



# EBENTO

## D7.1 Plan for Exploitation and dissemination of results

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## Abstract

The aim of this deliverable is to establish the guidelines for the proper exploitation and dissemination of the public results delivered from EBENTO, covering coordination of the overall disseminative efforts of the consortium, to reach the dissemination and exploitation objectives established in the Grant Agreement of the project. Besides, this deliverable includes the communication strategy as one of other pillars of EBENTO promotion among a wider audience.

## Keywords

Dissemination, communication, exploitation, results, target audience, awareness, media.

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## 2 Introduction

### 2.1 PURPOSE OF THE DOCUMENT

The Exploitation and Dissemination of Results is one of the compulsory activities that Horizon Europe projects are required to submit, thus EBENTO includes within its deliverables the Plan for the Exploitation and Dissemination of Results (PEDR). The PEDR summarises the consortium's strategy and concrete actions to disseminate, exploit and protect the foreground generated by the project and should serve as a guideline to the Consortium for the Dissemination and Exploitation (D&E) activities to be carried out in the context of the EBENTO project.

This deliverable 7.1 is the first PEDR released. It gives an introduction of the dissemination activities planned for the subsequent period and summary of most promising achievements, exploitable opportunities and identification of target audiences for EBENTO project and perspective business opportunities of involved enterprises. The report it will be updated every year internally, but the D7.1 will provide a final and public version of the document.

Besides, the document designs and executes an efficient communication strategy to be carried out in parallel with the PEDR.

### 2.2 SCOPE OF THE DOCUMENT

The deliverable 7.1 is the first document produced within WP7 Dissemination, Communication, Exploitation and Cooperation activities. The document is a handbook that will be a reference for the consortium to know what, when, how, where, and why disseminate and communicate. It is a guide for the partners, and it is a living document that it will evolve and absorb the suggestions and needs from partners, targeted audience, and the European Commission.

The document is based on the preliminary Plan for the Exploitation and Dissemination of Results provided at the project Description of Action (1).

This public deliverable will be available on the EBENTO project website and shall be used by anybody who wants to learn about the activities that have been undertaken and make it effective in terms of utilisation of results.

The PEDR has been lay out in a coherent way together with the Communication Strategy (Section 4 of the D7.1). In this sense, EBENTO will execute in a coordinated manner its dissemination, exploitation and communication plans so they could support synergistically the maximisation of the project impact across EU.



This plan will be annually updated and at the end of the project the final report should include the very last version.

### 2.3 STRUCTURE OF THE DOCUMENT

This document is structured in three key areas: dissemination, communication and exploitation. ETRA Investigación y Desarrollo SA (ETRA) leads these tasks and partners will actively participate.

**The Section A (Dissemination Strategy)** describes the dissemination measures. Its content will be public domain to demonstrate the added value and positive impact of the project in the European Union. Dissemination activities are going to be performed during the whole project lifetime. This deliverable aims at the presentation of a suitable dissemination plan for promoting the project at European and international level. Target groups are defined and the subjects and matters of these actions are described. The management, partners roles as well as the tools and activities are defined (see section 3).

**The Section B (Communication Strategy)** provides a plan to communicate and promote the project and its results, providing targeted information to multiple audiences (including media and general public), in a strategic and effective manner and possibly engaging in a two-way exchange (see section 4).

**The Section C (Exploitation Plan)** provides a summary concerning EBENTO's exploitable results and the potential routes for their exploitation that project partners have envisioned at the beginning of the project, and which are being redefined as the project is progressing. ETRA also leads this task (T7.2), and partners will collaborate to define their Exploitation Plans (see section 5).

Along the different sections there are some recommendations (named "Protocol") to be followed by partners. Additionally, communication and dissemination measures after the end of the project are included.

Finally, Annex I presents the Brand Book and the Annex II summaries the main dissemination and communications tools together with detailed information (such as goal, audience, message, type of content, content producers, time and whether they are dissemination, communication and/or exploitation tools).

### 2.4 EBENTO IN A NUTSHELL

The building sector is crucial for achieving the EU's energy and environmental goals. At the same time, better and more energy efficient buildings improve the quality of life of the citizens while bringing additional benefits to the economy and the society. Building stock is responsible for approximately 36 % of all CO<sub>2</sub> emissions in the Union and 75% of the European building stock is inefficient. More than 220 million building units, representing 85% of the EU's building stock, were built before 2001 and 85-



95% of the buildings that exist today will still be standing in 2050. Therefore, most of the actions to reach to meet the new EU objective of a minimum 55 % reduction in greenhouse gas (GHG) emissions by 2030 will be mainly focused on reducing energy consumption in buildings by enhancing their characteristics and reaching Nearly zero-emission building (NZEBs) in accordance with the Paris Agreement. This ambitious objective cannot be tackled by a single player or organization and needs to be tackled from different perspectives and from different types of stakeholders in addition mandatory minimum energy performance standards were proposed as part of the revision of the Energy Performance of Buildings Directive (EPBD) in 2021.

EBENTO project will address this challenge by developing an integrated platform for all actors involved in building and renovation sector to provide one-stop-shop platform to better coordinate and manage Energy Performance Contracting (EPC), bringing together the needs from all actors involved in enhancing the building stock. Specially, the project will develop 5 different modules in 3 different tools integrated (Table 1) in this unique platform working as a one-stop-shop to bring together the different market actors and enhance the current energy performance contracts.

EBENTO focuses on the citizens as key players of the energy transition, helping them in their decision-making to invest in energy efficiency. Both public institutions and energy communities, supported by SMEs and Energy Service Companies, will be able to identify potential energy efficiency improvements in residential housing stock, reduce the administrative procedures and making possible public-private partnerships to attract investment and reduce upfront costs.

EBENTO results will be tested and validated in 4 demonstrators in Spain, Greece, Estonia, and UK (Figure 1), involving 35 small residential buildings, and more than 80 final users and different actors' perspectives from, for example a Public Institution, a Cooperative and a Utility.

EBENTO ecosystem will be an essential cornerstone in facing the current gaps for the uptake and acceleration of building renovation projects- high capital costs, administrative burdens, financing, and subsidies mainly available only for large renovations projects with good payback periods. The project innovations will make possible to low-income households (and mostly for energy poverty households) afford not only small-scale interventions, but also deep renovations.



EBENTO product	
	<p><b>EBENTO One-stop-Shop Platform.</b> It demonstrates the set of energy services, and renovations to better coordinate and manage Energy Performance Contracting, bringing together the needs from all actors involved in enhancing the building stock. As the tool is addressed to Public Institutions and cooperatives, it can demonstrate a higher transparency in the energy decisions to citizens increasing the social energy awareness and participation of the inhabitants of a city.</p>
	<p><b>ENERGY CONTRACTING TOOL.</b> This tool is made up of <b>Module 1</b> focused on <b>Building Performance Contracts and Guarantees Management (BPG)</b>. It aims at managing and storing the energy performance contract and guarantees, the module as part of the EBENTO platform work as a logbook. The energy performance certificate will be also stored in this part of the applications as well as the most interesting financial information for the users.</p>
	<p><b>ENERGY MONITORING TOOL.</b> This tool is focused on Energy Efficiency, Comfort and Innovative Technologies including two modules:</p> <p><b>Module 2 - Energy efficiency, comfort, and environment (ECE):</b> Taking advantage of tools working on the market and developed on the context of H2020 projects. The energy and comfort of the user will be monitored. Additionally, it will be possible to get the citizens renovation opinion depending on and the state of health of the different devices connected for monitoring.</p> <p><b>Module 3 - Building innovative technologies management (BIT):</b> This module will work as a data base for renovation technologies as the OSS, with relevant information of services providers, other similar projects for easy replicate the work and the most reliable technologies for energy efficiency defined by the SMEs.</p>
	<p><b>ENERGY SIMULATION TOOL.</b> This tool is focused on Building Construction/Renovation tracker includes two modules:</p> <p><b>Module 4 - Building renovation simulator (BRS)</b> shows the potential of each residential building for fostering decarbonization in the city. It will calculate the profitability (in energy terms) of improving energy performance of a building with: PVs, batteries, solar water heating, charging points, EV purchasing, retrofitting, HVAC improvements, automation, and control</p> <p><b>Module 5 - Building economic simulator (BES)</b> will calculate economic benefits based on the renovation simulator results and considering energy plans linked with demand response mechanism of flexibility. In addition, the economic simulation will show the possible loans from public institutions and the best performance contract for enhance the benefits.</p>

Table 1 – EBENTO products



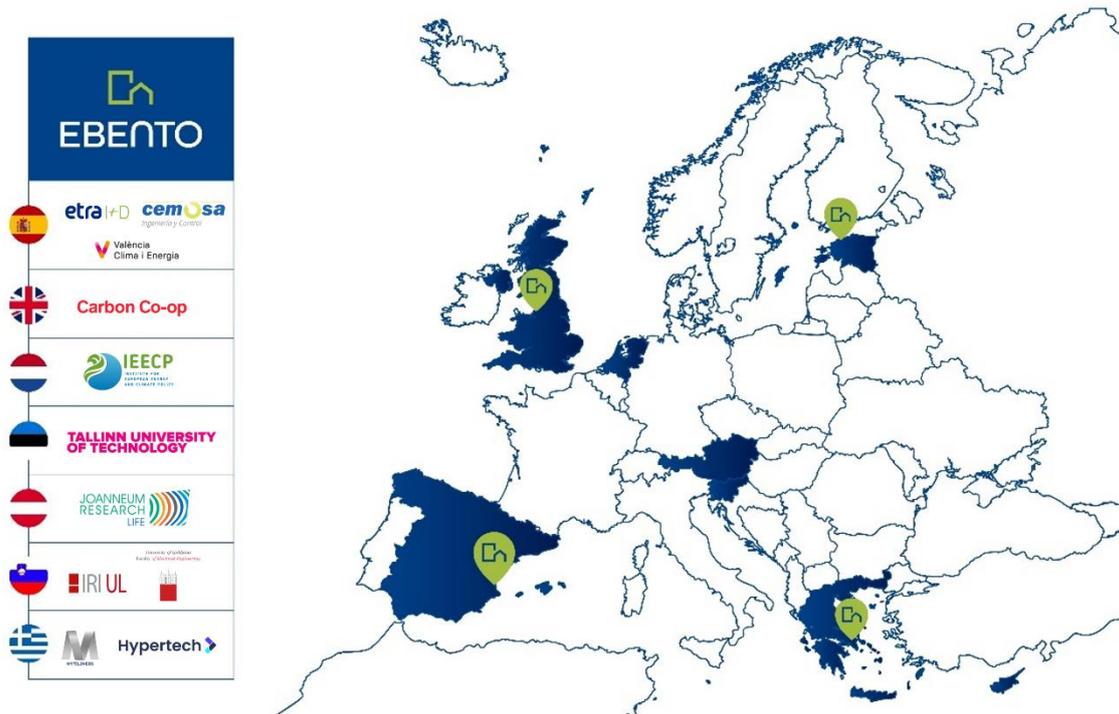


Figure 1 – Geographical location of EBENTO partners and pilot sites

## 2.5 DISSEMINATION, COMMUNICATION AND EXPLOITATION

The deliverable addresses communication, dissemination and exploitation tasks through an integrated approach that strategically targets these activities, embedded in the project’s DA. The table below shows the main differences between those terms, which must be taken in account in each strategy.

	Communication	Dissemination	Exploitation
<b>Definition</b>	<p>“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 communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.”</p> <p>(2)</p>	<p>“Means to make the results of a project public (— by any appropriate means other than protecting or exploiting them, e.g. scientific publications).”</p> <p>(2)</p>	<p>“Means to make use of the results produced in an EU project in further activities (other than those covered by the project, e.g. in other research activities; in developing, creating and marketing a product, process or service; in standardisation activities).”</p> <p>(2)</p>



<b>Goal</b>	Reach out to society and show the impact and benefits of EBENTO.	Transfer knowledge and results with the aim to enable others to use and take up results, thus maximising the impact of EBENTO.	Effectively use EBENTO results through scientific, economic, political, or societal exploitation routes aiming to turn EBENTO research and innovation actions into concrete value and impact for society.
<b>Audience</b>	Multiple audiences beyond the project's own community including media and the broad public.	Audiences that may take an interest in the potential use of the results (e.g., scientific community, industrial partner, policymakers).	People/organisations including project partners themselves that make concrete use of the project results, as well as user groups outside the project.
<b>Focus</b>	Inform about and promote the project and its results/success.	Describe and ensure results available for others to use. It must be focus on results only.	Make concrete use of research results (not restricted to commercial use.)

Table 2 – Differentiation between communication, dissemination, and exploitation

## 2.6 MANAGEMENT

### 2.6.1 Distribution of responsibilities

According to the Article 17.1 of the Grant Agreement (3) “beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and in a strategic, coherent, and effective manner. Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.” Thus, every possible dissemination opportunity will be embraced by each partner to make EBENTO known among stakeholders and public at large as well.

All partners of the consortium must contribute to the dissemination according to their foreseen role and effort and using all available tools and channels. For instance, by participating or/and organising presentations at conferences, publishing papers and posters, networking, clustering with other projects, participating in social media, holding press conferences among other activities, etc. The chapters below explain in detail concrete dissemination and communication channels, tools and actions.

The Dissemination and Communication Manager (DCOM) will be responsible for all dissemination and communication activities and direct interaction with end-users, mass media and Stakeholder Group (SG). DCOM will be the central contact point for external communication.



The contact details of the partner designed as DCOM is Raquel Castán, Project Dissemination and Communication Manager ([rcastan.etraid@grupoetra.com](mailto:rcastan.etraid@grupoetra.com)). Besides, the Project Coordinator (PC) will be the central contact point for internal communication. The contact details are Elena Leal, Project Manager ([eleal.etraid@grupoetra.com](mailto:eleal.etraid@grupoetra.com)). Besides, each partner has nominated an internal contact point who is responsible for dissemination issues and reporting.

Regarding the Exploitation Plan, the Project Coordinator (Elena Leal) will be responsible of leading the exploitation activities while all the consortium partners will be responsible of defining their own exploitation strategy and providing the needed inputs to the exploitation and business innovation leaders in order to define a whole strategy for the commercialization of the EBENTO One-Stop-Shop (OSS).

### 2.6.2 Dissemination, Communication and exploitation policy and roles

In relation with communication and dissemination actions, the Articles 17.2 and 17.3 of the Grant Agreement (3) stands that “beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate)” as showed below (Figure 2). The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands, or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.



Figure 2 – European flag (emblem) and funding statement

Moreover, it must indicate the following disclaimer (translated into local languages where appropriate): “Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.” These requirements are explained in detail in the section 3.6.

EBENTO dissemination and exploitation activities are deeply connected with the intellectual property rights (IPR) protection, which is clearly stated in GA Article 16 (3). IPRs are clearly defined in the Consortium Agreement which were signed among all project partners prior to the beginning of the project.



It is essential for the project that all consortium partners agree on explicit rules concerning intellectual property (IP) ownership, access rights to any IP for the execution of the project and the IPRs and confidential information before the project starts. The agreed IPR policy will be followed during the execution of the project to expedite exploitation of project results when opportunities come up. The ground for the documentation and the effective exploitation of IP arising from the project will be developed during the execution phase of the project. ETRA will ensure that IP-owning partners make their best effort to ensure a successful transfer of knowledge. This will be managed in task T1.2 and the deliverable D1.1 gathers strategy followed by the consortium on the IPR activities.



## 3 Section A: Dissemination Strategy

The EBENTO dissemination strategy will ensure that the project's outcomes (concepts, scientific results, tools, solutions, methodologies, best practices, lessons learned, etc.) are widely disseminated to the appropriate target audiences and that those who can contribute to the development, evaluation, uptake, and exploitation of the EBENTO outcomes can be identified and encouraged to participate. This section establishes the chosen methodology to reach the dissemination and communications goals established by the project. The strategy will follow principles and best practices successfully tested by the consortium partners in other projects and in line with the European Commission (EC) Guidelines for successful dissemination. But also, dissemination actions will deliver in parallel with communication actions to reach also multiple audiences beyond the EBENTO's own community (see section 4).

More closely, the objectives of the dissemination are:

- a) To raise public awareness about the project, its expected results and progress within defined target groups using effective dissemination means, channels and tools.
- b) To disseminate the knowledge, methodologies and technologies developed during the project.
- c) To exchange experience with projects, initiatives and groups working within the field to join efforts, minimize duplication and maximize potential.
- d) To be prepared for a commercial and non-commercial exploitation of the project outcomes.

Besides, to ensure wider dissemination of the project and to increase its impact and outreach, the PEDR should undertake the following activities:

- All research results or reports will be reviewed by partners involved in the project before these are published or disseminated.
- All consortium members will be informed about the final outcomes and the implications stemming from project results.
- All public results will be accessible on the website and usable from all parties who may benefit from them.
- Deploy a content calendar and a media planning to ensure that all the milestones of the project have an on-target broadcasting and reach the selected audience having the expected impact.
- Define dissemination activities among all the partners.



- Follow-up of the dissemination and exploitation of results plan, ensuring its correct development and making necessary changes when it is needed.
- Coordinate with external stakeholders, such as related projects, institutions, and media to ensure a high outreach of the dissemination activities.
- The European Climate, Infrastructure and Environment Executive Agency (CINEA) will keep informed about relevant dissemination milestones.
- The EBENTO Stakeholders Group (SG) will keep informed about relevant dissemination milestones.

The definition of the dissemination strategy is based on the identification of the following milestones as the Table 3 shows.

Dissemination strategy milestones	What does it mean?
Subject of dissemination	What will be disseminated. (See section 3.1)
Identification of target audience	Who will most benefit from the project results and who would be interested in learning about the project findings. (See section 3.2)
Timing	When dissemination will take place. (See section 3.3)
Definition of methods and tools	What is the most effective way to reach the target audience. (See sections 3.4, 3.5, 3.7, and 3.9)
Dissemination management and policy	Who is responsible of and how dissemination is ruled. (See section 2.6).
Dissemination impact	How to measure and assess the results and impact of the dissemination actions. (See section 3.8).

Table 3 – Dissemination strategy milestones

### 3.1 SUBJECT OF DISSEMINATION

The following general subjects of dissemination have been identified:

1. EBENTO project itself: general scope, coverage, goals and milestones and plans.
2. Products of EBENTO and technologies.
3. Pilot scenarios.
4. EBENTO interim results: reached objectives and achievements.
5. Techniques and methodologies (in respect of IPR issues).
6. Innovation aspects (in an “open innovation” perspective).



The dissemination of a project like EBENTO cannot ignore the importance of ensuring the exploitability of project results and knowhow. Thus, the Dissemination strategy will be driven by the promotion of the main project outcomes (the whole platform and the and 5 modules that have been identified as main outcome of the project). Thus, dissemination or communication activities will be clearly linked to the promotion of the key results.

Besides, any dissemination activity must consider the demonstrations actions planned. EBENTO is a demonstration-oriented project, and therefore the intersection between products and pilot scenarios is critical to explain to the audience both objectives and results of the project, as well as, to engage end-users and raise awareness.

### 3.2 TARGET AUDIENCE

Dissemination activities must be tailored in such a way to reach the audiences most efficiently through suitably selected dissemination channels, tools and activities. One of the key elements of the EBENTO dissemination strategy is the identification of target areas and audiences.

#### 3.2.1 Internal audience (within EBENTO partners)

Ensuring efficient internal dissemination and communication among the Consortium partners represents an important key success element for the Project. Concerning dissemination actions, partners are key for two reasons: they are potential users of EBENTO project results themselves; and they are “influencers” because of their huge impact on the associated industrial sectors. Thus, partners are key market players, naturally, partners are dissemination channels for the project. Because of that, the dissemination activities rely on the effort and the possibility of each partner in exploiting opportunities to present and showcase the project and its results.

The internal communication strategy pursues to maintain all partners fully informed about planning, work in progress and existing or potential problems. The Dissemination and Communication Manager (DCOM) will define internal instructions for different dissemination actions to guide partners on appropriate internal dissemination. Besides, all partners are invited to actively communicate with work package (WP) leaders and DCOM about technical progresses and issues, as well as WP leaders are invited to keep Project Coordinator (PC) and DCOM updated about their activities.

All documents and files for internal communication will be uploaded on the platform Alfresco Platform.

#### 3.2.2 External audience (beyond EBENTO partners)

Also, the project must focus on those audiences that would get benefit from the information generated by the project. Main target stakeholders to be addressed are:



- Primary direct target group (A): Public Institutions, Cooperatives, Energy communities. Citizens as end-users.
- Secondary direct target group (B): Energy service companies (ESCOs), Small and medium-sized enterprises (SMEs), Utilities, Aggregators.
- Tertiary direct target group (C): Facility managers, Policy makers, Scientific community.
- Indirect target groups (D): Standardization bodies, Energy regulators, financial entities.
- Media (E): Papers, television, radio, online journals, magazines, etc.
- Public at large (F): except for citizens who are directly related to the benefits of EBENTO in the pilot sites.

The above identified stakeholders have been grouped into categories with specific dissemination channels and objectives (Table 4).

Category	Audiences	Description	Dissemination & Communication Objective	Dissemination channels
<b>Dissemination of “Awareness”</b>	Public at large, Media, Standardization bodies, financial entities.	Designed for an audience that does not require a detailed knowledge of the project but is rather interested in the main message.	<ul style="list-style-type: none"> <li>• Raising awareness</li> <li>• Influencing attitudes of decision-makers</li> </ul>	<ul style="list-style-type: none"> <li>• Website</li> <li>• Media</li> <li>• Social media</li> <li>• E-magazines</li> <li>• Press releases</li> <li>• Workshops, fairs</li> <li>• Open Days</li> <li>• Conferences</li> </ul>
<b>Dissemination of “Understanding”</b>	Policy makers, Energy regulators, Scientific community.	Designed for an audience interested in detailed information about the project, its activities, objectives, and outcomes.	<ul style="list-style-type: none"> <li>• Getting feedback</li> <li>• Getting in dialogue</li> </ul>	<ul style="list-style-type: none"> <li>• Scientific publications</li> <li>• Scientific conferences and seminars</li> <li>• Relevant European and national technology platforms and related associations</li> <li>• Newsletter</li> <li>• Exchange activities</li> </ul>



<p><b>Dissemination of “Action”</b></p>	<p>Public Institutions, Cooperatives, Energy communities, ESCOs, SMEs, Utilities, Aggregators, Facility managers, Citizens as end-users.</p>	<p>Designed for an audience acting, practicing results from the adoption of products, materials or approaches offered by the project. These groups/audiences will need to be equipped with the right skills, knowledge and understanding.</p>	<ul style="list-style-type: none"> <li>• Causing decisions</li> <li>• Causing actions</li> </ul>	<ul style="list-style-type: none"> <li>• Innovation and networking events</li> <li>• Workshops</li> <li>• Technological fairs</li> <li>• Newsletter</li> <li>• e-mails</li> <li>• European Commission channels</li> <li>• Exchange activities</li> <li>• Public relations</li> <li>• Website</li> </ul>
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Table 4 – Dissemination categories and their audiences

### 3.3 DISSEMINATION PHASES

Three dissemination and communication phases are defined:

**Phase 1- Outreach and general promotion (M1-M12)** focus on developing the PEDR and creating expectations, general promotion and raising awareness in the project among the different stakeholders, end-users, and citizens.

**Phase 2- General and specific promotion and community building (M12-M24)** focus on disseminating the results reached and receiving feedback from stakeholders and end-users, while communicating the general aspects of the project still.

**Phase 3 - Capitalisation of results and spread lessons learned (M24-M36).** The actions at this point of time will be focused on share outcomes and results, lessons learned and best practices, as well as exploitation views. During this phase the community building will be consolidated, and dissemination actions will be key as exploitable project results and test are available.

### 3.4 KEY MESSAGES

EBENTO includes many different aspects such as legal, technical, social, environmental, etc. Thus, the project aims to overcome the lack of a clear understanding and communication between all the stakeholders in terms of energy efficiency in buildings, energy performance contracting, energy services, and citizens as key players of the energy transition.



To increase the impacts of EBENTO, there are main relevant messages identified to be shared from the very beginning of the project. Nevertheless, the main and more powerful messages of the project will be defined and enriched during its own development; and once Work Packages are achieved and deliverables are produced. The nature of the messages will be targeted to different audiences and will have a different thematic adapted to each of the goals set in this strategy. Whenever it is possible, the messages below will be stressed to highlight the ambitious goals of the project and they will address all target audiences mentioned on the section 3.2.

### 3.4.1 VIP: Very important innovation project towards Energy Efficiency in buildings

With the European Green Deal, the EU is increasing its climate ambition and aims at becoming the first climate-neutral continent by 2050. The Commission has therefore revised the Energy Efficiency Directive, together with other EU energy and climate rules, to ensure that the new 2030 target of reducing greenhouse gas emission by at least 55% (compared to 1990) can be met. To meet the 2030 climate target, energy efficiency needs to be prioritized, and the building sector is crucial for achieving it. In this sense, EBENTO is a “Very Important Project” as a Horizon Europe project.

### 3.4.2 Promoting the use of clean energies in buildings

One of the EBENTO’s main goals is to increase energy efficiency and the promotion of renewable energies. The energy and building renovation sectors but also the public institutions and energy communities will be very interested in the advances of the project in this point. This key message will grab the attraction of the main media and lobbies. Integrating all actors involved in building and renovation sector

Since it is not very usual that an innovation project includes so many actors of the building and renovation sectors in a set of demonstrations, integration is therefore a key activity that this project tackles.

### 3.4.3 People-centred approach

EBENTO aims at enhancing citizens trust in guarantees of performance and related contracts to increase their awareness of energy efficiency in buildings and cities.

### 3.4.4 Improving the management of energy performance contracts

EBENTO will investigate the more innovative solutions in the market for developing a data base with cost effective possibilities for buildings integration and renovation to accomplish a high-level performance guarantee for the users. The common point created by EBENTO will guarantee the integration of technologies in the best way from an economical and technical point of view.



### 3.4.5 Introducing new business models for the Energy Efficiency in buildings

EBENTO brings a real environment for testing new business models based on innovative EPCs and guarantees. The interconnection between the different modules and the one-stop-shop approach of EBENTO will create the perfect context for all the actors to prove, test and validate the viability of new business models.

This message especially addresses primary, secondary, and tertiary direct target groups (see section 3.2).

### 3.4.6 Opening new legal frameworks

Some of the main findings offered by EBENTO will address a complete analysis of the current legal framework and contractual requirements to implement the business models on EPC. Analysing the barriers, facing the challenges, and introducing new possibilities will help to open debates on specific regulations and requirements. The communication strategy of the project should offer a window to show the panorama of the EPC, especially in the pilot scenarios countries explaining the different barriers the project has faced, and how it has overcome them.

This message especially addresses primary, secondary, and tertiary direct target groups (see section 3.2).

## 3.5 CORPORATIVE IDENTITY

The corporate identity of the project ensures a common branding for the project and reinforces the above-identified messages and will contribute to harmonise such a wide activity that includes so many different partners all over Europe.

The Brand Guidelines Book created defines in detail the corporate image and guide on how to use EBENTO's brand properly (see Annex I).

#### PROTOCOL:

1. The name of the project must be written in the following manner: "EBENTO" (capital letters).
2. All dissemination and communication actions must follow the specifications of the Brand Guidelines Book on the proper use of the EBENTO logo, colours, icons, etc.
3. All partners will make proper use of the corporative material in any dissemination and communication action.



4. All partners must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate) as mentioned in section 2.6.2.

### 3.5.1 Colours

The selection of colours is a decision to provide warmth to the image of the project. Green represents the clean energy and the blue colour represents technology and innovation (see Figure 3).



Figure 3 – EBENTO colour palette

### 3.5.2 Logo

The logo of EBENTO represents the union between communities and buildings for the same energy efficiency objective. A geometric and unmodulated typography that combines sharp corners with rounded shapes that give it a more human character. The result is a technological, simple, and elegant brand that conveys professionalism and confidence.

The logo has two models, being the logo on the **¡Error! No se encuentra el origen de la referencia.** the main logo and **¡Error! No se encuentra el origen de la referencia.** representing the secondary option. Also, an isotype (in green and blue) was designed (**¡Error! No se encuentra el origen de la referencia.**).



Figure 4 – Main Logo EBENTO





Figure 5 – Secondary Logo EBENTO



Figure 6 – EBENTO isotype in green and blue

### 3.5.3 Corporate iconography

For each product an icon has been designed as the



Figure 7 shows.





Figure 7 – Corporate iconography of products

\*1: Energy simulation tool / 2: Energy performance contracting tool /3: Energy monitoring tool /4: Additional icon for the One-stop-shop Platform / 5: One-stop-shop Platform

Besides, a background image (Figure 8) has been designed as part of the branding of EBENTO to be used in different promotional materials.



Figure 8 – EBENTO's background image

### 3.5.4 Corporate materials

Several corporate materials will be designed along the lifetime of the project, such as a roll-up, brochure, poster, overview power presentation, deliverable templates, videos, among others. As soon as they will be ready, they will be included in the updated version of D7.1, internally shared and published on all EBENTO communication channels.



## 3.6 PUBLICATION PROCEDURE

### 3.6.1 Project communications and publications

To coordinate the participation of partners in dissemination activities at European and international level, and properly notify the Commission of any event, the following criteria apply for the consideration for such activities:

- Any notice or publication by the partners, in whatever form and on or by whatever medium, must specify that the project has received research funding from the European Union. When displayed in association with a logo, the European emblem should be given appropriate prominence stated in GA Article 17.2 and the given disclaimer stated in GA Article 17.3 (2). Besides, must include the following mention and disclaimer:



*Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them. Horizon Europe Grant agreement N° 101079888.*

- Partners will be responsible for including the EU emblem, acknowledgement of EU funding, and disclaimers.
- It is essential that adequate time for considering the publication or participation in an event is given. Therefore, the notification may be circulated as soon as possible and no less than 15 days in advance of the event or publication. The notification may be submitted to the Project Coordinator (PC) by e-mail. It should include, if possible, a copy of the conference program together with an explanation of EBENTO's participation in the event.
- Any partner in the consortium can publish its own results without previous permission, it only needs to notify the dissemination manager and fulfil the EC requirements hereafter identified. It is however preferred that common publications arise as result of cooperation among the partners.
- When working in a scientific publication a pre-print or an abstract should be sent to the PC with the application.
- If a result is shared by several partners, the publication needs the approval of all the partners involved. The notification submitted to the PC will have to be circulated to all the partners involved. If there is no response, approval is granted.
- After an event or publication, participants must provide to the PC and DCOM a copy of the concise written report within two weeks.
- The attendee to an event may provide, where possible, a copy of the Conference proceedings or a suitable extract to the PC and DCOM.



- Provisions are made to provide coordination, consistency, and quality of publications for the benefit of the project's reputation. Also, to give visibility within the project to any public relation activities of the partners.
- Any evidence of a dissemination activity must be stored on the project repository (Alfresco) and uploaded in the Participant Portal by the DCOM.

### 3.6.2 Press Releases and other media contact

All partners can send out press releases on their own markets. Press releases should be done to cover all major milestones of the project. As DCOM, ETRA will coordinate the press releases for the milestones. Partners willing to issue their own press releases must contact first with the DCOM to crosscheck if something is already available on the subject.

For all other public project related communication, the use the EBENTO logo and acknowledgement of EU funding and disclaimers are mandatory. When it comes to IPR, all publication must follow the Grant Agreement and the Consortium Agreement.

### 3.6.3 Image rights and quality

When using external images, partners should pay attention on rights and quality. The general recommendation for the image quality is to use the following qualities:

- Images for publications, 300 dpi (Size 100 x 150mm)
- Images for web, 160 dpi (Size 60 x 60mm)

In the case of picture rights, the origin of the picture as well as the creator must be mentioned. During the project, the author is always responsible for obtaining appropriate image rights, whether for printing publications or web-based publications.

### 3.6.4 Open Science approach

As the Article 17 of the EBENTO GA emphasis, the project will adopt the Open Science approach in various aspects of the project such as:

- Open access to research outputs such as publications, data, software, models, algorithms, and workflows.
- Early and open sharing of research, for example through preregistration, registered reports, pre-prints, and crowdsourcing of solutions to a specific problem.
- Use of open research infrastructures for knowledge and data sharing.
- Participation in open peer-review.
- Measures to ensure reproducibility of results.



- Open collaboration within science and with other knowledge actors, including involving citizens, civil society, and end-users, such as in citizen science.

In order to maximize the impact of EBENTO research data within a wider community, the project team is convinced to support EC's Open Data policy by providing a set of tools for research results that will be shared within and beyond the consortium. It aims to make research findings available -to both amateurs and professionals- free of charge and open access to all parts of the research process, such as methodology, tools, results, publications, data, software, peer reviews etc.

These actions will increase transparency and reproducibility of the proposed research process, collaborations, knowledge circulation and innovation, visibility and impact of the project outcomes and lastly to support research integrity.

EBENTO knowledge management and protection strategy aims to be as open as possible, so the default rule is for results to be public. On the other hand, all the project datasets are intended to be described with metadata, to provide other researchers with the ability to find data in an online repository which increases the reusability of the dataset. Any needed restriction in access to the data will be evaluated before final publication, in accordance with ethical aspects (conducting research with humans and children) and with protection of personal data. All the consent forms related will explicitly indicate that the pseudonymized dataset will be published on a public repository. Zenodo, a well-known data repository, will be used to provide open access to the EBENTO datasets. The datasets will be documented and uploaded with their related metadata. Similar naming characteristics will be defined for metadata standards.

### 3.6.4.1 Open Access to scientific publications

Also, the Open Access to publications contractual baseline is provisioned under Article 17 of the EBENTO GA. Each partner must ensure open access to peer-reviewed scientific publications relating to its results. In particular:

- As soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications, together with the research data needed to validate the results presented.
- Ensure open access to the deposited publication, via the repository, at the latest: on publication, if an electronic version is available for free via the publisher, or within six months of publication (twelve months for publications in the social sciences and humanities) in any other case.
- Ensure open access, via the repository, to the bibliographic metadata. The bibliographic metadata must be in a standard format and must include: the terms "European Union (EU)" and "Horizon Europe"; the name of the action, acronym and grant number; the publication date, and length of the embargo period, and a persistent identifier.
- The project will make use of the European Commission scientific publishing service: Open Research Europe, in order to publish its results in full compliance with our open access policies.



### 3.7 DISSEMINATION CHANNELS, TOOLS, AND ACTIONS

In the next sections, the main channels, tools, and actions are defined to conduct the dissemination strategy clearly and efficiently. The Annex II summarizes the main dissemination tools and actions together with detailed information (such as goal, audience, message, type of content, content producers, time and whether they are dissemination, communication and/or exploitation tools).

EBENTO partners will contribute to maximize use of all dissemination channels and tools, also, they will regularly participate in events, workshops, fairs, and showcases where technical achievements and products can be shown to stakeholders. This vision will allow to share research results with potential users, experts, researchers, industry, other commercial players and policymakers and key stakeholders who can affect the market uptake, to gain new knowledge to the project, and get a strong start of the post-project sales.

#### 3.7.1 Website

EBENTO's website serves as a primary source of information regarding EBENTO's objectives, progress, and outcomes with the aim of organising the project information into a unified source of visitor's knowledge. The website is aimed to reach all the audiences of the EBENTO project, although a greater number of visits is expected from those groups that are more technical and related to the subject matter of the project. It includes a description of the project according to the public information of the DA. The URL address is: [ebentoproject.eu](http://ebentoproject.eu)

The main communication objectives of the website are:

- To provide relevant and current information to a wide audience.
- To ensure information is provided in an accessible and usable manner.
- To be a common documentation base for all the partners, containing the main project documentation, publications and public deliverables.
- To be an information database of all the activities carried out by EBENTO project and partners.

The Table 5 shows the navigation scheme of the website.

MAIN MENU	SUBMENU	DESCRIPTION
ABOUT	NA	This section contains a briefly general description of the project including goals and work plan, tools, pilots, partners, and latest news and coming events.
TOOLS	NA	Explanation in detail of the products.
SITES	Valencia (Spain); Athens (Greece) Tallin (Estonia); Manchester (UK)	Map location of the pilot sites and description of them.



## D7.1 – Plan for Exploitation and dissemination of results

<b>PARTNERS</b>	NA	Introduction of the partners and their roles within the project.
<b>NEWS</b>	NA	This section will allow the publication of existing news directly related to EBENTO objectives and technologies, as well as, other add value news.
<b>EVENTS</b>	NA	This section will contain all the events internal and external to the project that will keep a tight relation with EBENTO, including the project workshops.
<b>LIBRARY</b>	Dissemination materials (Brochure, Roll up, Poster, Videos, etc.) Newsletters Deliverables Workshops Scientific publications Publications Media presence	This section will make available all EBENTO public documents.
<b>CONTACT US</b>	NA	Coordinator brief profile and contact details.

**Table 5 – Navigation scheme of the EBENTO website**



## D7.1 – Plan for Exploitation and dissemination of results

The screenshot displays the EBENTO website interface. At the top, a dark blue navigation bar contains the EBENTO logo, a menu with links to HOME, ABOUT EBENTO, TOOLS, SITES, PARTNERS, NEWS, EVENTS, LIBRARY, BUILT FOR YOU, and CONTACT US, and social media icons for YouTube, Twitter, Facebook, and Instagram.

Below the navigation bar is a large illustration of a city skyline with stylized buildings and trees. A text box below this illustration states: "EBENTO enhances energy efficiency in buildings by developing an integrated one-stop shop platform for all actors involved in the building and renovation sector to better coordinate and improve energy performance. Connecting EPSCs, bringing together the networks of all actors involved in enhancing the building sector."

Five circular icons represent key features: "One-Stop-Shop", "14 modules", "11 partners", "4 pilot countries", and "3 tools".

The "LATEST NEWS" section shows a placeholder for an image and a text snippet: "Lorenz Ghisletti Lorenz Ghisletti elaborates on smart, connected and adaptive cities, and their connection with autonomy." The "TWITTER" section also shows a placeholder for a tweet.

The "TOOLS" section features four icons with descriptions: "One unique platform working as a one-stop-shop made up of 3 modules" (shopping cart icon), "One unique platform working as a one-stop-shop made up of 3 modules" (building blocks icon), "One unique platform working as a one-stop-shop made up of 3 modules" (document icon), and "One unique platform working as a one-stop-shop made up of 3 modules" (house with magnifying glass icon).

The "PILOTS" section includes a vertical list of logos for various pilot projects and a map of Europe with markers indicating pilot locations in Spain, the UK, and Finland.

The "PARTNERS" section displays logos for etra+FD, HYPERTECH energy labs, IEECP, JOHANNEM RESEARCH, València Clima i Energie, cemosa regulatory centers, M, and TALLINNA TEHNIKAALIKOOL (TALIN UNIVERSITY OF TECHNOLOGY).

The "STAY IN TOUCH" section provides social media links (LinkedIn, Twitter, Facebook, Instagram) and a newsletter subscription form with a "Subscribe" button.

The footer contains the EBENTO logo, contact information (info@ebento.eu, +358 9 2535 2000), a list of partners, and a copyright notice: "Copyright © 2018 EBENTO. All rights reserved. This website is a work of the European Union. The content of this website is the sole responsibility of the authors and does not constitute an endorsement of the European Union or any of its member states. The European Union is not liable for any damage or loss, including consequential damage, arising from the use of this website." The footer also features the European Union flag.

Figure 9 – Overview of the EBENTO's website



### PROTOCOL:

Partners are expected to send inputs, updates about their work, outcomes and results, their participation in events, or other relevant actions to be disseminated and to turn them into news on the website and the newsletter.

This is a requirement to meet the established KPIs. ETRA will send reminders to encourage partners to send contributions.

### 3.7.2 Partners websites

Consortium partners will include a presentation of EBENTO project in their entity websites and, whenever possible, they will share news about the project.

### 3.7.3 Promotional materials

Promotional materials will be produced (e.g., infographics, flyers, posters, roll-ups etc.) to create awareness of the project goals and results and maximize its impact with stakeholders. They will be displayed in meetings, workshops and related events that will take place during the project life cycle. But also, they will be gradually updated and available online. Even though they are designed as communication tools, they will be also used as within dissemination activities. The section 4.7.2 defines the main promotional materials to be designed.

### PROTOCOL:

Partners are expected to:

- Use the EBENTO promotional materials in events and meeting to promote the project.
- Print out promotional materials when necessary (by each partner).
- Adapt those materials according to their needs.

### 3.7.4 Social networks

To reach a specific target audience while establishing two-ways communication, the presence of the EBENTO project in different social networks will be one of the key actions for dissemination activities. EBENTO will be registered in standard platforms like:

- Twitter: It will be the main social network where all public information concerning the project will be shared in an audio-visual and attractive way. The Twitter account was created and has 32 Followers. <https://twitter.com/ebentoEU>
- LinkedIn: A LinkedIn page will a channel for reaching stakeholders and industry professionals. The LinkedIn page account was launches and has 63 Followers. <https://www.linkedin.com/company/ebentoproject>



- YouTube: This channel aims at publishing all videos produced within the course of the project, such as videos of related pilot sites, events, conferences or workshops, etc. Further videos will be put online by the partners as new results and demonstrators are being presented. The YouTube channel was launched already.  
<https://www.youtube.com/@ebentoproject>
- Research Gate: It is a European commercial social networking site for scientists and researcher to share papers, ask and answer questions, and find collaborators. Each EBENTO partner could create an account where share this information about the project and the DCOM will supervise it.

The website will have direct access to these social networks by clicking over the icons situated on the footer part of the website, as well as all news and events.



Figure 10 – Screenshot of EBENTO Twitter account



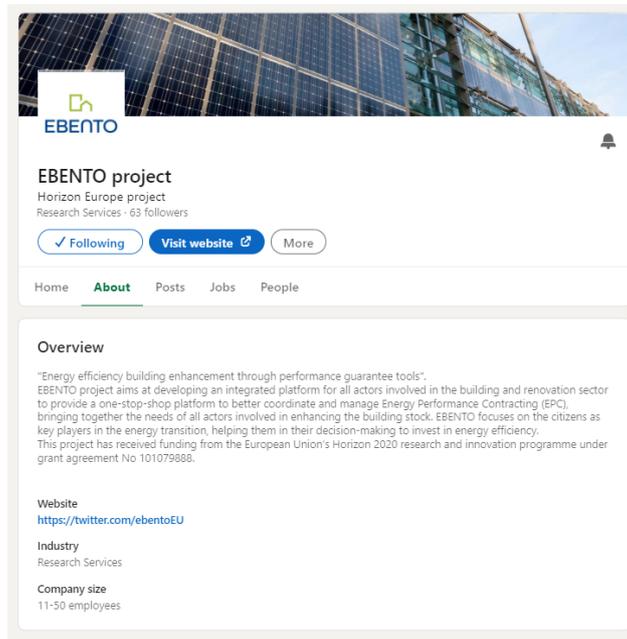


Figure 11 – Screenshot of EBENTO Twitter account

### PROTOCOL:

Partners are expected to:

- Follow EBENTO on Twitter, LinkedIn and YouTube, tag the project while posting any news related to EBENTO, share the content and like it.
- Send pictures and related information when attending in any event or conference or of any dissemination activity carried out.

This is a requirement to meet the established KPIs. ETRA will send reminders to encourage partners to actively disseminate and communicate the project.

### 3.7.5 Newsletter

The online EBENTO Newsletter will give a view of the main activities and progress of the project. It will have a frequency of twice a year. The Newsletter will include:

- **News:** Main news during the period of time covered by the newsletter.
- **Outcomes:** Specific results to share.
- **Events:** Summary of events attended or organised by the partners and coming remarkable events.
- **Interviews** written or on video

The e-newsletter will be design using a newsletter plugin for WordPress, which allows to manage subscribers, send emails, and track results, it offers integrations with other programs. A survey will be designed to assess the attractiveness of the newsletter content, quality of articles and information provided.



### 3.7.6 Press releases

After any relevant event or action, a press release will be issued to the main national and international press media. The main target will be the most relevant national press media at each of the countries participating in the project, and at the countries participating at the demonstration activities. The project will organise press conferences and maintain regular press contacts to offer diffusion of the project advances.

The project website will maintain a press clipping section summarising the main mass media references.

The project has already launched a first press release and EBENTO has already got impact on the Spanish media in Valencia pilot site as the images show below (Figure 12 – Interview to Raquel Sánchez of Valencia Clima i Energy partner Figure 12 and Figure 13).



Figure 12 – Interview to Raquel Sánchez of Valencia Clima i Energy partner



## Expertos de toda Europa se dan cita en València para intercambiar experiencias en la rehabilitación energética de edificios



ELPERIODIC.COM - 10/10/2022



El proyecto EBENTO, con un presupuesto de seis millones de euros financiados por la Unión Europea, elige València, Atenas, Manchester y Tallin como ciudades piloto.



Durante hoy y mañana veinte expertos de siete países europeos visitan València para poner en marcha el proyecto EBENTO y empezar a poner en común la experiencia de los distintos agentes implicados en la reducción del consumo energético de los edificios y la aplicación de nuevas tecnologías en la construcción y rehabilitación de viviendas.

En el proyecto europeo, que se desarrollará durante los próximos tres años y cuenta con un presupuesto de seis millones de euros, participan once socios, entre instituciones públicas, empresas, universidades y cooperativas de España, Grecia, Estonia, Austria, Eslovenia, Reino Unido y los Países Bajos.

El proyecto, que tiene su primer encuentro de presentación esta semana en la capital Valenciana, está coordinado por la multinacional tecnológica ETRA I+D, Centro de Excelencia Smart City con sede en València y se llevará a cabo hasta septiembre de 2025 en cuatro ciudades piloto. Además de València, se ha seleccionado la capital griega, Atenas, la capital de Estonia, Tallin y Manchester, en el Reino Unido, para desarrollar la experiencia.

Durante los próximos tres años, el objetivo es identificar las necesidades y las soluciones óptimas para la mejora de la eficiencia energética de los edificios construidos y desarrollar una plataforma a modo de ventanilla única para las instituciones públicas y las cooperativas donde pueda aprovecharse la experiencia y el I+D+i que aporta el sector privado.

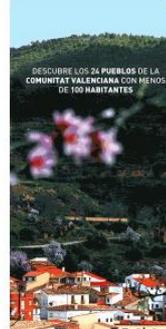


Figure 13 – Media impact in El Periodic (Valencia) (4)





Figure 14 – Media impact in El Diario Valenciano (Valencia) (5)

**PROTOCOL:**

- ETRA will prepare press releases when a milestone will be achieved. The press release will be distributed among mass media in collaboration with the Consortium. Partner could adapt the press releases according to their needs.
- All press releases will be collected on the website.

**3.7.7 Scientific publications**

Scientific publications are an effective way to disseminate high level project information and to attract the interest of representatives of different target groups. Therefore, EBENTO aims to have articles and op-eds on the demonstration results published in key industry magazines targeting the selected primary target sectors, such as local/national newspapers of relevant technical societies and journals. Each partner must ensure open access to peer-reviewed scientific publications relating to its results. Joint publications among EBENTO partners will be encouraged. In addition, complementing means such as organization and/or participation in thematic panels, roundtables and special conference sessions, workshop talks, poster presentations and specialized demonstrations at scientific events will also be used. The publication procedure is explained in section 3.6.

As explained above, EBENTO must ensure open access to peer-reviewed scientific publications relating to its results as stands Article 17 of the EBENTO GA emphasis.



The publications will be archived and linked on the website and Alfresco platform. The following journals and magazines are especially relevant for the communication strategy of the project:

- Energy and Buildings (Elsevier)
- Energy (Elsevier, Impact Factor: 3.651)
- Energy Policy (Elsevier, Impact Factor: 2.743)
- Energy and Built Environment (EBE) (Elsevier)
- Energy Efficiency (Springer)
- Renewable Energy (Elsevier, Impact Factor: 3.982)
- Energy Research & Social Science (Elsevier)
- Renewable & Sustainable Energy Reviews (Elsevier, Impact Factor: 5.627)
- Applied Energy (Elsevier, Impact Factor: 4.781)
- Energy, Ecology and Environment (Springer)
- International Journal of Sustainable Energy

Additionally, the project will make use of the Open Research Europe to publish its results in full compliance with our open access policies.

**PROTOCOL:**

- Scientific publications resulting from EBENTO project should be notified to PC and DCOM (and related partners) 30 days before the intended submission date.
- Any objection to the planned publication shall be made in accordance with the Consortium in writing to the coordinator and to any partner concerned within 30 days after receipt of the notice.
- If no objection is made within the time limit stated above, the publication is permitted.

### 3.7.8 Deliverables

EBENTO will produce a wide range of official and public deliverables. They will be a source of knowledge and information about the projects founds, developments results, best practices, etc. Thus, this information will be very useful for not just stakeholders but for also for academia. All of them will be available on the project website. The 14 public deliverables that will be produced along the execution of EBENTO are listed in Table 6.

Deliverable	Deliverable name	WP	Leader	Type	Dissemination	Date
D1.1	Project Management	1	ETRA	R	PU	M3
D1.2	Data Management Plan	1	ETRA	R	PU	M6
D2.1	Preliminary Business models and market analysis	2	JR	R	PU	M10



D2.2	EBENTO Use Case definition and innovative business models	2	ETRA	R	PU	M24
D3.2	Energy performance contract for EBENTO one-stop-shop	3	IEECP	R	PU	M18
D5.1	Demonstration activities and citizens engagement plan	5	TalTech	DEM	PU	M24
D5.2	Demonstration activities results	5	TalTech	DEM	PU	M33
D5.3	Citizens' engagement result	5	VCE	R	PU	M33
D6.1	Technical impact assessment and verification methodology	6	IEECP	R	PU	M36
D6.2	Socio-economic impact assessment	6	IEECP	R	PU	M36
D6.3	Replication Handbook	6	CCOOP	R	PU	M36
D7.1	Plan for Exploitation and dissemination of results	7	ETRA	R	PU	M3
D7.2	Dissemination, Communication and Cooperation activities	7	ETRA	R	PU	M24
D7.3	Handbook lessons learned WP7 10 -	7	CCOOP	R	PU	M26

Table 6 – EBENTO public deliverables

\* DEM — Demonstrator, pilot, prototype/ R — Document, report /PU – Public

### 3.7.9 Events

EBENTO will be presented in the main events of the sector in Europe. The project will be presented by members of the consortium with proper presentations and with printed material (posters, roll ups, brochures...) and stands at the exhibitions that offers this possibility. All the information will be published on the website and social media to enlarge the audience reached and allow keeping a record of the EBENTO dissemination activities.

EBENTO will be presented at the following events and exhibitions:



- Organised by EBENTO partners like:
  - Open public sessions with the special participation of experts and end-users.
  - Workshops in pilots.
  - Workshops or events in cooperation with other Horizon projects or/and Built4People.
- Institutional events like:
  - European Sustainable Energy Week (6)
  - European Green Week (7)
  - European Week of Regions and Cities (8)
- Private and public events on Energy Efficiency in buildings:
  - Energy Evaluation Europe Conference (9)
  - Sustainable Places (10)
  - Smart Buildings Exchange (11)
  - Smart Buildings Week (12)
  - Building Green Expo Building Green Expo (13)
  - Central & Eastern European Energy Efficiency Forum (C4E Forum) (14)
  - Smart Energy Congress (15)
  - European Conference of Computing in Construction
  - International Conference on Sustainable Development (16)
  - Enlit Europe (17)
  - Smart Home Fair (18)
  - Global District Energy Climate Awards (19)
  - Building Simulation Conference (20)
  - Smart Energy Expo (21)
  - Vienna Energy Forum (22)
  - European Council for an Energy Efficient Economy (23)

### PROTOCOL:

- A guideline on how disseminates and communicates EBENTO in an event will be provide to the Consortium.
- A private event report of participation in events will be created.
- Partners are required to send each month an updated list of future thematic events (prior to attendance).
- Partners must inform when participating or organising an event as soon as possible.
- ETRA will promote the EBENTO participation.
- Partners should have an active role promoting EBENTO on those events and make use of the promotional materials. During the event, partners should take pictures and videos of their activities.
- After an event participation or organisation, partners must complete the event report provided by ETRA.

### 3.7.10 Public relations

The public relations strategy will follow the same strategy as the whole dissemination plan: business oriented, inspiring leaders, sharing knowledge, and fostering the energy efficiency in buildings. EBENTO will present new possibilities for the building and renovation sector and so the



dissemination plan includes a part of public relations to communicate the importance of the project to the main decision makers. Most of the effort will be concentrated in countries of the project looking for the regional stakeholders.

Since each partner will be an ambassador of the EBENTO project, they will receive the material and the guidelines to present and represent the project in their countries.

### 3.7.11 Exchange activities with related projects and initiatives

EBENTO will exchange experiences and create synergies to address regulatory framework, business models and obstacles to innovation, among other issues with initiatives, associations and with other European Funded projects. The Task 7.3 ensures the cooperation with other related Horizon Europe funded projects and H2020 running projects working together thanks of the collaboration of the consortium partner involved in sister projects.

More in detail, EBENTO will establish a solid partnership and bridge with BUILD UP initiative, Covenant of Mayors, European Federation of Intelligent Energy Efficiency Services (EFIEES) or Built4People for strengthen the outputs of the project and increase EBENTO's impact, as well as coordinate activities with those. Their channels will be used to promote updated information about the project, work in progress, outcomes, events organised, etc. But also, it will establish collaboration with H2020 and Horizon Europe projects. EBENTO considers previous R&I experiences as a value to be used for the development of the project in this context, partners participating in relevant projects will be recruited to establish links, enabling knowledge transfer and experience sharing. Additionally, common dissemination activities such as: a) joint workshops for the elaboration of research methods with relevant R&I projects and validation of tools and demonstrations b) common dissemination activities for attracting wider audiences.

A list of potential initiatives and projects (former and ongoing) have already been identified. This list will be modified as the project progresses.

- Covenant of Mayors (24)
- European Federation of Intelligent Energy Efficiency Services (EFIEES) (25)
- Built4People European Partnership (26)
- World Green Buildings Council (WGBC) (27)
- European Construction, built environment and energy efficient building Technology Platform (ECTP) (28)
- Agency for the Cooperation of Energy Regulators (ACER) (29)
- European Technology and Innovation Platform Smart Networks for Energy Transition (ETIP SNET) (30)
- International Renewable Energy Agency (IRENA) (31)
- European Energy Research Alliance (EERA) (32)
- Association of European Renewable Energy Research Centers (EUREC) (33)
- Federation of European Heating, Ventilation and Air Conditioning Associations (REHVA) (34)



- European Innovation Partnership on Smart Cities and Communities (EIP-SCC)
- EIT InnoEnergy (35)
- EIT CLIMATE KIC (36)
- BUILD UP initiative (37)
- SAVE THE HOMES project (38)
- WISEGRID project (39)
- CROSSCERT project (40)
- FORTESIE project (41)
- AEGIR project (42)
- NEBULA project (43)

### 3.7.12 Workshops

To ensure that stakeholders are actively involved to provide requirements, assess the impact of the key outcomes, and give relevant feedback, EBENTO will organise workshops with relevant stakeholders as part of the Task 7.1. Members of the SG will be invited to participate in different workshops during the lifetime of the project.

Additionally, within the pilot sites tasks a series of workshops will be organised to:

- Co-create the pilot schemes with users and discuss the various aspects of the project and ensure that it is tailored to their realities (Task 3.2)
- Raise awareness and engagement through citizens (Task 5.3)

### 3.7.13 Webinars

Webinars of EBENTO products will be organised by developers to provide technical information of them by months 20 and 34, as well as explaining final developments. This activity has the advantage that a large audience can access remotely and interact with partners. These webinars will be open access (and recorded) and addressed to direct and indirect target groups. Experts from outside the project could participate in these webinars to contribute with new insights and knowledge.

### 3.7.14 Handbook of lessons learned

This handbook, designed in a visual, clear, and precise way, will highlight all the details of the project, development, and its implementation, so it will explain how others could use the innovation of the project after the end of it. Paying importance to make it attractive by including images, diagrams, figures, and concise texts. Besides, it will include recommendations at policy, market designed, technological and innovation levels from partners.

## 3.8 MONITORING AND ASSESSMENT



The main goal of monitoring and evaluation is to ensure a high-quality dissemination strategy execution and the above-mentioned actions and its excellence. Besides, a parallel monitoring and evaluation of the dissemination activities has been defined since it is key also within the successful implementation of the project.

### 3.8.1 Reporting

To facilitate the assessment of the dissemination activities and to understand the impact of the actions carried out, it is necessary for all partners to register the activities that they implement. Thus, the DCOM will develop different protocols to report every dissemination and communication activity or publication (articles, publications on blog, etc.). These activities include both the previewed and the ad-hoc activities. Therefore:

- All partners must consider the dissemination/communication protocols defined.
- All partners should register the activities in the dissemination and communication reporting document available in Alfresco.
- All partners should save evidence of the activities conducted with papers, presentations, posters, photos, videos, tweets, etc.

The regular monitoring of the activities will provide an assessment to know whether the action plan is being executed properly and if it was on time. It will also be possible to see which activities had the biggest impact on the stakeholders (both in quantitative and qualitative terms). The conclusions from these reporting will be included in the deliverable D7.2.

As the Figure 15 shows that monitoring is a continuous process that will assess the overall Task 7.1.



Figure 15 – Monitoring process



### 3.8.2 Impact – Key Performance Indicators (KPIs)

The impact of the dissemination actions can help the consortium to understand the reach and sustainability of the project's results. As well, it can measure and assess the promotion activities in terms of their relevance and quality. To measure impact indicators are often used; both quantitative and qualitative should be considered for the activity/action. In EBENTO several Key Performance Indicators (KPI) will be used. KPIs are the measurements to determine dissemination plan success and achievement of the main objectives. Following this, a preliminary list of KPIs (see Table 7 – List of KPIs for EBENTO to be reached by M18 Table 7) has been established to be reached by M18. For each period this list will be updated with new KPIs.

Dissemination action	KPI	Target (M18)	Analysis methodology
<b>Website</b>	Design and Development of the project's web portal	Fully developed web portal	Registration of dissemination activities
	Regular update of the website content	Continuous update ( 1 time/month)	Registration of dissemination activities
	Visitor's countries	minimum 8 countries	Registration of dissemination activities
	Nº of post	10	Registration of dissemination activities
<b>Social Networks</b>	Twitter and LinkedIn Nº of followers	150	Twitter and LinkedIn Analytics
	Tweets	≤ 200	Twitter Analytics
	Content share in the Research Gate	1	Research Gate Analytics
	YouTube subscribers	30	YouTube Analytics
	YouTube views	200	YouTube Analytics
<b>Scientific publications</b>	Nº of scientific papers including one paper about the core of the project	2	Nº of paper approved
<b>Promotional materials</b>	Nº of brochure designed	1	Registry of dissemination activities
	Nº of roll-up designed	1	Registry of dissemination activities



	Nº of videos produced	4	Registry of dissemination activities
	Downloads of promotional materials at the webpage	100	Registry of downloads form on the website
	Nº of brochure designed	1	Registry of dissemination activities
<b>Newsletters</b>	Nº of newsletter forwarded	1 newsletter issues every six months	Registry of dissemination activities
	Nº of subscribers	70	Internal subscriber registry
<b>Deliverables</b>	Nº of public deliverables downloaded	50	Registry of downloads form on the website
<b>Press releases</b>	Nº of press releases	3	Registry of dissemination activities
<b>Workshops</b>	Nº of all the workshops	1	Registry of dissemination activities
<b>Events</b>	Nº of events attended	6	Registry of dissemination activities

Table 7 – List of KPIs for EBENTO to be reached by M18

### 3.9 DISSEMINATION ACTION PLAN

In this section concrete actions that will be accomplished throughout the project are defined consequently. The Action Plan described in the table below



## D7.1 – Plan for Exploitation and dissemination of results

YEAR			2022												2023												2024												2025
MONTH			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32					
<b>Events, public relations</b>	<b>Responsible</b>	<b>Audience</b>																																					
Organisation of events, webinars, joint workshops	ETRA, product leaders, pilots	ALL																																					
Products webinars	ETRA, product leaders	A, B, C																																					
Organisation of workshops	Pilot sites	A																																					
Participate in external meetings, seminars and conferences	ALL	ALL																																					
Loobying and public relations with public administrations and large public	ALL	ALL																																					
Exchange activities with related Project and initiatives	ALL	A, B, C, D, E																																					
<b>Actions/Tools</b>	<b>Responsible</b>																																						
Project website launched	ETRA	ALL																																					
Update project website	ETRA + ALL	ALL																																					
Design corporative identity	ETRA	ALL																																					
Develop project brochures	ETRA	ALL																																					
Develop roll-up and poster	ETRA	ALL																																					
Update of dissemination materials	ETRA	ALL																																					
Produce introduction video	ETRA	ALL																																					
Produce short videos	ALL	ALL																																					
Elaborate and distribute newsletters	ETRA	ALL																																					
Create and publish press releases	ETRA + ALL	ALL																																					
Publish scientific publications	ALL	A, B, C																																					
Public deliverables	ALL	A, B, C																																					
Launch Twitter	ETRA	ALL																																					
Launch LinkedIn	ETRA	ALL																																					
Launch Youtube Channel	ETRA	ALL																																					
Launch Research Gate	ALL	A, B, C																																					
Update Twitter, LinkedIn and Research Gate, YouTube	ETRA + ALL	ALL																																					
Promotional campaigns via email and/or social media	ETRA and pilots	ALL																																					
Release scientific publications	ALL	A,B,C																																					
Pilot sites campaigns	Pilot sites	ALL																																					
D7.1 Plan for Exploitation and Dissemination of Results (PEDR)	ETRA	A, B, C, D, E																																					
D7.2 Dissemination, Communication and Cooperation activities Report	ETRA	A, B, C, D, E																																					
D7.3 Handbook lessons learned	CCOOP	A, B, C, D, E																																					

**Table 8)** includes the main events and actions to be carried out during EBENTO project, most of them involving all the partners. Many of the activities and actions included were already defined in the Grant Agreement and therefore the allocation of responsibilities among partners and the respective budget are already partially defined. This action plan will be reviewed and evaluated every six months to see if changes are necessary, which will be shared in internal meetings. Besides, these evaluations and changes will be reflected in the D7.1 updates.





### 3.9.1 Dissemination actions for each product and pilot site

More specifically, as part of the PEDR and according with the exploitation results defined in the section 5 the Table 9 shows concrete dissemination actions and tools for each EBENTO product, which will be updated during the lifespan of the project.

Product	Target audience	Dissemination actions	Indicator
<b>One-stop-shop technical</b>	Governmental institutions/Public Authorities, ESCOs, Construction and Renovation companies, Citizens	<ul style="list-style-type: none"> <li>- Promotional materials (Presentation/Fact Sheet/Video).</li> <li>-Website section, blog content and FAQ page on the website.</li> <li>-Meetings with public administrations, policy makers and regional and local market participants.</li> <li>-Videos interviews.</li> <li>-Webinar by HYPERTECH/ETRA</li> <li>- Social media marketing.</li> </ul>	<ul style="list-style-type: none"> <li>- Nº of participants in the events/webinars, etc.</li> <li>- Downloads of materials on the website.</li> <li>- Nº of visits on the website sections.</li> <li>- Visualizations videos.</li> <li>- Nº of articles in the press.</li> <li>- Nº of publications.</li> <li>- Nº of views of the webinars.</li> <li>- Social media engagement/flowers/likes.</li> <li>-Average Engagement Rate on social media.</li> </ul>
	ESCOs, Construction and Renovation companies, Citizens, Investors	<ul style="list-style-type: none"> <li>- Promotional materials (Presentation/Fact Sheet/Video).</li> <li>-Website section, blog content and FAQ page on the website.</li> <li>-Meetings with public administrations, policy makers and regional and local market participants.</li> <li>-Videos interviews.</li> <li>-Publications.</li> <li>- Social media marketing.</li> <li>-Webinar by IEECP</li> </ul>	
<b>Energy performance contracting tool</b>	ESCOs, Construction and Renovation companies, Citizens	<ul style="list-style-type: none"> <li>- Promotional materials (Presentation/Fact Sheet/Video).</li> <li>-Website section, blog content and FAQ page on the website.</li> <li>-Meetings with public administrations, policy makers and regional and local market participants.</li> <li>-Videos interviews.</li> <li>-Publications.</li> <li>- Social media marketing.</li> <li>-Webinar by ETRA</li> </ul>	
<b>Monitoring tool</b>	ESCOs, Construction and Renovation companies, Citizens	<ul style="list-style-type: none"> <li>- Promotional materials (Presentation/Fact Sheet/Video).</li> <li>-Website section, blog content and FAQ page on the website.</li> <li>-Meetings with public administrations, policy makers and regional and local market participants.</li> <li>-Videos interviews.</li> <li>-Publications.</li> <li>- Social media marketing.</li> <li>-Webinar by ETRA</li> </ul>	
<b>Simulation tool</b>	ESCOs, Construction and Renovation companies, Citizens	<ul style="list-style-type: none"> <li>- Promotional materials (Presentation/Fact Sheet/Video).</li> </ul>	



- Website section, blog content and FAQ page on the website.
- Meetings with public administrations, policy makers and regional and local market participants.
- Videos interviews.
- Publications.
- Social media marketing.
- Webinar by HYPERTECH

**Table 9 – Dissemination activities and tools for each EBENTO tool**

Regarding the pilots' demonstrations, during the first period action plans will be established to disseminate and communicate these pilots to their specific audiences. Common activities will include pilot sites promotional materials, online campaigns, press releases, organisation of workshops, participation in events, exchange activities with related initiatives and projects, public relations, talks, among others.

### 3.9.2 Dissemination actions after the end of the project

Since the follow up of the exploitation activities will continue after the end of the project, dissemination actions will be planned beyond the Horizon EU funding. This section gathers a draft of a planned dissemination measures but in the next D7.1 updates a more concrete action plan will be included.

- Make the results visible by publishing them on the Horizon Results Platform the first year after the end of the project.
- EBENTO website will be prepared for the end of the project and will still be available at least for a few years after.
- Scientific publications based on results of the project may only be published after the project ends, however partners will ensure that they are open access or that they will keep a list updated on the website.
- Publication of a newsletter explaining exploitation actions created by ETRA and in collaboration with partners.
- Participation in events and conferences.
- Joint actions with related projects and entities to present the exploitation actions and results.
- Pilot sites will keep disseminating their results, best practices and lessons learnt through meetings, fairs, promotional materials etc. among other peers, cities, public authorities, energy communities, etc.



## 4 Section B: Communication Strategy

The communication and dissemination activities focus not just on the results but also on the project as a whole and target multiple audiences. The Communication strategy will ensure high visibility and maximize the impact of its results. It will be internally evaluated each year, measuring its efforts and impact, then necessary improvements or changes will be made. The Table 10 defines each communication milestone.

More closely, the communication strategy should undertake the following considerations:

- Defining the communication objectives, roles, and procedures.
- Defining the branding and positioning of the project.
- Supporting the best information flow between the consortium partners.
- The proposed measures are objective-oriented, proportionated to the scale of the project and tailored to the needs of the communication activities targets.
- A distinct strategy will be designed for each specific audience, using targeted messages, means and language.
- The key messages will focus on the benefits and opportunities offered by EBENTO, its contribution on the priorities of the Horizon Europe Programme, goals, results, ongoing activities, progress, events, etc.
- Deploy a media planning to ensure that all the milestones of the project have an accurate broadcasting and reach the targeted audience having the expected impact.
- Lay out the communication activities among all the partners to ensure a correct deployment of the strategy.
- The proposed communication actions will look for wider public impact beyond the project's community and will also address educational outreach to the public regarding the basic knowledge. Besides, appropriate measures will be taken to engage media and to highlight the financial support from the Horizon EU.
- Synchronising communication activities within partner's institutions.
- Clustering with relevant EU and international programmes and initiatives to enhance the impact and the broadcast of the project.
- Make an intense follow-up of the communication plan deployment, ensuring its correct functioning and making the necessary corrections when it is needed.
- Coordinate with external stakeholders, such as related projects, institutions, and media to ensure a high outreach of the communication activities.



Communication strategy milestones	What does it mean?
Subject of communication	What will be communicated. (See section 4.1)
Identification of target audience	Multiple audiences beyond the project’s own community including media and the broad public. (See section 4.2)
Timing	When communication actions will take place. (See section 4.3)
Definition of methods and tools	What is the most effective way to reach the target audience. (See sections 4.4, 4.5, 4.6, and 4.7)
Communication management and policy	Who is responsible of and how communication is ruled. (See section 2.6)
Communication impact	How to measure and assess the results and impact of the communication actions. (See section 4.8).

Table 10 – Communication strategy milestones

## 4.1 SUBJECT OF COMMUNICATION

Communication on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime and even beyond the project funding, aimed at promoting the action and its results, as explained in the section 2.5.

The following general subjects of communication have been identified:

1. EBENTO project itself: general scope, coverage, goals, and milestones, plans, environmental and societal impacts.
2. Products of EBENTO and technologies.
3. Pilot scenarios: how end-user will get benefit, success stories, lessons learnt, how to replicate in other cities, etc.
4. EBENTO results and innovation aspects.
5. Educational aspects: energy efficiency at home, green buildings, etc.

## 4.2 TARGET AUDIENCE

The communication actions of EBENTO will extend from the most technical and experienced community to the general public. These audiences will be segmented in internal and external audiences.

### 4.2.1 Internal audience

The internal communication actions will be carried out between the members of the consortium as the section 3.2.1 explained. Those are key to ensure a proper project execution, with communication messages formulated and targeted audience in the right moment. Thus, internal



communication includes both open communication like face-to-face meetings or plenary conference calls and private calls to discuss technical, managerial issues, showing results or taking decisions. The main responsible for the definition of the communication procedures is ETRA.

#### 4.2.2 External audience

The external audience has been segmented according to the objective to accomplish and the potential relationship pursued. Regarding the target audience segmentation, EBENTO will focus on:

1. Primary, secondary, and tertiary target groups: These groups are defined in the section 3.2.2 and EBENTO will primarily focus on those for the definition of the communicative activities.
2. Indirect target groups: These groups, also defined in the 3.2.2, are important to reach and to take into account when communicating the EBENTO project, but they are not so important for the consecution of the project goals.

The Table 11 shows how the different target audiences will be addressing within the communication strategy.

Audiences	Description	Objective	Message	Channels
Public Institutions, Cooperatives, Energy communities, ESCOs, SMEs, Utilities, Aggregators, Facility managers, Consumers and house owners (citizens as end-users) (Direct Target Group)	Audience practicing results from the adoption of products. They to be equipped with the right skills, knowledge and understanding.	<p>-To obtain their feedback about the main barriers found.</p> <p>-To ensure their involvement in the disseminative activities proposed (info days, training, etc.)</p> <p>-To increase the awareness of the EBENTO and to demonstrate its benefits.</p> <p>-To inform about ongoing research, project concepts and goals and as benefits to society.</p>	They will benefit from the technologies developed, changes in policy and legislation, socio-economic benefits, as well as environmental ones.	<ul style="list-style-type: none"> <li>• Website and social media</li> <li>• Promotional materials</li> <li>• Newsletters</li> <li>• Press releases</li> <li>• Papers</li> <li>• Deliverables</li> <li>• Events</li> <li>• Open days</li> <li>• Innovation and networking events</li> <li>• Workshops</li> <li>• Webinars</li> <li>• Technological fairs</li> <li>• E-mails</li> <li>• European Commission channels</li> <li>• Exchange activities</li> <li>• Public relations</li> <li>• Handbook</li> </ul>



## D7.1 – Plan for Exploitation and dissemination of results

<p>Scientific community, Policy makers</p> <p>(Direct Target Group)</p>	<p>Audience interested in detailed information about the project, its activities, objectives, and outcomes.</p>	<p>-To ensure involvement in the disseminative activities proposed (info days, training, etc.)</p> <p>-To increase the awareness of EBENTO and to demonstrate the benefits of it.</p> <p>- To inform about ongoing research, project concepts and objectives as well as benefits to society.</p>	<p>They will make use of the enhanced educational/ promotional material and lessons learned like brochures, videos, infographics, interactive games and quizzes, etc.</p> <p>They will become aware of the importance of energy efficiency in buildings in Europe.</p>	<ul style="list-style-type: none"> <li>• Scientific publications</li> <li>• Scientific conferences and seminars</li> <li>• Relevant European and national technology platforms and related associations</li> <li>• Public relations</li> <li>• Website and social media</li> </ul>
<p>Standardization bodies, Energy regulators, financial entities</p> <p>(Indirect Target Group)</p>	<p>Audience that does not require a detailed knowledge of the project but is rather interested in the main message.</p>	<p>-To increase the awareness of the project and to demonstrate the benefits of it.</p> <p>-To inform about ongoing research, project concepts and objectives as well as benefits to society.</p>	<p>They will become aware of the importance of energy efficiency in buildings in Europe.</p>	<ul style="list-style-type: none"> <li>• Press releases</li> <li>• E- mail</li> <li>• Events</li> <li>• Webinars</li> <li>• Workshops</li> <li>• Promotional materials</li> </ul>
<p>Mass media</p> <p>(Indirect Target Group)</p>	<p>Specialised press on energy and clean energy and mainstream media*.</p> <p>* This group is composed mostly by non-technical professionals who must understand the purpose and benefits of the project before being able to contribute to the communication of the other messages.</p>	<p>To inform about ongoing research, project concepts and objectives as well as benefits to society and environment.</p>	<p>Create content to attract the mass media to guarantee the presence of EBENTO into the Agenda Setting, being able to reach the targeted audiences.</p>	<ul style="list-style-type: none"> <li>• Press releases</li> <li>• E- mail</li> <li>• Website</li> <li>• Social media</li> <li>• Workshops, fairs</li> <li>• Conferences</li> <li>• Newsletters</li> <li>• Open Days</li> </ul>
<p>Public at large</p> <p>(Indirect Target Group)</p>	<p>Audience that does not require a detailed knowledge.</p>	<p>To raise awareness among the main topics addressed in EBENTO.</p>	<p>They will become aware of the importance of energy efficiency in buildings in Europe.</p>	<ul style="list-style-type: none"> <li>• Website</li> <li>• Social media</li> <li>• Press releases</li> <li>• E- mail</li> <li>• Events</li> </ul>



		To promote the impact and benefits of EBENTO.		<ul style="list-style-type: none"> <li>• Open days</li> <li>• Promotional material</li> <li>• Talks and podcast</li> <li>• Promotional materials</li> </ul>
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Table 11 – Audience to communicate EBENTO project

### 4.3 COMMUNICATION PHASES

The three communication and dissemination phases are defined in the section 3.3.

### 4.4 KEY MESSAGES

EBENTO includes many different aspects such as technical, social, environmental, legal, etc. Thus, the partners will use the key messages defined in the section 3.4 in a more comprisable way understandable to all audiences. To do so, images, infographic and videos will be used to reinforce those messages.

### 4.5 CORPORATIVE IDENTITY

All communication actions must follow the common EBENTO branding described in the section 3.5.

### 4.6 PUBLICATION PROCEDURE

All communication actions must follow the publication procedure described in the section 3.6.

### 4.7 COMMUNICATION CHANNELS, TOOLS AND ACTIONS

In the next sections, the main channels, tools, and actions are defined to conduct the communication strategy clearly and efficiently. But also, the Annex II summaries the main communications tools together with detailed information (such as goal, audience, message, type of content, content producers, time and whether they are dissemination, communication and/or exploitation tools).

#### 4.7.1 Website

EBENTO’s website serves as a primary source of information regarding EBENTO’s objectives, progress, and outcomes with the aim of organising the project information into a unified source of



visitor's knowledge. The website is aimed to reach all the audiences of the EBENTO project, although a greater number of visits is expected from those groups that are more technical and related to the subject matter of the project, it will provide in the "News" section general and simplified content to reach a wider audience.

Besides, the consortium partners will include a presentation of EBENTO project in their entity websites and, whenever possible, they will share news about the project.

The section 3.7.1 of this deliverable includes a description of the first version of the EBENTO website.

### 4.7.2 Promotional materials

To reach out society and show the impact and benefits of EBENTO brochures, videos, presentations, leaflets, posters, roll-ups, infographics, games, quizzes, and other materials will be produced. Along the lifespan of EBENTO specific promotional materials dedicated to pilot sites will be designed and translated into the local languages. The language used in these promotional materials will be less technical and adapted to a larger audience. When needed, they will be update as the project developments and results advance.

#### 4.7.2.1 Brochure

To facilitate the explanation of EBENTO, a brochure will resume the project goals and scheme in an easy way. This document will be distributed not just in conferences, workshops or other events where consortium members will present and promote the project but also in open days or citizens events.

#### 4.7.2.2 Roll-up

It is one of the most popular forms of large-format printing advertisement. Roll ups are exhibitors or roll-up advertising displays, composed of a canvas, on which the design is printed, which is rolled up at the base of the structure. EBENTO roll-up will be designed to be used in events and exhibitions to show all-important EBENTO information at a glance. All partners could print it out or even translated, as needed.

#### 4.7.2.3 Infographics

Through infographics, graphical representations of information and data and even complex information could be present clearly and concisely. Additionally, the use of visual and illustrative forms of communication may open the information to larger and more diverse audiences. Infographics will



be a form of visual communication that falls within the encompassing field of information design, often focus upon discrete and contained amounts of information.

### 4.7.2.4 Videos

An introduction video will be produced during the first period of the project which will give a general view of goals and benefits to a general audience. Minimising the technical language will be a must to reach an extensive audience. Additionally, during the lifetime of EBENTO, partners will explain with videos some complex technical aspects of the project to make them understandable among the public. From the second period until the end of the project, it is expected to produce videos showcasing demonstrations of the products, interviews to partners explaining new developments and results, testimonials, pilot site visits, etc.

### 4.7.2.5 Games and quizzes

Partners will create, supervised by ETRA, games and quizzes on energy efficiency in buildings to turn the communication actions on more appealing and educating manner according to each event and venue. They could be used mostly on fairs and open days.

## 4.7.3 Social networks

As explained in the section 3.7.43.7.3, to reach a specific target audience while establishing two-ways communication the presence of the EBENTO project in social networks will be one of the key actions for communication activities. A Twitter account, LinkedIn page and a YouTube channel were already created feeding them regularly with content from the project.

There are some hashtags to be used on the social networks under the EBENTO framework such as #EBENTOproject, #HorizonEurope, #HorizonEU, #Built4People, #energyperformance #EnergyPerformanceContracting, #Built4People, #buildings, and #buildingrenovation.

Besides, several accounts have been detected as EU profiles to follow on Twitter: @HorizonEU, @Energy4Europe, @cleanenergy\_eu, @cinea\_eu, @EU\_BUILDUP.

EBENTO will also have accessible lists to generate more engagement and contribute to the creation of a benchmarking framework:

- Consortium members: with the institutional consortium members' profiles.
- Related projects: including similar EU projects.
- Other lists with stakeholders or members of the energy efficiency in buildings sharing relevant contents on the same line.

## 4.7.4 Newsletter – EBENTO pilots



A newsletter with the progress and outcomes from the pilots will be created to address public at large and to raise awareness about the benefits of the project at social and environmental level. Also, it aims at showing other cities the work done in EBENTO and sharing knowledge which could be replicated. This newsletter will be launched at least once a year. The language and terms used will be easy to understand.

#### 4.7.5 Press releases

The major achievements and milestones of the project will be released and published in the project website and delivered to mass media around Europe. The main European media companies identified as relevant contacts for the distribution of EBENTO news are:

Media	Country	Type	Link
Euronews	Europe	Press Agency	<a href="https://www.euronews.com/">https://www.euronews.com/</a>
Reuters	Europe	Press Agency	<a href="https://www.reuters.com/">https://www.reuters.com/</a>
Bloomberg	Europe	Press Agency	<a href="https://www.bloomberg.com/">https://www.bloomberg.com/</a>
Association Press	United Kingdom	Press Agency	<a href="https://www.ap.org/en/">https://www.ap.org/en/</a>
NAPA	United Kingdom	Press Agency	<a href="http://www.napa.org.uk/">http://www.napa.org.uk/</a>
BBC	United Kingdom	Press Agency	<a href="https://www.bbc.com/">https://www.bbc.com/</a>
Agencia EFE	Spain	Press Agency	<a href="https://efe.com/">https://efe.com/</a>
Europa Press	Spain	Press Agency	<a href="https://www.europapress.es/">https://www.europapress.es/</a>
RTVE	Spain	Public radio & TV	<a href="https://www.rtve.es/">https://www.rtve.es/</a>
Athens News Agency	Greece	Press Agency	<a href="https://www.amna.gr/en">https://www.amna.gr/en</a>
ERR	Estonia	Press Agency	<a href="https://news.err.ee/">https://news.err.ee/</a>
APA	Austria	Press Agency	<a href="https://apa.at/">https://apa.at/</a>
ANP	The Netherlands	Press Agency	<a href="https://www.anp.nl/">https://www.anp.nl/</a>
STA	Slovenia	Press Agency	<a href="https://english.sta.si/">https://english.sta.si/</a>
EURACTIV	Europe	Press Agency	<a href="https://www.euractiv.com/">https://www.euractiv.com/</a>
POLITICO	Belgium	Journal	<a href="https://www.politico.com/">https://www.politico.com/</a>
Energy Post	The Netherlands	Journal	<a href="https://energypost.eu/">https://energypost.eu/</a>
Energías Renovables	Spain	Journal/News portal	<a href="https://www.energias-renovables.com/">https://www.energias-renovables.com/</a>
Renewable Energy Magazine	Europe	News portal	<a href="https://www.renewableenergy-magazine.com/">https://www.renewableenergy-magazine.com/</a>
Construction News	United Kingdom	News portal	<a href="https://www.constructionnews.co.uk/">https://www.constructionnews.co.uk/</a>
Recharge news	United Kingdom	News portal	<a href="https://www.rechargenews.com/">https://www.rechargenews.com/</a>
Renews	United Kingdom	News portal	<a href="https://renews.biz/">https://renews.biz/</a>
Renewables now	Europe	News portal	<a href="https://renewablesnow.com/">https://renewablesnow.com/</a>

Table 12 – List of EU media identified



EBENTO will also make use of European Commission channels like:

- Horizon Magazine (41)
- CORDIS website (42)
- BUILD UP (37)
- Conferences and events organised by the European Commission like the European Sustainable Energy Week (6), European Green Week (7), European Week of Regions and Cities (8), etc.

### 4.7.6 Events

Apart from the events listed on the section 3.7.9, efforts will also be made to present the EBENTO at other events closer to the public at large. This will allow not only to share the benefits and impacts of the project but also to raise awareness and promote European achievements in this matter.

EBENTO will schedule several events, presentations, webinars, open days, info days, webinars, and other kind of events for the right performance and the success of the project. Those events will be under the framework of events or fully organised by partners. The pilot sites will play an important role in the organization and participation of this type of events aimed at all audiences.

ETRA will inform in advance about those events on the website, on social media and via mailing list, but also broadcast them during and after.

### 4.7.7 Talks and podcasts

Throughout the project, a series of talks or podcasts (minimum 3) will be organized to address topics related with Built4People initiative and the achievement of the Fit for 55 packages, focused on a societal approach. These events will address a generalist audience and will be organized on-site or online depending on the circumstances. Some of these events may be included under the umbrella of the Consortium Plenary Meetings, pilot site workshops or be independent. Partners will participate in these talks and external speakers will be invited from initiatives mention in section 3.7.11.

### 4.7.8 Online campaigns

Campaigns will run through existed channels and media to show the benefits and expected impacts of EBENTO on citizens but also to raise awareness on Energy Efficiency in buildings. This action will focus also on developing relations and get support from European Commission officials, Members of the European Parliament and other European energy organisations. The partners will get involved and build buzz through their communication channels.

### 4.7.9 Storytelling



Connecting with other people is one of the highest forms of communication, and storytelling is a trigger of communication. Storytelling is one of the most captivating techniques to convey messages and information. That is why EBENTO messages will make use of this technique on the social networks and when approaching mass media.

To achieve that, the consortium and DCOM will have an internal communication protocol on guiding partners to draw stories.

## 4.8 MONITORING AND EVALUATION

The monitoring and evaluation process, as well as the reporting procedure, for the communication strategy remains the same as explained in section 3.8. However, the Key Performance Indicators (KPI) defined for the Communication Strategy will be adapted accordingly, as the Table 13 reflects. This evaluation is accomplished on a continuous basis to ensure an effective impact assessment and update or redefinition of communication activities, and to ensure the quality of the communication activities performed. Following this, a preliminary list of KPIs (see Table 13Table 7 – List of KPIs for EBENTO to be reached by M18) has been established to be reached by M18. For each period this list will be updated with new KPIs.

Dissemination action	KPI	Target (M18)	Analysis methodology
<b>Website</b>	Design and Development of the project's web portal	Fully developed web portal	Registration of communication activities
	Regular update of the website content	Continuous update (1post/month)	Registration of communication activities
	Visitor's countries	minimum 8 countries	Registration of communication activities
	Nº of post	10	Registration of communication activities
<b>Social Networks</b>	Twitter and LinkedIn Nº of followers	150	Twitter and LinkedIn Analytics
	Tweets	≤ 300	Twitter Analytics
	YouTube subscribers	20	YouTube Analytics
	YouTube views	200	YouTube Analytics



<b>Promotional materials</b>	Nº of brochure designed	1	Registry of communication activities
	Nº of roll-up designed	1	Registry of communication activities
	Nº of videos produced	4	Registry of communication activities
	Downloads of promotional materials at the webpage	100	Registry of downloads form on the website
	Infographics	1	Registry of communication activities
	Game or Quiz	1	
<b>Newsletters</b>	Nº of newsletter forwarded	1 newsletter issues every six months	Registry of communication activities
	Nº of subscribers	70	Internal subscriber registry
<b>Press releases</b>	Nº of press releases per each project year	3	Registry of communication activities
<b>Media impact</b>	Nº of news mentioning/presenting the project	15	Registry of communication activities
<b>Participation in Wide Audience Event</b>	Nº of events attended	4	Registry of communication activities
<b>Organisation of Wide Audience Event</b>	Nº of events	1	Registry of communication activities
<b>Talks and Podcast</b>	Nº of talks	2	Registry of communication activities
<b>Online campaigns</b>	Nº of campaigns	1	Registry of communication activities
	Nº of partners involved	≥ 4	Registry of communication activities
	Shares	≥ 100	Twitter and LinkedIn analytics

Table 13 – List of KPIs of communication assessment to be reached by M18



## 4.9 COMMUNICATION ACTION PLAN

Once the actions, tools and audiences in the communication strategy have been defined, in this section concrete actions are defined consequently. The Communication Action Plan (see Table 14) includes the main events and communication actions to be carried out during EBENTO project, most of them involving all the partners. Many of them were already defined in the Grant Agreement and therefore the allocation of responsibilities among partners and the respective budget are already partially defined.

This action plan will be reviewed and evaluated every six months to see if changes are necessary, which will be shared in internal meetings. These evaluations and changes will be reflected in the next D7.1 updates, as well as a concrete communication plan after EBENTO lifetime will be drafted.

### 4.9.1 Communication actions after the end of the project

As explained in the section 3.9.2, the follow up of the exploitation activities will continue after the end of the project, thus communication actions will be planned beyond the Horizon EU funding. This section comprises a draft of communication measures but in the updated D7.1 a more concrete action plan will be included.

Planned communication measures after the end of EBENTO:

- EBENTO website will be prepared for the end of the project and will still be available at least for a few years after.
- News/interviews about the feedback from ends-users of the pilots will be released.
- Press releases will be sent explaining the impact reached in the pilots.
- Contact mass media to inform about the impact achieved in the pilots.
- Testimonials from end-users will be shared on social networks.
- Participation in events and conferences aimed at all audiences.





## 5 Section C: Exploitation Plan

### 5.1 EXPLOITATION PLAN

The exploitation plan (EP) describes the key exploitable results of the EBENTO project and guides activities that support their positioning. By thinking ahead and proactively seeking opportunities and dialogues with future beneficiaries of the project results, partners increase the chances of the EBENTO legacy being utilized in the best possible manner. Individual partners or the project consortium as a whole can turn their activity in this project or its outputs into commercial or non-commercial value. The exploitation process will be coordinated and guided by ETRA.

EBENTO delivers a multitude of outputs, of which it is important to distinguish the ones with the highest exploitation potential – by assessing the innovativeness, market demand for the product, possible revenues or recognition opportunities, impact on the society as a whole or the advancement of NBS. Most importantly the project will develop a set of tools all included on the One-stop-shop which are aimed to serve market actors rolling out solutions for energy efficiency in buildings and enhancement of energy performance contracts and citizens awareness.

The exploitation plan will be designed to maximize the impact of the proposed solutions and to prepare the transition towards industrial and commercial uptake in order to fully achieve the expected impact. The EP will describe the activities to be undertaken (how and by whom) in order to ensure exploitation beyond the project itself. The exploitation strategy will reflect and will be built-up as a result of a sound analysis of the market trends, potential users, and financial sustainability. The target users will be precisely identified and analysed in terms of specific needs and objectives. The exploitation activities will be coordinated by the Business and Innovation Manager. A value chain and market analysis will be performed in order to find the needs of the customers and the competitive situation. The needs of the customers and the competitive situation will be assessed quantitatively to gain better insight into the pricing of the components developed within the project.

This chapter is only a basic version of the exploitation plan that will be updated throughout the project.

The exploitation approach of EBENTO will follow the pathway as shown below.



Figure 16 Exploitation pathway



## 5.2 EXPLOITATION ACTIVITIES

During the first 22 months of the project, the consortium will be focused on the design and development of the EBENTO one-stop-shop platform. Due to that the consortium will be more focused on the Dissemination and Communication activities for raising awareness of the future outputs of the project and thus facilitating the exploitation activities.

During the firsts 22 months, the partners will be realizing on how they can exploit their participation in the project together with the design and first developments of the EBENTO technologies. Thus, the D7.2 “Dissemination, Communication and Cooperation activities Report” to be delivered in M24, will reflect all the individual exploitation plans of all the partners.

The content of these individual plans will be based on the following structure:

- **NAME OF THE PARTNER**

- **ORGANIZATION BACKGROUND.**

An overview of the company showing what is its business field and its expertise (not more than one page is required).

- **EBENTO EXPLOITABLE RESULTS**

To explain what are the developments or main contributions to the project which each company can take profit for the business of the company.

To check internally regarding its involvement in the different EBENTO tasks.

The partners will use this table to sum up this section.

#	Project exploitable result	Responsible partner(s)	Action	Time to market (months after end of project)	Actions to be performed (if you are and end user)
1					
2					
3					

Table 15 – Table of project exploitable results per partner

- **EXPLOITATION STRATEGIES**

How each company plans to take profit of the exploitation results shown in the previous section. Can be strategies in terms of teaching/training, research, business, attendance to events...

It is possible to differentiate between three different types of partners involved in EBENTO consortium: industrial partners, research institutions/universities and end users. Their activities are complementary, and depending on the type of partner, the exploitation interests and impact are different.



After M22 the EBENTO platform will be delivered, and this means that all the technical developments will be finalised. From M22, the partners will be able to have their exploitation activities clearer and focus on Task 7.2 “Exploitation Activities” that will support them on performing the core exploitation activities of EBENTO.

From the list of exploitable results, the consortium will extract the ones which have special relevance in the project. These results are named as KERs (Key Exploitable Results). This classification will be made according to the commercial potential of the own result or due to if it has dependencies between different partners involved during its development.

Once identified the KERs, the consortium will start to follow the methodology developed by SSERR (which has been promoted by the European Commission) that will be followed (and adapted to the particularities of EBENTO) until the end of the project.

The first step of this methodology is to complete a KER repository with the following information per KER:

- ID Number of the KER.
- Name of the KER.
- Leader.
- Short Description.
- Nature of the Result.
- Other organizations directly contributing to its development.
- Background needed to use this foreground.
- Rights to use the foreground.
- Other components (mainly other KERs) to use this Foreground.
- Priority.
- Timing to start the exploitation process.

The **second step** is to ask to the end users of the project which of the KER they will be interested in at the end of the project and their boundary conditions. For that, they will also complete another template. Thus, the consortium has all the dependencies between the different partners after the end of the project (relevant for the IPR management).

For facilitating the understanding of those dependencies to a EBENTO external, the consortium will also create simple *Business dependency diagrams* for easily visualizing them and the possible joints strategies to exploit the results.



The **third step** is to characterize the KERs: To extensively describe each KER explaining, for example, how other partners contributed to its development, the innovativeness introduced, source of financing, etc.

The **fourth step** is the definition of the KER priority map: To build a map showing the potential risks of commercializing a KER and the potential interventions to avoid those risks.

The **fifth and last step** is to write Memorandums of Understanding (MoU) between the partners for KERs involving more than one partner or KERs which the End-Users are interested in. This MoU will include the relevant information for also understanding their joint exploitation strategy (relying on the second step). This step will also be valuable for the D1.6 “IPR Management (v2)”.

During the implementation of these steps, the Consortium will study the possibility of asking for the support of the META group.

All the findings and work performed within Task 7.2 will be led by ETRA and reported in D7.2 “Plan for Exploitation and Dissemination of Results (v2)” together with an update of the Individual exploitation plans of each partner.

### 5.3 CHARACTERISATION OF POTENTIALLY EXPLOITABLE RESULTS

Results including commercialisation or third-party research will be granted on fair & reasonable conditions; Any proposed publication by one of the parties will be submitted to all partners for consent as per DEP. All publications will be either gold or green open access in accordance with the Horizon Europe requirements. Partners who own knowledge suitable for patenting will be encouraged to fill in applications for patents or a similar form of protection and shall supply details of applications to the other consortium partners. Specific confidentiality agreements will be signed among partners involved in tasks with sensitive IP and commercial issues, if required.

Exploitable results were characterized already in the proposal stage. The project is still in its beginning phase, meaning that the characterization of KERs is still transforming and subject to change. Preliminary Key Exploitable Results, foreseen by the Grant Agreement and reconfirmed by partners in M3 are listed below. For each tool there is a main responsible partner. The ownership or joint ownerships of the tools however will still be discussed.



KER	Lead partner + Others	Target users	Solution provided	Positioning/Dissemination
<b>EBENTO One-stop-Shop Platform</b>	ETRA + HYP	Governmental institution Public Authorities, ESCOs, Construction/Renovation companies Citizens	Going beyond an information-provider service and giving support to more advanced steps after the pre-study or initial home assessment. Citizens- Increased awareness and SMEs/FMs/ESCOs/Renovation companies; Enhanced pre-study and projects assessment. Governments/Public Authorities: Better allocate their funds	There are IT Tools available in the market were developed mainly by governmental institutions.
<b>Energy performance contracting tool (EPC &amp; Guarantees)</b>	ETRA	ESCOs, Construction and Renovation companies, Citizens, Investors	Management and arrangement of contracts between entities by means of smart contracts and blockchain technologies. Facilitating the negotiation between involved partner and incorporate an ex-post KPI based monitoring as a quality assurance and performance evaluation system that will enable all parties to monitor the project development at all phases, assess the profitability of the proposed business models and make sure the environmental and saving targets are met as defined in EPC	Solutions come from EU research and innovation projects
<b>Building Construction and Renovation Tracker (Simulation tool)</b>	HYP + ETRA	ESCOs, Construction and Renovation companies, Citizens	This module will give the opportunity of energy renovation simulation and economical simulation with energy performance contracts and guarantees with the better financial schemes. As the main value proposition for SMEs/FMs/ESCOs/Renovation companies, the tool is valid for any project, it assesses and benchmarks a variety of investment schemes, contractors and type of contracts for Energy Efficiency projects and performs CBA (Cost-Benefit	Solutions tend to be efficient but isolated systems based on proprietary format files. Moreover, they tend to support very specific use cases and limit interoperability with other solutions



			Analyses) calculations of technologies and business models on the societies and the replication of them to other geographical markets	
<b>Monitoring tool (Energy Efficiency and Comfort)</b>	ETRA	ESCOs, Construction and Renovation companies, Citizens	Optimization of the energy management of the other technologies installed in a building (collecting signals from the RES, the PV, the batteries, the HVACs, the charging points...) and services provisioning to the urban grids and infrastructure.	Currently the market present solution for metering, manage or interconnect sensors and devices for energy control

Table 16 – preliminary list of key exploitable results



## 6 Conclusions

The Plan for the Exploitation and Dissemination of Results (PEDR) has been designed to establish the basis for the dissemination, communication and exploitation activities of EBENTO. The Plan involves interaction among all the partners as each partner will spread knowledge about the project results and the learnings in the country where they are located but also all-around Europe.

The PEDR plans defined channels, tools and actions targeted to specific audiences in the right moment with the suitable communication. Even, measures after the end of the project are included. PEDR will be carried out during the runtime of the project, but they will be internally reviewed and updated every year. Additionally, in the next PEDR updates concrete communication and dissemination actions after EBENTO lifetime will be drafted.



## 7 References and acronyms

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## 7.2 ACRONYMS

ACRONYMS	MEANING
CINEA	European Climate, Infrastructure and Environment Executive Agency
D&E	Dissemination and exploitation
DA	Description of Action
DCOM	Dissemination and Communication Manager
DEM	Demonstrator, pilot, prototype report
EC	European Commission
EPBD	Energy Performance of Buildings Directive
EPC	Energy Performance Contracting
ESCOs	Energy service companies
GA	Grand Agreement
IP	Intellectual Property
IPR	Intellectual Property Rights
KER	Key Exploitable Results
KPI	Key Performance Indicators
M	Month
MEPs	Members of the European Parliament
NA	Not Applicable
NZEB	Nearly zero-emission building
OSS	One-Stop-Shop
PC	Project Coordinator



PEDR	Plan for the Exploitation and Dissemination of Results ( )
PU	Public report
R	Document report
R&I	Research and Innovation
SG	Stakeholder Group
SMEs	Small and medium-sized enterprises

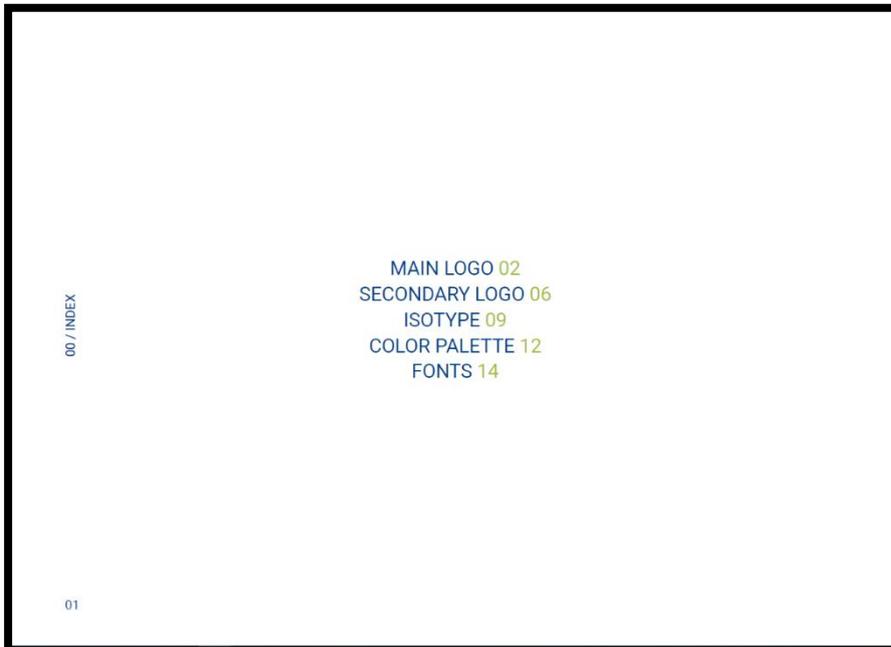
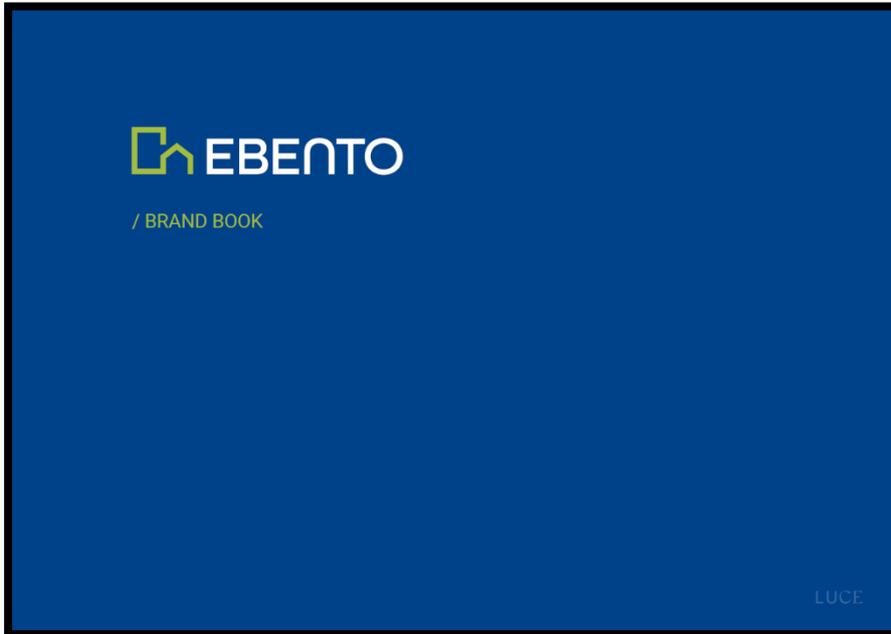
**Table 17 – List of acronyms**

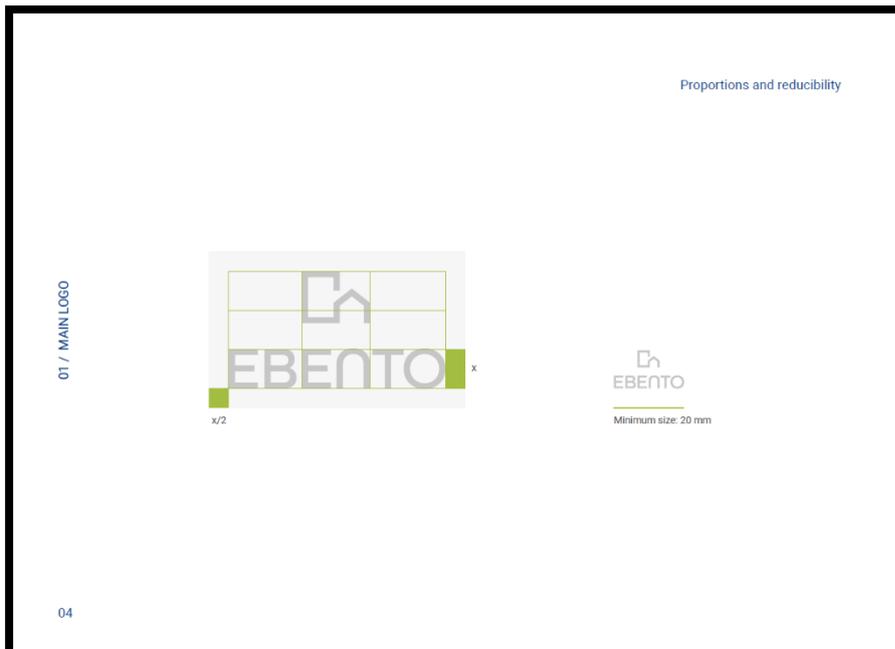


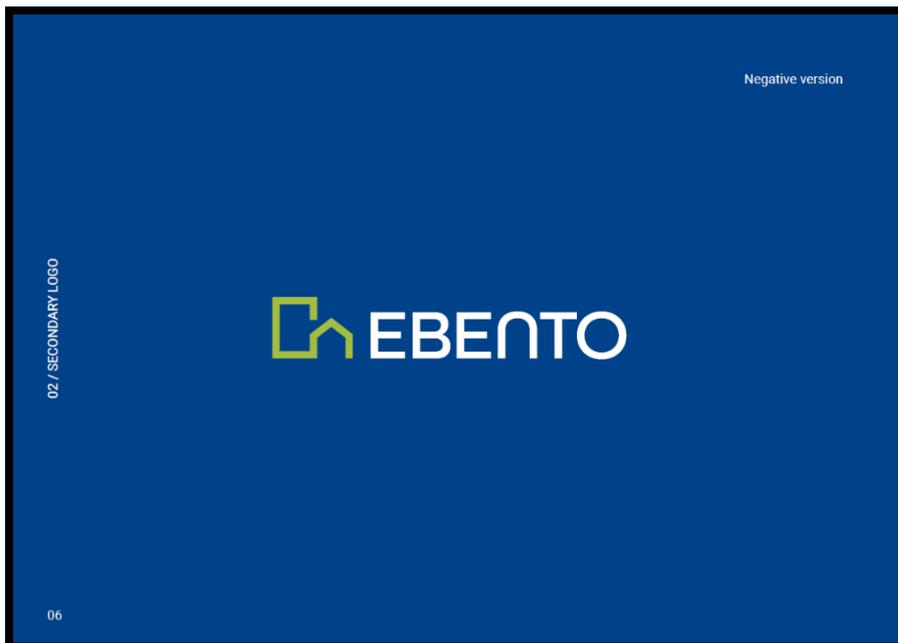
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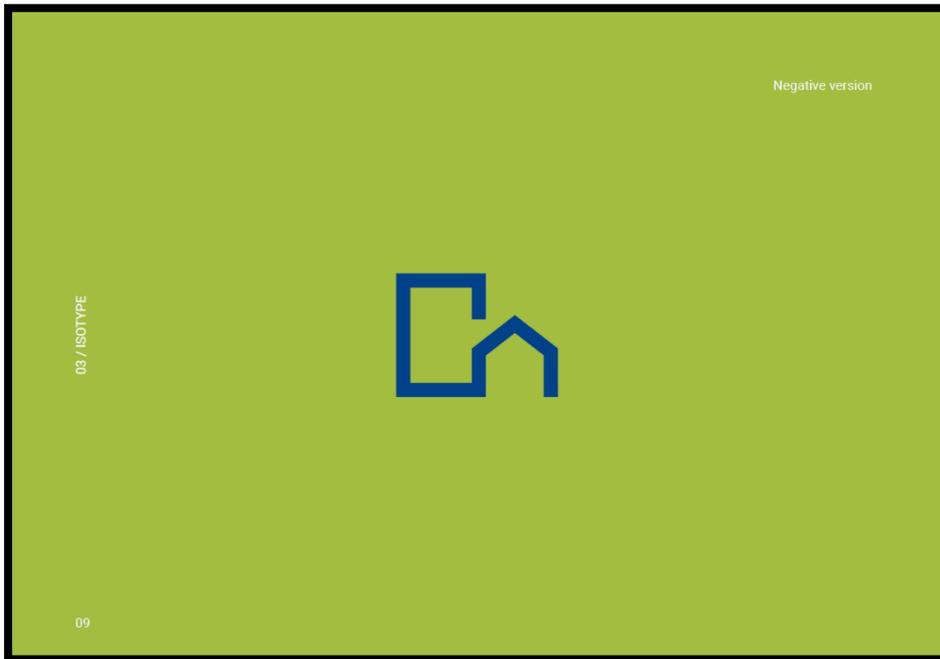
## 8 Annex I – Brand Book

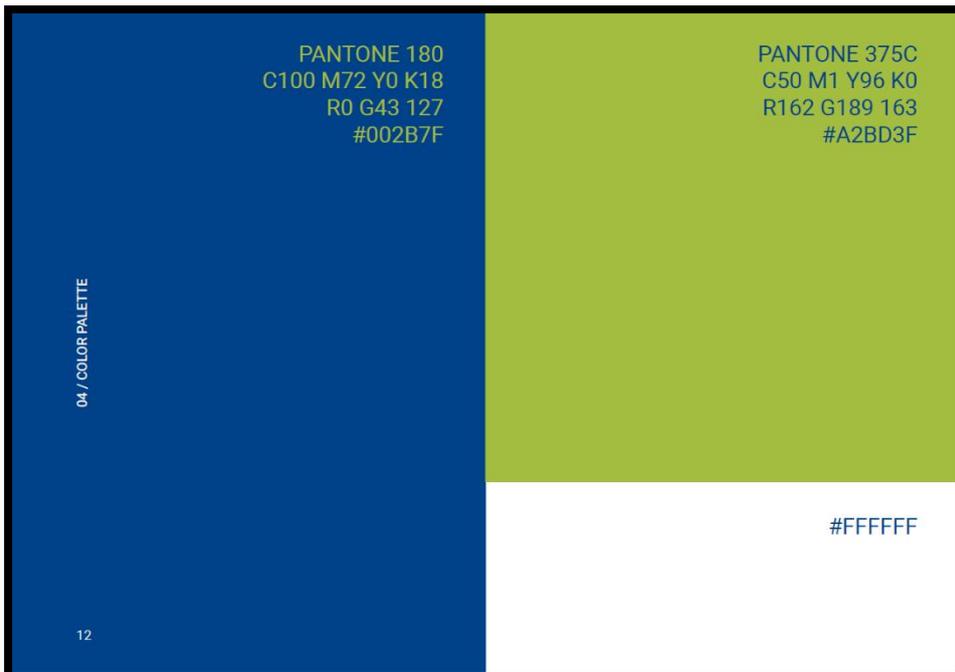
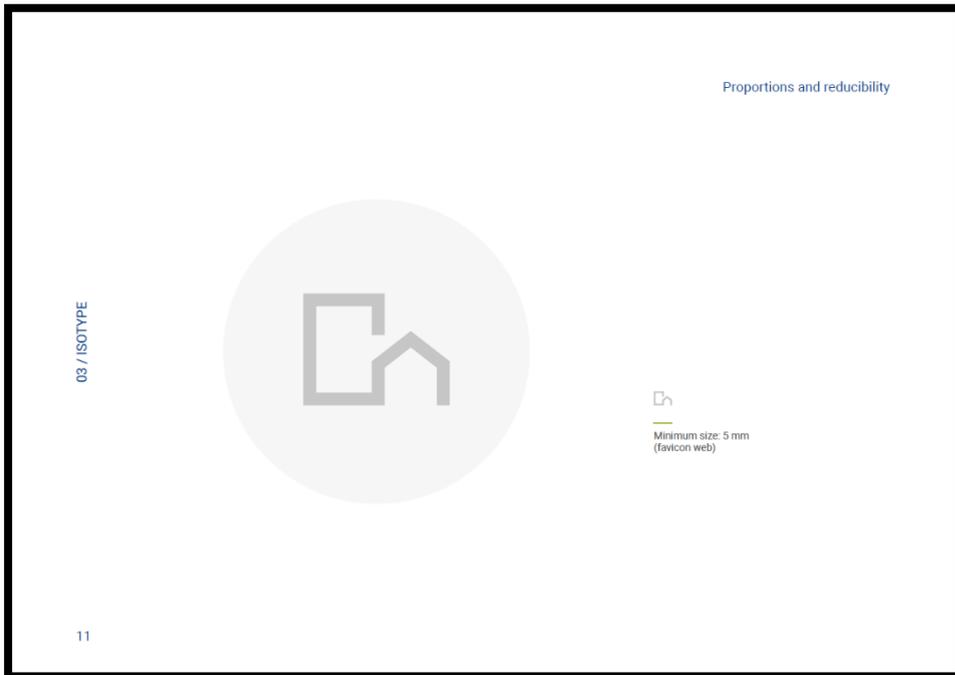














## 9 Annex II – Summarize of the dissemination and communication tools and activities

TOOL	Goal	Audience (see 3.2)	Message	Type of content	Content producers	Time	Dissemination tool?	Communication tool?	Exploitation tool?
Website	Gather all public information and news of EBENTO	All	Information about the project itself, events, documents, news, reports, results, and articles related.	Texts, reports, documents, news, events, videos, promotional materials, images.	ETRA with partners contributions.	M1-M36	Yes	Yes	yes
Promotional material	Explain different project aspects in a shortest and more appealing way.	All	Information about the project itself, products, pilots, impacts and benefits.	Brochures, posters, roll-ups, videos, presentations, infographics, games, quizzes	ETRA, products leaders and pilots.	M1-M36	Yes	Yes	Yes
Newsletter	Regularly publication of the main activities and progresses carried out.	A,B,C, D, E	Information about the project updates, achievements, results, impact, interviews, etc.	News, outcomes, events, interviews, pictures.	ETRA with partners contributions.	M1-M36	Yes	Yes	Yes
Press releases	To spread the major achievements and milestones of the project.	A,B,C, D, E	Information about the project updates, achievements, results, impact, interviews, etc.	News, outcomes, events, interviews, pictures.	ETRA with partners contributions.	M1-M36	Yes	Yes	Yes
Papers	Publication of open access articles and op-eds on the	A,B,C	Information about the project research,	Research process, deliverables, and results.	All	M1-M36	Yes	No	Yes



## D7.1 – Plan for Exploitation and dissemination of results

	demonstration results in key industry magazines.		demonstrations, and results.						
Research Gate	To gather open access scientific publications.	A, B,C	Information about the project research, demonstrations, and results.	Research process, deliverables, and results.	All	M6-M36	Yes	No	Yes
Deliverables	To provide public source of knowledge and information about the projects founs, developments results, best practices, etc.	A, B,C	Information about the project managements, research, demonstrations, pilots and results.	Development.	All	M1-M36	Yes	No	Yes
Twitter	To promote the project, its results and developments, events, and its partnership.  To raise awareness.  To create a network.	All	Information about the project itself (facts, scenarios, tools, partners, etc.) events, documents, project news, reports, results, and articles related.	Images, videos, infographics, videos, links, news, documents.	All	M1-M36	Yes	Yes	Yes
LinkedIn	To promote the project, its results and developments, events, and its partnership.  To create a network.	All	Information about the project itself (facts, scenarios, tools, partners, etc.) events, documents, project news, reports, results, and articles related.	Images, videos, infographics, videos, links, news, documents.	All	M1-M36	Yes	Yes	Yes
YouTube	To gather all videos produced by EBENTO.	All	Information about the project itself (facts, pilots, tools, etc). partners interviews, news, reports, results, and benefits.	Videos	ETRA with partners contributions.	M1-M36	Yes	Yes	Yes



## D7.1 – Plan for Exploitation and dissemination of results

Webinars	To provide technical information about products.	A, B, C	Information about products, their benefits, impact, demonstrations, and exploitation plans.	Videos and presentations	Product leaders and ETRA.	M1-M36	Yes	Yes	Yes
Participation in events	To present EBENTO in the main events of the sector in Europe. To create a network. To promote products. To raise awareness.	A,B,C, D	Information about the project itself (facts, scenarios, tools, partners, etc.) reports, results, demonstrations, achievements, impact, and exploitation plans.	Promotional materials, reports, presentations, publications.	All	M1-M36	Yes	Yes	Yes
Organisation of events	To present EBENTO to a targeted audience. To create a network. To promote products. To raise awareness.	All	Information about the project itself (facts, scenarios, tools, partners, etc.) reports, results, demonstrations, achievements, impact, and exploitation plans.	Presentations, promotional materials, reports, publications.	All	M1-M36	Yes	Yes	Yes
Organisation of workshops on pilot sites	To present the benefit of EBENTO in the pilot sites regions.	A	Information about the project itself (facts, scenarios, tools, partners, etc.) reports, results, demonstrations, achievements, impact, and exploitation plans.	Presentations, promotional materials, reports, publications.	Pilot sites	M1-M36	Yes	Yes	yes



## D7.1 – Plan for Exploitation and dissemination of results

Online campaigns	To show the benefits and expected impacts of EBENTO on citizens but also to raise awareness.	All	Information about the project itself (facts, scenarios, tools, partners, etc.) reports, results, demonstrations, achievements, impact, and exploitation plans.	Social media posts, visuals, posters, videos, presentations, infographics.	ETRA with partners contributions.	M1-M36	Yes	Yes	Yes
Joint workshops with related initiatives	To ensures the cooperation with other related Europe funded projects and entities. To create synergies and network. To share knowledge and lessons learned.	A, B, C	Information about the project itself reports, results, demonstrations, achievements, impact, lessons learned and exploitation plans.	Presentations, reports, deliverables, publications, videos.	All	M1-M36	Yes	No	Yes
Joint publications with related initiatives	To ensures the cooperation with other related Europe funded projects and entities. To create synergies and network. To share knowledge and lessons learned.	A, B,C	Information about the project research, demonstrations, and results.	Research process, deliverables, and results.	All	M1-M36	Yes	No	No



## D7.1 – Plan for Exploitation and dissemination of results

Talks/podcasts	To address topics related with Built4People initiative and the achievement of the Fit for 55 packages, focused on a societal approach.  To raise awareness.  To promote indirectly EEBENTO.	All	Climate change, Built4People initiative, Fit for 55, Sustainable Development Goals (SDG), EU Green Deal.	Debate, news, interviews.	All	M7 M20 M30	No	Yes	No
Open Days	To present among citizens the pilot site achievements and impact within EBENTO.	All	Demonstrations, achievements, impact, lessons learned and exploitation plans.	Promotional materials, reports, guide visit.	Pilots	M33- M36			
Loobyng and public relations with stakeholders	To communicate the importance of the project to the main decision makers.	A, B,C, D, E	Information about the project itself, pilots, demonstrations, results, achievements, impact, lessons learned and exploitation plans.	Meetings, events, promotional materials, reports.	All	M1- M36	Yes	Yes	No
Handbook lessons learned	To highlight all the details of the project, development, and its implementation, so it will explain how others could use the innovation of the project after the end of it.  To share knowledge and lessons learned.	A, B,C, D, E	Information about the project itself, pilots, demonstrations, results, achievements, impact, lessons learned and exploitation plans.	Figures, photos, reports, deliverables, papers.	CCOOP with partners contributions.	M26	Yes	No	Yes

Table 18 –Detailed information of the main dissemination and communications tools and actions



