

Deliverable 5.1

Communication and Dissemination Master Plan

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Technical References

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¹ PU = Public
 PP = Restricted to other programme participants (including the Commission Services)
 RE = Restricted to a group specified by the consortium (including the Commission Services)
 CO = Confidential, only for members of the consortium (including the Commission Services)

Document history

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Executive summary

The aim of the TIMEPAC project is to improve existing energy certification processes, moving from a single and static certification to a holistic and dynamic approach, considering:

- a) the data generated in the overall energy performance certification process (from generation to storage, to analysis and exploitation, and throughout all the building lifecycle, from design, to construction and operation)
- b) buildings as part of a built environment, connected to energy distribution and transport networks and
- c) buildings as dynamic entities, continuously changing over time.

TIMEPAC will demonstrate the feasibility of combining EPC databases with other data sources to make certification more effective and more reliable. These new methods and tools to enhance current certification practices will be developed in five Transversal Deployment Scenarios and validated in four demonstration scenarios across these six European countries: Austria, Croatia, Cyprus, Italy, Slovenia and Spain.

The outcomes will be used as training materials for professionals involved in certification process. A TIMEPAC Academy will further develop and exploit the innovative EPC enhancement methods and tools developed in the project. (see GA, page 121)

Effective communication and dissemination of TIMEPAC's progress and results is of major importance if we are to maximise the impact of the project and achieve long lasting results.

Present D5.1 'Communication and Dissemination Master Plan' outlines the communication and dissemination activities planned by TIMEPAC partners for the whole project duration. It describes the overall communication strategy of the consortium, and functions as a guide for project partners when speaking about or on behalf of the project.

This reference document for communication and dissemination activities will be updated mid-way through the life of the project as the context analysis will be completed and the training activities are about to start.

All project partners have been allocated resources in the WP5 Communication and Dissemination in order to maximise the visibility of the project. The leader of the WP5 is the European Science Communication Institute (ESCI).

Disclaimer

This publication reflects only the author's view. The Agency and the European Commission are not responsible for any use that may be made of the information it contains.

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1 Communication and Dissemination Management

1.1 Roles and responsibilities of partners

According to Article 29.1 of the Grant Agreement, all partners are required to communicate and disseminate their results. Furthermore, all partners are requested to “promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner”, according to Article 38 of the Grant Agreement.

All partners are therefore expected to be proactively looking for communication and dissemination opportunities as well to contribute to communication and dissemination efforts of the Consortium, in order to reach the European-wide audience.

European Science Communication Institute (ESCI), leader of WP5 “Communication, Dissemination and Exploitation”, is in charge of the coordination of communication and dissemination activities. All partners are requested contribute to the activities of WP5 as needed. The table below shows the person months (PM) assigned to project partners of the work to be done in this work package.

Table 1: Communication and dissemination effort per partner

Partner number and short name	Person months
1 - FUNITEC	4.00
2 - JSI	3.00
3 - POLITO	4.00
4 - ICAEN	3.50
5 - CYPE	2.00
6 - Mzl	3.50
7 - Golea	3.00
8 - ESCI	14.00
9 - Edilclima srl	2.50
10 - PIEMONTE	3.50
11 - SERA	1.00
12 - EIHP	3.50
13 - OEB	3.50
Total	51.00

1.1.1 Open access to scientific publication

According to the Grant Agreement the consortium will follow the “Guidelines on Open Access to Scientific Publications and Research Data in Horizon 2020”¹ published by the European Commission and the article 29.2 of the Model Grant Agreement for H2020 projects, thus ensuring open access (free of charge, online access for any user) to all peer-reviewed scientific publications relating to its results.

Publications on the EU open access publication platform <https://open-research-europe.ec.europa.eu/> is planned.

1.1.2 EC acknowledgement

Any dissemination of results (in any form, including electronic) must:

- (a) display the EU emblem and
- (b) include the following text:

“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 101033819”.

When displayed together with another logo, the EU emblem must have appropriate prominence.

1.1.3 Disclaimer excluding Agency responsibility

Any dissemination of results must indicate that it reflects only the author’s view and that the Agency is not responsible for any use that may be made of the information it contains.

¹ Guidelines on Open Access to Scientific Publications and Research Data in Horizon 2020, EC Research and Innovation, Version 3.2, 21 March 2017.
https://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/oa_pilot/h2020-hi-oa-pilot-guide_en.pdf

1.2 Procedure of approval within the consortium

1.2.1 Scientific or technical publications

According to Article 29.1 of the Grant Agreement, all partners are required to ask for permission when publishing a scientific paper.

During the project and for a period of one year after the end of the project, prior notice of any planned publication shall be given to the other parties at least 45 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the project coordinator and to the party or parties proposing the dissemination within 30 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.

1.2.2 Communication Material

During the project, ESCI and other partners will produce a variety of different communication materials, such as brochures, videos, articles, interviews, social media posts, etc. These communication tools require a different approval procedure compared to scientific articles, as they don't contain detailed IPR relevant issues.

Before the printing of brochures and the publication of videos, the project coordinator will be reviewing and approving the materials. For videos on the Demonstration Scenarios, also the respective Demonstration Scenarios leader will be required to approve the video before publication.

For official TIMEPAC press releases, the approval will be required from the coordinator. Press releases from the partners will be under the responsibility of the partners and do not require official approval from the coordinator.

For journalistic articles and interviews only the organisations or persons mentioned in the publications will be required to approve or to fact-check the content. No official approval from the Consortium is foreseen. These publications have a journalistic approach and interference by interested parties would be counterproductive for the distribution success.

No approval is needed for social media posts done by ESCI on the Twitter or LinkedIn pages.

2 Communication and Dissemination Plan

2.1 Goal and strategy

The main goals of the communication and dissemination defined for TIMEPAC are:

- **Raising awareness and interest** of the selected target groups in a more holistic approach to energy performance certification.
- **Engaging in a dialogue** with the selected target groups to foster adoption of TIMEPAC results.
- **Fostering knowledge transfer** among the partners on specific methodologies and applications.
- **Ensuring broad applicability** of results taking into consideration regulations and standards.
- **Establishing productive relationships** between TIMEPAC and other European initiatives.
- **Building a community** for support and usage of the **Training platform**, being delivered after the projects end.
- **Building a community** of actors committed to **replicate** the TIMEPAC solutions in other European cities and countries.
- **Providing new insights** to the scientific community in the areas of district heating and cooling systems and renewable energies and **inspire further research**.

Communication and dissemination strategy and specific actions will unfold and intensify as the project advances.

At the early stage of the project, with no project results available, communication focus will lie on raising general awareness and interest about the project among wider audiences.

At the mid stage of the project, when the first results become available, communication and dissemination activities will focus on timely release of results and updates, tailored to different target audiences. From this phase onwards, communication and dissemination activities will be diversified into targeted actions towards specific target groups.

At the final phase of the project, with demo scenarios in place and final results available, communication and dissemination activities will focus on promotion of adoption of TIMEPAC approaches and technologies on the one hand and on citizens' engagement on the other, fostering acceptance and exploitation of the project results.

2.2 Target audience

As mentioned above, the project will be dealing with a variety of target groups. At the current stage of the project, we can identify following main communication and dissemination target audience groups:

Table 2: Target audiences

Business:	General building experts, professional certifiers, energy auditors, architects, building managers, energy agencies, EPC developer, real estate managers, ESCOs.
Industry:	Construction companies
Policy Makers:	local / regional / national administration bodies, municipalities.
Citizens:	end-users directly impacted by the project, potential end-users, building owners, tenants, general public.
Science:	researchers from affiliated fields
Press:	general, related to energy, related to buildings, renovation and architecture, related to local or regional publications

2.3 Key messages

In order to ensure engagement with different target groups, the key messages have to be tailored according to the needs of the respective groups, addressing their possible benefits.

The following types of messages will be communicated throughout the project:

- Project goals and ambitions;
- Project relevance for the energy sector, end users, society at large, environment;
- Project milestones, results, recommendations;
- Detailed information about project-related technologies, solutions;
- Active participation of the project partners in conferences/workshops.

At the time when this first version of the Communication and Dissemination Master Plan is being drafted, it is not possible yet to define all the relevant messages. We anticipate multiple messages worth communicating arising as the project evolves.

Nevertheless, we can make a preliminary hypothesis on how TIMEPAC results will be dealt with from a communication and dissemination perspective. They will be fine-tuned when the project results are available.

The tentative key messages are summarised below:

Table 3: Preliminary key messages

Key message	Target group
TIMEPAC is developing new EPC schemes. These solutions help reaching EU climate goals.	Citizens, policy and decision makers, press
TIMEPACs digital solutions will lower energy costs for consumers.	Citizens, policy and decision makers, business, industry
TIMEPACs digital solutions will lead to better indoor air quality for consumers.	Citizens, policy and decision makers, business, industry
TIMEPAC solutions significantly increase resource and energy efficiency and reduce emissions.	Citizens, policy and decision makers, business, industry, press
With innovative TIMEPAC technologies, the entire construction industry will benefit from synergies in planification, construction and exploitation, which will result in a higher reliability, supply safety and efficiency of their services to the customers.	Business, industry, policy and decisionmakers
TIMEPAC solutions can be replicated in different EU countries and for different types of buildings.	Business, industry
TIMEPAC is a cooperation between science and industry with an open transparent approach. The project is creating solutions and business models for challenges of tomorrow.	Business, industry, press
TIMEPAC is an example of how European funding prepares European Architecture Engineering and Construction sector for the challenges of tomorrow.	Construction companies, building developers, architects, engineers, consultants
TIMEPAC creates innovative technologies, with open results.	Scientific community
TIMEPAC offers detailed description of new innovative technologies. Implications for further research.	Scientific community

2.4 Key Performance Indicators

Table 4: KPIs

Communication Activity	Targeted Indicators	Target Audience	KPIs
Logo, templates and dissemination	Dissemination material will be developed in English and the respective local languages of the	All	2,000 brochures printed and distributed

material	Demonstration Scenarios. Dissemination material will include: Visual identity including standard presentation, document template and roll-up design; Logline and 2-5 hashtags for social media channels; Key messages; 1 page project description; Brochure		
TIMEPAC project website & social media campaign	An appealing project website and social media accounts on Twitter, YouTube and LinkedIn providing information about the project's activities and results, tailored for different target groups.	All	30,000 visits of the web page, total of > 1,000 followers on Twitter, LinkedIn, YouTube.
TIMEPAC Training platform	A web platform to support training activities, providing training materials for download, accessible from project website	Stakeholders interested in training	1,000 downloads of training materials
Written and visual content	Infographics, Journalistic articles, Interviews with experts will be produced and disseminate via social media, the TIMEPAC website and multiplier platforms like AlphaGalileo, Cordis, phys.org or youris.com. Press releases for regional and national media on pilot areas.	Journalists, the general public, stakeholders	4 info-graphics, 4 interviews, 4 journalistic articles and at least 4 press releases reaching > 40,000 readers
Videos and multimedia	1 introductory video to explain the scope of the project and 1 animated video providing more detailed explanation in terms of results.	Journalists, general public, stakeholders	1 introductory and 1 animated video on web and social media >1,000 views

3 Communication channels

The advances and results of the project will be communicated and disseminated through multiple channels in order to reach various target audiences. Both online and offline channels (represented by networking, conferences, workshops) will be exploited.

Communication will include activities aimed at increasing the awareness about the project among large audience, including general public, decision-makers, press, etc. Dissemination activities will focus on knowledge and information transfer towards specific communities: industry stakeholders, researchers, policymakers, etc. in order to foster exploitability of the project results.

Online communication channels, such as TIMEPAC website and social media accounts will play a prominent role. The online channels are described in more details in the following sections. As part of dissemination activities, each partner will use their own database of stakeholders to disseminate TIMEPAC-related content. Additionally, ESCI and FUNITEC will create and manage own project-related stakeholders list as the project progresses.

3.1 Project website

The project website - www.timepac.eu - is a reference point for the project communication and dissemination activities. It will be officially launched in October 2020 (M4). As of M2, a landing page is available.



Figure 1: Simple landing page

During the first phase of the project (M4-18), the website will present the main objectives of TIMEPAC, as well a description of the demonstration sites and the main technologies that the project will be working with. It will establish links to social media channels and publish relevant updates.

At a later stage (M18-M36), with the results available, the website will contain latest updates and will act as the platform to distribute non-confidential contents (scientific publications, articles, press releases, project updates, etc.)

The following website structure is envisioned:

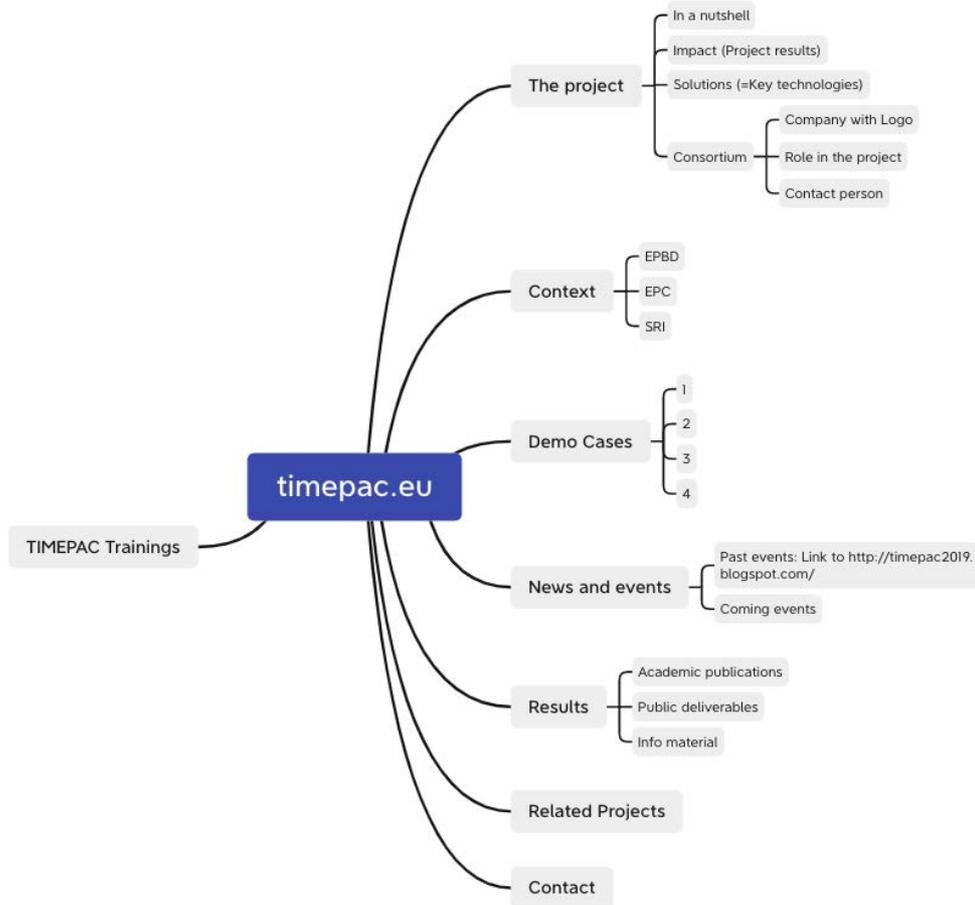


Figure 2: Website structure

The website will have engaging design and user-friendly navigation. The sections will have the following content:

Feature	Description
Project/About	A brief presentation of the project, expected results, and its objectives, key technologies as well as information about the project partners will be provided here.
Context	Explanation for general public: current framework of EPBD, importance of EPC etc.
Demo scenarios	Presentation of the demo scenarios
News and events	Project-related news, relevant events, as well as press releases will be published here.
Results	All the academic publications and public deliverables will be published here, as well as the key presentations.
Related projects	Links to related H2020 projects X-tendo, D2EPC, EDYCE, ePANACEA, EPC, RECAST, QualDeEPC, U-CERT, crossCERT, SmartBuilt4EU; networks and clusters.
Contact	A contact form, as well contact details of the project coordinator and communication WP Leader (ESCI) will be provided here.

3.2 Social media channels

Social media will play an important role for the project outreach. A “TIMEPAC community” will be created to increase the visibility and impact of the results based mainly on Twitter and LinkedIn. The amount and nature of posts and tweets will vary during the course of the project.

At the initial stage, relevant external scientific and journalistic articles, as well as information about partners will be published, in order to increase and keep the interest of multiple audiences. The amount of original content will be limited.

Starting from M6, when the first project results are expected to be available, social media will be used for promoting the results and benefits of the project, encouraging their exploitation.

3.2.1 Twitter

ESCI created a project Twitter account @timepac and customised it according to the visual identity of the project. This account will be used to engage with relevant associations, potential partners, press and be part of the EPC discussions.

The hashtag used for the project is #timepac, accompanied by #H2020, #H2020energy, #buildings, #EPC, #decarbonisation #SRI #BIM #fitfor55.

Partners creating TIMEPAC relevant content on their own twitter channel are kindly asked to tag the project.



Figure 3: TIMEPAC Twitter channel

3.2.2 LinkedIn

ESCI created a project LinkedIn page and customised it according to the visual identity of the project.

Project results and news will be posted both on the TIMEPAC LinkedIn page, as well as in relevant groups. Thanks to the use of relevant hashtags, further users that do not follow the project LinkedIn page will be reached. All partners are encouraged to redistribute TIMEPAC content through their personal and corporate LinkedIn accounts. The hashtag used for the project is #timepac, accompanied by #H2020, #H2020energy, #buildings, #EPC, #decarbonisation #SRI #BIM #fitfor55.

Partners creating TIMEPAC relevant content on their own LinkedIn channel are kindly asked to tag the project.

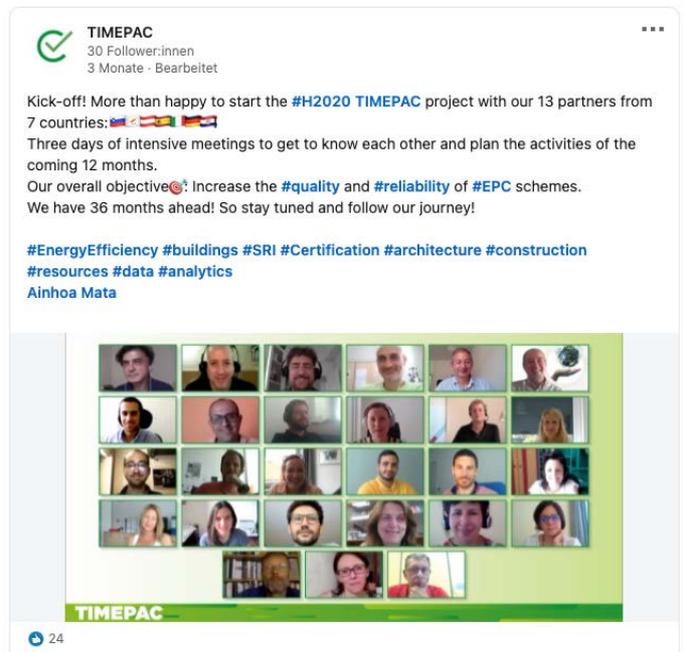


Figure 4: TIMEPAC LinkedIn channel

3.2.3 YouTube

Video content featuring the Demonstration Scenarios, as well as interviews with project partners and external experts will be developed and shared on the YouTube channel to attract the interest of stakeholders and general public. YouTube will be used to promote videos between all audience segments.

TIMEPAC will produce at least 2 videos which will be published on the ESCI channel. This channel has a wide reach, combining interested followers of several research areas.

Accountability: ESCI will be responsible for the social media activities through the project channels, such as creating posts, sharing the news and monitoring the outreach. The partners are asked to approach ESCI with relevant news items, ideas, material, etc. which ESCI will then publish on the TIMEPAC social media channels. All partners are asked to follow the activities on TIMEPAC social media channels and repost the project content through their channels to maximise the impact.

3.3 Social Media Training

Consortium partners will act as communicators for all target audiences. A training event in M7/M8 with 1 representative from each partner will be organised by ESCI to train them how best to communicate with industrial partners, local authorities and other stakeholders. This will ensure that partners reach their target audiences effectively, thus increasing the project's visibility and impact at all levels.

3.4 Internal Communication

Due to the COVID-19 crisis the Consortium had to adapt and kicked-off the project in a web meeting on 12/13 July 2021. This novel experience demonstrated that this approach could be possibly more productive in terms of meeting outcomes and not to mention the overall improved resource efficiency. Nonetheless the main caveat was indeed the sacrificed social interaction and team building at the start of the 3 years collaboration.

Facilitating exchange of knowledge and learnings between the consortium partners is crucial to avoid silos. A transparent and permanent transfer of knowledge is essential for successful project implementation.

The exchange between the work packages, the common understanding and the development of a common language forms the basis of internal communication. It is important that all project participants promote and actively support this view.

To provide partners with a secure and easy way to exchange data and informations FUNITEC created an online repository with access for every partner.

Table 5: TIMEPAC online repository

The screenshot shows the 'DOA-DdR-IAR-TIMEPAC' online repository. The interface includes a navigation bar with options like '+ Neu', 'Hochladen', 'Teilen', 'Link kopieren', 'Synchronisieren', 'Herunterladen', and 'Nach CSV exportieren'. Below the navigation bar, the breadcrumb 'Dokumente > TIMEPAC_CSA' is visible. A table lists the contents of the 'TIMEPAC_CSA' folder:

Name	Geändert	Geändert von
COMMUNICATION	6. September	Álvaro Sicilia Gómez
CONTACTS	13. Juli	Leandro Madrazo Ag...
MEETINGS	13. Juli	Leandro Madrazo Ag...
RESEARCH	6. September	Álvaro Sicilia Gómez
TEMPLATES	13. Juli	Leandro Madrazo Ag...
WORK_PROGRAMME	13. Juli	Leandro Madrazo Ag...
WPs	6. September	Álvaro Sicilia Gómez

The responsible project partners should independently and proactively ensure that important information is shared with the entire consortium and passed on to all relevant partners via the online repository.

If needed FUNITEC will develop other appropriate formats together with ESCI and make them available to the project partners for mutual exchange. Depending on requirements and needs, these formats will be adapted, supplemented or deleted without replacement. Details on internal communication mechanisms will be provided in the Project Manual (D6.2).

ESCI will organise a communication and dissemination meeting every 2-3 months. Main subjects will be:

- Exchange about upcoming events and conferences
- Update on project results
- Support of the partners (with material or advice)

3.5 Project Events

Another important channel of communication and dissemination are project events. A series of events will be organised by the Consortium, involving external stakeholders from the end user groups. These events enable direct exchange with the end-users of the TIMEPAC technology, as well as other key stakeholders, thus enhancing the visibility of the project, community building and exploitation chances.

TIMEPAC will deliver webinars, workshops, tutorials at different scales (local, regional, and European).

The TIMEPAC series of workshops started in 2019 will continue during the TIMEPAC project:

- TIMEPAC Workshop in Ljubljana M6 (December 2021)

- TIMEPAC Workshop in Torino M18 (December 2022)
- TIMEPAC Workshop in Vienna M30 (December 2023)
- TIMEPAC Final Conference M36 (June 2024)

The presentations will be publicly available in the workshop blog. Proceedings of the workshops and conference will be available online in the project website and disseminated in open access channels. At least one tailor made event in each of the 6 demonstrating countries, hosted by the various national partners is envisioned for the final year of the project (June 2023-June 2024).

The exchange of results of the project will also take place in clustering activities with partners involved in other projects focused on energy innovation across Europe.

Accountability: Demo site leaders will be responsible for the organisation of the event. JSI will be responsible for the organisation of Proceedings TIMEPAC Workshop 2021, POLITO of Proceedings TIMEPAC Workshop 2022 and SERA of Proceedings TIMEPAC Workshop 2023. Proceedings TIMEPAC final conference 2024 will be organised by FUNITEC. ESCI will support the partners with communication material needed for the events.

3.6 External Events

All partners will actively participate at external events like conferences on EPC and related fields as these provide opportunities for in-depth discussions and exchange of knowledge. Relevant events will be identified by the partners during the project lifetime.

Each partner will have access to the promotional pack to represent the project. The partners are encouraged to have an active role during the events, such as giving a talk, having a stand or a poster. Information about these events and project contribution will be distributed through the social media platforms and published on the project website.

A list of potential events is enclosed in Annex 3. This list mainly includes events for 2021 and spring of 2022, as the dates for end of 2022 or 2023 are not available, yet. The list will be updated throughout the duration of the project.

3.7 Collaboration with other initiatives

TIMEPAC will seek to connect with EU-funded “sister projects”, related organisations and networks, looking for synergies, knowledge exchange and additional dissemination opportunities. Potentially linked initiatives and organisations will be identified and assessed in the first months of the project. TIMEPAC partners will aim to implement joint activities, thus maximising the project’s impact.

As of M1, TIMEPAC joined the Next Generation Energy Performance Certificates for building Horizon 2020 cluster of projects (QualDeEPC U-CERT, X-tendo, ePANACEA, E-DYCE, D²EPC, and EPC RECAST).

As it aims to foster the exchange of information, experience, knowledge and best practices among its members, TIMEPAC sees it as a vital cooperation partner.

3.8 Measuring communication outreach

ESCI will be responsible for monitoring and assessment of the project communication. The achievement of communication targets will be measured through a methodology relying on a number of instruments that has been used over several years by ESCI staff.

Various web analytic tools will be applied to keep the dissemination and communication record of the project. These will include detailed web analytics, number of uptakes from multiplier platforms, and social media outreach.

The website analytics will include:

- User count
- Average visiting time
- Language and location of visitors
- Devices used for browsing

Communication and dissemination via social media channels will be monitored by the webtool FALCON.IO. Below is an example of the data provided by the FALCON.IO on TIMEPAC Twitter performance, as of date 13.09.2021.

Table 6: Example data on the performance of TIMEPAC Twitter account



As online communication plays an important role in this project, ESCI will evaluate the impact of the dissemination measures every six months and review its dissemination success and adjust it if needed in M24.

Since online communication tools evolve rapidly, the set of channels and tools in use will be constantly reviewed and updated in case new effective tools for engagement and communication emerge.

The highlights of the communication and dissemination activities will be published in a Good Practice Booklet for Communication Activities (D5.4).

3.8.1 Monitoring document for all partners

All partners will be requested to fill-in a monitoring table, provided by ESCI. It is partners' responsibility to keep record of their scientific publications, events and communication actions and update the table regularly.

This table will be evaluated every 6 months by ESCI and if needed, used for the adjustment of the CDMP. For events, records of number of participants and participants' satisfaction questionnaires will be used.

4 Editorial and visual content

As the WP5 leader, ESCI will produce communication material to strengthen the impact of the project. This material can be used and adapted to different channels and target groups. This should enable all the project partners to communicate to their national or regional stakeholders in a consistent way.

Table 8: TIMEPAC communication tools overview

Communication and Dissemination Materials	Key function
Exhibition material	
Poster, roll-ups and postcards M6 onwards	To respond to the many opportunities for static display or visual support, a poster and a roll-up poster will be designed and made available for all consortium members to produce and use themselves. The poster will display the key facts about the project, with a call to action for further engagement.
Infographics M7 onwards	Four visually appealing infographics with bite-size extracts from the main project results and concepts will be created for promotional use. These can be easily shared via social media, placed as downloads on the website and displayed on events.
Project Brochure M7	A project brochure will be created in order to support project communication at workshops, fairs and other events. The goal of this brochure is to provide essential information about the project and its objectives and encourage further engagement. Copies will be sent to all partners for their communication and dissemination activities. Additionally, an electronic form of the brochure will be available for download on the project website.
Videos	
Videos M6 onwards	An introductory video (D5.3) of the project will be created at the beginning of the project (M6). This video will give a general overview of the project and the solutions it will be working on. This video will be placed on the YouTube channel and the website of the project, distributed through various media channels and displayed on project events and partner booths on external fairs in order to promote the project and maximise the exploitation chances. An animated video will be produced at a later stage of the project. This video will give insights to the technologies and solutions created within the project, their benefits for the environment, society and business.

Publications	
Journalistic articles M6 onwards	<p>With results and demo scenarios in place, four original journalistic articles will be produced by free-lance journalists selected by ESCI. The articles will cover project-related topic from an independent and critical perspective, placing them in a wider context.</p> <p>Anchored on the project website, they will be shared with multiplier websites in specialised media, through stakeholder networks and established online groups. If appropriate, the articles will be pitched to the international mass media network of ESCI.</p> <p>ESCI will have a central role in the articles’ production; the articles’ content will be carefully selected in co-operation with the Project Coordinator (FUNITEC).</p>
Press releases M3 onwards	<p>Four press releases will be written throughout the duration of the project covering the most significant achievements and milestones reached by the project. They will be published on the project website, distributed via news multipliers (such as Cordis and Alphagalileo), through the social media of the project and the communication channels of the partners.</p> <p>ESCI will be responsible for the official press releases from TIMEPAC, while all partners are encouraged to publish press releases on the project and distribute them to their stakeholders.</p>
Quick-fire interviews M5 onwards	<p>Throughout the project four quick fire interviews with experts in EPC, young professionals and other stakeholders will be developed. The interviewees will reply to quick-fire questions, about their ambitions, challenges, experience within the project.</p> <p>Initially published on the project website, quotes, images and points of view expressed will drive social media activities and promotion.</p> <p>The interviews are usually in writing, but when conditions allow, they can also be produced and disseminated as videos.</p>

4.1 Preliminary timeline

A preliminary timeline of the communication and dissemination activities is displayed on the 3 next pages.

YEAR 1														
WP5	Communication, Dissemination and Exploitation	Lead Beneficiary	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
			Jul 21	Aug 21	Sept 21	Oct 21	Nov 21	Dec 21	Jan 22	Feb 22	Mar 22	Apr 22	Mai 22	Jun 22
Task 5.1	Communication and Dissemination Strategy	ESCI			D5.1									
Task 5.2	Website, Social Media and Training	ESCI				D5.2			Social Media Training					
Task 5.3	Editorial content	ESCI												
	Introductory Video	ESCI						D5.3						
	Posters, roll-ups, postcards	ESCI												
	Project brochure	ESCI												
	1 animated video (date tbc)	ESCI												
	4 infographics	ESCI							1/4					2/4
	4 journalistic articles	ESCI												
	4 press releases	ESCI						1/4						
	4 quick fire interviews	ESCI							1/4					
Task 5.4	Monitoring of communication and dissemination activities	ESCI												
Task 5.5	Technical Publications & Guidelines	FUNITEC												
Task 5.6	TIMEPAC workshops, conferences and clustering activities	FUNITEC						D5.6						
Task 5.7	Exploitation	EDIC												D5.10
Task 5.8	Common H2020 activities	FUNITEC												

YEAR 2														
WP5	Dissemination and Communication	Lead Beneficiary	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24
			Jul 22	Aug 22	Sept 22	Oct 22	Nov 22	Dec 22	Jan 23	Feb 23	Mar 23	Apr 23	Mai 23	Jun 23
Task 5.1	Communication and Dissemination Strategy	ESCI												
Task 5.2	Website, Social Media and Training	ESCI												
Task 5.3	Editorial content	ESCI												
	Introductory Video	ESCI												
	Posters, roll-ups, postcards	ESCI												
	Project brochure	ESCI												
	1 animated video (date tbc)	ESCI												
	4 infographics	ESCI						3/4						
	4 journalistic articles	ESCI	1/4						2/4					
	4 press releases	ESCI						2/4						
	4 quick fire interviews	ESCI			2/4						3/4			
Task 5.4	Monitoring of communication and dissemination activities	ESCI												
Task 5.5	Technical Publications & Guidelines	FUNITEC												
Task 5.6	TIMEPAC workshops, conferences and clustering activities	FUNITEC						D5.7						
Task 5.7	Exploitation	EDIC												D5.11
Task 5.8	Common H2020 activities	FUNITEC												

YEAR 3														
WP5	Dissemination and Communication	Lead Beneficiary	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36
			Jul 23	Aug 23	Sept 23	Oct 23	Nov 23	Dec 23	Jan 24	Feb 24	Mar 24	Apr 24	Mai 24	Jun 24
Task 5.1	Communication and Dissemination Strategy	ESCI												
Task 5.2	Website, Social Media and Training	ESCI												
Task 5.3	Editorial content	ESCI												
	Introductory Video	ESCI												
	Posters, roll-ups, postcards	ESCI												
	Project brochure	ESCI												
	1 animated video (date tbc)	ESCI												
	4 infographics	ESCI							4/4					
	4 journalistic articles	ESCI						3/4					4/4	
	4 press releases	ESCI						3/4						4/4
	4 quick fire interviews	ESCI					4/4							
Task 5.4	Monitoring of communication and dissemination activities	ESCI												D5.4
Task 5.5	Technical Publications & Guidelines	FUNITEC												D5.5
Task 5.6	TIMEPAC workshops, conferences and clustering activities	FUNITEC						D5.8						D5.9
Task 5.7	Exploitation	EDIC												D5.12
Task 5.8	Common H2020 activities	FUNITEC												

5 Visual identity

An attractive and consistent visual identity is essential for portraying the right image of a project. Branding includes logos, infographics and standard templates such as PowerPoint presentations, Word report styles and letterheads.

An easily identifiable and attractive brand allows key stakeholders and influencers to instantly recognise the project. It helps the project to grow and to exploit its results.

The colour palette goes from light green via middle green to dark green, grey and black. The gradients showing the evolution toward a better sustainable and ecological system.

Green will only be used as a contrast colour.

Textual content will use black and grey to convey different levels of information.

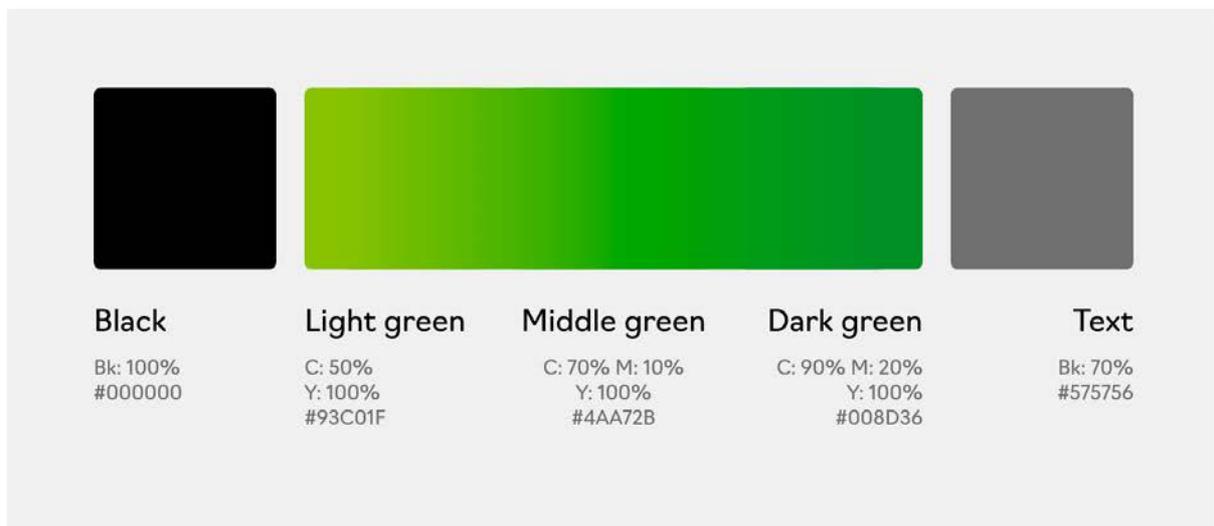


Figure 5: TIMEPAC color scale

5.1 Design and typography

FUNITEC has developed a very expressive logo for the proposal. ESCI has continued to work and refine this version in collaboration with FUNITEC. The existing green colour scale was to remain, as green is still associated with being environmentally friendly and progressive.

A very good readability of the clear and timeless project name TIMEPAC was to be preserved.

For the online presence and also for printed material we chose two professional fonts - Adelle and Navigo. This is to obtain the best look and print quality.

In order to ensure the regular use we chose two "day-to-day" fonts adapted to all different kind of devices - Georgia and Trebuchet MS.

5.2 Logo

The logo reflects the core of the project and is to be used for internal and external project communication (document templates, presentations, project website and other communication materials).

The logo must match, compliment, and enhance the brand. It's the piece of the brand identity that people will be exposed to the most.

The stretched capital letters show the process the project will go through in the coming years. The letters become more filigree, lighter towards the end of the word. This indicates the saved Co2 and the higher energy efficiency.

The tick in the C indicates certification or improvement. The C with the tick is intended to function as a recognition feature at a later date.

Various logos have been designed with different backgrounds - white, black and transparent, and with and without the slogan on the baseline. This will allow them to stand out on a range of digital and print media. Files are available in .png, .jpg and .svg formats to cover all needs.



Figure 6: Logo with right baseline on white background



Figure 7: Logo with bottom baseline on dark background



Figure 8: Logo without baseline on white background



Figure 9: Logo and recognition feature "c with tick"

The design of the TIMEPAC logo not only reflects the project idea, but also meets the standard assessment criteria a good logo should satisfy:

Table 9: Logo criteria

Logo features	Criteria met
Readability and ability to stand out in different contexts;	✓
Good performance both in small and big dimension ;	✓
Potential to evolve into other graphic materials (e.g. a graphic layout for brochure, postcards, newsletters, website that are clearly inspired by the logo.);	✓
Ability to deliver the project's topic ;	✓
Uniqueness and ability to differentiate from other existing logos;	✓
Applicable in a multi-country context ;	✓
Ability to capture attention in cluttered/confused context .	✓

5.3 Templates

ESCI has developed templates, consistent with the project's visual identity, to be used for internal and external project communication (Power Point presentations, Word meeting minutes, deliverables and interim reports).

5.4 Icons and graphics

In our fast-paced digital world, it is difficult to grab people's attention. Visual information makes complex technical subjects easier to understand and share across different media, from PowerPoint to Twitter. The project will have several icons and a series of 4 info-graphics.

5.5 Slogan

As an acronym, the project name by itself may confuse the general public, because TIMEPAC does not refer in its name to buildings or Energy Performance Certification. We have therefore prepared

a slogan to help the general public - who are one of our target groups - to more easily identify the project. FUNITEC and ESCI selected the slogan: “The new EPC for Europe”.

6 Support of exploitation through dissemination

Effective communication and dissemination will be paramount for the success of exploitation efforts. Therefore, the key objective of the dissemination and communication activities will be to increase awareness of the project solutions among most relevant stakeholders, thus creating a solid basis for their adoption.

The Dissemination and Communication activities will be closely linked to work of other WPs. Especially at the final phase of the project, with demo scenarios in place and final results available, communication and dissemination activities will focus on promotion of adoption of TIMEPAC solutions on the one hand and the uptake of TIMEPAC ACADEMY on the other.

Creation and dissemination of technical publications, organisation of project events for relevant stakeholders and participation in key external events will play a crucial role for exploitation (see section 3.4 and 3.5).

Additionally, all partners are encouraged to use their own networks to disseminate project results.

7 ANNEX

a) Annex 1 - Partners Websites and Social Media Accounts

Partner number	Short name	Organisation	Website	LinkedIn	Twitter
P1	FUNITEC	Fundació Privada Universitat y Tecnologia	https://www.salleurl.edu/e	https://www.linkedin.com/school/la-salle-bcn/	@LaSalleBCN
P2	JSI	Jožef Stefan Institute	https://www.ijs.si/ijsw/JSI	https://www.linkedin.com/company/jozef-stefan-institute/	
P3	POLITO	Politecnico di Torino	https://www.polito.it/index.php?lang=en	https://www.linkedin.com/school/politecnico-di-torino/	@PoliTOnews
P4	ICAEN	Institut Català d'Energia	http://icaen.gencat.cat/ca/inici/		@gencat
P5	CYPE	CYPE Soft S.L.	http://www.cype.com/en/	https://www.linkedin.com/company/cypesoftware/	@cypesoftware
P6	MZI	Ministrstvo za infrastrukturo	https://www.gov.si/en/state-authorities/ministries/ministry-of-infrastructure/		
P7	GOLEA	Goriška Lokalna Energetska Agencija, Nova Gorica	https://www.golea.si/		

P8	ESCI	European Science Communication Institute, gmbH	www.esci.eu	https://www.linkedin.com/company/12954654/	@SciComms
P9	EDIC	Edilclima, S.r.l.	http://en.edilclima.it/	https://www.linkedin.com/company/edilclima-s-r-l-/	@EdilclimaNews
P10	RP	Regione Piemonte	https://www.regione.piemonte.it/web/	https://www.linkedin.com/company/regione-piemonte/	@regionepiemonte
P11	SERA	SERA global GmbH - Institute for Sustainable Energy and Resources Availability	https://sera.global/		@SERA_Institute
P12	EIHP	Energy Institute Hrvoje Požar	http://www.eihp.hr/	https://www.linkedin.com/company/energy-institute-hrvoje-pozar/	
P13	OEB	Cyprus Federation of Employers & Industrialists	https://www.oeb.org.cy/en/	https://www.linkedin.com/company/oebcy/	

b) Annex 2 - Overview of external events

Event	Place	Date	Website
EURO 2021 Conference- 31st European Conference on Operational Research	Athens, Greece	11-14.07.2021	https://euro2021athens.com/
IBPC, 8th International Building Physics Conference	Copenhagen, Denmark	25-2.08.2021	https://www.ibpc2021.org/
Webinar: Utilising European technical assistance for municipal retrofits	Pan European	9/8/2021	https://www.bpie.eu/event/webinar-utilising-european-technical-assistance-for-municipal-retrofits/
6th International Conference on Smart and Sustainable Technologies	Spli, Croatia	8-11.09.2021	https://2021.splitech.org/
C4E Forum-Central and Eastern European Energy Efficiency Forum	Poiana Brasov, Romania	21-24.09.2021	https://c4eforum.net/
Sustainable Places 2021	Rome, Italy /hybrid	28.09.-1-10.2021	https://www.sustainableplaces.eu/
Sustainable Places 2021 "Renovation Cases and Tools" paper session	Rome, Italy /hybrid	28.09.2021, 17- 19.30	https://www.sustainableplaces.eu/renovation-cases-and-tools/
Sustainable Places 2021: "Building EPCs: The enabler SRI"	Rome, Italy /hybrid	29.09.2021, 9- 12.30h	https://www.sustainableplaces.eu/smart-energy-management/

Energy Storage Global Conference	Brussels, Belgium	19-21.10.2021	https://ease-storage.eu/easeevents/energy-storage-global-conference/
Extended Programme EUSEW 2021: "The next generation Energy Performance Certificates: making buildings fit for the energy transition"	Brussels, Belgium	14.10.2021	https://eusew.eu/extended-programme-sessions/next-generation-energy-performance-certificates-making-buildings-fit
EUSEW 2021	Brussels, Belgium	25-29.10.2021	https://www.eusew.eu/
REHVA Brussels Summit 2021	Brussels, Belgium / hybrid	4/5.11.2021	https://www.rehva.eu/events/details/rehva-brussels-summit-2021
MADE	Milano, Italy	22-25.11.2021	https://www.madeexpo.it/en/
World Sustainable Energy Days	Wels, Austria	2-4.03.2022	https://www.wsed.at/en/world-sustainable-energy-days.html
STS CONFERENCE	Graz, Austria	2-4.05.2022	https://sts-conference.isds.tugraz.at/event/15/
BEHAVE 2022	Copenhagen, Denmark	2022	https://c2e2.unepdtu.org/behav2020/
EU Energy Policy	Brussels, Belgium	2022	https://www.coleurope.eu/
SBE 2022 Conference Delft: Preparing for the European Renovation Wave	Delft, Netherlands	19-21-04.2022	https://sbe22delft.com/
ISEC - 2nd International Sustainable Energy Conference - ISEC 2022	Graz, Austria	5.-7.04.2022	https://www.aee-intec-events.at/welcome.html