UPGRADING SMARTNESS OF EXISTING BUILDINGS THROUGH INNOVATIONS FOR LEGACY EQUIPMENT

Deliverable D8.4

Periodic Digital Dissemination Activities Report v1

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Table of Contents

Table of Figures

Table of Tables

Abbreviations and acronyms

Abbreviation	Definition
ESCO	Energy Service Companies
NGO	non-profit organization
SERP	Search Engine Result Page
SEO	Search Engine Optimization
EC	European Commission
EPBD	European Performance of Building Directive
SRI	Smart readiness Indicator
HRB	Horizon Results Booster
D&E	Dissemination and Exploitation
R&I	Research and Innovation

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Executive Summary

The deliverable D8.4 is associated with task T8.3 "Outreach at EU level through effective use of Social Media and Online Channels" and is designed to support the goals of WP8 "Market Involvement through Communication and Dissemination".

The objective of this WP is to ensure that the results of the Smart2B project will be disseminated to the European society and the inherent industrial communities and that the on-going activities of Smart2B could be communicated to the target audiences in an effective and understandable way.

More specifically, this deliverable detail the communication and dissemination channels and activities the project has launched and used during the first year of Smart2B (M1-M12), as well as the participation in online events and other actions for an efficient dissemination.

The current document corresponds to the first version of the Periodic Digital Dissemination Activities Report, outlines the initial dissemination and communication activities accomplished so far, during the first phase of the project. This deliverable will be updated periodically every 12 months.

1. Introduction

The present deliverable (D8.4), "Periodic Digital Dissemination Activities Report", provides information regarding the digital communication and dissemination results during the first year of Smart2B (M1-M12). The purpose of disseminating activities lies in the better use of project results for valorization and knowledge transfer, maximizing the impact of research results in the public domain.

In general, this deliverable detail the communication and dissemination channels and activities the project has launched and used during the first year of Smart2B (M1-M12), as well as the results achieved and the next actions to be followed for an efficient dissemination.

1.1.   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.

1.2.   Structure of the document

The Deliverable D8.4 presents the communication and dissemination channels launched and activities performed so far. First, we will define the target audiences and the expected outcomes of the plan followed, then we will describe all the actions performed along with the results achieved so far.

The current document is organized as follows:

- Chapter 1 – Introduction: describes the purpose and scope of the document, the project goal and the. document's structure;
- Chapter 2 – Communication and dissemination strategy: presents the project dissemination goals, target audiences and expected outcomes;

- Chapter 3 – Project website: describes the website structure, the requirements, the updates, as well as the performance analytics;
- Chapter 4 – Social media: describes the social media channels creates along with their analytics;
- Chapter 5 – Newsletter: presents the newsletter purpose and goals and the newsletters sent so far;
- Chapter 6 – Videos: presents the videos created and released along with these planned for the next months;
- Chapter 7 – Online events: presents the online events organized and planed;
- Chapter 8 – Horizon Results Booster: describes the EU initiative, the cluster Smart2B created and the service that it is going to take part with;
- Chapter 9 - Network Engagement Monitoring & Action plan: briefly presents all the communication elements, their status, the target for the next months and the actions to be done;

2. Communication and dissemination strategy

Based on the goals and approach of the Smart2B project, a strategic communication and dissemination plan was developed to guide project communication and dissemination activities throughout the project's lifespan.

The Smart2B dissemination plans and promotion objectives are:

- Create awareness on the project among stakeholders, including representatives of the industry, associations, public authorities, general public and research and educational institutions;
- To promote EU research in upgrading smartness of existing buildings through innovations for legacy appliances and technical building equipment;
- To show a refurbishment solution of a smart building system that consists of Smart2B devices, platform and services, which place the citizens, building users and CECs at the heart of the building energy transition, by enabling smart buildings to interact with their occupants and the grid in real time;
- To preserve materials value by extending resource productivity and enabling its recovery at the end of its use cycle;
- To raise awareness about innovative approaches for optimal and cost-effective energy coordination of a building or district;
- To influence the attitudes of decision-makers towards a stronger support to European energy management;
- To develop new business opportunities and increase competitiveness of European building and energy agents in the circular economy context;
- To underline the excellence of Smart2B activities and findings, making the results developed through the project available to the widest audience and enhancing the exploitation potential;
- To build up and foster a community by finding relevant alignments and opportunities of collaboration with other H2020 projects and initiatives, to stress the importance of a strong European Innovation Network towards that direction.

According to the D8.1 "Dissemination and Communication plan, including project identity", the communication and dissemination strategy can be summarized in three consecutive phases, as illustrated in the figure below.

PHASE 1→	PHASE 2→	PHASE 3→
Initial awareness-oriented phase	Strategic dissemination phase	Exploitation phase

Figure 1. Smart2B Communication and dissemination plan phases.

We currently are in the end of first phase, creating the initial awareness related to the Smart2B project objectives and partners using our visual identity, the project website, variant dissemination materials, attending events and newsletter campaigns.

2.1.   Target Audiences

The six main identified target groups are listed in the following table:

Table 1. Target Groups

CATEGORIES	EXAMPLES OF MAIN STAKEHOLDERS
End users/consumers & Energy Communities	- Building owners - Managers and/or occupants - Individuals
Building industry	- Building and Facility Management Companies - Planning offices (architecture and building technology) - Manufacturer/Distributors of components - Technology Providers
Grid operators, Energy utilities & ESCOs	- High-level representatives of energy management companies - Energy providers - Energy aggregators - Transmission system operators - Distribution system operators - Retailers - ESCOs / CESCOs (Circular ESCOs) - Balance responsible parties
Policymakers, Municipalities & Associations	- National public authorities (industrial committees, national regulation authorities, ministry and regional councils) - Energy Associations - Public Bodies - Environmental Organizations and NGOs

These target stakeholder's engagement with Smart2B digital tools differentiates according to their expectations and motivation to get involved as well as the tool itself. Table 2 presents the expected level of stakeholder's engagement per digital tool used in Smart2B.

Table 2. Stakeholder's engagement per digital tool

DIGITAL TOOL	END USERS/CONSUMERS & ENERGY COMMUNITIES	BUILDING INDUSTRY	GRID OPERATORS, ENERGY UTILITIES & ESCOS	POLICYMAKERS, MUNICIPALITIES & ASSOCIATIONS
Website	High	Medium	Medium	Low
Social Media	High	Medium	Medium	Medium
Newsletter	Medium	Medium	Low	Medium
Videos	High	Medium	Medium	Medium
Online events	Medium	Medium	Medium	Medium
Horizon Results Booster	Low	Medium	High	High

2.2.   Expected Outcomes

The dissemination plan and its correspondent promotion are carefully designed to address the identified target groups in the most effective way. The expected outcomes of Smart2B's communication include:

- a large number of stakeholders being more aware of ideas and technologies for upgrading smartness of existing buildings through innovations for legacy appliances and technical building equipment;
- a large number of stakeholders being aware of the benefits of circular economy integrated in building design (modularity, upgradability, value recovery, etc.);
- scientists, researchers and manufacturers convinced that they should pay a special attention to boost new energy management and generation projects based in innovative business models;
- if possible, economic and policy decision-makers encouraged in supporting the circular economy and employment in Europe by promoting novel energy technologies that enable the creation of new business opportunities for other stakeholders (smart renovations, maintenance, CESCOs) for construction sector;
- lastly, and above all, a broad dissemination of new, disruptive ideas, concepts and solutions for upgrading existing building equipment, individual buildings and entire building blocks to higher smartness levels.

Smart2B key target audiences and the expected impact of communication and dissemination activities are resumed in the following table.

Table 3. Expected impact on key target audiences

Expected Impact	End users/consumers & Energy Communities	Building industry	Grid operators, Energy utilities & ESCOs	Policymakers, Municipalities & Associations
Will be more aware of ideas and technologies for the smart building renovations and energy management future of Europe	√	√	√	√
Will help foster EU research and innovation on Smart2B related technologies		√		√
Will be convinced to pay a special attention to boost the upgrading of legacy appliances and technical building equipment.		√	√	
Will be directly affected by the outcomes of the research, and will provide feedback on project activities and results	√			
May adopt Smart2B's technologies and solutions for improving building energy efficiency.		√		

3. Project website

The project website (https://smart2b-project.eu/) was launched at M6, its structure and main objectives are reported in the related and its deliverable (D8.3). The Smart2B website is constantly updated with the latest project news, block articles and project's results and will be continuously improved all along the project lifetime.

3.1.   Website strategy

Smart2B's website, the main communication tool for the project and the primary information source for the Smart2B audience, was launched at M6 and will be regularly updated to proactively promote the project progress information and its results. It contains all relevant information about the project and its related topics (objectives, information, news, event announcements, public reports, analysis and links to related initiatives), as the main objective of the website is to spread the project goals and results as widely as possible. Smart2B's website development and maintenance is led by CERTH.

3.2.   Website structure

The website (figure 2) is organized into 8 key areas: Home, The Project, Results, Pilots, Initiatives, Blog&News, Resources and Contact, which are described in detail in the following sections. In every page of the website the logo of the project is displayed in the upper left corner to enable the visitors return to the home page. A navigation bar with tabs and sub-tabs provides easy access to the desired page. The footer is applied in every page and includes the negative version of Smart2B logo along with the social media accounts of the project, the newsletter registration form, the news feed, the source of Smart2B's funding and the Privacy Policy that applies to the use of the website.

The website homepage was given special care as an entry point; it presents general information and allows users to navigate to more detailed info. The more prominent feature of this page is the video-enabled carrousel, populated now with Smart2B motivation animation:
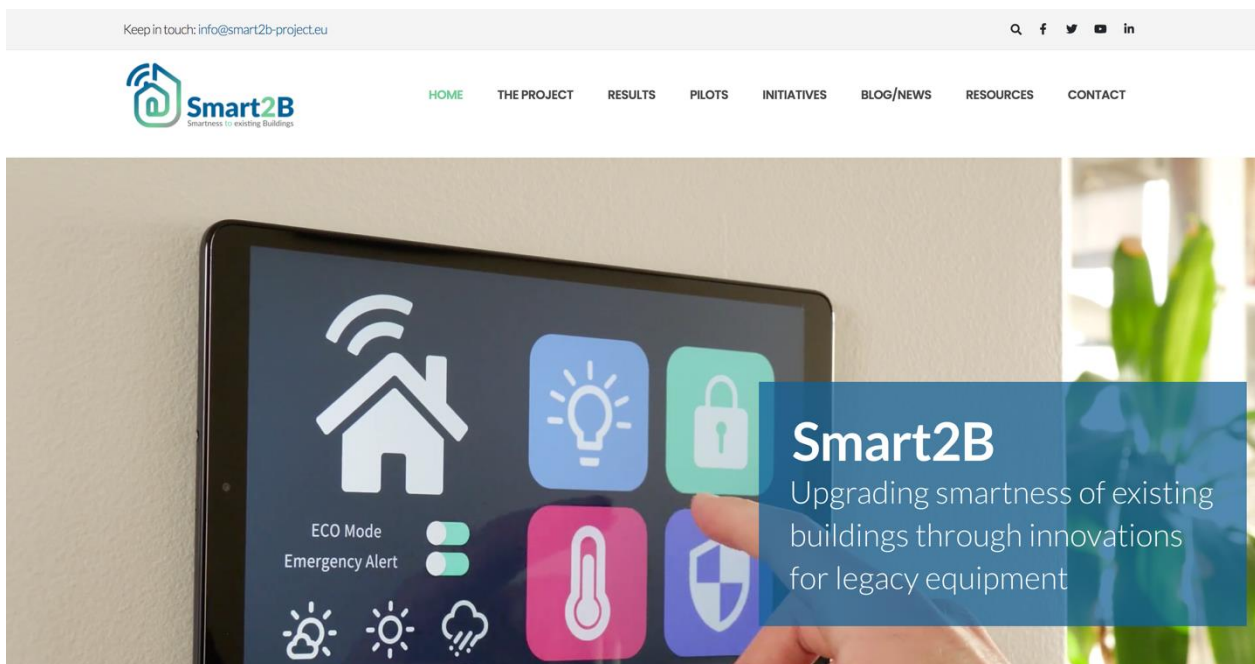

Figure 2. Homepage Slider

A short description about the project follows on the page, as well as an image illustrating the main concept of the project. This page also displays the technology pillars of Smart2B and an overview of the partners involved in the Project.

The Project section provides a general overview of the project, the strategic goal, the innovation and how it will be implemented. The "Results" page consists of 2 sub-pages; public deliverables which contains the deliverables of the project that are available to public audiences and scientific publications which contains all congress/ journal papers that are going to be conducted during the Smart2B lifespan. The Pilots page includes specific information for each demonstration pilot to be deployed when the "Initiatives" page introduces projects relevant to Smart2B, with whom Smart2B would make synergies in the future, like social media campaigns, workshops etc. The news page is intended to act as a content broker, aggregating all relevant pieces of information. The Resources page will be used as a repository for all the communication/press materials of Smart2B, including the project logo, brochures, posters, and newsletters. And finally, the contact page section presents the project's website contact point, encouraging visitors to contact Smart2B people.

After the submission of the D8.3 "Project Web and Social Media Presence" was identified the need to design, create and release three additional pages: the innovation webinars page; the EU4BET cluster page; and the Blog section which are analytically described below:

3.2.1.   Innovation webinars page

The Innovation webinars page (figure 3) presents a series of webinars organized by the Consortium in the scope of "T8.4 Stakeholder Engagement through webinars, workshops, events and a final conference", focused on Smart2B innovations, aiming to present the main projects developments and discuss their relevance in the energy transition context and how they can contribute to improve the smartness of existing buildings. The idea behind that page is to provide relevant information to the webinars already conducted alongside with a video record for the ones missed it and inform visitors for the upcoming ones.

Figure 3. Innovation Webinar page

3.2.2.   EU4BET cluster

The EU4BET cluster page (figure 4) is intended to act as a reference point for the EU for Building Energy Transition projects cluster, by presenting its challenges and goals, the participants and all relevant cluster news and events. The EU4BET is composed by 5 EU research and innovation projects (COLLECTiEF, PRECEPT, PRELUDE, SATO and Smart2B) that joined forces to lead the way into realistic technological solutions, empowering citizens and aligning action in key areas such as industrial policy, finance and research, while ensuring social fairness for a just transition.

Figure 4. EU4BET page

3.2.3.   Blog

The Blog section is a dedicated page which features articles produced by project partners covering different topics related to Smart2B's scope. Blog posts are brief articles that will be published, on a monthly basis, on the website. According to S2B's communication and dissemination plan, the targets of these communications will be the general public and S2B stakeholders.

There will be two rounds of articles; in the first round (May 2022-February 2023) each S2B partner will provide an article related to main topics related with Smart2B project, including energy efficiency, energy transition, smart buildings and other related topics, as shown in the editorial plan below (table 4).

Table 4. Blog's page editorial plan

Partner	Due date	Publishing date	Proposed title/subject
EDP	6/5/22	13/5/22	Smart Buildings: EU Policies and trends
RWTH	23/5/22	31/5/22	Optimization of buildings operation efficiency
EB	23/5/22	30/6/22	The energy market in Italy: background and future trends
CERTH	23/5/22	30/9/22	The EU's chance on boosting prosumers penetration
VITO	23/5/22	29/7/22	Unlocking the flexibility potential on a residential level
FC.ID	23/5/22	30/8/22	The importance of AI performance assessment for smart buildings
TUG	23/5/22	31/10/22	Role of AI in energy forecasting
Day One	23/5/22	30/11/22	The weight of energy transition in the EC agenda: how to communicate and disseminate effectively
OdinS	23/5/22	30/12/22	Towards remote monitorization and control of Smart Buildings using secure and private IoT technologies.
ABL	23/5/22	31/1/23	N/A
SCML	23/5/22	28/2/23	End-User Engagement Strategies (Children/Young Adults) in Energy Efficiency

The second round of articles (March 2023-January 2024) will be focusing on the partners' experience and involvement in S2B and will be grouped in a dedicated series (see the related table). The temporary title of the series is "One year in the life of Smart2B".

3.3.   Website Requirements

During the development of Smart2B's website, some necessary requirements had to be taken into consideration, some necessary functionalities, capabilities and characteristics the website should possess in order to constitute an effective tool used for dissemination purposes throughout the lifespan of the project:

- Performance of the website: It was important to ensure that visitors could access and navigate through Smart2B's website within seconds and for this reason the integration of animations and flash designs was avoided;

- SEO Implementation: Several activities were 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);

- Google Analytics: A new concentrated account was created for Smart2B project in Google Analytics platform, which will provide us a full picture of how Smart2B site is performing, by

collecting a vast amount of data and processing them intelligently, generating reports that will help us gain critical insight into our site and the people who visit it;

▪ <u>Privacy Policy</u>: Smart2B uses only the minimum amount of cookies required for it to be efficiently operational as defined by the European Commission, that that all personal data of visitors of the website should be protected.

3.4.   Website Analytics

Close monitoring based on analytical tools – such as Google Analytics – and on-page and off-page Search Engine Optimization (SEO) will be initially used to improve the overall website's efficiency. Since European Union considers the use of Google Analytics tools improper to protect citizens data, we are currently investigating other monitoring tools in order to replace it. The website is expected rank among the Top 10/Top 3 Search Engine Results Page (SERP) using the following predefined key expressions: #Smartrenovation #Smarteninglegacy #STBsmartbuildingsEU #STBEU #Smart2B.

Table 5. Website visitors analytics from M6 to M12

	Results	
	At M6	At M12
Number of unique visitors	125	792
Minimum average visit duration	1.48'	1.53'
Position in SERPs on predefined key expressions	Top5	Top3

Table 6: Website sessions, new users and social media impact

Date	Total Sessions	New Users	Pages/ session	Average visit duration(mins)	% of visits from social networks
March 2022	193	125	2.11	1.48	41.94%
August 2022	1269	792	2.00	1.53	52.78%
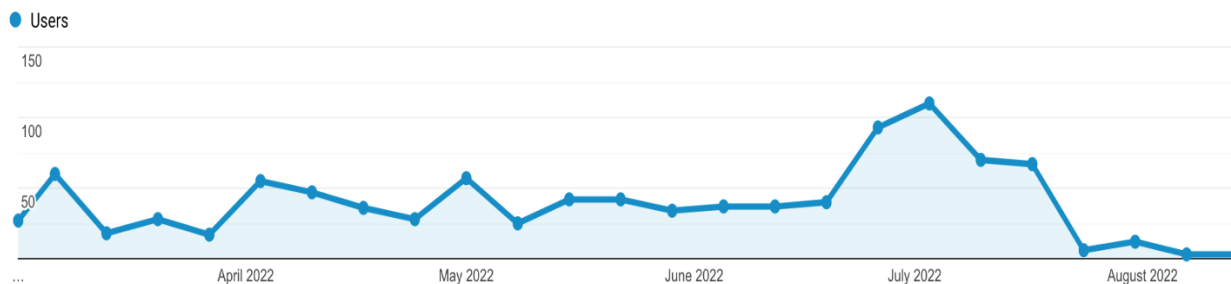
Figure 5. Website visitors, new users the first 12 months of the project.

As shown in figure 5, we constantly increase our new users track, with local maximums noticed when we organize or participate events or publish new blog posts or news, demonstrating the relevance of the publications posted on the website. In July, a global extreme point of user was registered matching the beginning of promotion and organization of Smart2B 1st innovation webinar, that was also promoted throughout our social networks and when the record video published.
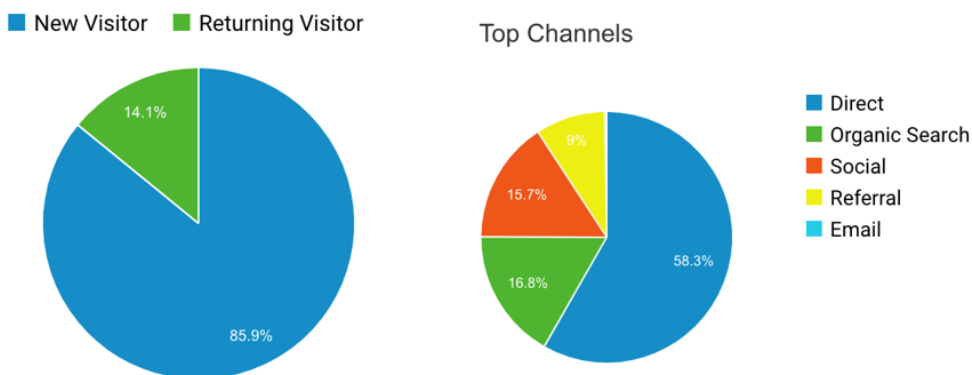
Figure 6. New vs Returning Visitor & Acquisition Channels overview

Since we are in the initial phase of our communication and dissemination strategy, we intent to gain new users as much as possible in order to spread the project goals and objectives as far as possible. As shown in the right side of figure 5, special care was given in order to gain visitors who search our project's name and access it directly.

Monitoring and analyzing geographical and time data using appropriate tools and performance measurements (presented in figure 7), allowing us to better understand project target audience (in terms of geographical spread) and give us some hints about how to increase dissemination and communication resilts, as well as to readjust actions whenever required.

Country	Users ⌄ ↓	Users	Contribution to total: Users ⌄
	792 % of Total: 100.00% (792)	**792** % of Total: 100.00% (792)	
1. 🇵🇹 Portugal	**146**	18.20%	
2. 🇮🇹 Italy	**90**	11.22%	
3. 🇺🇸 United States	**70**	8.73%	
4. 🇳🇱 Netherlands	**68**	8.48%	
5. 🇫🇮 Finland	**50**	6.23%	
6. 🇫🇷 France	**46**	5.74%	
7. 🇮🇪 Ireland	**46**	5.74%	
8. 🇦🇹 Austria	**42**	5.24%	
9. 🇬🇷 Greece	**41**	5.11%	
10. 🇪🇸 Spain	**39**	4.86%	
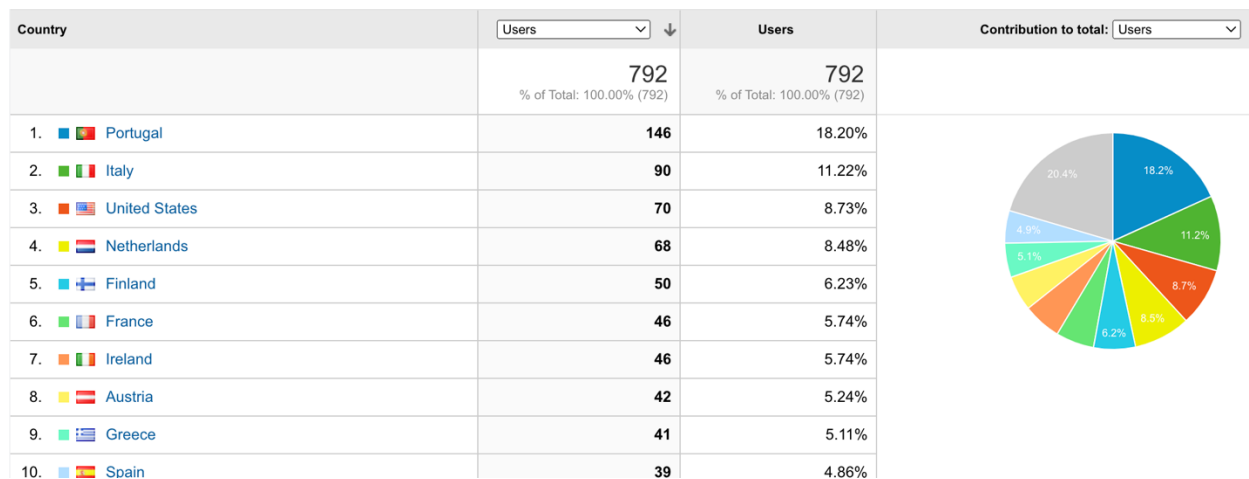
Figure 7. Website visitors, time periods per country.

4. Social Media

Lately, social networks have become a powerful mean of communication, as the communication on social media can build trust and community by inviting and contributing to conversations online. User engagement through these networks is almost infinitive and spontaneous. In this sense, the project presence on social network platforms has been established to reach a greater number of stakeholders from the target audience.

A social media strategy has been developed analyzing the usage of the right social media platform according to the type of messages the project wanted to convey and the type of stakeholder it wanted to reach. Therefore, the selected social media platforms to promote the Smart2B project were Twitter, LinkedIn, Facebook and YouTube:

- Twitter (https://twitter.com/Smart2bP): Twitter has become a massive network highly active and full of potential stakeholders willing to receive the latest news on their topics of interest. Therefore, it is a huge opportunity for a project such as Smart2B to engage potential audience through this platform. The focus here will be linking to the relevant activities of the project (mainly links to our webpage) via short messages.
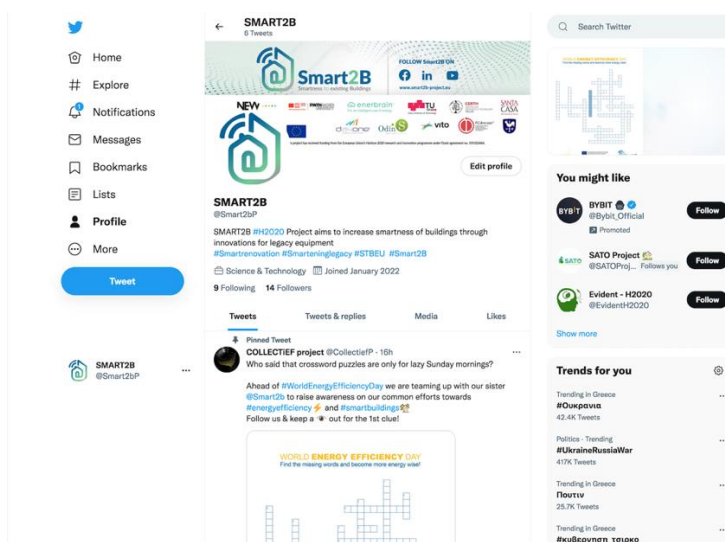
Figure 8: Twitter page

- LinkedIn(https://www.linkedin.com/in/smart2b-project-a39848228/): Being LinkedIn a professional network, the goal here will be to participate on relevant discussion groups on behalf of the project, presenting the core view and achievements. Project partners are encouraged to post on relevant news on behalf of Smart2B, but additionally, a project page is also created.

Figure 9: LikedIn page
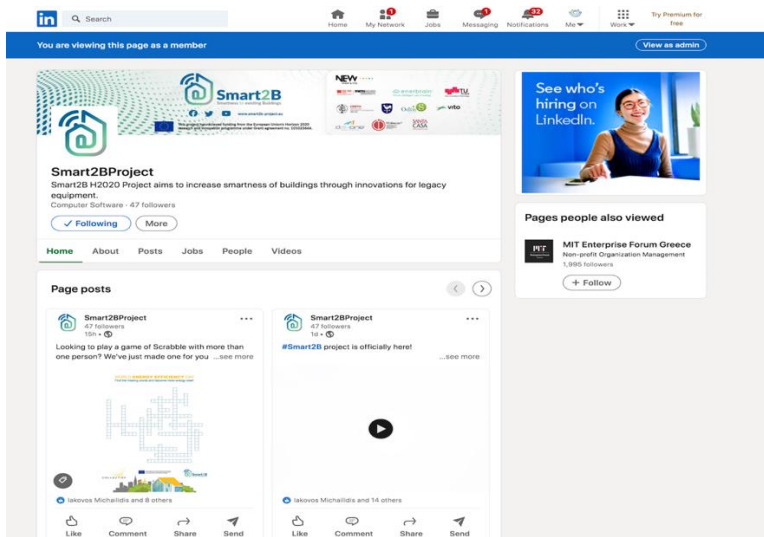
- Facebook (https://www.facebook.com/Smart2BProject): A project Facebook account was created and is fully operational. The project partner CERTH will use Facebook capabilities to curate information from influencers and to schedule posts. Facebook analytics tools ensure Social Media Optimization (SMO).
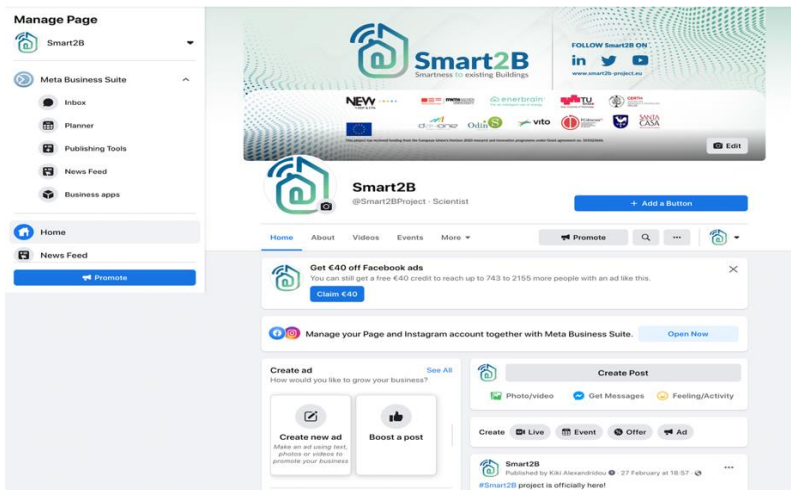
Figure 10: Facebook page

- YouTube (https://www.youtube.com/channel/UCXyPqDqWSy9iunD5F8IvEJQ): A new channel for Smart2B was created along with a playlist to upload short videos introducing the project, its activities, experiments and results.
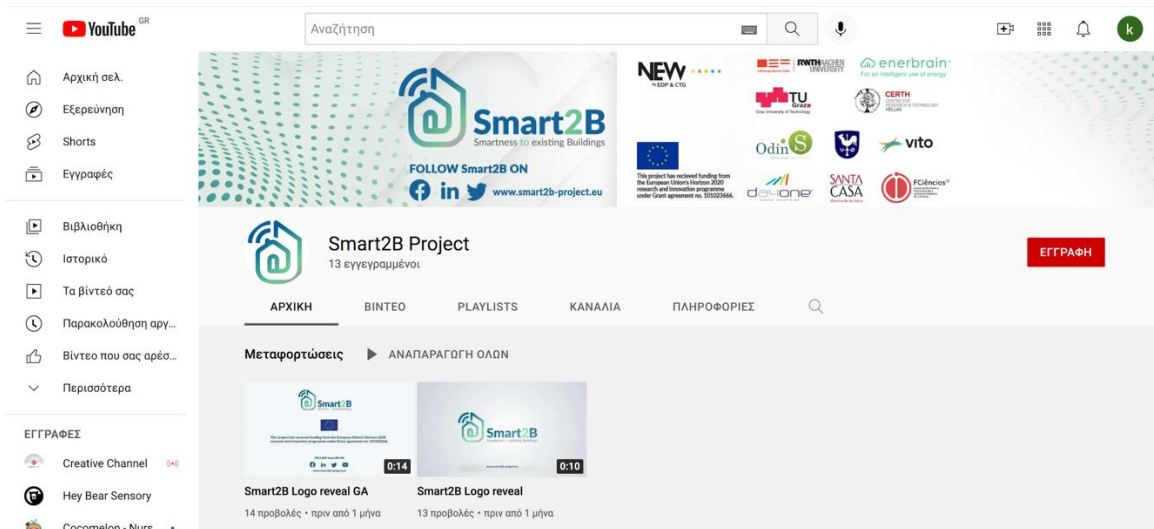
Figure 11: YouTube channel

4.1.   Campaigns

In the very initial phase of the project a social media campaign was created along with our sister project COLLECTiEF. A crossword puzzle challenge was co-created for the World Energy Efficiency Day (figure 12), 5th of March, with definitions related to energy efficiency topics as well as both project's core activities and ambitions.
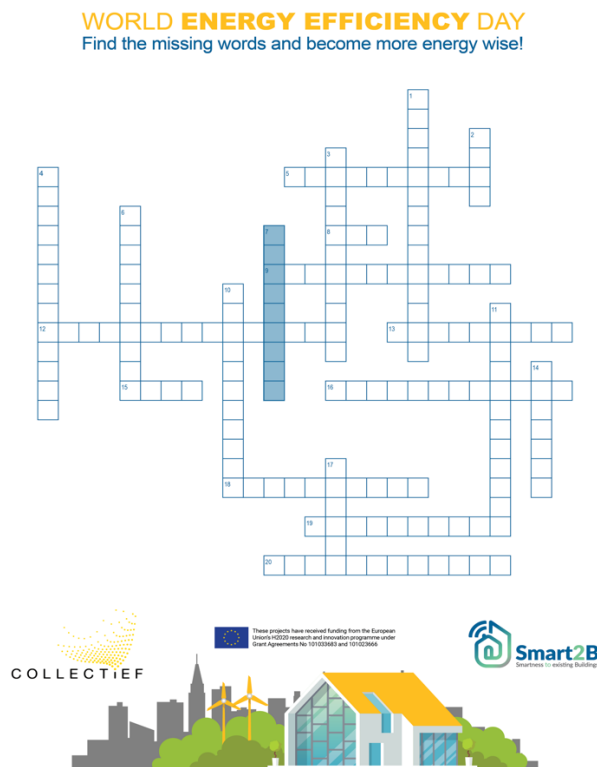
Figure 12. Crossword puzzle campaign

The results of this campaign, in the initial phase of Smart2B social media pages, were more than encouraging with a total of 2340 impressions gained in twitter and 780 in LinkedIn. In the following months, we plan to create more campaigns, either in cooperation with our sister projects or on our own.

4.2.   Analytics

Social media analytics tools help us to create a meaningful engagement with our audiences that we can measure and boost Smart2B imprint. Table 7 presents Smart2 Social media pages analytics during the first year of the project.

Table 7. Social media analytics

CHANNEL	FOLLOWERS	IMRESSIONS	POST REACH	PAGE REACH
TWITTER	113	7900	2300	10795
LinkedIn	176	528	202	2525
Facebook	30	56	190	448
YouTube	16	346	27	78

Analyzing the results shown, is possible to notice that the first-year results of all social media channels are very promising, the only exception is our YouTube channel. The results obtained in YouTube channel are according to our expectations due the lack of publications, but we expect a considerable boost of new followers during the 2nd year of the project as consequence of our plan to create several videos with different and attractive content, as described in chapter 6 of this deliverable.

5. Newsletter

A specific e-mail address was created at M6 (info@smart2b-project.eu) and is added to all project communication materials and online tools. This contact email will be used for interacting with website users, sending newsletters.

The Smart2B project foresees dissemination of the project results to key stakeholders in order to engage them in the project activities. The publication of a newsletter is intended to maximize the dissemination of project results through links to public deliverables and articles related to the project. The objective of the newsletter is to make information easy to understand and communicate to the different stakeholders, bringing people to the website and social media channels.

A dedicated template has been created in Mailchimp, so to have a defined layout to work from, when preparing the newsletter. The template contains different content sections, that can be filled with information and/or links to specific blog posts or news on Smart2B's website.

The first newsletter was released in 5th of May 2022 and the second in 24th of July 2022 (figure 13).
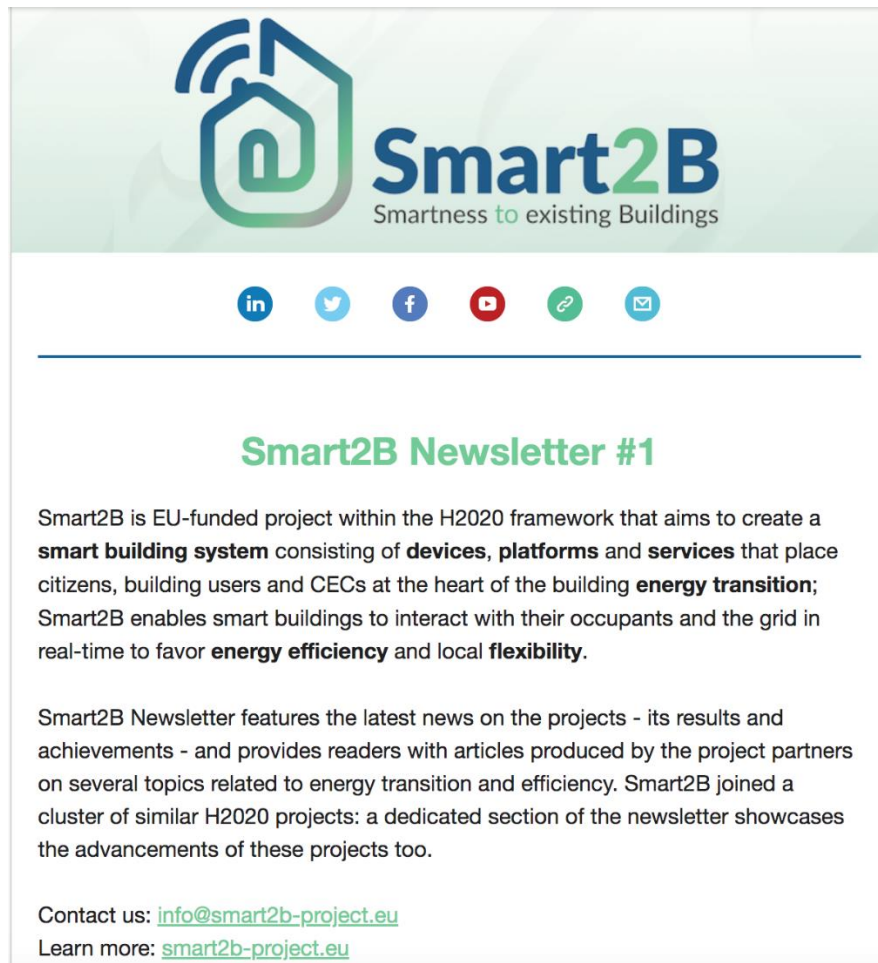
Figure 13. 1st Newsletter

Currently we have 128 newsletter subscribers and we have gained so far 41 clicks which re-directed them to the project's website, allowing the subscribers to access detailed information and keeping them updated with the project's blog posts, project news, videos, news from the 'Smart2B friends' following newsletter.

6. Videos

As before mentioned, a YouTube channel was created for Smart2B, which it is going to host all the videos the consortium is planning to create during the project's lifespan. Currently there are only three videos uploaded:

- Two short videos introducing the project and its activities;
- One video record from our first innovation webinar took place in the early July.

Furthermore, in the following months we plan to produce a series of interviews, two from each partner, a total of 22 short videos (about 1'30" each) during the next general assembly meeting in Lisbon, describing each entity and their role in the project.

In addition, we will be producing a set of 3 short (about 1' 30") motion graphic videos covering different aspects of the project (ex. goals, partners, results) between the end of 2022 and 2024 that will be eventually joined to create a unique video (about 4' 30") at the end of the project.

7. Online Events

In the scope of "T.8.4 Stakeholder Engagement through webinars, workshops, events and a final conference", EDP is leading Consortium efforts in order to organize a series of webinars focused on Smart2B innovations. This webinar series will focus on project's innovations aiming to present the main projects developments and discuss their relevance in the energy transition concept and how they can contribute to improve the smartness of existing buildings. In this context, Smart2B aims to engage stakeholders, communicate the main project developments and discuss their relevance in the energy transition context and how they can contribute to improve the smartness of existing buildings.

The first Smart2B webinar took place on 12th of July 2022 and several European Commission initiatives (EC) were presented, namely the revision of the European Performance of Building Directive (EPBD) and the Smart readiness Indicator (SRI) methodology. Additionally, Smart2B project was presented, highlighting its technology pillars and the main project key exploitable results, that will be further discussed in the following webinars.

Until the end of the project, four additional webinars were already planned in order to discuss Smart2B main technology pillars, according to the following schedule:

1. S2B Devices: November 2022
2. S2B Platform: March 2023
3. S2B Services: July 2023
4. S2B User-interface: November 2023

8. Horizon Results Booster

Horizon Results Booster (HRB) is an initiative of the European Commission which aims to bring a continual stream of innovation to the market and maximize the impact of public funded research within the EU. It supports projects eager to go beyond their Dissemination and Exploitation (D&E) obligations - steering research towards strong societal impact and concretizing the value of Research and Innovation (R&I) activity for societal challenges.

In this context, as referred in Chapter 3, Smart2B created a cluster community along with other sister projects, in order to activate a virtuous circle that can foster the exchange of knowledge and information and increase, towards the general public and the stakeholders, the awareness of the EU energy transition initiatives. Our cluster decided to participate into HRS as project group, in order to acquire specific skills in the dissemination of results at a cluster level, with the final goal of enhancing the outreach of communication and dissemination activities and, possibly, engage larger groups of stakeholders.

Our service strategy was accepted "Portfolio Dissemination & Exploitation Strategy" which is composed of two modules: A, identifying and creating the portfolio of R&I project results; B, design and execution of a portfolio dissemination plan. A new logo (figure 14) was created along with a dedicated webpage in each partner's website (see section 3.2.2 EU4BET cluster).

Figure 14. EU4BET cluster logo

9. Engement Monitoring & Action plan

In this chapter were presented the main results achieved by Smart2B by communication elements (Table 8), as well as the main targets for M24 and M36 and the proposed action plan to achieve it.

Table 8. Digital dissemination results, targets and Action plan.

Communication element	Indicator	Status M12	Target		Action Plan
			M24	M36	
Website	Nº of unique visitors	792	1000	1500	Promote the website in social media, cross promotion with other projects
Social media channels	Nº connection on Twitter	113	180	250	Keep social media accounts active by regular posting, and monitoring.
	Nº connection on LinkedIn	176	200	250	Keep social media accounts active by regular posting and monitoring.
	Nº connection on Facebook	30	80	150	Keep social media accounts active by regular posting and monitoring
	Nº connection on YouTube	16	50	100	Create and publish more videos in order to attract more subscribers
Newsletter	Nº of subscribers	128	200	250	Attract stakeholders to subscriber for receiving emails with project achievements and results
Video	Nº videos produced	3	10	25	Create more videos and use the image power to present project goals, challenges and results.
Online events	Nº of events	1	5	10	Create and host more events, online workshops and webinars to enhance project's imprint.

10.   Conclusion

The current document consists the first version of the D8.4 "Periodic Digital Dissemination Activities Report", in M12 of the project lifecycle. It describes and assesses the results of the dissemination strategy defined in the "D8.1 - Dissemination and Communication Plan, including project identity", over the period M1-M12.

The dissemination and communication strategy allow all relevant stakeholders to be informed about the project activities and outputs, ensures the highest exploitation potential of Smart2B products by maximizing information received by potential customers and supports European research and innovation in holistic and energy efficient methodologies for residential and commercial buildings, building blocks, districts, smart cities, etc.

During the first stage of the project, the goal was focused on raising awareness about the general project objectives. With this goal, the project website has been built and released as well as the social media channels were created, where a wide variety of news and events have been posted. The project initial outcomes have been spread through the newsletter and publication of several news on the website and social media pages. The outreach of Smart2B main outcomes during the first year of the project was maximized through the use of the several digital tools described in this deliverable, and the results achieved, in terms of subscribers and followers, are promising and reveal the increased impact of Smart2B in the target audiences.

The next update of this report is expected in M24. During the second year of the project, the dissemination activities will be maximized, in mainly create more targeted actions regarding results and the project's end goals, with relevant stakeholders.