

Deliverable 5.4

Best practice for communication activities

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www.timepac.eu



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Executive summary

Clear communication and effective sharing of TIMEPAC's progress and results are key to maximizing the project's impact and ensuring lasting benefits. This document focuses on the work carried out in Task 5.4 "Monitoring of communication and dissemination activities" during the three years of the project lifetime, outlining the tools and methods used as outlined in Deliverable 5.1 "Communication and Dissemination Master Plan" developed at the start. The report includes an analysis of the collaborative and communication efforts, offering a straightforward overview of their implementation and outcomes to support ongoing improvements.

The communication strategy focused on three key principles: raising awareness, fostering engagement, and encouraging interaction. The TIMEPAC [website](#) acted as the main communication hub, providing updates on news and events along with resources such as videos, factsheets, guidelines, reports, and brochures. A consistent brand identity was maintained across all digital and physical communication channels to ensure coherence and visibility. The impact of communication activities was evaluated using web analytics, participant records from events, and social media metrics.

TIMEPAC's promotional strategy utilized expert interviews, animations, and event recordings to explain advanced concepts related to improving energy performance certification in a clear and accessible way for diverse audiences. Social media campaigns, such as those for the TIMEPAC Workshops and the TIMEPAC Academy, engaged building professionals and key stakeholders while promoting knowledge exchange. Additionally, international journalistic articles and concise factsheets distilled key findings, making them easier to share with target groups like building industry professionals, energy consultants, and public agencies.

Collaborative efforts with sister projects within the "[Next Generation Energy Performance Certificates cluster](#)" (Next Gen EPC cluster) have significantly amplified TIMEPAC's outreach, fostering broader adoption of enhanced Energy Performance Certificates (EPCs).

1 Introduction

This report summarizes the communication work carried out within the Task 5.4 “Monitoring of communication and dissemination activities” of the TIMEPAC project.

Communication within the TIMEPAC project was defined by a variety of formats and content focal points. As outlined in the [Deliverable 5.1 “Communication and Dissemination Master Plan”](#), the strategy was built around three key principles: creating awareness, fostering engagement, and promoting interaction. Central to this strategy was the [website](#), which evolved throughout the project to become the primary communication hub. It featured updates on news, events, workshop outcomes, the [TIMEPAC Academy](#), and a range of other resources such as videos, factsheets, guidelines, brochures, and reports. This online content played a vital role in keeping stakeholders informed and engaged throughout the project lifetime.

In terms of branding, the project established a cohesive identity that was consistently applied across all communication channels and materials. The **TIMEPAC brand** was reflected in its visual identity, messaging, and outreach, ensuring a strong and recognizable presence across digital platforms, physical events, and promotional materials. The **TIMEPAC brochure**, printed on high-quality recycled paper was used extensively at conferences and workshops. However, recognizing the importance of **digitalization**, the project reduced large print runs in favour of digital dissemination, in line with sustainability principles. An online version of the brochure is available on the website in [English](#), [Italian](#), [Spanish](#), and [Catalan](#).

Videos were a core component of TIMEPAC’s promotional strategy. These included expert interviews, an [animation video](#) explaining TIMEPAC’s core concepts (see [Deliverable 5.3 “Introductory Video”](#)) , and recordings of major events such as the TIMEPAC workshops and Academy sessions. This multimedia approach allowed for more dynamic communication, making complex ideas more accessible to various audiences.

Outreach efforts extended beyond digital content, with the creation and distribution of **six journalistic articles** on international platforms, aimed at specific target groups relevant to the project. Additionally, five **factsheets** and five **guidelines** were produced to summarize the key outcomes of the Transversal Deployment Scenarios, offering clear, concise insights into TIMEPAC’s contributions and five guidelines with recommendations to improve current energy performance certification. These materials were instrumental in reaching key stakeholders, including architects, building experts, and researchers.

Social media channels –[Twitter \(X\)](#), [LinkedIn](#)– played a pivotal role throughout the project. **TIMEPAC’s social media presence**, along with the channels of project partners, facilitated regular updates and publicized various campaigns. Noteworthy among these were the **TIMEPAC Workshops Campaign** and the **TIMEPAC Academy Campaign**, which created meaningful engagement opportunities for building professionals and other relevant stakeholders. These initiatives highlighted the project’s progress while facilitating dialogue and knowledge sharing.

TIMEPAC also placed a strong emphasis on **events** and **collaboration with sister projects within the “Next Generation Energy Performance Certificates cluster”** (Next Gen EPC cluster) . By working alongside like-minded projects and organizations, TIMEPAC was able to broaden its reach and enhance its impact. These collaborations contributed to the wider adoption of the project’s concepts, particularly in the context of the enhanced Energy Performance Certificates (EPCs).

The following sections offer a detailed overview of the implementation and outcomes of these communication activities carried out during the project.

2 Communication and dissemination strategy

In today's fast-paced information landscape, audiences are inundated with competing messages. To capture attention, communication must be concise, targeted, and relevant. Therefore, a clear communication and dissemination strategy, defined early in the project, is essential to identify the right audience, objectives, and methods. An effective strategy addresses five core questions:

- What needs to be communicated: **Key messages**
- To whom the key messages are to be communicated: **Target audience**
- How should the messages be communicated: **Language and tone**
- Where should the messages be communicated: **Communication channels**
- In what form should messages be communicated: **Communication materials**

The overarching goals of TIMEPAC's communication and dissemination strategy were to raise awareness, encourage adoption of project outcomes, facilitate knowledge transfer, and foster collaboration. Throughout the project, efforts aimed to:

1. **Raise awareness and engage stakeholders** in TIMEPAC's holistic approach to energy performance certification.
2. **Facilitate knowledge sharing** among project partners and across relevant communities of building professionals, ensuring the results are widely applicable and in line with regulations and standards.
3. **Build lasting networks and communities** to promote the replication and continued use of TIMEPAC solutions and methods beyond the project's lifecycle.

As the project advanced, the communication and dissemination activities evolved in three phases:

- **Early stage:** With no results yet available, communication focused on generating general awareness and interest across broad audiences.
- **Mid stage:** As initial results became available, communication shifted toward targeted dissemination of results to key stakeholders, ensuring timely and tailored updates.
- **Final stage:** With verified results and scenarios, the focus moved to promoting the adoption of TIMEPAC's approaches, ensuring the outcomes are used and applied in relevant contexts.

More details on the Communication and Dissemination strategy applied throughout the project can be found in [Deliverable 5.1 "Communication and Dissemination Master Plan"](#).

3 Branding

The **visual identity** for TIMEPAC was carefully designed to ensure strong recognition and engagement from stakeholders. This identity includes a logo, tagline, colour palette, and fonts, all of which were applied consistently across all materials. The logo is adaptable, available in multiple formats (colour, black, white) and backgrounds to suit various contexts, ensuring visibility in both digital and print formats.

The **colour palette** ranges from light to dark green, symbolizing sustainability, with green used as a contrast colour. Black and grey are employed for textual content to represent different levels of information. The **typography** includes professional fonts like Adelle and Navigo for visual materials and more common fonts, Georgia and Trebuchet MS, for day-to-day use across devices.

The TIMEPAC **logo** was designed to convey the core project values. It features stretched letters that grow lighter toward the end, symbolizing reduced CO₂ and improved energy efficiency, while the "tick" in the "C" represents certification or progress. This logomark was a key recognition feature in future communications.

A further variation on the TIMEPAC logo was developed to accommodate the TIMEPAC Academy

Overall, the branding meets essential criteria, such as readability, uniqueness, scalability, and the ability to convey the project's goals clearly across various formats and countries.



4 Communication channels and tools

4.1 Online content

4.1.1 Website

The official TIMEPAC website (www.timepac.eu) was launched in the third month of the project and has since served as a central source of information for all target audiences. It provides a clear overview of the project’s relevance, objectives, and scope while also offering more technical content, such as scientific publications, in dedicated sections. This ensures the website caters to both experts and non-experts.

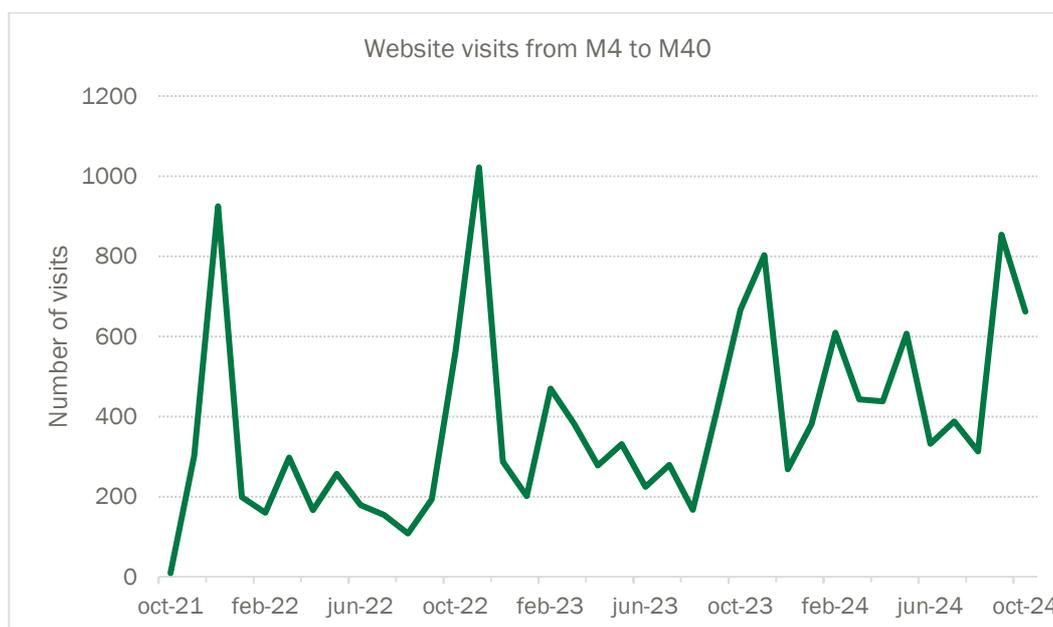


Figure 1. Website visits M4 to M40

To enhance website visibility, the site was regularly updated with non-confidential materials, including articles and videos. Search engine optimization (SEO) techniques were implemented to improve its ranking. The URL timepac.eu was also promoted across various channels, including social media, print materials, and presentations. Additionally, project partners featured information about TIMEPAC and its URL on their own websites. These four key strategies helped drive traffic to the site. The contribution of these traffic sources over the course of the project is detailed in Figure 1.

Table 1. Web analytics M4-M40

Data up to 14/10/24	Oct21-Oct24 / M4-M40
Total visits	14,332
Average visits per month	387
Pageviews	28,857
Average visit duration	2 min 14s
Bounce rate	61%
Downloads	1,885

Web analytics were crucial for tracking website traffic and understanding visitor behaviour, such as how users arrived at the site, how many pages they viewed, and how long they stayed. For example, the TIMEPAC website had over 14k visits, around 29k page views and close to 2k downloads since monitoring started in M4 (see Table 1). Peaks in website activity coincided with TIMEPAC events such as the international workshops and the launch of the TIMEPAC Academy (See Figure 1).

All project partner countries are represented in the top 15 website visits with stakeholders from Spain and Italy generating the most visits (see Table 2).

Table 2. Web visits top 15 countries

Top 15 countries	Visits		Rank
Spain	3185	22%	1
Italy	2404	17%	2
United States	1369	10%	3
Austria	1074	7%	4
Slovenia	728	5%	5
Belgium	704	5%	6
Netherlands	572	4%	7
France	547	4%	8
Germany	472	3%	9
Finland	457	3%	10
Cyprus	446	3%	11
Greece	377	3%	12
Croatia	276	2%	13
United Kingdom	213	1%	14
Portugal	152	1%	15

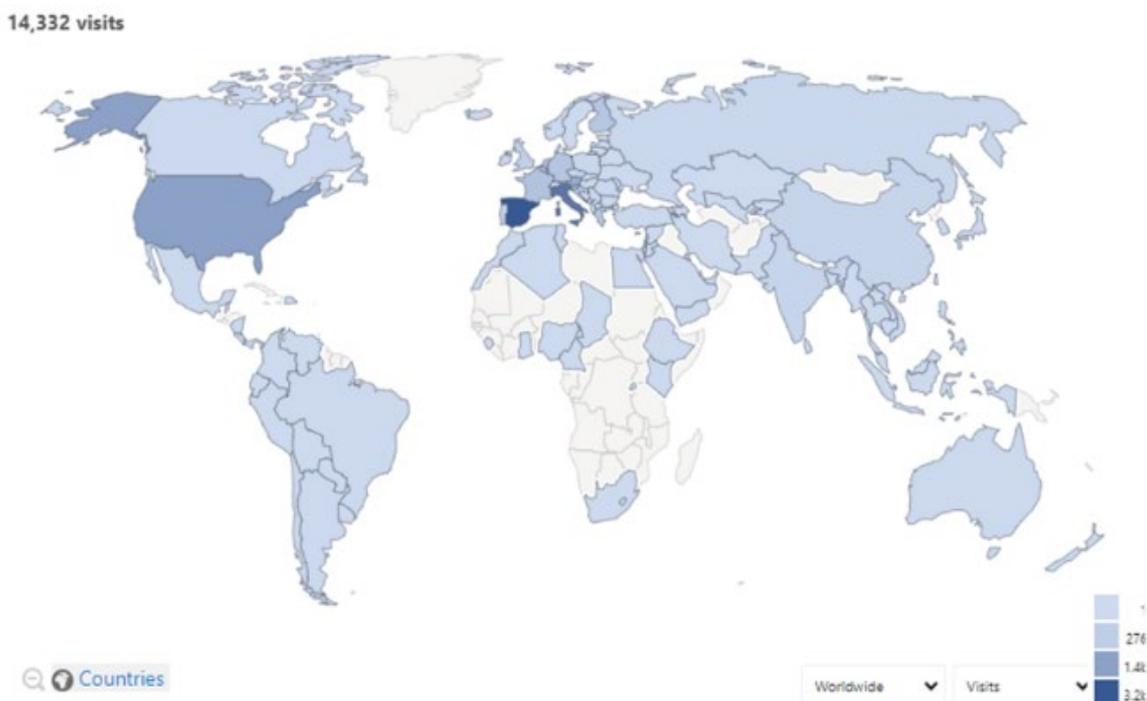


Figure 2. Map user visits



Event promotion, search engine optimisation, social media activity, QR codes on print material, articles with links in online magazines and info on partner websites all create website traffic.

4.1.2 LinkedIn and X

Given the scientific focus of the TIMEPAC project, an [X \(former Twitter\)](#) account (@timepac) and a [LinkedIn company page \(TIMEPAC\)](#) were created. To ensure good performance and build an engaged community, content was shared consistently and regularly with an emphasis more on quality than on quantity, with content specifically curated for the target audiences. This included project-related updates, such as publications and events, as well as relevant external content from sister projects on topics like building renovation, EPCs, and the Smart Readiness Indicator (SRI). Posts related to TIMEPAC’s activities—especially workshops and Academy sessions—garnered the most impressions and engagement.

LinkedIn proved to be the project’s most successful social media platform, amassing approximately 500 followers and nearly 61,000 impressions over the course of the project. Regularly sharing relevant content and active engagement from project partners helped drive the steady growth of the LinkedIn account (Figure 3).

Table 3. LinkedIn analytics M1-40

Data up to 14/10/24	Jul21-Oct24 (M1-M40)
Posts	153
Followers	494
Impressions	60,971
Reach	31,984
Engagement rate	5.7%
Engagements	3,068
Interactions	8,748
Reactions	2,684
Shares	365
Clicks	5,142

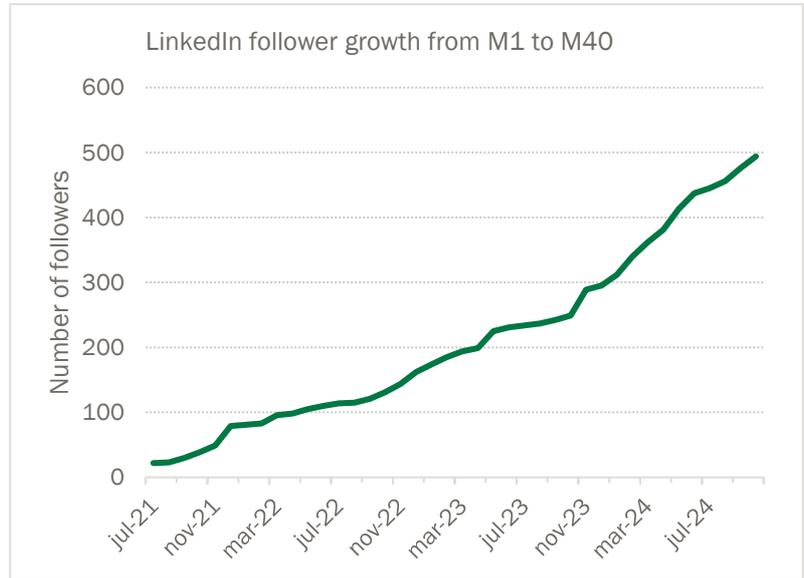


Figure 3. LinkedIn follower growth M1-M40

There were at least 6 posts with more than 1,000 impressions which also had very good engagement. Below (Table 4) is a selection of 3 posts from those top 6 that also had the best engagement. The third one had 27 shares, which is a very positive outcome.

Table 4. Top 3 posts LinkedIn

Publication date	Post link	Impressions	Reactions	Shares	Clicks	Engagement rate
07/10/2024	Highlights from the #TIMEPACfinal conference...	1,763	68	5	833	4.2%
03/10/2024	The TIMEPAC consortium gathered at La Salle BCN today	1,575	53	5	500	3.9%
14/02/2023	Are you a #building expert?	1,108	49	27	38	7.0%

The X account, however, did not perform as well as the LinkedIn page. It gained 230 followers, with posts generating 24,708 impressions. Several factors may have contributed to this. Strong performance typically requires partner interaction with posts, but fewer partners are active on X compared to LinkedIn. Additionally, changes to the platform’s algorithm since Elon Musk’s acquisition of X may have negatively impacted its performance, a trend observed with other research accounts as well. For future projects, building a community on X could become more challenging without investing in paid features.

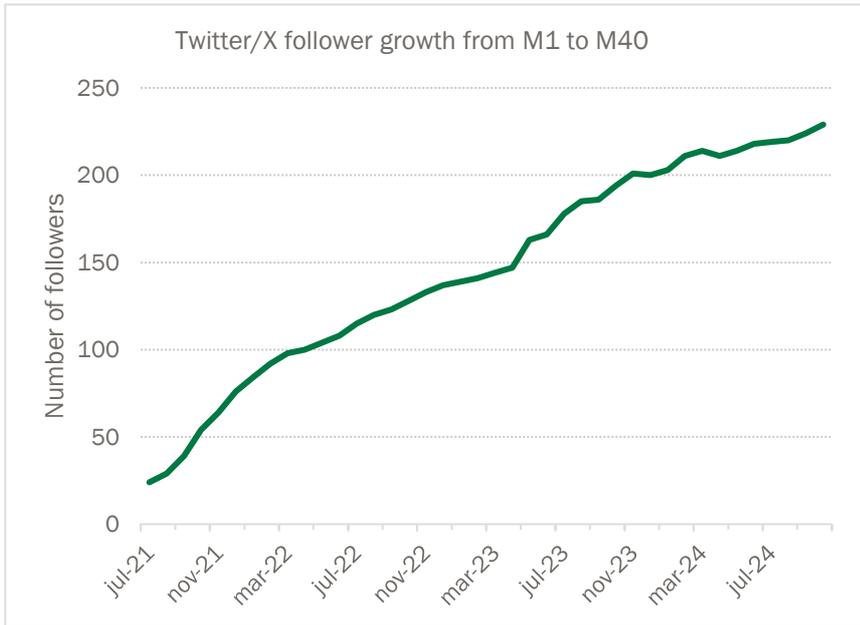


Figure 4. X follower growth M1-M40

Table 5. X analytics M1-M40

Data up to 14/10/24	Jul21-Oct24 (M1-M40)
Posts	186
Posts and repost	315
Fans	229
Impressions	24,708
Engagement rate	6.6%
Engagements	1,405
Interactions	2,161
Likes	715
Shares (Reposts + quotes)	400
Clicks	588
Video views	290

These three are the best performing posts in terms of impressions and engagement. The first two had the highest number of impressions. The third one had a high number of impressions - though not as high as others - and also a high number of shares.

Table 6. Top 3 posts X

Publication date	Post link	Impressions	Likes	Shares	Clicks	Engagement rate
12/07/2021	Kick-off! More than happy to start the @timepac project	890	11	8	79	1.7%
10/05/2023	Happy to feature in @CORDIS_EU!	607	15	9	15	4.0%
14/02/2023	Are you a #building expert?	477	12	15	21	4.6%



Interactions with posts from project partners boosts visibility on the platform. Regular high-quality and informative posts keep followers engaged.

4.2 YouTube

Building a successful YouTube channel is generally more difficult than on other social media platforms. The YouTube algorithm favours weekly uploads, but creating video content requires more time and financial resources than other formats. As a result, TIMEPAC videos were uploaded to the existing European Science Communication Institute's YouTube channel, which regularly shares content from various research projects. This allowed TIMEPAC to leverage an established audience and gain more views compared to starting a new channel from scratch. The [TIMEPAC - The new EPC for Europe](#) playlist brings together all TIMEPAC-related videos for easy access.

These videos were also embedded on the TIMEPAC website and promoted by sharing their YouTube links on social media and with project partners. Encouraging engagement with the videos is essential, as it helps trigger the algorithm to recommend them to more YouTube users.

A total of 20 videos were published on the YouTube channel since the beginning of the project (Table 7). These videos gained more than 3,4K views and were watched more than 102 hours (data up to 15/10/2024).

Table 7. Published videos on YouTube

Publication date	Video	Views	Watch time (hours)
12/10/2022	Energy Simulation and Energy Certification in BIM	5	0,1
20/10/2022	Climate Targets 2050: A New Concept to Assess the Energy Consumption of Buildings	765	18,0
22/11/2022	Dynamic Energy Certificates to Tackle Climate Change	726	21,5
10/12/2022	TIMEPAC-21 International Workshop	53	0,2
11/01/2023	TIMEPAC 2022	95	10,9
14/02/2023	An Enhanced Energy Performance Certificate as a Catalyst for Building Renovation in Europe	1,160	23,1
04/05/2023	Energy Efficiency in Buildings: A Historical Perspective and Spain´s Solution	95	3,0
18/05/2023	Sustainable Housing: Energy Performance Certificates as a Driver for Change	67	1,7
28/09/2023	The Role of Public Authorities in Fostering New Building Assessment Methods	43	1,5
17/11/2023	TIMEPAC Verification Workshops - Italy	19	0,2
04/12/2023	TIMEPAC-2023 - Towards a Dynamic and Enhanced EPC Workshop Recording	117	7,9
05/03/2024	TIMEPAC Academy: Fostering a Pan-European Approach to Building Renovation	18	0,1
14/03/2024	TIMEPAC Academy: Where Building Experts Shape Europe's New Energy Performance	39	0,6
15/03/2024	TIMEPAC Academy Webinar 1: EPC Data Collection, Validation and Exploitation	100	6,9
20/03/2024	TIMEPAC Academy Webinar 2: Advanced Methods and Tools for Holistic Energy Renovation of Buildings	22	4,6
25/03/2024	TIMEPAC Academy Webinar 3: Analysis of EPC Data and Development of Innovative Energy Services	19	0,8

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25/03/2024	TIMEPAC Academy Webinar 4: Combining Different Data Sources for the Assessment of Building Stock	18	0,8
26/03/2024	TIMEPAC Academy Webinar 5: Exploitation of EPC for Local, Regional and National Energy Planning	14	0,6
26/03/2024	TIMEPAC Academy Webinar 6: Operational Optimisation of Building Energy Performance Based on EPC	15	0,2
23/10/2024	TIMEPAC Final Conference - Innovating Energy Certification	50	1,7

The most successful video was *An Enhanced Energy Performance Certificate as a Catalyst for Building Renovation in Europe* (1,160 views, 23,1 hours of watch time). There are two more successful videos in terms of views and watch time: *Dynamic Energy Certificates to Tackle Climate Change* and *Climate Targets 2050: A New Concept to Assess the Energy Consumption of Buildings*. The recording of the Workshop 2023 also had quite a few views (117), and among the TIMEPAC Academy videos, the most viewed was from Webinar 1 (100 views).



Sharing the video link via email or social media and encouraging project partners to watch and share the video, creates a good initial boost that can increase the videos' performance in the long run.

5 Promotional content

5.1 Print promo materials

A [roll-up](#), a [brochure](#), postcard/flyers were created for promotion, display and distribution at events. All material includes the website URL or a QR code linking to the website. This offers a way to gain more information and helps to create website traffic.

The roll-up was designed as a general informational piece intended for use by all project partners. As a result, it needed to appeal to various target groups, highlighting key aspects relevant to each sector addressed (Policy Makers, Researchers, Businesses, Press, Citizens) (Figure 4).

The brochure backs up this strategy. It presents the project in a concise, non-technical way, making it suitable for distribution to anyone, regardless of their background (Figure 4). Besides English, the brochure was also translated into Spanish, Catalan and Italian.

Other print material such as postcard-flyers, posters and bookmarks were generated for specific purposes such as the promotion of international workshops and final conference (Figure 5).



Figure 5. TIMEPAC Roll up and Brochure

Printed materials are especially effective in face-to-face presentations and events, serving as tangible reminders that reinforce the message for the target audience. When designing print materials, it is essential to consider the target group's specific interests and context, as these should shape the content and design choices.



Figure 6. Event promotion materials



Print material should be designed with the target group(s) in mind to ensure that the displayed information attracts and resonates with them.

5.2 Infographics

Infographics have a wide range of applications, including use in print materials, articles, scientific publications, and social media. They can represent the overall project but are particularly effective in explaining specific elements. For the TIMEPAC project, besides the main infographic used at the start of the project to describe the circular and wholistic approach to data integration, infographics and diagrams were used primarily in the context of the five TIMEPAC factsheets.

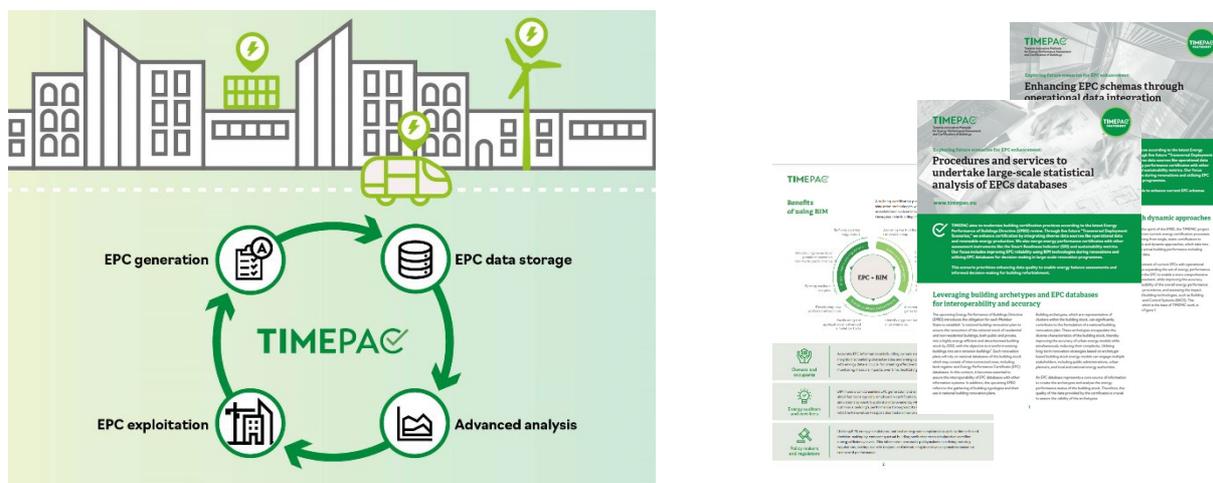


Figure 7. Infographic and Factsheets

5.2.1 Factsheets

The TIMEPAC factsheets describe in a concise way each of the five Transversal Deployment Scenarios and the various stages of the EPC workflow they encompass (generation, storage, analysis, and exploitation), involving multiple stakeholders (research groups, energy agencies, ESCOS, etc.) and resources (data, tools, methods).

The work to produce them involved all relevant TDS leaders providing a summary their activities and approaches, this was followed by an extensive editorial process led by FUNITEC and ESCI and the graphic layout led ESCI.

5.3 Audiovisual materials

As mentioned in the chapter related to YouTube, 20 videos have been released in a variety of formats highlight and explain TIMEPAC’s approach to enhanced EPCs. These included an animation video to introduce the project and describe the fundamental premise, five interview videos to emphasize different aspects of the project, two promotional videos for the launch of the TIMEPAC Academy, six recordings of the Academy webinars, three recordings of the yearly international workshops, one ad hoc webinar recording on BIM and one workshop interview video from the Italian verification scenario and one recording of the final conference.

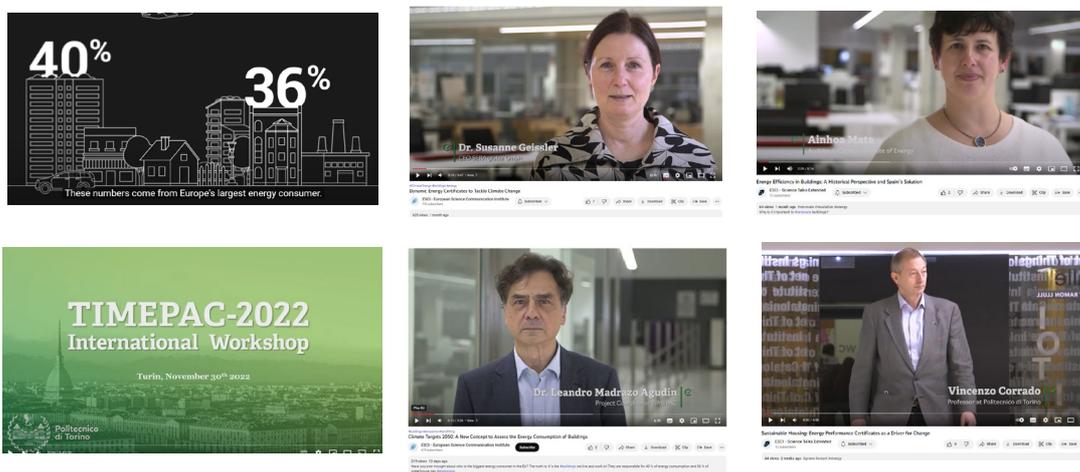


Figure 8 Video type screenshots



Alongside project videos like the animation video and interview videos, video recordings of events and webinars have proven useful to generate further views and reach

6 Journalistic work

6.1 Press releases

Press releases are an effective tool for informing journalists about the project and securing its coverage in newspapers and magazines. However, a press release should do more than just convey information. Whenever possible, it should be tailored to address topics of interest to the targeted journalists, aligning with their focus areas.

TIMEPAC issued press releases primarily in the context of the launch of the TIMEPAC Academy and for the final conference (see Annex C).

6.2 Journalistic articles and interviews

Journalistic articles were created and submitted to magazines to reach a broader audience. For an article to be considered, it must present news in a neutral and critical tone, avoiding any marketing slant. Stories were also pitched directly to editors. However, even when these standards are met, getting self-written articles published as non-advertorials is challenging, as magazines prioritize journalistic independence. When there is not an established relationship with editors, pitching stories or issuing press releases can be an effective alternative.

Additionally, articles were featured on the project's website as blog posts, offering visitors a deeper dive into specific topics. However, these articles tend to attract fewer readers compared to those published in magazines.

Interviews with project experts were also conducted, both in written and video formats. This approach provided valuable insights through expert perspectives and is particularly effective at engaging more technical audiences.

Table 8. List of journalistic articles

Date	Title	Outlet	Views
20/03/2023	Buildings “Energy Performance Certificates” : piloting new tools to ramp up renovations	Energy Post	60,000 unique monthly users
20/04/2023	How a Renovation Passport Might Be the Key to Making Buildings Greener	Energy Industry Review	4,200 readers per month
1/11/2023	European Building Are in Need of an Energy Boost	Euro Heat & Power Magazine	5,000 readers per month
5/3/2024	Building expertise: Academy offers building training and resources for updated EPBD	BUILD UP site	Around 200 readers total for article
27/3/2024	Making Europe’s buildings energy efficient	illuminem	10,000 readers per month
29/04/2024	How Energy Communities Could Help Europe Reduce Energy Poverty	EARTH.ORG	750,000 unique monthly users
8/08/2024	The importance of building energy certificates	Smart Buildings Magazine	N/A



Appearing in magazines communicates the project to a wider audience. It is however challenging to get articles published as non-advertorials. Press releases are a more resource-saving option to potentially appear in a magazine, but effectiveness can be dependent on the pre-existing relationship between sending organisation and media outlet.

7 Dissemination strategy actions and materials

7.1 Publications

During the TIMEPAC project, partners have published three original, peer-reviewed, open-access research articles. Complying with the European Commission's new requirement to self-archive publications on the day they are released has been challenging, as this differs from previous funding guidelines and is unfamiliar to some partners. Establishing an efficient process for uploading publications, particularly when connecting them to a [Zenodo community](#) is a step to be mindful of.

In order to centralize access to all significant publications (including both open access scientific articles and the most relevant TIMEPAC reports), a Zenodo community was created for TIMEPAC to meet the Commission's open-access self-archiving requirement. The most relevant and public TIMEPAC publications and reports are uploaded to Zenodo, linked to the community, and freely accessible.



Creating a community on Zenodo and linking all uploaded publications to it, creates a freely accessible overview of the key project results.

7.2 Events

Throughout the project, partners participated in over 40 external events (see Annex A "External Events") and organized nearly 40 of their own (see Annex B "Project Events"), including international workshops, verification scenario sessions, and Academy events. Both attending external events and hosting project-specific workshops have been crucial for disseminating information about the project. These activities often align with spikes in online engagement across the website and social media platforms, enhancing the project's visibility.

To support these efforts, each partner had access to the promotional pack to represent the project, such as brochures, roll-ups and customised PowerPoint templates incorporating the project's branding, social media handles, and website URL. This ensures consistent messaging and makes it easier for audiences to access more information about TIMEPAC, playing an important role in offline marketing.



Creating project branded presentation templates for events including the website URL and social media links is a good option for offline marketing to technical stakeholders.

7.3 Collaboration with sister projects – Next Gen EPC cluster

TIMEPAC have been an active member of the [NextGEN EPC cluster](#) which -at the start of the project, in 2021- included QualDeEPC U-CERT, X-tendo, ePANACEA, E-DYCE, D²EPC, EPC RECAST, crossCert, EUB SuperHub, IBRoad and Chronicle. In the course of the project lifetime, other projects were added such as Smart Living EPC and Chronicle. TIMEPAC proposed and participated in joint activities with sister projects, either at events like Sustainable Places Conferences, European Sustainable Energy Week as well as providing content to feature in sister project newsletters (like crossCert).

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Sister projects were also invited on several occasions to participate at TIMEPAC international workshops, see Deliverables [5.6](#), [5.7](#) and [5.8](#) for more information.

TIMEPAC has also leveraged the BUILD UP network to disseminate its activities and organised a webinar on the 5th of November 2024 (after the official project end).



Figure 9. Screenshot BUILD UP webinar featuring TIMEPAC

All these activities aimed to foster the exchange of information, experience, knowledge and best practices among ongoing research projects dealing with energy performance certification. These activities played a crucial role in ensuring that the projects can work together efficiently, sharing resources and knowledge to achieve common goals.



Organising events with other projects and promoting them together creates a bigger reach and increases participant numbers.

8 Monitoring tools

Monitoring dissemination and communication activities is essential for evaluating their impact. It helps identify areas that need improvement and highlights successful strategies worth repeating.

8.1.1 Social Media

Brandwatch was used to analyse social media performance, collecting aggregated and anonymous data to comply with the General Data Protection Regulation (GDPR). As quoted in the previous sections of the report, key metrics such as follower growth, impressions, engagement rates, and individual post-performance were tracked. This data provides insights into whether the accounts are fostering an active community and which types of content resonate most with the target audience.

8.1.2 Website

The TIMEPAC website was consistently monitored using Matomo, a GDPR-compliant analytics tool. It provided valuable insights into visitor behaviour, including the number of visits, page views, average time spent on the site, bounce rates, downloads, and visitor locations. These metrics are critical for assessing whether the website's marketing strategy is reaching the right audience and driving meaningful engagement.

8.1.3 Articles

Tracking external articles about the project can be challenging. Print articles are often hard to find, and digital content may be overlooked if it lacks strong search engine optimization. When articles are identified, readership can be estimated using publicly available data about the publication's audience, though not all provide this information. While these estimates are approximate, they offer useful indicators of the project's outreach

8.1.4 KPIs

Monitoring the KPIs set at the start of the project is a good way to see if the project has managed to reach its goals and targets.

The main deviation from the original goals outlined in the project Grant Agreement was in relation to the video series on the "demonstration scenarios" these were not carried out and were supplanted by the TIMEPAC Academy webinar recordings and in class sessions.

TIMEPAC D5.4 - Best practice for communication activities

Table 9. KPI monitoring

Communication and Dissemination Measure	Target Outreach KPIs: M1 - M36	At M40 (29/10/24)	%
TIMEPAC Web presence & social media activities	30,000 visits of the TIMEPAC webpages 1,000 downloads of training materials 1,000 social media followers	45.561 = 29.232 (Main) + 16329 (Academy) Page views 182 academy materials + 1,885 downloads of deliverables, factsheets and brochures. 740 social media followers	151.87% 74%
International Conferences	500 professionals reached in at least 5 conference participations	940 professionals at 13 events	178%
Training activities	1,500 general building experts reached enabled by the TIMEPAC training platform; 100 professionals from 6 participating countries will be trained to receive a certificate from TIMEPAC	2,300 visits to the Academy website and 1,260 registrations to TIMEPAC webinars and courses. All users of the webinars and courses have an online certificate.	153%
TIMEPAC Manual	200 downloads of the book	Guidelines only launched at project end. No data available at time of writing.	n/a
Local engagement events	400 participants in 12 events	464 in 22 events	116% (participants)

TIMEPAC D5.4 - Best practice for communication activities

Communication and Dissemination Measure	Target Outreach KPIs: M1 - M36	At M40 (29/10/24)	%
			183% (events carried out)
Clustering activities with other EU projects	Outreach to 400 stakeholders	Approx. 350 stakeholders through Next Gen EPC cluster	87.5%
TIMEPAC International Workshops	3 workshops with approx. 50 delegates each	3 workshops totalling 186 delegates	124%
TIMEPAC final conference	Attendance of about 100 delegates	75	75%
Written and visual content	1 Brochure (2000 prints) 1 intro video/animation video 4 infographics/factsheets 4 interviews (video) 4 journalistic articles 4 press releases	1 Brochure (700 prints) + 3 flyers 1 animation video + 2 academy promo videos 5 infographic/factsheets 5 interviews (video) 6 journalistic articles 2 press releases	100% 150% 125% 125% 150% 50%

9 Conclusion

This report illustrates how the TIMEPAC project has effectively demonstrated the impact of a comprehensive communication and dissemination strategy, successfully engaging a diverse range of stakeholders to promote enhanced Energy Performance Certificates (EPCs). By employing a targeted approach across multiple platforms, TIMEPAC has raised awareness among building professionals, policymakers, researchers, and the general public. Central to this strategy were key tools, including a robust website, a highly engaged LinkedIn presence, and a suite of multimedia resources that were carefully tailored to resonate with specific audiences.

Effective communication across such varied channels requires a collaborative effort from the entire project team. In TIMEPAC, WP5 played a pivotal role in translating technical insights into accessible content, while partners from other WPs actively supported outreach by engaging with social media posts, particularly on LinkedIn, which outperformed other platforms like X in fostering a dynamic community of stakeholders.

The project's collaborative initiatives, especially with the Next Gen EPC cluster, helped expand its reach. These partnerships supported knowledge exchange, reinforced the adoption of advanced EPCs across Europe, and demonstrated the project's commitment to cross-project synergy. The monitoring of metrics—such as website traffic, social media engagement, and event participation—underscored TIMEPAC's substantial impact, with its strong branding and technically relevant content ensuring the project's visibility and resonance with its audiences.

Joint events and the sharing of project results with sister initiatives and EC platforms active in the building sector have been invaluable in amplifying the project's message, drawing attention to TIMEPAC's innovative activities and encouraging continued engagement. We hope the Next Gen EPC cluster and BUILD UP communities can ensure the legacy of TIMEPAC results.

By continuously refining its communication & dissemination approach, WP5 has successfully supported the partners in achieving long-lasting impact for sustainable building solutions.

Annex A – External events

External events	Place	Date	Participating partner(s)	Estimated audience size
Sustainable Places 2021 "Renovation Cases and Tools" paper session	Rome, Italy /hybrid	28/09/2021	FUNITEC	N/A
Sustainable Places 2021: "Building EPCs: The enabler SRI"	Rome, Italy /hybrid	29/09/2021	JSI	30
Horizon Results Booster Event: Project Group - UCERT Next generations EPC cluster - seeding the evolution of EPCs	Online	12/10/2021	JSI	15
Sustainable Places Next Gen EPC workshop	online	28/10/2021	JSI, FUNITEC	25
Extended Programme EUSEW 2021: "The next generation Energy Performance Certificates: making buildings fit for the energy transition"	Brussels, Belgium	14/10/2021	FUNITEC	70
Enlit Europe 2021: The next generation Energy Performance Certificates Cluster	Milano, Italy	02/12/2021	FUNITEC	N/A
Dnevi energetikov 2022	Portorož, Slovenia	11/04/2022	JSI and Mzl	300
Barcelona University Business Forum	Barcelona, Spain	26/05/2022	ICAEN	59

External events	Place	Date	Participating partner(s)	Estimated audience size
Annual Conference LIFE IP C4C: With Successful Practices to Climate Neutrality	Ljubljana, Slovenia	8/06/2022	FUNITEC and JSI	75
Sustainable Places 2022: "EPCs: Measuring building performance and adding operational rating"	Nice, France / hybrid	7/09/ 2022	POLITO	100
Curs edificis d'energia positiva (Positive energy buildings course)	Barcelona, Spain	9/11/2022	FUNITEC and SERA	45
Conferenza Enermanagement 2022	Milan, Italy	22/11/2022	Edilclima	N/A
2nd plenary SRI platform meeting	on-line	23/11/2022	JSI, POLITO, FUNITEC, EIHP	248
XII Municipal Week/ Energy transition, public procurement, innovation and digital transformation	Barcelona, Spain	29/11/2022	ICAEN	50
3rd Non-Disclosure Agreement (NDA) workshop	Online	13/12/2022	FUNITEC	N/A
Conference Energy Certification of Buildings - Resolution of Doubts	Online	30/03/2023	ICAEN	53
CEN Workshop Agreement on a Harmonization of KPIs for the next generation of EPCs	Online	28/04/2023	POLITO, ICAEN	30-40

External events	Place	Date	Participating partner(s)	Estimated audience size
Joint final event of D2EPC, ePANACEA and E-DYCE	Brussels, Belgium	24/05/2023	FUNITEC, ESCI	60-70
Come accelerare l'innovazione attraverso la ricerca scientifica	Turin, Italy	8/06/2023	Edilclima, POLITO	80
International Clean Energy Challenge 2023	Spital am Pyhrn, Austria	24-28/07/2023	ICAEN	60
2nd Technical Conference on Sustainable Building and Rehabilitation "Let's build a more efficient Garraf"	Cubelles (Barcelona), Spain	20/09/2023	ICAEN	60
nZEB training for experts - module 1	Online / Zagreb	22/09/2023	EIHP	90
Sdewes Conference Dubrovnik 2023	Online / Dubrovnik	24/09/2023	POLITO	N/a
EnerglA: l'Intelligenza Artificiale per il calcolo energetico	Webinar	28/09/2023	Edilclima	400
Focus Group Event: Visualising building energy performance	Camera di Commercio Modena, in Modena, Italy	19/10/2023	Regione Piemonte	50

TIMEPAC D5.4 - Annex A - External Events

External events	Place	Date	Participating partner(s)	Estimated audience size
SUSTAIN: Use of BIM (Building Information Modeling) in energy certification of buildings/	Webinar	26/10/2023	FUNITEC	34
nZEB training for experts - module 6	online / Zagreb	24/11/2023	EIHP, FUNITEC	88
54th International HVAC&R Congress and Exhibition	Belgrade, Serbia	6-12/12/2023	JSI	80
La Salle Sustainability Lectures	Online	15/12/2023	FUNITEC	26
MCE - Mostra convegno Expocomfort	Milano, Italy	12-15/03/2024	Edilclima	344
Remarkable Leaders Exchange Visit	Linz, Austria	14-15/05/2024	SERA	N/A
SED - Il salone dell'edilizia	Caserta, Italy	22-25/05/2024	Edilclima	46
6° Conferenza Nazionale Poliuretano Espanso rigido	Torino, Italy	30/05/2024	POLITO	N/A
Cross-Programme Buildings Clustering Meeting	Brussels, Belgium	22/05/2024	FUNITEC	60
European Sustainable energy week 2024 - energy fair (Policy session with Next Gen?)	Brussels, Belgium	11-13/06/2024	ESCI	200

TIMEPAC D5.4 - Annex A - External Events

External events	Place	Date	Participating partner(s)	Estimated audience size
Safety expo	Bergamo, Italy	18-19/09/2024	Edilclima	38
Sustainable places 2024: EPBD Implementation: NexGen EPC Cluster	Luxembourg	24/09/2024	FUNITEC, ESCI	45
SAIE - La fiera delle costruzioni, progettazione, edilizia, impianti	Bologna, Italy	9-12/10/2024	Edilclima	135
Lecture at Politecnico di Torino during the Master's Degree Course in Construction Engineering "Conoscenza del patrimonio costruito nell'epoca dei cambiamenti climatici"	Torino, Italy	30/10/2024	POLITO	30
BUILD UP Webinar	Online	5/11/2024	FUNITEC, JSI, SERA, POLITO	19

Annex B – Project events

Project events	Place	Date	Organiser	Number of attendees
TIMEPAC International Workshop 2021	Ljubljana, Slovenia	14/12/2021	JSI / ESCI	69
TIMEPAC International Workshop 2022	Torino, Italy	30/11/2022	POLITO / ESCI	60
TIMEPAC International Workshop 2023	Wien, Austria	21/11/2023	SERA / ESCI	57
TIMEPAC Final Conference	Barcelona, Spain	04/10/2024	ICAEN / FUNITECH / ESCI	75
TIMEPAC verification scenarios workshop - Croatia - VS4	Online	08/11/2023	EIHP	10
TIMEPAC verification scenarios workshop - Croatia - VS3	Online	08/11/2023	EIHP	14
TIMEPAC verification scenarios workshop - Croatia - VS1and2	Zagreb	15/11/2023	EIHP	15
TIMEPAC verification scenarios workshop - Spain	Barcelona, Spain	20/10/2023	ICAEN	17

TIMEPAC D5.4 - Annex B- Project events

Project events	Place	Date	Organiser	Number of attendees
TIMEPAC verification scenarios workshop - Spain	Barcelona, Spain	17/11/2023	ICAEN	19
TIMEPAC verification scenarios workshop - Italy - VS1	Torino, Italy	30/10/2023	POLITO	18
TIMEPAC verification scenarios workshop - Italy - VS2	Milan, Italy	01/12/2023	EDIC	29
TIMEPAC verification scenarios workshop - Italy - VS3	Torino, Italy	03/11/2023	RP	21
TIMEPAC verification scenarios workshop - Austria - VS1	Salzburg, Austria	04/10/2023	SERA	4
TIMEPAC verification scenarios workshop - Austria - VS2	Vienna, Austria	10/10/2024	SERA	11
TIMEPAC verification scenarios workshop - Austria - VS3	Graz, Austria	13/10/2024	SERA	2
TIMEPAC verification scenarios workshop - Austria - VS4	Klagenfurt, Austria	22/01/2023	SERA	29
TIMEPAC verification scenarios workshop - Cyprus			CEA, CUT	
TIMEPAC verification scenarios workshop - Slovenia (VS3)	Solkan, Slovenia	09/11/2023	GOLEA	21

TIMEPAC D5.4 - Annex B- Project events

Project events	Place	Date	Organiser	Number of attendees
TIMEPAC verification scenarios workshop - Slovenia (VS1 and VS2)	Ljubljana, Slovenia	14/11/2023	MOPE	19
TIMEPAC verification scenarios workshop - Slovenia (VS4)	Ljubljana, Slovenia	07/12/2023	JSI	19
TIMEPAC Academy webinar 1	Online	29/02/2024		159
TIMEPAC Academy webinar 2	Online	05/03/2024		110
TIMEPAC Academy webinar 3	Online	12/03/2024		127
TIMEPAC Academy webinar 4	Online	14/03/2024		126
TIMEPAC Academy webinar 5	Online	20/03/2024		133
TIMEPAC Academy webinar 6	Online	22/04/2024		132
TIMEPAC Academy in-class training	Zagreb, Croatia	23/05/2024 and 24/05/2024	EIHP	8
TIMEPAC Academy in-class training	Zagreb, Croatia	12/09/2024 and 13/09/2024	EIHP	29

TIMEPAC D5.4 - Annex B- Project events

Project events	Place	Date	Organiser	Number of attendees
TIMEPAC Academy in-class training	Torino, Italy	29/05/2024	POLITO, EDIC	18
TIMEPAC Academy in-class training	Torino, Italy	30/05/2024	POLITO, EDIC	12
TIMEPAC Academy in-class training	Austria, online	05/06/2024	SERA & Renowave	14
TIMEPAC Academy in-class training	Ljubljana, Slovenia	21/05/2024 and 22/05/2024	JSI	29
TIMEPAC Academy in-class training	Ljubljana, Slovenia	28/05/2024 and 29/05/2024	JSI	30
TIMEPAC Academy in-class training	Nicosia, Cyprus	23/09/2024	CEA, CUT	13
Evolution of EPC	Torino, Italy	05/05/2022	Regione Piemonte / POLITO	46
Die nächste Generation des Energieausweises - Herausforderungen und Möglichkeiten (in German)	Online	14/06/2022	SERA in collaboration with Austrian partners from X-tendo, D ² EPC, crossCert	50
DECA Energieeffizienz-Kongress	Vienna	05/10/2022	DECA, Break-out session with SERA	30

TIMEPAC D5.4 - Annex B- Project events

Project events	Place	Date	Organiser	Number of attendees
DECA Energieeffizienz-Kongress	Vienna	19/10/2023	DECA, Break-out session with SERA	30
Rehabilita - Now it's time to energy renovation	Barcelona, Spain	29/02/2024	CATEB, College of technical architecture of Barcelona	40
Motivational workshop at Cyprus University of Technology	Limassol	25/09/2024	CUT in cooperation with the Technical Chamber of Cyprus (ETEK)	12

Annex C – Press releases

TIMEPAC Academy: Empowering European Building Experts for a Sustainable Future

Barcelona, 13/02/2024

The TIMEPAC project, funded by the European Union, is proud to announce the launch of the TIMEPAC Academy—an innovative learning platform designed to shape Europe's new energy performance landscape. As we strive to meet ambitious climate targets and tackle energy poverty, the TIMEPAC Academy invites building experts across Europe to enhance their knowledge of certification methods, tools, and training necessary to support the renovation of Europe's building stock.

In alignment with the upcoming European Union's Energy Performance of Buildings Directive (EPBD), TIMEPAC is dedicated to fostering a comprehensive approach to building assessment and certification. The TIMEPAC Academy is a free learning platform committed to providing industry professionals with the knowledge and skills needed to excel in evaluating and certifying building energy performance.

The inaugural series of six training webinars, commencing on February 29, 2024, and concluding on March 22, 2024, will cover a range of topics essential for professionals in the building sector to understand how building certification can be improved, and enhanced. These webinars are tailored for certifiers, energy auditors, architects, engineers, energy managers, facility managers, energy agencies, and local public authorities, offering insights into the latest developments in the EPBD and key energy-saving techniques.

The topics and dates for the first six webinar courses are as follows:

1. **EPC Data Collection, Validation, and Exploitation** - Thursday, February 29, 2024
2. **Advanced Methods and Tools for Holistic Energy Renovation of Buildings** - Tuesday, March 5, 2024
3. **Analysis and Visualization of EPC Data and Development of Innovative Energy Services** - Tuesday, March 12, 2024
4. **Combining EPC Databases with Other Sources for Holistic Assessment of the Building Stock** - Thursday, March 14, 2024
5. **Exploitation of EPC for Local, Regional, and National Energy Planning** - Wednesday, March 20, 2024
6. **Operational Optimization of Building Energy Performance Based on Activities During EPC Generation** - Friday, March 22, 2024

Each webinar will provide participants with insights and practical knowledge to navigate the complexities of building energy performance certification. The long-term ambition is for the TIMEPAC Academy to be integrated into existing professional courses through the collaboration of educational institutions and public authorities across Europe.

For more information on the webinars, including detailed content and speaker profiles, please refer to the [training programme](#) and visit the TIMEPAC Academy website to register: <https://academy.timepac.eu>.

Background

Europe's building stock, encompassing approximately 25 billion square meters of floor space, is pivotal in achieving our climate targets. With 75% of this space dedicated to residential buildings, retrofitting plays a critical role in our journey towards sustainability. The EU Green Deal, coupled with the EPBD, forms the cornerstone of the EU's efforts to combat climate change and energy poverty.

The TIMEPAC project's vision is perfectly aligned with the objectives of the EPBD. By enhancing energy certification processes, TIMEPAC aims to spearhead a paradigm shift towards dynamic and integral building management within the broader built environment, thus contributing to sustainable development goals.

About the TIMEPAC project

TIMEPAC is an EU funded consortium made up of 13 recognized and experienced key players from 6 different EU member states led by LASALLE UNIVERSITAT RAMON LLULL. The consortium includes Research institutes: JOSEF STEFAN INSTITUTE, POLITECNICO DI TORINO, CYPRUS UNIVERSITY OF TECHNOLOGY, SERA INSTITUTE FOR SUSTAINABLE ENERGY AND RESOURCES; Energy agencies: INSTITUT CATALA D'ENERGIA, GOLEA, CYPRUS ENERGY AGENCY, ENERGY INSTITUTE HRVOJE; Software companies: CYPE, EDILCLIMA; Public authorities: REGIONE PIEMONTE, MINISTRVO ZA INFRASTRUKTURU and the Non-profit: EUROPEAN SCIENCE COMMUNICATION INSTITUTE.

More information at: www.timepac.eu

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Press Release: Conference on Innovating Energy Certification and Building Performance Assessment

For Immediate Release

Join the TIMEPAC Final Conference: "Innovating Energy Certification: Transforming Building Performance Assessment"

Barcelona, Spain – October 4, 2024 – The TIMEPAC consortium, spearheaded by Prof. Leandro Madrazo from the School of Architecture at La Salle- Ramon Llull University, Barcelona, is excited to announce the Final Conference on "Innovating Energy Certification: Transforming Building Performance Assessment." This pivotal event will bring together leading experts, policymakers, researchers, and professionals to explore the future of building energy performance and the latest advancements in energy certification.

Event Details:

- **Date:** October 4, 2024
- **Location:** Barcelona, Spain
- **Registration:** Free, with required registration at [Conference Registration Link](#)

As global efforts intensify to address climate change and improve energy efficiency, the role of accurate and comprehensive building performance assessment has never been more critical. This conference will delve into the significant developments surrounding the upcoming Energy Performance of Buildings Directive (EPBD) and the transformative impact it will have on the European building stock.

Key Highlights:

- **Keynote Presentation:**
 - **Speaker:** Pau Garcia Audi, Policy Officer at the Directorate-General for Energy Efficiency of the European Commission
 - **Topic:** The latest updates on the Energy Performance of Buildings Directive (EPBD) and its implications for building energy performance across the EU.
- **Round Table Sessions:**
 - **Session 1: Legislative Context and Requirements for Deep Renovation of EU Building Stock**
 - Focus: Role of Energy Performance Certificates (EPCs) in the renovation of residential buildings, building stock assessment, financial investments, and the development of new professional services.
 - **Session 2: Improving and Enhancing Energy Performance Certification**
 - Focus: Integration of EPCs with other certification schemes like the Smart Readiness Indicator (SRI), sustainability integration, and long-term performance evaluation using operational data.
 - **Session 3: Enhancing Building Assessment through Data Integration**
 - Focus: Use of Building Information Modeling (BIM) for lifecycle information gathering, integration of digital logbooks, and renovation passports, and challenges in data integration across various platforms.
- **Research Paper Presentations:**
 - A curated selection of research papers will be presented, showcasing innovative methodologies, case studies, policy analyses, and technological advancements in building energy performance assessment.

This conference marks the culmination of over three years of collaborative research and development by the TIMEPAC consortium. Attendees will gain valuable insights into the

project's vision, outcomes, and the future of energy performance assessment in the context of the EU's ambitious climate goals.

Register Now to secure your spot and join us in shaping the future of energy certification and building performance assessment. For more information, visit [Conference Registration Link](#).

Contact Information:

- **Email:** info@timepac.eu
- **Website:** [TIMEPAC Project](#)

We look forward to welcoming you to Barcelona and engaging in meaningful discussions on transforming building performance assessment in Europe.

About TIMEPAC: The TIMEPAC project is a collaborative initiative aimed at advancing the methodologies and tools for building energy performance certification and assessment. The consortium comprises experts from academia, industry, and policymaking, working together to enhance the sustainability and efficiency of the European building stock.