Smart2B
Smartness to existing Buildings

UPGRADING SMARTNESS OF EXISTING BUILDINGS THROUGH INNOVATIONS FOR LEGACY EQUIPMENT

Deliverable D8.1

Dissemination and Communication Plan, including project identity

Deliverable Lead: Day One (D1)

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Smart2B. LIST OF PARTICIPANTS

Participant No.	Participant Short Name	Participant Organization name	Country
1 (Co)	EDP	EDP – Centre For New Energy Technologies	Portugal
2	RWTH	RWTH Aachen University E.ON Energy Research Center	Germany
3	EB	Enerbrain srl	Italy
4	VITO	Vlaamse Instelling Voor Technologish Onderzoek N.V.	Belgium
5	FC.ID	FCiències.ID – Associação para a Investigação e Desenvolviemento de Ciências	Portugal
6	D1	Day One	Italy
7	CERTH	Centre For Research & Technology Hellas	Greece
8	TUG	Technische Universität Graz	Austria
9	SCML	Santa Casa de Misericordia Lisboa	Portugal
10	OdinS	Odin Solution S.L.	Spain
11	ABL	Albertslund Kommune	Denmark

Executive Summary

Communication and dissemination activities are going to be performed during the whole Smart2B project lifetime (September 2021 – August 2024) and the communication materials (online and offline) to be produced by the Consortium to fulfill these achievements.

The communication and dissemination plan summarizes the Smart2B Consortium's strategy and concrete actions to communicate project contents and to disseminate project results.
With a Consortium forming by a multidisciplinary network which brings together European governmental and technological organizations, research/academic institutions, and private companies, this document aims to drive coordination efforts between the partners and the key stakeholders to show the benefits coming from Smart2B via appropriate channels and to appropriate targets and industrial/scientific communities.

The main objective is to maximize the impact of the Smart2B's activities among all the relevant stakeholders and raise awareness for the project activities and results to make Smart2B a successful project in terms of exploitation of outcomes.
The European Union's Horizon 2020 research and innovation programme underlines in many official documents how the communication and the dissemination play a very important role not only about the impact of a common European research area, but also to raise public awareness of the benefits of the projects financed by the European Union's Horizon 2020 programme.

This document has been designed to serve as a "living document" throughout Smart2B, guiding the communication and the dissemination actions, but it describes in a non-exhaustive way how the project will get in touch with the target audiences, as well as the channels and tools that will be used during the years of the project. There may be potential amendments and changes during the Smart2B's lifetime to incorporate in the general strategy. Informal updates of the general strategy will be provided with the "Periodic Digital Dissemination Activities Report" (M12 - M24 - M36).

This document is closely related to the other documents produced by WP8, in particular to D8.2 Project brochure, posters, roll-up, and infographics (first & final version) and D8.3 Project Web and Social Media Presence.

1. Introduction

The present Deliverable D8.1, named "Dissemination and Communication Plan, including project identity", establishes the general strategy for the workflows of the WP8 tasks leader and instructions for partners when developing activities related to internal and external communication, providing a guideline to achieve the largest possible impact for Smart2B.

Dissemination and communication (and exploitation) are key elements of any Horizon 2020 project.
The boundaries between the terms dissemination and communication might be unclear and often these two terms get confused and overlapped even for whom the Horizon 2020 program is familiar.
This is the reason why the European Commission regularly updates documents and guidelines aimed at facilitating the effective dissemination and communication activities in research and innovation projects.

Table 1 shows the differences between dissemination, communication, and exploitation.
The exploitation of the results are closely linked with the go-to-market of the technologies developed in the project, while dissemination and communication are more similar and related to disclosing information about the project.

DISSEMINATION	COMMUNICATION	EXPLOITATION	
"The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium". (Source: EC Research & Innovation Participant Portal).	"Communication on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communication about the action and its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange". (Source: EC Research & Innovation Participant Portal)	"The utilization of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardization activities". (Source: EC Research & Innovation Participant Portal).	**DEFINITION**
Transfer knowledge & results with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research.	**Reach out to society and show the impact and benefits** of EU-funded R&I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges.	**Effectively use project results** through scientific, economic, political or societal exploitation routes aiming to turn R&I actions into concrete value and impact for society.	**OBJECTIVE**
Describe and **ensure results available** for others to use. Focus on results only.	**Inform** about and **promote** the project and its progresses.	**Make concrete** use of research results (not restricted to commercial use).	**FOCUS**
Audiences that may take an interest in the potential use of the results (e.g. scientific community, industrial partner, policy makers).	Multiple audiences beyond the project's own community, medi and the broad public.	People/Organizations including project partners themselves that make concrete use of the project results, as well as user groups outside the project.	**AUDIENCES**

Table 1. The differences between dissemination, communication, and exploitation

2. About Smart2B

Funded by the European Commission HORIZON 2020 program, Smart2B aims to:

- Upgrade smartness levels of existing buildings through coordinated control of legacy equipment and smart appliances.

- Implement interoperability in two existing cloud-based platforms that are currently available in the European market and, because of this project, will be integrated into a single building management platform.

- Create a user-centric ecosystem that empowers citizens by simplifying equipment and device control and providing information about overall energy performance.

As reported in the proposal, the cloud-based platform will facilitate smartness upgrades of existing buildings, enabling their transition from passive buildings to active elements of the energy system by offering new energy and non-energy services such as increased energy efficiency, improved indoor comfort to the occupants and flexibility to various stakeholders including DSOs, building managers and other third-parties.

Thereupon, specifically tailored to the needs of the user, Smart2B will provide new business models for the building energy market combining the savings from energy efficiency measures and gains from the active contribution of the building through flexibility services by exploiting the maximum level of smartness. The experience and maturity of the solutions from the consortium partners will ensure market uptake through sound exploitation and replication activities carried out by the strong commercial backbone of Smart2B.

Smart2B will develop and deploy non-intrusive IoT sensors and actuators in existing buildings aiming to solve one of the main problems of improving buildings' indoor comfort and energy efficiency: the structural (physical and financial) limits of installing, monitoring, automating and control existing devices in buildings, by proposing plug & play devices able to interact with the appliances and legacy equipment already installed and communicate the collected data to the cloud for remote monitoring, data analysis based on AI and machine learning and control.

2.1. WP8 Overview

Work Package 8 (WP8) named "Market Involvement through Communication and Dissemination" covers the communication and dissemination of the Smart2B ongoing activities, results to interactions between the partners, the general public and the stakeholders, in industrial, academic, and public interest groups, and policy makers. The main aims of this WP are:

- Actively involve additional stakeholders to the project to get their commitment to the design and implementation of the project, and to broaden the network for the commercialization after Smart2B's completion.

- Foster the full utilization of the results and findings during and after the end of the project, by activating tight relationships with the stakeholders for the full roll-out of the system after the end-date of Smart2B.

- To identify opportunities for financing of post-project development work, including contacts with potential investors, product transfer and placing in the market.

 The D8.1 is the document of reference for all the tasks and deliverables in WP8:

- D8.2 [a,b] Project brochure, posters, roll-up, and infographics (a.M3/b.M36).
- D8.3 Project Web and Social Media Presence (M6);
- D8.4 [a,b,c] Periodic Digital Dissemination Activities Report (a.M12/b.M24/c.M36);
- D8.5 [a,b] Periodic Stakeholder Engagement Report (a.M12/b.M36).

2.2. Structure of the document

The Deliverable D8.1 presents the communication and dissemination plan of the Smart2B project and the project identity.

First, we will consider the presentation of the logo and the analysis of the visual identity of the project. The communication and dissemination plan has been detailed and divided into three phases each of them focused on a specific aspect of the overall communication and dissemination strategy, channels and tools: the initial awareness-oriented phase (M01-M12), the strategic dissemination phase (M13 - M24) and the exploitation phase (M25- M36). The ultimate goal of these phases would be to generate interest about the project to put the basis for the promotion of the Smart2B results beyond the project's end.

This document is structured according to the following sections:

SECTION A: the general strategy that includes the objectives of communication and dissemination, the target audiences, specific key messages and the involvement of consortium.

SECTION B: describes the project Communication toolkit and channels with a focus on the activities planned for each of the three phases.

SECTION A

3. Smart2B visual identity

The Smart2B's brand and visual identity have been designed by Day One (D1 - WP8 Leader), approved by the project coordinator (CNET Centre For New Energy Technologies SA - EDP) and shared with the Consortium.

Figure 1. The Smart2B official logo

3.1. The Smart2B logo

The actions of the initial awareness phase started with the design of the project logo to set the visual identity (to easily identify the Smart2B project). The idea has been to create an appealing and highly recognizable logo to ensure a clear, consistent, and recognizable brand identity for all communications (coherent with the project's philosophy and objectives and topics).
The design of the logo was driven by the goal of combining some key concepts:

- Symbolic representation of the content of the project. The focus was on some key words: buildings, SMART icons, green transition, high tech framework.

- Green and blue color, to stress again the landscape of the project.

The Smart2B logo (Figure 2) consists of a minimal and design figure, in which the "Building element" - to emphasize the link the logo and the Smart2B framework - is taken up for both commercial and non-commercial buildings through the abstract figures of a skyscraper and a house. The "SMART elements" are the "Connection icon" - the waves that start from the center of the figure and that spread from the chimney of the house, as a "SMART cloud" – and the door of the house which linked to the rest of the figure creates a shape that refers to that of the @, an icon often used to identify the context of IoT technologies.
Furthermore, the element of the transition from old to new is obtained through the colors - from grey to

green/blue - meaning that existing buildings have an evolution, a new life in a green, clean and sustainable key.

Figure 2. The logo elements and the different versions (positive, grey scale, negative)

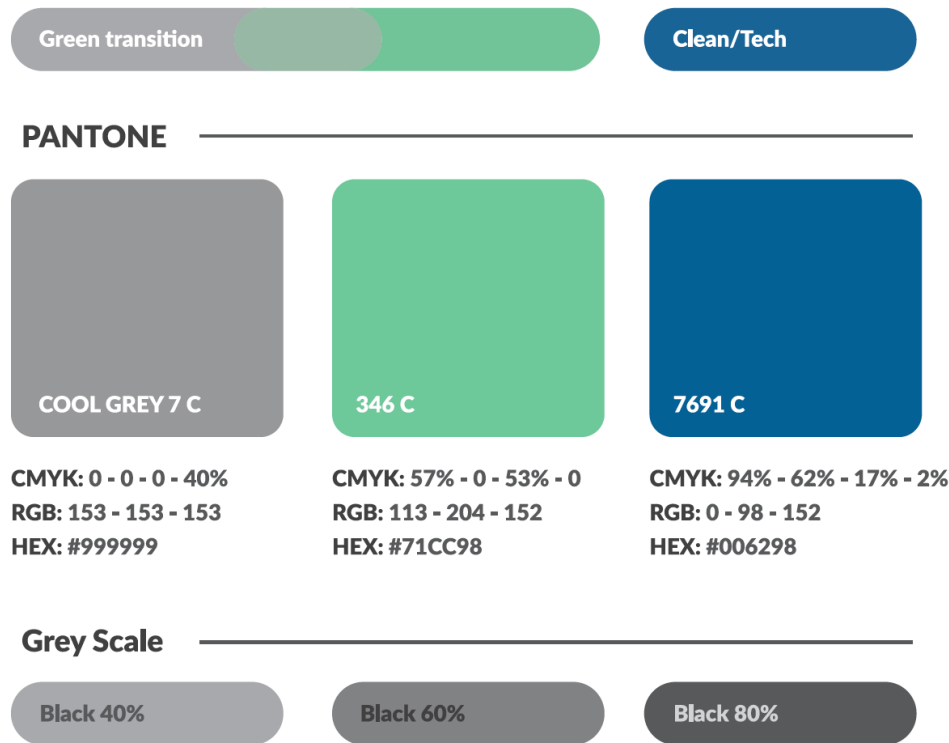The colors chosen are those will be used on the official website of the project.

| Green transition | | Clean/Tech |

PANTONE

| COOL GREY 7 C | 346 C | 7691 C |

CMYK: 0 - 0 - 0 - 40%
RGB: 153 - 153 - 153
HEX: #999999

CMYK: 57% - 0 - 53% - 0
RGB: 113 - 204 - 152
HEX: #71CC98

CMYK: 94% - 62% - 17% - 2%
RGB: 0 - 98 - 152
HEX: #006298

Grey Scale

| Black 40% | Black 60% | Black 80% |

Figure 3. The colors of the logo

The logo also contains the project payoff: "Smartness to existing Buildings" of the pictogram and of the naming, as well as the distance between the elements, have been designed to place the logo within a geometric figure (a rectangle in this case), as many Brand Design manuals suggest.

In fact, our brain is used to process images mainly through geometric shapes; in this way it is much easier to focus on the elements, and their assimilation and memorization is simplified.

FONT: Lato - Black & Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.:,;'"(!?)+-*/=

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.:,;'"(!?)+-*/=

Figure 4. The logo lettering and font

The Smart2B logo will be used in all communications (deliverables, papers, presentations, printed communication materials, social media, etc.) to increase project visibility. More information could be found on D8.2 Project brochure, posters, roll-up, and infographics.

4. General communication and dissemination strategy

The communication and dissemination strategy follows principles and best practices planned by the partners in the proposal and in line with the European Commission's guidelines for successful communication and dissemination activities. The project has several communication and dissemination objectives to be pursued:

- **Create awareness** of the Smart2B project, case studies, tools and demonstrators among the relevant stakeholders, including industry in the relevant sectors, professional representatives and related associations, public authorities, the general public as well as research and educational institutions.

- **Scientific Dissemination**, underline the excellence of the Smart2B results. Create simple messages and understandable tools might work in many contexts: press releases, news, project profile, videos, website pages.

- **Build up and foster a Community**, find relevant alignments and opportunities of collaboration with other Horizon 2020 projects and initiatives involved in topics such as Citizen Energy Community, Smart Building, Energy Efficiency in Building, Smart Transition for existing buildings, Smart Readiness Indicator.

- **To facilitate the integration and encourage** the cooperation among the consortium to improve the quality and the outputs of the shared work (**internal communication**).

- **Support exploitation** measures in WP7 "Commercial Scale-up, Exploitation and Replication", in particular, the task T7.5 - Exploitation plans. It is important to influence specific policies or policymakers around key aspects.

- **Stress the importance** of a strong **European innovation network** and the added value of the EU in innovation and research. This is a way to demonstrate how R&I can improve our lives.

To develop simple messages and model how these might work in different contexts is crucial for the success of the plan. Above all, the overall goal of all activities is to bring Smart2B to the market considering the philosophy of open access to all results of the project and sharing the ongoing tasks, know-how and experiences in an easy and fully accessible way, throughout the lifetime of Smart2B, and beyond.

As reported, the high-level objectives of the project and its lifetime (about communication and dissemination) can be summarized in three consecutive phases, as illustrated in the table below.

TIME	OBJECTIVES	APPROACH
Phase 1: initial awareness-oriented phase (M01 - M12)	Create initial awareness related to the Smart2B project objectives and partners	Visual identity; project website; press release; communication materials such as brochure, poster and roll-up; events for attendance; newsletter campaign
Phase 2: strategic dissemination phase (M13 - M24)	Create a more targeted actions regarding results and project's end-goals, with relevant scientific and industrial stakeholder groups	Start disseminating results at various relevant events and on web/social media channels
Phase 3: exploitation phase (M25 – M36)	Promote the project outcomes to selected target groups to test the developed framework	Sharing publications, both scientific (academic partners) and technological (company partners), organize workshops, see for a closer involvement of policy makers, organize a final Conference

Table 2. The communication and dissemination phases of the Smart2B plan

INITIAL AWARENESS-ORIENTED PHASE (M01 - M12)

During the first 12 months of Smart2B, the focus of the activities will be to explain the start of the project and increase awareness of its objectives and scope and to encourage those involved in related initiatives to find out more about the project and the ongoing progress.

Internal communication and efforts from all the partners can definitely help create the true vision of the project to facilitate and disseminate the project and raise awareness to national and regional stakeholders. To meet this objective, during the first year the communication toolbox will be developed (and updated in a regular manner) and will contain:

- The Smart2B logo, brochure, poster, roll-up, infographics, PowerPoint template, logo video-reveal and short videos for web and social media for the Consortium to communicate and disseminate the project scope and outputs (see Deliverable D8.2);
- Visual identity guidelines;
- Project website and social media channels (Deliverable D8.3).

STRATEGIC DISSEMINATION PHASE (M13 - M24)

In this second phase, from M13 to M24, the existing promotional materials will be updated (in line with the available results) and dissemination efforts will intensify with open access papers and participation in conferences and events in the field.

The activities initiated in the first phase will be expanded and continued, with a focus on specific target audience (the scientific community), establishing links with it.

EXPLOITATION PHASE (M25 - M36)

About Phase 3, it will be important to push relevant stakeholders towards testing and adopting the developed framework during international conferences and training sessions, through dedicated and targeted e-mails and invitations to workshops and seminars where the Smart2B results will be presented.

Their feedback of the project progress is crucial for adoption of the project outputs. Closer interactions also with policy makers at European, national, and regional levels will be particularly important when organizing the project's final conference, which will be the central element for project dissemination towards the end of the project lifetime.

The Deliverable D8.5 will show the setting of all the activities related to this phase very accurately, as the execution, the feedback and the monitoring of the activities adopted for the exploitation of the results.

4.1. Target audiences & interest in Smart2B

The identification of the Smart2B ecosystem is crucial to identify the target audiences and their needs and characteristics: it is a very important part of an effective and efficient communication and dissemination plan.

In the Figure 5 we depict the structure of the communication and dissemination strategy we want to adopt by linking the content of the messages to spread with target groups, which can be divided into three broad clusters (the General Public, Stakeholders, and the Scientific Community) to which the messages are directed.
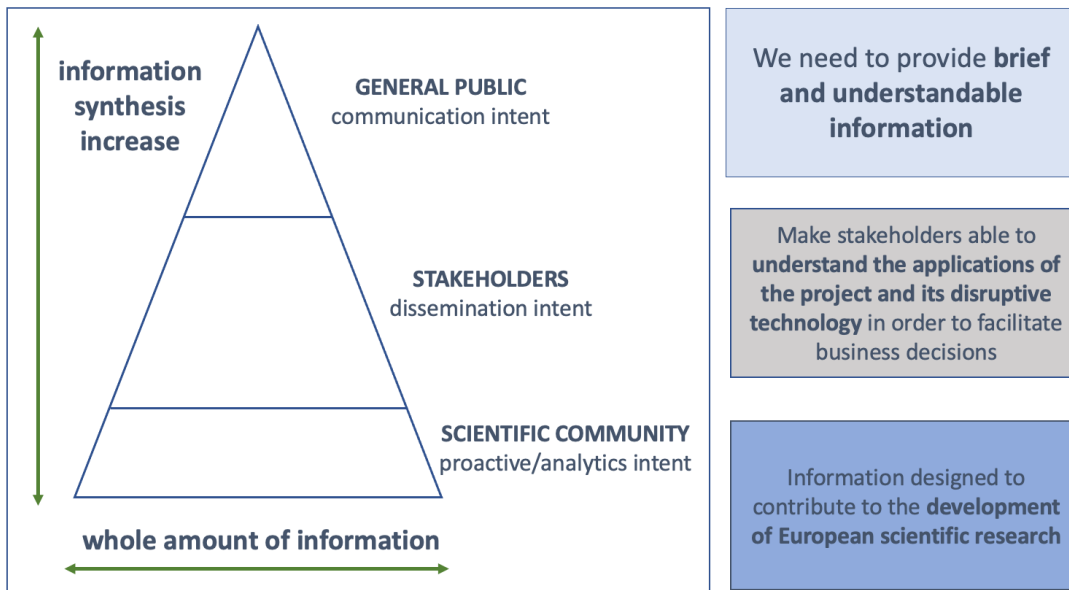
Figure 5. The schematic of the target audiences adopted for Smart2B

- **General Public:** without scientific or technical background, the General Public is to be enabled to understand what Smart2B intends to develop and what are the advantages that the whole society can derive from. It will be also important to tell and explain how EU funding contributes to tackling societal and economical challenges.

- **Scientific Community:** this audience has a high scientific background. The network and the data produced by Smart2B can be useful to further advance Smart Cities in Europe. Public awareness creation and scientific interest generation.

- **Stakeholders:** that bridge the gap between the Smart2B concept and its market application. This group can boost the exploitation of project's results and the realization of the long-term impact of Smart2B.

Getting into a lot more details, we can identify some target groups within the following categories, such as:

- Grid operators, owners, occupants, facility managers and construction companies as potential customers, energy planners, architects, technology manufacturers, building professionals (i.e. Engineers, Architects, Designers), SME contractors.

- Medium and large-sized corporates or real estate owners (which include a growing number of enterprises that either have regulations to implement energy sustainability. Key motivations for this sub-segment are to achieve green certificates which increases the property value).

- Energy Service Companies/ ESCOs (which provide a wide range of energy solutions/services including design and implementation of energy saving projects, retrofitting, energy conservation to improve the energy and smartness performance of buildings).

- Regional, National and International policy makers and public authorities (i.e. industrial committees, ministry and regional councils), Regulators, Standardization bodies, Building technology providers & Appliance manufacturers, Financial institutions, Municipalities and Communities (which embrace novel low-carbon technologies to make cities smarter and cleaner. Here, Smart2B can be used in buildings such as hospitals, day-cares, parks, schools, airports etc).

BROAD CATEGORY	SUB-CATEGORY	TYPES OF INDIVIDUALS/GROUPS
THOSE WHO AFFECT THE SMART2B ASSESSMENT	Those involved in delivery of Smart2B	Building industries - Professional consultants (e.g. Engineers, Architects, Designers) - Smart Building Industries - Smart Appliances/tools developers, energy service companies (ESCOs), Financial Insitution
	Those who determinate the context of Smart2B	State/Governmental Departments - Public Bodies, EU legislative instruments - Standardization bodies
THOSE WHO ARE AFFECTED BY THE SMART2B ASSESSMENT	Directly affected by the Smart2B assessment	Users of buildings - Facility managers - Suppliers
	May be directly or indirectly affected depending on the context	General public – Local community groups such as associations or community-based groups
OTHERS WHO MAY BE INTERESTED		Environmental/Social/Smart City Organizations - Researchers/Academics - Media - Potential users for future projects

Table 3. Focus on target groups

According to this classification, a specific approach in terms of communication tools has been elaborated for most of the clustered groups.
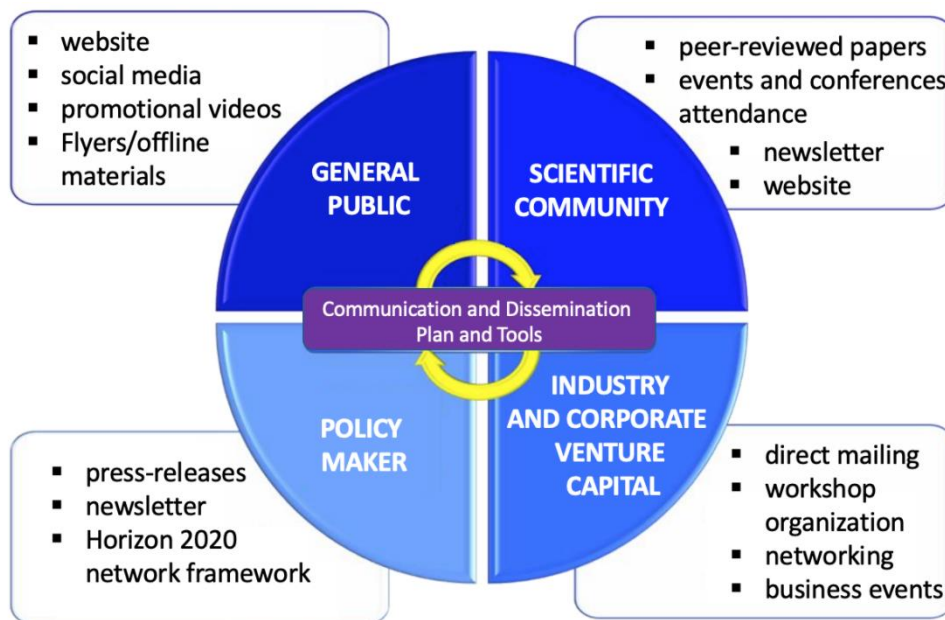
Figure 6. Overview of the communication and dissemination tools related to the audiences

4.2. Involvement of the consortium and principles

Partners are crucial to cover the fields across the spectrum of the project. From the scientific to the impact assessment experts, the consortium is built to perform in each wp and in each area covered. Partners are also the producers and owners of the expected results in Smart2B, so they are the most appropriate entities to actively communicate the project objectives and technical activities.

Communication and Dissemination activities strongly rely on the effort from each partner to present the project and its result, to contribute to the various planned activities with different roles and actions and to create a dissemination and exploitation network through the involvement of the networks they are already participating in and/or linked to.

A dissemination referent/contact point for each partner has been requested, in order to have a small, focused group of people responsible for dissemination activities within the project. This will allow us to act and perform the tasks of the WP8 in a smarter and more coordinated way. All the communication and dissemination activities will be supervised and reinforced by D1 (WP8 Leader) and coordinated by CERTH (Centre for Research and Technology Hellas), to coordinate actions to avoid overlapping or duplication of dissemination activities. At the same time, the consortium members must take individual responsibility and initiatives for the dissemination of the project, especially to ensure that the results will be translated to the general public in a comprehensive manner.

The Partners will be required to carry out the following activities:

- Sharing information, networks and contact lists of possible stakeholders to be contacted during the project activities. In particular, for the exploitation of the results, it will be important to provide a list of direct contacts/stakeholders which the project is going to, for interviewing and surveying them.

- Actively communicating and disseminating the project, by presenting it at events, conferences, seminars, workshops, etc.

- Present Smart2B through their social media channels and talk about the project periodically on their websites and newsletters. For instance, when the social media channels (Facebook, LinkedIn, Twitter and YouTube) of the Smart2B project will be launched, the partners will be asked to communicate this launch through their social media and also by e-mail to their mailing list.

- Additionally, a general description of Smart2B should be created in all partners websites as an information page and linked to Smart2B official website.

- Involve in the project who might be interested to follow the project channels (with the purpose of create and increase a project community).

- Contribute to updating the website by creating original content on topics related to Smart2B and providing news on the development of the tasks.

- Talk about the project with national and local magazines and provide the communication and dissemination manager with useful information regarding potential contacts or local dissemination resources that could be exploited for the promotion of Smart2B.

To establish a quality level for the materials created, the partners agree that all the activities should follow these important principles:

- To observe the Intellectual Property Rights (IPR) of all partners and to protect confidential results.

- To observe the work of all partners by ensuring their directly or indirectly mentions in the proposed publication.

- In accordance with the obligations regarding the dissemination and communication of results - following Article 38.1 Communication activities by beneficiaries "Information on European Union (EU) funding, Obligation and right to use the EU emblem" - all communication materials (online and offline) produced in the context of the Smart2B project must be accompanied by the following text: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101023666".

- As all the Horizon 2020 funded projects, the communication and dissemination materials (online and offline) shall use the European flag (emblem) to acknowledge the support received under EU programme. The European emblem can be downloaded from this European Union official website.

- Each consortium member must ensure open access (free of charge, online access for any user) to all peer-reviewed scientific and technical publications relating to its results in Smart2B.

SECTION B

5. Focus on the communication and dissemination channels and implementation

As reported in Figure 6, the communication and dissemination plan of Smart2B is intended to use different channels, including both traditional, print-based, and digital media as well as interpersonal networking methods. The activation of each channel, the effectiveness, and cost-benefit performances that the channel can guarantee, the specific use in terms of resources, timings and frequency of use depends both on the channel peculiarity. The following table describes the communication and dissemination channels that will be used during the entire duration of the project.

CHANNEL	TARGET AUDIECE	PURPOSE	GOALS	MONITORING TOOLS
Project website	All	- Brand Identity - Provide news on Smart2B developments and results. - Dissemination repository - Contacts	At least 150 visits per month	Google Tools
Social media	All (in particular LinkedIn for stakeholder and scientific representatives)	- Direct users to the website - Provide news on the project's development - Get contacts and enlarge the mailing list	Reach at least 300 organic likes/followers by the end of the project	Embedded analytics tools
Press releases activity	Press (local, regional, national, international, from different channels)	- Brand image - Dissemination of the project	At least 10 press releases in the various Partners' countries during the whole project	- Number of media contacted - Press review
Videos	All	- Brand image - Dissemination of the project - Explanation of the benefits offered	22 videos are planned	Number of videos produced and shared
Publications	Scientific and Technology community	- Reputation of the project - Validation of the results	At least 7 publications	Number of publications
Distribution of dissemination materials (brochures, flyers, gadgets, etc.)	- Stakeholder communities and groups - Associations & institutions - Scientific community	- Brand awareness - Dissemination of the project	To be defined	Materials printed and disseminated during events, seminars, etc.

Table 4: targets, purpose, goals and monitoring tools

5.1. Project website

The Smart2B website will be the main non-confidential information showcase of the project, the main virtual hub for the communication and dissemination activities. The proposed domain of the website is **smart2b-project.eu**. The complete operational website will be online in M6.

The ".eu" domain has been chosen to stress the connection with the Horizon2020 framework.

The website follows the EU guidelines about accessibility and usability, and it includes the logo of the European Commission and the Grant Agreement number in the footer of each webpage. The Smart2B website will be designed by CERTH in cooperation with D1 and EDP and it will be developed as an interactive hub to follow three main objectives:

- Present Smart2B to all the stakeholders, share progresses and news, describe the results and the technical barriers to overcome to get the market, showcase the Consortium partners with information about the roles in the work packages and the personal contact (LinkedIn) of the professionals who work within Smart2B.

- Highlight the institutional, social, economic, and technological value of European-funded projects.

- Support the journey to switch to a marketable product. This means to create a first approach to brand identity and a value proposition for a company that could be launched in the future.

These three complementary elements of the project (technological innovation, European-funded projects value and market-oriented approach) will coexist on the website, that will also include the Privacy Policy, together with the Terms and Conditions. WordPress (WP, WordPress.org) will be the content management system (CMS) of the website.

The working language of the website will be English. Content will be managed and updated by CERTH on a regular basis. Anyway, all partners will be requested to deliver news and dissemination materials for the website. To obtain the expected results, all partners will be requested to include a link to the Smart2B website on their own corporate website (for the link building) and social media channels.

An intranet section with limited access to partners only will be developed for internal coordination. This private tool will enhance the information exchange among all Smart2B partners (internal documents, project deliverables, project's promotional material, etc.). A news section will cover recent news items and the upcoming events that are of Smart2B interest. A dedicated blog section will host articles and posts covering different aspects relating to Smart2B.

A specific e-mail address will be created for interacting with website users. The website will be optimized for the main browsers currently in use (Google Chrome, Mozilla Firefox, Safari and Internet Explorer), as well as through smartphones and tablets.

The Smart2B website sitemap is as follows:

- **HOME/MAIN PAGE**

- Header

- Smart2B main information Wall

- Social Networks Widgets

- Website Footer

- **ABOUT Smart2B**

- Project overview

- Objectives

- EU partnerships & related initiatives

- Publications

- Dissemination Materials

- **RESULTS**

- Smart2B Deliverables

- **PARTNERS**

- Logo

- Descriptions

- Main tasks in Smart2B

- Link to the corporate website

- **NEWS & MEDIA**

- **BLOG**

- **CONTACTS**

- Name and LinkedIn profile of key personnel for each partner

- Social Networks Widgets

- **PILOTS**

- **MEMBER AREA**

As you can see from the sitemap, the "ABOUT Smart2B" section is split into several sub-areas in which the main and general aspects of the projects are highlighted; information on the project concept, the technical approach, the demonstrators, the expected results, and a sub-area with a focus on EU funded projects connected to the SMART buildings scenario, with which Smart2B started a collaboration for the communication and dissemination.

Technological contributions of Smart2B are particularly interesting for researchers, innovators and startuppers working in the field of Smart building, Commercial building, IoT, SMART home, Smart office, Flexibility, Indoor Air Quality, Smart readiness indicator, smart-ready service, Citizen Energy Community, and Smart building management.

From the "Publications" sub-area, surfing to the "ABOUT" section of the Smart2B website, it is possible to read and download the scientific articles and posters published by the partners about project topics and research activities.

We plan to elaborate a dissemination impact analysis during the last six months of the project to bring important information for further exploitation of project results after the end of the project.

The Smart2B website will be online for 2 years after the project's conclusion, during which the materials and results of the project will be available for the public and for the Consortium.

It's important to underline that the sitemap presented in this document is just a preliminary and generally showcase of the main features of the Smart2B website.

The final sitemap of the website will be reported in the deliverable D8.3 Project Web and Social Media Presence (M6). Any additional updates will be reported in the other deliverables dedicated to communication and dissemination activities.

5.1.1. SEO Implementation

After the release of the Smart2B website, several activities will be carried out about the search engine optimization (SEO), with a set of actions to increase the visibility of the project website by improving its position on Google SERP (Search engine result page).

More specifically, the activities will focus on the optimizing of the HTML text contents code in order to get the first page of the Google SERP. In particular, we will work on:

- The "Title" of each single page of the website with specific topic, by also including keywords that we are targeting to create.

- The "meta tag description", which contains a clear message, eye-catching and consistent with content.

- The Google Search Console installation, that provides valuable information regarding the traffic on the website through the Google analytics services.

- The implementation of "Yoast SEO", a WordPress plugin that helps sites perform better in search engines like Google. It also provides the tools to bring content such as news or blog-posts to the highest standards of SEO and overall readability.

5.1.2. The Smart2B blog

A specific blog page will be implemented to fostering discussion on the topics in a more engaging approach. This activity that can really boost the online traffic on the social media channels and the website, significantly raising the interest for the project. The objective is to make available to the public (especially the general public) original and valuable content about the project.

In order to attract users towards Smart2B, the original content must be produced by all the partners (experts in the covered topics), and compliant with the specific needs of the expected target audience.

We plan to create 22 original articles (max 600 words) – two for each partner – that will be shared from April 2022 (M8) to February 2024 (M30) on the blog-page of the website, following an editorial plan that will be defined and showcase in deliverable D8.3 Project Web and Social Media Presence (M6).

All partners should produce the first article on topics related to their role and their tasks within Smart2B, in order to cover a broad range of issues which the target audience considers (at different levels).

Partners can also involve external authors that are interested in publishing articles on the selected topics.

For instance, EDP (the project coordinator) can create a blog-article about how to coordinate an EU funded project on SMART building (methodology, project management, involvement, coordination and monitoring of the partners' activity) or D1 can talk about the communication and dissemination of a European project: how to start and key activities.

The articles will be delivered by all partners and published by CERTH following a procedure that will be specifically produced for this purpose.

To coordinate this task, we will create an editorial calendar on our SharePoint where consortium members will find topics and deadlines for sharing the materials.

Basically, CERTH will review and edit the articles to make sure that they fulfil technical requirements such as readability (by creating an appropriate title when needed) and SEO. Partners are also invited to attach images to the articles they will produce. In blogging, the use of images is important; with a clear and visually attractive image, a blog post has more chances to engage the users, especially on social media. Moreover, the images serve as an introduction to the topic of which the blog post talks about.

5.1.3. Link building activity

The link building activity between website internal content and between the website and the social media channels (and vice versa) will be always on to favor cross-media navigation by users.

Link building will be a very important activity especially for the SEO of the content that will be uploaded on the News & Media and on the Blog sections.

As an example, a user reading an article can follow the link and access the related blog post. From the Smart2B communication and dissemination side, this activity translates into visits on the website and cross-view of web pages. This is the reason why every post should feature links to related content on the website, whenever possible.

5.1.4. Publications

Several scientific and technologic publications are expected to be produced before the end of the project. They clearly strongly depend on the scientific and technological results achieved during the project. Publications are also expected to increase the opportunity to present the results in technical or sectorial events and workshops, thus multiplying the possibility to introduce the project to larger audience.

In order to facilitate and support the partners in performing publication activities, below is a set of simple procedural guidelines:

- **Proposal for publications:** each Partner is entitled (and requested) to inform about the scientific or technical publication activity that is taking place. The coordinator and the WP8 Leader should be informed via mail about the paper.

- **Collaboration**: each partner can express its interest in participating in the publication (as long as he/she is performing part of the activity resulting in the publication, drafting part of the content, revising the content, etc.). Following this way, a list of authors and co-authors is drafted.

- **The author(s)** and the involved partners **arrange the specific terms**, organization, contents, and deadlines for the publication activity.

The European Commission created Open Research Europe, a platform for the scientific publishing of the EU funded project results (and all the Horizon 2020 and Horizon Europe beneficiaries and their researchers) in open access, at no cost. The articles will be peer-reviewed. The names of the reviewers will be open.

As this initiative may increase the visibility of the Smart2B project, all partners are kindly invited to publish articles stemming from the Smart2B research on the abovementioned platform. Here the link to how Preparing a Research Article and the Data Guidelines for Open Research Europe.

5.1.5. EU partnerships & related initiatives

Smart2B is not an isolated project. We are part of a community of European funded projects.

Moreover, many partners in the consortium are participating in other H2020 projects. Collaborations with other EU research and innovation projects in the same or related framework will lead to potential synergies (whenever possible) regarding the communication and the dissemination of the initiatives in terms of innovations and European cooperation.

This section of the Smart2B website will host information (logo, abstract and link to the website) about all the projects with which we will create synergies. They can send us news and press releases that we will share on social media and News & Media section. Paragraph 7 will show in detail the partnership strategy to implement, and the EU sister projects we have already activated a collaboration.

5.1.6. Pilots page

As the name suggests, this page will host information about the pilots and the demonstration host of Smart2B concept, where innovative solutions created within the project will be tested.

This page must not be envisioned as a static page, but as a living page because, especially during the last year of the project, all the info on this page will be updated with the on-going results in order to make this page an online stakeholder engagement tool, very useful for the go-to-market of the project.

Photos and information contained on this page must relate to the buildings and activities carried out by:

- **Santa Casa de Misericordia** (SCML), operators of the 9 residential, warm climate buildings that will pilot Smart2B solutions, and will provide access to key personnel with knowledge of the users and occupants of the social housing. SCML will play a role in the dissemination of results of Smart2B across different departments of the organization, resulting in potential replication of solutions across the national body, Santa Casa, which holds the largest social housing building stock in the whole of Portugal.

- **Albertslund Kommune**, demonstration host of the Smart2B concept for residential pilot in cold climate: Operational experiments and monitoring. Specific demonstration of apartments for elderly people. Albertslund Kommune will also carry out dissemination activities for Denmark.

5.2. Social Media

Smart2B aims to have a strong presence in social media, that are now the full-fledged best tools for disseminating information across the target audiences and ensure an active interaction with them.

Social media channels serve on-demand access to content anytime, anywhere, on any digital device.

To build an organic social media presence and a consistent social media following around a European technological project land on a very specific and technical subject such as the one Smart2B is about, could be not an easy task. It will be necessary to rely more and more on original content (mostly original articles and video) and on the involvement of the partners that are already present on social networks.

To exploit to the most possible Smart2B partners' already developed networks in social media, we have carried out a social media map of those social media the Smart2B partners using regularly and successfully to communicate and interact with their stakeholders. This is useful to determinate what range of coverage all partners could offer in terms of communication and dissemination for Smart2B.

Following also the EU guidelines for social media in communication and dissemination, Smart2B will established social media account for **Twitter**, **LinkedIn**, **Facebook** and **YouTube**.

Twitter and LinkedIn have been selected as the most appropriate social networks to promote the project achievements, news and outcomes. YouTube will be the main social media channel for the hosting of the project videos, which will then be published on other platforms as well.

CERTH will act as social media manager and content designer of the Smart2B social profiles. Day One will act as moderator, that means, control contents and monitor the relevance of information to be published. Specifically, in the EU innovation and research framework (i.e. EU institutions, energy authorities, like-minded groups and organizations, other EU-funded projects, researchers and startuppers) and the vertical media or online magazines, communication via Twitter is the method to reach a wide range of stakeholders interested at different levels and drive information to networks and connections. Platforms like Facebook and LinkedIn are useful to continue outreach to stakeholders and the general public but do require more content to populate the accounts.

The Smart2B social media team invites all members of the consortium to engage with the accounts, share updates and increase the traffic to the Smart2B Twitter, LinkedIn, and Facebook accounts by including the tag (@) in their posts and/or by using relevant hashtags. Three proper hashtags

#Smart2B, **#STBEU**, and **#STBsmartbuildingsEU** have been developed and should be used in every post that will be published (even not all at the same time).

Paid-for promotion is also an added service that can be considered, mainly during the last year of communication and dissemination social media activities. All social media channels that we have selected include a social media cover. Day One worked on the design of a concept for consistent social media covers that could be applied to the different channels (more details on D8.2).

The social media channels and the social presence will continuously evolve as more tasks are performed and more results are available.

All the Smart2B social media account will be activated by the M6 of the project (February 2022).

As follow in 5.2.1, a specific strategy has been laid out, by tailoring the activities, the objectives and the key messages for every channel.

5.2.1. Twitter

ACTIVIY PLAN
The Smart2B Twitter account will be used to inform the community about both technical and not technical information. Specific hashtag has been created the project. The hashtag #Smart2B will be the standard one of all tweets. - Publish at least 1 tweet per week (mix of info about the project, link to the website, news, promotion of events, results, partnerships). - Select and interact with communities dealing with SMART buildings, IoT and SMART home solutions, SMART readiness indicator, SMART-ready service, Citizen Energy Community, Energy Efficiency Innovations, European funded projects. - Involve the Consortium partners in re-posting and sharing the Smart2B tweets (by mentioning the "@", with hashtag #Smart2B and retweet).
OBJECTIVES
The Smart2B Twitter account will be used for the live-tweeting during meetings, conferences, workshops and events where Smart2B is participating. A very important object related with the activities on Twitter will be to intercept the daily trending topic related with SMART buildings solutions, European funded projects, and Horizon 2020 innovation news.
KEY MESSAGES
The 11 partners of the Smart2B project will collaborate to develop new software and hardware solutions for automated management and control of legacy equipment and appliances in order to upgrade smartness levels of existing buildings. Smart2B has received funding from the European Union's Horizon 2020 research and innovation programme. EU important role to allow the international cooperation. Communicate the growing need for a better knowledge of SMART solutions for the existing buildings and to invite owners or managers of commercial and residential buildings to contact us to implement the solutions developed within the project.

Underline the importance of the innovations to upgrade smartness levels of existing buildings through coordinated control of legacy equipment and smart appliances.

5.2.2. LinkedIn

ACTIVIY PLAN
By a preliminary analysis of the digital presence of the project partners, LinkedIn turned out to be a social channel in which all partners have an official profile. - Publish at least 1 post per week (a mix of info on the project, link to the website, news, promotion of events, etc.). - Select and interact with communities dealing with the topics of the Smart2B project. - Involve the Consortium partners and the professional involved in Smart2B in re-posting and sharing the LinkedIn posts. - Publish specific articles on the main project topics.
OBJECTIVES
- Provide information on the Smart2B project, and the partners activities. - Events promotion. - News about European research cooperation. - Talk about project results and topics (knowledge, technology, processes, networks) that have potential to contribute for further work, research or innovation. - Disseminate the Smart2B achievements.
KEY MESSAGES
- Emphasize the benefits of H2020 research and innovation projects. - SMART building solutions' business opportunities are increasing. Potential future collaborative projects or initiatives with a common background are possible.

5.2.3. YouTube

ACTIVIY PLAN
The YouTube channel will feature the 3-motion graphic promotional videos that will be produced to effectively disseminate Smart2B activities and results, one for each year of the project.

The YouTube channels will also host the video-interviews to all the partners that will shot during the various project meetings (Smart2BtaleS series) and a short video series on scientific background and achievements of each WP (11 videos expected) with the professional video editing software Lumen5;

Video represents an essential content for the Smart2B communication and dissemination strategy. Paragraph 5.3 of this document will provide more details.

OBJECTIVES

Spread the word about the project and increase the awareness around it (with a focus on the activities that the partners are carrying out) to reach the general public and present the objectives, innovative aspects and benefits of the Smart2B project without emphasizing technical details.

KEY MESSAGES

The concept behind the video-storytelling strategy is to create a way to explain the mission of the Smart2B Consortium in light and inclusive mode.

Provide a general overview of the projects, share information and talk about the partners activities.

5.2.4. Facebook

ACTIVIY PLAN

A Facebook fan page will be designed as one dissemination instrument for reaching the general public. Posts should present different conten t: web links (mainly to the project website), images, videos and text with mentions to related subjects (ie. The European Commission and/or project partners) and appropriate hashtags.

Facebook will be used also to create a common social wall for all the Smart2B' sister EU projects already on this social platform.

OBJECTIVES

- Provide information on the Smart2B project, and the partners' activities.
- News about SMART buildings solutions and international research cooperation.
- Talk about project results and topics (knowledge, technology, processes, networks)
- Disseminate the Smart2B achievements.

KEY MESSAGES

Posts register on the Facebook fan page should be not too formal or technical. Posts should present different contents, with two main objectives: informing/educating about the general opportunities from Horizon 2020 and build an active dialogue with the community of the H2020 project about SMART building solutions. This comes also in parallel to the blogging activity.

5.3. Videos

To produce videos (for YouTube first) could be a good way to disseminate the progresses and convey information clearly and in an entertaining way. Videos can be used to spread the word about the project and therefore increase the awareness around it and around the activities that the partners are carrying out. Videos are a flexible format and can be used on various online platforms and devices (ie. social media, websites, monitors during events, etc.).

In Smart2B, we plan to launch **"Smart2BtaleS"**, a web series/video collection whose intent is to disclose synthetic information related to each of the main project activities, the project planning, implementation & management, the dissemination and the business-related tasks.
The Smart2BtaleS production is structured as a set of interviews released by the project partners, in which they provide information about their technical activities, their specific role and tasks within Smart2B and a long-term vision of the Smart2B technology, with references on the positive outcomes and the future scenarios that might be opened from the successful implementation of the results.

"Smart2BtaleS" is also a way to highlight as the EU Research and Innovation framework can concretely allow to create SMART building innovation ecosystem in which innovators and public institutions can match and cooperate to turn the European research into technologies that will benefit people in Europe (and worldwide). All the "Smart2BTaleS" will be recorded when a consortium meeting will be held in Rome and hosted by Day One, the WP8 leader, during the second year of the project. Until that occasion the YouTube channel will be populated through the creation of a short video series on scientific background and achievements of each WP (11 videos expected) with the professional video editing software Lumen5.

As mentioned also in paragraph 5.2.3, the YouTube channel will feature the 3-motion graphic promotional videos that will be produced to effectively disseminate Smart2B activities and results, one for each year of the project.

6. E-newsletters

Smart2B will release e-newsletters every six months, starting from M12.
This will allow the partners to update the contacts in the mailing list with the latest relevant information about the project status and news related to the activities carried out. The content of the e-newsletters is coordinated with the content on the "News and events", the "Blog" and the "Publications" sections from the project website.
E-newsletters will be shared via email through a contacts-database and managed through the platform MailChimp (or any mail-marketing platform CERTH deems appropriate to use).
A first contacts list will be created from the project partners and their respective contacts that could be interested in the project. This list will be enlarged during the project duration.
The growth of the contacts list – as well as the quality of the contents – strongly depend on the effort of the partners. An active participation in terms of dissemination during events, workshops or conferences, a direct involvement of colleagues and professional networks, are just a couple of examples of a good predisposition towards the development of the base of contacts.

The responsible of managing and delivering the newsletter will be CETRH, as T8.3 task leader.
CERTH, with the help of D1, will also ensure the stream of materials to be included in the newsletter, by constantly interacting with the consortium members for their contributions.
According to the European legislation, the newsletter is forwarded to all the subscribers who decide to do so through a dedicate subscription form and that that allows users to subscribe directly to the newsletter. The subscription form will be accessible from the footer of the website.

Users can unsubscribe from the Smart2B newsletter by writing to the official email address of the project (info@smart2b-project.eu).

7. Eu Clustering Projects - Partnerships

At least three European projects should be identified within the first year to maximize the results of communication and dissemination activities, exchange technical information and fulfil the European Commission's expectation of an integrated collaborative approach.

The main purpose of the partnership with other EU project is to coordinate dissemination and communication efforts in order to increase the projects visibility on social media and websites, build a strong network and boost mutual participation in workshops, conferences and events.
With a strong link building activities, we will drive traffic to the articles on both the websites, reposting the articles also via social media The creation of a common Facebook community page and the organization of joint evets are some of the co-creation activities we will carry out thanks to the partnerships starting from the second year of the project.

In particular, the EU projects belonging to the following topics will be analyzed:

- LC-SC3-B4E-10-2020 - Self-assessment and self-optimization of buildings and appliances for a better energy performance.

- LC-EEB-07-2020 - Smart Operation of Proactive Residential Buildings (IA).

- LC-SC3-EE-2020-2 – Building a low-carbon, climate resilient future: secure, clean and efficient energy.

- LC-SC3-B4E-3-2020 - Upgrading smartness of existing buildings through innovations for legacy equipment

Projects already identified are:

SATO	www.sato-project.eu
	This project receives funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement Number 957128

PRECEPT	www.precept-project.eu
	This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 958284

COLLECTiEF	www.collectief-project.eu
	This project has received funding from the European Union's H2020 Research and Innovation Programme under grant agreement No 101033683

8. Events, workshops and conferences

Scientific and technological events related to the Smart2B's verticals are crucial for disseminating the project and its results, as well to create networks and improve direct contacts. This activity strongly relies on the commitment from all the partners, which can contribute by disseminating Smart2B, regardless of the role they play in the project and specific expertise or tasks.

It is needful to design some guidelines that aims to create a shared approach and criteria to identify the events that should be considered relevant and impacting for the communication and the dissemination of the project. The criteria for the selection of the events to be attended are:

- **The awareness** of the events, which refers to the notoriety and the "background" of the event (times the event has taken place), to the importance of the speakers and to business networking possibilities. High-quality events must be selected to generate higher impact.

- **The audience**-pool of the events. The criteria compare the target audience of the event with the audiences identified in the communication and dissemination plan.

- **Relevance of the framework** of the event comparing to the Smart2B topics.

- **Resources and costs**. We need to balance and distribute the efforts related to participation and event organization to cover the entire duration of the project.

The following table presents an indicative list of the workshops which Smart2B intends to organize, addressing different target audience, in order to communicate and disseminate the main project outcomes.

Target Group	Expected Date	Reference
International audience, Advisory Board members	2022	Kick-off the "Smart2B Advisory Board"
HVAC manufacture, Advisory Board members	2022	Options: - REHVA CLIMA 2022 - Eurovent Association
Research community, Advisory Board members	TBA	ACM Buildsys Conference
Energy operators, Advisory Board members	TBA	TBA

Table 5. List of the workshops which Smart2B intends to organize

In addition to the channels defined in the communication plan, the workshops can be promoted by:

- Submitting the event on the Commission's Research & Innovation website
- Submitting the event on the CORDIS website

Target audiences for the events demonstrated in the following table are: Research community, innovators in the energy sector, power generators, IPPs, utilities, grid operators, energy companies, retailers, energy markets, energy traders, commercial and industrial energy users, digital experts, programme designers, practitioners, policymakers.

Name of event	Date	Reference
European Utility week	2022, 2023	https://www.enlit-europe.com/euw
Enlit Europe	2022	https://www.enlit-europe.com/
E-World	2023	https://www.e-world-essen.com/en/
IoT solutions World Congress	2023	https://www.iotsworldcongress.com/
18th International Conference on Artificial Intelligence Applications and Innovations	2022	https://ifipaiai.org/2022/
The 30TH Mediterranean conference on control and automation	2022	https://www.med-control.org/med2022/

Table 6. List of the events which Smart2B intends to participate

Additionally, a series of webinars focused on the project innovations will be given in 2022 and 2023, targeting start-ups and operators in the energy field. The contributions of the different partners will be detailed along the project. The possibility to use BUILD UP - The European Portal for Energy Efficiency in Buildings will be explored.

The final conference of the project will take place in 2024, involving all partners, with leading partners EDP, FC.ID, EB, TUG. Target groups will be:

- Industrial stakeholders (e.g. Household appliance manufactures and technology providers).
- Building managers.
- Grid operators (retailers, DSO, etc.).
- Energy sector market.
- Regulators (e.g., RAP: Regulatory Assistance Project).
- Research organizations.
- Advisory Board.

In order to improve and maximize access to and re-use of research data generated by Smart2B project an Open Research Data Pilot (ORDP) will be delivered.

We have set up an event tracking document, shown in Figure 7, to keep track of events in which partners participate for Smart2B and get qualitative and quantitative feedback.
The Word file/template includes the following information:

- The website of the event and additional info.
- The role of the partner within the event (organizer, participant, etc.).
- The activity carried out (poster, oral presentation, stand).
- Photos, videos, etc. of the event to share (where available).
- List of contacts (name, company, email).

Figure 7. the Smart2B event tracking document

During the last year of the project, the Smart2B consortium, together with the sister project network, may consider organizing one or more "Hackathon day" to engage the wider R&D community, university students and startups for proposing applications and developing prototype services using APIs offered by the Smart2B platform to digitalize the building energy sector.

9. Press releases and media relations

We plan to produce at least 2 press releases at M12 and at M27 to inform the audiences about relevant news and to draw the attention to the project and to communicate significant results.
All the press releases will be shared with specific media and magazines (online and offline) at regional, national and European levels.
For developing an effective press and media strategy, the partners will be invited to compile a database of media contacts in each partner country and to translate and adapt the press releases from the English version (provided by D1) to the national language. The project coordinator will always validate the content of the PR.

Partners are also invited to promote the press releases content via social media, and internal and external newsletter. We will consider the opportunity to sponsor paid contents in specialized magazines as necessary during the project, as well as the possibility to contact radio and TV programs for interviews with consortium members.

All press releases will be also available on the Smart2B website and shared on social media channels.

The procedure to create and disseminate the press releases will be as follows:
- 2 weeks before the mailing is sent to the media-contacts, CERTH will circulate a draft version among the WP8 members
- The WP8 members will have 1 week to send any comment or suggestion to the Admin of the newsletter.
- CERTH will adapt the messaging based on the feedback and will circulate the final version of the press release.

10. Printed promotional materials

An official media-kit of printed promotional materials will be developed in order to be distributed at various events, conferences, workshops, and to facilitate the understanding of the Smart2B project for publicity use and gain the project visibility with national & European media, providing a first overview on the Smart2B project.

Project partners can adapt these promotional materials to their national languages.

The media-kit, designed by Day One, includes a project brochure, info-graphics, posters and roll-up, bookmarks is better detailed in deliverable D8.2 Project brochure, posters, roll-up, and infographics (first version – M3).

The production of printed copies for the dissemination in events will depend to the purpose of their use. The Smart2B consortium wants to keep the ecological impact of the printed media-kit as small as possible.

The first version of printed promotional materials at M3 will be updated throughout the project (based on the project developments) and presented in deliverable D8.2 Project brochure, posters, roll-up, and infographics (final version – M36).

11. Communication and dissemination metrics

The dissemination and communication plan presented in this deliverable has been stablished at the beginning of the project and provides a guideline for all communication and dissemination activities, that are certainly ambitious.

As the project has a duration of 3 years and due to we will use several different type of dissemination and communication tools and channels, it is appropriate to develop metrics upon which the grounding of the plane can be evaluated.

Table 7 lists the KPI for each communication and dissemination activity.

ACTION	METRIC	SUCCESS			
		excellent	good	moderate	poor
Website	Organic Visit (monthly)	x≥150	x≥100	x≥50	x<50
E-Newsletter	Subscribers	x≥150	x≥110	x≥70	x<40
Twitter	Posts (monthly)	x≥8	x≥4	x≥2	x<1
Facebook	Posts (monthly)	x≥4	x≥3	x≥2	x<1
LinkedIn	Posts (monthly)	x≥4	x≥3	x≥2	x<1
Promotional videos	Number	x≥24	x≥14	x≥7	x<3
Participation in external events	Number	x≥20	x≥15	x≥10	x<6
Organization of workshops, webinars, conferences	Number	x≥15	x≥10	x≥5	x<2
Papers and scientific publications	Number	x≥15	x≥12	x≥9	x<7
Press releases (publications)	Number	x≥12	x≥9	x≥5	x<2

Table 7. KPI for communication and dissemination activity

10. Monitoring of communication and dissemination activities

The centric role of the WP8 Leader, in cooperation with the project coordinator, the WP8 task leaders and the partners involved in WP8, must ensure a fluent, controlled, and efficient communication and dissemination workflow on among all Smart2B partners during the entire project life.
In order to achieve the successful execution of the relevant activities and objectives, a systematic managing and monitoring will be carried out throughout the Smart2B implementation, as follow:

- An "Internal Communications Committee" has been established, integrating communication referents from each partner of the consortium, in order to make the workflow and communication between partners smoother and always know who to contact in case of dissemination requests and materials. The tools that will be used during the project to accomplish the internal communication are regular mail, the consortium periodic meetings and the Smart2B SharePoint.

- The monitoring and the management of the WP8 activities, as well as the evaluation of the performance, will be performed internally among the WP8 task leaders (D1, EDP, CERTH) on a bimestrial basis.

- The regular monitoring will allow the identification of deflections from the plan, possible risks, and the timely planning of any required revisions to address potential implementation problems.

- CERTH, as T8.3 "Outreach at EU level through effective use of Social Media and Online Channels" tasks leader, and EDP in quality of T8.4 "Stakeholder Engagement through webinars, workshops, events and a final conference" tasks leader must keep track and report all the activities performed during the project to the WP8 leader (D1), through bimestrial meetings and through the "Periodic Digital Dissemination Activities Report (CERTH, a.M12/b.M24/c.M36)" and the "Periodic Stakeholder Engagement Report (EDP, a.M12/b.M36)".

- The production of videos will be performed by D1, but CERTH will be in charge to share them on YouTube, as well as for every social post and news on the website.

Specific email reminders will be sent to all partners to remind them to complete the tasks and the activities related to the communication and dissemination of Smart2B whenever those in charge of WP8 tasks deem it appropriate.

Obligation for communication actions

Any communication and dissemination materials on any channel or media must indicate that the project received funding from the European Union's Horizon2020 programme. The EU emblem should have appropriate prominence.
In particular, it's mandatory display the European Union flag, and the acknowledgement of funding:

- **For dissemination activities:**

"This project receives funding in the European Commission's Horizon 2020 Research Programme under Grant Agreement Number 101023666".

- **For pilots, infrastructures, corporate communication actions (with references to Smart2B) and results:**

"This (infrastructure) (equipment) (company name) (insert type of result] is part of a project that has received funding from the European Commission's Horizon 2020 Research Programme under Grant Agreement Number 101023666".

Conclusion

This deliverable D8.1 summarizes the plan, the activities and the media for the communication and dissemination of Smart2B. The planned actions will be used to evaluate the different project communication activities, as a route map for the consortium and for the individuals to adapt strategies to better achieve the expected objectives and to ensure that the partners will make the stakeholders aware about the project's applications in industry, academic framework, and society.