESIE:

- **EBENTO (Energy Buildings towards Zero Impact):**
  - **Description:** EBENTO project focuses on demonstrating and integrating new business models and cutting-edge technology for energy performance guarantees and contracts, with a particular emphasis on involving public institutions and cooperatives. It aims to engage citizens as key players in the energy transition and facilitate their investment decisions in energy efficiency.
  - **Connection to FORTESIE:** Both FORTESIE and EBENTO share a common objective of enhancing energy efficiency in buildings through innovative business models and technology. While EBENTO emphasizes public institutions and cooperatives, FORTESIE focuses on designing renovation packages with Smart Performance-Based guarantees and financing, aiming for efficient, sustainable, and inclusive energy use.

- **DigiBUILD:**
  - **Description:** DigiBUILD seeks to transform traditional building approaches into digital and smart buildings by integrating heterogeneous data sources and placing stakeholders at the core of these buildings. It aims to catalyze this transformation through the deployment of high-quality data and next-generation digital building services.
  - **Connection to FORTESIE:** DigiBUILD's focus on digital transformation aligns with FORTESIE's use of innovative digital technologies for measurement and verification of building performance improvements. Both projects share an interest in leveraging data and technology to enhance the energy efficiency and sustainability of buildings.
- **RENOVERTY:**
  - **Description:** RENOVERTY aims to foster energy efficiency building upgrades in energy-poor households across various European regions. It focuses on establishing frameworks for building renovation roadmaps that are financially viable and socially just, with a specific emphasis on vulnerable rural districts.
  - **Connection to FORTESIE:** FORTESIE and RENOVERTY both aim to improve energy efficiency in buildings, albeit with different target populations and geographic focuses. While RENOVERTY focuses on rural areas and vulnerable populations, FORTESIE targets a broader audience with its innovative renovation packages and financing schemes.
- **EYES HEARTS HANDS:**
  - **Description:** Eyes Hearts Hands project responds to climate change challenges by bridging art, culture, education, science, and technology. It aims to tackle climate change issues by embracing the principles of the New European Bauhaus and engaging citizens in the energy transition.
  - **Connection to FORTESIE:** Both FORTESIE and Eyes Hearts Hands share a commitment to engaging citizens and fostering sustainable development. While FORTESIE focuses on energy-efficient building renovation, Eyes Hearts Hands adopts a multidisciplinary approach that aligns with FORTESIE's vision of inclusive and sustainable energy use.
- **CHRONICLE:**
  - **Description:** CHRONICLE project aims to support sustainable design, construction, and renovation of buildings through digital tools and services. It focuses on improving building performance in terms of energy efficiency, comfort, and resident well-being, with a human-centric approach to digitalization.
  - **Connection to FORTESIE:** Both FORTESIE and CHRONICLE share an interest in improving building performance through digital tools and services. While CHRONICLE focuses on building performance assessment and renovation, FORTESIE emphasizes innovative renovation packages and financing schemes.
- **Smart Energy Cluster:**
  - **Description:** FORTESIE has joined the Smart Energy Cluster, a collaboration of 22 projects dedicated to realizing the smart energy transition. The cluster aims to leverage and multiply project results, enhance cooperation among different service providers, and engage target groups in sustainable energy investments.
  - **Connection to FORTESIE:** The Smart Energy Cluster provides a platform for collaboration and knowledge exchange among projects working towards similar energy transition goals. By participating in the cluster, FORTESIE can share its expertise in

building renovation and smart energy solutions while learning from other projects' experiences and achievements.

- **Network of Building Renovation Projects:**
  - **Description:** The "Network of Building Renovation Projects" cluster serves as a dynamic platform for connecting diverse projects focused on advancing building renovation methodologies, technologies, and practices. Through shared knowledge and resources, participants in the cluster collaborate to address common challenges and seize opportunities in the field of sustainable building renovation.
  - **Connection to FORTESIE:** FORTESIE, as a pioneering project within the cluster, contributes to the charge in innovative renovation methodologies and financing models. By actively engaging with the cluster, FORTESIE harnesses collective expertise to accelerate the adoption of efficient, sustainable, and inclusive building renovation practices across Europe.

<https://rehouse-project.eu/network-of-building-renovation-projects/>

## 2.6 Key Performance Indicators (KPIs)

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

**Table 1** Targets of the dissemination and communication activities

WP – Activities	Performance Indicator	Framework for Metrics	Target Values	Progress so far
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,	7,425 unique visitors in 2023, 538 downloads so far
		6-1-2 Number of articles and journal publications	>15	5 articles published in Spanish newspapers from ENE
		6-1-3 Number of news items presented in the website and other social media	15 per year	16 so far

	6-1-4 Number of presentations (in external events i.e. symposiums, meetings, conferences)	>8	9 so far
	6-1-5 Number of # hashtag used on Twitter	1200	31 unique hashtags
	6-1-6 Number of followers on LinkedIn	600	295 so far
	6-1-7 Number of videos	2 videos per year	None so far
	6-1-8 Exhibition stands in the industry Innovation events/fairs	>5	1 so far
	6-1-9 Number of Thematic Workshops Organization	>4	4 so far
	6-1-10 Number of Cluster of European projects and other initiatives	>20	2 clusters so far
	6-1-11 Number of Targeted Meetings with policy makers	>4	None so far
	6-1-12 E-newsletters recipients	5000, 30% opening rate	No newsletter sent so far

## 2.7 Action Plan

Based on the current progress and objectives of the FORTESIE project, the following action plan outlines key activities and initiatives for the upcoming months:

- **Continuous Social Media Engagement:**
  - Continue the "FORTESIE Partners Monday" campaign, introducing one partner every Monday to showcase the diversity and expertise within the consortium.
  - Maintain engagement with followers by posting regular updates, project highlights, and relevant industry news.

- Run targeted campaigns to promote project milestones, events, and key achievements.
  - Amplify engagement through interactive content such as polls, Q&A sessions, and behind-the-scenes glimpses.
  - Highlight the success of past campaigns, such as the International Women's Day (IWD) campaign, which featured powerful women participants in FORTESIE sharing their stories and contributions. Such campaigns will continue to be organized in the future to celebrate diversity, inspire others, and foster inclusivity within the energy efficiency and building renovation community.
- **Website Updates:**
    - Ensure the website remains up to date with the latest project developments, news, and resources.
    - Regularly update content sections to provide valuable information and insights for visitors.
    - Optimize website structure and navigation for improved user experience and accessibility.
    - Incorporate multimedia elements such as videos, infographics, and case studies to enhance engagement.
  - **Promotional Video:**
    - Produce a high-quality promotional video showcasing the goals, activities, and impact of the FORTESIE project. (M19)
    - Collaborate with partners to gather footage, testimonials, and visual assets highlighting project achievements. (M24)
    - Edit and finalize the video for publication on M19, maximizing visibility and reach across relevant platforms.
    - This and all future videos are going to be uploaded on the FORTESIE YouTube channel that is going to be created (M19)
    - Utilize the video as a powerful tool for communication, outreach, and stakeholder engagement. (until M36)
  - **Newsletter Publication (M19):**
    - Plan and curate content for the upcoming newsletter, focusing on project updates, recent achievements, and upcoming events.
    - Include highlights from the "FORTESIE Partners Monday" campaign and other relevant content.
    - Design visually appealing layouts and incorporate multimedia elements to enhance engagement and readability.
    - Distribute the newsletter to the growing list of subscribers, which has reached 12 members, ensuring timely dissemination of project information and fostering stakeholder engagement.
  - **Evaluation and Adaptation:**
    - Regularly evaluate the effectiveness of communication strategies and engagement initiatives through metrics such as reach, engagement, and feedback.
    - Adapt communication tactics based on performance insights and stakeholder feedback to optimize impact and resonance.
    - Monitor industry trends, audience preferences, and emerging platforms to stay agile and responsive in communication efforts.

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By implementing this action plan, we aim to maintain momentum in communication and dissemination activities, strengthen stakeholder engagement, and further raise awareness about the FORTESIE project's objectives and achievements. Through continuous efforts across multiple channels, we strive to maximize impact and drive meaningful outcomes in the months ahead.

### 3 Stakeholder Engagement

#### 3.1 Consortium Communication and Dissemination Actions

Within the framework of the FORTESIE project, robust communication and dissemination strategies are pivotal in ensuring the broad dissemination of project objectives, outcomes, and progress. This chapter provides a comprehensive overview of the Communication and Dissemination Actions undertaken by the consortium partners since the inception of the project.

A detailed table accompanies this narrative, outlining the diverse range of activities implemented to engage stakeholders, disseminate knowledge, and foster collaboration in advancing sustainable energy transitions.

**Table 2** Communication and Dissemination Actions per Partner

Partner	Action
IEECP	Social Media Post announcing FORTESIE's kick-off and KOM on LinkedIn.
	Social Media Post announcing the beginning of FORTESIE and summarizing its work on LinkedIn.
	Newsletter announcement of the FORTESIE website with a link.
	FORTESIE added to the project's directory of the Enlit conference.
NTUA	Presentation of the FORTESIE project at the Digital Transformation Summit in Madeira, Portugal.
GarcíaRama	Repost of FORTESIE's Kick-off Meeting in Athens Facebook post.
	Post about FORTESIE's Kick-off Meeting in Athens on GarcíaRama's X account.
	FORTESIE project description added to GarcíaRama's webpage.
	Presentation at a business event organised by Weber Saint-Gobain in Avilés, Spain.
	Television program broadcast on the regional channel TPA featuring GarcíaRama discussing energy rehabilitation models.
	Repost of FORTESIE's 1st Demo Introduction X Post.
	Repost of FORTESIE's 1st Plenary Meeting social media post.
	Talk at the Faculty of Economics, University of Oviedo, discussing energy rehabilitation in Asturias and promoting FORTESIE.
	Publication in regional media outlets featuring data on energy rehabilitation.
	Post announcing the program of the technical conference organized by ENE.

	<p>Post announcing the date for the technical conference event organized by ENE.</p> <p>Presentation at the Technical Conference on "Energy efficiency and refurbishment of buildings" organized in Asturias by ENE.</p>
<b>CORDIA</b>	<p>FORTESIE project description added to CORDIA's webpage.</p> <p>Introducing the FORTESIE project and presenting CORDIA's role in external meetings with different companies and organizations.</p>
<b>CTIC</b>	<p>FORTESIE description in the website of CTIC in Spanish.</p> <p>FORTESIE description in the website of CTIC in English.</p> <p>Twitter/X publication about the FORTESIE Kickoff meeting.</p> <p>Communication in X (former Twitter) informing about the inclusion of FORTESIE in the catalogue "Smart Buildings EU-funded Innovations".</p> <p>Communication in LinkedIn informing about the inclusion of FORTESIE in the catalogue "Smart Buildings EU-funded Innovations".</p> <p>Communication on LinkedIn for Women's Day.</p> <p>Description of FORTESIE included in a special article about CTIC's activity in Horizon Europe.</p> <p>Communication in LinkedIn informing about the special article published in the newspaper "El Comercio".</p> <p>LinkedIn publication about the first plenary meeting in Athens, indicating the presentation by CTIC.</p> <p>LinkedIn publication about the first plenary meeting in Athens, indicating the role of CTIC in the pilots, during the second day.</p> <p>Twitter/X publication about the first plenary meeting in Athens, indicating the role of CTIC in the pilots, during the second day.</p> <p>LinkedIn publication about the technical meeting that took place after the first plenary meeting in Athens.</p> <p>Twitter/X publication about the technical meeting that took place after the first plenary meeting in Athens.</p> <p>Presentation "Digital technologies for building energy efficiency and renovation" at the Technical Conference on "Energy efficiency and refurbishment of buildings" organized in Asturias by ENE.</p> <p>LinkedIn publication informing about the presentation at the Technical Conference on "Energy efficiency and refurbishment of buildings".</p> <p>A LinkedIn post informing about the info day "The Impact of Data Technologies on Energy Efficiency in Buildings" in which FORTESIE was presented.</p> <p>LinkedIn post informing about FORTESIE, in the scope of the world energy efficiency day.</p>
	<p>Repost of FORTESIE's Kick-off Meeting in Athens on Instagram.</p>

<b>ENE</b>	Repost of FORTESIE's Kick-off Meeting in Athens on Facebook.
	Repost on the first plenary meeting, connection online indicating the role of Enernalon in the webpage.
	Advertising technical days.
	Facebook publication informing about the presentation at the Technical Conference on "Energy efficiency and refurbishment of buildings".
	Instagram publication informing about the presentation at the Technical Conference on "Energy efficiency and refurbishment of buildings".
	Newspaper article about the refurbishment of buildings and technical conferences carried out by Enernalón, in which FORTESIE was discussed.
	Newspaper article about the age of the houses in Langreo (Asturias) and the Enernalon technical conferences day.
	Newspaper article on rehabilitation and energy efficiency day, highlighting the role of Enernalon in FORTESIE.
<b>LUH</b>	Presentation in Conference: FORTESIE project presented in technical conferences.
	FORTESIE description on the website of the LUH in German. FORTESIE description on the website of the LUH in English.
<b>APES</b>	Repost of FORTESIE's Awareness Month LinkedIn post.
<b>ECN</b>	Repost of FORTESIE's Awareness Month LinkedIn post.
<b>JUST</b>	Impact Report
	Newsletter mentioning the FORTESIE project.
<b>GK</b>	Facebook publication informing about the presentation at the Technical Conference on "Energy efficiency and refurbishment of buildings".
<b>COOP</b>	News created on Coopérnico's website.
	Various posts on Coopérnico's FB, LinkedIn & X pages.
	Newsletter: FORTESIE and COOP pilot description.
<b>plus48 Architecture</b>	Post about FORTESIE's Kick of Meeting Meeting in Athens.
	Post about FORTESIE's 1st Plenary Meeting in Athens.
	Post about FORTESIE's 2nd Plenary Meeting in Gijon.

### 3.2 Consortium Engagement Workshop

Conducted during the 2nd Plenary Meeting of FORTESIE in Gijón, Spain, in January, a Consortium Engagement Workshop emerged as a pivotal undertaking within the project's timeline. Recognizing the fundamental importance of effective communication and dissemination in driving project success, the workshop was strategically designed to engage partners in refining their communication strategies. By fostering a collaborative environment, the workshop sought to enhance partner involvement and alignment with project objectives, ultimately amplifying the impact of FORTESIE within the energy rehabilitation landscape.



*Figure 15: Consortium Engagement Workshop - 2nd Plenary Meeting*

### **Goals of the Workshop:**

The primary objectives of the workshop were twofold:

- **Understanding Roles and Tasks:** To elucidate the roles of each partner and delineate the specific tasks associated with the FORTESIE project. This understanding is fundamental for cohesive collaboration and efficient task execution.
- **Communication Directives:** To discern the relevance of various communication aspects within each task and elucidate how best to communicate them. Establishing a communication direction ensures coherence and consistency in disseminating project information.

### **Key Findings:**

The workshop discussions offered profound insights into various aspects crucial for the success of the FORTESIE project. In the first part of this workshop, all partners were asked to provide their messages and their audiences throughout the FORTESIE project. In the second part, each partner was asked to describe their FORTESIE “story”, using Joseph Campbell's Hero's Journey Framework. The hero's journey is a proven model to identify a protagonist like a user, their quest to victory like achieving their goals, their decisive crisis like the lack of functionality of a product/service, and finally, their return home or the achievement of their goal through our product's new feature.

Below is a detailed summary of the main findings:

### **Definition of Message and Target Audience:**

- Partners showcased a diverse range of objectives and audiences.
- COOP aims to empower householders facing thermal discomfort by maximizing energy production post-renovation.
- Veolia focuses on the impact of renovations, targeting homeowners and project partners.
- JUST and GAR address energy poverty and high energy demands in housing, catering to beneficiaries, volunteers, and homeowners seeking improved living conditions.
- SIN and ED are invested in facilitating effective communication and engagement within the project, targeting pilots, stakeholders, and digital component developers.
- CTIC and ENE prioritize knowledge dissemination and awareness, targeting ESCOs, public authorities, and homeowners seeking energy rehabilitation information.
- Cordia focuses on improving energy efficiency through specific technologies, targeting Greek pilot employees and companies.

### **Narratives Using Joseph Campbell's Hero's Journey Framework:**

- Partners outlined their journey from the ordinary world to the envisioned new world, highlighting challenges, calls to action, and ultimate outcomes.
- COOP envisions a transformation from poor-quality housing and high energy prices to scalable renovation solutions.
- NTUA oversees the pilot operations, tackling delays and ensuring timely support for pilots.

- SIN navigates the challenges of user adoption, striving to present innovations effectively and benefit society.
- Veolia focuses on testing and implementing energy-saving proposals globally, leading to proven measures for reducing energy consumption.
- LEIF confronts governmental and societal barriers, advocating for policy support for ESCO projects and educating stakeholders about ventilation solutions.
- Just and GAR address housing poverty and high energy demand, aiming to provide

### **Action Plan:**

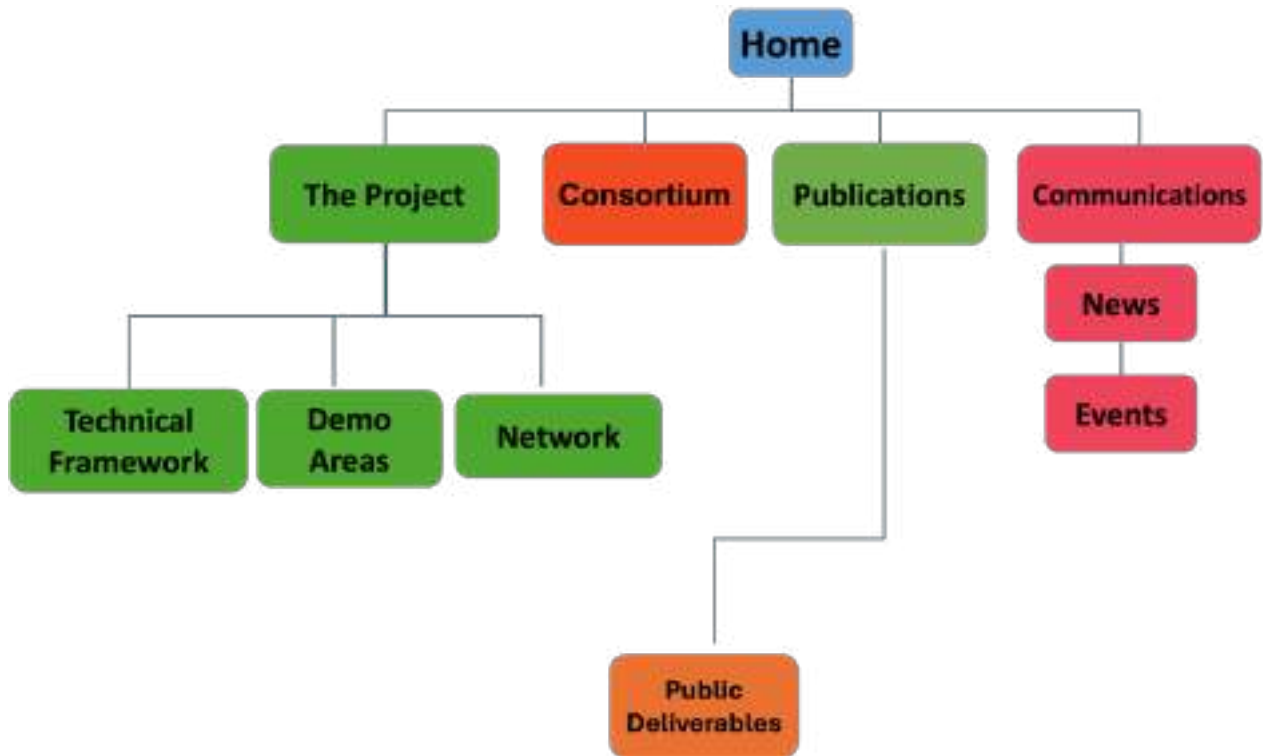
Building upon the workshop findings, the upcoming months will focus on:

- Further refining communication messages to ensure alignment with project objectives and partner roles.
- Implementing regular check-ins to maintain clarity and consistency in communication efforts.
- Exploring additional tools and strategies to engage target audiences effectively and maximize project impact.

The workshop served as a catalyst for refining communication strategies within the FORTESIE project. By delineating roles, tasks, and communication directives, the workshop lays a robust foundation for cohesive collaboration and impactful dissemination efforts. Moving forward, sustained dialogue and alignment will be pivotal in maximizing the project's efficacy and realizing its objectives.

## 4 FORTESIE Website Structure and Performance

### 4.1 Website Current Structure



*Figure 16: FORTESIE's Website Current Structure*



Figure 17 : FORTESIE’s Website Home Page



Figure 18: FORTESIE’s Website Home Page - Target Groups

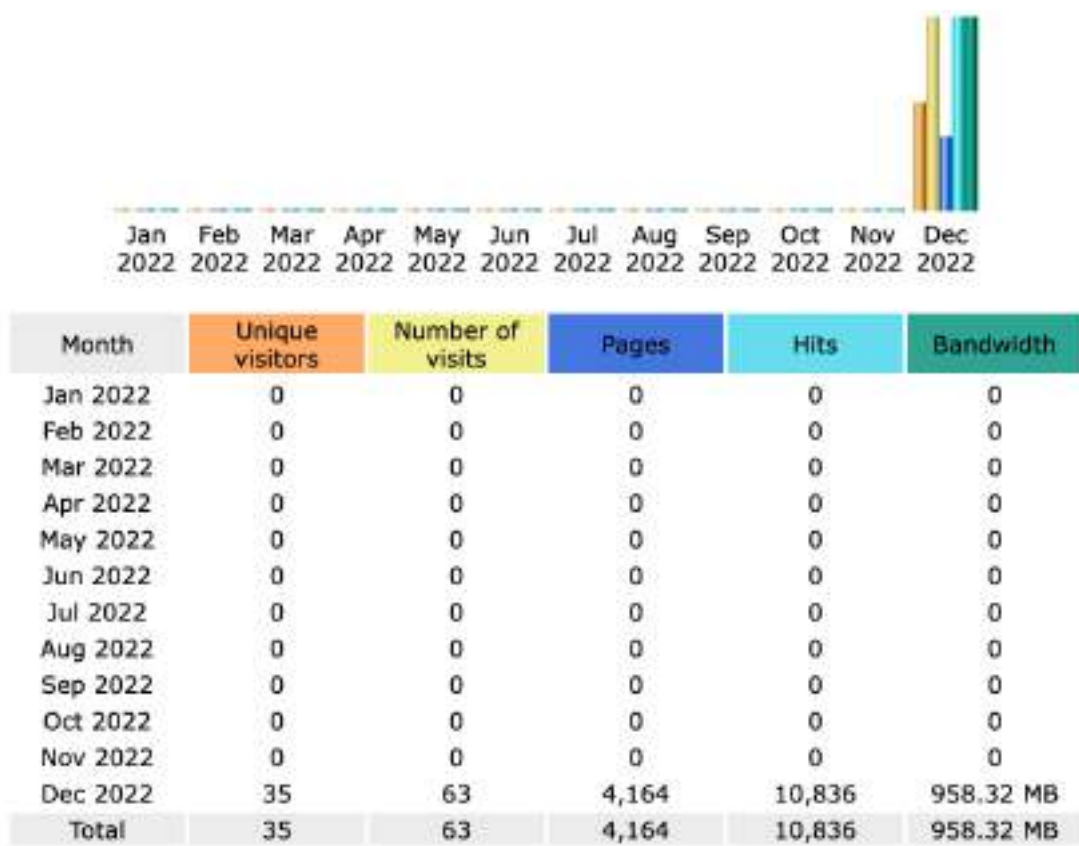
## 4.2 Website Traffic Overview

The website analytics for the FORTESIE project provide valuable insights into the digital engagement and outreach efforts over the past three years. The data reveals a steady increase in unique visitors, highlighting the growing interest and visibility of the project within the target audience.

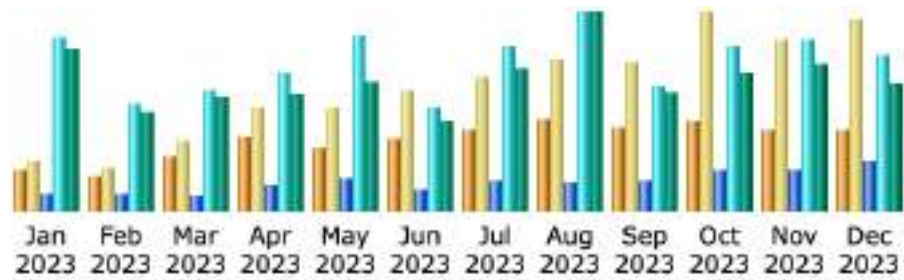
### Yearly Unique Visitors:

**Table 3** FORTESIE Website Visitors' Metrics

Year	Unique Visitors
2022	35
2023	7425
2024	2670 (ongoing)
<b>Total</b>	<b>10028</b>



**Figure 19:** FORTESIE's Website Visitors 2022



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2023	358	440	2,704	28,086	5.74 GB
Feb 2023	298	376	2,556	17,332	3.50 GB
Mar 2023	468	612	2,216	19,436	4.03 GB
Apr 2023	645	904	4,204	22,426	4.12 GB
May 2023	560	910	5,364	28,372	4.56 GB
Jun 2023	641	1,067	3,446	16,636	3.16 GB
Jul 2023	713	1,174	4,850	26,708	5.03 GB
Aug 2023	801	1,338	4,368	32,268	7.02 GB
Sep 2023	720	1,310	4,868	20,142	4.14 GB
Oct 2023	795	1,751	6,474	26,650	4.84 GB
Nov 2023	710	1,516	6,586	27,716	5.19 GB
Dec 2023	716	1,688	8,152	25,410	4.49 GB
<b>Total</b>	<b>7,425</b>	<b>13,086</b>	<b>55,788</b>	<b>291,182</b>	<b>55.81 GB</b>

*Figure 20: FORTESIE's Website Visitors 2023*



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2024	908	2,017	9,608	30,782	6.73 GB
Feb 2024	686	1,610	6,472	18,796	3.20 GB
Mar 2024	1,076	2,188	8,918	28,562	5.42 GB
<b>Apr 2024</b>	<b>210</b>	<b>314</b>	<b>1,182</b>	<b>3,452</b>	<b>677.39 MB</b>
May 2024	0	0	0	0	0
Jun 2024	0	0	0	0	0
Jul 2024	0	0	0	0	0
Aug 2024	0	0	0	0	0
Sep 2024	0	0	0	0	0
Oct 2024	0	0	0	0	0
Nov 2024	0	0	0	0	0
Dec 2024	0	0	0	0	0
<b>Total</b>	<b>2,880</b>	<b>6,129</b>	<b>26,180</b>	<b>81,592</b>	<b>16.01 GB</b>

*Figure 21: FORTESIE's Website Visitors 2024*

**File Downloads:**

Total file downloads from the website are 538. The files that are currently uploaded on the website are the project's deliverables.

**Traffic Sources:**

The majority of traffic sources originate from third-party platforms, primarily social media channels. This underscores the importance of leveraging external networks and partnerships to drive traffic and engagement to the project website.

**Key Insights:**

- **Steady Growth:** The consistent increase in unique visitors reflects the project's expanding reach and influence within the target audience. This growth trajectory underscores the effectiveness of the project's communication and dissemination strategies.
- **Digital Engagement:** The significant number of file downloads indicates a strong level of engagement with the project's content and resources. This suggests that the website serves as a valuable repository of information for stakeholders and interested parties.

- **Third-Party Amplification:** The reliance on third-party sources for website traffic highlights the importance of strategic partnerships and collaborations in amplifying the project's visibility. Leveraging existing networks and platforms can enhance outreach efforts and maximize impact.

The website analytics offer promising insights into the digital presence and outreach of the FORTESIE project. The steady increase in unique visitors, coupled with substantial file downloads, underscores the project's growing influence and engagement within the target audience. Moving forward, continued efforts to optimize digital communication channels and foster strategic partnerships will be essential in further amplifying the project's impact and reach.

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## 5 Conclusion

The engagement-centric communication and dissemination strategy outlined herein signifies a deliberate effort to nurture active involvement and collaboration within the FORTESIE project. By prioritizing stakeholder engagement across various platforms and initiatives, the strategy aims to cultivate a vibrant community of participants and contributors.

Through targeted outreach and participatory endeavors, the strategy seeks to engage stakeholders throughout the project's lifecycle, ensuring relevance, impact, and sustainability. Strategic partnerships are pivotal in amplifying the project's reach and influence, tapping into diverse audiences and networks.

The Consortium Engagement Workshop was instrumental in fostering collaborative alignment among partners, clarifying roles, and setting communication directives. Website analytics indicate promising growth in digital engagement, underscoring stakeholder interest and interaction.

Looking ahead, ongoing efforts to refine engagement tactics, expand outreach, and sustain dialogue will be vital in maximizing project impact. By prioritizing engagement and collaboration, FORTESIE aims to foster a dynamic community dedicated to advancing energy efficiency and sustainability.