

SPEEDIER

SME Program for Energy Efficiency through Delivery and Implementation of EneRgy Audits

D8.2 –First Dissemination & Communication Plan

Date: 29 August 2019

This document is the SPEEDIER First Dissemination and Communication Plan (contract no. 847034) corresponding to D8.2 (M3) lead by SUSTAINABLE INNOVATIONS EUROPE (SIE).

| Project details | | | |
|------------------------|---|-------------------------|------------------------|
| Project acronym | SPEEDIER | Start / Duration | June 2019 |
| Topic | LC-SC3-EE-8-2018-2019 Capacity Building programmes to support implementation of energy audits | Call identifier | H2020-LC-SC3-EE-2018 |
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| Deliverable details | | | |
|--------------------------------|--|----------------------------|----------------|
| Number | D8.2 | | |
| Title | First communication & dissemination plan | | |
| Work Package | 8 | | |
| Dissemination level | PU | Nature | PUBLIC |
| Due date (M) | 31 August 2019 | Submission date (M) | 26 August 2019 |
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| Document History | | | |
|------------------|---------|-------------------|--|
| Date | Version | Name | Changes |
| 01/07/2019 | 1.0 | Mariana Fernández | First document version |
| 05/07/2019 | 2.0 | Tom Flynn | Format, Quality redaction |
| 12/07/2019 | 3.0 | Rocío de la Rosa | Correct mistakes on numeration |
| 12/07/2019 | 4.0 | Jo Southernwood | Correct mistake on KPI |
| 16/07/2019 | 5.0 | Carola Bosio | Include inputs on sections 1.2, table 3.1, table 4, 1. |
| 16/07/2019 | 6.0 | Mariana Fernández | All changes from partners included |
| 21/08/2019 | 7.0 | Tom Flynn | Final QA review |
| 29/08/2019 | 8.0 | Mariana Fernandez | All changes from QA review |
| 29/08/2019 | 9.0 | Jo Southernwood | Final review & submission |

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1 Executive Summary

The primary aim of SPEEDIER is to provide a self-financing outsourced energy management service to SMEs, by outsourcing the role of the Energy Manager to SPEEDIER Experts and, by that, allowing them to access the expertise needed at the required time. This will lead to greater uptake of energy audits and implementation of energy efficiency measures.

This document, Deliverable D8.2, describes the Dissemination and Communication Plan to be adopted by the SPEEDIER project. The project has received funding from the European Union's Horizon 2020 programme, grant agreement no. 847034.

1.1 CONTEXT OF WP8

The objectives of WP8 are to:

1. enable future exploitation of the results to reach their full potential by disseminating and communicating them to the relevant stakeholders who will use and implement them;
2. ensure that the findings of the programme are widely communicated to the public in general and the targeted community;
3. support the market uptake of research and innovation results;
4. prepare the corporate image and a set of materials for the promotion and comprehensive dissemination of SPEEDIER Service and its outcomes.

1.2 Objective of Task 8.1

A detailed Dissemination & Communication Plan (DCP) outlining the project's target audiences, strategies for the engagement of the target audience and activities is to be produced by M3 of the project. It will be regularly updated through the project at M12, M21 and M30. Partner, TFC, will work closely with SIE in the development of the DCP and across WP8. The DCP covers the following topics:

- (A) the identification of key target audiences e.g. SMEs, large enterprises, landlords/property management companies, local authorities, energy auditors, energy consultant;
- (B) definition of the strategy and objectives to guide the dissemination and communication activities;
- (C) further definition of the graphical identity of the project (e.g. templates), based on the logo for SPEEDIER that was created during the development of the project proposal;
- (D) key communication messages and content required to create awareness about the SPEEDIER Service, communicate with target audiences and to create an environment that fosters innovation and interconnections between participating stakeholders;

- (E) the definition, selection and utilisation of the most effective communication channels and tools to reach the target audiences and ensure the success of the awareness creation campaign including social media;
- (F) participation in three key external conferences as well as internal project meetings and planning and organising the final project conference, which is due to take place in M29;
- (G) distribution of downloadable end user material, such as a compendium of research results, best practice case studies, innovation and improvements in the energy audit management field and in energy conservation' enterprise culture as well as training material both for companies and SPEEDIER experts.

2 Objectives

The objective of the dissemination and communication activities of the SPEEDIER project is to ensure information about the project's objectives and results are effectively disseminated to relevant audiences and to promote the use of project results by the relevant industry.

The Dissemination and Communication Plan identifies the goals and approaches for providing information about the SPEEDIER project to the target audiences at local, national and EU level. This includes defining key messages and selecting appropriate tools and channels (including relevant conferences and events) to effectively disseminate the outcomes of the project.

In short, the main objectives of the Plan are to:

1. establish the Communication strategy for the project lifetime;
2. create awareness on the project outcomes;
3. continuously communicate and disseminate project results as well as participation at events and conferences;
4. inform interested parties about the SPEEDIER training sessions;
5. engage the targeted audience to actively participate and get involved in the project.

3 Target Audiences

Table 3.1: Target groups and stakeholders

| Target group / Stakeholder | Targeted results |
|---|--|
| European society (ES) | Raise awareness on the importance of the adoption of energy saving measures by all the layers in the society. |
| Industry Associations, large companies and SME's (IA, LC, SM) | From the outset of the project, engage with as many companies as possible across the project objectives. |
| Landlords or Property management companies (L, PM) | Convince them of the many benefits that may arise thanks to SPEEDIER (savings, efficiency...) as well as the barriers they could be overcoming (financial, lack of expertise, etc.). |
| Public Administrators (PA) | <p>National laws and standardisation of environmental measures to facilitate early adoption.</p> <p>Prompt policy-makers to support the consortium's recommendations and facilitate the access to national subsidies (if any) to boost the project targeted results.</p> |
| Investors (I) | Convince them of the business opportunities this project could bring, as well as the good marketing that being involved in this project could draw. |
| Energy Companies (EC) | <p>Convince them of the many benefits that may arise thanks to SPEEDIER (savings, efficiency...).</p> <p>Convince them of the business opportunities this project could bring, as well as the good marketing that being involved in this project could draw, especially contributing to SPEEDIER experts and trainers.</p> |
| Energy Authorities (EA) | <p>National laws and standardisation of environmental measures to facilitate early adoption.</p> <p>Prompt policy-makers to support the consortium's recommendations and facilitate the access to national subsidies (if any) to boost the project targeted results.</p> <p>Try to involve them in the project scope (especially in their support to disseminate & communicate actions).</p> |

| | |
|---|---|
| Academia (A) | <p>From the outset of the project, engage as many individuals' experts as possible in the project objectives.</p> <p>Convince them of the benefits that being a SPEEDIER Expert and /or Trainer might bring.</p> |
| European Energy Organisations (EE) | <p>From the outset of the project, engage as many experts as possible on the project objectives.</p> <p>Convince them of the benefits that being a SPEEDIER Expert and /or Trainer might bring.</p> <p>Convince them of the business opportunities that this project could bring, as well as the good marketing that being involved in this project could draw.</p> |
| Trade media (TM) | <p>Involve media on the activities to carry out to guarantee knowledge is spread widely.</p> |

SPEEDIER has identified a significant list of target groups to which the dissemination and communication materials and tools will be directed, as outlined in Table 3.1.

Several key stakeholders have been already detected by consortium partners, such as: ERRIN (The European Regions Research & Innovation Network), UEAPME (The European Association of Craft and SMEs), European Digital SMEs Alliance and The Enterprise Europe Network.

Several trade media have already been identified as well: Renewable Energy Magazine, Energy Efficiency, SME Guidance for Business Growth and Revista Emprendedores.

Likewise, similar European and international projects have been identified to search for synergies: EPC Plus, SME Energy Check up, Financing Energy Efficiency at MSMEs in India, ExpertMV, PInE – Promoting Industrial Energy Efficiency and ERASME.

4 Key Messages

Through 6 technical work packages as well as WP1 - Project coordination, WP8 - Communication & Dissemination & Exploitation and WP9 - Quality assurance, SPEEDIER will generate a significant volume of information that is of interest to different stakeholders related to energy efficiency, SMEs and other interested parties. Therefore, it is necessary to identify what outputs and messages can be provided from the activities developed throughout the various WPs. The key messages to be disseminated can be supported by different tools/channels (see below), including printed materials, online platforms, publications, events and others. Table 4.1 identifies the most relevant proposal outputs (key messages) for each WP. Furthermore, it identifies the main (but not limited to) target group(s) and tool to communicate the identified messages. Moreover, when deemed appropriate, the consortium will disseminate other project specific messages, such as the general objectives of the project and the participation of the partnership at events in which the project should be presented.

Table 4.1: Key messages / target group / key tools

| Work Package | Key messages to disseminate | Target Group | Tools |
|--|--|-----------------------------------|---|
| WP2 Literature review and needs analysis | Improvements and challenges in energy conservation measures, a future vision of the path the project must take to achieve optimum use of energy. | IA, LC, SM, PA, I, EC, EA, A, EE | Surveys, Website |
| WP3 Needs and Opportunities for SMEs | Highlight the financial and other gains achieved by implementation of energy audits and of the recommended energy-saving measures. | IA, LC, SM, L, PM | Workshop/webinars, Scientific Publications, Tradeshows and Conferences, Newsletters, Website, Social media. |
| WP4 Development of content for SPEEDIER training materials | Benefits of the investment in sustainable energy and of the implementation of the improvements in energy efficiency. Highlight the social and economic benefits of the implementation of energy audits in companies, and the general welfare improvements it can bring. | IA, LC, SM, L, PM, EC, EA, A, EE. | Workshop/webinars, Scientific Publications, Tradeshows and Conferences, Newsletters, Website, Social media. |
| WP5 Implementation of SPEEDIER | To highlight the financial and other gains achieved by the implementation of energy | IA, LC, SM, L, PM, EC, | Workshop/webinars, Scientific Publications, Tradeshows and |

| | | | |
|---|--|--|---|
| service in SMEs and large enterprises in 4 pilot regions | audits and of the recommended energy saving measures. | EA, A, EE, ES, TM | Conferences, Newsletters, Website, Press release, social media. |
| WP6 Training of SPEEDIER Experts and future Trainers on SPEEDIER guidelines | The social responsibility of companies focused on the reduction of the greenhouse gas emissions and air pollutants. The importance of boosting local and regional business opportunities. | IA, LC, SM, L, PM, EC, EA, A, EE. | Workshop/webinars, Scientific Publications, Tradeshows and Conferences, Newsletters, Website, press release, social media. |
| WP7 Replicating SPEEDIER in other Member States | The importance of energy conservation, the benefits of undertaking energy audits and of the implementation of the recommended energy-saving measures. | IA, LC, SM, L, PM, EC, EA, A, EE, ES, TM | Workshop/webinars, Scientific Publications, Tradeshows and Conferences, Newsletters, Website, Social media, Press releases. |

5 Tools & Channels

Different tools and channels will be used to disseminate and communicate the SPEEDIER activities and results. Each tool and channel will be used appropriately to address different target groups at various stages during project implementation, thereby increasing the efficiency of the Dissemination and Communication Plan. The relationship between the tools and channels, the target groups and the expected results are presented in results Table 5-1.

Table 5.1: Channels / tools / target groups /objective

| Channels | Tools | Target Group | Objective |
|--------------------------------|---|--|---|
| Offline (Printed Materials) | <ul style="list-style-type: none"> • Brochure • Factsheet • Poster | IA, LC, SM, L, PM, EC, EA, A, EE, ES, TM | <ul style="list-style-type: none"> • Raise awareness of the project goals and inform of the project benefits. |
| Online | <ul style="list-style-type: none"> • Website • Newsletters • Social media | IA, LC, SM, L, PM, EC, EA, A, EE, ES, TM | <ul style="list-style-type: none"> • Inform on the day-to-day activities of the project and the milestones achieved. |
| Publications | <ul style="list-style-type: none"> • Articles • Paper • Press releases | IA, LC, SM, L, PM, EC, EA, A, EE, ES, TM | <ul style="list-style-type: none"> • Demonstrate that the audits effectively accomplish the objectives of the project. |
| Events (Organised by SPEEDIER) | <ul style="list-style-type: none"> • Workshops • Final conference | IA, LC, SM, L, PM, EC, EA, A, EE, | <ul style="list-style-type: none"> • Build capacity among SMEs, experts & trainers • Present the project results. |
| Events (Attended by SPEEDIER) | <ul style="list-style-type: none"> • Meetings with European Energy companies, Energy Authorities, stakeholders • Conferences • Tradeshow | IA, LC, SM, L, PM, EC, EA, A, EE, ES, TM | <ul style="list-style-type: none"> • Raise wareness of the project goals and inform of the project benefits. • Disseminate results of the project. • Raise interest from stakeholders. • Replicating SPEEDIER formula in other member states. |

Several dissemination tools and channels will be used, including a project website, articles targeted at both a lay and a technical audience, press-releases, e-newsletters, scientific papers and leaflets, social media presence and participation in workshops/conferences.

Any dissemination activities and project publications, including the project website, will specify that the project has received funding from the European Union's Horizon 2020 programme, as well as displaying the European emblem. When displayed in association with a logo, the European emblem will be given appropriate prominence. All publications will reference the grant agreement number (i.e. 847034).

The communication activities within the project are both periodic (management group meetings, newsletters, project group meetings and reporting to commission) and online (project restricted area on the website).

5.1. Project Identity

A recognisable project identity has been developed (see figure 5.2) to build a visual brand and ultimately, offers a package of templates that will facilitate the building of notoriety progressively through the project. This includes creating a project logo and an accompanying style guide. These will be consistently used for the project website and all other communication templates, such as PowerPoint, Word, posters and EC Reports.



Brand Guidelines

Color palette

| | | | |
|------------------------------------|---|---|--|
| #ffffff R 255 G 255 B 255 | #5db847 C67 R84 M0 G 164 Y66 B 71 N0 | #bdcf51 C36 R 184 M0 G 207 Y80 B 81 N0 | #e6e6e6 C66 R 102 M45 G 102 Y46 B 102 N33 |
| | #73bdc6 | #d4e2a7 | #4d4d4d |

Text/background/icon



Background/graphic elements

Font setting print & desktop presentation

Title Regular 20pt

ARIAL

#5db847

ABCDEFGHI

Title 1 Bold 22pt

Arial

#5db847

Abcdefghi

Title 2 Regular 16pt

Arial

#bdcf51

Abcdefghi

Title 3 Regular 13pt

Arial

#4d4d4d

Abcdefghi

Text Regular 11pt

Arial

#4d4d4d

Abcdefghi

Font setting web (Google font)

Title H1 Regular MAJ 30pt

ARIMO

#5db847

ABCDEFGHI

Title H2 Bold 20pt

Arimo

#5db847

Abcdefghi

Title H3 Regular 20pt

Arimo

#bdcf51

Abcdefghi

Title H4 Regular 15pt

Arimo

#4d4d4d

Abcdefghi

Text Regular 13pt

Arimo

#4d4d4d

Abcdefghi

Iconography style



Figure 5.2: Speedier brand guidelines



5.2. Project Website

SPEEDIER has been given an up-to-date and user-friendly project website (<https://speedierproject.eu>), available in the languages of the 4 pilot regions identified (RO, ES, IT, EN). It will be the primary source of information for external parties, providing updates on project activities and achievements to all target audiences. The aim of the website is to inform SMEs, large companies, experts and trainers about project achievements, training sessions, workshops and formative actions to be carried out during the project lifetime.

All partners will contribute to the website by providing relevant project information in accessible language (laymen terms). All communication efforts by project partners and social media will always be redirected to the SPEEDIER website. Traffic to the website will be increased by creating mutual links between the partners' websites and other relevant websites.

The project website will contain:

- Latest news about the project progress and results;
- Information about the upcoming training sessions & workshops;
- Training materials;
- Access to public deliverables;
- Details about the project partners;
- Electronic materials (newsletter, infographics, articles);
- Events and contact information;
- Social media links;
- Private area (that will link to the project SharePoint);
- At least two videos (embedded from Youtube). The first video will explain the main objectives and scope of the project. The second video will serve as solid training material for SMEs, expert & trainers and will be produced by the end of the project.

The project website was set-up by SIE. They will manage, maintain and host the site for the duration of the project and thereafter for a further 2 years after the completion of the project. Statistical data will be collected about the website visitors that will be analysed by Google Analytics software and included in the project reports. The website will be responsive to work on a variety of devices and screen sizes, such as smartphones.

5.3. Content Management System

For internal dissemination purposes, the consortium partners will have access to a password-protected site (SharePoint) which will contain the proposal, consortium agreement, grant agreement, budget, deliverables, periodic reports, meeting and workshop reports and other relevant documents. Regular updates on the progress of the project will allow both internal monitoring of the project as well as rapid dissemination of the achievements.

5.4. Social Media

The project will have a social media presence on both Twitter (<https://twitter.com/SpeedierProject>) and LinkedIn (<https://www.linkedin.com/company/speedier-project>) to ensure a wider dissemination to

different age groups and target audiences. Social media is being used as a tool to announce project achievements, events, workshops, etc., but most importantly drive traffic to the project website.

Twitter and LinkedIn accounts have been established and content related to SPEEDIER will be posted regularly beginning in M1 to increase outreach. A ResearchGate community may be considered to liaise with the SPEEDIER stakeholder and scientific communities respectively, to sustain interest in the project. This account would be set up once scientific papers are published and after partner agreement. When the project has video material, it will be embedded on the website using YouTube.

For the first year of the project, the social media accounts will share posts from other accounts or post on events where SPEEDIER is to be presented to build a community of interest, creating an audience for when SPEEDIER has project results to share. Social media posts will also be posted by SIE (<https://twitter.com/SustainableInnE>) that shares information on the latest developments on project news. Partners will also share this content on their company network.

A list of relevant milestones suitable to be communicated has been identified in Table 5.3.

Table 5.3: List of milestones suitable to be communicated

| Milestone number | Milestone title | WP number | Lead beneficiary | Due date | Means of verification |
|------------------|--|-----------|------------------|----------|---|
| MS1 | Kick off meeting | 1 | IERC | 1 | Kick off meeting held |
| MS2 | Mid-term review meeting | 1 | IERC | 1 | Mid-term review meeting held. |
| MS7 | Beta version of tool for SPEEDIER Experts | 4 | ITEC | 12 | Beta version of tool for SPEEDIER Experts is available for use in pilots. |
| MS8 | Mobile app for capacity building | 4 | ITEC | 12 | Mobile app for capacity building in participating organisations is available for download |
| MS9 | Capacity building events in Pilot 1 | 5 | AEEPM | 12 | Capacity building events have taken place at the organisations in each region participating in Pilot 1. |
| MS10 | Capacity Building Events in Pilot 2 | 5 | AEEPM | 12 | Capacity building events have taken place at the organisations in each region participating in Pilot 2. |
| MS13 | Delivery of first pilot of SPEEDIER Expert & Trainers training | 6 | CTA | 16 | Delivery of first pilot of SPEEDIER training for Expert & Trainers. |

| | | | | | |
|-------------|---|---|-----|----|---|
| MS14 | Delivery of second training for Experts & Trainers | 6 | CTA | 28 | Delivery of second SPEEDIER training for Expert & Trainers. |
| MS15 | Best practice guidelines reviewed by advisory board | 7 | VTG | 28 | Best practice guidelines reviewed by advisory board. |
| MS16 | Initial engagement events held in each pilot region | 8 | SIE | 6 | Initial engagement events held in each pilot region. |
| MS17 | Final conference | 8 | SIE | 29 | Final conference |

Online media platforms will be monitored to provide information on the numbers, sources, types of content and individuals/organisations that promote or disseminate project messages, allowing optimisation and targeting of communication to ensure maximum outreach of news and results. These results will also be included in interim reports and the final dissemination report. The social media accounts will be managed by SIE with support from the partners.

5.5 Printed Material

A project poster, a factsheet and a brochure (see figures 5.4-5.8) have been developed for distribution to partner networks and at conferences, exhibitions, workshops and training sessions. The first project poster and brochure version contain general information about the research activities, participants and expected results. Additional posters and brochures will be prepared later in the project, to target SME's and large companies showing the SPEEDIER benefits. Both of them will be written in accessible language to reach the widest possible audience and will be translated into the local languages of each pilot region. The translation will be carried out by SIE who will be supported by the other partners.

Figure 5.4 & 5.5: Speedier general brochure (English version)



Figure 5.6: Speedier poster (English version)



SPEEDIER

SPEEDIER is a highly innovative one-stop-shop solution that applies an integrated approach to energy management, providing information, advice, capacity building, energy auditing, financing, implementation of energy efficiency solutions and monitoring of impacts.

OBJECTIVES

- To facilitate the uptake of energy audits and implementation of the resulting energy conservation measures in SMEs.
- To demonstrate the effectiveness of the self-financing mechanism.
- To demonstrate the SPEEDIER Service as an innovative & effective tool.
- To increase the skills of the key market stakeholders.
- To enhance the energy culture of SMEs through a series of engagement awareness and capacity building activities.

CONSORTIUM

Logos of consortium members: iERC, Sustainable Innovations, IEC/RTUJA, C+T=aⁿ, LIT, VERTECH, e, Politecnico di Milano, ITeC, TCF.

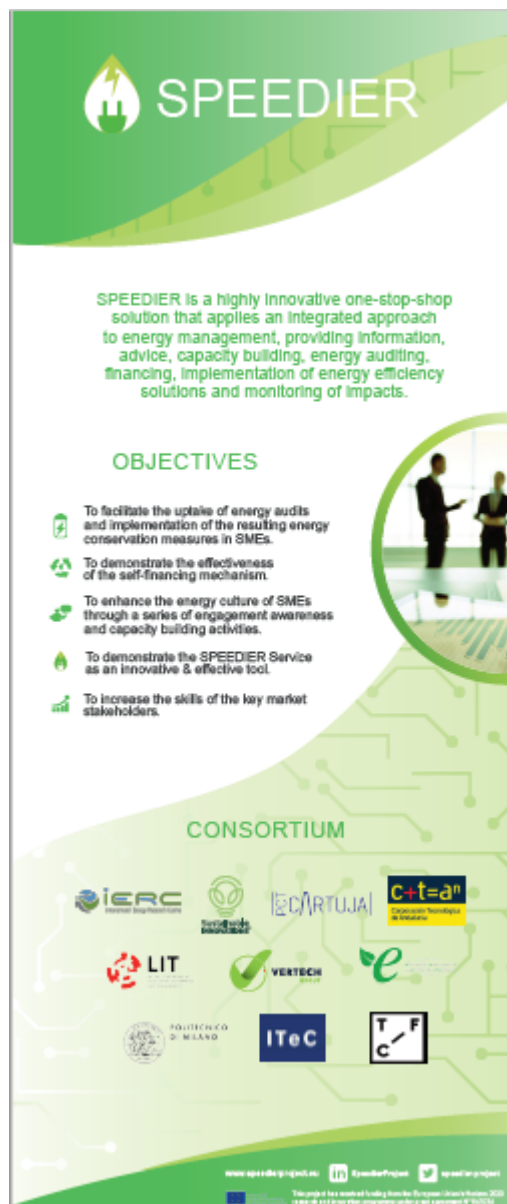
www.speedierproject.eu | @speedierProject | speedier-project

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 847034

Figure 5.7: Speedier factsheet (English version)



Figure 5.8: Speedier roll-up (English version)



SPEEDIER

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OBJECTIVES

- To facilitate the uptake of energy audits and implementation of the resulting energy conservation measures in SMEs.
- To demonstrate the effectiveness of the self-financing mechanism.
- To enhance the energy culture of SMEs through a series of engagement awareness and capacity building activities.
- To demonstrate the SPEEDIER Service as an innovative & effective tool.
- To increase the skills of the key market stakeholders.

CONSORTIUM

IERC, ECARTUJA, C+t=aⁿ, LIT, VERTECH, POLITECNICO DI MILANO, ITeC, TCF

www.speedierproject.eu | LinkedIn | Facebook | Twitter

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5.6. Newsletters and Press Releases

Electronic newsletters will be prepared every 2 months. They will include project updates, announcements, interviews and other information related to SPEEDIER, to be distributed to stakeholders and partner networks and posted on the project website. Moreover, project updates may appear in partners' respective newsletters, which is distributed electronically to their own contacts within their specific industry.

Press releases will be published to announce newsworthy developments during the course of the project. They will be first written in English and sent to the European press and national journalists, and then translated into the regional languages with the help of the project partners.

5.7. Scientific Journals

Scientific excellence and technological advancements developed within the SPEEDIER project will form the basis for scientific publications, to be disseminated to the scientific community, energy efficiency value chain, SMEs and large companies, stakeholders, as well as policymakers.

The scientific articles will be published in peer-reviewed, high impact journals. The articles will be open access to other researchers either by self-archiving online or via open access publishing on the journal website.

Examples of journals that could publish the results of SPEEDIER include: Energy Research and Social Science, Environmental Innovation and Societal Transitions, Energy and Buildings. The following topics could be considered as suitable subjects for journal papers:

- Review of the improvements of energy audits in EU enterprises;
- Review of audits recommendations and the actions to reduce energy consumption;
- European' SMEs case studies for energy efficiency adoption in the field of energy audits.

5.8 Participation at Conferences, Workshops and Events

Project partners will attend sector related events, conferences, and workshops to meet target groups (as well as other stakeholders, public authorities and members of the scientific community) and to raise awareness about the project objectives, its progress and results. These events provide access to target audiences at local, national, European and international level.

The SPEEDIER consortium partners are from different disciplines; therefore, they will disseminate project results to diverse fora.

SPEEDIER partners will also provide information through posters, presentations at other sessions and distribution of flyers.

Conferences and trade fairs of interest identified for the SPEEDIER project are as follows:

- RENEXPO- International Fair and Conference on the Topics Renewable Energies and Energy-Efficiency (IERC/TFC);

- European Energy Efficiency Conference (IERC/LIT/TFC);
- BAUEN & ENERGIE WIEN- International Fair for Healthy and Ecological Building, Modernization, Financing and Energy Saving (ITEC);
- ENERGYMED- Trade Fair for Renewable Energy, Energy Efficiency and Environmental Technologies (ITEC/ SIE);
- WORLD EFFICIENCY SOLUTIONS (IERC / LIT).

At the end of the project, a final conference will be organised where the partners will present the project results and perspectives to relevant stakeholders from SMEs and large companies, the scientific community, regulatory bodies and others with an interest in the field. The presentations will analyse and reflect upon the developments of SPEEDIER.

Several engagement workshops will be also hosted in pilot regions at the beginning of the project to raise awareness of the project objectives among SMEs. Capacity building sessions will also be organized to guarantee project knowledge is spread among experts and trainers.

6 Indicators and Targets

The successful implementation of this component of the Dissemination and Communication Plan will be quantified by the achievement of specific targets for a number of different indicators (Table 6.1).

Table 6.1: Channels / tools / Indicator /Target/Information source

| Tool/ Channels | Indicator | Target Number | Information source |
|-----------------------------|---|---|--|
| Brochures | Number of copies distributed | 1 edition (3,000 copies distributed) | Consortium information, number of copies distributed to target groups / stakeholders |
| Poster | Number of copies distributed | 2 editions | |
| Project Website | Number of visits | 4,000 visitors 1,000 clicks | Website analytics |
| Social media | Number of followers / friends /retweets /reposts | 500 followers | Twitter, Linkedin, Youtube analytics |
| Newsletters (NW) | Number of readers | 450 readers | Recording of e-mail sent, website download, analytics |
| Press Releases (PR) | Number of media stakeholders receiving PR Number of views on information channel | 5 press releases | Recording of e-mails sent, consulting media website. |
| Non Scientific Publications | Number of publications | 5 publications | Consulting site where publication is placed. |
| Scientific Publications | Number of publications | 3 peer review paper published | Consulting site where publication is placed Contemplate ResearchGate as a platform. |
| Workshops | Number of attendees | 8 workshops (4 engagement WS - 200 attendees) (2 experts training WS – 50 experts trained) (2 trainer | Registration list |

| | | | | |
|------------------------------|---------------------------|---|---|---|
| | | | WS – 40 attendees) | |
| Final conference | | Number of attendees | 100 attendees | Registration list. |
| Videos | | Number of views | 2 videos | Website / youtube analytics |
| Interaction with EU projects | | Events organized together, cross references, cross links | 6 interactions | Website, reports, social media. |
| External advisory board | | Meetings held | 3 meetings held | Reports. |
| Events | Conferences & trade shows | Number of conferences attended | 6 events attended, 4 presentations at international round tables or forums. | Certificate of participation; Proof of registration; Event information, Business Trade fairs Cards exchanged. |
| | Association platforms | Number of participants in the conference Number of Trade fairs attended Number of exhibitors/ participants in the Trade fair. | | |

7 Levels of Dissemination

Key targets groups operate at different geographic levels, which will influence communication tools and media to be employed.

7.1. European Level - EC

The European Commission will be informed about the results via the periodic reporting of the project (i.e. mid-term review, minutes of periodical meetings, updates of this document) in order to modify related regulations if necessary and to propose collaboration with other ongoing projects on dissemination activities.

7.2. International Level – Industry, Scientific Community

The relevant international organisations will be informed of the results. Scientific knowledge can be translated into practical information, guidelines and regulatory policies. Direct email to specific organisations and groups, based on the target audiences, will be used to distribute electronic media resources to raise public awareness. Technical journals, conferences and workshops at both national and international level, industry meetings, and participation in industrial forums will also be used for the dissemination of knowledge both at research and industrial levels.

8 Methodology

To ensure that the results of the SPEEDIER project are efficiently and effectively communicated to the project partners, stakeholders and broader audiences, the following internal and external communication activities will be undertaken during and after the project.

8.1 Internal Communication

Effective internal communication is key to sharing information and ensuring that the deliverables are met. Sustainable Innovations (SIE) will engage closely with TFC Research and Innovations (TFC). Regular face-to-face partner meetings and conference calls will take place to exchange project information, update progress and share results. Consortium and technical meetings will take place twice a year, while skype and/or tele/video-conferencing services will be used to facilitate collaboration within WPs.

Beginning in M2, once a month a conference call for WP8, will be held to plan upcoming dissemination and communication activities and events to update the Communication & Dissemination Plan and streamline a content curation process. This will allow the partners to take a more focused and systematic approach, strengthening actions taken to communicate and report on the project. A delegate from all consortium partners of SPEEDIER will attend this meeting.

To facilitate efficient communication among partners, SIE will create a section within the website that will link to the project documentation and data exchange SharePoint created by the project coordinator, IERC. This platform will host project materials for internal use, including regular updates on the project development, a project calendar, meeting documents (agendas, minutes, and presentations), manuscripts in progress and project reports. The platform will have a content management system, allowing all partners to upload content themselves.

8.2 External Communication

Every effort will be made to publicize the work of the consortium via the media, publications, conference presentations, trade fairs and workshops, as well as through the Commission and industry bodies. Results of the project will be disseminated via reports, scientific papers and articles. All public communication, and in particular scientific publications, will be made open access, to facilitate scientific exchange.

All project partners are expected to support dissemination, to ensure that stakeholders will be engaged throughout the lifetime of the project. Partners' activities may include but are not limited to: engaging with relevant national, international and local media (via print, radio, television/video, web-based, face-2-face), contributing to SIE's inputs on social media (and vice versa), proactively sharing information with SIE about project results, listing their own communication activities in a shared file, and providing SIE with translations of lay materials in their local language. Where possible, partners will translate press releases into their national languages and keep SIE informed about plans, by creating lists of national media channels they will try to reach. Partners will also hold face-to-face meetings with interested parties.

8 Timeline

In the first phase of the project, and as the results are being generated, the project communication activities will focus on building awareness of the SPEEDIER project goals.

Public deliverables will be made available for dissemination via the SPEEDIER communication channels. In collaboration with project partners, SIE will extract key messages and highlight interesting findings in short, easy-to-read articles that will be posted on the SPEEDIER website. The communication of the project outcomes will be further supported by social media campaigns to generate traffic to the SPEEDIER website.

After the first phase, the timeline of communication and dissemination activities will be strongly correlated to the deliverables timeline. It is expected that communication of the deliverable on the website and social media will take place the month after the deliverable deadline. Announcements on social media will be synchronised with updates on the project progress and activities on the project website as they occur, intending to redirect the users to the website as the main communication and dissemination platform.

Peaks in the timeline of SPEEDIER communication activities will correlate with the public deliverables and events, where the target audiences are expected to be present. SIE and the other partners of the consortium will keep SPEEDIER in the public eye with both regular, special events and activities highlighted in Section 8 that will run throughout the lifetime of the project. Communications activities will include announcing events and providing summaries and digital content after the event has taken place.

9 Actions M1-M3

Early in the first phase of the project, a visual identity for SPEEDIER was created. It included the logo of the project, and the brand guidelines (typography, colours).

In M2, the website was launched with essential information about the project that will be updated constantly as long as there is progress and news from the project and partners.

The first press release of the project was released and published on the project website (<https://speedierproject.eu/2019/06/10/speedier-the-sme-program-for-energy-efficiency-through-delivery-and-implementation-of-energy/>) and the first brochure, poster, factsheet and roll-up were produced (also available online on <https://speedierproject.eu/documents/#downloads>).

Furthermore, both the Twitter and LinkedIn ID of the SPEEDIER project were established and partners were encouraged to promote project awareness by issuing details on Twitter and LinkedIn. WP8 meetings between Sustainable Innovations and TFC were also held to discuss strategic dissemination and communications approaches for positive result impacts. This direct engagement process between these two partners will continue throughout the lifetime of the project.