



innoveas

The power of energy audits



D.5.1 Communication & Dissemination Plan

[WP5, T5.1]

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Technical References

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¹ PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

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Summary

The innoveas project is an initiative promoted by 10 partners from 6 EU countries, to build and deliver a capacity building programme, aiming at addressing the major non-technical barriers that most often hamper the adoption the energy auditing practice, in particular among those actors, such as SMEs where such audits are not required by law.

The ultimate goal is to consolidate a structured, permanent and expandable offer to help develop continuous self-sustainable services to raise awareness and build capacity in the field of energy auditing and related energy saving measures in SMEs.

The project therefore aims at designing and deploying staff trainings and capacity building programmes to enhance corporate policy towards energy efficiency, energy culture (motivations, behaviour change, mitigation of perceived risks and barriers) and sustainable supply-chain initiatives. It therefore intends to:

- Advanced analysis of behavioural barriers to energy audits, to identify and analyse the enabling conditions and non-technical barriers hindering the adoption of energy auditing practice;
- Delivery of self-sustainable capacity building programmes, in order to systematise awareness raising procedures to overcome the psychological and organisational barriers to energy audits in SMEs, deliver a training offer to SMEs and formulate a capacity building programme targeting stakeholders such as intermediaries, policy makers and financing institutes;
- Create an institutional structure to sustain the project's objectives and results and lay the basis for the creation and consolidation of a pan-European network of enablers likely to support in the coming years the growth and expansion of the training offer to on energy efficiency for European business.

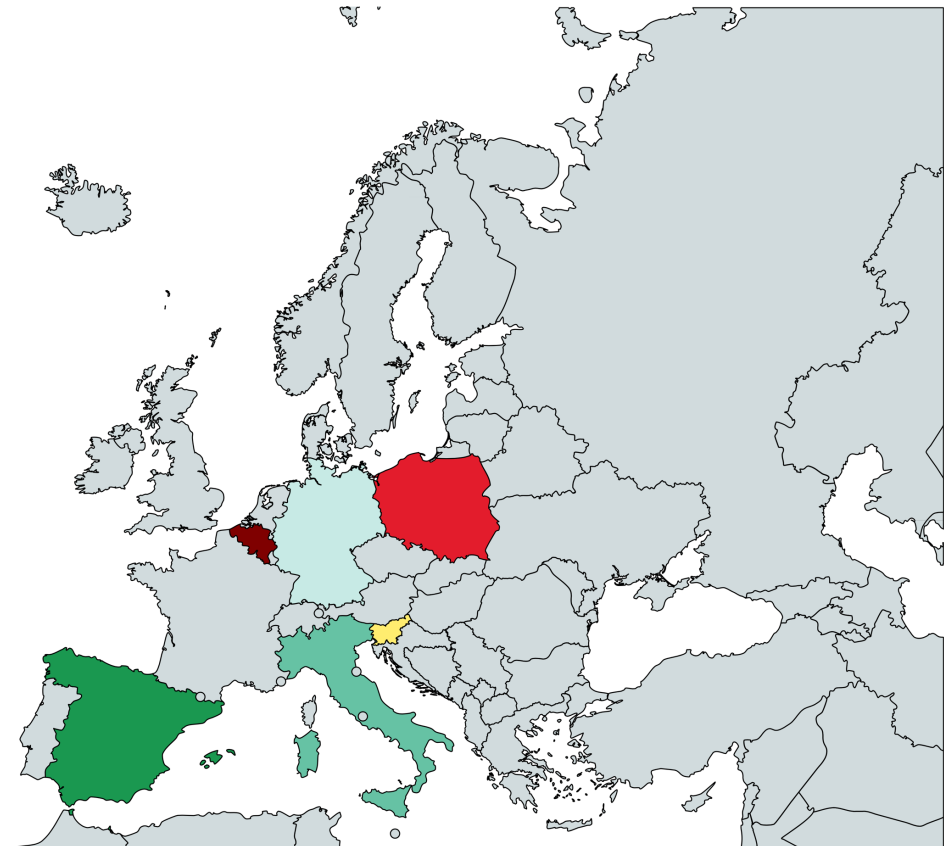




Partners

innoveas partners

- IIPLE, CBG, K&I
- A3E
- CKA
- LEAG
- NAPE
- UTBW, JER, ESCI



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Table of Contents

TECHNICAL REFERENCES	2
DOCUMENT HISTORY	2
SUMMARY	3
DISCLAIMER	5
TABLE OF CONTENTS	6
TABLE OF FIGURES	7
1. DISSEMINATION AND COMMUNICATION STRATEGY	8
1.1 OBJECTIVES AND APPROACH	8
1.2 INTERNAL COMMUNICATION	9
1.2.1 Mailing List	9
1.2.2 Web Meetings	10
1.2.3 Face to Face Meetings	10
1.2.4 Meeting minutes templates	11
1.2.5 Online Repository	11
1.3 KEY COMMUNICATION ACTIVITIES	12
1.4 MANAGEMENT OF COMMUNICATION	15
1.5 MONITORING OF COMMUNICATION OUTREACH	17
1.6 SUPPORT OF EXPLOITATION THROUGH COMMUNICATION	18
2. DISSEMINATION AND COMMUNICATION TOOLS	19
2.1 VISUAL IDENTITY	19
2.1.1 The logo	19
2.1.2 Colour scale	20
2.1.3 Fonts	20
2.2 TEMPLATES	21
2.3 SERIES OF INTERVIEWS	22
2.4 COMPELLING CONTENT	22
2.4.1 Series of journalistic articles	22
2.4.2 Press Releases	23
2.5 INFO-GRAPHICS	24
2.6 PROJECT FACTSHEETS	24
2.7 PROJECT'S FLYER AND POSTER	24
2.8 TRAINING TOOL KIT	25
2.9 PROJECT VIDEOS	25
2.10 WEBSITE	25
2.11 SOCIAL NETWORKS	28
2.12 EVENTS AND CONFERENCES	30
2.13 EUROPEAN COMMISSION ACKNOWLEDGEMENT	31





3. DISSEMINATION AND COMMUNICATION TARGETS 31

3.1 TARGET GROUPS 33

Table of figures

Figure 1: Face-to-face meetings	11
Figure 2: Key messages for communication	13
Figure 3: Summary of key communication	14
Figure 4: innoveas partner's responsibility in communication activity	16
Figure 5: Example DIGIMIND outreach (here: ESCI's social media channels)	18
Figure 6: innoveas logo and baseline	19
Figure 7: Assessment criteria of the project's logo	20
Figure 8: Color scale of innoveas visual identity	20
Figure 9: Fonts of innoveas visual identity	21
Figure 10: Word and Power point templates	21
Figure 11: Media multiplier potentially used by innoveas	23
Figure 12: First Press Release, 08.07.2019	23
Figure 13: Holding page launched in July 2019	26
Figure 14: Website currently under development	27
Figure 15: innoveas website features	28
Figure 16: innoveas social media presence	28
Figure 17: innoveas twitter page	29
Figure 18: Congresses and conferences	30
Figure 19: Tool/action, target, timing	32





1. Dissemination and communication strategy

The overall objective of the dissemination and communication activities is to ensure that the *innoveas* project concept, activities and results are shared with and understood by relevant stakeholders and the public in a clear and consistent manner. For this a Communication Master Plan (Task 5.1) has been created that gives an overview of all Communication and Dissemination activities. They include the production of a Visual Identity (Task 5.2) and the creation of Original Content in form of written, visual and audio-visual elements. Online and Offline Dissemination (Task 5.3 and 5.4), External Events and the Final Conference (Task 5.5) define the main dissemination activities of this Work package, which will be monitored comprehensively in Task 5.7.

1.1 Objectives and Approach

“Communication” is about ensuring large audiences are addressed and reached at the same time. Therefore, the *innoveas* communication activities will convey professional and technological knowledge to general public and potential end-users, **by communicating the projects’ key messages and findings so to raise innoveas awareness and visibility not only inside but also outside the professional community**. For this task, it will be necessary to package the communication products, like journalistic articles, in a way that they tell a **compelling story**. This will be the key of success to reach a large audience.

The **“Dissemination”** activity of *innoveas* is the selection and activation of different communication channels to reach the different target audiences. For the professional audience, this activity needs to be in close collaboration also with the **“Exploitation”** activity of the project, as a successful dissemination of the project’s result, is likely to have also an impact on the exploitation of the project.

Concerning the **actual content of the communication**, it is not possible to identify ad priori what the *innoveas* key messages will be. These will emerge over the course of the project and will be **largely based on the key findings and the results of the research activity undertaken by the project partners**.





D.5.1 Communication & Dissemination Plan

The **communication methods** will be articulated upon multiple dissemination tools, to ensure that the widest possible audience is reached with the available resources. Among these, **web dissemination tools will be largely used**, to establish a communication link between the research project, end-users and public at large. They include:

- **innoveas website**
- **Partner's websites**
- **Web Multipliers (environment and innovation news sites)**
- **Social Networks (Twitter, LinkedIn, YouTube)**

In addition, the dissemination and communication activities will also support **face to face communication** which will become also an essential part for the exploitation of the project's results. They include the support of:

- **Fairs and events**
- **Conferences and Congresses**
- **External workshops**
- **Presentations of members of the consortium**
- **Training activities**
- **Final conference**

1.2 Internal Communication

As innoveas communication activity is part of WP5, this Communication Plan covers also the project internal communication, with a focus on how information is shared inside the consortium.

Day-to-day communication of all project related issues will be done via email/phone. Important communication should be traced via mail.

1.2.1 Mailing List

A mailing list including all participants was created: partners@innoveas.eu. This email is SPAM-free and can only be used by the partners who are in the mailing list. The mailing list will be maintained by the WP5 leader. Any changes if people need to be added or taken off this list, needs to be communicated to sak@esci.eu.





When sending an email to the mailing list, the subject line should indicate which WP is discussed in the subject matter. The nomenclature for the subject line is defined as:

innoveas_WPx_<subject>

- x is the Work Package number
- <subject> should shortly describe the subject of the E-Mail

1.2.2 Web Meetings

The web meetings of the project will be held via the web meeting/conference service providers "GoToMeeting" and „Skype Business". IIPLE (WP1 leader) will mainly use „Skype Business" and ESCI (WP5 leader) will use „GoToMeeting."

The Coordinator should be invited to all web meetings that are not official meeting of the project management bodies. In case the web meeting is organised by a Task Leader, the WP leader should be invited as well.

The organiser of the web meeting is responsible for preparing the project agenda and taking meeting minutes and sharing them with the relevant participants / project bodies.

Meetings should be anyway announced in due time (e.g. 15 days in advance) to allow the participation to all the requested parties.

The meeting minutes should include the list of participants as well.

1.2.3 Face to Face Meetings

A good, regular and frequent communication within the project has to be established. Main formal occasions for project control will be the Management Committee Meetings, scheduled both regularly and for special purposes.

It is envisaged that updates on the overall evolution and specific strategic actions will be provided on a monthly basis, through phone or online conferences. Regular physical meeting of the MC will take place on a bi-yearly basis and will be combined. The meeting will include the Kick-off, Mid-Term and Final meetings.

Type of meeting	Due	Organiser	Location
Kick Off Meeting	M1	IIPLE	Bologna, Italy
1 st Project Progress Meeting	M6	LEAG	Kranj/Lubjana, Slovenia
2 nd Project Progress Meeting	M12	JER + UTBW	Stuttgart, Germany
3 rd Project Progress Meeting	M18	A3E	Madrid, Spain
4 th Project Progress Meeting	M24	CKA	Brussels, Belgium
5 th Project Progress Meeting	M30	NAPE	Warszawa, Poland
Final Project Meeting	M36	IIPLE	Bologna, Italy





Figure 1: Face-to-face meetings

The organiser of the face-to-face meeting is responsible for the logistical organisation of the meeting and preparation of the meeting agenda together with the Coordinator.

Unless required for duly justified situations, the dates of the following Management Committee Meetings should be already set during the previous meeting.

Right after each single Management Committee Meetings the Coordinator will administer via Google Drive to all the partners a Quality Evaluation Questionnaire to be completed within few days. The summary of the results will be then included into the meeting minutes.

The organiser of the face-to-face meeting is responsible for taking the meeting minutes and sharing them with all the relevant participants and project bodies. Within 10 calendar days of the meeting the organiser sends the draft to all members. The minutes are accepted if within 15 calendar days from sending no member has sent an objection in writing. The organiser sends the final minutes to all members and the PC for safeguarding.

1.2.4 Meeting minutes templates

The template for the meeting minutes is available in Dropbox in the subfolder >Templates< under the following link:

<https://www.dropbox.com/sh/dv1mrl6f17qo0pi/AACisnCKDI8IQVzvijUEC2I8a?dl=0>

The physical meeting minutes should include a list of participants for every day of the meeting with the signatures of all those present at the meeting. The list of participants and the signatures are the responsibility of the organiser of the face – to – face meeting. A copy of the list of participants should be sent to the Coordinator after the meeting.

All the PPT presentations and documents presented or prepared during the meeting constitute an integral part of the same minutes.

The meeting minutes should also include a list of Meeting Action Points listing the: a) action; b) concerned WPs; c) partner/person in charge and d) deadlines.

Informal minutes are mandatory also for web meetings.

1.2.5 Online Repository

The project webpage will have a restricted area that will be used for storing and sharing of project documents (official documents, templates, deliverables and documents related to each of the WPs). It is also a working area for all the project related documents.

ESCI's servers are a secure way to save all information and documents from the project. It is a plug-in solution integrated into the Wordpress website.

Access to the Restricted Area will be available only to registered members of the project consortium, who will have a personal account created with rights to this area.

The password policy for the restricted area will be set to 'Strong' passwords which must have a minimum length and complexity, which is defined when they are created. By default, new





users receive a randomly generated password of a mix of numbers, letters and special characters.

For more information and guidelines on password security, please see this reference:

<https://en.support.wordpress.com/selecting-a-strong-password/>

Policies and security measures are in place to protect against unauthorized access to the private area or the administrative area of the website.

1.3 Key Communication Activities

The key communication activities become evident, when the purpose of the project is clarified: according to the project's Description of Action, the objective of innoveas is to carry out an advanced analysis of behavioural barriers to energy audits, a self-sustainable capacity building programme and the creation of an institutional structure to sustain the projects objectives and results.

At the time when this first version of the deliverable is being drafted, it is not possible yet to define all the relevant messages within the innoveas project, as during the progress of the project some new elements worth communicating may arise.

There is however some consensus as to *how* the project results will be communicated, i.e. in a non-technical language suitable to reach anybody and emphasize of the impact which innoveas solutions may have.

Nevertheless, it is possible to make a preliminary hypothesis on how innoveas results will be dealt with in a communication perspective, by identifying the potential angle which may be used to convey the innoveas "key messages". These different communication angles are summarised in the following table, in a tentative and not exhaustive list.

The Energy Audit is an important tool to identify measures to increase energy efficiency and reduce energy costs. By determining in which areas in the company how much energy is consumed, it can be seen at which points savings potential exists.





Target groups	Key message
Lead users, the main target groups of stakeholders: industrial production and manufacturing companies, private service companies, public or public interest companies or service providers	<ul style="list-style-type: none">• Reduction in CO2 emissions• Lower environmental impact• Increased job security for the industry sectors• Access to a wide range of (new) potential clients• Economic advantage of energy audits
Intermediary organisations with direct access to SMEs: industrial and trade associations	<ul style="list-style-type: none">• Reduction in CO2 emissions• Lower environmental impact• Increased job security for the industry sectors• Access to a wide range of (new) potential clients• Economic advantage of energy audits
Co-creators of the capacity building programme: Energy auditors	<ul style="list-style-type: none">• Offer of adapted training programmes• Access to a wide range of (new) potential clients• Access to measurement data, methodology and results• Replicability of solutions
All actors having a role in creation of an enabling environment: policy and decision makers, local, regional and national authorities, financial institutes, ESCOs	<ul style="list-style-type: none">• Offer of adapted training programmes• Access to a wide range of (new) potential clients• Access to measurement data, methodology and results• Replicability of solutions
Broader end user audience: consumer association, environmental NGOs	<ul style="list-style-type: none">• Illustration of energy audits, trainings and its associated benefits and results

Figure 2: Key messages for communication





Tool/Action	Description
Website (M4-M36)	The touch point between the project, the general public as well as the stakeholders. It will provide a description of the project and will act as the platform to distribute non-confidential contents (articles, press releases, info-graphics, etc.)
Flyer (M6)	A project flyer will be printed in M6. It will operate as a tool to present the project and to support project communication at workshops and fairs. This brochure will be updated at the end of the project, when tangible results will become available.
Interviews	During the course of the project, innoveas will produce 6 interviews. These will be written by ESCI's professional journalists, distributed through a range of multipliers network such as ehpa and ScienceDaily.
Press releases	4 press releases and 4 journalistic articles will be issued to draw attention to milestones and the most significant achievements reached by the project. They will be diffused by publication on the innoveas website, news multipliers (mainly Cordis and Alphagalileo) and through the communication channels of the partners.
Video (M8)	A short institutional video at the beginning of the project will be produced. The video will be uploaded on the project website, in an adapted version on the social media channels and will also be used for the presentation of the project during events, fairs, workshops, etc.
Social networks (M1-36)	innoveas will use both the social media activities of the partners and also dedicated "innoveas" accounts of Twitter and LinkedIn and a YouTube channel. This will allow the project to capitalise on communication activity undertaken on similar initiatives, by benefitting from their visibility in the stakeholders' community. Clustering with sister projects and collaboration with other existing social media activities in the sector will be supported.
Info-Graphics	An initial series of three info-graphics will outline the key concepts. A further three info graphics will be produced towards the end of the project to give clear calls to action.
Fact-Sheets	Three project factsheets will be released to catch the audience attention on the main achievements and deliverables of the action.
Training toolkit	An additional Training Tool Kit will be produced to provide catchy phrases for the implementation of the project's vision, including Top tips, Case Studies and Figures.
Events and conferences (M1-36)	Dissemination and Communication activities will also entail the participation to external events and the organisation of project events, including the final conference in M36.

Figure 3: Summary of key communication





As part of WP5 dissemination activities, each partner will use their own database of stakeholders to disseminate innoveas content. In addition, ESCI will create and manage their own stakeholder list as the project progresses.

Creating a joint database is not possible, due to EC data protection rights and also the fact, that partners tend to be reluctant to disclose their contact list to the other partners.

1.4 Management of communication

WP5 leader **ESCI will be responsible of the projects' communication.** This will involve coordinating communication strategy, guaranteeing consistency in the message delivered and ensuring all the communication targets are effectively achieved.

Before any promotional materials will be published, ESCI will adapt the approval procedure as described in Deliverable D1.1, Quality Assurance Planning Manual. **This will minimise the risk of communicating incorrect information and it will also ensure that the communication contents do not breach the level of confidentiality required by the subjects dealt with.** Where necessary, communication actions considered sensitive by ESCI will be also preliminarily discussed with the relevant members of the innoveas partnership.

All the innoveas partners will be regularly informed of activities in progress and will be able to contribute at all times. The scope of communication action assigned to the project partnership will vary, depending on their role in the consortium and their area of expertise, in particular the following partners:

- **IIPLE, who is co-ordinator of innoveas and leads the business model definition and some exploitation tasks**
- **CKA, in its role of WP leader Exploitation and Sustainability (WP6)**
- **ESCI, who is the WP leader on Communication, Dissemination and Exploitation (WP5)**

This means, ESCI, IIPLE and CKA will have a broader responsibility in contributing the overall communication strategy to serve the exploitation. The other partners will be more involved in specific tasks where their local expertise and connection will be expected to contribute to the promotion of the project. For this reason, their scope of communication and dissemination action will be mainly national, local or targeted at a highly specialised audience.

Accountability of communication in the innoveas consortium is structured according to the following scheme:





Partner	Responsibility and involvement	Geographic scope
ESCI	<ul style="list-style-type: none"> - Leadership, co-ordination and strategic drive to communication activities; - Definition of overall messages to be conveyed; - Production of the innoveas visual identity and communication materials (project logo, brochure, website, info-graphics, video); - Main point of contact for the dissemination and communication with the innoveas stakeholders; - Co-ordination of partners in the creation of the databases of conferences and other events; - Design and maintenance of the project website; - Production of a variety of different written, visual and audio-visual content, for the website and social media channels, with the contribution of all the partners; <p>Delivery of regular updates of the communication plan based on project's emerging needs;</p>	European, international
IIPLE CBG JER UTBW A3E NAPE LEAG K&I CKA	<ul style="list-style-type: none"> - Publication of articles in peer-reviewed journals or similar publications. - Disseminating innoveas content through own media channels (web, local/regional/national media) - Input to the creation of a common database of publication outlets (local press) and relevant industry events; - Active involvement in the delivery of innoveas events; - Participation to external conferences and fairs promoting innoveas; - Input to the content of the project website, articles, press releases; <p>Participation to innoveas presence on social media;</p>	local, national, international

Figure 4: innoveas partner's responsibility in communication activity

Not all partners are expected to have the same degree of involvement in the specific tasks within WP5. However, **all of them are strongly encouraged to take the necessary initiatives to raise the visibility of the project among the appropriate stakeholders groups.**

Key to innoveas's success is its ability to reach both the potential end users of the solutions developed by the project and the citizens. In fact, the project is likely to impact on a wide portion of European population, as it deals with a topic that is very relevant to both the environment (CO₂ emissions) and the economy (profitability of SMEs, job security and new business opportunities).





The real communication challenge is therefore to select from the project outcomes a few key messages suitable to be communicated in a simple and accessible manner so to raise interest towards innoveas.

To widen the project outreach, communication is distributed via website and journalistic articles which will then be taken up by resources external to the project and likely to act as multipliers (web portals, external articles, tweets).

These communication channels are capable of reaching large audiences. In this sense, the language used will always be plain and never “technical”. The project website will be designed so to attract attention from any user interested in the project topics.

Within the eligible communication targets, innoveas results may be of some interest both to industrial stakeholders and citizens at large. As a result, the communication angle may vary depending on the portion of general public targeted.

The communication strategy is designed in a way that ESCI provides an array of different communication tools that can be distributed on many different dissemination channels, either in small units, or combined in longer feature stories. This will enable each partner to use these elements to communicate to their own (mainly national or regional) stakeholders as the project advances.

1.5 Monitoring of Communication outreach

The achievement of innoveas’s communication targets will be measured through a methodology relying on a number of instruments that has been used over several years by ESCI staff.

The communication and dissemination strategy of the innoveas project relies on the project’s website, collaboration with external portals and the use of social media. The reporting information that will be provided will be both qualitative and quantitative and will be elaborated by applying automatic tools that collect and monitor reliable statistics also from external platforms and social media, so to detect the overall multiplying effect arising from web.

For assessing the **performances of the innoveas website**, **Google Analytics** will be applied. It is a widely known tool which tracks all the available data about the traffic to websites and the audience they reach. It represents the state of the art in website statistics tracking.

Special tools for **monitoring the online dissemination**, like **DIGIMIND** will be used to analyse web and social media outreach and interaction. Likewise, **questionnaires will be used to**





monitor the feedback from events such as workshops. This data and its analysis will help the project to better understand facilitators and barriers of a successful dissemination and will serve to refine the dissemination strategy activities accordingly.

about ESCI between Jul 21, 2019 and Aug 19, 2019

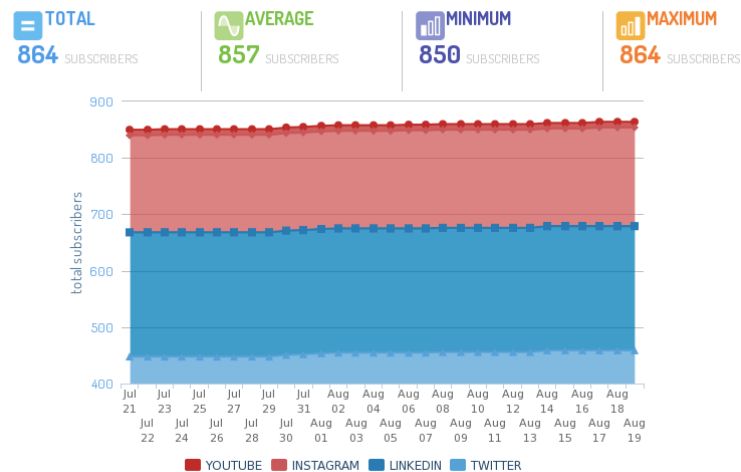


Figure 5: Example DIGIMIND outreach (here: ESCI's social media channels)

As online communication takes an important role in this project, and as it is such a fast moving environment, ESCI will study the impact of the dissemination measures regularly and review its dissemination success and adjust it if needed in M13 and M25.

1.6 Support of Exploitation through Communication

All exploitation efforts will benefit from successful communication and dissemination actions. Therefore, one key objective of the dissemination and communication activities is to guarantee professional and public coverage of the project results. innoveas's communication and dissemination efforts are therefore to be considered as an integrated set of activities to promote and inform relevant stakeholders and the broad public about the project.

A number of communication actions will focus on the project's main objectives and pave the way for commercial interest after the innoveas analysis of barriers and the trainings have shown results. This task may include potential new communication tools and exploitation paths which may appear over time. The communication and dissemination activities described in 1.3 will be implemented and adapted accordingly to support the exploitation efforts.





Reaching SMEs and industrial partners is one of the prime interests of the project. The according exploitation business plan of project results and their replicability will be created within WP6 due in month 36, with CKA taking the leading roles.

2. Dissemination and Communication tools

2.1 Visual Identity

ESCI has developed the visual identity of the innoveas project and has presented a logo to be used for internal and external project communication (document templates, presentations, project website and other communication materials).

The templates to be used for project official documentation (like deliverables and presentations) have been developed by ESCI in coherence with the project's visual identity.

The scope of the logo is represented synthetically what the project is about in a simple and iconic manner.

After the analysis and definition of the projects' individual traits that are to be conveyed through innoveas's brand identity, the ESCI designer has created a set of two graphic propositions which were submitted to the partners, available in a range of different styles and complexity.

2.1.1 The logo

The logo and its baseline illustrated below is the one finally selected.



Figure 6: innoveas logo and baseline

The round shape of the logo refers to planet Earth. This round consists of three leaves in the colours light green, dark green and red, whereby the green colour predominates. The gap between the leaves describes two curves. One of them goes up and references to the energy consumption without energy reduction actions, the other curve slopes downwards and is meant to describe the energy consumption of an SME after an audit and the necessary implementation of the saving measures.





The design of this logo is not purely based on aesthetic grounds, but it also meets a number of assessment criteria a good logo should satisfy:

Logo features	Criteria met
readability and ability to stand out in different contexts (e.g. colour, black & white and negative versions);	✓
good performance both in small and big dimension ;	✓
potential to evolve into other graphic materials (e.g. a graphic layout for brochure, postcards, newsletters, website that are clearly inspired by the logo.);	✓
ability to deliver the project's topic , particularly the round shape referring to the earth and the green leave that is meant to express the reduction of energy consumption	✓
uniqueness and ability to differentiate from other existing logos;	✓
applicable in a multi-country context ;	✓
ability to capture attention in cluttered/confused context .	✓

Figure 7: Assessment criteria of the project's logo

Accountability: The innoveas visual identity has been developed by ESCI with feedback from all partners.

2.1.2 Colour scale

The predominant innoveas colours are dark grey and green #34175c. But the colour palette goes from dark grey via different shades of green to scarlet and purple, in order to convey several levels of information if needed.

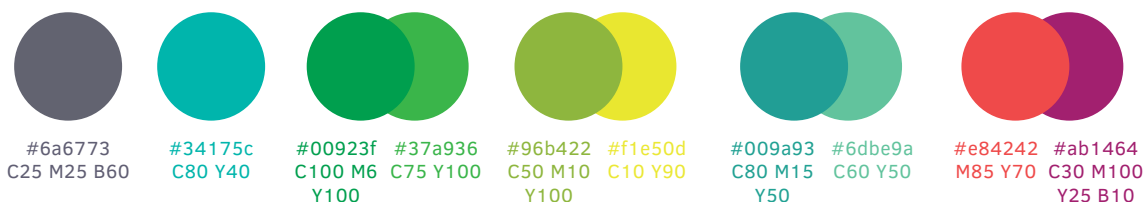


Figure 8: Color scale of innoveas visual identity

2.1.3 Fonts



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°847095



The chosen font is called *Clear Sans*. All communication tools, online and offline, will use the different styles that *Clear Sans* proposes:

Clear Sans Thin AaBbCcDdEeFfGgHhIiJjK

Clear Sans Thin | 879 Glyphs

Clear Sans Light AaBbCcDdEeFfGgHhIiJj

Clear Sans Light | 879 Glyphs

Clear Sans AaBbCcDdEeFfGgHhIiJjKkLl

Clear Sans Regular | 879 Glyphs

Clear Sans Italic AaBbCcDdEeFfGgHhIiJj

Clear Sans Italic | 888 Glyphs

Clear Sans Medium AaBbCcDdEeFfGgH

Clear Sans Medium | 879 Glyphs

Figure 9: Fonts of innoveas visual identity

2.2 Templates

Word and PowerPoint templates have been designed to ensure that communications remain true to the common visual identity. Consistent visual and written style is important for ensuring project recognition and delivering a professional communications effort. Templates have been distributed to project partners and available on designated SharePoint:

<https://www.dropbox.com/sh/dv1mrl6f17qo0pi/AACisnCKDI8IQVzviJUEC2I8a?dl=0>

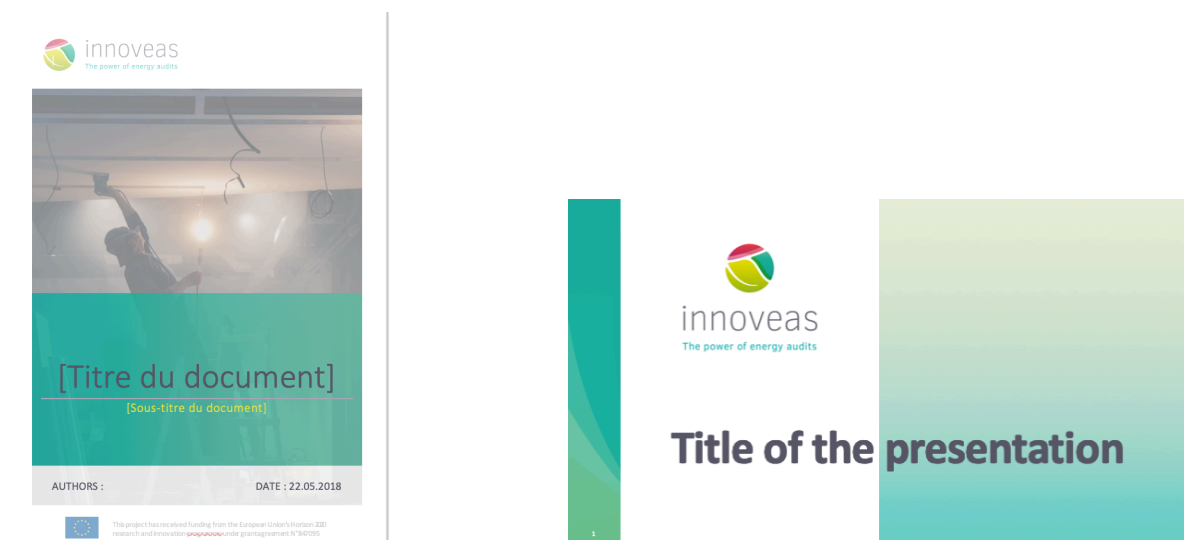


Figure 10: Word and Power point templates





2.3 Series of Interviews

Throughout the project, key technical experts, end users and stakeholders will respond to quick-fire interviews relating to their experiences, ambitions and challenges in conducting energy audits with also a critical view on the benefits and costs. These interviews will primarily aim at a specialist audience, who will be familiar with the concept of energy audits. Both internal and external experts of the project consortium will be interviewed. Two interviews per year and a total of six will be produced. Initially published on the project website, quotes, images and points of view expressed will drive social media activities and promotion.

The interviews are usually in writing, but when the circumstances permit it, they can sometimes also be produced and disseminated as a video file.

2.4 Compelling content

2.4.1 Series of journalistic articles

As innoveas gains momentum, **a series of four original journalistic articles** will profile the skills, experiences, credibility and performance of trainings in more detail. Anchored as always on the project website, they will be shared with influential multiplier websites in specialist media, stakeholder networks and established online groups on platforms like LinkedIn. If the opportunity arises, the articles will be pitched to local, national or international mass media within the European Science Communication Institute network.

The topics covered are to be linked to the research areas covered by innoveas but their specific outlines have not been identified yet. Although ESCI will have a central role in the articles' production, the articles' content will be carefully selected in co-operation with the Project Coordinator.

When one article will have a focus on knowledge and experience developed by one member of the project consortium, the partner involved will be informed. A particular attention will be put in making sure the dissemination action addressed through the project articles will not breach the required level of confidentiality.

innoveas editorial content will be offered to a number of networks for science, technology and specialist media. These include sites such as AlphaGalileo, Cordis, Wire and Phys.org where highly interested professionals and media source a lot of their content for further use and distribution to their own audiences and followers.





Generalist multipliers	Sector multipliers
alphaGalileo	Greenbuilder media
Cordis.Wire	Renewable energy news
Phys.org	
WorldNews	

Figure 11: Media multiplier potentially used by innoveas

The majority of multipliers make it possible to monitor take-up data by monitoring the number of viewers and/or visits. However, monitoring data for WorldNews, Cordis.Wire and Phys.org will not be available, due to these channels' internal policy.

Accountability: innoveas's journalistic articles will be produced by professional freelance journalists. ESCI will be responsible for the selection of the content to be featured in the articles, will upload them on web resources and distribute them to media multipliers.

2.4.2 Press Releases

Throughout the duration of the project, four press releases will be produced and distributed to draw attention to the project. These will promote a variety of key project events, like for example: workshops and conferences, important project milestones, awards or other achievements as well as the publication of results from innoveas in scientific journals.

The Power of Energy Audits

Veröffentlicht am 8. Juli 2019



Elmar Bartlmae
Managing Director bei European Science
Communication Institute (ESCI)

3 Artikel

✓ Sie folgen

“The Power of Energy Audits” is the slogan of a new European initiative called *innoveas* that took off in Bologna, Italy, last week. The objective is to help small and medium enterprises (SMEs) to facilitate the access to energy audits – a comprehensive analysis of a company's energy usage – to identify ways to increase their energy efficiency and thus reduce costs and CO2 emissions.

SMEs are companies of less than 250 employees and are often run by the owner. “SME managers have to address many issues with fewer resources than a large company and energy usage may not be at the top of their agenda“, says Patrick Crehan, from CKA, a management consulting company in Brussels, Belgium who is the project's innovation manager. “We need to understand their needs, how they make decisions and speak a language they understand. We should appeal to their priorities and know if they are interested in energy, carbon, climate or a broader role in society” Crehan says.

Figure 12: First Press Release, 08.07.2019



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°847095



Press releases **may be issued either by ESCI or by any partner in the consortium**. They will be distributed to the most effective channels, published on the project website and multipliers like Cordis.Wire and AlphaGalileo.

Accountability: ESCI will be responsible for producing and distributing press releases. The other members of the consortium will be encouraged to further distribute them through their own portals, newsletters or other suitable channels.

2.5 Info-Graphics

Info-graphics will be demonstrating key concepts, interoperability issues, best practices and results to communicate complex information effectively and in an eye-catching format. These are highly useful in many scenarios, including twitter, presentations, postcard flyers and posters. An initial series of three info-graphics will outline the key concepts. A further three info graphics will be produced towards the end of the project to give clear calls to action.

2.6 Project Factsheets

Three project **factsheets** will be released to catch the audience attention on the main achievements and deliverables of the action. They will synthesize the outcomes of the reports and redirect the readers to the specific project web link or to other more in-depth analyses and deliverables.

2.7 Project's Flyer and Poster

The printed project brochure on innoveas is scheduled to be produced in M6 and copies will be sent to all partners for their dissemination activity.

The goal of this flyer is to provide essential information about the project and its objectives. It shall be designed for wide distribution at fairs and conferences for all partners so that they can distribute them individually to potential end-users and other stakeholders. When new tangible results become available an **updated version of this flyer** will be published, in order to include the key results achieved of *innoveas* to support exploitation activities also beyond the project. The electronic version of the flyer in pdf-format will also be downloadable from the innoveas website.

To respond to the many opportunities for static display or visual support, a **Poster** or **Roll-up Poster** giving the key facts and outputs of the project, with a call to action for further engagement will be designed and made available for all consortium members to produce and use themselves. The poster/roll-up poster will also be made available to the partners in M6.





Accountability: The project brochure and poster will be designed and developed by ESCI in cooperation with IIPLE.

2.8 Training Tool Kit

An additional Training Tool Kit will be produced to provide catchy phrases for the implementation of the project's vision. They will include:

- **Top Tips:** ideas that could help to increase capacities for actual implementation of energy efficiency measures.
- **Case Studies:** helpful examples of how others have developed and implemented energy efficiency measures in industry and services
- **Figures:** processes or ideas that are displayed clearly in illustrations or flow charts for easy reference.

2.9 Project Videos

One **audio-visual** product will be developed during the project and produced in professional HD broadcast standard. This short, concise and creative **introductory video** (D5.4) using animation and clear call to actions will aim to capture and keep the attention of target audiences – inciting their curiosity and driving them to stay informed about innoveas outputs. The film will be produced in M8 and mix footage, easy-to-understand informations and animations. It will also serve as a vital introduction for innoveas audiences, a key feature of the website and for repeated exploitation at external events and various social media channels (Twitter, LinkedIn, YouTube). It will address a wide range of audiences and increase awareness that energy efficiency is important. The video will be produced in English, and depending on the needs for exploitation may be re-voiced or subtitled into Italian, Spanish, Polish, German and Slovenian during the course of the project.

2.10 Website

Online dissemination is at the centre of the communication strategy, as it provides the best method to monitor the dissemination success, measure its impact and enables the adjustment if necessary. It will be used in many different ways, to spread the word about innoveas and its impact to different audiences.

The **website** (D5.2) will be a reference point and anchor for innoveas online content and outreach activities. It will explain the context, developments and ambitions of the project to our stakeholders and the general public. In order to keep a continuous and current information flow from the project to the public at large, the website will contain articles about innoveas topics, interviews with experts from within and outside the project, and press





releases about project highlights.

The innoveas website will be a key in supporting the project communication to the general public and the project stakeholders. For better accessibility of contents, it has been decided to opt for a simple structure of website which will enable to present all the project key features in a simple and straight-forward manner. The website will predominantly consist of static webpages and will be designed so to enable simple updates, with no limitation as to the amount of information to be featured. For the innoveas website, the Wordpress content management System (CMS) was selected, an easy-to-use, acknowledged and powerful publishing system tool.

The innoveas website domain www.innoveas.eu has been registered in June 2019 by ESCI on behalf of the consortium.

The website will be launched in M4 (September 2019) and will be maintained until the end of the project. A holding page with the project title, EU funding acknowledgement and links to the key social media of LinkedIn and twitter has been launched in M2 (July 2019), see Figure 11.



Figure 13: Holding page launched in July 2019



The website is currently in stage of development and will go online in M4 (September 2019), see figure 13 below.

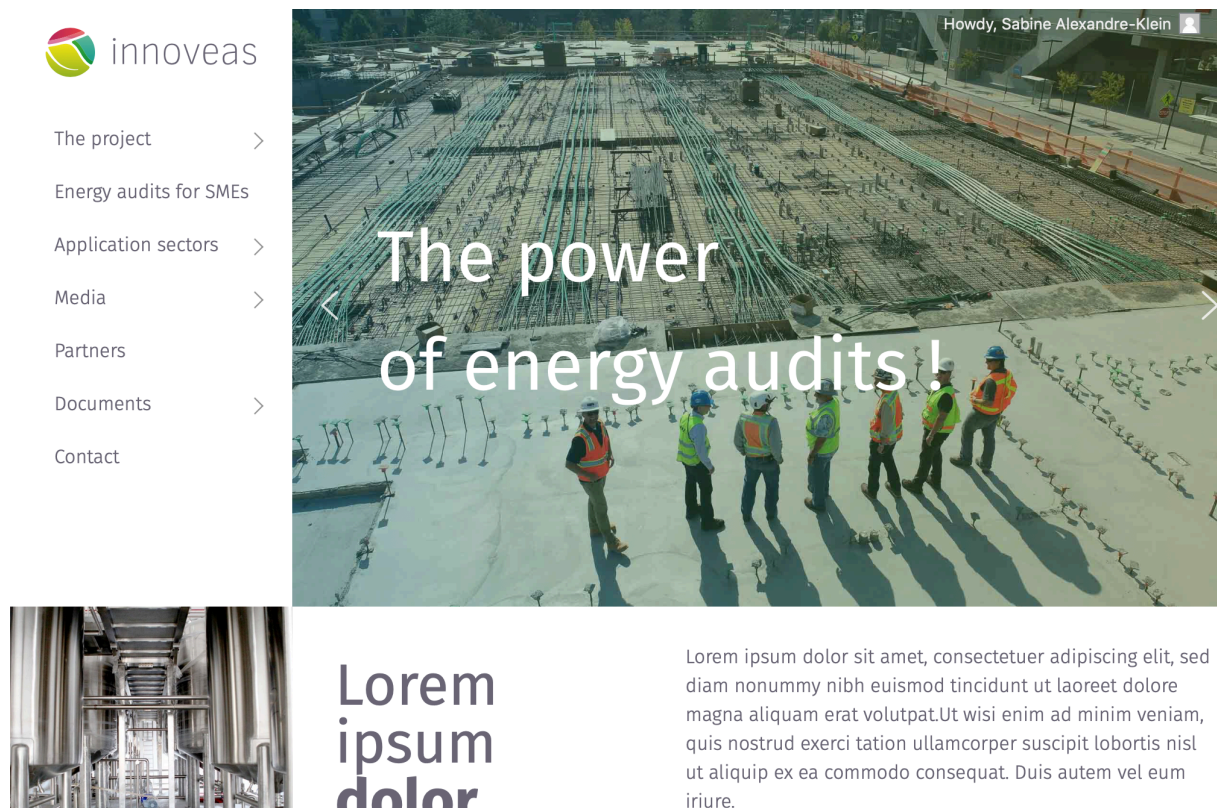


Figure 14: Website currently under development

The contents featured in the innoveas website will include:

Features	Description
About innoveas	General information with a project institutional description, a brief presentation of the project consortium, introduction video.
News & Events	Relevant News & Events with news from the project, relevant events, press releases. The events sections will be regularly updated and populated by all the initiatives, which may be of relevance to the innoveas stakeholders. Publication of journalistic articles and events on the website will be in conjunction with their release, as the web will be their primary distribution platform. All contents published on the website will be accessible to all visitors, with no specific restrictions.
Contact	Contact details of Project Coordinator and Communication WP Leader (ESCI) will be provided.
Partners	List of all partners with logos, a short company description and link to website of partner.



Follow us	Link to innoveas's profile on various social media platforms such as Twitter, LinkedIn and YouTube will be provided to ensure the highest visibility of the project on the web and to increase the projects outreach.
Legal Information	Legal information on who is responsible for the website and data protection issues will be given in this section.

Figure 15: innoveas website features

Accountability: ESCI will be responsible for the technical development, content management and maintenance of the innoveas website. Input and co-operation from the coordinator and all the consortium partners will be encouraged.

2.11 Social Networks

Social networks will be used to inform and stay connected with the professionals, policy makers and scientific community. Since the innoveas project is not expected to produce a high frequency of communication materials, especially at the start, the idea is to **both creating dedicated Social Media channels for innoveas and at the same time use existing social networks**, where potential stakeholders of the project are already present.

This means, innoveas will be made present in a number of different ways:

Media	innoveas' presence
LinkedIn: https://www.linkedin.com/company/eu-innoveas/	The news produced by the project will be posted both on the innoveas LinkedIn page., as also in the specific LinkedIn-groupes, where innoveas is member (f.ex. "Energy Audit Training and Support", "SME Manufacturing", "H2020 SME/COSME" etc.)
Twitter https://twitter.com/Euinnoveas	An own innoveas Twitter account is in use to distribute the contents of innoveas to a small but growing community. All partners have been encouraged to redistribute innoveas content through their own Twitter accounts.
Youtube https://www.youtube.com/channel/UC65qnZi8CY1dqp-06fR5jJQ	The youtube-channel will host all visual productions of the next years.

Figure 16: innoveas social media presence





Accountability: ESCI will be responsible for the main part of the social media activities, like sharing the news, posting them and monitoring outreach. A contribution will be asked from the partners in order to maximize the multiplying effect on the dissemination.

In the professional domain, **LinkedIn** will be used to host a ‘company page’ to feed with project news and developments and targets invited to follow. The platform’s 121 million unique monthly visitors will also generate healthy organic search and reference for innoveas content, with an additional possibility to use the sites ‘pulse’ publishing features. The project communication and dissemination strategy will also identify high-value specialist groups relevant to the project and post in these forums. Rather than try to create an innoveas group from zero, content will be placed where a highly interested and well-populated community already exists.

A productive platform to listen, observe, seek dialogue and interact with professionals, EU and national policy makers, academia and the scientific community is **Twitter**. In addition to the project account, a range of proactive Twitter users – both company and individual professionals - within the consortium, will support these activities.

On the day of the Kick-off Meeting in M1, *innoveas* has started its Twitter feed. Figure 15 provides a snapshot of the innoveas Twitter page.

Any content to be shared using social media should be sent to the WP5 Leader Sabine Alexandre-Klein from ESCI using the following email address: sak@esci.eu

When mentioning innoveas on Twitter, Partners are asked to use **@EUinnoveas**.



Figure 17: innoveas twitter page





2.12 Events and Conferences

Conferences and sector events are a good opportunity for networking and to raise awareness of the project. Therefore, all the **innoveas partners are encouraged to participate to sector fairs and conferences on project related topics e.g. energy efficiency, energy efficiency in the industry sector addressing construction skills and new workforce profiles, training methods, educational pathways, etc.**

The purpose of participating to such events is to keep updated on the relevant themes and to raise awareness about the project among the stakeholder community. Where possible, the consortium will participate to fairs and conferences with an own booth.

Partners who are attending external events will be provided with copies of innoveas's flyer to distribute to interested parties. **Active participation to external conferences by the partners is envisaged to take place at a higher rate, when innoveas will start producing outcomes suitable for dissemination.**

A list of potential conferences is enclosed in figure 17. The list will be updated on a regular basis throughout the duration of the project.

Conferences	Venue	Dates
EU Sustainable Energy Week	tbc	2020 tbc
World Sustainable Energy Days (European Energy Efficiency Conference)	Wels, Austria	4.-6.03 2020
16 th International Conference on the European Energy Market (EEM)	Ljubljana, Slovenia	18.-20.09.2019
10th International Conference for European Energy Managers (EUREM)	tbc	27.-28.05.2020
Country-wide energy auditors conference: Forum Termo modernizacja (ZAE)	Warsaw, Poland	2020 tbc (~April)
Annual meeting of Polish energy agencies (SAPE)	tbc	2020

Figure 18: Congresses and conferences

Besides participating to external events, the project will organise two conferences, a mid-term and a final conference. The mid-term conference (M18) will be organised in Brussels, to present activities, goals and preliminary results of the project.

At the end of the project, a final conference will be organised in Bologna, to illustrate the overall outcomes of the project, to an expected attendance of about 100 delegates,





representing the energy, the industry, the construction and the educational community. As well as presenting the key results of the project, the conference will target the business community to present the legacy of the project for its further developments after the European funded initiative and its plans for extension to countries and regions other than the ones directly involved in the action.

It may be decided that the conference will be organised in conjunction with other **sector events and European Events** to ensure a larger group of attendees.

2.13 European Commission Acknowledgement

Any dissemination activities and publications released by innoveas, including the project website will (i) specify that the project has received Community research funding and (ii) display the European emblem. All publications shall include the following statement:

“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 847095.”

Or, in the introduction to a text:

“The research leading to these results received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 847095.”

3. Dissemination and communication targets

The targets set in terms of impact of the actions illustrated in this report are summarised in table 9 below. It cross-references the communication and dissemination tools, the specific target groups and expected timing in the innoveas project.





Tool/Action	Number of releases	Target	Timing
Visual identity	1	Business related	June 2019
Interviews	6	General public and potential end users	tbc
Press Releases	4	Stakeholder contacts of the partners & innoveas followers	Released in advance of an event, fair, etc.
Journalistic articles	4	General public and potential end users	tbc
Info-Graphics	6	Business related; General public	tbc
Fact-Sheets	3	Business related; General public	tbc
Flyer	1	Business related	Delivery planned for Nov 2019
Poster/Roll-up	1	Business related	Delivery planned for Nov 2019
Training toolkit	1	Business related	tbc
Institutional Videos	1	Business related; General public	Planned for Jan 2020
Website	1	Business related; General public	Throughout the project
Social Networks	3	Stakeholder contacts of the partners; innoveas' own stakeholder list; General public and potential end users	Throughout the project
Fairs, Events, External Workshops	tbc	Business related	Throughout the project
innoveas conference	2	Business related	Month 18 & 36

Figure 19: Tool/action, target, timing





3.1 Target groups

Stakeholder engagement is a key component of the project, which, beside addressing the final beneficiaries of the training strategy, intends to build a stakeholder community with active engagement of relevant actors. Therefore the Dissemination activities addressing local and European stakeholders will start already from the beginning of the project.

Main target groups are:

- **Industrial associations and other intermediaries which will be responsible for the implementation of an awareness raising and training programme directly targeting SMEs. Intermediaries will be the most important hub putting in contact all the stakeholder typologies addressed by the project, mainly SMEs, policy makers, financial institutions, auditors, energy efficiency technology providers, ESCOs. The awareness raising and capacity building programme to be designed and validated during the project will be then communicated to a number of EU intermediaries to be identified and contacted during the project implementation.**
- **SMEs are the final target group/beneficiary of the action. They are the actors which will have to encounter an environmental favouring the implementation of energy audits and therefore the adoption of energy efficiency measures. SMEs will be among the main objectives of the analysis carried out in WP2, which will have to reveal the behavioural and organizational, but also technical barriers, towards energy audits.**

Interesting profiles inside the companies are :

- CEOs
 - Administrative managers
 - Commercial and logistics managers
 - Human resources managers
 - Heads of production department
 - Other key profiles which have a key role in energy management measures
-
- **Energy auditors are directly-involved actors which will nurture the barrier assessment and will receive hints on how to approach the different profiles in SMEs when implementing the audits.**
 - **Policy makers are to be intended any institutional actor which can contribute to the creation of a favourable regulatory environment for the implementation of energy audits. Their involvement as stakeholders is necessary to discuss the state-of-the art and co-create solutions towards a common direction.**





- Financial institutions are all those actors which are involved in financing schemes for SMEs and can therefore support companies in the implementation of audits and the adoption of energy efficiency measures.

At European level the project will target main associations and initiatives:

- Initiatives addressing specific training needs in energy efficiency, such as Support and Training for an Excellent Energy Efficiency Performance (STEEEP), Training for Energy Efficient Operations TrainERGY, MEDNICE (horizontal project on EE – INTERREG MED); SYNGGI (horizontal project on green growth – INTERREG MED).
- Associations addressing energy efficiency, such as ECTP, IRENA, FEDARENE, E2BA, ManagEnergy, European Energy Research Alliance (EERA) European Factories of the Future Research Association (EFFRA), Sectoral Platform in Chemicals for Energy Efficiency Excellence (SPiCE3), Promoting Industrial Energy Efficiency (PINE), Concerted Action for the Energy Efficiency Directive (CA EED), International Energy Agency, Think Tank FutuRiS.
- Smart city portals and marketplace such as EIP-Smart Cities and Communities and Smart Cities Stakeholder Platform, associations of public authorities acting at European level such as the Covenant of Mayors, energycities, ICLEI.

Beyond the stakeholders directly approached by the project, **each partner will also address its own networks and communities to further promote the project**, thus ensuring maximum visibility and impact at a national and EU level.

