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Deliverable D8.4

First Communication, Dissemination Report

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Deliverable D8.4

First Communication, Dissemination Report

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ABBREVIATIONS

Abbreviation	Meaning
EPC	Energy Performance Contract
KPI	Key Performance Indicator
DOI	Digital Object Identifier
ISSN	International Standard Serial Number
C&D	Communication and Dissemination

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EXECUTIVE SUMMARY

D8.4 “First Communication, Dissemination Report” focuses on reporting all the communication and dissemination activities developed since D8.3 (M6) by the entire consortium.

This document will focus on presenting the **marketing objectives**, presenting a comparison between the previous stated KPI and what has been achieved till M23 following the frESCO Communication & Dissemination strategy (already presented in D8.3).

From chapter 3 we dive into details, and present one by one all the communication and dissemination actions carried out during these months (which will be better presented in D8,6 -M18), presenting the tools used, target groups and stakeholders reached.

In this document all actions have been targeted, such as: website, social media management, creation of promotional video, dissemination events, newsletters, and publications.

Each action will provide insight on the methodology used and KPI reached, to conclude with an overall reflection on what has been performed and what the next steps are.

1 INTRODUCTION

Deliverable 8.4 “First Communication, Dissemination Report” 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” submitted in M6 presented a full plan of the frESCO’s:

- Marketing objectives,
- The definition of key-messages,
- Identified target groups and audiences,
- Content formats,
- Key Performance Indicators as well as on the plan of activities,
- Tools for communication and dissemination,
- Guidelines on how to engage and liaise with stakeholders.

Since a complete communication and dissemination plan and strategy was already presented in D8.3 (and used as baseline for the next activity), within **D8.4 we will present which targets the FrESCO’s consortium managed to reach within the last 18 months.**

2 DISSEMINATION 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 1).
- 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 1. Smart Goals

In particular, frESCO's WP8 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); ongoing, and achieved within the organised events
- 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 were identified in M6 and in table 1 we propose a comparison between the objectives identified in M6 and what has been achieved till M23.

Table 1. frESCO KPIs

Channel/Content	KPI	Value	Objectives achieved until M23
Project Promotional Video	Worldwide scale visibility	Visits: <750 = poor; 1500 = good; >2000 = excellent	>2000 visits
Website	Worldwide scale visibility	Visits: <1500 = poor; 4500 = good; >6000 = excellent	>5000 visits
Promotional Material	Distribution	<500 copies = poor; 1,000 copies = good; >2,000 copies = excellent	<500 at physical event (due to scarcity of physical events)
Press Releases	Number of publications	<10 = poor, 20 = good, >30 = excellent	17 news articles published

Papers	Number of papers submitted	<3 = poor, 6 = good, >9 = excellent	2 publications
Conference Presentations	Number of conference presentations	<5 = poor, 8 = good, >10 = excellent	7 conferences
Workshops	Overall number of participants	<10 = poor, 20 = good, >30 = excellent	6 workshops
Final Conference	Overall number of participants	<30 = poor, 100 = good, >200 = excellent	n.a.

The statistics shown as the frESCO Dissemination and communication strategy is working, and we are overpassing our goals.

More attention will be addressed to scientific publications. The scarcity of publications has been identified and discussed within the consortium and will be bypassed within the next reporting.

3 COMMUNICATION AND DISSEMINATION ACTIONS

3.1 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.

In the proposal stage we identified some KPI for the promotional material distribution and as of M23 the achievements are in line with the positive trend presented in chapter 2.

Till M23 the online download of promotional material is up to:

- 50 brochure downloads
- 40 poster downloads
- 30 roll-up downloads

3.2 Promotional video

In the framework of frESCO project, RINA made a promotional video aiming at presenting the project goals, partners, and EPC concepts.

The video has been published in the frESCO website ([here](#)) and on its social media profiles.

The video has gathered more than 5000 views.

3.3 SOCIAL MEDIA AND WEBSITE

A project website and social media channels (on LinkedIn and Twitter) were created and the beginning of the project and have already been presented in D8.3. In the current document we will focus on the communication and dissemination activities developed and promoted on these tools in the M1-M23 timeframe.

3.3.1 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 project website is available at the following 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.

As of M23 (April 2022), RINA-C has published 17 news items, including:

- Interviews with partners
- Post dissemination events communication
- Report from the project’s meetings
- And promoting dissemination events

Moreover, on the website there is a webpage, “[Results and Public Reports](#)”, which is a page showcasing all the marketing materials, all public deliverables and project’s scientific papers.

3.3.2 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 discovery¹.

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;
- Strategic Twitter accounts (such as partners, events’ account, H2020 accounts, journalists...) will be mentioned in the frESCO tweets;

¹ <https://sproutsocial.com/insights/social-media-statistics/>

- Captivating images and videos have been included in all the project's tweets in order to catch the users' attention.

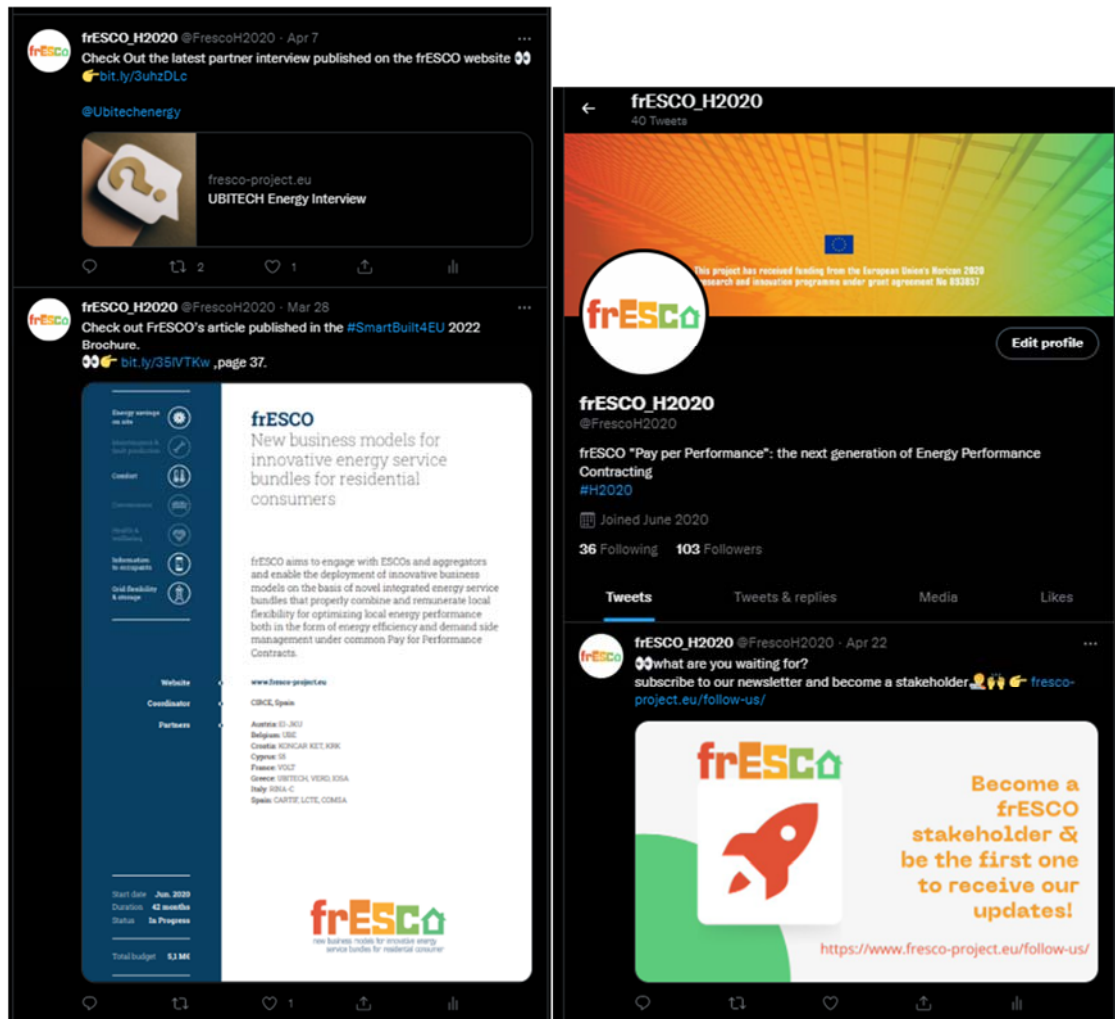


Figure 2. frESCO Twitter Account

In **Table 2** is reported the summary of the monthly impressions and analytics gathered from the frESCO Twitter account (the term impression means the number of times that the content is displayed to the users) in the last 5 months.

Table 2. Twitter analytics

Month	November 2021	December 2021	January 2022	February 2022	March 2022	April 2022
# Impressions	259	158	244	85	311	154
# Visits	248	333	142	444	388	151

As of today, in M23 (April 2022), frESCO’s Twitter account, counts on 103 followers, against the 28 counted in M6.

3.3.3 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.

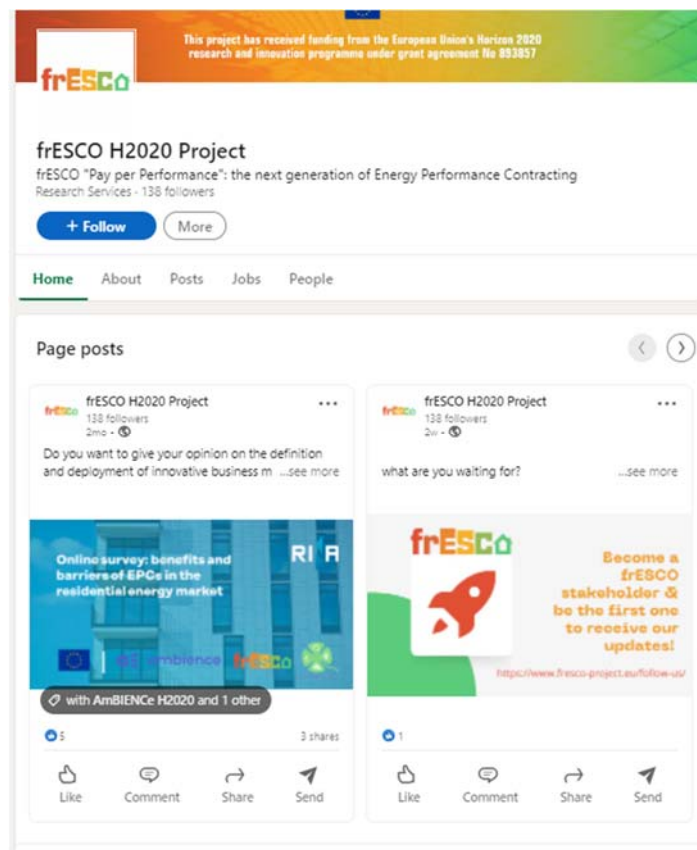


Figure 3. frESCO LinkedIn Account

Below are reported some analytics form the fresco’s LinkedIn profile.

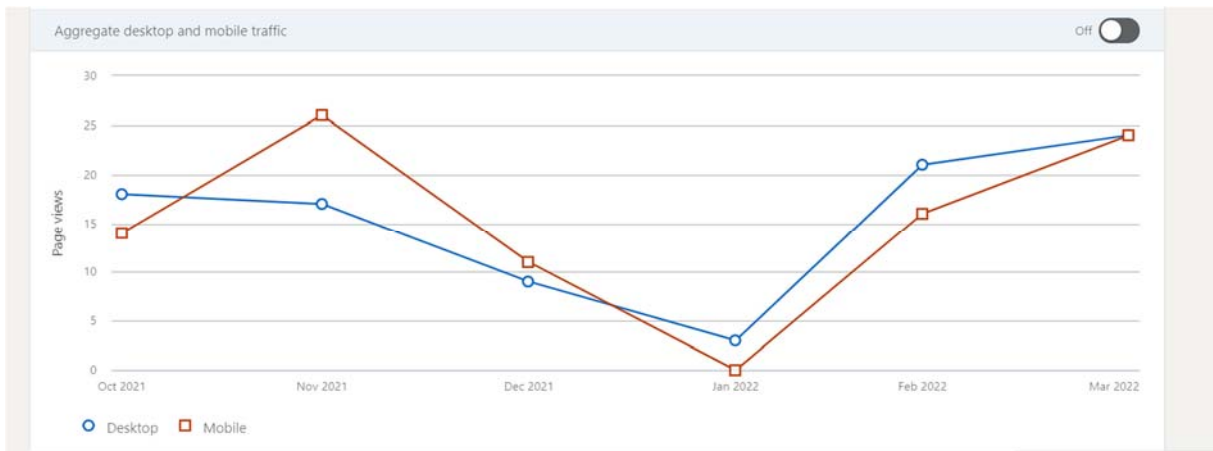


Figure 4 page visits

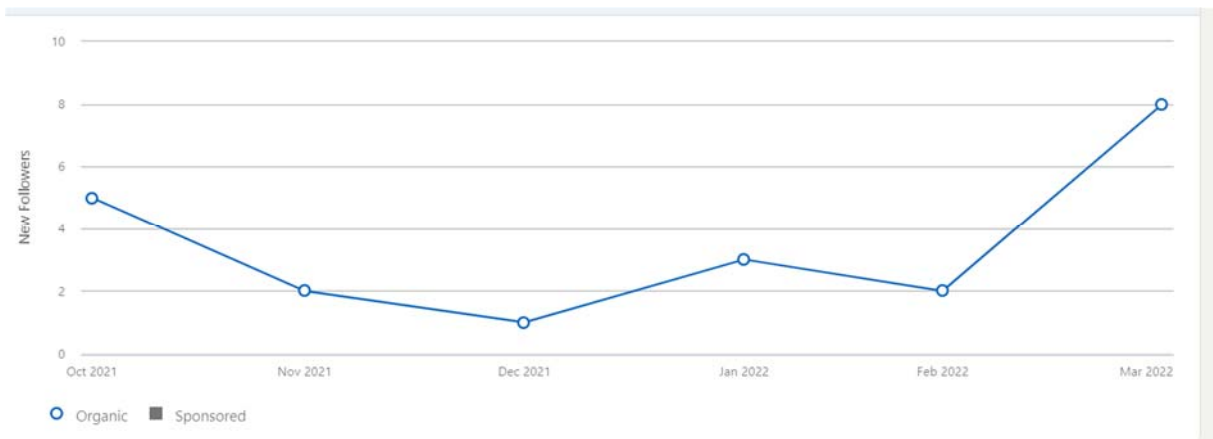


Figure 5 new followers

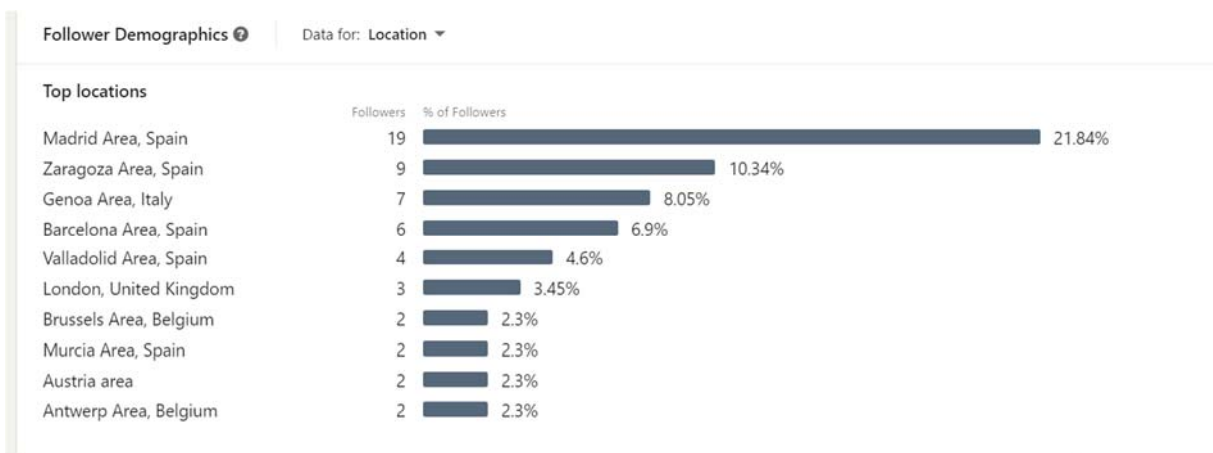


Figure 6 followers demographic

Currently, 137 users follow frESCO on LinkedIn (while only 43 were registered in M6).

3.4 Project Newsletter

A periodic project newsletter has been delivered to stakeholders in the past months. In total, 3 newsletters have been sent to 30 stakeholders.

The goal 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 7. Newsletter Subscription Banner

3.5 Events

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

All other partners are contributing 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.

Moreover, 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.

In order to reach this objective, RINA-C has developed a tool for the collection of inputs from partners referring to planned and future communication and dissemination activities that is constantly updated.

As of M23 (April 2022) the consortium has reported 10 dissemination events (shown in **Table 3**).

The results achieved with the frESCO's events and the stakeholders engagement will be presented more deeply in D8.6 (also submitted in M18).

Table 3. list of dissemination events

#	Type of event	Event Title	Date	Place
1	Participation in a workshop	"From smart cities to smart communities"	11/12/2020	Online
2	Participation in a workshop	Smart buildings: meet EU innovators	25/02/2021	Online on the Build Up platform
3	Participation in a conference	10th Energy Conference of the Island of Krk: Energy Transition in the Context of Climate Change and the New European Green Plan	09/06/2021	Online and physical event
4	Participation in a workshop	Workshop for Croatian DSO in the framework of MIPRO 2021 - Information and communication technology in the power industry	27/09/2021	Physical event
5	Participation in a conference	Sustainable Places 2021 - frESCO and SENSEI - Opportunities and business models	29/09/2021	Online event

		for smart energy services		
6	Participation in a conference	Autoconsumo fotovoltaico, comunidades energéticas y comercialización de electricidad	21/10/2021	Physical event
7	Organisation of a workshop	Meeting in Las Carolinas - Madrid demosite	16/12/2021	Physical event
8	Participation in a conference	Colloque flexibilité énergétique des bâtiments	08/03/2022	Physical event
9	Organisation of a workshop with sisters projects	From commercial to residential: extending Energy Performance Contracts – organized with Sensei and Ambience projects	18/03/2022	Online event

3.6 Scientific publications

Scientific publications are considered a key dissemination activity, fundamental to reach the scientific network and contribute with relevant inputs to the scientific community.

In the first 18 months of the project, the frESCO consortium managed to submit two scientific publications, one already published and available in open access (here) and one which shall be published in the next months.

We encourage the consortium to increase effort on this activity and to focus on open access publications.

Moreover, when the publications are publicly available are promoted on the frESCO social media and are published in the frESCO website, in the webpage [available here](#).

Table 4 presents the publications available as of today.

Table 4. Publications

Title of publication	Authors	Publisher	Year	Open access
Response Surface Method to Calculate Energy Savings Associated with	García-Cuadrado, J.; Conserva, A., Aranda, J.; Zambrana-Vásquez, D.;	MDPI	2022	Yes, gold OA

Thermal Comfort Improvement in Buildings	García-Armingol, T.; Millán, G.			
New innovative data-driven energy services and business models in the domestic building sector	Aranda, J.; Roldán, E.; Tsitsanis, T.; Georgopoulos, G.; Zambrana-Vasquez, D.	SDEWES 2022	2022 (not published yet)	Yes, Green OA

4 CONCLUSIONS

In conclusion, the entire frESCO consortium proved to be very active in participating in both communication and dissemination activities and is working to achieve all the “excellent” mark in each KPI.

In the next months, the consortium will continue to engage with:

- *Ad hoc* communication campaigns
- Liaise with stakeholders (ESCOs, aggregators, associations, policy makers, general public) and increase the number of them. It is fundamental to increase frESCO visibility and strengthen cooperation within other sister projects and initiatives.
- Participate in international conferences and events (i.e., sustainable places, EU Green week, etc...)
- Increase the number of scientific publications.

From the numbers of events organised and stakeholders reached, frESCO is paving a solid network and is maximising its C&D exposure.

RINA is already planning *ad hoc* communication campaigns, and release of *ad hoc* news articles (supported by other partners) thus to promote key messages and project’s results.

The activities carried out are in line with the Grant Agreement and D8.3, which has been used as baseline for all C&D activities. The next C&D update will be in M42 within D8.5.