DISSEMINATION, EXPLOITATION AND COMMUNICATION PLAN V1

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< DISSEMINATION, EXPLOITATION AND COMMUNICATION PLAN V1>

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v	Author	Date	Brief Description
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0.4	Sofia Bazzano, REHVA	06/12/2022	Draft version including Quality Control Board comments
1.0	Sofia Bazzano, REHVA	13/12/2022	Final version available for submission to the EC

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Executive Summary

The 1st release of the Communication, Exploitation & Dissemination Plan outlines the process behind the development of the SmartLivingEPC communication and dissemination strategy and objectives as well as the exploitation plan and objectives. The purpose of the document is also to define SmartLivingEPC target audience, how the consortium aims to reach it, the channels and tools that will be used for communication and dissemination and a draft list of planned activities, which at this moment in time are mostly based on the Grant Agreement.

SmartLivingEPC's overall dissemination, exploitation and communication strategy is articulated in three main phases:

Phase I – Raise awareness/interest among key stakeholders (Y1): SmartLivingEPC will focus on establishing a common project identity, raising awareness and interest regarding the project's expected results, as well as, identifying the target groups and main project' stakeholders.

Phase II – Enhance acceptance of KERs (Y2-Y3): SmartLivingEPC will focus on disseminating its KERs with a view to clearly demonstrate the benefits of the proposed novel solutions, supporting future exploitation of results. Key activities to be conducted during Phase II include publications about project results, the organization of conferences, events, workshops, and participatory activities (e.g., labs) promoting knowledge exchange.

Phase III – Foster uptake and replication of KERs (Y3 and beyond): SmartLivingEPC will focus on promoting the final KERs and BMs developed, creating the preconditions in order to stimulate broader scalability/replication and engage new end-users and wider audiences. The end-goal of Phase III is to facilitate the market uptake of its KERs and ensure that project's results will continue to be disseminated after the project's end.

This document outlines the planned activities and will act as a strategy guide for SmartLivingEPC partners on how to reach the target audience and the different stakeholders and how the project intends to use the communication channels and tools during the first phase of the communication strategy from M1 to M18 (due date for v2 of this deliverable). The list of planned activities will be continuously updated and can be tracked as described in the Chapter 11 of this Deliverable. The planned activities for communication & dissemination efforts, first of all, entail the setting up of all the communication channels such as the SmartLivingEPC social media (Twitter, LinkedIn), the development of the visual identity, as well as the website which will be the main interface for sharing information on the project.

This deliverable is written by REHVA with the collaboration of the task leaders of the WP7: DEMO, ASI, R2M, and ANEC.

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List of Acronyms and Abbreviations

Term	Description
EPC	Energy Performance Certificate
ER	Exploitable Results
KER	Key Exploitable Results
NDA	Non-Disclosure Agreement

SMP	Stakeholder Management Plan
SRI	Smart Readiness Indicator
WP	Work Package

1 Introduction

1.1 Scope and objectives of the deliverable

This deliverable aims to outline the planned activities and define the communication, dissemination and exploitation strategy of the project as well as identifying the main stakeholders and target groups and set a guide for all partners on how to reach them. The timeline described in this document is to be considered from M1 until M18. This deliverable will be updated in M18 with the *D7.6 Dissemination, Exploitation and Communication Plan v2.*

1.2 Structure of the deliverable

In this document we have set the communication and Dissemination objectives (Chapter 2) followed by the Stakeholder Management Plan and Communication and Dissemination Strategy (Chapter 3 and 4). With the support and contribution of the WP7 partners, we have described Communication & Dissemination tools, material & channels (Chapter 5), the Communication and Dissemination events and planning (Chapter 6), the Policy, standardization and best practices (Chapter 7), the Exploitation activities, Business models and IPR management (Chapter 8), the strategy to liaise with sister projects and other initiatives (Chapter 9), the methodology on how partners will report the communication, exploitation and dissemination activities (Chapter 10) and to conclude an overview of the planned activities of the project from M1 to M18 and the overall KPIs to be reached during the implementation period (Chapter 11).

1.3 Relation to Other Tasks and Deliverables

The Deliverable D7.1 Dissemination, Exploitation and Communication Plan v1 is part of the WP7 – Communication, Dissemination & Exploitation, and part of the task T7.1 Dissemination & Communication planning and reporting. This Deliverable is linked to all WPs, all partners are responsible for the Communication and Dissemination reporting for the overall duration of the project.

2 Communication and Dissemination Objectives

Communication and dissemination are two different but complementary activities, while communication activities aim increasing the public visibility of the project and its results using accessible language, dissemination focus on making sure that projects results are available to the scientific community, policy makers and industry using the appropriate language of the target groups. Both dissemination and communication activities will be complemented by the exploitation of the project results. During the project appropriate measures and methodologies will be set up to manage the exploitation activities including the management of the Intellectual Property of the results.

This document defines the strategy to reach two main objectives:

- ✓ Communication: have a wide variety but targeted pool of communication activities that guarantee the outreach to the different target groups that will be defined in the following sections. The communication activities have the objective of informing the different audiences about the objectives and activities of the project to engage them to follow what project is doing, while using the different communication channels that will be presented in this deliverable.

- ✓ Dissemination: those activities focus on the project results and how they can be of used to the target groups. Through the organization of events and workshops to build the bridge with the sister project we will facilitate the scientific reuse of the results and create long-term scientific and commercial impact.

Communication and dissemination activities will be conducted with the common objective of consolidating, at national and EU level, the project visibility towards the relevant stakeholders, the targeted professionals, experts and user groups, and towards the general public. Furthermore, thanks to exploitation we aim to we will guide the consortium and the SmartLivingEPC project outcomes towards an institutional and commercial strategy to maximize the impact.

3 Stakeholder Management Plan (SMP): identification of the target groups

In the deliverable's introduction we already explained the difference between communication and dissemination activities, as the latter can be more targeted towards one or more specific target groups, while communication is more general. This section aims to introduce the different target groups and the activities SmartLivingEPC has planned to develop for reaching them through dissemination and exploitation activities, as well as the channel for reaching them.

At proposal stage we have already defined the preliminary key target groups of the project. The activities that will be presented in the Communication strategy are aiming to reach the following target groups:

Target group	Description
Building End-users	This group is referring to building users/owners/managers, and relevant stakeholders at the Pilot Sites. The energy performance certificate will raise awareness of owners/users on energy consumption and may trigger energy-saving improvements. Building users are the main beneficiaries of SmartLivingEPC solutions and a targeted communication about the results and action of the demonstration and replication, as well as the benefits of the additional AI services of the SmartLivingEPC platform will be key for a successful communication & dissemination of the project. It is essential to reach out to them and raise awareness on the potential of improved EPCs to increase the market uptake.
Renewable Energy Communities	This group is referring to groups of citizens, social entrepreneurs, public authorities and community organizations, participating directly in the energy transition by jointly investing in, producing, selling and distributing renewable energy. A special aspect of SmartLivingEPC will be its application in building complexes that tackles Districts/Communities. Pilots' communities would need to raise better awareness among citizens on energy efficiency and also improve energy savings at district-level renewables. Through communication and dissemination activities targeting Renewable Energy Communities we aim to reach this objective.

Policy-Making Bodies and Governance	This group is referring to Regional, National and International policy makers and public authorities (i.e. industrial committees, ministry and regional councils), EU Commission, Regulators, Standardization bodies. This group can act as collaborators and catalysts for delivering SmartLivingEPCs and can help improve the proposed framework and services.
Technology providers and Suppliers	This Group is referring to Software tool Developers, Designers, Building systems manufacturers, Suppliers, Building Material Industry. In connection with the T1.2 Elicitation of stakeholders' requirements & market needs, SmartLivingEPC will open new markets to relevant technology providers, as well as foster innovative approaches on their technologies. Technology providers and Suppliers, especially Software tool Developers develop and sell software for the implementation of EPCs based on the respective standards adopted by the National legislation. Building technology and product developers are affected by the legislation on energy efficiency of buildings for their future product development pathways. Stakeholders/Target groups: Software tool Developers, Designers, Building systems manufacturers, Suppliers, Building Material Industry.
Scientific Community (e.g. Technical experts, researchers and scientific community)	This group is referring to research and academic organisations, scientific journals, committees, internet fora, and other working groups in research fields related to the SmartLivingEPC work. Researchers/Academia/R&D sector could support the development of the methodology and perform further research upon request from competent Authorities.

Table 1. SmartLivingEPC target groups

4 Communication, Dissemination and exploitation Strategy

Communication activities will especially be aimed at:

1. Creating a project visual identity and public image described in Chapter 5 and more in details in D7.2 Project website, social media, and visual identity package;

2. Providing up-to-date information about the project;

3. Sustaining the diffusion of results to the general public; and

4. Translating the scientific/technical results into messages for public outreach (incl. non-technical general public).

The following chapters present the different communication channels and the diverse communication, dissemination and exploitation activities built to reach the pre-identified target groups as well as the general public. This strategy will be in constant evolution during the project implementation and will be updated on a yearly basis following the methodology described in Chapter 10.

For the project first year the objective of this communication, dissemination and exploitation strategy is to raise awareness/interest among key stakeholders identified in Chapter 3. SmartLivingEPC will focus on establishing a common project identity, raising awareness and interest regarding the project's expected results as well as create synergies with sister projects. A SmartLivingEPC video is planned to be prepared before M7, meant to introduce the project's objectives, partners and scope. For this purpose the Next Gen EPC cluster 3rd NDA workshop will be leveraged. As has been already done in the previous NDA workshops, the new Horizon Europe projects, belonging to this cluster that have started in 2022 (SmartLivingEPC and CHRONICLE), will be given each a 5 min time slot for an elevator pitch. This presentation will be recorded, edited and uploaded on REHVA's YouTube channel in the Next Gen EPC cluster playlist alongside the other elevator pitches and recordings of online and hybrid events.

The list of planned activities, which includes events, will be continuously updated and can be tracked at Chapter 11 of this Deliverable.

5 Communication & dissemination tools, material & channels

As the outputs of T7.2, the project's visual identity, website, social media accounts, and SharePoint have been designed, launched, and shared with partners. Each of these elements has been shortly described below. In addition to these, a Newsletter will be published in M6 of the project. Moreover, a more detailed description about the project website, social media, and visual identity package will be presented in the deliverable **D7.2 Project website, social media, and visual identity package** coordinated by DEMO.

5.1 Visual Identity

As an output of T7.2 - Communication and dissemination tools, materials and channels, the project's visual identity has been designed and shared with the consortium partners. This includes project logo, common graphics, and templates for presentations, reports, and newsletters (see Annex A). Figure 1 to 4 show examples of the mentioned visual elements.

Figure 1 SmartLivingEPC Logo Design

Figure 2 SmartLivingEPC Mood Graphic Design

Figure 3 Example of Project Templates – PowerPoint Presentation

Figure 4 Example of Project Templates - Deliverable Report Word Document

5.2 SmartLivingEPC Website

In addition to common graphics, SmartLivingEPC website has been designed and launched in M4. The website provides information about the project's news, partners, demonstration cases, and project results. The website's URL is https://www.smartlivingepc.eu/en/. Figure 5 shows the homepage of the website.
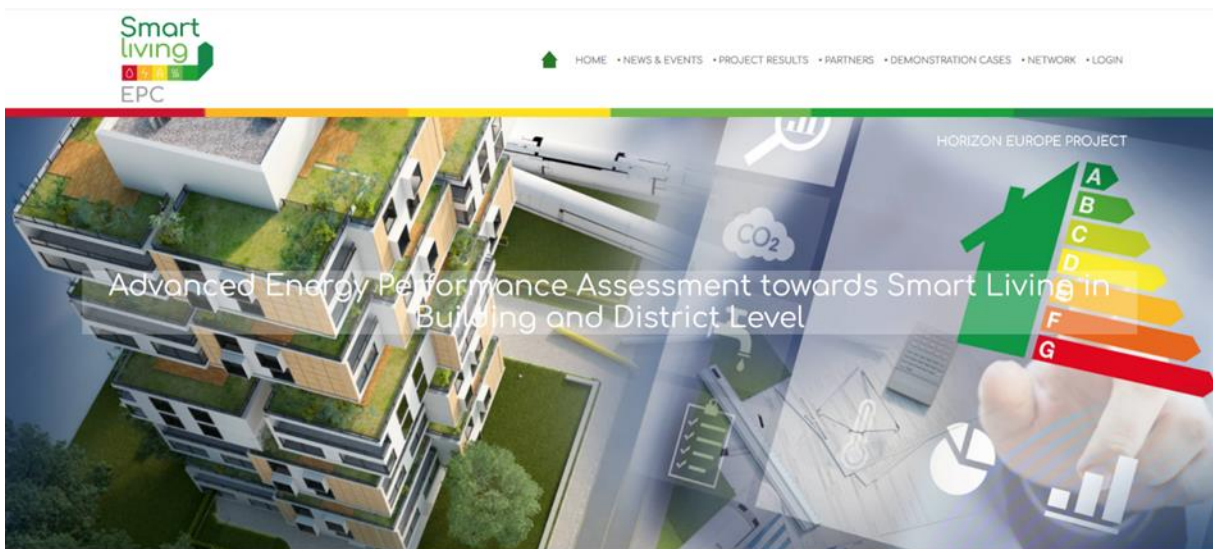
Figure 5 SmartLiving EPC Website's Homepage

5.3 Social Media

To publish and promote the news related to the project, the social media accounts of the project have been activated. The Twitter link is https://twitter.com/SmartLivingEPC, and the LinkedIn link is https://www.linkedin.com/company/smartlivingepc/. Figure 6 shows SmartLivingEPC account on LinkedIn and Figure 7 shows SmartLivingEPC account on Twitter.

Figure 6 LinkedIn Account of SmartLivingEPC

Figure 7 Twitter Account of SmartLivingEPC

5.4 SharePoint

SmartLivingEPC SharePoint is an internal project website for information sharing among consortium partners. It is a project management tool, which is designed as a web-based (internal) collaborative platform for information and document exchange. This enables the partners to have access to the working documents and deliverables during the project. SmartLivingEPC SharePoint has been launched in M4, and access for the consortium partners has been provided.

The SharePoint represent also the tool that will be used by all partners to report on Communication & Dissemination activities as described in **Chapter 10 Reporting of Activities methodology**.
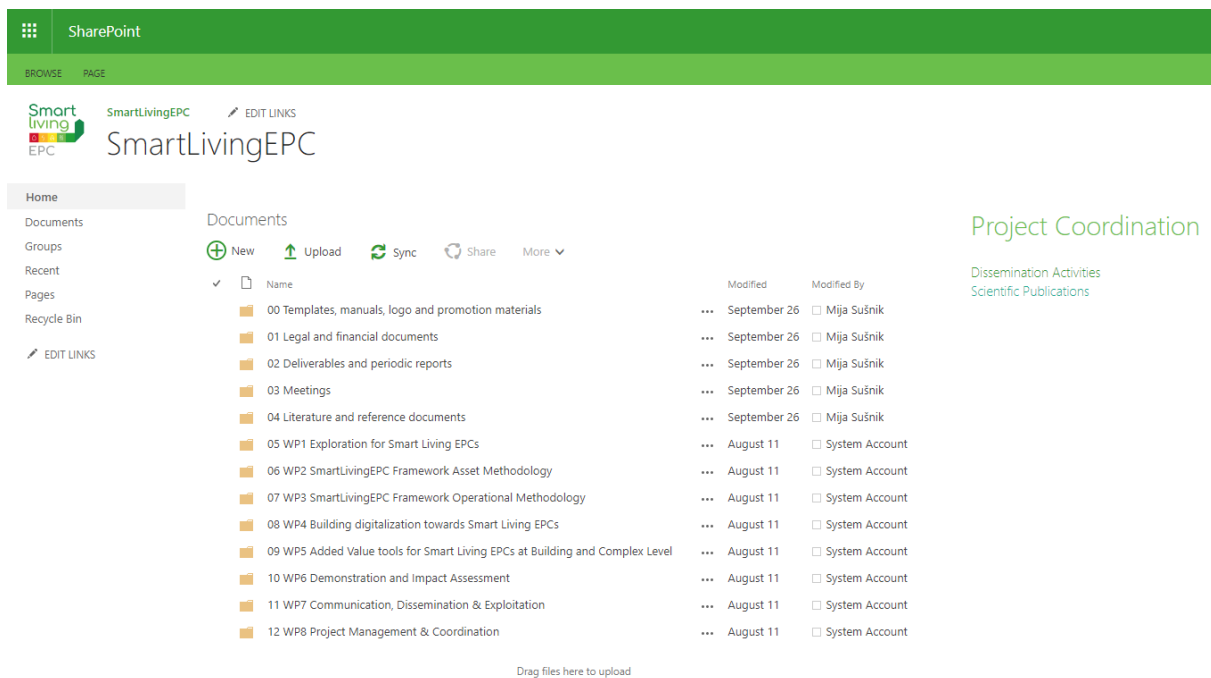

Figure 8 SmartLivingEPC SharePoint

5.5 Newsletter design

A project Newsletter will be published and disseminated on the communication channels every half-year. DEMO is currently working on the design in accordance with the project visual identity.

Figure 9 SmartLivingEPC Newsletter Design

6 Communication & dissemination events

Project's results will be presented at relevant conferences, seminars, workshops, and other events and the project will apply to lead for at least 3 workshops at professional events (e.g. EU Sustainable Energy Week (EUSEW), Sustainable Places (SP2022), Energy Efficiency Conference, Enlit Europe, WSED, CLIMA, etc.).

The Phase I (Y1) of the communication and dissemination plan is aiming to raise awareness/interest among key stakeholders. Here below you can find an indicative list of the events that will be organised within the first year of implementation of SmartLivingEPC:

1. An **introduction webinar** will be organized together with the sister project from the same generation (i.e. CHRONICLE) of the Next Gen EPC cluster integrating a keynote from an identified EU level stakeholder. This event aims to raise awareness about the project among the target groups and the general public. The introduction webinar will be recorded and disseminated among all the project's communication channels and will aim to provide an introduction of the project objectives and main results and reach the targeted stakeholder as well as the general public. The webinar will be hosted by the [Build Up Portal, the European Portal for Energy Efficiency in Buildings](#), as part of the EPB webinar series, coordinated by [EPB Center](#) & Build Up Editorial Board in collaboration with key EU level stakeholders such as ECTP, ECI, BPIE, EPEE, EuroACE, EU-ASE, eu.bac.

2. The Next Gen EPC cluster 3rd **NDA workshop** with the [HE and H2020 sister projects](#) is already scheduled for M7, 1st NDA workshop coordinated by the SmartLivingEPC team thanks to the support of ANEC. The objective is to take further the added value collaboration that has already taken place until this moment in time and learn from the lessons learned by the teams of the projects more advanced in their implementation to avoid reinventing the wheel and rather build upon what has already been done and of course to further explore synergies. The outcomes can both lead to further joint events at cluster-level and more technical cooperation between the projects on thematic issues. More detailed information is provided in Chapter 9. The Next Gen EPC cluster 3rd NDA workshop will be leveraged for creating the SmartLivingEPC elevator pitch video. As has been already done in the previous NDA workshops, the new Horizon Europe projects, belonging to this cluster that have started in 2022 (SmartLivingEPC and CHRONICLE), will be given each a 5 min time slot for an elevator pitch. This presentation will be recorded, edited and uploaded on [REHVA's YouTube channel in the Next Gen EPC cluster playlist](#) alongside the other elevator pitches and recordings of online and hybrid events.

3. After the first year of implementation all partners will promote the project among their industrial, research and community networks and at least one or **two national events** will be organized per partner country in the country's official language. A concept agenda will be formulated by REHVA and shared with the partners, the document will be adapted to the national language and all workshops will be re-shaped according to the targeted stakeholders per partner country. Furthermore, REHVA, through its involvement & as shareholder in EPB Center, will organize a public workshop between the SmartLivingEPC's consortium and EPB experts on standardization recommendations based on project developments. It's likely that the aforementioned EPB webinar series on Build Up Portal will be leveraged also for this purpose.

In addition, tailored training workshops will be organized within **T6.1** starting from M13 to guide the implementation of the SmartLivingEPC framework. These workshops are aiming to gather feedback from stakeholders, concerning potential improvements of the tool and upskill the relevant stakeholders in order to be able to use SmartLivingEPC tools and implement its methodology for performance assessment.

7 Policy, standardization, and best practices

The activities in this area are scheduled to start in M7 and its development throughout the project until M36, where D7.3, Policy recommendations is due.

Starting from M7 the first activities towards policy, standardization, and best practices will be addressed.

Within this period research and innovation activities will be performed, using standardization as a leitmotiv. This process is developed in different stages and is based on the further developments and innovation actions achieved during the project.

This will include:

-   **Standardization plan**: the first step is to identify existing standards, proposed standards, committees, and consortium standards that may be relevant to the SmartLivingEPC project. In addition, the partners in Task 7.4 are asked to review the identified documents to see if the content is relevant or if something is missing.

-   **Gap Analysis**: the state-of-the-art standardization landscape will be compared with the consortium needs

    ✓   If there are gaps in the standardization plan, a gap analysis is performed together with the partners to find out which thematic fields of the project are not yet covered in a standard.

-   **Recommended Standardization Item**

    ✓   Based on the gap analysis, a decision will be made together with the project partners on the next steps to be taken, e.g. recommendation of a NWIPS to ISO/IEC or CEN/CENELEC.

8 Exploitation activities, Business models and IPR management

As part of the Task 7.1 a first overview of the Exploitation activities, business models and IPR management activities planned to be developed during the SmartLivingEPC project will be presented.

The scope of the activities to be carried out within this task are focused on accompanying the consortium and the SmartLivingEPC project outcomes towards an institutional and commercial strategy to maximise the impact. The Exploitation plan is a continuous process that will be carried out during the whole project duration, in fact this plan starts at M1 but it will be updated and finalised during the future updated version of this deliverable (D7.1, D7.6, D7.7)

In fact, as shown in Figure 10, the work carried out in this task is strictly related to the work to be done in Task 7.5 (that will be presented in D7.5 and the updated version D7.9).

D7.1 - D7.6 -D7.7 (REHVA)
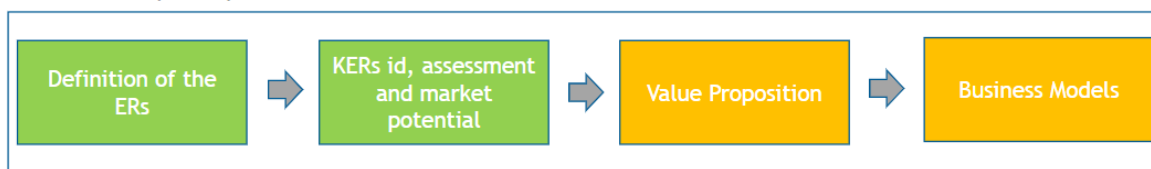
D7.5 - D7.9 (R2M)
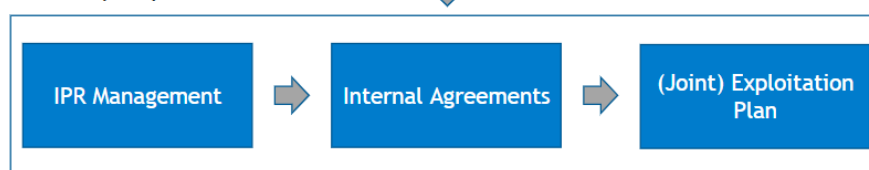
Figure 10 Exploitation path and IPR Management

The methodology that will be used to define the Exploitation strategy and business model for this project is shown in Figure 10, and it consists of the following steps:

1. **Exploitable Results (ER) definition:** The ER are the achieved and/or expected results coming from the SmartLivingEPC Project that has measurable and valuable IMPACT. These results have commercial/social significance and can be exploited as a stand-alone product, process, service, etc. These exploitable results will/might in principle be needed after the project ends further R&D, prototyping, engineering, validation, etc., before they become commercially exploitable. This set of exploitable results could also include "softer" results, for example the publication of a journal article, a methodology or piece of knowledge that can be "shopped" to create contacts, first adopters, networks, or other opportunities.

2. **Key Exploitable Results identification (KERs):** among all ERs the key exploitable result is essential to support the potential of the market deployment strategy, also by combining multiple ERs. KERs identification is not a simple task and it requires the clarification of several technical aspects so it will be carried out when the project is more mature. This identification will be performed by applying a specific methodology developed by R2M as a result of a long experience in guiding the exploitation activities of EU projects. The methodology is inspired by the Business Model Portfolio as developed by

Strategyzer (Business Canvas - Business models, n.d.). This aspect will be fully analysed in the next versions of this deliverable when KERs will be identified.

3. **Value Proposition and Business Model Canvas:** The Value Proposition (VP) needs to respond to essential questions (i.e. What are we offering and what are its values, advantages, benefits, and innovations brought to the market) paired with the audience it intends to intercept. The Value Proposition, as shown in Figure 11, stands at the centre of the Business Model Canvas: on its left there is everything necessary to generate the VP and on its right everything necessary to bring the VP to the targeted users.
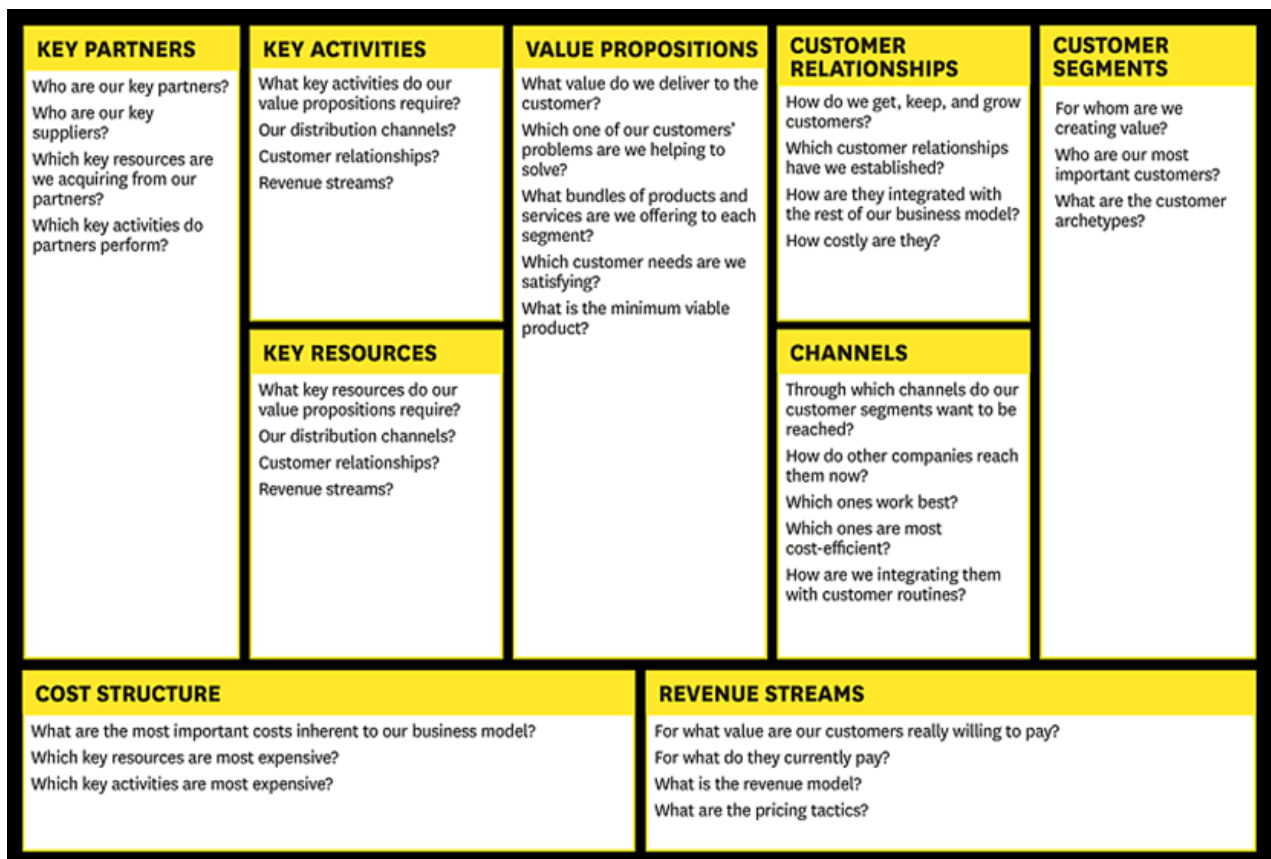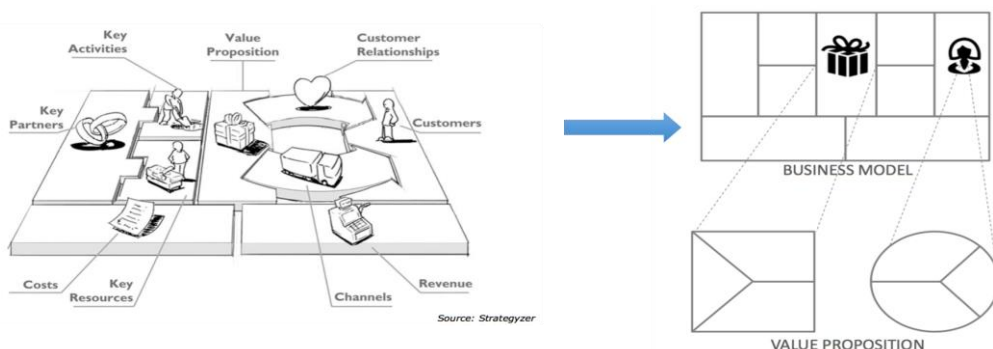

Figure 11 Business Model Canvas and Questions for each aspect

The value proposition is a zoom in on a specific part of the Business Model Canvas (BMC) as it can be seen in Figure 12 and it is recommended to first start defining the Value Proposition to prepare the business model design process.

Figure 12 Business Model Canvas and How the Value Proposition fits into the Business Model Canvas (Source Strategyzer)

All the activities described so far are defining the Exploitation Strategy that it starts at M1 but will be defined throughout the SmartLivingEPC project. Results from this task are strictly connected to the IPR Strategy that will be carried out under Task 7.5. In fact the definition of the Business Model is needed to understand the related IP and the ownership definition (both individual or collective) but the IP strategy is also propaedeutic to the Business Model definition.

9 Liaising with sister projects and other initiatives

The scope of the activities to be carried out within this task is to support the bridge-building with the most relevant EU communities involved in the field of EPC, and in particular with the recently closed and ongoing sister projects under the same topic (Next Gen EPC cluster).

The activities in this area are scheduled to start in M7 and will continue throughout the project until M36. It consists in (a) networking activities to support the (b) co-organisation of events, hosted or co-hosted by SmartLivingEPC team.

(a) Throughout the project's duration, SmartLivingEPC members will identify and link up with relevant stakeholders and partners in order to create or maintain dialogue between projects. This implies monitoring and participating in relevant events providing networking opportunities. As an example, the final conference of the QualDeEPC project was attended on 15 November 2022 https://qualdeepc.eu/event/qualdeepc-final-conference, by 3 SmartLivingEPC partners (Fredrick University – panelist, ANEC & REHVA as attendees).

(b) To take advantage of the timing of ongoing sister projects, it was decided to start organizing the first liaison event in December 2022 (M6). One project (X-tendo) from the first generation of the Next Generation EPC cluster closed in August 2022, and two will close in February 2023 (QualDeEPC & U-CERT) providing timely opportunities to share results and recommendations and discuss future cooperation. This first liaison event will take the form of an online Non-Disclosure Agreement (NDA) workshop for members of the NextGen cluster, in continuation of the previous NDA workshops organized by REHVA (in its role as partner in U-CERT & EPC RECAST projects) in April and July 2021. The aim of this workshop (and the following ones) is also to plan further joint activities targeting specialized or broader audiences, especially concerning communication and dissemination, while at the same time fostering technical cooperation as most appropriate on prioritized thematic fields.

The results and outcomes of these activities will feed into deliverables D7.4 "Project events & Liaising with other projects & initiatives v1" (M18) and later on into the updated version D7.8 "Project events & Liaising with other projects & initiatives v2" due by M36.
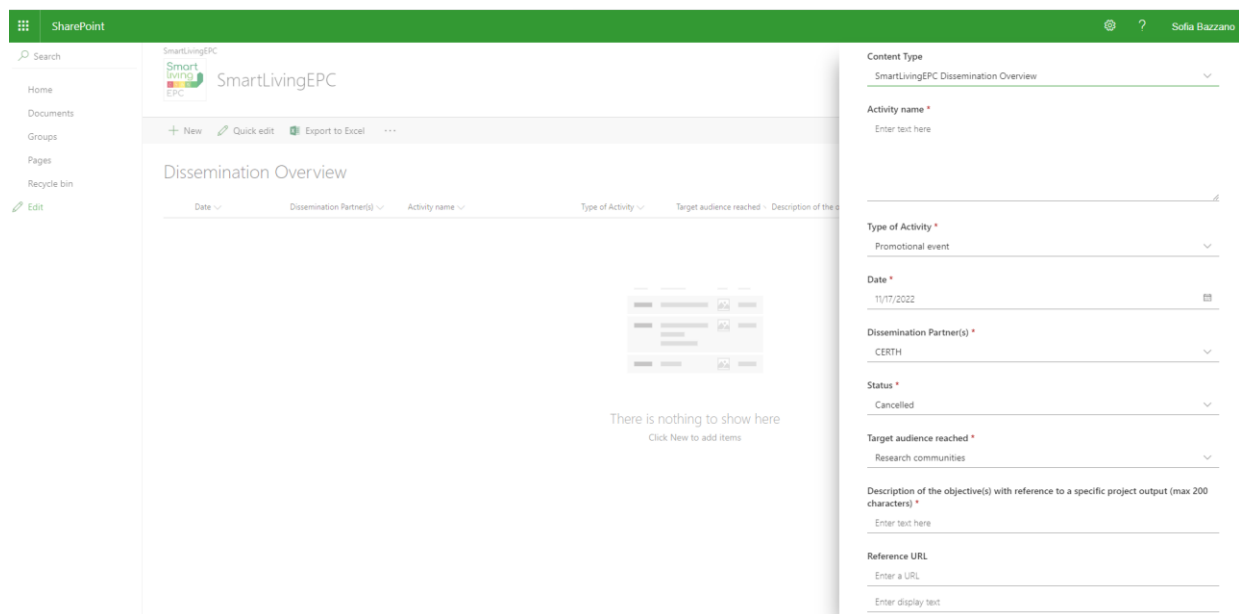
10 Reporting of activities methodology

During the project all partners are responsible for reporting their efforts in communication and dissemination activities. As this is a continuous process it's important that the process is both streamlined and comprehensive enough. In cooperation with DEMO a specific section of the SharePoint was dedicated to the Communication and Dissemination activities as well as a Scientific Publication Section. The partner will fill in the Communication and Dissemination reporting section directly on the SharePoint indicatively every half-year, REHVA will publish on the European Commission SyGMa portal on M18 and M36. The reporting section has been built following the input requirements of the SyGMa platform to collect the most accurate information as possible for the implemented SmartLivingEPC activities.

Figure 13 Communication and Dissemination activities section of SmartLivingEPC project

The subsequent yearly updates of this Deliverable, will include an analysis of the activities reported from M1 to M18. This reporting will allow to report and analyze the results of the communication strategy and see where the communication & dissemination should be improved including which target groups are being reached more frequently and which aren't and adapt our strategy accordingly. This short analysis will complement and function as a technical explanation of what is reported in the SyGMa portal.

11 Planned activities

Each yearly update of this plan provides a snapshot like overview of the planned communication & dissemination activities for the upcoming year of the project. This Deliverable due in M6 provides in the following table an overview of what already happened from M1 to M6 and an indicative plan of the activities scheduled from M7 to M18, due date for the updated DEC plan *D7.6 Dissemination, Exploitation and Communication Plan v2* (providing an overview of the planned activities from M18 to M30).

The activities which have been (partly) realized and the planned activities until M18 are:

Time period	Partner(s)	Related task	Activity description	Target Groups
M1 – M4	DEMO	T7.2 Communication & dissemination tools, material & channels	Power Point templates, Word templates, Deliverable template	All
M1 – ongoing	DEMO, all	T7.2 Communication & dissemination tools, material & channels	Social Media LinkedIn and Twitter launch and regular update	All
M1 – ongoing	DEMO, all	T7.2 Communication & dissemination tools, material & channels	Website development and regular update	All
M1 – M4	DEMO	T7.2 Communication & dissemination tools, material & channels	SharePoint development	All
M1 – M4	REHVA, all	T7.1 Dissemination & Communication planning and reporting T7.6 Liaising with sister projects and other initiatives	Registration of the SmartLivingEPC project on ECTP projects database and Enlit platform	Research community, Industry, Policymakers
M4	REHVA	T7.6 Liaising with sister projects and other initiatives	SmarLivingEPC publication in the European Energy Innovation magazine	EU Institutions, research community, Industry, Policymakers
M5	REHVA, ANEC, CERTH	T7.3 Communication & dissemination events participation & (co-)organization	Participation to the event *Deep Renovation of buildings: what Energy Performance Certificates can do* *How increasing the quality of Energy Performance Certificate (EPC) schemes can accelerate deep renovation of buildings?* Final conference of QualDeEPC to discover the new template,	EU Institutions, Research communities, Industry, Innovators

			tools developed and policy recommendations	
M6 – ongoing	DEMO	T7.2 Communication & dissemination tools, material & channels	Half-yearly newsletter design and publication	All
M6 – M18	DEMO	T7.2 Communication & dissemination tools, material & channels	Project flyers design and dissemination	All
M7	REHVA, ANEC	T7.3 Communication & dissemination events participation & (co-)organization T7.6 Liaising with sister projects and other initiatives	First NDA-workshop organization and participation	Industry, Policymakers, Innovators, Investors
M6 – ongoing	all	Transversal with all tasks	Scientific publications in peer-reviewed journals	Research community, Industry, Policymakers
M7	REHVA	Transversal with all tasks	Smart LivingEPC elevator pitch video	All
M6 – M18	REHVA	T7.3 Communication & dissemination events participation & (co-)organization	SmartLivingEPC introductory webinar organization	All
M7 – M18	REHVA	T7.3 Communication & dissemination events participation & (co-)organization	1 workshop at professional events (e.g. EUSEW, WSED, SustainablePlaces, etc.)	Industry, Policymakers, Innovators, Investors

Table 2. SmartLivingEPC planned activities M1–M18

Lastly, this Deliverable includes the following overview, covering the entire implementation period, of quantitative outcomes targeted by the various communication and dissemination activities, underlying the exploitation activities (during and after the SmartLivingEPC project's lifetime).

EVENTS
- Apply to lead for at least 3 workshops at professional events (e.g. EUSEW, WSED, SustainablePlaces, CLIMA, etc.)   - Organize an introduction webinar during the first year   - Presentations & workshops are organized (at minimum 2) with REHVA Members & Supporters during REHVA flagship events   - Organize a public workshop between the SmartLivingEPC's consortium and EPB experts on standardization recommendations based on project developments   - At least one or two national events will be organized per partner country, one event proposed as a feedback session with regional & national stakeholders on the SmartLivingEPC's objectives & technical development, while the second would showcase the project outcomes & long-term impact   - Co-creation workshops (T1.3)   (Co-)Organize an in-person event in Brussels, bringing together the whole consortium as well as work together with sister projects (e.g. Next Gen EPC cluster)   - NDA-workshops Next Gen EPC cluster (at minimum 2)   - Organize tailored training sessions and workshops (T6.1)   - Organize demo-site showcases to engage and inform relevant stakeholders (WP6 cross-cutting)

COMMUNICATION AND DISSEMINATION MATERIAL
- Project e-publications (T7.2) will be produced in order to collect relevant results in the form of whitepapers/brochures   2 project videos: a project video will be developed in the beginning of the project to introduce its objectives, partners and scope and a final video will be developed illustrating the project's results after their assessment in the demonstration cases   - Scientific/technical Journal articles (At least one journal paper per year must be submitted – 3 in total)   - Project's results will be published in the international scientific/technical literature, such as: Energy and Buildings, Renewable and Sustainable Energy Reviews, Building and Environment, other IEEE, EPRI, ASME and ELSEVIER journals as well as in relevant technical literature at national level   - Publish articles in specialized press (e.g. REHVA Journal) to ensure optimal outreach of the (technical) solutions to specific target groups like building professionals   - Presentations & conference proceedings (At least one conference paper per year must be submitted – 3 in total)   - Results will also be presented at relevant conferences, seminars, workshops, and other events   - Half-year e-newsletter will be created (6 in total)   - Press releases and journalistic articles   - Brochure (two releases), posters, and a roll-up banner (translated in national language)

KPIs
Project whitepaper/ brochure downloads: <25 = poor; 25-75 = good; >75 = excellent

- Views per video: <50 = poor; 50-150 = good; >150 = excellent
- Open Access to peer-reviewed scientific publications will be provided
- Number of papers submitted: <4 = poor, 4-8 = good, >8 = excellent
- Number of articles in specialized press: <3 = poor; 3-7 = good; >7 = excellent
- Number of events/conference presentations: <4 = poor, 4-8 = good, >8 = excellent
- Attendees per workshop at professional events: <35 = poor; 35-60 = good; >60 = excellent
- Attendees per tailored training workshop: <15 = poor; 15-30 = good; >30 = excellent
- Attendees per national event: <15 = poor; 15-30 = good; >30 = excellent
- Attendees at final event: <50 = poor; 50-100 = good; >100 = excellent
- Website visitors per year: <5.000 = poor; 5.000-10.000 = good; >10.000 = excellent
- Minimum frequency of website updates: Bi-weekly
- Downloads per e-newsletter: <50 = poor; 50-100 = good; >100 = excellent
- Number of press releases: <10 = poor, 10-25 = good, >25 = excellent
- Combined Social Media followers: <60 = poor, 600-900 = good, >900 = excellent
- Social Media Activity: Weekly
- Number of brochures distributed: <500 = poor, 500-1.000 = good, >1.000 = excellent
- Number of persons reached with posters & roll-up: <2.000 = poor; 2.000-4.000 = good; >4.000 = excellent

Table 3. SmartLivingEPC planned outcomes M1–M36

Advanced Energy Performance Assessment towards Smart Living in Building and District Level

https://www.smartlivingepc.eu/en/

https://www.linkedin.com/company/smartlivingepc/

https://twitter.com/SmartLivingEPC

https://www.youtube.com/channel/UC0SKa-20tiSabuwjtYDqRrQ