



**Project Number 260041**

**SUPPORTING ACTION**

# **EnRiMa**

## **Energy Efficiency and Risk Management in Public Buildings**

### **D8.2 Preliminary project Communication and Dissemination Plan**

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| Dissemination Level  |   |          |
| <b>PU</b>  | Public  |          |
| <b>PP</b>  | Restricted to other programme participants (including the Commission Services)        | <b>x</b> |
| <b>RE</b>  | Restricted to a group specified by the consortium (including the Commission Services) |          |
| <b>CO</b>  | Confidential, only for members of the consortium (including the Commission Services)  |          |

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## **1.0 Purpose and scope of the EnRiMa Communication and Dissemination Plan**

This document provides a holistic description of the EnRiMa project's Communication and Dissemination Plan. It explains the communication and dissemination strategy and identifies the relevant dissemination objectives, activities and tools. The dissemination activity is crucial for the execution and success of the project and therefore has been carefully planned in advance.

First, the plan identifies the main targeted groups (building operators and potential users) that need to understand the economic and environmental benefits of the EnRiMa project. For this reason, it is necessary to convey a suitable and clear message, which could also facilitate the transfer of information.

This Dissemination Plan describes the roles of the partners in the project activities. It will also serve as a guideline for the partners in orienting their activities towards the target audience and beyond the stakeholders directly involved in the project. It also identifies relevant organisations, projects and events with which synergies can be developed in the field of energy efficiency.

Finally, this Dissemination Plan indicates modalities and timing for the development and implementation of co-operation with other external entities. These include related EU FP7 projects, policymakers and the private sector.

The Dissemination Plan is structured as follows:

- Section 1 briefly describes the purpose and scope of the project Communication and Dissemination Plan;
- Sections 2-3 give an overview of the project dissemination objectives and activities;
- Section 4 defines the composition and functions of the Dissemination Committee;
- Section 5 gives an account of the dissemination procedure;
- Section 6 explores the target groups to be addressed;
- Section 7 provides the strategy adopted for the involvement of the stakeholders;
- Section 8 explores suitable tools that will be used for the project's dissemination;
- Section 9 defines the timing of the implementation of this Dissemination Plan;
- Section 10 prepares the structure for the organisation of DSS Information Sessions;
- Section 11 tackles the presentation of the EnRiMa project in other events dealing with energy efficiency;
- Section 12 explains the media relations plan;
- Section 13 structures synergies with SPORTE2;
- Section 14 structures synergies with other projects;
- Section 15 defines the impact indicators;
- Section 16 sets up a calendar of actions and events and the timeline for the use, in each event, of the listed dissemination tools.

**The achievement of the described activities will be assured as follows:**

**Content generation:** All partners, in particular academic partners responsible for the energy modelling

**Content management:** Dissemination Committee composed of SU, MCC and selected partners

**Content repository and layout:** MCC

**Content dissemination:** All partners, coordinated by MCC and SU

**Content localisation:** The most suitable partner according to the specific needs of the country considered, if necessary

## **2.0 Dissemination objectives**

The dissemination activities of EnRiMa are intended to increase cooperation with other researchers, to inform potential users of the Decision Support System (DSS) about its benefits, and to engage with private sector and policymaking stakeholders in order to influence future EU energy policy and regulation. The partners of the project will present the results with a view to enhancing the research roadmap of the EU and elsewhere, e.g., via the ICT for Energy-Efficient Buildings (ICT4E2B) forum as well as worldwide events and scientific conferences.

As indicated in the DoW, the dissemination activities have the following objectives:

1. To manage the communication network of EnRiMa, both internally and externally;
2. To ensure the appropriate and timely implementation of activities in order to reach the objectives of the project for every partner involved;
3. To disseminate the results of the research performed and the tools developed, e.g. via the DSS for operators of energy-efficient buildings and spaces of public use;
4. To disseminate the results of the project, such as the quantified economic and environmental benefits which can result from using an ICT-based DSS along with policy insights;
5. To set up a Dissemination Committee (DC) to verify the content ready to be disseminated and approve the target group to be addressed;
6. To create a dedicated Website for EnRiMa project with public and private sections;
7. To participate in relevant related events and conferences to promote the project, the research performed and the results achieved;
8. To inform prospective users of the EnRiMa DSS, thereby contributing to stimulate market demand for the DSS by providing a trial version of the developed tool;
9. To ensure the proper dissemination of the information generated by the project to policymakers and to the building sector;
10. To foster overall knowledge management within the Consortium, e.g. via the exchange and dissemination of project results through the Website;
11. To liaise with other related projects in Europe and worldwide;
12. To participate in international events in order to develop contacts with stakeholders, thereby establishing synergies with other project consortia and raising awareness among the potential users of the DSS.

### **3.0 Dissemination activities**

Dissemination activities include:

- Formation and management of a Dissemination Committee;
- Preparation of a preliminary and updated Dissemination Plan;
- Development of communication tools (e.g. a logo, posters, leaflets, etc.) to support the drafting of presentations and the distribution of press releases as important objectives and phases of the project are achieved;
- Monitoring of media relations;
- Creation and maintenance of a project Website;
- Support in the form of communication materials for partners attending conferences and events related to EnRiMa's research;
- Support, throughout the project, for partners organising conferences targeted at stakeholders including policy and decision makers;
- Promotion of the project through every appropriate channel;
- Creation of networks of partners to strengthen and raise interest in the project;
- Awareness-raising actions and impact assessment.

#### **4.0 Dissemination Committee**

The Dissemination Committee (DC) is composed of:

- Afzal Siddiqui, Scientific Coordinator, University College London, UK and Stockholm University, Sweden;
- Rodolfo Candia, Technical Coordinator, Stockholm University, Sweden;
- Hinano Spreafico, Dissemination WP Leader, Minerva Consulting & Communication (MCC), Belgium.

In addition, the DC will be assisted by other partners responsible for the modelling and testing of the DSS.

Together with the Project Steering Committee (PSC), the DC will coordinate the technology audits with a view to determining which advances are capable of commercialisation and exploitation. In addition, the DC will agree on adjustments in relation to the allocation of Intellectual Property Rights (IPR) which may be registered as a result of information and knowledge arising from the work of the DSS.

The DC will also be responsible for overseeing the creation and maintenance of the project Website as well as for reviewing material for publication. Scientific achievements of the project will be disseminated through publications in peer-reviewed scientific journals and presentations at scientific conferences in the normal way. Partners will ensure that protection of intellectual property is not compromised by prior disclosure when presenting or publishing research findings.

The DC's functions are as follows:

- To disseminate the activities and results aimed at developing the DSS and the expected benefits in adopting it;
- To pursue potential IPR and patent issues;
- To define an agreed list of conferences and events that project partners should attend in order to disseminate the results of the project.



## 5.0 Dissemination procedures: Note regarding the EnRiMa Consortium Agreement

The following articles have been set out and agreed in the EnRiMa Consortium Agreement (CA) concerning dissemination procedures:

- Concerning the dissemination and use of logos and trademarks, all restrictions are stated in Section 8 (Foreground or Background) of the CA with a particular focus on Articles 8.3.2 and 8.3.4 as follows:

### Article 8.3.2 Publication of another Party's Foreground or Background

*For the avoidance of doubt, a Party shall not publish Foreground or Background of another Party, even if such Foreground or Background is amalgamated with the Party's Foreground, without the other Party's prior written approval. For the avoidance of doubt, the mere absence of an objection according to 8.3.1 is not considered as an approval.*

### Article 8.3.4 Use of names, logos, or trademarks

*Nothing in this Consortium Agreement shall be construed as conferring rights to use in advertising, publicity or otherwise the name of the Parties or any of their logos or trademarks without their prior written approval.*

- Concerning the use of foreground and background, all the restrictions are stated in Section 9 (Access Rights) and Section 10 of the CA:

### Article 9.2.5

*Foreground and Background shall be used only for the purposes for which Access Rights to it have been granted.*

*Concerning the disclosure of information, all the indications are stated in Section 10 (Non-Disclosure of Information):*

### Article 10.1

*All information in whatever form or mode of transmission, which is disclosed by a Party (the "Disclosing Party") to any other Party (the "Recipient") in connection with the Project during its implementation and which has been explicitly marked as "confidential", or when disclosed orally, has been identified as confidential at the time of disclosure and has been confirmed and designated in writing within 15 days from oral disclosure at the latest as confidential information by the Disclosing Party, is "Confidential Information".*

## **6.0 Target group for dissemination**

The purpose of the Dissemination Plan is to facilitate the exchange of information, the building of potential cooperation frameworks, the informing of potential users about the benefits of the project and the consolidation of the role of EnRiMa as one of the key E2B initiatives in the EU research framework. Taking this into consideration, the target groups involved in the dissemination actions are the following:

- Members of the scientific and research community;
- Potential users of EnRiMa DSS, such as local governments, agencies in charge of housing and public space, the commercial building sector and other stakeholders which would benefit from using ICT-based DSS to manage energy use in buildings;
- Chambers of commerce and policymakers with the potential to shape future regulation in favour of the emergence and adoption of the DSS;
- Other EU-funded projects in the E2B area and stakeholders in the newly launched ICT4E2B forum;
- Media and journalists.

### **6.1. Stakeholder analysis**

- The stakeholders must be involved and kept continuously informed about the main achievements of the project while taking into account their differing levels of knowledge, in particular in relation to scientific community;
- Potential users are fundamental actors since they are involved in the decision-making process and could have a positive influence on the results of the project. For this reason, the Dissemination Plan actively focuses on this group;
- Policymakers must be involved in the process and regulatory insights have to be disseminated in a very targeted way in order to be effective as well as to illustrate the capabilities of the DSS;
- Other EU-funded projects and stakeholders will be addressed in order to find synergies and implement cooperation between them and EnRiMa in a coherent manner appropriate to the goals of EnRiMa;
- Media and journalists will be kept informed with clear messages about the project's progress and focus.

### **6.2. Project Contacts Repository**

Each category of stakeholder will be contacted according to the type of information to be disseminated and each category will have specific materials prepared for and circulated to it. In order to address all the targets in each category, a Project Contact Repository, will be prepared in the initial phase of the project and this will include a mailing list and all available contact details. The Project Contact Repository will be made available as an online tool in the members' area of the project Website where it will be updated by all partners. The list will be available only to the partners of the consortium.

Each partner will provide contacts related to its area of expertise (e.g. industrial and building/construction sector, energy-related sectors, local and/or national contacts). For gathering contacts, the partners will use their own connections and channels as well as networks they are already in contact with. Other EU-funded projects and organisations that the partners encounter during the implementation of the activities will also be added. In addition, contacts will be added automatically through the online

subscription in the public area of the EnRiMa Website. Examples of organisations that will be contacted are:

- The International Energy Agency (IEA);
- The European Portal for Energy Efficiency in Buildings (BUILD UP);
- The European Alliance of Companies for Energy Efficiency in Buildings (EuroACE);
- The World Business Council for Sustainable Development (WBCSD);
- The Energy & Environmental Building Alliance;
- Energy Efficiency News;
- The Enerbuilding Project (funded by the European Commission and the Spanish National Institute of Consumers).

## **7.0 Dissemination strategy**

EnRiMa will adopt high-impact dissemination actions through efficient and effective communication methods in order to achieve the objectives of the project. Direct and indirect means of communication will be used during the different project phases and these will determine the creation and use of different communication and dissemination tools. Such tools will be electronically distributed to all the partners, to the work package (WP) leaders and to the European Commission. They will be also available on the project Website. The direct and indirect communication actions will primarily use the EnRiMa Project Contact Repository as sources for their communication targets.

### **7.1. Direct communication**

The direct communication actions foresee:

- i. Direct mailing (e.g. of press releases, project information, news);
- ii. Direct distribution to stakeholders of the communication material (e.g. leaflets, brochures and other information material prepared, during project events and other activities);
- iii. Direct presentations of the project to the target groups (e.g. during conferences and events attended)

This activity will be executed under the direction of the Communication and Dissemination WP leader which will take particular responsibility for direct mailing and direct distribution. Nevertheless, the direct distribution foresees the contribution of all partners during events and meetings.

The project presentations will be done by the specific partner who is considered the most suitable on a case-by-case basis. The stakeholders will be reached during European and worldwide events on themes such as efficient energy management, energy saving, renewable energy, construction, IT, etc., and which will be attended by the project partners.

### **7.2. Indirect communication**

Indirect methods of communication will be used to circulate information about the project activities, plans and results achieved. These methods encompass access by stakeholders to the following tools created in order to attract attention and stimulate the target audience to seek more information on their own initiative:

- i. The EnRiMa project Website is the primary medium of communication about the activities and results of the project;
- ii. The EnRiMa information leaflet and other information material will be developed and circulated. These materials may also be translated into each partner's local language if needed;
- iii. EnRiMa articles published in scientific journals or general publications for the public at large.

Some of the above elements are described in the following sections in more detail.

## 8.0 Project communication and dissemination tools

The following tools have been identified and are developed to facilitate the communication and dissemination actions of the project. New tools may be added over the course of the project according to perceived requirements as and if they arise and following suggestions from the EnRiMa consortium partners.

The adoption of new tools will be decided on a consortium basis and will depend on the kind of events the project partners are going to attend and the types of stakeholder requirements which need to be met. In addition, the creation of synergies and cooperation with other energy-efficiency platforms and networks or similar initiatives and projects is likely to require specific communication tools to be developed.

All communication tools will be produced in English. Partners are responsible for customising material in their own languages for a local audience if necessary. At a minimum, we consider the following specific communication tools to be necessary for the successful achievement of the project communication objectives:

- i. Project logo;
- ii. Information sheet;
- iii. Project leaflet;
- iv. Project Website;
- v. Project short news stories, scientific articles and press releases;
- vi. Project PowerPoint slide presentation template;
- vii. Project poster.

### 8.1. Project logo

The preparation of the project logo has been led by MCC. An initial version was proposed by MCC to the other partners and circulated by e-mail before the project Kick-off Meeting. After the Kick-off Meeting, new versions of the logo were prepared until all partners came to an agreement by vote. The final version was, thus, prepared and sent to all partners and is being used in all communication materials.

The EnRiMa logo aims to bring to mind the sustainable use of energy in buildings by deploying natural resources. The green colour is linked to the notion of sustainable energy, energy efficiency and preservation of the environment, whereas, the orange colour evokes the idea of the sun as the main resource of natural and sustainable energy. The green and orange particles at the top left of the logo represent the use of new technologies, such as renewables and ICT, to meet future energy challenges. The final logo is saved in the private area of the Website and is downloadable from the members' area.



The EnRiMa information sheet is designed with the same graphical layout as the project Website and contains basic information about the project, scope, objectives, beneficiaries and consortium. The information sheet will be produced in the initial phase of the project and distributed to all the partners for onward distribution by them at events which they are attending. Thus, the information sheet will provide stakeholders with a brief, but informative description of EnRiMa which should stimulate them to make further enquiries as well as letting them know where they can find more information.



**Figure 2. Information sheet - Recto Beneficiaries and Consortium**

### 8.3. Project leaflet

The project leaflet maintains the same corporate identity developed for the project, but makes creative use of colours and images in order to attract the attention of the reader. It contains useful, descriptive information on project activities and about how to get in contact with the project consortium.

The content of the leaflet has been produced with contributions from the DC and agreed with all the partners. The layout has been proposed by MCC and agreed at DC level.

Whereas the information sheet provides general information to give an initial, clear idea of the project to the reader, the leaflet will contain more specific information. Thus, the aim of the leaflet is to give precise contact details and more detailed information about the project and the consortium partners, in order to facilitate the identification of synergies and help establish cooperation between the consortium and individual participants at the events.

The leaflet will be distributed at main project events, workshops, training and at the final project conference (probably with revisions to reflect project results). It will also be distributed at other events and meetings which the partners will attend and participate in and thus present and publicise the project to relevant stakeholders.



Figure 3. Leaflet – Verso

Basic information and details on the consortium



Figure 4. Leaflet – Recto

Objectives, beneficiaries and contact details

#### 8.4. Project Website

The project Website is at <http://www.enrima-project.eu>. The project Website is the backbone of project communication and is divided into two parts: a public area open for browsing by the general public and a private area reserved for EnRiMa consortium members.

The **public area** has six main sections, containing both general information about the project and specific information and materials made available for download. Thus, the Website represents a real contact point between the project partners and final users of the DSS.

MCC is in charge of regularly updating the contents of the EnRiMa Website until the end of the project. In addition, the Website will be online and maintained for two years following the end of the project. A screenshot of the homepage is provided below.



Figure 5. Screenshot of EnRiMa Website's Homepage



Below is a detailed description of each Website's section in the public area:

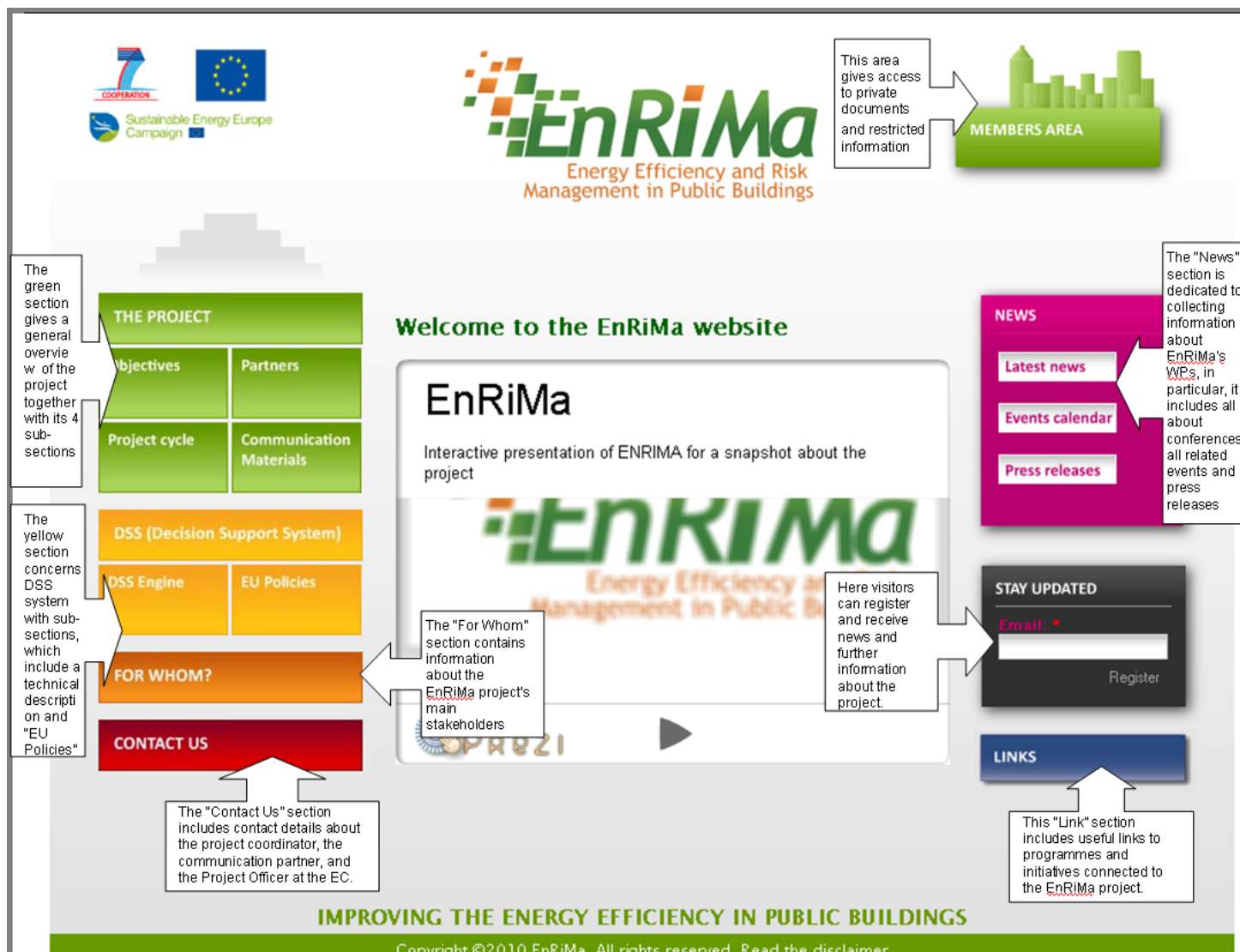
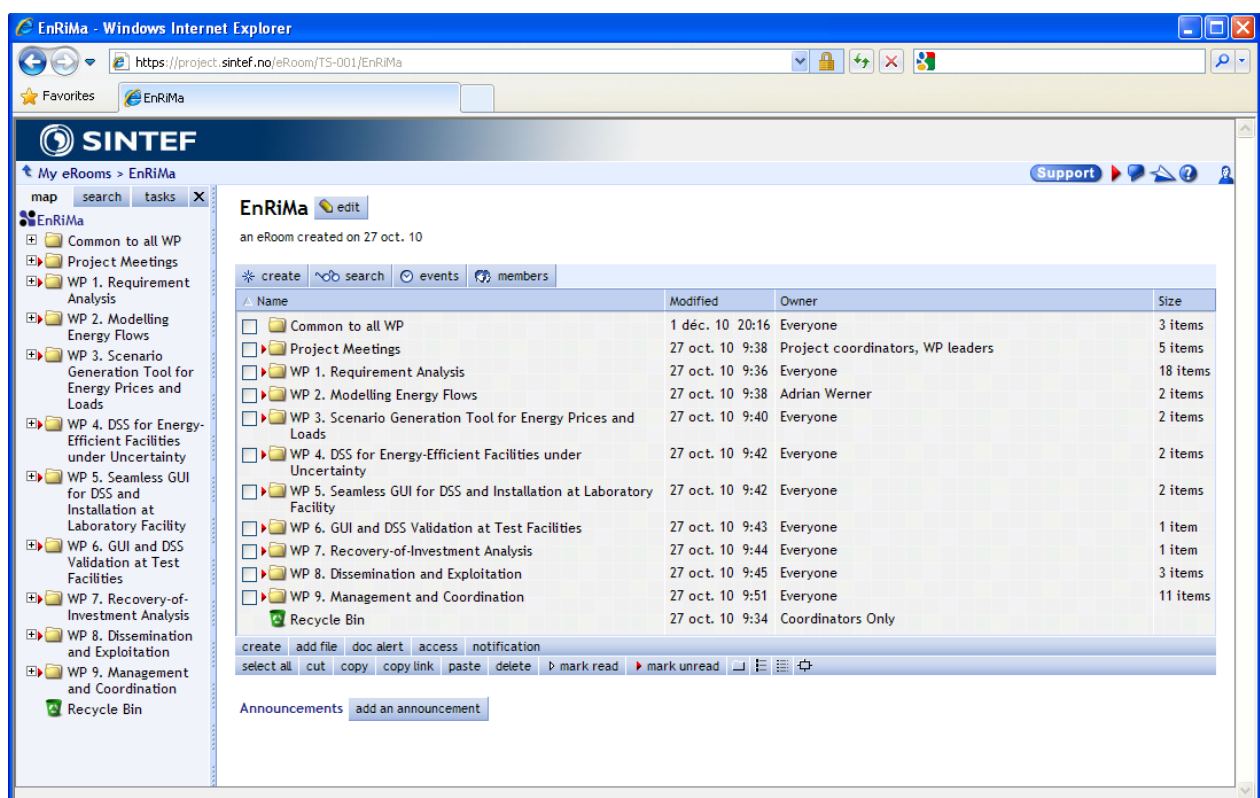


Figure 6. Details of EnRiMa Website's Homepage

The **private** or “**members’ area**” is hosted by SINTEF as a repository area and is built to share working documents, deliverables, reports, minutes and other official documents for project management and consortium purposes. Access to the private area is granted only to project partners, the European Commission, WP leaders and WP members. All partners can add documents, create folders and send alerts and notifications. There is also a search tool for files and a contact list of all members as well as the Project Contact Repository.

In the private area, the coordinator has created one folder for each specific Work Package (there nine WPs in total) as well as one folder for Project Meetings and one folder common to all WPs. All partners are requested to upload the files they are working on in order to provide access to these to the entire consortium. The system sends an automatic alert to the consortium members’ email addresses when a new file is uploaded. A screenshot of the members’ working area is provided below.



**Figure 7. Screenshot of EnRiMa members’ working area**

### 8.5. Short news stories, scientific articles and press releases

News stories to promote the overall work and objectives of the project and giving updates on participation in relevant events, will be prepared by MCC with information received from all partners. The news stories will be included in a dedicated news section of the public area of the project Website and provide a direct way to reach the general public as well as specific target groups.

In addition, copies of scientific working papers and published articles will be included in order to provide technical details for other researchers. Links to partners' publications and relevant scientific papers will also be made available. Finally, press releases will be prepared and sent to both general and specialised journalists and media organisations according to the specific subject matter. Further details about the way in which media and press will be addressed can be found in Section 12 below.

### 8.6. Project PowerPoint template

A PowerPoint template has been prepared and distributed to all the partners for their project presentations during external meetings, conferences and events. The same template will be used for internal project meetings. The template has been made by MCC following the 'look' of the Website and the project logo in order to maintain a project corporate identity.



**Figure 8. PowerPoint presentation template**  
**8.7. Project poster**

Posters are useful tools, commonly used during events, to promote and raise awareness around a subject or a specific conference and to give higher visibility to it. A poster will be designed to promote participation by the EnRiMa project at events organised by the project partners and at third-party events.

*Ad-hoc* posters will be created for each event following the project corporate identity standard, but including details specific to the event concerned such as the event title, location, date, the logos of the partners or organisations involved and, in particular, a relevant 'hook' to link the event with EnRiMa and attract people's interest in the project. Ad hoc posters will also be created during the organisation of DSS Information Sessions.

The graphical layout as well as some key messages will be prepared and proposed by MCC and agreed with the other members of the DC. Copies of the posters will be hung on the walls of the conference room where the event will take place and/or in the networking area of the conference building as well as in other places where it would be useful and appropriate to hang them and to attract interest in and promote the EnRiMa project.

### **8.8. Social Media**

Social media are increasingly important to spread news and information in a viral way and it could be very useful to create a page on Facebook, Twitter and/or LinkedIn. The primary and final objective of these tools shall remain to inform people about the project and its objectives as well as to spread information about ongoing events more widely, at different levels and to different target audiences.

However, since pages on social media require commitment and need to be updated regularly in order to be effective, the use of social media to promote the project will be discussed and decided among all the EnRiMa partners. It is essential that the project assures an adequate balance between the time and resources spent on social media and their real effectiveness.

## **9.0 Timing**

The Dissemination Plan takes account of the entire duration of project implementation and provides for a two-year period after the end of the project in order to maintain the sustainability of the project and to ensure adequate visibility of the project results. The present plan is valid for the period of the project activities from 1 October, 2010 until the production of the second version of this plan foreseen in M18. The second plan will be an update of this document and will be valid until the end of the project. Both documents are deliverables to be sent to the European Commission and are conceived to be appropriate for the implementation of all the activities in order to achieve all project objectives.

Since the dissemination actions will mainly be carried out through the project Website, it will be constantly monitored and updated. The project Website acts as the principal and most easily accessible source of information for the general public and project members. All other communication tools will be designed to reflect the content and corporate identity of the Website, no matter which of the different phases of the project is the subject of the communication activities. A more detailed schedule of the communication and dissemination activities may be found in the sections following below.

## **10.0 Organisation of DSS Information Sessions**

DSS Information Sessions will be organised for local governments, agencies in charge of housing and public space, the commercial building sector, building managers and other personnel who will use the Decision Support System (DSS). These sessions will describe the DSS tool and alert potential users to its development and imminent launch.

The Sessions will be organised once the DSS development has been largely completed i.e. once a Beta version is running, has been validated as meeting its specifications and is available for demonstration. The DSS Information Sessions will also allow potential users the opportunity to provide feedback and suggestions which will be considered during completion of the DSS. The DSS Information Sessions will be essential to present, in detail, the features of the DSS and answer to specific questions and needs which might be raised by future users and managers.

Specific documents, including a “user manual”, will be prepared and shared among the participants. All public information provided during the DSS Information Sessions will be made available in the dedicated public area of the project Website and/or be delivered to the participants by e-mail or via printed material during the Information Sessions.

The DSS Information Sessions will be organised in two modules of a half-day each, namely:

Module 1: To notify potential DSS users of the development of the software, explain its purpose and utility for them and to register their interest with a view to attending Module 2.

Module 2: To demonstrate the final version of the software and provide training and user guidance to potential users to explain how the system operates and what the user can gain from implementing it. It will enable the customer's designated personnel to administer, maintain and manage the DSS. Module 2 should be attended in particular by the people who will be the direct users of the DSS.

The first information session will be organised from M24 (2013) in a date and location to be confirmed.

MCC will support the organisation of these DSS Information Sessions by preparing the communication materials and promoting the events in order to increase the participation and the involvement of the target groups of potential DSS users. The scientific partners of EnRiMa will provide the technical content to be disseminated. All the partners will be involved in the promotion of the initiative in their own regions and localities.

Given the strong contacts which TECNALIA-LAB and HCE already have with the building sector, their involvement in the organisation of the Information Sessions will assure the participation of this sector in the Sessions. The location of the DSS Information Sessions will depend on the local contacts which TECNALIA-LAB and HCE have in the EU countries. In order to reduce the costs and to increase the participation in these events, if possible, they will be organised in conjunction with relevant events in related sectors such as building, energy efficiency, ICT, etc.

## 11.0 Project presentation at other major events

In addition to the DSS Information Sessions, the EnRiMa partners will make efforts to be invited as speakers to deliver presentations at relevant conferences and events on the EnRiMa project. MCC will monitor the events that will be held at European level related to energy efficiency, public and other buildings (attracting mainly policymakers and the building sector) and will propose possible options for dissemination of results to the other partners. Several weeks in advance of the event/conference, the partner(s) concerned will be given a clear indication about the precise location of the event/conference and the time allocated to speak.

Presentations will focus on the results achieved by the project already and those which are still expected. Depending on the theme of the conference, the most suitable partner will be selected to attend the event and to present the project. The presentation prepared by the partner selected will be monitored by the DC. In practice, the first such presentation will be prepared jointly by the partners and this will become a standard presentation which will evolve and be adapted as the project progresses and according to the nature of the event at which it will be delivered.

MCC will provide suitable communication material to convey clear information in the presentation and elsewhere at the event if appropriate (e.g. posters, leaflets, information sheets). Detailed information about the project will be accessible to all participants and *ad hoc* communication material prepared as appropriate to assure high visibility.

Examples of conferences, gathering a large community of stakeholders which might be interested in EnRiMa and its results and output include those sponsored by the International Association for Energy Economics (IAEE), the Institute for Operations Research and the Management Sciences (INFORMS), Computational Management Science (CMS) and the Association of European Operational Research Societies (EURO). Participation in these conferences will enable work in progress and working papers to be presented and scrutinised by an international audience of inter-disciplinary researchers. Furthermore, exposure to advances in state-of-the-art energy modelling, optimisation and ICT research will enhance the work of the consortium and pave the way for future collaboration in this area.

In addition to academic researchers, other conference participants are likely to include organisations involved at European level in EU-funded projects. This will provide an opportunity to develop and strengthen synergies with other organisations involved in similar research or projects.

Events organised at European level by the European Commission and other European institutions in Brussels will also be monitored. For example, events in which EnRiMa partners could envisage participating include the EU's Energy Week which is scheduled for April 2012 in Brussels and the EU's Sustainable Energy Europe Campaign event. EnRiMa and SPORTE2 - Energy Efficiency for European Sport Facilities (a research project co-funded under the Information and Communication Technologies and Energy Efficiency in Public Buildings themes of FP7) could jointly promote their projects at those and other events to be identified, thus establishing cooperation activities between the two projects and increasing the visibility of the theme of energy efficiency in buildings, while sharing organisational costs.

Below are three tables with an initial list of events at which the EnRiMa partners envisage participating in order to promote the project and meet relevant stakeholders. An update of this list will be available in the next version of the Communication and Dissemination Plan foreseen for M18 as Deliverable D8.3.

| UPCOMING RELEVANT EVENTS 2011   |                           |  |   |
|---|---------------------------|--|---|
| JUNE  |                           |  |   |
| Event   | Place                     | Date   | Website   |
| 34 <sup>th</sup> IAEE International Conference SAE/IAEE<br>Lars Bergman<br>Institutions, Efficiency and Evolving Energy                         | Stockholm, Sweden         | June 19 <sup>th</sup> -23 <sup>rd</sup>              | <a href="http://www.hhs.se/iaee-2011">http://www.hhs.se/iaee-2011</a><br><a href="mailto:lars.bergman@hhs.se">lars.bergman@hhs.se</a>         |
| European Conference on Energy Efficiency and Sustainability in Architecture and Planning  | San Sebastian, Spain      | 27 <sup>th</sup> – 29 <sup>th</sup><br>June, 2011    | <a href="http://www.eesap.org">www.eesap.org</a>  |
| JULY  |                           |  |   |
| Event   | Place                     | Date   | Website   |
| ECOS 2011 - 24th International Conference on Efficiency, Cost, Optimization, Simulation, Environmental Impact of Energy Systems                 | Novi Sad, Serbia          | 4 <sup>th</sup> – 7 <sup>th</sup> July, 2011         | <a href="http://www.ecos2011.com/index.php">www.ecos2011.com/index.php</a>  |
| OCTOBER   |                           |  |   |
| Event   | Place                     | Date   | Website   |
| ICT for Sustainable Homes 2011  | Nice, France              | 24 <sup>th</sup> -25 <sup>th</sup><br>October, 2011  | <a href="http://ict-sustainablehomes.org/">http://ict-sustainablehomes.org/</a>   |
| Renewable UK 2011, Annual Conference and exhibition<br>Manchester, UK.<br>25 <sup>th</sup> -27 <sup>th</sup> October, 2011                      | Manchester, UK.           | 25 <sup>th</sup> -27 <sup>th</sup><br>October, 2011  | <a href="http://www.renewable-uk.com/events/annual-conference/index.html">http://www.renewable-uk.com/events/annual-conference/index.html</a> |
| NOVEMBER  |                           |  |   |
| Event   | Place                     | Date   | Website   |
| ECOMONDO. The eco industrial revolution.<br>15 <sup>th</sup> International Trade Fair of Material & Energy Recovery and Sustainable Development | Rimini, Italy             | 9 <sup>th</sup> -12 <sup>th</sup><br>November, 2011. | <a href="http://en.ecomondo.com/">http://en.ecomondo.com/</a>   |
| Trade Fair Area Salzburg. 3 <sup>rd</sup> International Energy Trade Fair   | Salzburg, Austria         | 24 <sup>th</sup> -26 <sup>th</sup><br>November, 2011 | <a href="http://www.renexpo-austria.at/index.php?id=7&amp;L=1">http://www.renexpo-austria.at/index.php?id=7&amp;L=1</a>                       |
| E-Nova International Congress Sustainable Buildings 2011  | Pinkafeld Campus, Austria | 24th -25th<br>November, 2011                         | <a href="http://www.fh-burgenland.at/enova2011e">http://www.fh-burgenland.at/enova2011e</a>   |



| UPCOMING RELVANT EVENTS 2012/2013   |                   |  |   |
|---|-------------------|--|---|
| SPRING 2012/2013  |                   |  |   |
| Event   | Place             | Date   | Website   |
| Computational Management Science published by Springer, Annual meeting                                  | To be defined     | To be defined                                | <a href="http://www.univie.ac.at/cms2010/">http://www.univie.ac.at/cms2010/</a>   |
| World Sustainable energy days 2012  | To be defined     | To be defined                                | <a href="http://www.wsed.at/en/world-sustainable-energy-days/">http://www.wsed.at/en/world-sustainable-energy-days/</a>   |
| International Congress on Energy Efficiency /EE/ & Renewable Energy Sources /RES/ for South-East Europe | To be defined     | To be defined                                | <a href="http://www2.viaexpo.com/index.php?option=com_content&amp;view=article&amp;id=30&amp;Itemid=40&amp;lang=en&amp;agtre=2">http://www2.viaexpo.com/index.php?option=com_content&amp;view=article&amp;id=30&amp;Itemid=40&amp;lang=en&amp;agtre=2</a> |
| National Info days on IEE calls and Environment Calls   | To be defined     | To be defined                                | <a href="http://ec.europa.eu/energy/intelligent/events/ninfodays_en.htm">http://ec.europa.eu/energy/intelligent/events/ninfodays_en.htm</a>   |
| IAEE European Conference Venice, Italy AIEE/IAEE  | Venice, Italy     | September 12 <sup>th</sup>                   | <a href="http://www.iaee.org/en/Conferences/europe.aspx">http://www.iaee.org/en/Conferences/europe.aspx</a>   |
| AUTUMN 2012/2013  |                   |  |   |
| Event   | Place             | Date   | Website   |
| Cibarq annual conference Congreso Internacional de Arquitectura, Ciudad y Energia                       | To be defined     | To be defined                                | <a href="http://www.cibarq.com/">http://www.cibarq.com/</a>   |
| International conference for Enhanced Building operations   | To be defined     | To be defined                                | <a href="http://icebo.tamu.edu/home">http://icebo.tamu.edu/home</a>   |
| ESCO Europe conferences   | To be defined     | To be defined                                | <a href="http://www.esco-europe.com/">http://www.esco-europe.com/</a>   |
| RECENT RELEVANT EVENTS  |                   |  |   |
| MAY 2011  |                   |  |   |
| Fourth Future Internet Cluster Topic Workshops: ICT and sustainability                                  | Budapest, Hungary | 16 <sup>th</sup> May                         | <a href="http://www.future-internet.eu/">http://www.future-internet.eu/</a>   |
| NOVEMBER 2010   |                   |  |   |
| Event   | Place             | Date   | Website   |
| Workshop on the Impact of the Energy-efficient Buildings PPP  | Brussels, Belgium | 25 <sup>th</sup> – 26 <sup>th</sup> November | <a href="http://ec.europa.eu/research/industrial_technologies/ppp-in-research_en.html">http://ec.europa.eu/research/industrial_technologies/ppp-in-research_en.html</a>   |

## **12.0 Media relations**

The involvement of media will disseminate information about the EnRiMa project among specialised printed and online press. Timely briefing is important to enhancing the newsworthiness of the information provided related to the current achievements and forthcoming workshops/events organised by the project.

Information will be distributed in the form of press releases and news sent by e-mail to national, European and other international media. Structured information on EnRiMa activities will be widely circulated via press releases especially during important phases of the project.

Other communication tools developed by the project include:

- Information sheets, leaflets, etc. to support the presentation and distribution of the press releases distributed electronically or via printed materials;
- The EnRiMa Website, containing updated content;
- Articles for publication which are specifically related to the innovative aspects of the project and the energy-efficiency solutions proposed.

The media will be informed about project activities and invited to project events. A media list has been prepared in the initial phase of the project and will continue to be updated on a regular basis. It includes national, European and other international contacts from both the general and specialised media, including those focused on new technologies and the energy and building sectors as well as from all the EnRiMa partners' countries and other European countries. All partners contribute by gathering media contacts from their own country and from different available sources and by regularly sending information to MCC, the WP leader, with which to update the media list. A table with names of some targeted media contacts already chosen to cover both a national, European and international level media is provided at the end of this section.

Finally, the content of press releases will be adapted and thus vary depending on to the different categories of media being addressed. Accordingly, in the existing contact list below, the media have been categorised into general media (e.g. newspapers and magazines for the general public) and specialised media (e.g. technical and energy publications for a specific audience). These two groups will be addressed in an appropriate way according to the information being provided or requested. Press releases will be written following a clear, simple and well-defined structure.

| Examples of national, European and international level media |               |   |
|--|---------------|---|
| General media  | Country       | Number of printed copies per year   |
| Agence France Presse   | France        | Agency. It informs 10,000 media   |
| Agence Europe  | Belgium based | Agency. Thousands of subscribers around the world   |
| Bulletin Quotidien   | Belgium based | International publication of Agence Europe  |
| De Standaard   | Belgium       | 104,758   |
| Le Soir  | Belgium       | 113,780   |
| The Guardian   | England       | 302,285   |
| The Times  | England       | 508,250   |
| Le Monde   | France        | 331,837   |
| FAZ Frankfurter Allgemeine                                   | Germany       | 477,407   |
| La Stampa  | Italy         | 1,449,000   |
| Il Sole24Ore   | Italy         | 1,122,000   |
| El País  | Spain         | 432,204   |
| Le Temps   | Switzerland   | 50,000  |
| Energy Publications  | Country       | Topic   |
| Plein soleil   | France        | Renewable energy  |
| Sonne, Wind & Warme  | Germany       | Renewable Energy and Environment  |
| Ambiente Risorse Salute                                      | Italy         | Environment and Health  |
| Allt om vetenskap  | Sweden        | Environment and Energy  |
| Energy Efficiency News                                       | UK            | Energy efficiency   |
| Power and Energy magazine                                    | UK            | Energy and Environment  |
| Renewable Energy Focus                                       | UK            | Renewable Energy  |
| Renewable Energy World                                       | US            | Renewable Energy  |
| Online Energy Publications                                   | Country       | Website   |
| Middle East Economic Survey                                  | Cyprus        | <a href="http://www.mees.com/en/home">http://www.mees.com/en/home</a>                         |
| Energy & Enviro Finland                                      | Finland       | <a href="http://www.energy-enviro.fi/">http://www.energy-enviro.fi/</a>                       |
| Notre-Planete.info   | France        | <a href="http://www.notre-planete.info/">http://www.notre-planete.info/</a>                   |
| Journal de l'environnement                                   | France        | <a href="http://www.journaldelenvironnement.net/">http://www.journaldelenvironnement.net/</a> |
| Actu-environnement   | France        | <a href="http://www.actu-environnement.com/">http://www.actu-environnement.com/</a>           |
| Innovation & Energie   | Germany       | <a href="http://www.energie-innovation.com/">http://www.energie-innovation.com/</a>           |

### **13.0 Synergies with other projects and initiatives**

#### **13.1. Synergies between EnRiMa and SPORTE2**

EnRiMa partners will establish synergies with SPORTE2, a research project co-financed by the European Union's 7<sup>th</sup> Framework Programme for Research and Technological Development under the domain of Information and Communication Technologies and Energy Efficient Buildings. The objective of the SPORTE2 project is to develop energy efficient products and services dedicated to the unique needs and characteristics of sports facilities. The project has nine Project Partners from four European countries. The partners have expertise, among others, in building management systems, smart metering, data and signal processing, optimisation, energy flow simulation tools, green design, energy efficiency and innovation.

In line with the scope and objectives of the EnRiMa project, cooperation with SPORTE2 will strengthen the existing networks of each project through the introduction of new contacts from each project to the other. Cooperation will also facilitate the better exploitation of the results of each project in the future concerning the energy efficiency of buildings. This kind of cooperation will also promote the exchange of information among the partners of the two projects, helping them in keeping always up-to-date with the latest news about energy efficiency in buildings.

#### **13.2. Synergies with other projects and initiatives**

The EnRiMa project foresees establishing synergies with other projects dealing with energy management, energy savings and similar initiatives, including EU FP7 projects, in line with EnRiMa activities and objectives. MCC, in agreement with the DC and together with support from the European Commission, will gather names and related information about the most interesting projects with which to establish links and plan, whenever possible, cooperation activities.

Partners will make all possible efforts to find, investigate, contact and establish synergies with as many projects and initiatives as possible and practical, in order to give the project as much visibility as is feasible. This will be done throughout the project lifetime, but particular attention will be given to this activity during the initial phases of the project.

Partners will constantly monitor other relevant initiatives and will participate in as many events as possible within the limits of the budget constraints. The CORDIS Website of the European Commission will be regularly monitored in order to be updated about the latest news and events, including those from other projects. Once projects with cooperation potential have been identified, the possible formats which that cooperation might take will be explored with the final objective being to increase the visibility and raise awareness about both projects, but the EnRiMa project in particular.

Links to the Websites of other relevant projects will be added to the EnRiMa Website and other projects will be asked to include links to EnRiMa on their Website. In addition, mutual promotion of participation in related events will be explored on an *ad-hoc* basis. Apart from SPORTE2, a few projects, which are aligned with EnRiMa's topics, have been identified so far and possible cooperation could be established with those. For example, these are: INTUBE, BE AWARE, REEB, HOBNET, ENPROVE and BEYWATCH.

#### **14.0 Impact indicators**

The impact that the communication activities have on public knowledge of the project and its working spaces will be assessed through analysis of quantitative and qualitative indicators. Preliminary results will be taken into consideration for the eventual amendment and adaptation of this communication and dissemination plan which has necessarily been drafted at the beginning of the project. This will lead to an updated version of the Communication and Dissemination Plan which will be provided in M18 of the project.

The DC has established the following indicators for measuring the impact of the communication and dissemination activities:

- The number of Website visitors;
- The number of people contacted and informed about the project initiative (the precise number may not be possible, but tracking of e-mail exchanges will be implemented and the number of attendees at conferences and events is normally available);
- The number of conferences that partners attend to present EnRiMa;
- Circulation of information at the local level in single countries;
- Circulation of information via other Websites and networks;
- The number of stakeholder representatives directly involved in the DSS Information Sessions – mainly representatives of the building sector and public administrators—as provided by WP5 and WP6;
- The number of downloads of the DSS trial version from the project Website;
- Publication of articles in scientific journals and their circulation figures.

While not all the above criteria can be tracked quantitatively, partners will keep records of all activities they have carried out in order to report as much information as possible about the impact made by EnRiMa.

## 15.0 Gantt chart

The table below shows a calendar of actions and events for the EnRiMa project. It includes details of the timeline for the organisation of project events and the attendance of partners in other events already planned in the sector. The list of events is proposed by all the partners and will be regularly updated with contributions from all the partners. All partners will send their updates to MCC each time there is a new important event to add. The efficiency in gathering the information and in distributing it to the other partners depends on the willingness of each partner within the consortium, but the activity will be beneficial for the entire consortium as a whole.

| EnRiMa actions and timing |   |             |   |   |        |       |   |               |   |                        |    |    |    |    |    |    |    |    |    |    |    |
|---------------------------|---|-------------|---|---|--------|-------|---|---------------|---|------------------------|----|----|----|----|----|----|----|----|----|----|----|
|                           | 1 | 2           | 3 | 4 | 5      | 6     | 7 | 8             | 9 | 10                     | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 |
|                           | O | N           | D | J | F      | M     | A | M             | J | J                      | A  | S  | O  | N  | D  | J  | F  | M  | A  | M  | J  |
| logo                      |   |             |   |   |        |       |   |               |   |                        |    |    |    |    |    |    |    |    |    |    |    |
| website                   |   | set up      |   |   | update |       |   |               |   | update and maintenance |    |    |    |    |    |    |    |    |    |    |    |
| information sheet         |   | 1st version |   |   |        |       |   |               |   |                        |    |    |    |    |    |    |    |    |    |    |    |
| leaflet                   |   |             |   |   |        | draft |   | final version |   |                        |    |    |    |    |    |    |    |    |    |    |    |
| information sessions      |   |             |   |   |        |       |   |               |   |                        |    |    |    |    |    |    |    |    | X  |    |    |
| Promotional actions       | X | X           |   |   |        | X     | X | X             | X |                        |    | X  | X  | X  |    |    | X  | X  | X  | X  | X  |
| Event participation       |   | X           |   |   |        |       |   | X             |   |                        |    | X  |    |    |    |    |    |    | X  |    |    |

|                     | 22                     | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 |
|---------------------|------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|                     | J                      | A  | S  | O  | N  | D  | J  | F  | M  | A  | M  | J  | J  | A  | S  | O  | N  | D  | J  | F  | M  |
| logo                |                        |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| website             | update and maintenance |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| leaflet             |                        |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| information session |                        |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Promotional actions |                        |    | X  | X  | X  |    |    | X  | X  | X  | X  | X  |    |    | X  | X  | X  |    |    | X  | X  |
| Event participation |                        |    |    | X  |    |    |    |    |    |    | X  |    |    |    | X  |    |    |    |    |    |    |

### LEGEND:

- Activities already accomplished (M9)
- Activities to be completed (from M10 on)