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**New business models for innovative energy services bundles for
residential consumers**

Deliverable D8.3

Communication, Dissemination Plan

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Deliverable D8.3

Communication, Dissemination Plan

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ABBREVIATIONS

Abbreviation	Meaning
EPC	Energy Performance Contract
KPI	Key Performance Indicator
DOI	Digital Object Identifier
ISSN	International Standard Serial Number

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EXECUTIVE SUMMARY

D8.3 “Communication, Dissemination Plan” focuses on the identification of **marketing objectives**, the definition of **key-messages**, the identification of **target groups** and **audiences**, **content formats** and **Key Performance Indicators** for frESCO project, that will represent the base for the development of an editorial plan that will be planned in advance, regularly up-to-dated by all project’s partners with new content ideas and customised according to target audiences.

1 INTRODUCTION AND OBJECTIVES

Deliverable 8.3 “Communication, Dissemination Plan” is a document produced in the framework of WP8 “Communication and Dissemination Activities”, related to Task 8.2 “Dissemination, communication and stakeholder engagement strategy”.

The main objective of WP8 is to raise the awareness on frESCO by promoting the project and its results among all the potential stakeholders through the dissemination activities, while also stimulating knowledge transfer, community engagement and acceptance and effectively maximizing the opportunities for exploitation.

To achieve this purpose, the project requires a specific communication and dissemination plan to assure that the whole consortium follow a clear strategy in promoting frESCO with the potential stakeholders and different target groups.

Therefore, D8.3 “Communication, Dissemination Plan”, focuses on the identification of marketing objectives, the definition of key-messages, the identification of target groups and audiences, content formats, Key Performance Indicators as well as on the plan of activities.

The deliverable is made up of the following sections:

- Chapter 2 introduces the SOSTAC Model, which is the planning model used to develop the frESCO communication and dissemination strategy;
- Chapter 3 describes the project’s current situation in order to understand how to best overcome challenges and future obstacles regarding the communication and dissemination of the project’s results;
- Chapter 4 defines the project’s communication and dissemination objectives through the SMART (Specific, Measurable, Attainable, Relevant and Time-based) approach;
- Chapter 5 presents an overview of frESCO communication and dissemination strategy, from the brand identity to the communication mix;
- Chapter 6 deals with the specific communication and dissemination tactics to maximize the project’s impact;
- Chapter 7 clarifies the role of each partner in the communication and dissemination of frESCO;

- Chapter 8 presents the Key Performance Indicators that have been identified to measure the success rate of frESCO communication and dissemination strategy;
- Chapter 9 presents a table including all the past communication and dissemination activities performed so far by the project's consortium in order to raise awareness about frESCO;
- Chapter 10 summarizes the content of the report, highlighting the most important aspects.

2 SOSTAC MODEL

frESCO communication and dissemination plan has been developed through the SOSTAC model¹, which is a planning model originally developed in the 1990s to help with marketing planning by marketing consultant PR Smith.

The acronym stands for:

1. Situation: what is the current state of the project?
2. Objectives: what do we want to achieve thanks to dissemination activities?
3. Strategy: how do we get there?
4. Tactic: how exactly do we get there?
5. Actions: what is our plan?
6. Control: did we get there?

¹ <https://prsmith.org/sostac/>



Figure 1. SOSTAC Model

In fact, SOSTAC model defines all the fundamental phases of a successful communication and dissemination strategy.

All partners will be actively involved in the communication and dissemination of frESCO in order to ensure the proper exploitation of the project's results and maximize the impact of the innovative technologies that will be developed in the framework of this project.

3 SITUATION

The EU Energy Service/ Energy Performance Contracting Market is characterized by a clear focus on the public and commercial buildings sector, while the residential sector has been clearly overlooked². Even though there is a significant energy saving potential in the existing residential buildings stock development of the market is not sufficient thus hindering the realization of the EU energy efficiency goals.

Untapping the huge energy efficiency (and flexibility) potential of the residential sector requires a re-consideration of the current Energy Performance Contract (EPC) format that

² Strahil Panev, Bertoldi, Paolo, Benigna Boza-Kiss and Valentina Palermo. (2018). Report for Development of the ESCO Market in the EU Enlargement and Neighbouring Countries. JRC - European Commission.

seems to be less sufficient and less effective when it comes to a market segment with completely different characteristics in comparison to the tertiary and public buildings sector.

New EPCs need to disengage from the current old-fashioned savings-based performance contracts and allow for adaptation to evolving energy market trends with the introduction of novel hybrid schemes.

Concerning the current situation of frESCO, the following SWOT analysis has been elaborated in order to understand how to best overcome challenges and future obstacles regarding the communication and dissemination of the project's results.

Table 1. SWOT Analysis

Strengths	Opportunities
<p>frESCO partners have been involved in past or on-going projects inherent to the issues addressed by frESCO: ICARUS, AEGIS, FELXCoop, MERLON, MYSMARTILIFE, MAKINGCITY, ...</p> <p>These projects allow creation not only of the project technical infrastructure, but also an important dissemination network with relevant stakeholders.</p> <p>The consortium also includes direct representation of industry stakeholders in the potential new and existing markets.</p>	<p>frESCO partners have a direct connection with different European networks, such as the ETIP-SNET (CIRCE which co-chairs WG2) EASE (CIRCE), ECTP (CIRCE), EERA (CIRCE EI-JKU), IEA-ISGAN (EI-JKU), ECTP (RINA-C), BRIDGE Initiative (RINA-C), smarten (VOLT) thus being present along the whole energy services value chain at EU level. The project will be presented in these and other relevant networks, as well as at most relevant national and international forums. It will also be presented at relevant conferences, symposia, seminars, workshops, and other events selected during the project life.</p>
Weaknesses	Threats
<p>Finding the right balance between confidentiality and dissemination may turn out to be challenging, but the project consortium will produce 22 public deliverables to raise the project profile, while ensuring confidential project results can be accessed and exploited by potential stakeholders through intellectual property agreements and other tightly controlled channels.</p>	<p>After the introduction of the new GDPR law, communication and dissemination activities may slow down in order to be compliant with all the requirements. The project consortium will make sure that all the dissemination activities are compliant with the new law.</p>

4 OBJECTIVES

A fundamental step in the development of frESCO Communication and Dissemination Plan is the definition of SMART objectives:

- Specific: frESCO objectives specifically describe the result that is desired in a way that is detailed, focused and well defined;
- Measurable: frESCO objectives are measurable in order to keep track of the achievements of the project and to report all the dissemination and communication activities (see KPIs listed in Table 2);
- Attainable: frESCO objectives are achievable and realistic;
- Relevant: frESCO objectives aim at achieving the expected impacts presented in the project call;
- Time-based: A deadline, date or time when the objective will be accomplished is clearly defined in the dissemination and communication plan.



Figure 2. Smart Goals

In particular, frESCO main objectives are:

- Develop a project brand identity in order to allow easy identification and at the same time to differentiate it from the other H2020 projects that apply to similar subjects (M1);
- Communicate the main impacts of the project to specialized and non-specialized target audiences (M1-M42);

- Communicate the competitive advantages of the project to selected target groups (M1-M42);
- Disseminate and ensure public access to non-confidential project results;
- Favour the exploitation of the project's results (M1-M42);
- Provide up-to-date information about the project throughout the whole duration of frESCO (M1-M42);
- Translate the scientific/technical results into messages for public outreach, comprehensible also by non-technical general public resulting in formalised support for the uptake of developed technologies throughout the whole duration of frESCO (M1-M42);
- Raise awareness of potentially interested parties across relevant stakeholders from the wider ESCOs and Aggregators sector in the frESCO proposed technologies and demonstrators (M1-M42);
- Promote knowledge transfer of frESCO innovative solutions, along with the benefits they can provide, towards facilitating their adoption by potential target end-users/adopters (M1-M42).

To understand if the above-mentioned objectives will be reached, the following Key Performance Indicators have been identified:

Table 2. frESCO KPIs

Channel/Content	KPI	Value
Project Promotional Video	Worldwide scale visibility	Visits: <750 = poor; 1500 = good; >2000 = excellent
Website	Worldwide scale visibility	Visits: <1500 = poor; 4500 = good; >6000 = excellent
Promotional Material	Distribution	<500 copies = poor; 1,000 copies = good; >2,000 copies = excellent
Press Releases	Number of publications	<10 = poor, 20 = good, >30 = excellent

Papers	Number of papers submitted	<3 = poor, 6 = good, >9 = excellent
Conference Presentations	Number of conference presentations	<5 = poor, 8 = good, >10 = excellent
Workshops	Overall number of participants	<10 = poor, 20 = good, >30 = excellent
Final Conference	Overall number of participants	<30 = poor, 100 = good, >200 = excellent

In detail, the dissemination strategy of frESCO consists of four main phases:

1. The generation of high value data and information about technological developments to be used in high-quality communication tools aimed to not only inform target groups but also generate interest in the potential for replication activities.
2. Use the developed tools to communicate with all relevant target groups and stakeholders in different stages of technology development and align communication activities and tools based on the particular role of the stakeholder group in commercialization and replication of solutions developed.
3. Engage with selected target groups to directly support the uptake of technologies and the organization of replication activities.
4. Promote partnerships even after the end of the project in order to maximise the exploitation of frESCO results even after project end.

5 STRATEGY

5.1 Brand Identity

In order to make the project stand out and to build a solid and long-lasting visual identity that can be easily recognised by potential stakeholders, a project brand identity has been developed.

5.1.1 Project Payoff

First of all, a project “payoff” has been defined. The “payoff” is an impressive phrase that distinguishes the entire brand identity and that reveals the mission, spirit and values that the project pursues. It is a fundamental element for the creation of a strong and coherently positioned idea on the market. The choice of captivating words and phrases is important to attract the attention of customers, stakeholders and end users.

The “payoff” chosen for frESCO is: *“New business models for innovative energy service bundles for residential consumers”*. This sentence aims to immediately identify the scope of the project and the sector to which it is related.

5.1.2 Project Logo

frESCO’s promotional toolkit is consistent with the project’s brand identity and it is developed using the same colour palette of the project’s logo identified and voted on by the partners during the first Kick Off Meeting (KOM) held in June 2020.



Figure 3. frESCO Colour Palette

An additional version of the logo that include also the project “payoff” has been developed.



Figure 4. frESCO logo with payoff

5.2 Target

Knowing the audience is fundamental for the stage of content creation: only understanding the informational needs, the preferred content formats and the most used channels by our target audiences it is possible to create valuable contents.

Several content formats (article, post, short video etc.) will be tested in order to understand through the analytics which content type is more efficient, what works and what does not work.

Moreover, the contents will be published in different time slots and in different days in order to understand when the engagement is higher.

In fact, testing is the only way to really understand the informational habits of our public and how to meet their content needs.

frESCO will address the selected target audience:

- ESCOs
- Aggregators
- Building owners
- Power distribution companies
- Grid operators
- Consumer associations
- Local decision makers
- Municipalities
- Regulatory bodies

- Authorities

5.3 Key-Messages

For the project, **four key-messages** have been carefully identified and are shown on the home page of frESCO website:

1. “Pay for Performance”, the next generation of Energy Performance Contracting



2. Innovative business models for novel energy service bundles for residential consumers.



3. Empower consumers and prosumers to participate in energy transactions and become active players in the energy market.



4. A demonstration campaign in real environment in four representative pilot sites.



Nowadays, the trend for communication is the so-called “**Human-To-Human**”: there is the need to put ourselves in the mind-set of our target audiences instead of trying to speak such an intensely sophisticated language full of acronyms and big words that can be understood only by experts working in our same field. Therefore, the project consortium has translated all the technical messages into simpler and clearer ones.

To show the “human face” of the project, a series of interviews and video-interviews will be made in order to present all the project partners to our target audiences.

5.4 Promotional Material

In accordance with the Commission's guidelines on visual identity, frESCO project is identified by the EU Emblem and the official disclaimer "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement n.893857. The European Commission is not responsible for any use made of the information contained herein. The content does not necessarily reflect the opinion of the European Commission".

The following promotional material has been developed and uploaded on the project website:

- FrESCO Brochure;
- FrESCO Poster;
- FrESCO Roll-up.

5.4.1 frESCO Brochure

The project's brochure, described in detail in D8.2 "Communication, Dissemination Toolkit", is a trifold leaflet that follows the roll fold design and was developed using Adobe Indesign, a desktop publishing and typesetting software application produced by Adobe Systems³.

The project brochure will be used by project partners during dissemination events.

Taking advantage of captivating and colourful images, the technical messages have been translated into simpler messages so that the brochure can be used to disseminate frESCO also to the general public.

³ <https://www.adobe.com/products/indesign.html>



Figure 5. frESCO Brochure cover

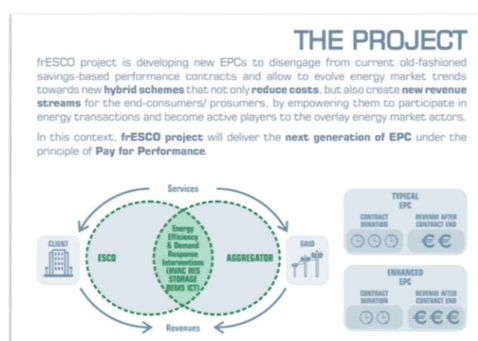


Figure 6. frESCO Brochure first section



Figure 7. frESCO Brochure second section

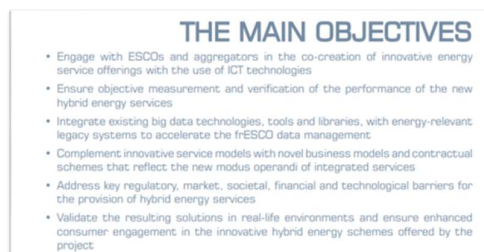


Figure 8. frESCO Brochure third section

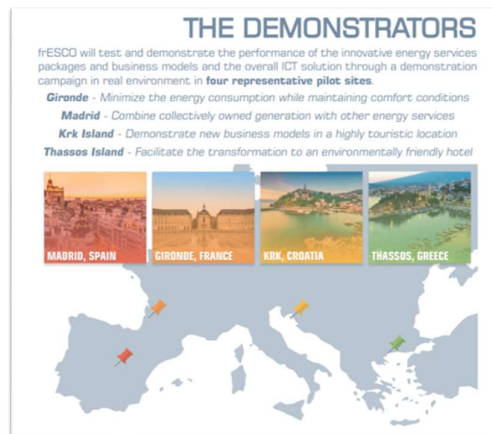


Figure 9. frESCO Brochure fourth section



Figure 10. frESCO Brochure fifth section

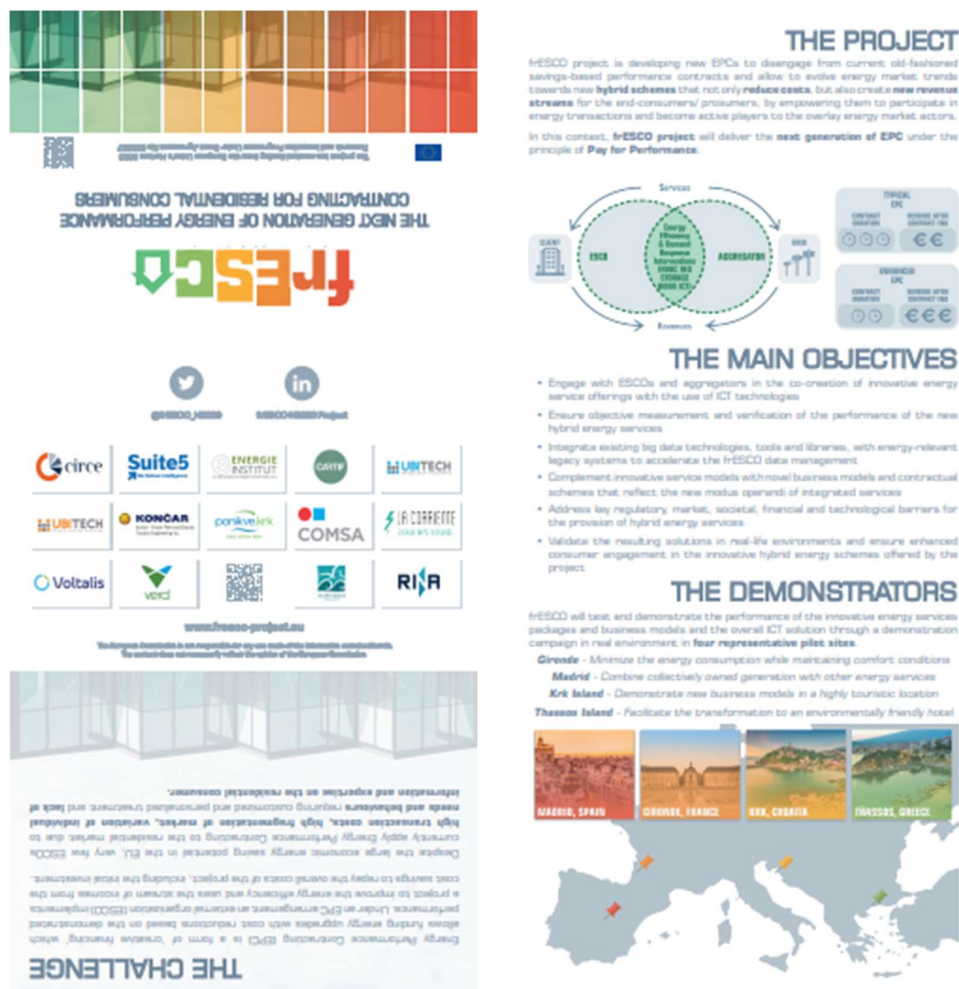


Figure 11. frESCO Brochure

5.4.2 frESCO Poster

The project poster represents the technical messages of frESCO as it is meant to disseminate the project's results to the scientific community and to industry stakeholders. It is described in more detail in D8.2 "Communication, Dissemination Toolkit".

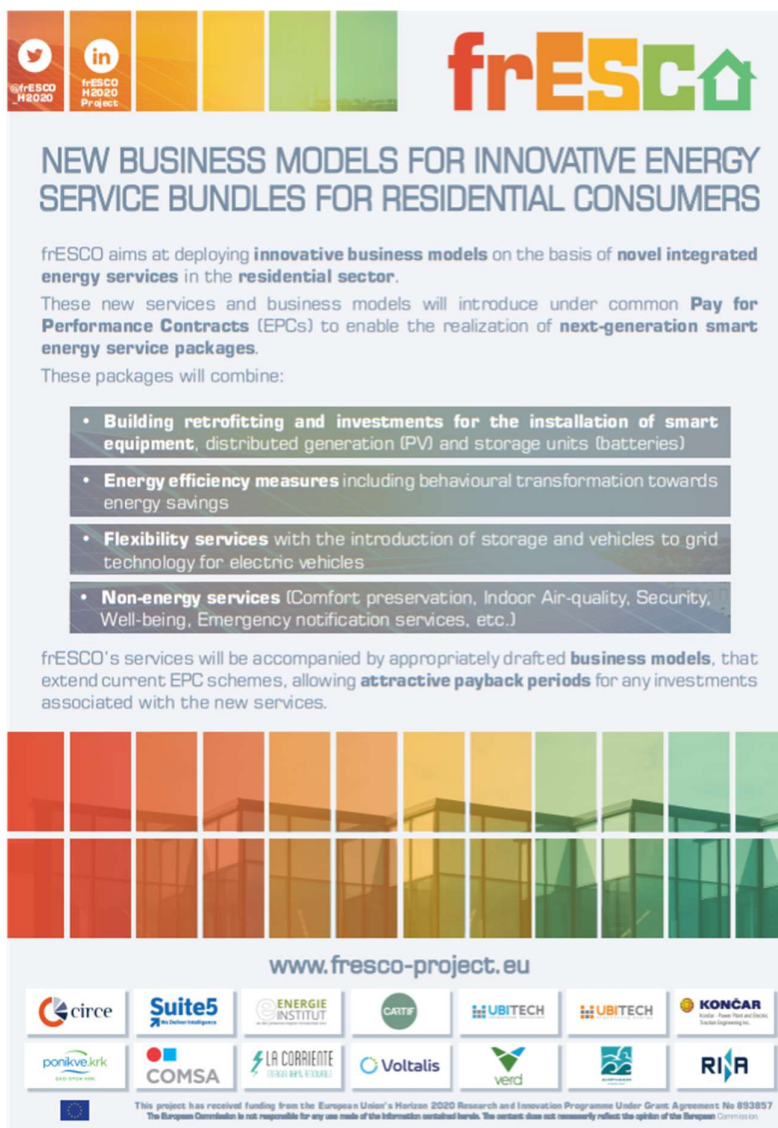


Figure 12. frESCO Poster

5.4.3 frESCO Roll-Up

A roll-up is used above all to communicate a message in places and structures with a very strong influx of people in order to attract their attention. It is described in more detail in D8.2 “Communication, Dissemination Toolkit”.

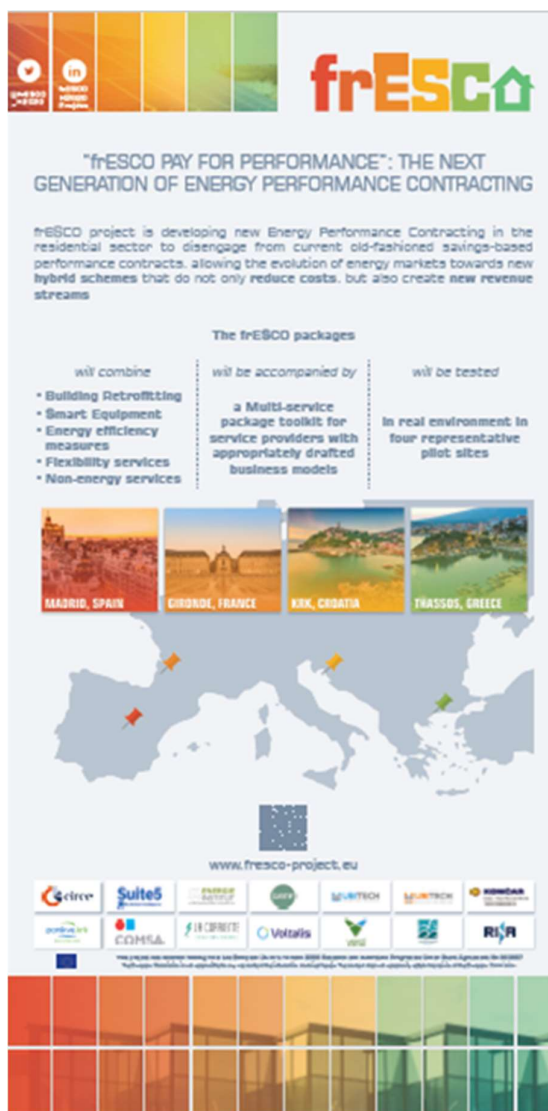


Figure 13. frESCO Roll-Up

Due to the recent limitations caused by the Covid-19 pandemic, the promotional materials will not be used as usual at events, fairs or conferences. On the contrary they will be used, at least as long as the restrictions are active, to attract the attention of stakeholders through remote communications (for example as an email attachment with which the involvement in the project is required for the creation of the frESCO community) and easily downloadable through the project website.

5.5 Channels

To select the most effective channels, the project consortium has used the so-called “**Marketing Funnel**”⁴, a predictive analytics model to predict and track marketing activities according to the **Buyers’ journey**. The Buyers’ journey is divided into 3 phases:

Awareness (M1-M12): the objective is to attract potential stakeholders mainly through communication activities (promotion of project press release and news items on partners’ communication channels, participation and organization of webinars...). It is fundamental in this stage to highlight the competitive advantage of the project in order to engage stakeholders and to make them understand the benefits of frESCO innovative technologies and business models.

Consideration (M12-M24): the objective is to produce valuable dissemination contents that can be interesting and useful for the stakeholders in order to convince them to finally become part of the frESCO community (scientific/technical magazines and oral/poster presentations at conferences, seminars, workshops, etc.). To reach this goal, all the public reports have to be easily accessible on the project’s website and the technical content has to be translated in the most clear and easy-to-understand way.

Decision (M24-M42): the objective is to retain stakeholders through valuable contents, such as a digital project publication with all collected results and organization of final events. The aim is to keep them updated about the project so that they can still be part of frESCO community even after the project end.

⁴ <https://neilpatel.com/blog/how-marketing-funnels-work/>

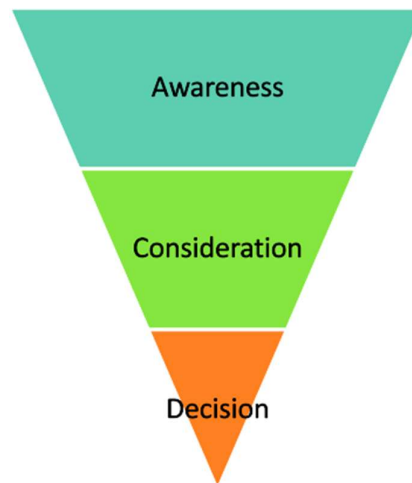


Figure 14. Marketing Funnel Structure

Table 3. Stage of Buyers' Journey for frESCO

Stage of Buyers' Journey	Objective	Channel
Awareness: our target does not know frESCO project	Attract	Project promotional materials / communication toolkit, project media presentations and press releases, videos, ...
Consideration: our target knows frESCO but we did not engage them yet	Convert	Scientific/technical magazines and oral/poster presentations at conferences, symposia, seminars, workshops, etc.
Decision: our target has become part of the frESCO online community	Retain	Periodic e-newsletter

The following chapters present an overview of the main channels of the project.

5.5.1 Website

FRESCO's website has been developed in English since it is the official language of the project and also because in this way it is possible to reach a wider audience.

In particular, frESCO website aims to:

- Provide a clear and easy description of the project
- Present the consortium
- Communicate the main objectives of the project to a non-specialised audience
- Communicate the competitive advantages of the project to the above-mentioned target groups
- Guarantee public access to the results of the project
- Guarantee the exploitation of the results of the project
- Provide material for press and specialised media professionals and to collate the appearances of the project on other media

The website has been set up under the address www.fresco-project.eu. The “.eu” domain was chosen to emphasize the nature of the website as the official website of a project funded by the EC.

During the design of frESCO's website, particular emphasis was put on the following features:

Responsivity: frESCO's website is responsive in order to make sure results can be easily accessed through different devices (laptops, tablets and smartphones). In fact, responsive web design makes web pages look good on all devices and offers the best experience for all users.

SEO optimisation: frESCO's website is designed under the principles of SEO (Search Engine Optimisation), in order to gain a good positioning in the Google SERPs and raise awareness about the project. This is done by including keywords related to project topic carefully selected and with high potential to be googled by the users. In addition, non-technical SEO techniques will be used to engage potential stakeholders, such as social media marketing to drive traffic to our website.

Integration with social media: social media have been integrated into frESCO's website to encourage website visitors to follow the project.

GDPR compliance: frESCO's website is compliant with the new GDPR - (UE) 2016/679⁵ as a cookie and privacy policy has been developed and the data about visitors retrieved by the web analytics tool (<https://statcounter.com/>) are **anonymised**. The cookies policy message appears when the user accesses the website for the first time, while a dedicated section for the cookie policy and the privacy policy have been created and can be reached directly from the cookie policy bar or through the footer as mentioned afterwards.

frESCO's website is composed by the following main sections:

- Homepage
- About
- Results & Public Reports
- News & Events
- Contacts

Every section is described in detail in D8.1 "Project Website Visual Entity".

5.5.2 Twitter

Twitter was chosen as one of the project's channels because it is a conversation-based social media and 79% of Twitter users agree that it is the best social media to discover what's new, making it the top platform for discovery⁶.

This is the main reason why frESCO Twitter account (<https://twitter.com/FrescoH2020>) has been created at M1 to promote online conversation and debates around the project.

In particular, to promote engagement on Twitter:

- Strategic hashtags have been identified and included in the project's tweets, such as #H2020, #EnergyEfficiency and #frESCOEU;
- Trending hashtags of the day will be exploited to raise awareness about the project;

⁵ <https://eur-lex.europa.eu/eli/reg/2016/679/oj>

⁶ <https://sproutsocial.com/insights/social-media-statistics/>

- Several questions will be asked to the project's followers in order to create online debates;
- Strategic Twitter accounts (such as partners, events' account, H2020 accounts, journalists...) will be mentioned in the frESCO tweets;
- Captivating images and videos will be included in all the project's tweets in order to catch the users' attention.

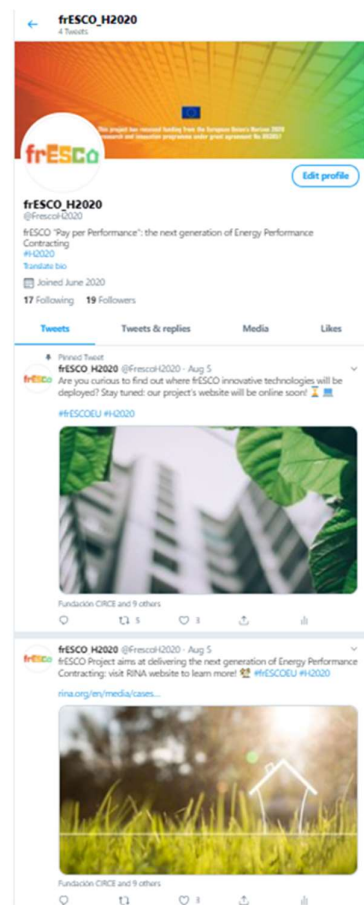


Figure 15. frESCO Twitter Account

Below is reported the summary of the month's impressions of frESCO Twitter account (the term impression means the number of times that the content is displayed to the users).

Table 4. Twitter Monthly Impressions

June	July	August	September	October
965 Tweets impressions	614 Tweets impressions	1,641 Tweets impressions	645 Tweets impressions	571 Tweets impressions

Currently, 28 users follow frESCO.

5.5.3 LinkedIn

LinkedIn has a completely different audience type compared to other social media platforms and it is the largest professional network. This makes it the ideal platform for B2B marketers. frESCO LinkedIn page (<https://www.linkedin.com/company/fresco-h2020-project>) has been created and will be used to inform and engage the (business) stakeholders such as ESCOs, aggregators, DSOs, regulatory bodies and authorities.

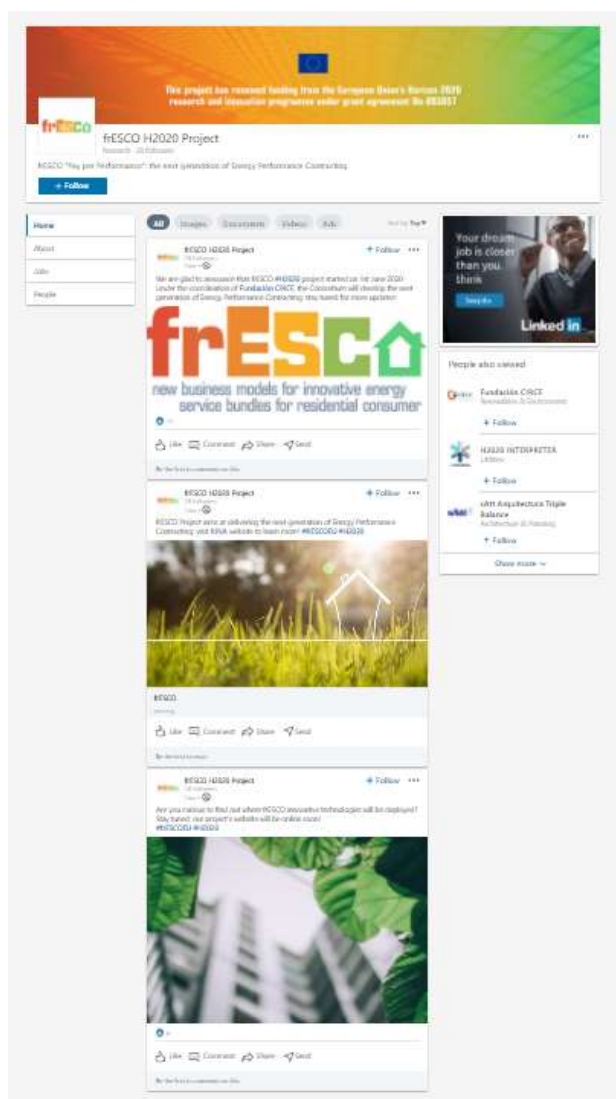


Figure 16. frESCO LinkedIn Account

Below is reported the summary of the month's impressions of frESCO LinkedIn account (the term impression means the number of times that the content is displayed to the users).

Table 5. LikedIn Monthly Impressions

June	July	August	September	October
474 impressions	126 impressions	233 impressions	788 impressions	152 impressions

Currently, 43 users follow frESCO.

5.5.4 Project Newsletter

A periodic project newsletter will be delivered every 6 months. The aim of the newsletter is to keep up-to-date potential stakeholders about the project and create a frESCO community. The banner to subscribe to the newsletter has been placed in the homepage of the project's website in order to make it more visible and attractive to the potential stakeholders.



Figure 17. Newsletter Subscription Banner

6 TACTIC

6.1 Editorial Plan

To make sure that the content marketing approach is followed, frESCO project's consortium will develop an editorial plan.

frESCO editorial plan will be:

- planned in advance;
- regularly updated by all project's partners with new content ideas;
- customised according to target audiences.

In fact, planning and customisation are key-factors for a successful communication.

FrESCO editorial plan will describe the type of content, the target audience, the channel and type of news for the website, LinkedIn post and Tweet.

6.2 Content Types

The following content ideas will be included in frESCO editorial plan:

- **Project Partners' Interviews:** interviews of frESCO partners will be published on the website and shared on social media. The aim is to inform potential stakeholders and the general public about the role of each partner in the project, underlining how they will contribute to achieve the expected impacts listed in the project's call;
- **Articles about the public deliverables:** the aim is to translate the technical contents in pieces of news that can also be easily accessed and understood by the general public;
- **Short video animations:** short and easy-to-understand animation will be developed to also convey the key-messages of the project to non-specialised audiences and to engage social media audiences in various ways. It will be possible to understand the message of frESCO animation without any sound because most videos on social media are watched on autoplay;
- **Articles about the events** in which the project consortium takes part: the aim is to attract more participants through the digital channels;
- **Press releases about the main milestones** of frESCO: the aim is to engage journalists in order to give visibility to frESCO project in important magazines and newspapers.

7 ACTIONS

RINA-C is the dissemination leader of the project and will be responsible for the implementation of the communication and dissemination strategy.

All other partners will contribute by:

- Identifying and contacting all potential stakeholders to promote engagement on frESCO's social media and to increase the awareness about the project;
- Contributing to content ideas with useful and engaging material (pictures, technical content, project's newsletter...);
- Inform RINA-C every time they attend an event, publish a paper or perform any kind of dissemination activity, so that RINA-C can share it on the project website and social media.

7.1 Communication and Dissemination Tracking Tool

Communication and dissemination activities have to be performed in a structured way, and RINA-C, as dissemination leader, has to be able to track any communication and dissemination action performed by the partners.

As such, RINA-C has developed a tool for the collection of inputs from partners referring to planned and future communication and dissemination activities that will be updated every 6 months.

Through this tool, RINA-C will be able to gather from all the partners the information listed in Table 6.

Table 6. C&D Tracking File information

Events
<ul style="list-style-type: none"> • Type of event • Event Title • Link • Date • Place • Partner contribution (project presentation, stand, brochure...) • Countries addressed • Target • Responsible partner • Status (performed/planned) • Estimation of target reached
Digital Activities
<ul style="list-style-type: none"> • Type of activity • Period • Link • Partner contribution • Countries addressed • Target • Responsible partner • Status (performed/planned) • Estimation of target reached

Publications
<ul style="list-style-type: none"> • Type of scientific publication • Title of scientific publication • Responsible partner • Target • Digital Object Identifier (DOI) • International Standard Serial Number (ISSN) • Authors • Title of the journal or equivalent • Number, date • Publisher • Place of publication • Year of publication • Relevant pages • Public & Private publication • Peer reviewed • Open Access (Green or Gold)
Stakeholder Contact List
<ul style="list-style-type: none"> • Organisation name • Contact name (not mandatory) • Role in the value chain • Country • Partner responsible for contacting
Other
<ul style="list-style-type: none"> • Type of activity • Period • Link • Partner contribution • Countries addressed • Target • Responsible partner • Status (performed/planned) • Estimation of target reached

8 CONTROL

To measure the effectiveness of the project communication and dissemination strategy, it is fundamental to identify the right KPIs.

The effectiveness of the project's communication activities will be monitored every six months in order to track the proper key performance indicators:

- Project Awareness: Website traffic, page views, video views, etc...;
- Engagement: Social media metrics, rate of attendance at the project events;
- Lead generation: Newsletter subscription;
- Target loyalty: Percentage of content consumed by target groups.

In particular, the success of frESCO communication and dissemination strategy will be measured through the Key Performance Indicators listed in Table 2.

9 CONCLUSIONS

In conclusion, D8.3 “Communication, Dissemination Plan” focuses on the identification of marketing objectives, the definition of key-messages, the identification of target groups and audiences, content formats and Key Performance Indicators.

All partners will be actively involved in the communication and dissemination of frESCO in order to assure the proper exploitation of the project’s results and maximize the impact of the innovative technologies and business models that will be developed in the framework of this project.

frESCO project’s consortium will adopt a content marketing approach and develop an editorial plan that will be planned in advance, regularly up-dated by all project partners with new content ideas and customised in accordance with the respective targeted audiences.

In fact, planning and customisation are key-factors for a successful communication.

frESCO editorial plan will describe the type of content, the target audience, the channel and the date of the publication of each piece of news for the website, LinkedIn post and tweet.

Finally, the effectiveness of the project’s communication activities will be monitored every six months in order to track the proper key performance indicators.

Table 7. Performed Activities in the first 6 Months

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		E%B1%CF%84%C E%B1/%CE%B5% CF%81%CE%B5% CF%85%CE%BD %CE%B7%CF%84 %CE%B9%CE%B A%CE%AC-%CF% 80%CF%81%CE% BF%CE%B3%CF% 81%CE%AC%CE %BC%CE%BC%C E%B1%CF%84%C E%B1/fresco/					
website	24/06/2020	https://www.inewsgr.com/393/elin-Verd-sto-evropaiko-programma-frESCO-gia-ESCOs-kai-Aggregators.htm	News	Greece	industry	VERD	Performed
website	24/06/2020	https://www.fpress.gr/epixeiriseis/story/65283/h-elin-verd-sto-evropaiko-programma-fresco-gia-escos-kai-aggregators	News	Greece	industry	VERD	Performed
website	24/06/2020	https://analitis.gr/h-elin-verd-sto-eyrwpaiiko-programma-fresco-gia-thn-anaptyksh-syndyastikwn-epixeirhmatikwn-montelwn-gia-escos-kai-aggregators/	News	Greece	industry	VERD	Performed
website	24/06/2020	https://www.amna.gr/business/article/468392/I-Elin-Verd-sto-europaiko-programma-frESCO-gia-tin-anaptuxi-sunduastikon-epicheirimatikon	News	Greece	all	VERD	Performed

		-montelon-gia-ESCOs-kai-Aggregators					
social media	06/2020	https://www.linkedin.com/posts/suite5_new-business-models-for-innovative-energy-activity-6680834844844425217-iUz5	Post	All	all	Suite5	Performed
website		http://www.energieinstitut-linz.at/v2/portfolio-item/new-business-models-for-innovative-energy-service-bundles-for-residential-consumers-fresco/	News	All	all	EI-JKU	Performed
social media	06/2020	https://www.linkedin.com/feed/update/urn:li:activity:6681169309680582657	Post	All	all	EI-JKU	Performed
social media	07/2020	https://www.linkedin.com/posts/comsa-corporaci%C3%B3n_cordis-european-commission-activity-6681828587336720384-sf_3	Post	All	all	COMSA	Performed
social media		https://twitter.com/comsa_corp/status/1276068892394377216?source=20	Post	All	all	COMSA	Performed
website	24/06/2020	https://www.cartif.es/en/fresco-next-generation-of-energy-contracts/	News	all	all	CARTIF	Performed

website		https://www.ubitech.eu/ubitech-group-kicks-off-the-fresco-innovation-action-on-new-business-models-for-innovative-energy-services-for-residential-consumers/	News	All	all	UBITECH	Performed
social media	07/2020	https://www.linkedin.com/posts/ubitech_ubitech-group-kicks-off-the-fresco-innovation-activity-6682189316828995584-44W	Post	All	all	UBITECH	Performed
social media	13/07/2020	https://www.linkedin.com/feed/update/urn:li:activity:6688358414638161920/	Post	All	all	CIRCE	Performed
social media	13/07/2020	https://www.facebook.com/fcirce/posts/3645332565481360	Post	All	all	CIRCE	Performed
social media	13/07/2020	https://twitter.com/fCIRCE/status/1282599674352930817	Post	All	all	CIRCE	Performed
website		https://www.koncar-ket.hr/en/upravljacki-centri/it-rjesenja/	News	All	all	KONCAR KET	Performed
social media		https://www.linkedin.com/posts/leila-luttenberger-5525b9a2_h2020-activity-6683264355884244992-V6wn	Post	All	all	KONCAR KET	Performed
social media	26/06/2020	https://twitter.com/Ubitechenergy	Post	All	all	UBE	Performed

social media	22/07/2020	https://www.linkedin.com/posts/ubitech-energy_h2020-activity-6691709989121261569-E23E	Post	All	all	UBE	Performed
social media		https://es.linkedin.com/organization-guest/company/la-corriente-coop?challengeId=AQF7Q7HBghzgkwAAAXOP6WYU4-0X5Br4A-vY9EErQaoNpn5sdqxyIcy4xDtbjSwUTWtkUVEp71yX-it2ZKBxbzz6g54vI6xNg&submissionId=dec9d60fab96-2516-72bc-b95ba0dd5872	Post	Spain	all	La Corriente - LCTE	Performed
website	29/06/2020	https://lacorriente.coop.es/proyecto-europeo-fresco/	News	Spain	all	La Corriente - LCTE	Performed
website		http://www.ponikve.hr/fresco	News	Croatia	all	Ponikve eko otok Krk	Performed
social media	05/08/2020	https://www.linkedin.com/posts/ubitech-energy_frescoeu-h2020-activity-6696781641542725632-CzT2	Post	All	all	UBE	Performed
social media	27/08/2020	https://www.linkedin.com/posts/ubitech-energy_fresco-activity-6704817878543163392-nEhW	Post	All	all	UBE	Performed
social media	03/09/2020	https://twitter.com/FrescoH2020/status/1291014	Post	All	all	UBE	Performed

		528587661312?s=20					
social media	26/06/2020	https://twitter.com/FrescoH2020/status/1276502979286351877	Post	All	All	RINA-C	Performed
social media	26/06/2020	https://www.linkedin.com/feed/update/urn:li:activity:6682271524436643840	Post	All	All	RINA-C	Performed
website	07/07/2020	https://www.rina.org/en/media/casestudies/fresco	Post	All	All	RINA-C	Performed
social media	08/05/2020	https://twitter.com/FrescoH2020/status/1291010721946509314	Post	All	All	RINA-C	Performed
social media	08/05/2020	https://www.linkedin.com/feed/update/urn:li:activity:6696774867494301696	Post	All	All	RINA-C	Performed
social media	08/05/2020	https://www.linkedin.com/feed/update/urn:li:activity:6696777835216031744	Post	All	All	RINA-C	Performed
social media	08/05/2020	https://twitter.com/FrescoH2020/status/1291014528587661312	Post	All	All	RINA-C	Performed
social media	24/07/2020	https://twitter.com/FrescoH2020/status/1309155204009529345	Post	All	All	RINA-C	Performed
social media	24/07/2020	https://www.linkedin.com/feed/update/urn:li:activity:6714923676309049344	Post	All	All	RINA-C	Performed
social media	29/09/2020	https://twitter.com/FrescoH2020/status/1309155204009529345?s=20	Post	All	all	UBE	Performed
social media	29/09/2020	https://www.linkedin.com/feed/update/urn:li:activity:6714923676309049344	Post	All	all	UBE	Performed

		vity:6716614317220864000					
social media	14/10/2020	https://twitter.com/FrescoH2020/status/1316309461837979649	Post	All	all	RINA-C	Performed
social media	14/10/2020	https://www.linkedin.com/feed/update/urn:li:activity:6722075657406427136	Post	All	all	RINA-C	Performed
website	14/10/2020	https://www.fresco-project.eu/2020/10/fresco-official-website-launch/	News	All	all	RINA-C	Performed
website	18/09/2020	https://www.fresco-project.eu/2020/09/fresco-kick-off-meeting/	News	All	all	RINA-C	Performed
social media	14/10/2020	https://twitter.com/FrescoH2020/status/1316309461837979649?s=20	Post	All	all	UBE	Performed
social media	14/10/2020	https://www.linkedin.com/feed/update/urn:li:activity:6722138580422148096	Post	All	all	UBE	Performed
Social media	09/11/2020	https://www.linkedin.com/feed/update/urn:li:activity:6731607598325493760	Post	All	all	RINA-C	Performed
Social Media	09/11/2020	https://twitter.com/FrescoH2020/status/1325841149534351360	Post	All	all	RINA-C	Performed