



D6.1 Project Communication and Dissemination plan, including identity guidelines

ExcEED

European Energy Efficient building district Database: from data to information to knowledge

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WP 6: Communication, dissemination and exploitation

Building Performance Institute Europe (BPIE)

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Project consortium

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Short project presentation

The European Union is undertaking consistent action to enforce and promote energy efficiency in the building sector. The new energy-efficient constructions and the deeply renovated buildings are the expression of the European efforts to decrease CO₂ emissions. Despite that, looking at this growing share of the building stock, some questions/doubts arise:

- Are the policies that regulate the design of new buildings and the retrofit of existing ones' effective?
- Is the energy consumption of state-of-the-art buildings, and their interactions at district level, in line with what was foreseen during the design phase? If not, what are the reasons?
- Is the environmental quality at building and district level in line with the prescriptions of national codes and standards? If not, why?
- Are national codes and standards effectively achieving their stated policy goals?
- Are there common mistakes in the way new/retrofitted buildings are designed, operated, and in the way they interact in districts?

The answers to the above listed questions lie in the analysis of the real performances of new and retrofitted buildings and the comparison to design and rating criteria. There is an unavoidable need to learn from what we are doing, or have recently done, to improve the quality and the performances of the future building sector. The scope of the 'European Energy Efficient building & district Database' (ExcEED) is to create a solid and well-structured database with measured and qualitative information from beyond the state-of-the-art buildings. ExcEED will be the first implementation of a comprehensive database of design and performance data for state-of-the-art buildings in Europe.

What is the project about?

ExcEED has the overall objective to create a European self-sustainable and dynamic database for measured and qualitative data on beyond the state-of-the-art buildings and districts. The advanced tools and KPIs associated to the database will allow for the analysis of real energy performance and environmental quality at the level of single buildings/districts, geo-cluster of buildings, and of the European new or renovated building stock. The analysis will result in knowledge to inform single building managers, designers, and European policy makers.

Overall project objectives

- Develop the European database to collect meaningful data from buildings and districts, and make them available to decision makers, commercial stakeholders and researchers to advance knowledge and improve efficiency in the building sector;
- Develop a front-end dashboard designed to deliver clear, simple actionable insights to support decision making for energy efficiency and environmental quality, from the design to the operational phase;
- Develop a web-based cost and time effective Post Occupancy Evaluation (POE) survey. The survey will be structured to provide useful information on building operation strategies or design features to highlight efficiencies and inefficiencies and to point towards better solutions;
- Define appropriate targets for the new and renovated building stock, setting the basis for evaluating beyond the state-of-the-art buildings and districts at the design level or during real operation;
- Provide insight on different aspects characterizing energy performance and sustainability in the building sector;
- Characterize the performances in real operational conditions, providing useful information:
 - to the building manager, to improve building control;
 - to the designers, highlighting the inefficiencies and the elements of non-qualities in the latest generation of buildings and districts;
 - to the policy makers and legislators, providing information on the impact of energy efficiency policy on new and renovated building/district design and real operational performances (also using geo-clustered analysis tools).

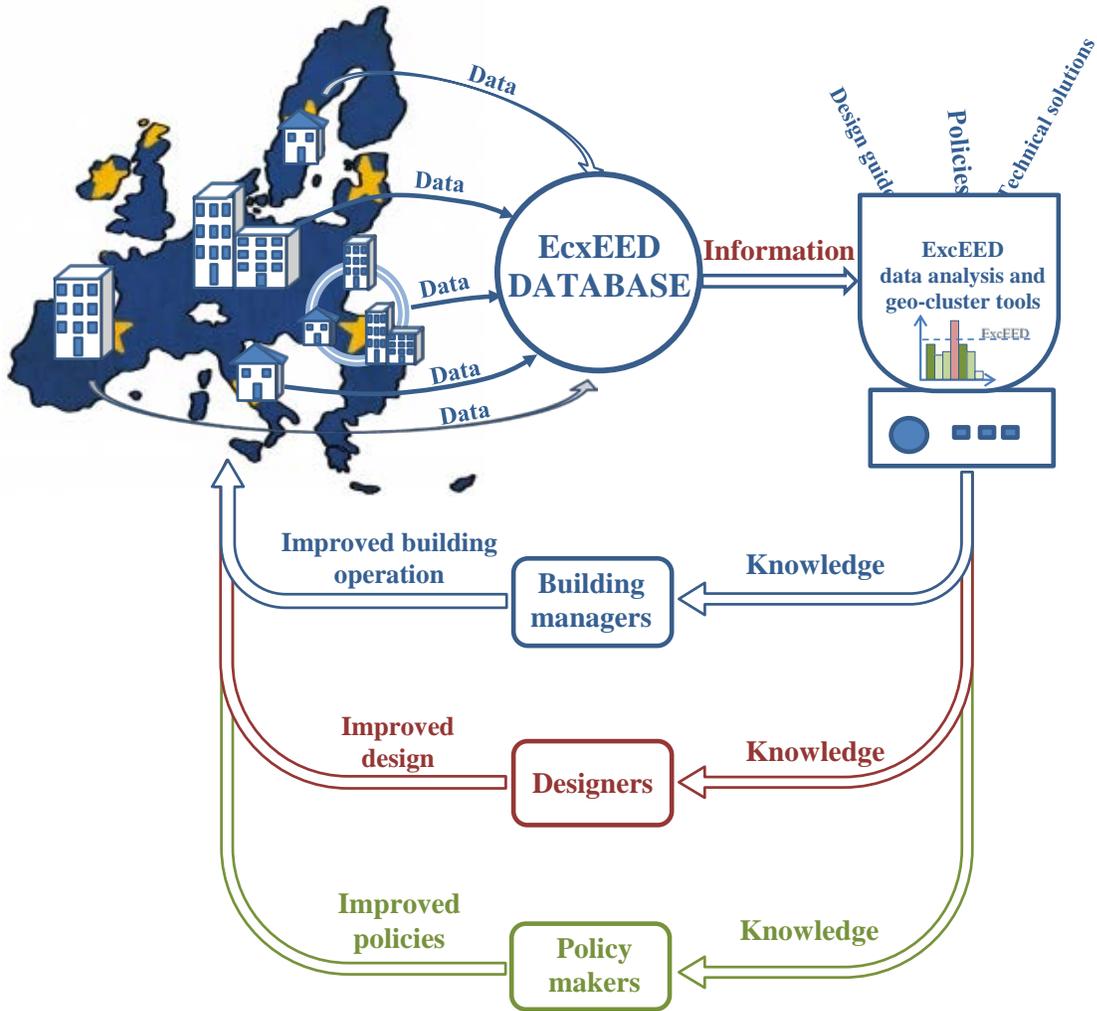


Figure 1 The return of experience concept. From data to info to knowledge

Objectives work package 6

General: (1) dissemination activities targeting first level audiences with specific and detailed information on project results and communication activities targeting larger audiences; (2) activities to guarantee to the long-term exploitation of results.

More specifically:

- Analysis of a range of very diverse stakeholders;
- Raise awareness about the project topic and tools;
- Inform the stakeholders about the existence of the database to ease the data collection process;
- Inform stakeholders about the energy performance and environmental quality of “real” buildings;
- Demonstrate the impact of policy-making on the ground and provide solutions on how to improve it;
- Share best practices and lessons-learned from design inefficiencies in an easy-to-understand format (infographics, summary briefings, etc.);
- Develop an Exploitation Plan to set up an effective and directive utilization of the project results (EURAC leading).

Target groups, at the EU and Member States levels:

- Building owners / managers and their representatives / associations;
- Building designers;
- Policy makers at local, national and international levels;
- Energy agencies and the broader energy community;
- Research & academia.

Main target groups

There are four major target groups for ExcEED, which are listed below. Each target group will be approached using specific messages which will highlight the relevance of ExcEED and a possible return of knowledge.

- **Building owners and managers** will benefit from the results of this project by gaining useful information: on how to improve building control; pointing to the inefficiencies and the elements of non-qualities in the building or district; knowledge on how to improve the energy performance of buildings; knowledge on the perceived indoor environmental quality (IEQ) in the building and possible causes of complains;
- **Designers** will gain useful information on: how to assess retrofit actions or the installation of new technologies; performance of specific technologies in different climates and for different uses; performance benchmarks for the design of new buildings; reasons for mismatch between energy simulations and real operation;
- **Policy makers on national and regional level, European policy makers and energy agencies:** The target are policy makers responsible in the field of building construction, buildings performance and energy consumption of buildings at different levels from EU-wide to national, regional and local. They often lack sufficient high-quality information on the performance of buildings and thus an accurate idea of the impact that their policies had on the ground. The information provided by ExcEED will empower them to take ambitious and more informed decisions and monitor their impact.
- **Academia & research:** This interaction will be based on an exchange of knowledge on data collection and standardisation. Researchers will be allowed to consult part of the database to study the “last generation building stock”.

As a second level target group, we have identified:

The building industry, building professionals and RES technology industry: It is important to have the support of all the actors in the value chain to further the ExcEED project. This group can benefit from the project results because they can get a feel of how their technologies/works are assessed by users and perform in real buildings. In return, industry can also share data with the project.

Target Outreach (at EU and MS level)

Each of the communications tools detailed below are meant to reach a specific target group and their narrative and form will be adapted accordingly.

Messages

The communication messages for each key target group will be fine-tuned when the project results are available. They need to be specifically tailored to each group.

The main idea is that the tools developed by ExcEED will be a valuable instrument for communication between the different target groups – highlighting weaknesses, best practices, impact, preferences and so forth. This aspect will be clarified once the research phase will be more advanced. Moreover, all communication will highlight the main benefit of the database: the fact that it responds to the need of real data on the energy performance of buildings.

Focusing on each user, we identified some preliminary specific interests, needs and outputs to be generated by the database, in line with users’ requirements. It is pivotal to build up motivation so that users contribute to the data population process. It will be already helpful to mention that the database will only be available to those that contribute with data.

The database and tools will be presented as a way to realise energy savings, perform operational improvements and to take business decisions. For instance, energy managers will be able to compare the performance of their buildings with similar built environments. On top, they will be able to assess which technologies perform better.

The consortium will clearly ease the minds of users by ensuring them that confidentiality and data security are a priority.

As feedback will be requested from target audiences, on the KPIs, on features of the database, during the IEQ survey, this will also feed into the communications & dissemination activities. If we see a need to organise, events, webinars, demo videos to explain the database and tools we will consider it under the budget foreseen.

A selection of key messages tailored to different audiences, mapping the added value of ExcEED

Target groups	Key messages
Buildings owners	<p>Added value: an indication and even advice on how to reduce energy consumption;</p> <p>Gained knowledge on how to save on energy costs while improving comfort levels;</p> <p>Ability to benchmark against similar buildings.</p>
Building managers	<p>Added value: Knowledge on how to improve building control by identifying and addressing inefficiencies. An indication and even advice on how to reduce energy consumption;</p> <p>Ability to identify the technology combinations that perform best in terms of energy savings and ensuring indoor comfort;</p> <p>Gained knowledge on the perceived indoor environmental quality (IEQ) in the building and possible causes for complains and ways to address it. A way to check the satisfaction of owners/tenants to then act to improve conditions;</p>

	Ability to benchmark against similar buildings.
Designers	<p>Added value: ExcEED can act as a performance benchmarking tool (a rating method) for the design of new buildings. Designers can use ExcEED to test their work with regards to a possible performance gap;</p> <p>The database and tools can act as an instrument to assess retrofit actions or the installation of new technologies (performance assessment in different climates and by different users);</p> <p>Knowledge on the reasons behind the mismatch between energy simulations and real operation to allow this to be mitigated in the design of new buildings;</p>
Policy makers	<p>Added value: High-quality information on the performance of buildings and thus an accurate idea of the impact that their policies had on the ground.</p> <p>National and regional policy-makers can gain geo-localised information (i.e. a better understanding on the primary energy sources in use and on heating & cooling technology use; the evolution of energy consumption over time) to better guide their policy work.</p>
Research	<p>Added value: A way to exchange knowledge on data collection and standardisation; ExcEED can guide research on how a specific climate or technology influence a building's energy use, and how design decisions can impact the well-being of the building occupants.</p> <p>ExcEED will allow for comparable data across projects, easier clustering and impact assessment;</p> <p>ExcEED provides a standard and tool for data collection.</p>

Potential interested parties by ExcEED's results have been identified. They could either benefit from the database and tools by participating in the testing and data population or they could use their networks to promote the project. These organisations will be contacted through emails, engaged through social media activities (invited to join the LinkedIn discussion group and tagged on Twitter) and direct meetings. ExcEED will also leverage the contacts and experience of the Advisory Board during these outreach activities.

These efforts will be intensified after the publication of the database. More information on the contact persons and their organisations can be found below.

A selection of key organisations for outreach activities

Stakeholder	Contact Person	Position	More information on stakeholder's type
The European Consumers' Association	Monique Goyens	Director	BEUC acts as the umbrella group in Brussels for its members and our main task is to represent them at European level and defend the interests of all Europe's consumers.
Royal Institution of Chartered Surveyors	Zsolt Toth	EU Policy Officer	The world's leading professional body for qualifications and standards in land, property, infrastructure and construction.

European Construction Industry Federation	Ulrich Paetzold	Director General	Through its 29 national member federations in 26 European countries (23 EU & EFTA and Turkey), it represents construction enterprises.
European Builders Confederation	Eugenio Quintieri	Secretary General	The European Builders Confederation (EBC) is a European professional organisation representing national associations of craftsmen and SMEs working in the construction sector.
ERA European Rental Association	Carole Bachmann	Manager	The key mission of ERA is to promote the rental concept to facilitate a continued growth of the rental industry by creating an open European market, at a much larger scale than any national market.
European Association of Real Estate Professionals	Janet Griffiths	Policy Director	An international non-profit organisation. Its members are national associations based in Europe representing estate agents and property managers.
European Federation of Agencies and Regions for Energy and Environment	Filip Dumitriu	Project Officer	European network of regional and local organisations which implement, co-ordinate and facilitate sustainable energy and environment policies. Regional and local agencies, ministries and departments working in these fields are represented in FEDARENE.
Council of European Municipalities and Regions	Eva Banos de Guisasola	Policy Adviser - Environment, Energy and Climate	Represents the interests of European local authorities and their associations in more than 40 countries. It promotes citizenship and exchange between elected representatives.
Architects Council of Europe	Ian Pritchard	Secretary General	It's the representative organisation for the architectural profession at European level. Its membership consists of regulatory and professional representative bodies throughout Europe.
European Building Automation and Controls Association	Simone Alessandri	Director Governmental Relations	eu.bac is the European Building Automation and Controls Association and represents the European manufacturers for Home and Building Automation and Energy Service Companies.
International Union of Property Owners	Emmanuelle Causse	Director of European Affairs	A pan-European not-for-profit association comprising of 28 organisations from 27 countries. Jointly, they represent more than 5 million private property owners and some 20 to 25 million dwellings
European Council of Civil Engineers	Maria Karanasiou	General Secretary	ECCE links civil engineers all over Europe

European Council for an Energy Efficient Economy	Nils Borg	Secretary General	It's a membership-based non-profit association. As Europe's largest and oldest NGO dedicated to energy efficiency, we generate and provide evidence-based knowledge and analysis of policies, and we facilitate co-operation and networking.
Energy Cities	Claire Roumet	Executive Director	The European association of local authorities in energy transition
Local Governments for Sustainability	Badino Miriam	Senior Project Officer	Local Governments for Sustainability is the leading global network of over 1,500 cities, towns and regions committed to building a sustainable future.
European Mortgage Federation	Luca Bertalot	EeMAP Initiative Coordinator	An EMF initiative that aims to create a standardised energy efficient mortgage
The Coalition for Energy Savings	Stefan Scheuer	Secretary General	The Coalition for Energy Savings strives to make energy efficiency and savings the first consideration of energy and economic policies and the driving force towards a secure, sustainable and competitive European Union.
European Union of Developers and House Builders	Filiep Loosveldt	Managing Director	Umbrella organisation for national federations of Developers and House Builders. UEPC is a European association representing more than 30,000 developers and house builders affiliated to the federations of 9 states.
World Green Building Council	James Drinkwater	Director Europe Regional Network	Green Building Councils are independent, non-profit organisations made up of businesses and organisations working in the building and construction industry.
Covenant of Mayors	Elodie Bossio		The Covenant of Mayors for Climate & Energy brings together thousands of local and regional authorities voluntarily committed to implementing EU climate and energy objectives on their territory.
Housing Europe	Julien Dijol	Policy Coordinator	European Federation of Public, Cooperative & Social Housing.
European Property Federation	Michael MacBrien	Director General	Represents all aspects of property ownership and investment: residential landlords, housing companies, commercial property investment and development companies, shopping centres and the property interests of the institutional investors (banks, insurance companies, pension funds).

European Federation of Building and Woodworkers	Sam Hägglund	General Secretary	The European Industry Federation for the construction industry, the building materials industry, the wood and furniture industry and the forestry industry. The EFBWW has 76 affiliated unions in 34 countries and represents a total of 2,000,000 members.
Saint Gobain Isover	Celine Carre	European Public Affairs Manager	Saint-Gobain designs, manufactures and distributes materials and solutions for buildings and not only.
Rockwool	Randall Bowie	Chief Consultant	Companies designing stone wool solutions.
Velux	Kurt Emil Eriksen	Senior Political Advisor (CSR & Public Affairs)	Danish manufacturing company that specializes in roof windows and skylights.
Danfoss	Stephan Kolb	Head of Industry Affairs Residential Heating	Global producer of products and services used in areas such as cooling food, air conditioning, heating buildings, controlling electric etc.
Glass for Europe	Luca Oggianu	Advocacy and Communication Advisor	Glass for Europe is the trade association for Europe's manufacturers of building, automotive, and transport glass, all derived from the base material known as flat glass.
TRANSSOLAR	Thomas Auer	Managing Director	Transsolar is an international climate engineering firm determined to create exceptional, highly comfortable indoor and outdoor spaces with a positive environmental impact.
Eu.bac	Roland Ullmann	Advisor	eu.bac is the European Building Automation and Controls Association and represents the European manufacturers for Home and Building Automation and Energy Service Companies
German Sustainable Building Council	Christine Lemaitre	CEO	The German Sustainable Building Council was founded in 2007 by 16 initiators from various subject areas within the construction and real-estate sectors. The aim was to promote sustainable and economically efficient building even more strongly in future.

Exploitation of results

Result	Lead users and Benefits
<p>Result 1 European Energy Efficient Building and Districts Platform to collect data and knowledge</p>	<p><u>Lead users:</u> Project consortium</p> <p><u>Benefits:</u> First hand access to comprehensive data for research and consultancy</p> <p><u>Lead users:</u> European Commission</p> <p><u>Benefits:</u> Database for collection of information from current and future (research) projects and open data repository</p> <p>Other lead users are mentioned hereafter under Result3</p>
<p>Result 2 European standard for energy efficient building data collection</p>	<p><u>Lead users:</u> European Commission</p> <p><u>Benefits:</u> a univocal method for data collection and storage to be defined in future calls; comparable data across projects.</p> <p><u>Lead users:</u> Building Monitoring System producers</p> <p><u>Benefits:</u> Customer satisfaction, easily built-in ExcEED tools in their services</p> <p><u>Lead users:</u> Researchers</p> <p><u>Benefits:</u> comparable data across projects, easier clustering and impact assessment</p>
<p>Result 3 Return of experience process</p>	<p>Tool 1 Key performance indicators</p> <p><u>Lead users:</u> Building Designers</p> <p><u>Benefit:</u> clear targets</p> <p><u>Lead users:</u> Public Procurement Agents</p> <p><u>Benefit:</u> unblemished and univocal rating methods</p>
	<p>Tool 2 Geo Cluster Tool</p> <p><u>Lead users:</u> Policy makers and legislators</p> <p><u>Benefit:</u> geo-localised information</p>
	<p>Tool 3 Statistical Analysis</p> <p><u>Lead users:</u> Researchers, Policy makers, Designers</p> <p><u>Benefit:</u> core analysis on comprehensive building stock data</p>
	<p>Tool 4 IEQ survey</p> <p><u>Lead users:</u> Building Owners, Managers and Designers</p> <p><u>Benefit:</u> Increased User satisfaction; 1 LEED point for Occupant Comfort survey; knowledge on which intervention prioritize before than a retrofit.</p>
<p>Result 4 Protocols for improving existing building and district performance (ExcEED operational Tool)</p>	<p><u>Lead users:</u> Building Managers & Owners</p> <p><u>Benefit:</u> actionable advices on how to reduce energy consumption; improved energy performance; saved energy costs; ability to benchmark against similar buildings</p>

A detailed Plan for Exploitation of the project's Results (PER), D6.11, will be developed by EURAC.

Visual identity

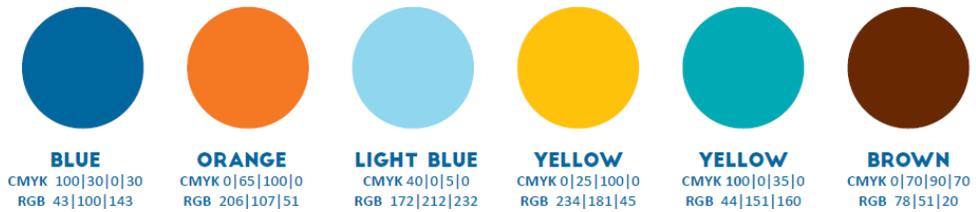
BPIE outsourced the creation of identity guidelines to a professional designer. These guidelines include: logo, colours, fonts, PPT template to be used throughout the project lifetime.



Figure 2 ExcEED logo

EXCEED | COLORS

EXCEED | COLORS PRIMARY



EXCEED | COLORS SECONDARY

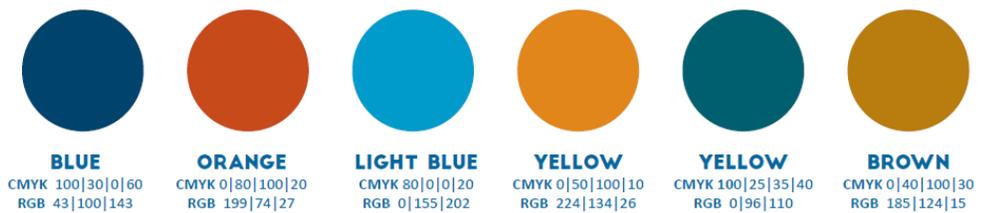


Figure 3 ExcEED colour scheme to be used for branding

EXCEED | FONTS

OPEN SANS BOLD
CONSEQUANT QUAT RE MOLUPTAS
ALIGENDIS RE PRAT MAGNAMUS
ATIA QUAM EST.

Open sans light

Nimoloribus alicto delit ea sim volum
 non et hit modi aut optatendenis elis
 andam de conseni entiasp eribus
 volorion pra dit percia est por atempore
 sed que voluptat aut quam, sus, conse
 poreliusapel

Figure 4 ExcEED fonts to be used in all documents for internal and external use

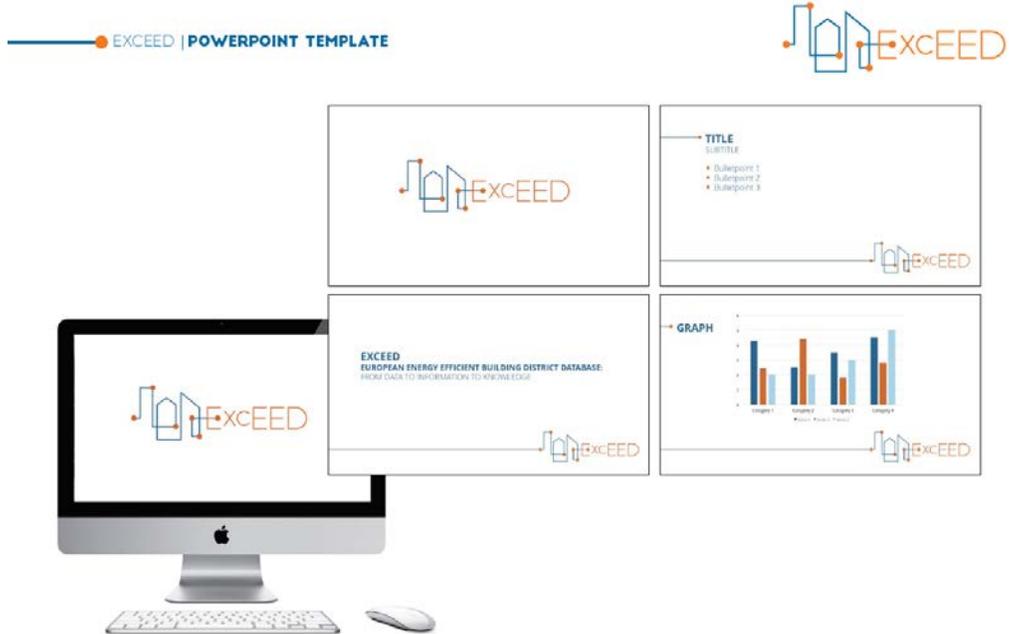


Figure 5 ExcEED PowerPoint template



Figure 6 ExcEED InDesign report template

In line with the European Commission's policy on corporate visual identity, Horizon 2020 will be promoted as a verbal brand, meaning no "visual mark" or logotype.

When Horizon 2020 is promoted by beneficiaries and other third parties, the EU emblem (flag) can be used in conjunction with the words "Horizon 2020".

Communication Tools

Website

An external provider developed a lively project website, with a contemporary and user-friendly interface but it will be maintained by BPIE. Partners will support revising the content and provide regular inputs.

Domain name: <http://www.exceedproject.eu/> The website includes the following materials/sections:

- Concept, Team, Advisory Board;
- Presentation and embedding of the database and tools;
- A Resources page with a Knowledge Centre (Policy factsheets etc) and a section on Interesting Projects;
- Information in all project languages (through our translated project one-pager);
- Newsletters' registration box and upload of past newsletters;
- Link to social media (embedded).

The website will be easy-to-navigate and attractive for the different kinds of users. It will put the spotlight on the database and tools to be developed while being kept lively by sharing policy briefs, news items, infographics and so forth.

BPIE will keep track of the visits on the website through Google Analytics. And the website will remain live 2 years after the project ended.

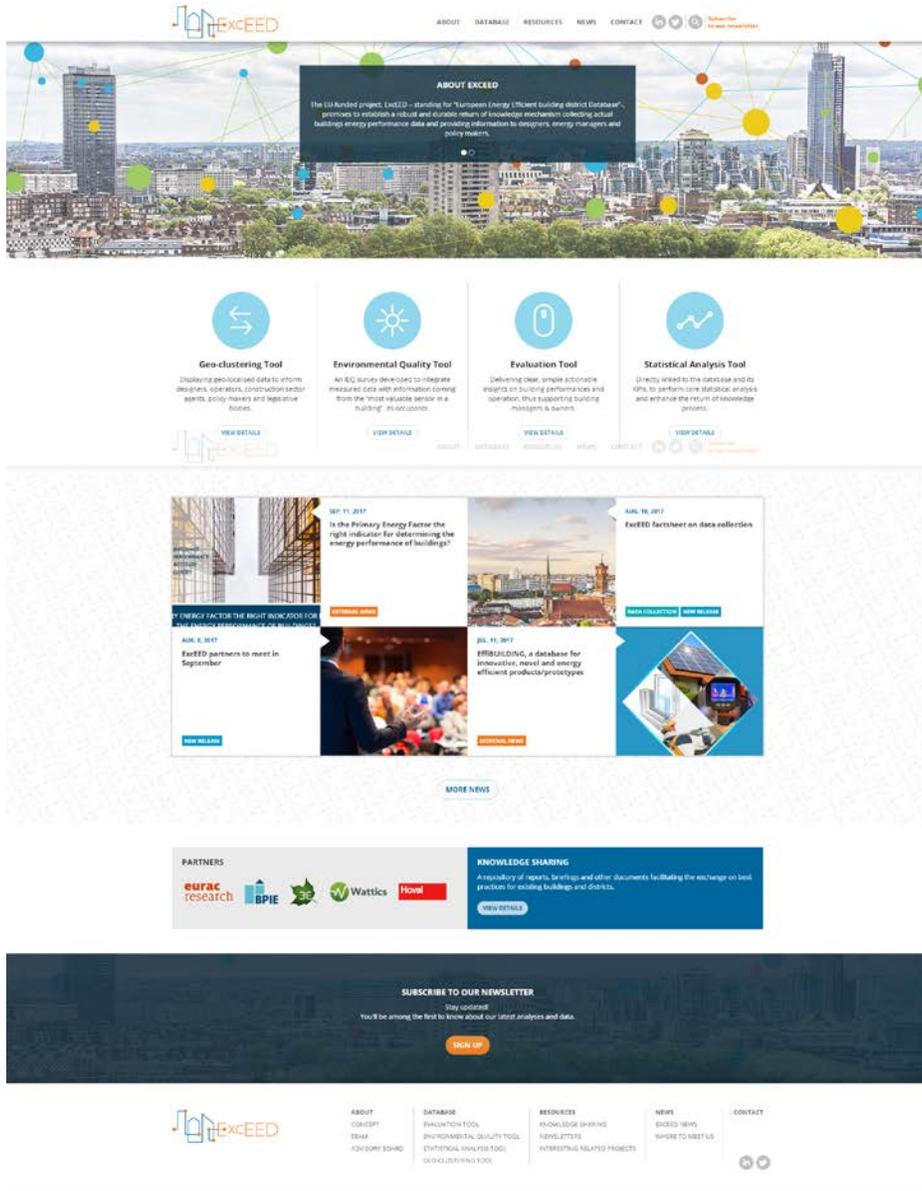


Figure 7 ExcEED homepage

Digital outreach

Five newsletters (depending on the work flow) to be designed based on identity guidelines and send to a database which will be continuously expanded.

- **The newsletters** will present the project, its first results, objectives and regular updates. They will also serve as a call for data and participation of ExcEED target groups, and will be used to share the policy briefings developed for the website. They include a section “Catch up on the discussion”, where key topics discussed on Social media are presented for people to catch up on what is happening online (Twitter, LinkedIn). Another section will list the events where to meet partners (available later in the project).

Interested stakeholders can register to the newsletter from the website. We asked partners to provide their useful contacts to create a database of stakeholders and BPIE will work to expand it.

- BPIE developed **social media accounts** to build up a following in order to reach as many relevant actors as possible. The different platforms will help to reach diverse audiences like: Twitter to reach media and Western Europe, Facebook to reach Southern countries and LinkedIn to reach professionals.

Social media campaigns – with the creation of hashtags, polls, surveys - will be developed on different aspects of the project throughout its lifetime.

- **Video production** (available @M6 in EN, FR, IT). Partners are currently working on subtitles (Languages: DE & ES according to the internal resources of the consortium). This video is meant to present the project goals and raise awareness.
- **Digital networking** – platforms, blogs, associations, NGOs such as:
- BUILD UP Portal: By posting updates on the developments within the project in the Publications, News and Cases sections as well as including them in the Buildings Data Community which BPIE is managing;
- Construction 21: Construction21 is a collaborative platform dedicated to building professionals, to help them discover and develop new ways of sustainable building. Initially developed with the support of European Union (IEE project), Construction21 platforms are managed by non-profit and academic organizations closely closely linked to building sector in each country. It reaches 10.000 people in the field.
 - Build Upon and EiD: developing blogs.
 - EASME short stories: pitch success stories to EASME to post on their website.



Figure 8 ExcEED branded newsletter

For increase reach we plan to partner - or reach out to - with key stakeholder associations:

- UIPI (<http://uiipi.com/>), the DE property association (<http://www.zia-deutschland.de/en/>), the EU Property Federation (<http://www.epf-fepi.com/>), the EU Real estate forum (<http://www.europeanrealestateforum.eu/>), the EU Federation of Building Societies (<http://www.efbs.org/>), the EU Association of real estate professionals (<http://www.cepi-cei.eu/>), the EU association of EU building and construction experts (<http://www.aeebc.org/>), the International Facility Management Association (<http://www.ifma.org/>), The International Property Measurement Standards Coalition (<http://ipmsc.org/>), the Building Owners and managers association international (<http://www.boma.org/>).
- Sending information to bloggers and networks that could support us in the dissemination: Energy In Demand, eceee, the Coalition for Energy Savings, Energy Cities, Fedarene, etc.
- Trying to get our database linked to useful other databases, such as Odyssee, the Buildings' Observatory, etc.
- Using the webpage "Interesting projects", the newsletter and social media accounts ExcEED partners with other EU projects by cross-sharing information on each other's activities.

Printed materials

A project leaflet was developed at the beginning of the project to be distributed at conferences that partners attend or during meetings with stakeholders. It's a two-pager in English, accessible through the project website. It will serve as a call for action for building owners and associations to participate to the project by filling in the database. Partners were asked to translate it in their known languages, thus making it available in English, Italian, German, Spanish and Polish.

Two sets of Infographics will be produced in English, making use of the database data and analysis from WP5 to serve as summary of the data gathered and the impact an improved designed could have.

The infographics could aim at reaching designers presenting the tools and the multiple possibilities offered by ExcEED, as well as the possible challenges. The infographics could also be used to present aspects related to comfort and owner empowerment. The infographics are scheduled for after the launch of first versions of the database and tools in order to have enough information as basis and to use them to incentivise stakeholders to use ExcEED outputs.

BPIE will develop a **poster at M24**, presenting the project's achievements and results, usable during the events described in task 6.7.

Media coverage and articles

BPIE will share the project results with EU media and the professional press at Member State level. BPIE's contact database integrates approximately 200 media contacts at EU and MS level (e.g. Euractiv, the European Energy Review, EU Observer, ENDS Europe). BPIE will send out Press Releases at appropriate times during the project duration. Partners will support these activities by reaching out to their media contacts and forwarding the Press Releases or other useful information.

BPIE will also make use of established relations with the *European Energy Innovation Magazine*, primarily targeting policy makers at EU and MS level, to promote project results. In addition to the professional press, we will also promote the project contents to highly professional industry magazines such as the REHVA journal.

A pre-selection of our key media targets is displayed below, it will be constantly updated. This selection was made to ensure reaching all identified target groups (from policy makers to building owners, research and academia, etc.).

- Raising awareness about ExcEED and promoting the challenges for Building owners, facility managers and Industry through REHVA Journal, Le Moniteur (FR), Facility Management Magazine (only in NL), Pro Facility (BE), Facility Management Journal (International), Engineered Systems (ES) Magazine: provides practical, energy-efficient solutions for mechanical engineering projects, Buildings & Energy Efficiency (UK), Energy in Demand (blog), Energy Post, European Energy Review, etc.
- Raising awareness of Real Estate professionals through (La Revue du Management Immobilier (FR), Journal of European Real Estate Research (UK).
- In order to demonstrate the research findings and raise awareness in the scientific community, publications in scientific journals are foreseen (e.g. Energy Efficiency Journal, Energy and Buildings, Materials for Renewable and Sustainable Energy)

The consortium will foresee around 10 articles published during the project lifetime, completing the set of articles and editorials written for the newsletter and project website with the partners' support.



Figure 7 Selection of outlets

Scientific publications

For scientific publications, the relevant consortium partners can submit articles for peer-reviewed publications. The following publications have been identified as being relevant:

- A. Energy Efficiency
- B. Energy and Buildings
- C. International Journal of Low-Carbon Technologies
- D. Building and Environment

A. Energy Efficiency

Energy Efficiency covers wide-ranging aspects of energy efficiency in the residential, tertiary, and industrial and transport sectors. Coverage includes a number of different topics and disciplines including energy efficiency policies at local, regional, national and international levels; long term impact of energy efficiency; technologies to improve energy efficiency; consumer behavior and the dynamics of consumption; socio-economic impacts of energy efficiency measures; building issues; energy management systems and energy services; energy planning and risk assessment; non-energy benefits of energy efficiency and opportunities for policy integration; energy education and training, and emerging technologies. Energy Efficiency publishes original papers, brief communications, review articles, news and editorials.



B. Energy and Buildings

Energy and Buildings is an international journal publishing articles with explicit links to energy use in buildings. The aim is to present new research results, and new proven practice aimed at reducing energy needs of a building and improving indoor environment quality. It is published with the support of the International Council for Research and Innovation in Building and Construction (CIB). Papers with results based on simulations are welcome but those with clear links to laboratory or field measurements are preferred. These links may include calibration, benchmarking, or comparisons of results.



Topics covered include , amongst other, energy demands and consumption in existing and future buildings, thermal comfort and indoor air quality, natural and mechanical ventilation, air distribution in air conditioned buildings, application of solar and other renewable energy sources in buildings, energy balances in major building complexes (industrial, public and other buildings), HVAC and refrigeration systems in residential, public and industrial buildings, heat recovery systems in buildings, energy efficient buildings, sustainable buildings and energy demands, evaluation and control of indoor thermal and lighting systems, intelligent buildings, links between architectural design, mechanical and lighting systems, new materials in buildings and their impact on energy demands, external and internal design conditions for energy efficient buildings.

C. International Journal of Low-Carbon Technologies

International Journal of Low-Carbon Technologies is concerned with the application of technology to the challenges created by climate change. All areas of the field are considered with sections focusing on: renewable energy technologies, CO₂ reduction and low carbon technologies, sustainable energy technologies in the built environment, and renewable energy management and environmental impact. It is our aim that International Journal of Low-Carbon Technologies will provide a forum for the cross-fertilization of ideas across all areas of the field. The journal publishes research articles, technical notes, review papers, book reviews and focus issues.



D. Building and Environment

Building and Environment is an international journal that publishes original research papers and review articles related to building science and human interaction with the built environment.



Dialogue with Professionals, Policy makers and Scientific Community

- **Guidelines for professionals:** Guidelines, which will contain the main project achievements and results, are planned for the end of the project. The main aim is to provide information about the project findings and technical solutions. ExcEED Guidelines target building managers and designers, and will be publicly released via the website in digital form only.
- **ExcEED handbook**, to be shared with policy-makers. Key information will be extracted and published, in the form of policy recommendations. These briefings will be available at M24 and M33.

Communication towards Citizens and Owners

This task addresses the general audience that includes small owners and tenants.

Under this task, initially, a non-technical user-friendly communication tool (e.g. booklet or poster decided after an informal survey from target group stakeholders) would be developed in 4 different languages (English, Spanish, German, Italian) to inform building owners, tenants, and citizens in general about the main project results and achievements, making them aware about the ExcEED potential performance improvements and solutions.

After further consideration and a look into efficient ways to engage the general public, BPIE suggested replacing the booklet with a series of short stories or blogs

We believe that four short stories tackling different aspects of the project (such as comfort, the discrepancy between designed and real energy consumption, smart technologies, smart buildings empowering consumers) would fit better with the overall purpose. The stories (format and language) will be adapted so that they relate as much as possible with building owners. Each story will be translated into four languages (DE, FR/RO, IT and ES depending on internal resources). These short stories will be hosted on the ExcEED website under a special category/page and we believe that they will gain a lot of traction on social media thus reaching the target audience. They will be shared on the Facebook account of BPIE (& partners if applicable) counting 600 followers, on Twitter (own account and partners) and on LinkedIn (ExcEED group and more). Short stories can have a considerable impact on social media.

These stories are scheduled for the second half of the project, once more of our outputs will be made available. They will also be used to raise awareness about the data population of the ExcEED database.

Presentation of ExcEED results at international conferences

Partners are asked to speak about the project at conferences and workshops they attend in their countries and at EU level if applicable. Potential conferences already spotted to engage the scientific community:

Energy efficiency in buildings conferences

- GreenBuild: <http://www.greenbuildeuromed.com/>
- Building Test Expo: <http://www.buildingtestexpo.com/>
- General Assembly of the Association of European Building & Construction Experts.

European annual or bi-annual events of specific interest are:

- Sustainable Energy Week (annual)
- Eceee summer study (bi-annual)
- World Sustainable Energy Days in Austria/Wels
- SB14 (bi-annual)
- JRC: International conference on EE and commercial buildings (bi-annual, next in 2016)
- World Green Building Council (market actors)
- The JRC workshops
- Alliance to Save Energy EE Global
- ACEEE summer study (global aspect) (bi-annual)
- World Green Building Week (annual), Europe Network events (tbc)
- International Passive House Conference
- Annual Energy Storage Event (ACI Europe)
- The 14th International Symposium on District Heating and Cooling (Annual, Swedish District Heating Association)
- IEPPEC Conference
- International ENERGY FORUM on Advanced Building Skins (Annual, Energy Forum)
- Annual European Real Estate Opportunity & Private Fund Investing Conference (IMN)
- Euroheat & Power Annual Conference
- International Association for Housing Science (IAHS) World Congress
- SHC International Conference on Solar Heating and Cooling for Buildings and Industry
- DHC International Symposium on District Heating and Cooling
- Renovate Europe Days
- Energy cities annual meeting
- Berlin Energy DaysGreenbuild Europe
- EuroSun International Conference on Solar Energy and Buildings
- AIVC conference Ventilation and airtightness in transforming the building stock to high performance

Partnerships for broader outreach

ExcEED partners are also encouraged to establish partnerships with EU funded projects/initiatives and not only:

- Industry associations and their information channels (digital and print), such as EURIMA, EuroACE, ACE, European Builders Federation, European Construction Industry Federation, RICS, Glass for Europe, PU Europe, REHVA, EUROVENT, LIGHTING EUROPE, etc.
- CA-EPBD project: CA-EPBD project is a strategic network across the EU countries, involving key actors such as energy agencies, buildings research organisations or decision-makers from national ministries, monitoring the implementation of the EPBD and assisting the creation, adoption and follow-up of national laws and regulations for certification, inspection and testing markets.
- European Climate Foundation (ECF): BPIE is co-founded by ECF and cooperates closely on energy efficiency in building issues. Hence the ECF network will be naturally used to disseminate the ExcEED project results to the countries covered by its network of experts.
- European Council for an Energy Efficient Economy (eceee): eceee is probably the biggest network concentrating energy efficiency experts from all over Europe, and a co-founder of BPIE. Project results will be disseminated through the eceee newsletter (reach over 4000 members) and the relevant findings will be proposed as articles to be published in the Energy Efficiency Journal. European Energy Efficiency Platform (E3P): to be launched beginning of 2017, the E3P will be organised around the six thematic areas of energy efficiency in products, cities, buildings, transport, industry and distribution (heating, cooling and electricity). The E3P will provide robust data and analysis to support those in charge of the development, implementation and monitoring of energy efficiency policy, industry, consumers' organisations, standardisation bodies, research institutes, the scientific community and NGOs at the EU, national, regional and local level.
- Other IEE/H2020 projects: We will investigate the option to find synergies with dissemination activities in other parallel European projects:
 - Buildings Observatory, ABRACADABRA, AIDA, BRICKS, Building Market Briefs, CommONEnergy, DREEAM, ENERFUND, BUStoB, CELSIUS, CERTuS, EmBuild, FRONT, Heat Roadmap Europe, HOTMAPS, INSMART, MORE-CONNECT, PROF/TRAC, REVALUE, Request to Action, TRIBE...

Deliverables of this work package

Deliverables (brief description and month of delivery)					
ID	Title	Lead Benefic.	Nature	Dissem. level	Delivery date
D6.1	Project communication and dissemination plan, including identity guidelines (M1)	BPIE	R	PU	M15
D6.2	Project website (up to 2 years after the project end)	BPIE	DEC	PU	M3
D6.3	Project newsletters (M6, M12, M18, M24)	BPIE	OTHER	PU	M33
D6.4	Video	BPIE	DEC	PU	M6
D6.5	Brochure, infographics and poster (M1, M12)	BPIE	R	PU	M27
D6.6	Media outreach: articles	BPIE	DEC	PU	M33
D6.7	Abstracts from presented papers in conferences	BPIE	R	PU	M33
D6.8	Guidelines	BPIE	R	PU	M33
D6.9	Handbook	BPIE	R	PU	M33
D6.10	Booklet or poster for the communication towards citizens and users	BPIE	R	PU	M33
D6.11	Plan for Exploitation of the project's Results (PER)	EURAC	R	CO	M20

Overview of the Planned Use of the Specific Communication/ Dissemination Tools

Activity	Nature	Objective	Target audience	Expected audience	Monitoring tool
Website	DIS/ COM	Increasing knowledge on the project topic / Making information easy-to-understand	Global and targeted	1500 unique visitors per year 1000 downloads per year An average of 2.5 min stay	Google Analytics account set up when website launched.
E-newsletters	DIS	Making information easy-to-understand & communicate to the different stakeholders in EU and globally	Global and targeted	5000 recipients 30% opening rate	Sarbacane emailing system
Social Media channels	DIS/ COM	Creating awareness and familiarity with the project topic, objectives and results	Global and targeted	Reach at the project end: - 800 followers on Twitter - 200 on Facebook - 300 on LinkedIn	Twitter and Facebook own analytics, Twitonomy
Videos	DIS/ COM	Creating awareness and familiarity with the project topic, objectives and results	Global and targeted	Get 500 views	Youtube statistics
Project Brochure	DIS	Creating awareness and familiarity with the project topic, objectives and results	Global and targeted	200 downloads per year from the website 500 printed copies distributed	Number of downloads on the website, number of copies distributed and where tracked

Infographics and posters	DIS/ COM	Translating the project topic, objectives and results into a non-scientific language and in a clear and impactful way	Policy-makers, building designers and research community	200 downloads per year	Number of downloads on the website, number of copies distributed and where tracked
Articles	COM	Creating awareness and familiarity with the project topic, objectives and results	Target groups and beyond project community	Readership expected: about 5 articles per year	Media monitoring performed regularly. Copies of the articles shared on our website.
Digital networking and clustering activities with EU projects	COM	Creating awareness and familiarity with the project topic, objectives and results	The broad building community	Have our project referenced online on about 50 other websites and referenced to at EU-projects' meetings and conferences	Digital monitoring
Conferences	COM	Present the project topic, objectives and share the results, engage with our different target groups	Ensure an outreach to ALL target groups	Expected audience of 80-100 participants per conference	Number and list of participants if available. Photos. Minutes. Events link
Guidelines for professionals	DIS	Project achievements and results shared, to provide information about the project findings and technical solutions	Building managers and designers	600 downloads from the website	Google Analytics

Handbook	DIS	Summarise key information and analysis coming from the project database and tools into policy recommendations	Policy makers	300 downloads from the website	Google Analytics
Booklet for public outreach	COM	Reaching the citizens and owners community	Citizens and owners community	1000 download from the website	List of places where sent

Note: (DIS=Dissemination; COM=Communication)

Monitoring our impact

Partners have received templates to keep track of all the dissemination work they undertake over the project lifetime: this includes press coverage, specialised journal contributions, events' presentations, mentions by relevant stakeholders in different kinds of public files.

These monitoring files will be updated constantly during the project to check if we are in line with our communication KPIs.

The main communication challenges we see ahead are the following:

- An inability to reach out to citizens and make them understand correctly the values of such a database. People with no prior awareness or interest in the energy performance of buildings might have a difficult time finding the motivation to use the database and tools.
- Difficulty in appeasing possible concerns regarding data privacy.

The consortium will tackle these challenges by engaging with citizens on social media and by reaching out to consumer associations. At the same time, we will draft a factsheet on data privacy to hopefully put to rest the legitimate concerns of different stakeholders.