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New business models for innovative energy services bundles for residential consumers

Deliverable D8.5

Final Communication, Dissemination Report

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Deliverable D8.5

Final Communication, Dissemination Report

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1 INTRODUCTION

Deliverable 8.5 “Final 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”. Deliverable 8.5 is an updated version of Deliverable 8.4 submitted in M24 (May 2022), therefore in this document we are presenting the T8.2 activities deployed from M25 until M42.

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 a baseline for the next activity), taking into consideration that a first update has been done in M24 with D8.4 with **D8.5, we will present which targets the FrESCO’s consortium managed to reach within the last 18 months of the project (M25-M42).**

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 M42.

Table 1. frESCO KPIs

Channel/Content	KPI	Value	Objectives achieved until M42
Project Promotional Video	Worldwide scale visibility	Visits: <750 = poor; 1500 = good; >2000 = excellent	>2000
Website	Worldwide scale visibility	Visits: <1500 = poor; 4500 = good; >6000 = excellent	11598
Promotional Material	Distribution	<500 copies = poor; 1,000 copies = good; >2,000 copies = excellent	800

Press Releases	Number of publications	<10 = poor, 20 = good, >30 = excellent	35
Papers	Number of papers submitted	<3 = poor, 6 = good, >9 = excellent	6
Conference Presentations	Number of conference presentations	<5 = poor, 8 = good, >10 = excellent	9
Workshops	Overall number of participants	<10 = poor, 20 = good, >30 = excellent	20
Final Conference 29.11.2023 at ENLIT, Paris	Overall number of participants	<30 = poor, 100 = good, >200 = excellent	40

The statistics show that the frESCO Dissemination and communication strategy has worked, and we have exceeded our goals.

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 M42 the achievements are in line with the positive trend presented in chapter 2.

Till M42 the online download of promotional material is up to:

- 94 brochure downloads

- 63 poster downloads
- 48 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.

Moreover, in the last 18 months, RINA-C made two videos' interviews, one with Juan Antonio Aranda Uson, frESCO Project Coordinator, and one with George Mitzalis, Thassos' demo site manager, and Giannis Georgopoulos from Motor Oil Hellas (VERD + MoH).

The videos have been published online on the website and social media, and are available on frESCO YouTube channel ([here](#)).

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 M25-M42 timeframe.

3.3.1 Website

[FRESCO's website](#) has been developed in English since it is the official language of the project and 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 M42 (November 2023), RINA-C has published in total 35 news post [here](#), 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 - X

Twitter (recently renamed as X) 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.

However, In the last year, we have strategically shifted our focus from X to LinkedIn for promoting our work, primarily due to the distinct professional audience and networking opportunities LinkedIn offers. Unlike X, which is a broader platform catering to a wide array of interests and discussions, LinkedIn provides a more targeted environment for professional networking and business-oriented content. This platform aligns better with our objectives to engage with industry professionals and potential clients. Additionally, LinkedIn's features for

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

showcasing detailed professional achievements and insights offer a more conducive space for establishing our brand's expertise and credibility in our field. This transition aligns with our strategy to foster more meaningful professional connections and to effectively communicate our value proposition to a relevant audience

In particular, to promote engagement on X:

- Strategic hashtags have been identified and included in the project's tweets, such as #H2020, #EnergyEfficiency and #frESCOEU;
- Strategic X accounts (such as partners, events' account, H2020 accounts, journalists...) will be mentioned in the frESCO tweets;
- Captivating images and videos have been included in all the project's tweets in order to catch the users' attention.

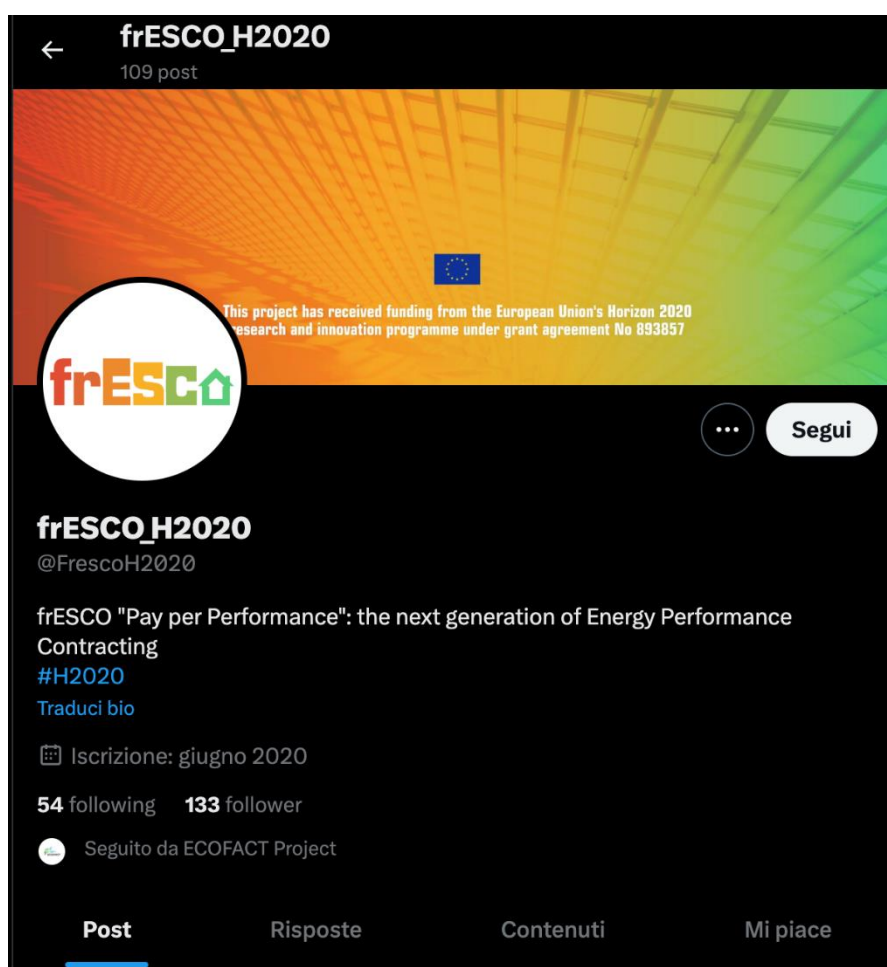


Figure 2. frESCO XAccount

2As of today, in M42 (November 2023), frESCO's X account, counts on 133 followers, against the 28 counted in M6.

Below are reported impressions from the fresco's X profile from September 2022 to November 2023:

Table 2. frESCO X Impression

Period	Impression
September 2022 – December 2022	227
January 2023 – March 2023	1400
April 2023 – June 2023	464
July 2023 – September 2023	220
October 2023 – November 2023	226

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.

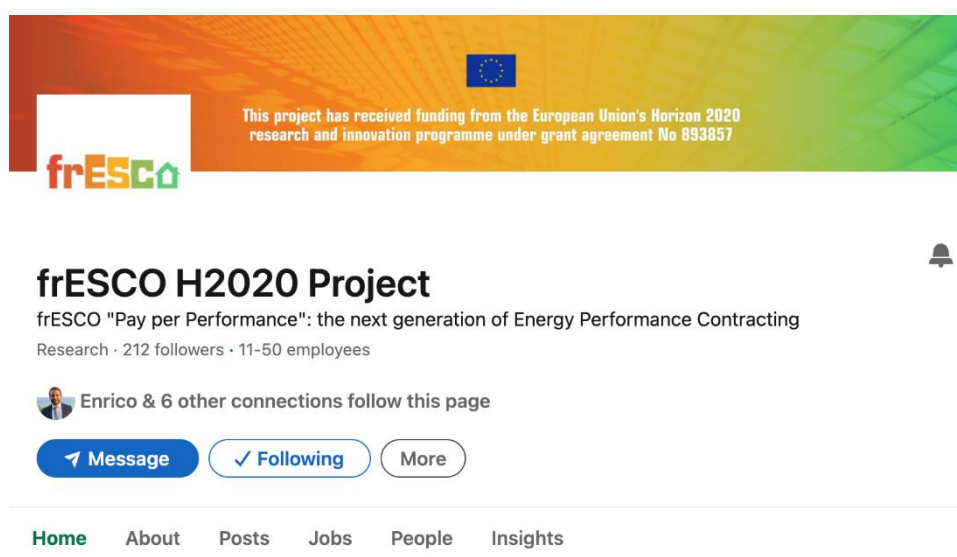


Figure 3. frESCO LinkedIn Account

Below are reported some analytics from the fresco's LinkedIn profile.

Visitor highlights ?

397

Page views

184

Unique visitors

5

Custom button clicks

Visitor metrics ?

Page views ▾

All pages ▾

All filters

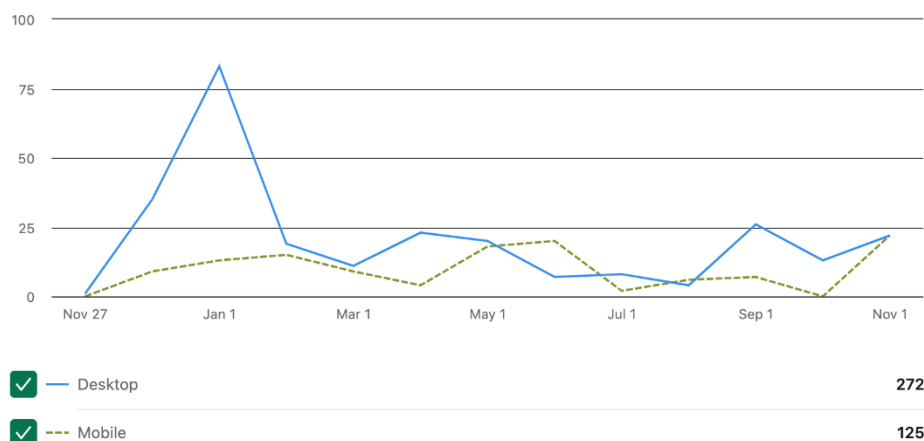


Figure 4 page visits from November 2022 to November 2023

Follower highlights ?

212

Total followers

48

New followers in the last 365 days

Follower metrics ?

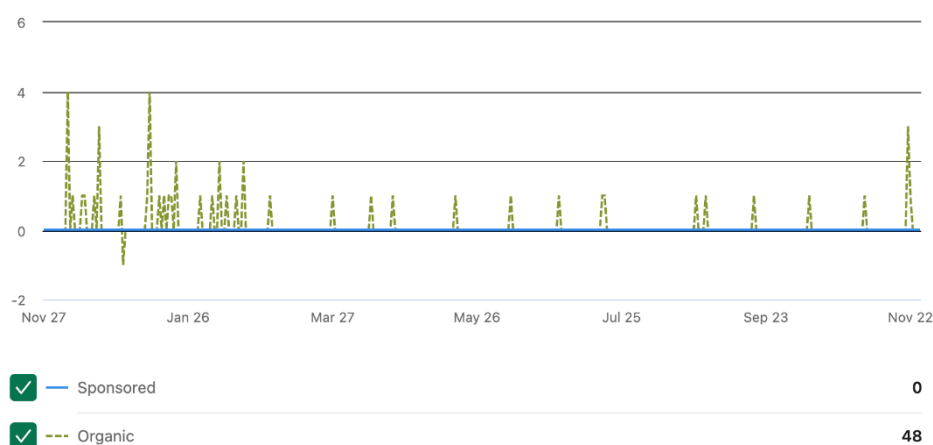


Figure 5 new followers from November 2022 to November 2023

Follower demographics

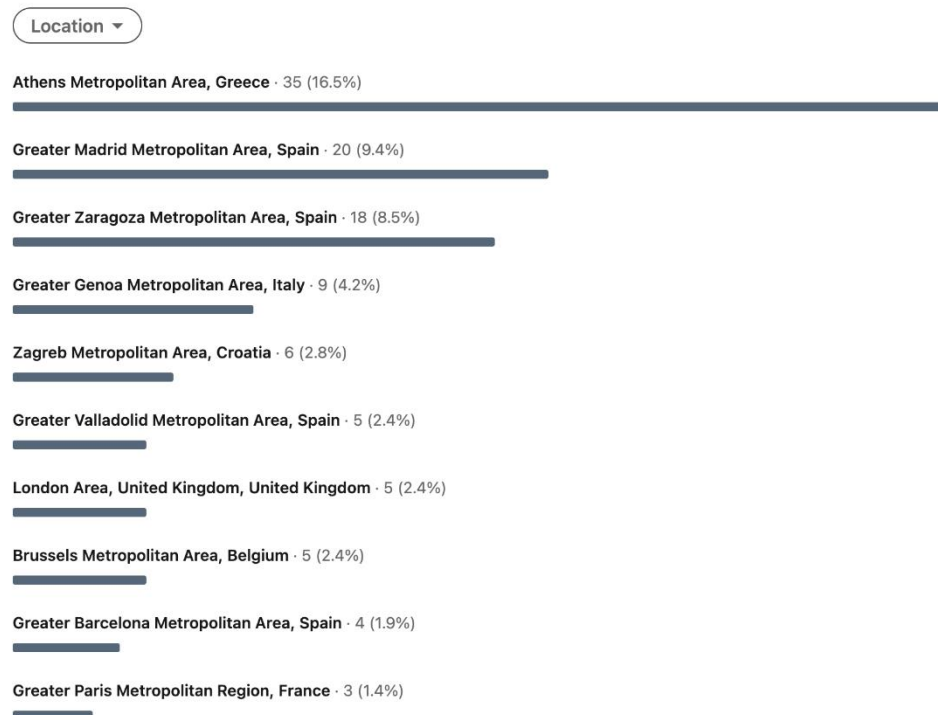


Figure 6 followers demographic

Currently, 212 users follow frESCO on LinkedIn (compared to 137 followers of M23).

3.4 Project Newsletter

A periodic project newsletter has been delivered to stakeholders in the past 18 months. In total, 4 newsletters have been sent to 55 stakeholders (published in April 2022, September 2022, January 2023, June 2023).

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.

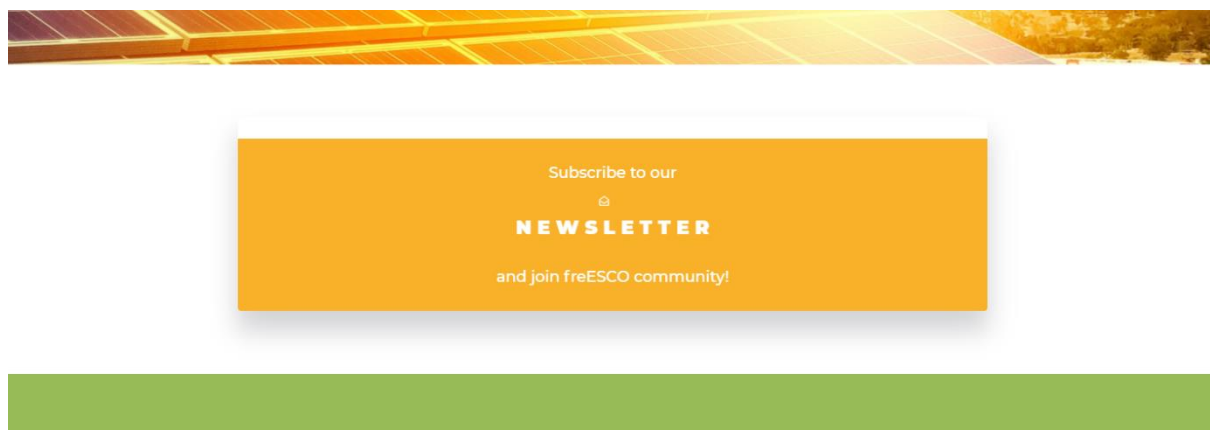


Figure 7. Newsletter Subscription Banner

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.

in the last 18 months the consortium has reported 9 dissemination events (shown in **Table 3**)Table 3.

The results achieved with the frESCO's events and the stakeholders engagement will be presented more deeply in D8.7 (also submitted in M42).

Table 3. list of dissemination events

#	Type of event	Event Title	Date	Location
1	Workshop	STRIDE Interreg Danube project organized event	26/04/2022	Pula, Croatia
2	Workshop	STRIDE Interreg Danube project organized event	03/05/2022	Krk, Croatia
3	Festival	Good Energy Festival 2022	07/05/2022	Zagreb, Croatia
4	Conference	20th International Conference on Renewable Energy and Power Quality (ICREPQ'22)	29/07/2022	Vigo, Spain
5	Conference	SUSTAINABLE PLACES 2022	07/09/2022	Nice, France
6	Exhibition	Enlit Europe	29/11/2022 - 01/12/2022	Frankfurt, Germany
7	Workshop	NEXT GENERATION EPC	23/01/2023	Online
8	Fair	Genera	21/02/2023 - 23/02/2023	Madrid, Spain
9	Exhibition	Enlit Europe	28/11/2023 - 30/11/2023	Paris, France

3.6 Scientific publications

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

During the entire duration of the project (M1-M42) the frESCO consortium submitted 5 scientific publications.

As a result of the first periodic report, we have encouraged the consortium to increase effort on this activity and to focus on open access publications.

Moreover, once the publications were publicly available, they were promoted on the frESCO social media and published on the frESCO website, on the webpage [available here](#).

Table 4 presents all the publications deployed by the entire consortium in the 42 months of project lifecycle

Table 4. Final list of Publications (M1-M42)

Title of publication	Authors	Publisher	Year	Open access
Response Surface Method to Calculate Energy Savings Associated with Thermal Comfort Improvement in Buildings	García-Cuadrado, J.; Conserva, A.; Aranda, J.; Zambrana-Vásquez, D.; García-Armingol, T.; Millán, G.	MDPI	2022	Yes
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.	5th SEE SDEWES hybrid conference held 22-26 May 2022 in Vlorë, Albania	2022	Yes
Development and Initial Testing of a Virtual Laboratory for the Build-up and Testing of Microgrid Management Algorithms	G. Fernández ¹ , A. Menéndez ¹ , P. Meneses ² , A. Zubiria ² , A. García ³ , F. Díez ³ , J. Jimeno ⁴ , J.E. Rodríguez-Seco ⁴ and A. F. Cortés ⁴	20th International Conference on Renewable Energies and Power Quality (ICREPPQ'22)	2022	Yes
New innovative data-driven energy services and business models in the domestic building sector	Aranda, J.; Tsitsanis, T.; Georgopoulos, G. Longares, JM	MDPI	2023	Yes
Insights into end-users acceptance and participation in energy flexibility strategies	Tomat, V.; Ramallo-González, A.P.; Skarmeta-Gómez, A.; Georgopoulos, G.; Papadopoulos, P.	MDPI	2023	Yes

4 CONCLUSIONS

The document outlines the final Communication and Dissemination Report for the frESCO project under the Horizon 2020 program. It provides a comprehensive review of the various communication and dissemination actions undertaken over the last 18 months by the entire

frESCO Consortium, focusing on promotional materials, social media and website engagement, newsletter distribution, and participation in events. The report successfully demonstrates the project's achievement of its dissemination objectives, as indicated by the key performance indicators (KPIs). Notably, there has been significant engagement through the project's promotional video, website, press releases, scientific publications, and social media platforms, particularly LinkedIn. These efforts have contributed to raising awareness about frESCO, promoting knowledge transfer, and engaging stakeholders in the energy sector. The report reflects a strategic and effective approach to communication, aligning with the project's goals of reducing energy consumption and carbon footprint through smart and sustainable use.