

Low valued energy sources UPgrading for buildings and industry uses

Preliminary definition of Communication and Dissemination Plan

Deliverable D5.3

Lead Beneficiary: LGI March, 2017

Chloé Chavardes¹, Motunrayo Shafau²

¹ Chloé Chavardes, LGI

² Motunrayo Shafau, LGI

http://www.lowup-h2020.eu





Document Information

Grant Agreement:	723930
Project Title:	Low valued energy sources UPgrading for buildings and industry uses
Project Acronym:	LowUP
Project Start Date:	1 November 2016
Related work package:	WP 5: Exploitation, Dissemination and Communication
Related task(s):	Task 5.3: Communication and Dissemination Strategies
Lead Organisation:	LGI
Submission date:	30/04/2017
Dissemination Level:	Public

History

Date	Submitted by	Reviewed by	Version (Notes)
13/04/2017	M.Shafau, LGI	C. Chavardes, LGI	1.0 First complete version
30/04/2017	M.Shafau, LGI	J.C. Esteban, ACC	1.2 Final Version





About LowUP

LowUP – Low valued energy sources UPgrading for buildings and industry uses – is developing efficient alternatives to supply heating and cooling for building and industries, based on the use of renewable free energy and heat recovery from non-valuated residual energy sources that are currently wasted. As a result, these technologies will contribute to reducing significantly CO₂ emissions and primary energy consumption, and increasing the energy efficiency in buildings.

Led by the Spanish firm ACCIONA, the LowUP project gathers 13 partners (3 large companies, 3 research and technology organisations and 7 SMEs) from 7 European countries. During 42 months, the consortium will develop efficient alternatives to supply heating and cooling for buildings and industries based on renewable free energy as well as non-valuated wasted thermal sources:

- 3 technologies will be developed and demonstrated: one heating and one cooling system for buildings, and one heat recovery system for industrial processes.
- The systems will be demonstrated at 4 demo sites: a water treatment plant (ACCIONA) in Madrid, a test facility (ACCIONA) in Sevilla, an automotive factory and a retirement home.

For more information visit: <u>www.lowup-h2020.eu</u>

Coordinator contact

Jose C. Esteban Matías Acciona Construcción S.A. R&D Centre C. Valportillo II, 8, 28108 Alcobendas (Madrid, Spain) email: josecarlos.esteban.matias@acciona.com



Table of Content

A	BOUT LC)WUP	. 2			
T.	TABLE OF CONTENT					
F	IGURES .		. 3			
S	UMMAR	Υ	.4			
к	EYWORD	DS	.4			
1	INTR		. 5			
2	CON	TEXT AND OBJECTIVES OF THE PROJECT	5			
2	тыс		د. د			
3	INC	LOW OF DRAND	. 0			
	3.1	VISUAL IDENTITY	. 6			
	3.2	PROJECT PRESENTATION TEMPLATE	. 6			
	3.3	OTHER CORPORATE MATERIAL	. 7			
4	CON	IMUNICATION AND DISSEMINATION STRATEGY	. 8			
	4 1	Oriectives	8			
	4.2		8			
	43	MESSAGES	9			
	4.3.1	Initial key messages	. 9			
	432	I owl JP description	9			
	4.3.3	Project website	11			
	4.3.4	Social media (Twitter)	12			
	4.3.5	Newsletters	14			
	4.3.6	Media	14			
	4.3.7	' Events	14			
	4.3.8	Workshops	15			
	4.3.9	Scientific publications	15			
	4.3.1	0 European dissemination channels	15			
	4.4	KEY PERFORMANCE INDICATORS (KPIS)	16			
	4.5	CONTINUOUS UPDATE OF THE COMMUNICATION AND DISSEMINATION PLAN	17			
5	CON	CLUSIONS	17			
6	ANN	EX	17			

Figures

Figure 1: EU emblem	6
Figure 2: LowUP logo	6
Figure 3: LowUP presentation template	7
-igure 4: LowUP flyer	7
Figure 5: Content information flow	10
Figure 6: LowUP website	12
-igure 7: LowUP Twitter account	12
-igure 8: LowUP Twitter Guide	14
Figure 9: LowUP event monitoring plan	15





Summary

This Communication and Dissemination Plan outlines all of the activities that will be carried out to promote LowUP during the 42 months of the project. As stated in this document, this Plan will be updated and improved based on the monitoring results collected, in order to reach the objectives that have been set.

Keywords

LowUP, Efficient energy, energy-efficient technology, communication, dissemination, heating, cooling





1 Introduction

Communication and dissemination activities have become a top priority in European collaborative research projects funded under the EU's Horizon 2020 programme.

The main purpose of this deliverable D5.3 is to describe the communication and dissemination strategy of LowUP and to give visibility to the entire process. This document includes a section on the context of the project and identifies the communication objectives, the target groups and the key messages. The document also defines the tools used to communicate with the audience and to disseminate the project's results.

The communication strategy depends on (and is linked to) the Data Management Plan (DMP) (Deliverable 1.3 and subsequent updates) that is elaborated in WP1 Management. It provides guidelines for the management of data results and documents produced in the project, which are grouped into different datasets (each partner's datasets having different properties). The DMP also states the policies regarding the sharing of public data and documents. The objective of the plan is to establish the measures for promoting the findings during the project's lifetime. It enhances and ensures relevant project information transferability and considers the restrictions established by the Consortium Agreement.

The scope includes all actions taken in and outside the project in terms of knowledge dissemination and public communication on the project and its results. These communication actions will be continuously monitored and updated in this document during the course of the project. The proposed update plan will soon follow.

2 Context and objectives of the project

The ultimate goal of the LowUP project is to contribute to achieving Europe's GHG reduction targets and increase energy efficiency. The project will develop and demonstrate three new efficient heating and cooling technologies that will significantly reduce both CO_2 emissions and primary energy consumption. To support this objective, it is essential to raise awareness by promoting the benefits of energy efficiency in the different sectors where the LowUP results will have an impact based on the progress expected.

The European Commission Work Programme for 2016-2017 is a key instrument to progress towards the European Energy Union, which provides EU consumers with secure, sustainable, competitive and affordable energy. Achieving this goal will require a fundamental transformation of the European energy system.

The EU's energy policy has set ambitious objectives for 2020: a 20% improvement in energy efficiency, a 20% share of energy from renewable sources, and a 20% cut in CO2 emissions compared with 1990. For 2030 the objectives are even more ambitious: a 27% improvement in energy efficiency (to be reviewed), a 30% share of energy from renewables and a 40% cut in CO2 emissions.

Buildings contribute 40% of the EU's final energy demand and offer a large untapped potential for energy savings, therefore buildings have an important role to play in achieving these goals. By developing new heating and cooling technologies for buildings, the LowUP project will:

- Moderate the energy consumption for building heating and cooling
- Boost efficiency in the heat industry through recovery from current non-valuated wasted thermal sources and their subsequent reuse





- Increase energy efficiency in supply
- Maximise the use of renewable energy and reduce the costs of heating and cooling in order to be affordable to all

3 The LowUP brand

All of the communication and dissemination tools described in the following section use a consistent brand identity for LowUP which matches the image that the project wishes to convey.

In addition, all of the materials including scientific papers and publications produced by the project will contain the mandatory EU emblem with the following sentence:



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no 723930.

Figure 1: EU emblem

3.1 Visual identity



Figure 2: LowUP logo

One of the first actions in the communications task was to develop the project's identity. To build its *brand recognition,* a logo was designed during the first month of the project. It is and will be included in all documentation (paper or electronic), tools and promotional material.

LowUP aims to develop efficient alternatives to supply heating and cooling for buildings and industries based on renewable free energy as well as non-valuated wasted thermal sources. The symbol integrated in the letter O was chosen to illustrate a 'curved arrow' associated to energy efficiency (heat recovery) and the colour gradient to illustrate heating and cooling. This symbol also illustrates the idea of the circular economy that LowUP could contribute to through its research and results.

In text, the proper form to refer to the name of the project is "LowUP" (not Lowup, LowUp or others).

3.2 Project presentation template

A presentation template was designed and distributed to all of the partners within the first months of the project in order to continue building the "LowUP brand".







Figure 3: LowUP presentation template

3.3 Other corporate material

• Flyer: A flyer was designed in order to reflect the mission and expected outcomes of the project. It includes the main messages, keywords and the consortium members, and will be updated during the course of the project with results. It will be distributed at workshops and events organised by LowUP and poster sessions at external events such as conferences to raise awareness on the project's aims and topics.

It has been distributed at the **Feria Genera event** (Madrid, February 2017), the **World Sustainable Energy Days 2017** (Austria, March 2017) and at the **ECOBUILD 2017 Trade Fair** (London, March 2017).



Figure 4: LowUP flyer



- **Standard presentation:** A standard presentation on the project is being created. It will be continuously updated to include the achievements of the project. This presentation will be available to all partners and will help them when they present LowUP at:
 - Conferences, events, workshops
 - o Meetings with stakeholders, market players
- **Rollup:** A LowUP rollup will be designed to be used at events, conferences, booths, etc.
- **Posters:** Posters to be used at events will be designed to support the dissemination of the LowUP outputs. These are important for marketing at key events, it will be distributed to all LowUP partners and be made available on the website.

4 Communication and Dissemination Strategy

4.1 Objectives

LowUP

Based on the needs of the project, LowUP's main **communication objectives** are:

- To promote the project's activities and objectives and contribute to the uptake of its results
- To support the importance of energy efficiency market by highlighting its benefits
- To engage in a two-way dialogue with the scientific community, stakeholders (partners, European Commission project officers, potential investors), end-users, policy-makers and the general public
- To raise public awareness on the LowUP technologies which will contribute to moderating the demand for heating and cooling while increasing energy efficiency in supply

4.2 Target audience

The main target groups of LowUP's communication and dissemination strategy are the **stakeholders of the project:** parties involved in the development and commercialisation of heating and cooling systems, as well as the general public. These groups will be further refined into a more specific set of audiences in the next version of the communication plan.

Current & potential End-Users	The three LowUP systems target several markets, including office buildings, malls, automotive plants, etc. End-users include architects, engineering firms, facilities management units etc. Communication actions to end-users will be planned with a view to pave the way for the potential commercialisation of LowUP's technologies.
EU and national policy- makers	Policy-makers represent an important target group for the project as they can influence and impact the introduction and commercialisation of new efficient energy technologies through public policies and standards.
Scientific community	Scientists and researchers will benefit from the outcomes of the project, which will be widely disseminated to increase their knowledge on innovative heating and cooling technologies.
General public	To a lesser extent the general public will be targeted. However it is important to inform the general public about the research funded by the EU in order to better the lives of Europeans.



4.3 Messages

An initial set of key messages for LowUP have been developed to educate and inform the target audiences on energy-efficient technologies and the project. Additional tailored messages are being drafted in order to promote LowUP in the most effective way.

4.3.1 Initial key messages

The messages below will be further refined and developed for each user type (existing/potential and private/public) in a number of sectors based on the results of the analyses carried out in WP5.

Current & potential End-Users	 Results generated by LowUP may open new market opportunities for the heating and cooling industry. LowUP will introduce new technologies that are more efficient and save energy into the market. Some of the technology advancements made in LowUP could be used in other industries.
EU and national policy- makers	 LowUP will make heating and cooling more efficient and more sustainable in Europe. LowUP may create new jobs and reduce Europe's dependency on imported energy. LowUP will contribute to reaching Europe's targets in reducing GHG and making Europe cleaner.
Scientific community	 LowUP results will provide new knowledge on innovative technologies that will feed into future research activities. LowUP aims to develop efficient alternatives to supply heating and cooling for buildings and industries based on renewable free energy as well as non-valuated wasted thermal sources.
General public	 LowUP will reduce the costs of heating and cooling in order to be affordable to all. By reducing CO₂ emissions generated by heating and cooling, LowUP will contribute to reducing air pollution. LowUP will provide a heating and cooling experience that is more comfortable and helps save energy.

4.3.2 LowUP description

A text describing LowUP has been drafted in two versions (short and long) in order to ensure a coherent and common message about the project. This text will be used consistently by all of the LowUP partners in material dedicated to promote and communicate on LowUP.

Short version

LowUP – Low valued energy sources UPgrading for buildings and industry uses, is developing 3 efficient alternatives systems to supply heating and cooling for building and industries, based on the use of renewable free energy and heat recovery from non-valuated residual energy sources that are currently wasted. The 3 systems will be tested through 4 demonstrations in relevant environments. It involves the participation of 17 diverse partners from 7 countries.

As a result, these technologies will contribute to significantly reducing CO_2 emissions and primary energy consumption thus creating greater energy efficiency in buildings.





Long version

LowUP – Low valued energy sources UPgrading for buildings and industry uses – is developing efficient alternatives to supply heating and cooling for building and industries, based on the use of renewable free energy and heat recovery from non-valuated residual energy sources that are currently wasted. As a result, these technologies will contribute to reducing significantly CO₂ emissions and primary energy consumption, and increasing the energy efficiency in buildings.

Led by the Spanish firm ACCIONA, the LowUP project gathers 13 partners (3 large companies, 3 research and technology organisations and 7 SMEs) from 7 European countries. During 42 months, the consortium will develop efficient alternatives to supply heating and cooling for buildings and industries based on renewable free energy as well as non-valuated wasted thermal sources:

- 3 technologies will be developed and demonstrated: one heating and one cooling system for buildings, and one heat recovery system for industrial processes.
- The systems will be demonstrated at 4 demo sites: a water treatment plant (ACCIONA) in Madrid, a test facility (ACCIONA) in Sevilla, an automotive factory and a retirement home.

For more information visit: <u>www.lowup-h2020.eu</u>

Content and channels

In order to ease the information flow, a simple yet effective process has been set up to allow all partners to collaborate on content creation and to relay the information that will be shared through the communication channels described in the next section.



Figure 5: Content information flow

The content generated during the 42 months of the project needs to be communicated through the most effective channels according to the target audience to be reached and the characteristics of each of these channels. As shown in the graph in the previous section, once the information content has been generated, the partners in charge of communication will decide on the timing and the channels that will be used to release it.



4.3.3 Project website

The public LowUP website was officially launched in February 2017: <u>http://lowup-h2020.eu/</u>. It will be updated regularly and will promote the project by playing a key role as the main information point and delivery channel for results and the progress achieved. It will also disseminate the key messages to the target audiences, inform on events, publications or activities of interest to the LowUP community and foster participation among the consortium members. This website is the central tool for dissemination, any stakeholder can access it to gain information or contact relevant partners.

The project website will continually be updated following the rhythm below:

Month	Activity marker
Month 1: 01/11/2016	LowUP starting date
Month 4: 01/02/2017	Project website delivery and due date
Month 8: 01/06/2017	Scheduled routine website update
Month 12: 01/10/2017	Scheduled routine website update
Month 16: 01/02/2018	Scheduled routine website update
Month 20: 01/06/2018	Scheduled routine website update
Month 24: 01/10/2018	Scheduled routine website update
Month 28: 01/02/2019	Scheduled routine website update
Month 32: 01/06/2019	Scheduled routine website update
Month 36: 01/10/2019	Scheduled routine website update
Month 40: 01/02/2020	Scheduled routine website update
Month 42: 01/04/2020	LowUP ending date

In order to make available useful and relevant information for visitors, it was decided that the website should address the needs and the questions that would most likely interest external stakeholders or visitors, such as:

- What the project is about
- What the outcomes of the project are
- Who the partners of the project are
- What the latest news and events of the project and of the sector are

Three main sections will be used to communicate and disseminate information:

- 1. **News:** Relevant activities, milestones and results of the project will be communicated and disseminated.
- 2. **Blog:** This section promotes activities related to energy efficiency or partners' activities in the sector.
- 3. **Events:** LowUP events or relevant events to the community will be shared through the various channels.







Figure 6: LowUP website

4.3.4 Social media (Twitter)

😏 Home About	Search Twitter	Q Have an account? Log in •
	25 83 68 4	2- Follow
LowUP EU project @lowup_h2020 Low valued energy sources UPgrading for buildings and industry uses #heating #cooling #buildings #energyefficiency	Tweets Tweets & replies Media LowUP EU project @vwwp_h2020 · Mar 20 LowUP Another LowUP appearance was made at the ECOBUILD 2017 Trade fair for #sustainableconstruction #sustainableEurope #heatingandcooling	New to Twitter? Sign up now to get your own personalized timelinel Sign up
⊘ lowup-h2020.eu 団 Joined November 2016 Iጫ 7 Photos and videos	Big pich Pich Pich	Worldwide Trends #worldwaterday \$

Figure 7: LowUP Twitter account

A LowUP Twitter account was created: <u>@lowup h2020</u>.

Twitter will be used as one of the main channels to build the project's community online and disseminate the project results. The two main objectives set for Twitter are to:

- Maintain closer relationships and engage with the target audiences and disseminate knowledge
- Bring the research carried out in LowUP closer to the general public and to inform them on heating & cooling and energy efficiency

To further boost the impact of the project, the option of a dedicated Linkedin Group where nonconfidential information will be shared with the members is under consideration.





MAIN TARGETS

The following targets have been initially identified to follow, retweet, mention etc.:

- Other related EU projects in the heating & cooling and energy efficiency sectors
- EU institutions
- Associations/clusters in the LowUP sector
- Industry in the LowUP sector
- Policy-makers
- Influencers in the heating & cooling and energy efficiency sectors
- General public

Twitter will serve as a channel for the mass distribution of news published on the website; to advertise events that will be attended by LowUP partners; to promote the content generated by the project. The partners involved in the communication activities will closely monitor the related content generated by other social accounts to share it and help to disseminate it.

MAIN ACTIONS

The LowUP Twitter account will be managed on a daily basis and will target:

- At least 3 tweets/retweets day on content published on the LowUP website or related stories with appropriate or trending hashtag, including the link to the tweeted content
- Reply to Twitterers who tweet or mention @LowUP_h2020
- Follow and engage communication with users who tweet specific words that relate to LowUP activities
- Track specific words, mentions and trending hashtags in order to be responsive, efficient and pro-active on the channel. Make sure that most recent best practices for Twitter are implemented

HASHTAGS

A first list of hashtags related to the LowUP project has been established and will be used to increase the project visibility on Twitter.

General	Specific		
#EnergyEfficiency	#LowUPH2020		
#H2020	#LowUPTech		
#HeatingandCooling	#SustainableEurope		
#heating	#EfficientHeating		
#cooling	#EfficientCooling		

Instructions on how to maximise the impact of the LowUP project on Twitter has been shared with the partners.





Getting Started with Twitter	What is Twitter? 🔊	<section-header><list-item><list-item><list-item><list-item><list-item><list-item><list-item><list-item><list-item><list-item><list-item><list-item></list-item></list-item></list-item></list-item></list-item></list-item></list-item></list-item></list-item></list-item></list-item></list-item></section-header>	<image/> <list-item><list-item><list-item><list-item><list-item><list-item><list-item><list-item><list-item><list-item><list-item><list-item><list-item><list-item><list-item><list-item><list-item></list-item></list-item></list-item></list-item></list-item></list-item></list-item></list-item></list-item></list-item></list-item></list-item></list-item></list-item></list-item></list-item></list-item>
1	2	3	4
Twitter Best Practices	Cearly Define Your Objectives Depresente Resource Needs project, our action, or encourge parameters d'a ge 19220 and other Charlow define	Determine Scholde and Frequency of latter Frain 1: is imported to at a participation that	Thank you!
Clearly Define Your Objectives	electives will help you to determine an ensure that content is posted on a regular Twitter can help you in meeting your larger communication goals.	defines a frequency for posts per week. Setting a regular schedule helps to ensure that the account is active and encourages engaged followers. Consider accession sensitive at a	Get in touch for more information!
Known have Target advanced() Constrained the stand Simple Section 2 advances them and Simple Denomines Advances that Fragmenty of Trainer Posts. Section 2 advances that Fragments and Fragment	$\label{eq:product} \begin{split} & \underbrace{ \begin{tabular}{lllllllllllllllllllllllllllllllllll$	Execution for the second	all of the reports produced in the project will be existing to devote the the <u>local produced</u> in the the <u>local project existing</u> . and project existing the the local project existing the local e
LowUP	LowUP	LGWUP	LowUP

Figure 8: LowUP Twitter Guide

4.3.5 Newsletters

A total of 8 electronic newsletters are expected to be distributed to the LowUP community to inform them on the latest achievements of the project, outputs and relevant events. Newsletters will be distributed on a biannual basis.

The results and statistics will be drawn for each newsletter. Conclusions and possible areas of improvement will also be indicated (if any) to help optimise future mailings.

The first newsletter is planned to be distributed in April-May 2017 depending on the progress of the project.

4.3.6 Media

Press releases

Mainstream and specialised media will be targeted and press releases will be distributed to the identified stakeholders in order to promote the project and raise awareness on the LowUP project. A first press release was released to announce the kick off the project in December 2016: <u>http://lowup-h2020.eu/wp-content/uploads/2016/12/LOWUP-PRESS-RELEASE-N1_v02.pdf</u>

ΤV

Futuris by Euronews promotes latest news about the leading scientific & technological research projects in Europe, Unlocking the secrets of research, science & technology, all as video on demand. LowUP will try to be showcased via this channel: <u>http://www.euronews.com/programs/futuris</u>.

4.3.7 Events

Speaking or showcasing the project and its results with a stand at specific events will be an important activity in the project in order to communicate towards key stakeholders including potential investors. Brokerage meetings in the energy domain will be proactively attended.

Other forms of participation include:

- Papers and presentation in a conference
- Participation in a workshop or similar event
- Poster presentation





In addition, conferences such as the EnEff International Trade Fair and Congress for Heating, Cooling and CHP (2018), Rehva (Federation of European Heating, Ventilation and Air Conditioning Associations) World Congress (TBD) and the Eurovent Summit amongst others to raise the awareness on the energy-efficient technologies being developed. LowUP will participate in at least 3 conferences/exhibitions.

An event plan was created to monitor the partners' participation and actions in events (see Annex).

C\/CI		ΛΝΝΙ			Č									
LowUP pro	oject			ORING										
	Event				Torret	Strategic importance	Attendoos from	Oral	Destar	Loofloto	Brechurse	Dellun	Plag past	Turanta
Dates	name	Location	Description	Website	audience	very imp)	LowUP (names)	Y/N	Y/N	Y/N	Y/N	Y/N	Y/N	Y/N
1-3 March 2017	World Sustainable Energy Days	Austria	WSED is one of Europe's largest conferences on energy efficiency and renewable energy.	http://www.wsed.at/en/ world-sustainable- energy-days.html	Energy professionals	3	Belén Gomez Uribarri, Soraya Molinero Pérez	N	N	N	Y	N	N	Y
29 October - 2 November 2017	Solar World Congress 2017	United Arab Emirates	The ISES Solar World Congress and the SHC 2017 will bring together the global renewable energy community to discuss the latest cutting-edge technology advances as well as business and workforce opportunities in renewable energy.	http://www.swc2017.or g/home.html		1	Manuel A.Chicote							
6 - 9 March 2017	First International Conference on Building Integrated Renewable Energy Systems	ireland	First International Conference on Building Integrated Renewable Energy Systems	www.bfirst-fp7.eu		4	José Carlos Esteban Matias	¥		Y	Y			Y
7 - 9 March 2017	ECOBUILD 2017 Trade fair for sustainable construction	United Kingdom	ECOBUILD 2017 Trade fair for sustainable construction	http://www.ecobuild.co .uk/		4	José Carlos Esteban Matias			Y	Y			Y

Figure 9: LowUP event monitoring plan

4.3.8 Workshops

Two national dissemination workshops will be organised by one of the LowUP project partners, LGI, to raise awareness among stakeholders and obtain further engagement.

- LowUP National Dissemination Workshop #1 (Month 18, tentatively London or Paris)
- LowUP National Dissemination Workshop #2 (Month 36, tentatively Brussels)

The project will strive to organise these events jointly with other partners, whenever possible.

4.3.9 Scientific publications

To ensure a proper and wide dissemination of LowUP's scientific and technical outcomes, the consortium partners will publish their results (in line with the project's IPR protection strategy) in journals and magazines in the construction sector, and in the field of energy efficiency in buildings, measurement and characterisation methods, sensors etc.

A first list of journals have been identified:

- International Journal of Air-conditioning and refrigeration
- Journal of Refrigeration, Air-Conditioning, Heating and ventilation
- World Journal of Science, Technology and Sustainable Development
- Building and Environment
- Energy and Buildings
- Exergy, An International Journal
- Sustainable Energy Technologies and Assessments

4.3.10 European dissemination channels

All of the official channels set up by the EU institutions will be used to disseminate LowUP results. The following official EU dissemination channels will be targeted.





Magazines	Horizon - The EU	http://horizon-magazine.eu/			
	Research and Innovation				
	Magazine				
	research*eu results Magazine	http://www.cordis.europa.eu/r esearch-eu/magazine_en.html			
Portals	CORDIS	http://cordis.europa.eu/home_ en.html			
	BuildUp: The European Portal For Energy Efficiency In Buildings	http://www.buildup.eu			

4.4 Key Performance Indicators (KPIs)

Work Package 5 aims at delivering information and communicating on the results of the project, its activities and its achievements to targeted audience groups. We have selected KPIs in order to be able to adapt the content and overall communication and dissemination strategy in order to best respond to the groups' expectations.

Channels	Target groups	KPIs
Website	Current & potential End-Users EU and national policy-makers Scientific community General public	 Number of page views % of new sessions Average time on page
Social media	Current & potential End-Users EU and national policy-makers Scientific community General public	 Number of followers Number of retweets Number of mentions
Newsletters	Current & potential End-Users EU and national policy-makers Scientific community	Number of subscribers
Media	Current & potential End-Users EU and national policy-makers Scientific community General public	 Number of mentions in the media
Events	Current & potential End-Users EU and national policy-makers Scientific community	Number of attendees
Workshops	Current & potential End-Users EU and national policy-makers Scientific community	Number of attendees
Publications	Scientific community	 Number of papers published
EU channels	EU and national policy-makers Scientific community	 Number of mentions Number of articles published



4.5 Continuous update of the Communication and Dissemination Plan

This Communication and Dissemination Plan will be updated regularly following the rhythm below. These deliverables are enclosed in the Task 5.3 "Communication and Dissemination strategies" under Work Package 5.

Deliverable Number	Deliverable Title	Task	Lead beneficiary	Dissemination level	Due Date (in months)
D5.3	Preliminary Communication and Dissemination Plan	T 5.3	LGI	Public	6 (01/04/2017)
D5.5	First version of the Communication and Dissemination Plan	Т 5.3	LGI	со	12 (01/10/2017)
D5.8	Second version of the Communication and Dissemination Plan	T 5.3	LGI	со	24 (01/10/2018)
D5.10	Third version of the Communication and Dissemination Plan	Т 5.3	LGI	со	36 (01/10/2019)
D5.12	Final Communication and Dissemination Plan	T 5.3	LGI	со	42 (01/04/2020)

5 Conclusions

The LowUP Communication and Dissemination Plan will be updated regularly as shown in the table above. Its content and structure may evolve if necessary. The main objective is to maximize the impact of the project and boost the awareness on the results and milestones to be accomplished during the project.

Other communication materials (flyers, posters etc.) have been prepared and been disseminated, for example, the LowUP flyer has been distributed at international conferences and energy efficiency fairs.

6 Annex

[Event Planning & Monitoring table]

NITORING	
S MO	
BNI	
LANN	
NT P	oject
EVE	LawUP pro

EVE! LowUP proj	NT PL	ANNIF	NG & MONITOR	RING	•	MUP							
	Event				Target	Strategic importance Rande 1-5 (not imp to	Attendees from	Oral contribution		Leaflets	Brochures	Roll-up	Blog
Dates	name	Location	Description	Website	audience	very imp)	LowUP (names)	N/A	Poster Y/N	N/A	N/X	N/X	× ₹
the state of the	World		WSED is one of Europe's largest	rttp://www.wsec.at/en/			Belén Gomez						
I-5 March	Sustainable	Austria	conferences on energy efficiency and	world-sustainable-energy	ELERY	m	Uribarri, Soraya	z	z	2	>	7	Z
/107	Irergy Days		rerewable energy.	cays.html	proressionais		Molinero Pérez						
			The ISES Solar World Congress and										
			the SHC 2017 will bring together the										
29 October - 2	Color Month	Instead A cale	global renewable energy community	and T10Course second loaded									
November	SCIAL WOLIG	כיוורבת או קם	to discuss the latest cutting-edge	ALL LIND SWCZUL/ OIK		1	Manuel A.Chicote						
2017	COLIBLESS ZUL/	CUIL 4.45	technology advances as well as	nome.num									
			business and workforce										
			opportunities in renewable energy.										

LowUP

≻

>

>

>

José Carlos Esteban Matias

4

₽ X

ECOBUILD 2017 Trade fair for sustairable construction

United Kingdom

=COBUILO 2017 Trade #air for sustainable construction

7 - 9 March 2017

>

>

>

José Carlos Esteban Matias

4

First International Conference on Building Integrated Renewable Fnergy Systems

Ireland

r tegratec enewable ys:ems ergy

6 - 9 March 2017

First International Conference on Suilding

