



**CBDC powered Smart PerFORrmanCe contrAcTs for Efficiency, Sustainable, Inclusive, Energy use**

## **D6.5 Website and Communication, dissemination, and stakeholder engagement**

<b>Report Identifier:</b>	D6.5		
<b>Work-package:</b>	WP6	<b>Task:</b>	T6.1, T6.2, T6.3
<b>Responsible Partner:</b>	INCL	<b>Version Number:</b>	1.0
<b>Due Date</b>	31/03/2026	<b>Document Date</b>	16/04/2026
<b>Distribution Security:</b>	PU	<b>Deliverable Type:</b>	R
<b>Keywords:</b>	Communication, Dissemination, Target Audience, Planning, Engagement, Website		
Project website: <a href="http://fortesie.eu/">http://fortesie.eu/</a>			



## Quality Control

	<b>Organisation</b>	<b>Date</b>
<b>Editor</b>	INCL	9/4/2026
<b>Peer review 1</b>	LEIF	12/4/2026
<b>Peer review 2</b>	EEF	14/4/2026
<b>Authorised by (Technical Coordinator)</b>	ED	15/4/2026
<b>Authorised by (Quality Manager)</b>	ED	15/4/2026
<b>Submitted by (Project Coordinator)</b>	ED	16/4/2026

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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
OSS	One Stop Shop
D	Deliverable
WP	Work Package
EU	European Union
ESCO	Energy Service Company
NGO	Non-Governmental Organization
B4P	Built 4 People

## **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 final strategy and work plan for the dissemination and communication activities of FORTESIE during the last 24 months of the project and in parallel to define the main marketing methods, material tools (communication means) and dissemination plan. The main goals of the task were:

- to identify the main target audiences and optimal communication strategies.
- 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 supported the dissemination activities.
- to establish a consistent and high-quality project theme/brand which constituted a powerful trend about the project and developed 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 was 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 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 are tailored to specific target groups needs and optimized to improve the ESIE performance considering energy, CO<sub>2</sub> and comfort. Each package is 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) were 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 marketplace, is being offering first level advice, directing consumers through the value chain of stakeholders and facilitating access to these “packaged” renovation services.

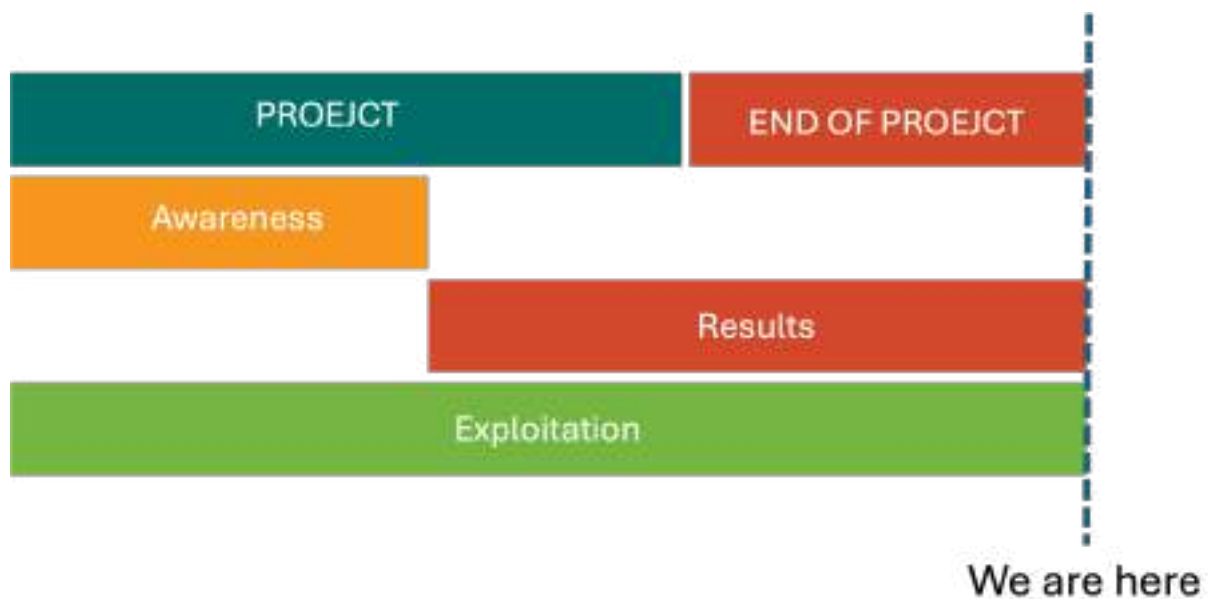
## 1.2 Deliverable Purpose

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 aimed 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.

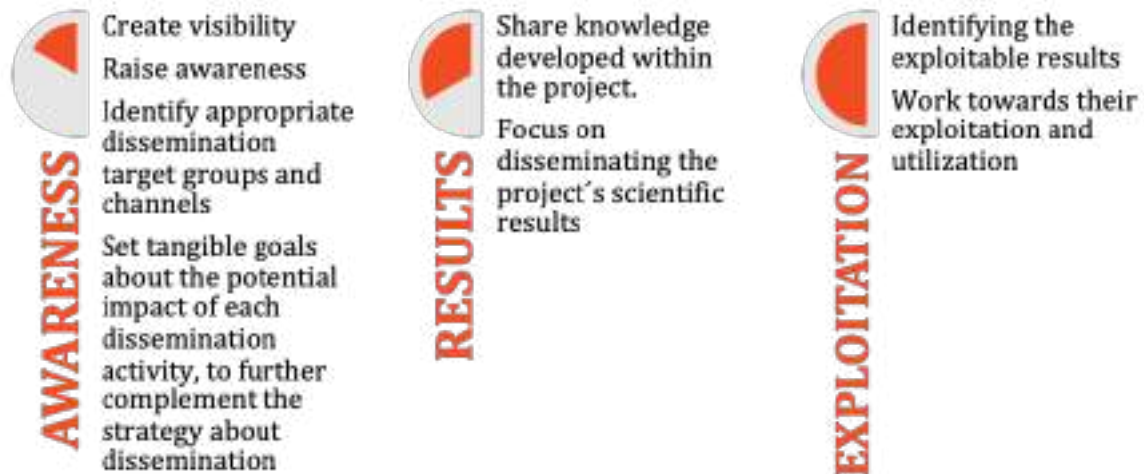
## 2 Project Dissemination and Communication

The first and most important step in setting the communication and dissemination plan for the FORTESIE project was 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 was 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, M42, FORTESIE project is at the “Final Results” phase:



*Figure 1: Phases of the FORTESIE Strategy (1)*



*Figure 2: Phases of the FORTESIE Strategy (2)*

## 2.1 Dissemination & Communications Work Package Task Structure

Work Package 6 focused on the dissemination, communication, and exploitation of FORTESIE results, ensuring their effective promotion and uptake across relevant stakeholder groups.

- **Task 6.1 – Dissemination and Communication Strategy (INCL, M1–M43)**  
Defined the overall dissemination and communication framework, including key messages, target audiences, and appropriate channels. An audience-oriented approach was adopted to support effective outreach and stakeholder engagement throughout the project.
- **Task 6.2 – Communication and Dissemination Boosters (INCL, M1–M43)**  
Implemented the project's communication activities, including the development and maintenance of the project website and the production of content for digital channels, newsletters, and media. These actions ensured continuous visibility and wide dissemination of project results.
- **Task 6.3 – Interoperability with Other Projects and EU Initiatives (SIN, M15–M43)**  
Promoted collaboration and knowledge exchange with other EU-funded projects and initiatives. Activities focused on fostering synergies, aligning approaches, and enhancing interoperability at European level.
- **Task 6.4 – Recommendations and Lessons Learned (IEECP, M25–M43)**  
Synthesised project results into policy recommendations and lessons learned, based on pilot implementation and overall outcomes. The results support replication, exploitation, and future policy development. (see D6.4)

## **2.2 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.

## **2.3 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 was 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.

## **2.4 Target Audience**

Having defined the goals and objectives for dissemination and communications, the potential targeted audiences of FORTESIE were 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*

## 2.5 Dissemination Means

### 2.5.1 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 59 followers.



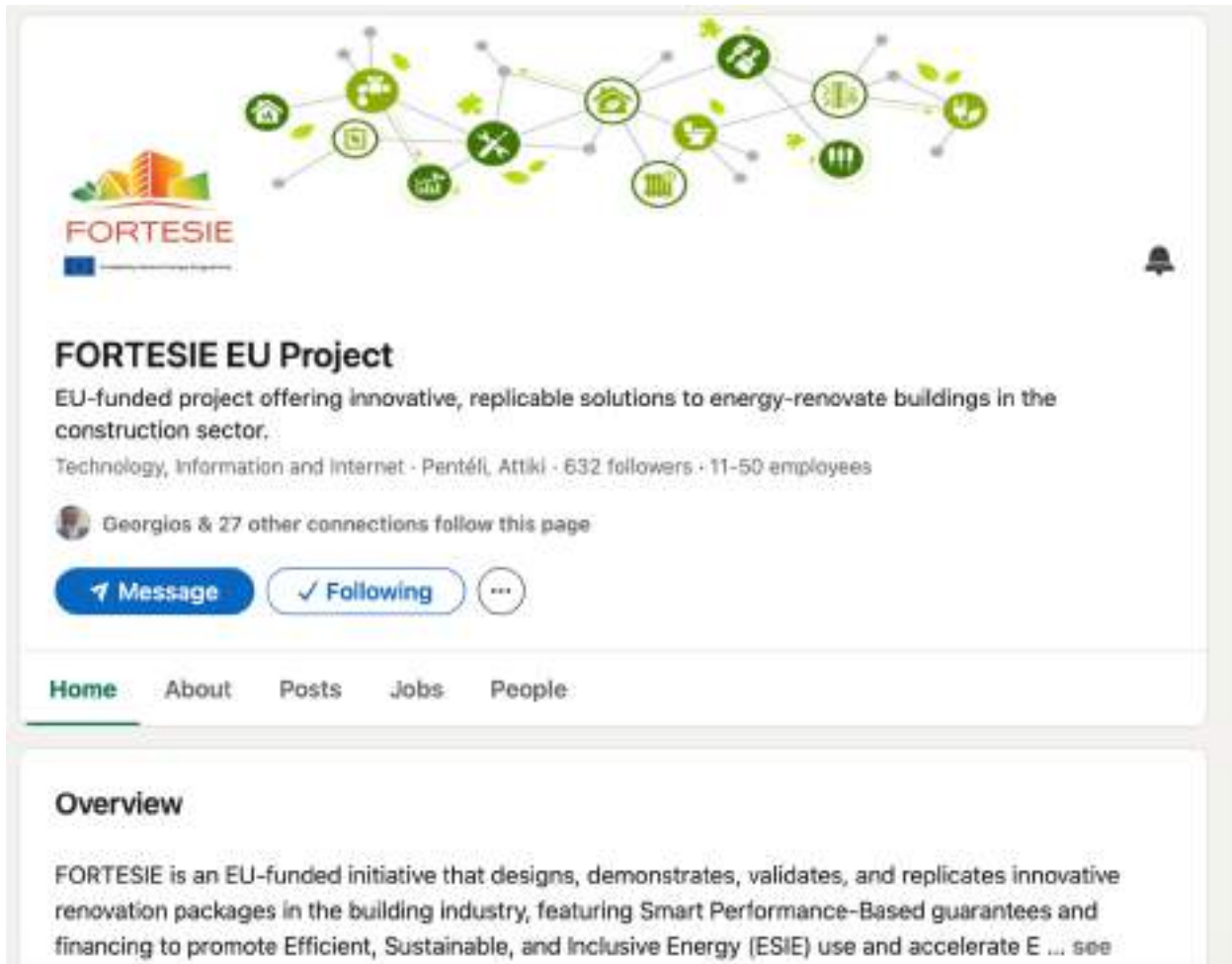
*Figure 4: FORTESIE X (former Twitter) account*

## 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 enabled 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.

Based on the traffic and engagement gathered, LinkedIn was the most active out of the 4 social media channels.

This account has gathered 640 followers.



*Figure 5: FORTESIE LinkedIn account*

## Facebook

FORTESIE is also on Facebook (FORTESIE EU Project).

This account has gathered 52 likes and 82 followers.

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](#)).

This account has gathered 84 followers.

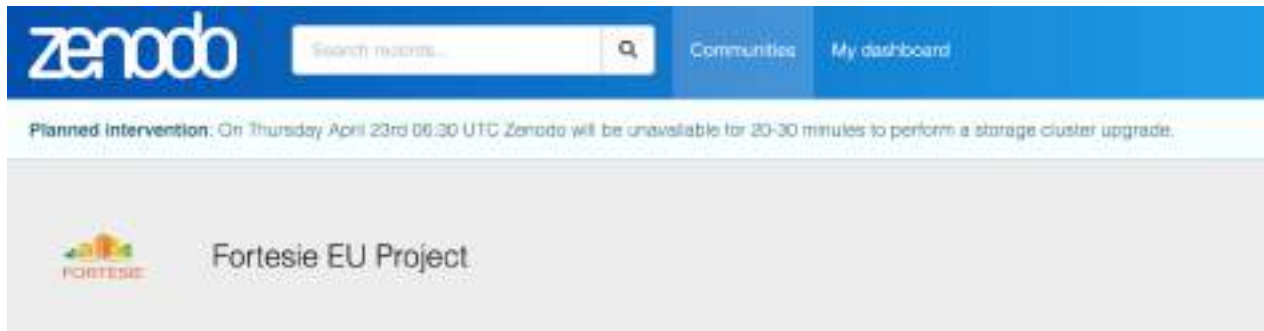
Moreover, 86 accounts were reached.



*Figure 7: FORTESIE Instagram post*

## Zenodo

FORTESIE maintains a dedicated Zenodo community to support open access to project results, ensuring their long-term availability and facilitating knowledge sharing among stakeholders and the wider public.



*Figure 8: FORTESIE Zenodo Community*

## 2.5.2 Participation in events

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

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

### Report on events

For M19 to M42, FORTESIE was disseminated via the participation of consortium partners to the following events:

**Dissemination event #1:** “From Tech to transformation: accelerating building energy efficiency through ICT solution” joint webinar

**Place:** Online

**Date:** 16 May 2024

#### **Short description:**

Webinar co-organized by InEEExS, ENERGATE and FORTESIE and part of the Sustainable Energy Days at EUSEW 2024 Sustainable Energy Days, was 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.



*Figure 9: “From Tech to transformation: accelerating building energy efficiency through ICT solution” joint webinar*

**Dissemination event #2:** "New Bauhaus Stories" Webinar "How to make renovation more inclusive and beautiful".

**Place:** Online

**Date:** 4 June 2024

**Short description:** Webinar co-organized with REHOUSE, Drastic, e-SAFE and InCUBE projects.



*Figure 10: "New Bauhaus Stories" Webinar "How to make renovation more inclusive and beautiful"*

**Dissemination event #3:** SESAAU2024 – the 10th edition of the Smart Energy Systems Conference

**Place:** Aalborg, Denmark

**Date:** 9-12 September 2024

**Short description:** Participation in the 10th International Conference on Smart Energy Systems (SESAAU 2024) in Aalborg, where the project's work on integrated and smart renovation packages was presented. The contribution focused on modelling analysis of real-life residential pilots across the EU, highlighting pathways for efficient, sustainable, and inclusive energy use within the FORTESIE and RENOVERTY Project.

Presentation available at:

[https://teeslab.unipi.gr/wp-content/uploads/2024/09/SESAAU-2024\\_FORTEISIE\\_presentation\\_FINAL.pdf](https://teeslab.unipi.gr/wp-content/uploads/2024/09/SESAAU-2024_FORTEISIE_presentation_FINAL.pdf)

**Dissemination event #4:** Sustainable Places 2024 - B4P Building Renovation Workshop

**Place:** Luxembourg

**Date:** 24 September 2024

**Short description:**

This NEBULA-led workshop showcased seven EU projects, each discussing cross-cutting issues and embracing circularity, inclusiveness, and aesthetics. To meet 2050 targets, buildings must reduce energy needs and adopt a circular approach, reducing carbon throughout their life cycle. These projects are developing solutions for deep building renovation, including innovative packages, circular approaches, and digitalized business models.

**Contributing projects:** NEBULA, CHRONICLE, FORTESIE, EBENTO, SMARTeeSTORY, INPERSO, REHOUSE and MULTICARE



*Figure 11: Sustainable Places 2024*

**Dissemination event #5:** “Citizen-Led Sustainability: Integrating Social Science into Energy Community Initiatives” Webinar

**Place:** Online

**Date:** 10 October 2024

**Short description:**

As we strive towards a sustainable future, the involvement of communities and citizens is crucial in driving the energy transition. This webinar featured experts who shared practical methodologies and real-world case studies that demonstrate how community engagement and social science can be effectively integrated into energy projects.

With EU projects: ELAND and PEDVOLUTION projects and Citizen-Led Renovation Initiative



**Figure 12:** “Citizen-Led Sustainability: Integrating Social Science into Energy Community Initiatives” Webinar

**Dissemination event #6:** ENLIT Joint Booth and Joint Workshop Smart Energy Cluster: “Unlocking the Power of Smart Energy: A New Era in Efficiency, Flexibility, and Innovation”

**Place:** Milan, Italy

**Date:** 22-24 October 2024

**Short description:**

FORTESIE was part of the Smart Energy Cluster booth, along with projects DEDALUS, DigiBUILD, EU-MORE, FORTESIE, InEExS, RESCHOOL and RESONANCE. A joint workshop was also conducted on October 24<sup>th</sup>, with FORTESIE presenting its latest results and innovations.



*Figure 13: ENLIT 2024*

**Dissemination event #7: DATAMITE Meetup**

Hybrid networking event “Bridging Research and Industry in EU-funded Innovation”

**Place:** Athens, Greece

**Date:** 6 February 2025

**Short Description:**

The FORTESIE project participated in the DATAMITE Meetup, a networking event organized within the DATAMITE project, bringing together researchers, industry professionals, policymakers, and innovators involved in EU-funded initiatives. The event aimed to foster collaboration, accelerate data-driven innovation, and support the development of a unified strategy for Europe’s digital future.

The programme included five panel discussions addressing key topics such as data marketplaces, data monetization, data-driven transformation across industries, as well as privacy, security, and ethical challenges related to data use.

FORTESIE was present with a dedicated stand, where the project and its key results, including the One-Stop Shop Marketplace, were showcased to participants. Promotional materials, including FORTESIE flyers, were distributed to increase visibility and provide stakeholders with direct access to project information. The event provided valuable opportunities for stakeholder engagement, knowledge exchange, and networking with relevant actors from both research and industry domains.



*Figure 14: DATAMITE Meetup*

**Dissemination event #8: DPA-Infoedita**

**Place:** San Sebastian, Spain

**Date:** 18 March 2025

**Short description:**

Participation in the DPA Fórum 2025, held in San Sebastián, Spain and organised by Infoedita. The event, titled “Productos y sistemas para la arquitectura actual”, brought together architects, technical architects, and construction professionals to explore the latest products, materials, and systems in contemporary architecture.

During the forum, the FORTESIE project was presented, contributing to the exchange of knowledge on innovative solutions supporting sustainable and efficient building practices.

**Dissemination event #9: International Conference on Poverty & Efficiency Energy and Decarbonization**

**Place:** Felgueiras, Portugal

**Date:** 4 April 2025

**Short description:**

FORTESIE presentation, under the title "Practical examples for energy renovation of buildings"

**Dissemination event #10: 2nd National Roundtable of the SMAFIN Expanded project**

**Place:** Athens, Greece

**Date:** 9 May 2025

**Short description:**

This high-level event brought together key stakeholders from government, banking, and the energy sector to discuss innovative financing mechanisms for improving energy efficiency in households and SMEs, in line with European climate and energy policies.

<https://www.smafin.eu/2nd-smafin-expanded-national-roundtable-in-greece/>

**Dissemination event #11: Stakeholder Meeting with Moldovan Municipalities via CALM**

**Place:** Moldova

**Date:** 6 July 2025

**Short description:**

ED and GKW held a meeting with CALM, the association of municipalities in Moldova, to promote the sustainable solutions developed under FORTESIE. Around 30 participants, representatives of Moldovan Municipalities - a country with open negotiations with European Union has participated.

**Dissemination event #12: Joint event with BUILD UP "STAR\*track Webinar - Innovative Solutions for Affordable Housing"**

**Place:** Online

**Date:** 15 September 2025

**Short description:**

The STAR\*track webinar on innovative solutions for affordable housing, scheduled on 15 September 2025, showcased three EU-funded Built4People (B4P) projects: DeCO<sub>2</sub>, SINCERE, and FORTESIE.



**Figure 15: BUILD UP "STAR\*track Webinar**

**Dissemination event #13: Researchers' Night at NTUA Premises**

**Place:** Athens, Greece

**Date:** 26 September 2025

**Short Description:**

The FORTESIE project participated in the European Researchers' Night hosted at the National Technical University of Athens (NTUA), a public engagement event aimed at bringing research and innovation closer to society.

FORTESIE was represented with a dedicated stand, where the project's objectives, activities, and key results, including the One-Stop Shop Marketplace, were presented to a broad audience, including students, families, and the general public. Promotional materials were distributed to raise awareness and communicate the benefits of the marketplace in an accessible and engaging manner.

The event provided an opportunity to reach non-specialized audiences, increase public awareness of energy renovation solutions, and promote the role of digital platforms in supporting more sustainable and energy-efficient buildings.



*Figure 16: Researchers' Night at NTUA Premises*

**Dissemination event #14:** [EURegionsWeek](#) Brussels

“Participatory Lab: Empowering Communities Through Inclusive Renovation and Regional Sustainability”

**Place:** Brussels

**Date:** 15 October 2025

**Short description:**

How can renovation of buildings empower citizens and strengthen communities? This participatory lab brought together three initiatives—CLR, FORTESIE, and RENOVERTY—that place people at the heart of building renovation. Through interactive group discussions, we explored how citizen-led and community-based approaches can tackle housing poverty, energy vulnerability, and regional disparities. Participants co-developed ideas for inclusive renovation strategies that ensure everyone has the right to stay in the place they call home.



*Figure 17: EURegionsWeek Brussels*

**Dissemination event #15: IEECP Conference**

**Place:** Brussels

**Date:** 16 October 2025

**Short description:**

Poster session at the "[Please Look Up - Efficient, Resilient, Fair, and Smart: What Does Our Energy and Climate Future Look Like?](#)" event, that was held in Brussels.

**Dissemination event #16: Media Visit at CTIC Technology Centre Recognized by FEDIT**

**Place:** Gijon, Spain

**Date:** 11 November 2025

**Short description:** Media engagement event hosted by CTIC Technology Centre, following its selection by FEDIT as a national reference in innovation. The event showcased how technological solutions generate value for companies and society.

As part of the session, GAR and CTIC presented their collaboration within the FORTESIE Project, highlighting its contribution to advancing energy efficiency and sustainability in the building sector.



*Figure 18: Media Visit at CTIC Technology Centre*

**Dissemination event #17: ENLIT 2025**

**Place:** Bilbao, Spain

**Date:** 19 November 2025

**Short Description:** “Not Just Technology: The Human Side of Innovation Success” Workshop.

Together with great partners from [ProbonoH2020](#), [REEFLEX project](#), [eFORT project](#),

[FORTESIE EU Project](#), and [CHRONICLE](#), we have explored how social innovation, communication, and citizen engagement shape real impact.

A Creative Placemaking Maptivity activity took place, a hands-on, gamified session designed to rethink how people, spaces, and technology come together to drive real societal change.



Figure 19: ENLIT 2025 (1)



Figure 20 & 21: ENLIT 2025 (2)

**Dissemination event #18:** “Inclusive Renovation: Reaching Vulnerable Groups & Tackling Energy Poverty” – part of Renovation Dialogue Webinar Series.

**Place:** Online

**Date:** 10 December 2025

**Short Description:** The Renovation Dialogue Webinar Series brought together leading EU-funded projects from the Network of Building Renovation Projects to share insights, best practices, and innovative solutions for accelerating the European Renovation Wave.

How can renovation initiatives meaningfully support vulnerable groups and reduce energy poverty across Europe? This online session brought together hands-on approaches, lessons learned, and innovative practices from four European projects working directly on the ground. Speakers shared examples ranging from community-driven engagement to social housing renovation, showcasing how inclusive renovation can ensure no one is left behind. Projects involved: MULTICARE, CLR, FORTESIE, REHOUSE & SUPERSHINE. FORTESIE – presented by SIN, sharing smart, user-friendly renovation packages and innovative financing models.



*Figure 22: Inclusive Renovation Webinar*

**Dissemination event #19:** EBENTO Project Online Talks: “What is Energy Performance Contracting (EnPC) and How Can It Help You Save Energy?”

**Place:** Online

**Date:** 9 March 2026

**Dissemination event #20:** EBENTO Project Online Talks: “Renovate with Impact: People, Neighborhoods, and the Social Challenge of Energy Efficiency”

**Place:** Online

**Date:** 5 March 2026

**Dissemination event #21:** Final Event co-hosted with DEDALUS project  
Hybrid event “Synergy for Efficiency – Towards Smarter and More Flexible Energy Use in Buildings.”

**Place:** Brussels

**Date:** 25 March 2026

**Short Description:** The FORTESIE project, co-hosted with DEDALUS, concluded its journey with a final event bringing together partners, stakeholders, and policy experts to reflect on the future of smart energy and buildings in Europe.

Both projects showcased their key results and lessons learned, highlighting how digital platforms, energy renovation, and demand response solutions can transform buildings into active players in the energy system.

A total of **65 participants (28 in person and 37 online)** attended, representing SMEs and large companies, research organizations, public authorities, NGOs, energy consultants, social housing companies, and other key stakeholders.

The event fostered knowledge exchange and dialogue on the role of smart and flexible buildings in supporting Europe’s energy transition.



*Figure 23: Final Event*

- **Smart Energy Cluster Collaboration Workshops.**  
FORTESIE attended three workshops: 2nd in 04.2024, 3rd 04.2025, 4th 02.2026

## 2.6 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 56 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 has shared its expertise in building renovation and smart energy solutions while learning from other projects' experiences and achievements.

<https://smartenergycluster.eu/>

- **Network of Building Renovation Projects:**

- **Description:** The "Network of Building Renovation Projects" cluster serves as a dynamic platform for connecting 23 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/>

- **BUILD UP Initiative**

A recent article from [EU\\_BUILD UP](#) highlights how One-Stop Shops are supporting citizens throughout the renovation journey — from inspiration and technical guidance to navigating permits, financing and trusted service providers.

[Supporting consumers through renovation: the growing role of One-Stop Shops | BUILD UP](#)

FORTESIE is mentioned as part of this growing movement. Through the FORTESIE One-Stop Shop Marketplace, we're bringing together renovation services, expert providers and alternative financing schemes to make energy-efficient renovation simpler, clearer and more accessible.

- Regular updates to FORTESIE consortium about T6.3 through the dedicated ProofHub platform.

## 2.7 Dissemination of the FORTESIE OSS Marketplace

The FORTESIE One-Stop Shop Marketplace represented a core exploitable result of the project, designed to support the uptake of energy renovation solutions and facilitate collaboration across the building value chain. As such, its promotion was a key priority within the project’s dissemination and communication strategy. Dedicated efforts were made to raise awareness, demonstrate its functionalities, and engage relevant stakeholders, combining broad outreach actions with more targeted, hands-on activities to support user onboarding and long-term exploitation.

The main dissemination activities implemented are summarized below:

- April 2025: Contribution to Built4People EU dissemination material**  
 The FORTESIE One-Stop Shop Marketplace was featured in the *“Built4People EU Funded Innovations”* booklet, developed within the Built4People initiative and the Network of Building Renovation Projects cluster. A dedicated section was developed to present the platform’s concept, key functionalities, target groups, and its innovative value in supporting energy renovation and stakeholder collaboration. This activity enabled the marketplace to reach a broad European audience of projects, practitioners, and policymakers within the Built4People ecosystem.



Figure 24: “Built4People EU Funded Innovations” booklet

- **May – June 2025: Targeted social media campaign**

A structured social media campaign was implemented through the project’s official LinkedIn account, focusing on the promotion of the marketplace to its main user groups. Four tailored visuals were developed, each addressing a specific target group—public building owners and managers, homeowners, service providers, and manufacturers. The content highlighted the platform’s key features, benefits, and use cases for each audience, aiming to communicate its practical value and encourage engagement with the platform.



*Figure 25: Targeted OSS social media visuals*

- **Amplification through external networks**

To extend the reach of the campaign, the promotional materials and key messages were shared with the Built4People initiative and the STAR\*track project. These initiatives further disseminated the content through their own communication channels, including social media, thereby increasing visibility among relevant European stakeholders and strengthening cross-project collaboration within the cluster.

<https://www.linkedin.com/feed/update/urn:li:activity:7421871219689312256/>

<https://built4people.eu/innovation-in-action-across-europes-built-environment/>

- **21 October 2025: Webinar with Slovak ESCOs**

An online webinar was organized in collaboration with partners ECB and ECN, specifically targeting Slovak Energy Service Companies (ESCOs). The session included a detailed presentation of the FORTESIE One-Stop Shop Marketplace, followed by a live demonstration of its functionalities and user interface. Participants were actively engaged through an interactive segment, where they were invited to explore the platform and initiate the registration process in real time, supporting early adoption and direct feedback.

- **4 March 2026: Webinar with partner SBC's network**

A second online webinar was organized in collaboration with SBC, targeting providers and manufacturers from its network. Building on the format of the previous session, the webinar combined a comprehensive presentation of the platform with a live demonstration and interactive discussion. Particular emphasis was placed on showcasing the benefits of participating in the marketplace ecosystem, encouraging stakeholder onboarding and fostering further engagement with the platform.

- **Continuous dissemination and partner-driven promotion across project activities**

Throughout the project's duration, the FORTESIE One-Stop Shop Marketplace was systematically presented and demonstrated in all relevant events and dissemination activities in which the consortium participated. Partners were actively encouraged to promote the platform through their own communication channels and stakeholder interactions, ensuring its consistent visibility across different audiences and contexts. To support this coordinated effort, tailored invitation texts were developed, including addressing the platform's main target groups, households, public building owners/managers, and technology providers/manufacturers. These invitations highlighted the specific benefits and value propositions for each audience and were distributed to all project partners for further dissemination. Several partners leveraged their networks to circulate these invitations, encouraging stakeholders to explore and register on the marketplace, thereby supporting user uptake and engagement.

- **Feature in metabuilding platform via STAR\*track project**

The FORTESIE One-Stop Shop Marketplace was featured in the metabuilding platform through the Built4People project STAR\*track, which engages with EU-funded projects to showcase and promote emerging innovations in the built environment sector. The marketplace was included in the publication "*Innovations Developed Through EU-Funded Projects*", which presents key solutions and progress supporting Europe's transition towards a sustainable, circular, and climate-neutral built environment. This inclusion

further enhanced the visibility of the platform within a wider European innovation ecosystem.

<https://www.metabuilding.com/n/5270ca2e-cea8-4621-89a5-22716b516522>

- **Promotional materials for physical dissemination (tote bags)**

To support on-site dissemination and increase the visibility of the FORTESIE One-Stop Shop Marketplace during events, two distinct tote bag designs were developed and produced. The designs incorporated key messaging and visual elements of the marketplace, along with a QR code directly linking to the platform, enabling immediate access and facilitating user engagement. These promotional materials were distributed during major events, including ENLIT 2025, the Researchers' Night hosted at NTUA in Athens, and the project's final event, contributing to increased awareness and outreach among diverse audiences.



*Figure 26: FORTESIE OSS Marketplace Tote Bags*

- **Multimedia dissemination through the Green Fix Podcast**

The FORTESIE One-Stop Shop Marketplace was further promoted through a dedicated episode of the Green Fix Podcast, which was produced along the first episode, in order to showcase FORTESIE's innovations and was published on YouTube [here](#). This second episode presents the project's objectives and outcomes, including an overview

of the marketplace, its functionalities, and its role in supporting energy renovation and stakeholder collaboration. This activity contributed to reaching a broader audience through an accessible and engaging format, enhancing the visibility and understanding of the platform beyond traditional dissemination channels.

The episode is available at:

<https://www.youtube.com/watch?v=NVp2221YhSY&t=317s>

## 2.8 Promotional Printed Materials (developed during M20-M43)

As part of the FORTESIE dissemination and communication strategy, a set of printed materials has been developed to support offline outreach, stakeholder engagement, and on-site visibility across pilot activities and events. These materials are designed to complement digital communication efforts and ensure accessibility for audiences with limited exposure to online channels, including local communities, public authorities, and non-technical stakeholders.

The printed assets aim to communicate the project's objectives, value proposition, and key outcomes in a clear and visually engaging manner. Particular emphasis has been placed on simplicity, readability, and strong visual identity, ensuring alignment with the FORTESIE branding guidelines while maintaining consistency across different formats.

The materials include items such as flyers, tote bags, and other promotional elements, each serving a distinct purpose within the broader communication strategy. Flyers provide concise yet informative content about the project and its marketplace, while promotional items such as tote bags enhance visibility and create a lasting impression during events, workshops, and stakeholder interactions.

All printed materials incorporate key messages related to energy-efficient renovations, the OSS FORTESIE Marketplace, and the project's contribution to sustainable and inclusive energy use in Europe. Additionally, QR codes are systematically used to bridge offline and online communication, directing users to the project website and digital platform for further engagement.

Overall, these materials play a crucial role in strengthening the project's presence beyond digital channels, fostering awareness, and facilitating direct interaction with target audiences.

The following figures present selected examples of the printed materials developed within the project.

**who we are**





**CBDC-Powered Green Renovations for an Energy-Efficient Future**

[www.fortesie.eu](http://www.fortesie.eu)

**About FORTESIE**

FORTESIE's vision is to design innovative solutions and facilitate integrated 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.



**Social Layer:**

FORTESIE empowers both public and private building owners to create healthy, more sustainable spaces for themselves, while promoting a collective shift towards climate-conscious practices.

**Technological Layer:**

FORTESIE leverages innovative technologies like prefabricated facades, BIPV and heat pumps, combined with digital platforms and performance-based guarantees, to drive energy-efficient and sustainable building renovations.



**Business Layer:**

FORTESIE fosters market innovation by introducing new business models, such as performance-based contracts and a digital marketplace, while stimulating economic growth and enabling businesses to gain a competitive edge through sustainable practices.



**Powering a Greener Future,  
One Building at a Time!**

Your one-stop platform for energy efficient renovations!

Browse renovation products, find tailored packages and explore alternative funding options.

Whether you're a property owner or a company, connect with trusted experts and collaborators to bring your energy upgrade project to life!

**Effortlessly and sustainably!**

Scan to grow your customer network through our Marketplace!



Figure 27: Flyer



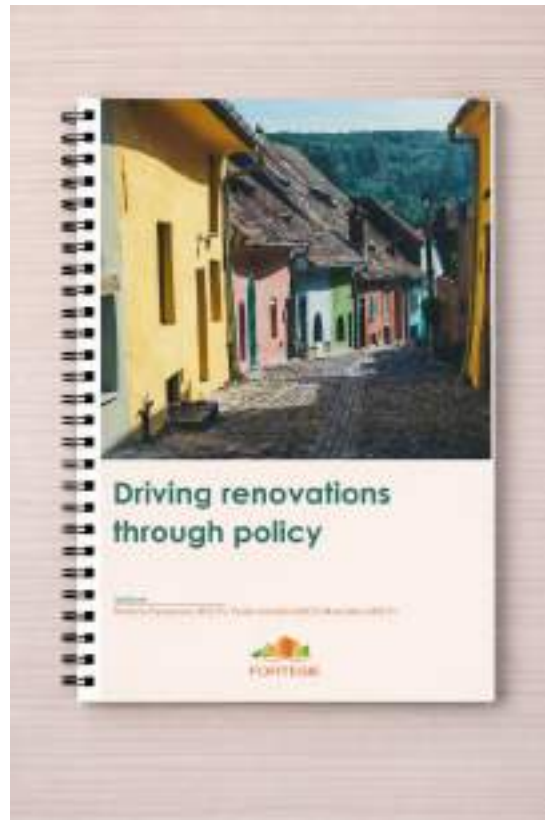
*Figure 28: A5 Notepad*



*Figure 29: OSS Marketplace Sticker*



*Figure 30: Tote Bags*



*Figure 31: Policy Recommendations Binder (distributed at the final event)*

## 2.9 Key Performance Indicators (KPIs)

*Table 1 Targets of the dissemination and communication activities*

WP – Activities	Performance Indicator	Framework for Metrics	Target Values	Achieved
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,	38,129 total unique visitors, 2750 total downloads
		6-1-2 Number of articles and journal publications	>15	23 scientific publications and media articles published
		6-1-3 Number of news items presented on the	15 per year	41

		website and other social media		
	6-1-4	Number of presentations (in external events i.e. symposiums, meetings, conferences)	>8	15
	6-1-5	Number of # hashtag used on Twitter	1200	31 unique hashtags
	6-1-6	Number of followers on LinkedIn	600	640
	6-1-7	Number of videos	2 videos per year	9 in total 6 videos <a href="#">here</a> & 3 shorts <a href="#">here</a>
	6-1-8	Exhibition stands in the industry Innovation events/fairs	>5	5
	6-1-9	Number of Thematic Workshops Organization	>4	9
	6-1-10	Number of Cluster of European projects and other initiatives	>20	2 clusters + 56 sister projects from Smart Energy Cluster  &  42 sister projects from Network of Building Renovation Projects cluster

		6-1-11 Number of Targeted Meetings with policy makers	>4	35 policy-making organizations engaged or reached
		6-1-12 E-newsletters recipients	5000, 30% opening rate	11,812 recipients from issues sent by IEECP & COOP  Average opening rate 20,2%

### 3 Stakeholder Engagement

#### 3.1 Pilots' Communication and Dissemination Actions

Within the framework of the FORTESIE project, robust communication and dissemination strategies were pivotal in ensuring the broad dissemination of the project's outcomes and progress. This chapter provides a comprehensive overview of the Communication and Dissemination Actions undertaken by the pilot partners from M21 to M43.

A detailed table accompanies this narrative, outlining the diverse range of activities implemented to engage stakeholders and disseminate knowledge and renovation results.

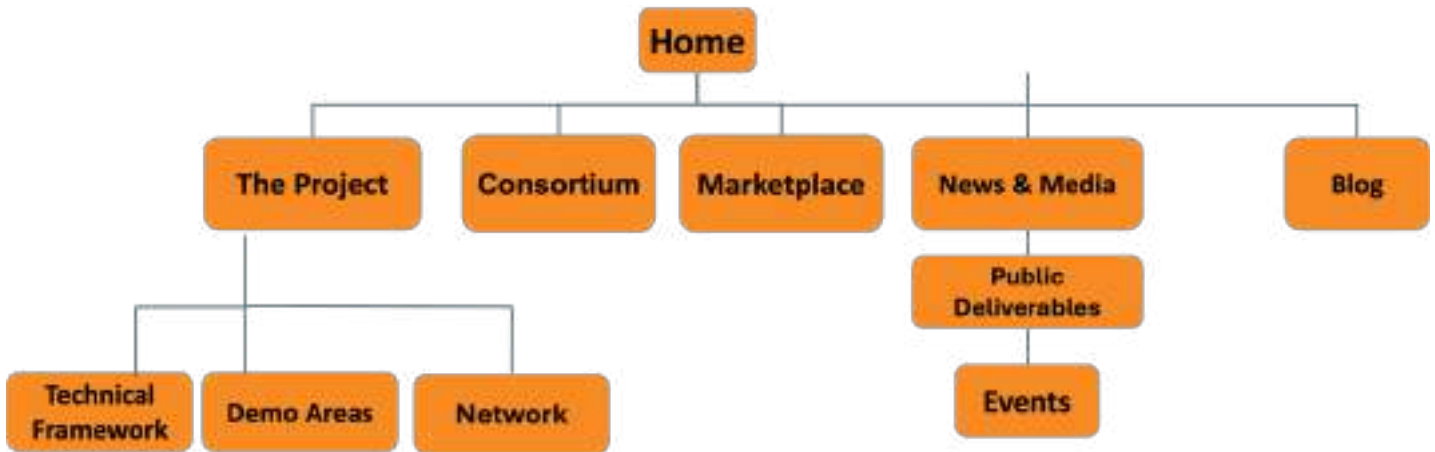
*Table 2 Communication and Dissemination Actions per Pilot Partner*

Partner	Action
LEIF	2 workshops with stakeholders (national-level policymakers from three ministries, funding organizations and energy experts) to discuss renovation projects - ventilation topic
COOP	Activity included in Telheiras Festival (Lisbon), on World Energy Day, organized by Coopérnico.
	An invitation was sent via email to suppliers who worked with Coopérnico on the FORTESIE home renovation to join the Marketplace.
VEO	Social Media Posts
	Invitations to the VEOLIA network to join the FORTESIE Marketplace
OKT	FORTESIE project description added to OKTAVE'Ss webpage.
	An invitation was sent via email to all 600 suppliers who worked with OKTAVE on the renovation of homes to join the OSS Marketplace.
GAR	Meetings with homeowners and property managers
+48	Social media post about the renovation progress: PV installation
	FB Post promoting the Pool visitor Fortesie App
	Invitations to the +48 network to join the FORTESIE OSS Marketplace
JUST	Video about one rehabilitation in Tomar, Portugal. Posted on Youtube and Instagram.
	Video about one rehabilitation in Lagoa, Portugal. Posted on Youtube and Instagram.
CRD	CORDIA's Internal Newsletter, sent to employees. Information about the program.
	CORDIA's Invitations to join FORTESIE Marketplace.

<b>GSIS</b>	Press release regarding the overall action of the project and reference to the pilot interventions with the expected results.
<b>EEFSHP</b>	Presentation of the museum's renovations to students in three different school visits. The students and teachers also replied to the questionnaire provided in the museum's mobile app.
<b>MESH</b>	Social media posts.
<b>GKW</b>	Public Event on the Pool Facility for the Day of the Child on 1/6/25
	Presentations through OSS with interested parties: 300 total people reached
	Social media posts promoting the post-renovation survey for pool visitors, the mobile app for pool visitors and the post-renovation survey for pool visitors regarding digital tools.

## 4 FORTESIE Website Structure and Performance

### 4.1 Website Final Structure



*Figure 32: FORTESIE's Website Final Structure at M43*



*Figure 33 : FORTESIE's Website Home Page (1)*



*Figure 34: FORTESIE’s Website Home Page (2)*

## 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
2024	11230
2025	14365
2026	5075
<b>Total</b>	<b>30670</b>

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2024	0	0	0	0	0
Feb 2024	0	0	0	0	0
Mar 2024	0	0	0	0	0
Apr 2024	0	0	0	0	0
May 2024	1,017	1,648	7,784	33,394	4.89 GB
Jun 2024	981	2,192	16,778	37,628	5.22 GB
Jul 2024	1,103	3,720	14,350	33,448	5.41 GB
Aug 2024	1,298	3,777	13,752	38,352	6.80 GB
Sep 2024	1,407	3,935	13,080	44,110	8.52 GB
Oct 2024	1,099	2,688	13,330	42,116	7.09 GB
Nov 2024	943	2,219	7,142	26,114	4.77 GB
Dec 2024	712	1,597	4,878	19,452	3.82 GB
<b>Total</b>	<b>8,560</b>	<b>21,776</b>	<b>91,094</b>	<b>274,614</b>	<b>46.52 GB</b>

*Figure 35: FORTESIE's Website Visitors 2024*

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2025	1,100	2,072	5,870	24,478	4.97 GB
Feb 2025	972	2,035	6,106	23,320	4.48 GB
Mar 2025	991	2,190	6,408	28,192	5.86 GB
Apr 2025	847	1,843	5,562	19,696	3.94 GB
May 2025	996	1,961	5,530	23,284	4.71 GB
Jun 2025	912	1,750	5,604	23,146	4.79 GB
Jul 2025	1,027	2,031	7,460	25,690	5.09 GB
Aug 2025	999	1,936	6,340	16,880	2.93 GB
Sep 2025	1,572	2,672	8,050	26,488	4.92 GB
Oct 2025	1,696	2,822	9,198	44,676	10.02 GB
Nov 2025	1,583	2,566	7,398	25,974	4.70 GB
Dec 2025	1,670	2,826	8,952	31,298	5.93 GB
<b>Total</b>	<b>14,365</b>	<b>26,704</b>	<b>82,478</b>	<b>313,122</b>	<b>62.35 GB</b>

*Figure 36: FORTESIE's Website Visitors 2025*

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2026	1,780	2,930	8,714	27,076	4.92 GB
Feb 2026	1,430	2,321	7,870	28,526	5.60 GB
Mar 2026	1,864	2,907	10,400	53,086	11.38 GB
<b>Apr 2026</b>	<b>417</b>	<b>673</b>	<b>2,180</b>	<b>7,238</b>	<b>1.66 GB</b>
May 2026	0	0	0	0	0
Jun 2026	0	0	0	0	0
Jul 2026	0	0	0	0	0
Aug 2026	0	0	0	0	0
Sep 2026	0	0	0	0	0
Oct 2026	0	0	0	0	0
Nov 2026	0	0	0	0	0
Dec 2026	0	0	0	0	0
<b>Total</b>	<b>5,491</b>	<b>8,831</b>	<b>29,164</b>	<b>115,926</b>	<b>23.57 GB</b>

*Figure 37: FORTESIE's Website Visitors 2026*

#### File Downloads:

Total file downloads from the website are 2750. The files that are currently uploaded on the website are the project's public 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.

### 4.3 Partners' Blog Articles

As part of its dissemination and communication strategy, the FORTESIE project established a dedicated blog section on its official website (available at <https://fortesie.eu/blog>), accessible through the main navigation menu across all pages. This section served as a central hub for sharing knowledge, insights, and project developments, ensuring continuous content generation throughout the project's lifetime.

The blog featured contributions from multiple project partners, who authored articles based on their technical expertise, role in the project, and involvement in specific activities such as pilot implementation, technological development, policy analysis, and stakeholder engagement. This approach enabled the project to present diverse perspectives and highlight the multidisciplinary nature of the FORTESIE ecosystem.

Through these articles, partners disseminated key results, practical experiences, and lessons learned, covering topics such as smart energy services, renovation strategies, digital platforms, and user engagement. The blog therefore functioned not only as a communication tool, but also as a knowledge-sharing platform aimed at engaging a wide audience, including industry stakeholders, researchers, policymakers, and the general public.

*Table 4 FORTESIE Partners' Blog Articles*

Partner	Article
NTUA	<u>Preparing and Validating the FORTESIE Pilots: From Baseline Analysis to Deployment</u>
CTIC	<u>Co-Creating Smart Renovation Services: CTIC's Approach to User-Centric Digital Solutions</u>
SIN	<u>Engaging Citizens and Stakeholders: Strategies for Social Acceptance of Smart Renovation Services</u>
LEIF	<u>Building Renovation Financing in Latvia: Current State and Future Prospects</u>
COOP	<u>Cooperative Energy Renovations: Lessons from the FORTESIE Pilot Engagement</u>

<b>LUH</b>	<u><a href="#">Navigating Ethical and Legal Challenges in Smart Renovation Projects</a></u>
<b>IEECP</b>	<u><a href="#">High-Resolution Demand-Side Management Modelling in Support of Renovation Packages</a></u>
<b>VEO</b>	<u><a href="#">Integrating Innovative BIPV and Heat Pump Solutions in Urban Renovations: Veolia's Technical Insights</a></u>
<b>OKT</b>	<u><a href="#">Testing Smart Energy Solutions in Real Cases</a></u>
<b>JUST</b>	<u><a href="#">Promoting Social Innovation in Building Renovation</a></u>
<b>GAR</b>	<u><a href="#">Best Practices for Renovating Residential Buildings: García Rama's Expertise in Energy Retrofit Solutions</a></u>
<b>+48</b>	<u><a href="#">Listening Architecture: The Case of the SALA Building Management System</a></u>
<b>MCE</b>	<u><a href="#">National Policy Alignment for Energy Renovations: MCE's Role in Policy Analysis and Implementation</a></u>
<b>APES</b>	<u><a href="#">ESCOs' Perspective on Smart Energy Services: APES's Insights into Customer Engagement</a></u>
<b>CRD</b>	<u><a href="#">Enhancing Public Building Efficiency: Cordia's Approach to Large-Scale Pilot Implementation</a></u>

<b>GSIS</b>	<u>Digital Governance and Smart Energy Platforms: GSIS's Role in FORTESIE's ICT Infrastructure</u>
<b>ECN</b>	<u>Slovakian Energy Centers' Role in Pilot Deployment: ECN's Strategies for Baseline Analysis</u>
<b>ED</b>	<u>Developing and Integrating the FORTESIE Reference Architecture for Smart Renovation Services</u>

## 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 aimed to cultivate a vibrant community of participants and contributors.

Through targeted outreach and participatory endeavors, the strategy sought 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.

Website analytics indicate promising growth in digital engagement, underscoring stakeholder interest and interaction.

To ensure the sustained visibility, uptake, and long-term impact of the project's results beyond its completion, a set of post-project communication and dissemination measures will remain in place.

The project's LinkedIn account will continue to actively share key outcomes, success stories, and relevant sector developments, maintaining engagement with the established stakeholder community.

The project website will be maintained as a central, open-access repository of results, including public deliverables, tools, and the One-Stop Shop Marketplace. Project partners will further support dissemination through their own channels, networks, and participation in events, contributing to the replication and scalability of the project's outcomes.

Particular emphasis will be placed on the continued promotion and potential evolution of key exploitable results, such as the FORTESIE One-Stop Shop Marketplace, to ensure their practical uptake and integration within the wider energy renovation ecosystem. Through these combined efforts, the project aims to maximize its long-term impact and contribution to Europe's transition towards a more sustainable, energy-efficient built environment.