



D6.2 – ENVISION Communication and dissemination plan

WP6

Lead Partner: RINA C and TNO

Partner Contributors: ALL

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Project Acronym	ENVISION
Project Title	ENergy HarVesting by Invisible Solar IntegratiON in building skins
Grant Agreement n°	767180
Funding Scheme	Innovation Action
Call	H2020 – EEB – 2017
Topic	EEB-07-2017 Integration of energy harvesting at building and district level
Starting Date	1 st October 2017
Duration	54 Months

Executive Summary

Deliverable D6.2 aims to describe the dissemination and communication plan in the framework of the ENVISION project. The goal is to reach the widest dissemination of the foreground generated by the ENVISION project and raise public awareness about the development of innovative lightweight and highly insulating energy efficient components. In this framework a strong communication and dissemination strategy must be set up in order to reach the targeted impact. To reach these goals, the whole consortium is obliged to conduct dissemination activities as previously agreed. This report offers an overview on completed and planned dissemination activities and communication tools.

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Abbreviations and Acronyms

Abbreviations and Acronyms	
SOSTAC	Situation, Objectives, Strategy, Tactic, Actions, Control
SWOT	Strengths, Weaknesses, Opportunities, Threats
SMART	Specific, Measurable, Attainable, Relevant, Time-Based

1 Introduction

The objective of the Communication and Dissemination Plan is to identify and organise the activities to be performed in order to promote the commercial exploitation of ENVISION results and the widest dissemination of knowledge from the project.

The present document constitutes Deliverable D6.2 (Communication and Dissemination Plan) in the framework of WP6 (Dissemination and Exploitation), regarding Task 6.6 (Dissemination).

This report summarizes the consortium's strategy and concrete actions to disseminate the foreground generated by the project. The present preliminary plan helps participants to establish a basis for the dissemination and use of foreground, and prepares to implement their strategy. Moreover, information related to the dissemination and communication plan aiming to raise the public awareness on the project results and to demonstrate to the potential end-users the advantages of the new process and product, is presented.

ENVISION communication and dissemination plan has been developed through the **SOSTAC model**, which is a planning model originally developed in the 1990s to help with marketing planning by marketing consultant PR Smith.

The acronym stands for:

1. Situation: what is the current state of the project?
2. Objectives: what do we want to achieve thanks to dissemination activities?
3. Strategy: how do we get there?
4. Tactic: how exactly do we get there?
5. Actions: what is our plan?
6. Control: did we get there?

2 Situation

The 'ENVISION' project will demonstrate a full renovation concept that, for the first time, harvests energy from all building surfaces (both transparent and opaque).

ENVISION' focuses on energy harvesting of the façade, and works by absorbing the invisible part of the solar radiation (the near-infrared (NIR) part, roughly 50% of the solar energy spectrum) allowing visible aspects to be retained.

The 'ENVISION' harvesting of solar energy is achieved via:

- heat collecting non-transparent aesthetically pleasing façade elements by harvesting the NIR solar radiation;
- heat harvesting ventilated glass by harvesting the NIR solar radiation;
- electricity harvesting photovoltaic glazing solutions.

Concerning the current situation of ENVISION, the project consortium has elaborated the following **SWOT analysis** in order to understand how to best overcome challenges and future obstacles regarding the communication and dissemination of the project's results.

Strengths	Opportunities
The project consortium boasts a great experience in the dissemination of H2020 projects. In particular, RINA C is leader of WP6 and it is involved in the dissemination of other related H2020 projects, such as P2Endure, EENSULATE and THERMOSS. Moreover, ENVISION project partners network with relevant energy associations (such as EURELECTRIC and COGEN Europe), associations representing the interest of renovation and construction company (such as the European Construction Technology Platform) and social housing corporations. ENVISION results will therefore be disseminated through a solid network of potential stakeholders.	The project consortium will take advantage of all the communication and dissemination opportunities offered by the EU bodies, taking part in fairs, workshops and conference in the field of deep renovation and energy efficiency.
Weaknesses	Threats
Finding the right balance between confidentiality and dissemination may turn out to be challenging, but the project consortium will produce 13 public deliverables in order to guarantee that ENVISION project's results can be easily accessed and exploited by potential stakeholders.	After the introduction of the new GDPR law, communication and dissemination activities may slow down in order to be compliant with all the requirements. The project consortium will make sure that all the dissemination activities are compliant with the new law (especially the project's website).

3 Objectives

A fundamental step in the development of ENVISION Communication and Dissemination Plan is the definition of **SMART objectives**:

Smart	Specific	ENVISION objectives specifically describe the result that is desired in a way that is detailed, focused and well defined
sMart	Measurable	ENVISION objectives are measurable in order to keep track of the achievements of the project and to report all the dissemination and communication activities (see KPIs in the paragraph entitled "Control")
smArT	Attainable	ENVISION objectives are achievable and realistic
smaRt	Relevant	ENVISION objectives aim at achieving the expected impacts presented in the project call, helping deliver, implement and optimise building and district concepts that have the technical, economic and societal potential to drastically reduce energy consumption and decrease CO2 emissions, in relation to the renovation of existing buildings.
smarT	Time-based	A deadline, date or time when the objective will be accomplished is clearly defined in the dissemination and communication plan. In particular, the dissemination strategy is divided into 3 phases: project promotion, products promotion and demonstration promotion.

3.1 Project Promotion

During the first phase of the project (M1-M12), the communication and dissemination activities performed by the project consortium will mainly aim at raising awareness about ENVISION and to promote the project through the partners' channels.

In particular, the project consortium will have to achieve the following objectives:

- Development of a communication and dissemination strategy in order to make sure all project partners have a guide to disseminate ENVISION's results in the most efficient way;
- Development of a project brand identity in order to make ENVISION immediately and easily recognizable by potential stakeholders, media and the general public;
- Development of the communication and dissemination kit, that include the project presentation, brochure and poster;
- Implementation of the project website so that target audiences can easily find information about ENVISION and keep up-to-dated about the project;
- Creation of social media pages in order to create an "ENVISION online community" and to encourage online debates about the project.

3.2 Products Promotion

During the second phase of the project (M12-M24), that will start after the preliminary validation at TRL 5 of ENVISION components, the ENVISION technologies will be promoted through dedicated dissemination material among stakeholders.

In particular, the project consortium will have to achieve the following objectives:

- Participation to both commercial and scientific trade fairs in order to attract potential customers and to gain useful inputs from the potential stakeholders;
- Publication of press releases about ENVISION products in order to expand the community of stakeholders;
- Organisation of workshops and conference at national level in order to raise interest of potentially interested parties across relevant stakeholders from the construction, building renovation sectors, energy utilities in the ENVISION technologies.

3.3 Demonstration Promotion

During the third phase of the project (M24 – M54), that will start as soon as the ENVISION technologies will be implemented in demonstration sites, the final ENVISION technologies and the demo sites will be promoted to a very wide audience.

In particular, the project consortium will have to achieve the following objectives:

- Organisation of demo sites visits (targeting especially University students and the general public) in order to show how ENVISION innovative technology is working;
- Organisation of an open workshop at M42 in order to present the outcome of the project to the relevant stakeholders and to other interested in the outcome. The workshop is meant to inform the building community of the project's results and to further promote a debate about ENVISION technologies;
- Video presentation that will be uploaded on YouTube and on the project's website.

3.4 Stakeholders engagement

Throughout the whole duration of the project, one of the main objective of ENVISION consortium will be to raise awareness about the innovative technologies and engage more and more stakeholders.

In particular, ENVISION project partners will aim at:

- Obtaining interest for energy associations coupling ENVISION solutions to heat networks. This will require a new vision on heat networks and delivering energy to heat networks;
- Obtaining interest in the construction sector for ENVISION solutions in new buildings and renovation action and raising awareness, creating opportunities of using facades for energy harvesting;
- Obtaining interest from social housing corporation to invest in new innovative harvesting solutions.

4 Strategy

4.1 Brand Identity

Nowadays there are more and more H2020 projects that aim at improving energy efficiency in buildings, so it is fundamental to make ENVISION stand out and build a solid and long-lasting project's brand identity in order to engage potential stakeholders and convey the consortium's values.

The first step in the development of ENVISION brand identity is the definition of what is called a **"beachhead"** in the marketing jargon.

The term beachhead comes from the military jargon and it refers to the first objective that an army achieves when it comes to an enemy territory; the first safe area that an army controls in order to conquer new territories.

ENVISION's beachhead consists in harvesting for the first time energy **from all building surfaces**, both transparent and opaque: this is the competitive advantage of the project, the essence of its brand identity and what makes it different from all the other projects that took part in the same EU call.

Having in mind the beachhead, the following project's visual identity has been developed:

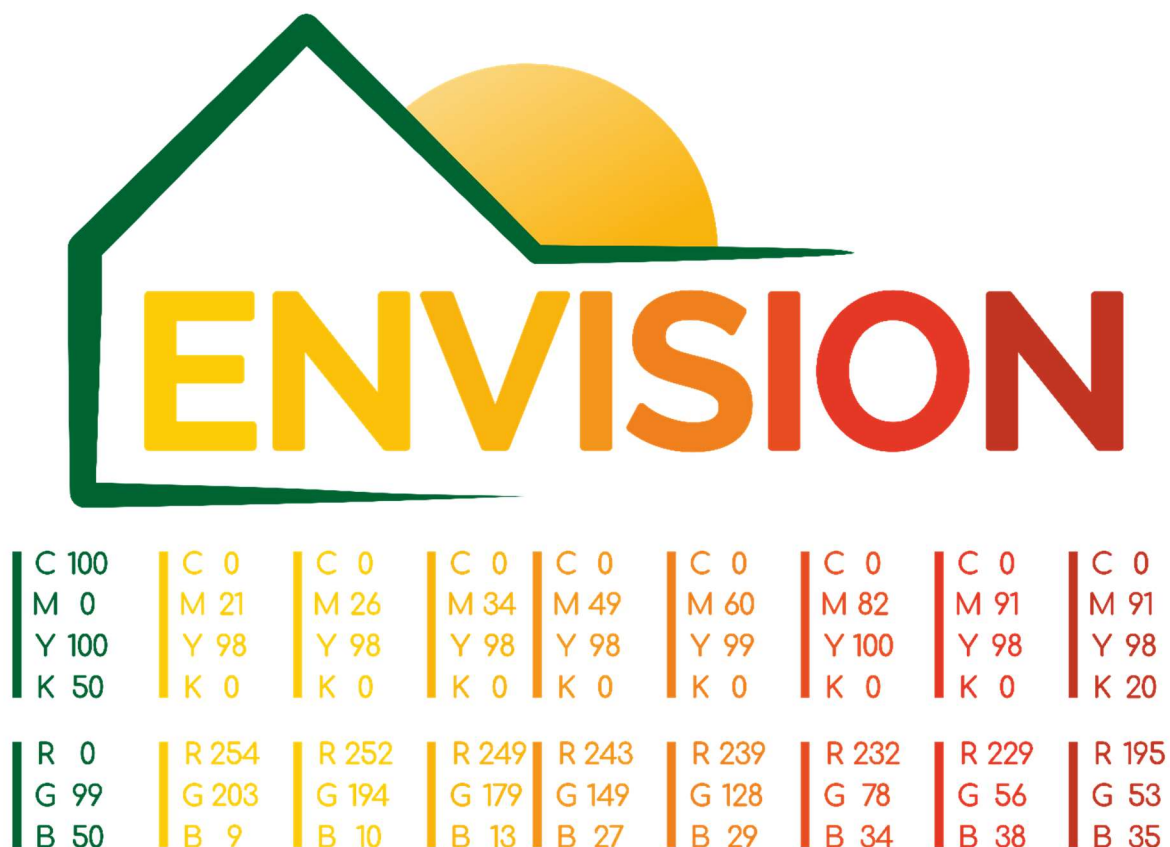


Figure 4.1: ENVISION logo

4.2 Target

Different target groups have been identified to communicate and disseminate the project's results in the most efficient way:

- General Public
- Scientific Community
- Industry
- Interest Groups (e.g. Architects, building contractors, building corporations)
- Media

4.3 Key-messages

The main key-message of the project refers to ENVISION beachhead: "ENVISION is a research project that, for the first time, will harvest energy from all building surfaces, both transparent and opaque".

This is the competitive advantage of the project and this message will be included in all the dissemination and promotional material.

The main key-message will be conveyed also graphically through infographics and short video animations that will be share on the project's channels.

Other key-messages refer to the innovative technologies that will be developed by ENVISION project's consortium:

- "ENVISION will develop heat collecting non-transparent aesthetically pleasing façade elements by harvesting the NIR solar radiation"
- "ENVISION will develop heat harvesting ventilated glass by harvesting the NIR solar radiation"
- "ENVISION will develop electricity harvesting photovoltaic glazing solutions"

4.4 Digital Strategy

Nowadays it is essential to build a solid digital presence because in 2017 Internet Users in Europe spent 64% of their time online via PC and 36% of their time online via mobile¹.

People get information online, daily navigate websites and use social media to be up-to-dated about what they are interested in.

One of the best way to promote a project is therefore through digital marketing activities.

To raise awareness about ENVISION and expand its online community, a specific and detailed digital strategy was elaborated.

Specifically, ENVISION digital strategy bases on the implementation of an **editorial plan** for the project's digital channels that is:

¹ <https://www.statista.com/statistics/781740/internet-users-online-time-spent-mobile-pc/>

- Based on a content marketing strategy, which is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action²;
- Planned in advance and regularly up-to-date thanks to the inputs provided by all project partners on a 6 monthly basis;
- Customised according to the different target audiences;
- Customised according to the different channels;
- Updated with project meetings and events;
- Updated with project deliverables and milestones.

When it comes to digital marketing, **customisation** is a key-factor to determine whether a strategy will be successful or not.

It is important to understand the informational needs of target audiences and understand which are the content formats they prefer in order to convey the key-messages in the most successful way.

After analysing the content's needs and preferences of ENVISION target audiences, the following content ideas will be included in ENVISION editorial plan:

- **Project Partners' Interviews:** interviews to ENVISION partners will be published on the website and shared on social media. The aim is to inform potential stakeholders and the general public about the role of each partner in the project, underlining how they will contribute to achieve the expected impacts listed in the project's call;
- **Articles about the public deliverables:** the aim is to translate the technical contents in pieces of news that can be easily accessed and understood also by the general public;
- **Short video animations:** 78% of people watch online videos every week, and 55% view online videos every day³ and social video generates 1200% more shares than text and image content combined⁴. Therefore, short, funny and easy-to-understand animation will be developed to convey the key-messages of the project also to non-specialised audiences and to engage social media audiences in various ways. It will be possible to understand the message of ENVISION animation also without any sound because most videos on social media are watched on autoplay.

² <https://contentmarketinginstitute.com/what-is-content-marketing/>

³ <https://blog.hubspot.com/marketing/video-marketing>

⁴ <https://biteable.com/blog/tips/video-marketing-statistics/>



Figure 4.2: Example of ENVISION animation

- Articles about the **events** in which the project consortium takes part: the aim is to gain more participants through the digital channels;
- Press releases about the main **milestones** of ENVISION: the aim is to engage the journalists in order to give visibility to ENVISION and its innovative technologies on important magazines and newspapers.

After having identified the content types, it is fundamental to select the right channels to reach ENVISION target audiences.

After a careful analysis, the following “digital mix” has been identified by the project’s consortium in order to reach the target audiences:

- Project’s website;
- Project’s social media;
- E-newsletter;
- Project partners’ digital channels;
- Online magazine and newspapers related to energy efficiency in buildings and deep renovation.

4.5 H2020 Emblem, legal content and disclaimer

In accordance with the Commission's guidelines on visual identity, ENVISION project will be identified by the EU Emblem and the official disclaimer "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 767180".

All the promotional material will display the EU emblem (minimum height: 1 cm) and the name of the European Union shall always be spelled out in full.

Moreover, also the following legal disclaimer has to be included:

"The sole responsibility for any error or omissions lies with the editor. The content does not necessary reflect the opinion of the European Commission, The European Commission is also not responsible for any use that may be made of the information contained herein".

5 Tactic

To develop ENVISION's tactic the "**Marketing Funnel**", a predictive analytics model to predict and track marketing activities according to the buyers' journey, was used.

Stage of the Buyers' journey	Objective	Channel
Awareness: our target doesn't know the project	Attract	Promotional material, videos, trade fairs, conferences
Consideration: our target knows ENVISION but we didn't engage it yet	Convert	Website, social media, workshops, papers, articles in magazines
Decision: our target has become part of the ENVISION online community	Retain	Project Newsletter, project's final event

In the awareness stage it is fundamental to highlight ENVISION beachhead and the competitive advantage of the project in order to engage stakeholders and to make them understand the benefits of ENVISION innovative technologies.

The promotional material will include the key-message "ENVISION harvests energy from all buildings surface for the first time" in order to make ENVISION stands out from other similar H2020 projects.

All dissemination and marketing activities will aim at making stakeholders understand why they should exploit ENVISION new technologies, underlining all the advantages and benefits for them.

In the consideration stage, it is essential to produce valuable content that can be interesting and useful for the stakeholders in order to convince them to finally become part of the ENVISION community.

To reach this goal, all the public reports have to be easily accessible on the project's website and the technical content has to be translated in the most clear and easy-to-understand way in order to get stakeholders to use ENVISION technologies.

Finally, in the decision stage, it is important to retain stakeholders through valuable contents, such as the project's newsletter. The aim is to keep them updated about the project so that they can still be part of ENVISION community also when the project will end.

5.1 Website

ENVISION website has been developed using Wordpress, a free and open-source content management system (CMS) based on PHP and MySQL.

The project website has been set up under the address <http://www.energy-envision.eu/>. The ".eu" domain was chosen to emphasize the nature of the website as the official website of a project funded by the European Community (EC).

Moreover, ENVISION website is **responsive**: in 2017 almost half of internet users spent five or more hours on their smartphones daily ⁵, so the project's website is responsive in order to make sure results can be easily accessed through different devices (laptops, tablets and smartphones). In fact, responsive web design make web pages look good on all devices and offers the best experience for all users.

ENVISION website has the following structure:

- Project Description, which contains three sub-sections dedicated to ENVISION concept, technologies and demo sites;
- Consortium, a section dedicated to the presentation of all project partners;
- Documents, which contains the following sub-sections: promo material, project presentation, newsletter, public reports and other documents;
- News & Events, a section dedicated to all the dissemination activities performed by the project consortium;
- Contacts, a section that contain the contact of the project coordinator and a form to ask more information about the project).

The website will be regularly updated by RINA C in order to engage potential stakeholders in ENVISION and it will be one of the main communication and dissemination tool.

⁵ : <https://www.statista.com/statistics/781692/worldwide-daily-time-spent-on-smartphone/>

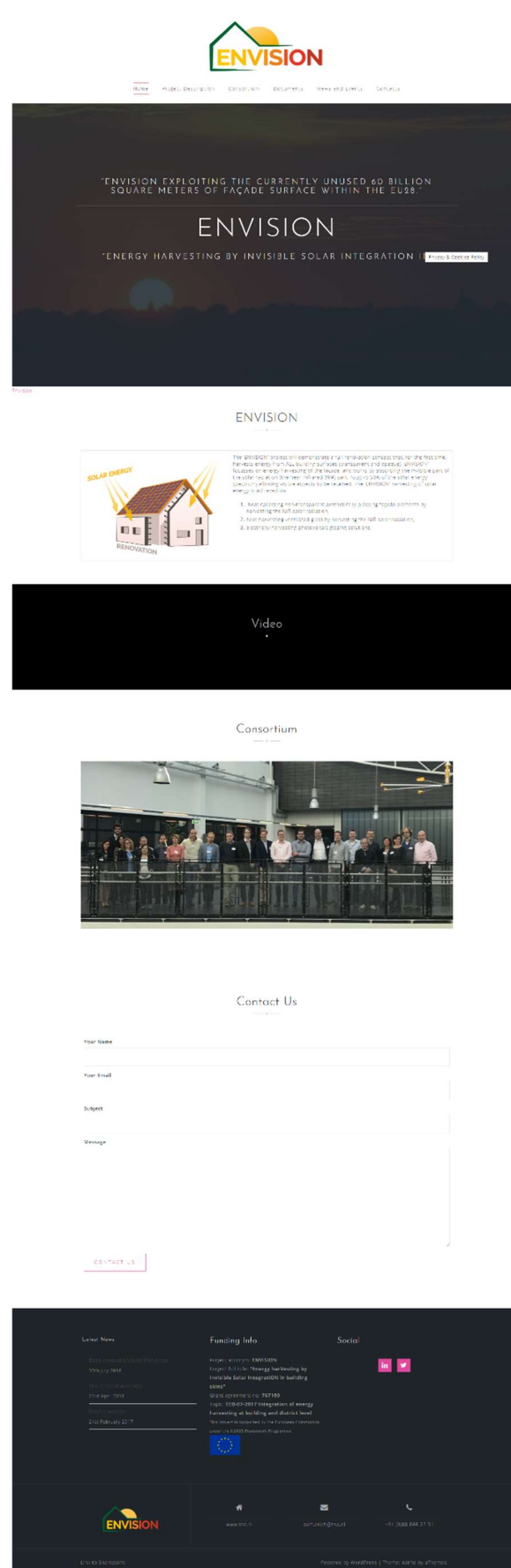


Figure 5.1: ENVISION website

5.2 Social Media

In order to reach ENVISION target audiences, the following social media mix has been carefully identified:

- Twitter;
- LinkedIn.

Content will be posted regularly on ENVISION's social media by RINA C according to ENVISION content marketing strategy.

5.2.1 Twitter

Twitter is a conversation-based social media and 47% of marketers agrees that Twitter is the best social media channel for customer engagement⁶.

A Twitter account (https://twitter.com/Envision_h2020) has been created to inform and interact with the different target groups and stakeholders, promoting online conversation and debates around the project.

All newsworthy messages and customised contents will be posted on Twitter. Moreover, to achieve the highest rate of social engagement possible, strategic hashtags have been carefully identified and included in ENVISION's tweets (#h2020, #energyefficiency, etc...).

Finally, every week active engagement on Twitter will be promoted and strategic companies, journalists and potential stakeholders will be followed in order to raise awareness about the project.



Figure 5.2: ENVISION Twitter account

⁶ <https://sproutsocial.com/insights/social-media-statistics/>

5.2.2 LinkedIn

50% of B2B buyers use LinkedIn when making purchasing decisions⁷, so LinkedIn was chosen to promote ENVISION new technologies to potential B2B stakeholders.

Content on LinkedIn will be delivered following the main best practices, which include the use of images as they generally results in a 98% higher comment rate and the optimization of headlines and introduction. In fact, concise intros and snappy headlines are more likely to result in higher engagement. Thoughtful questions to involve the target groups will be asked and a clear call to action will be included in every post.

ENVISION LinkedIn page can be followed at the following link:
<https://www.linkedin.com/company/envisionproject/>

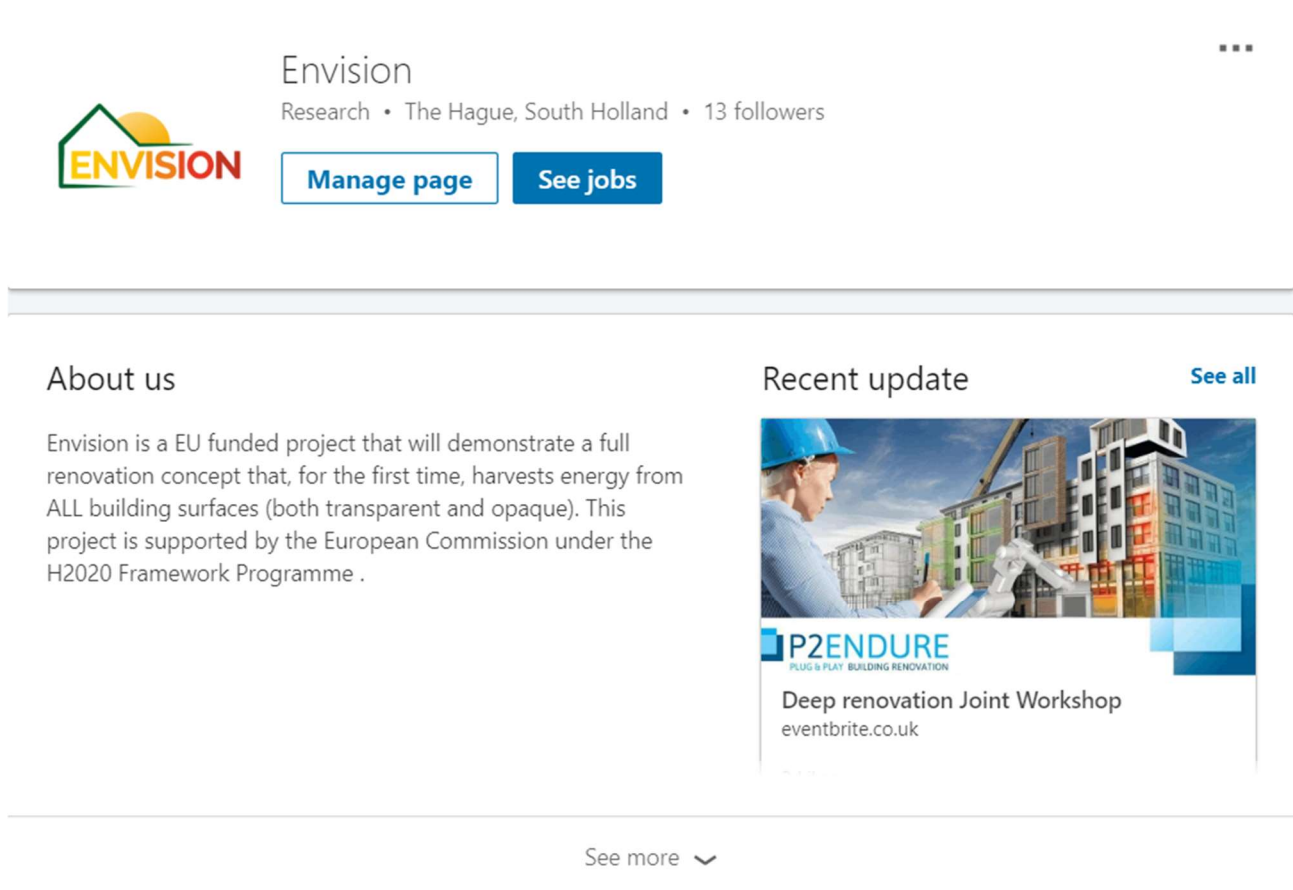


Figure 5.3: ENVISION LinkedIn page

⁷ <https://blog.hootsuite.com/linkedin-statistics-business/>,

5.3 Project Presentation

In order to support the dissemination of ENVISION during conferences, trade fairs and workshop, RINA C has developed a project presentation downloadable on the website.

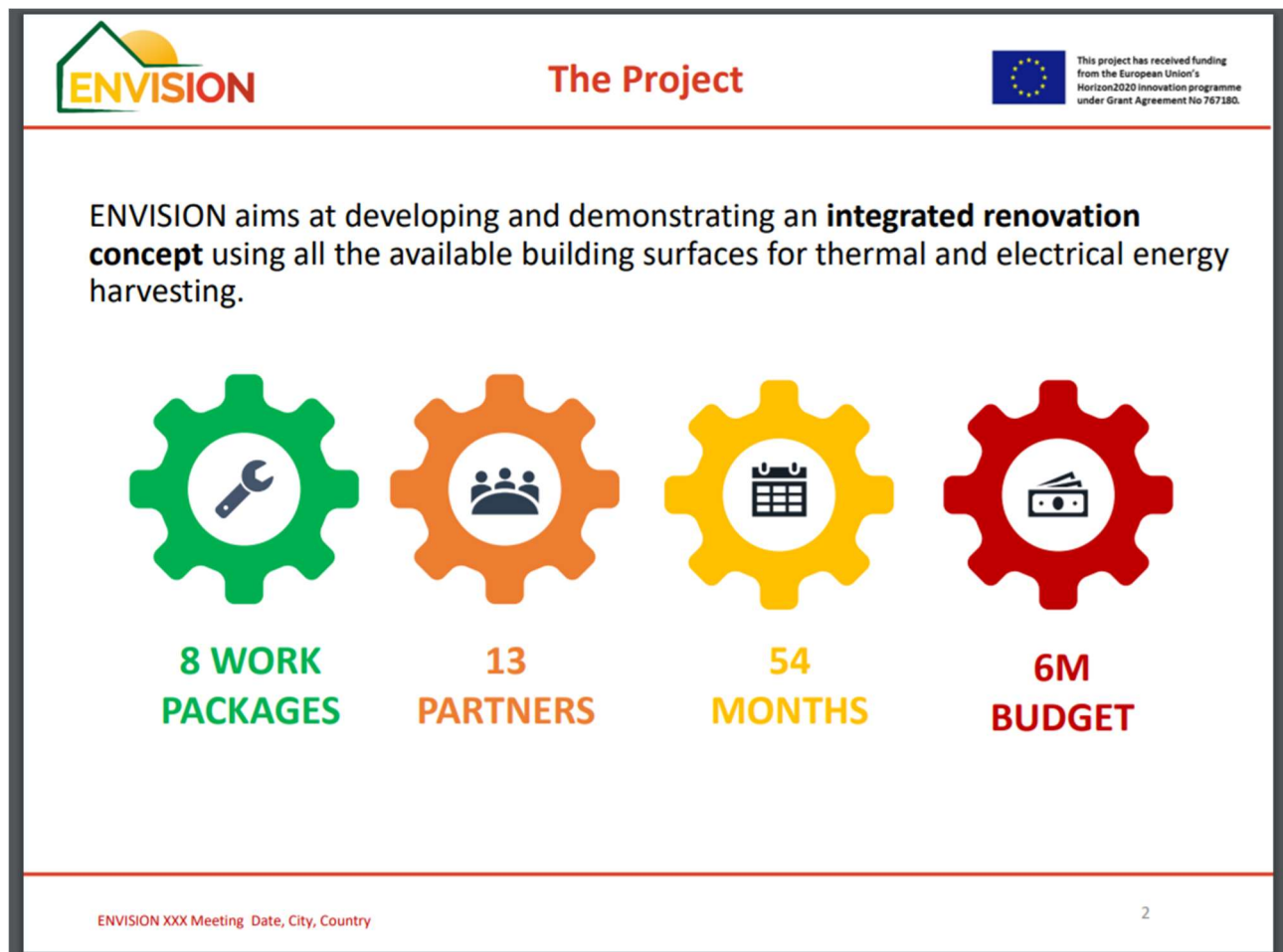


Figure 5.4: ENVISION presentation

5.4 Project Flyer

ENVISION flyer provides information for the large non-specialised audience as well as for the community of relevant stakeholders.

The project flyer is consistent with the project brand identity.

The flyer will be updated if it becomes outdated. The flyer has been distributed to the partner's organizations which can distribute it to their own network and channels.

The flyer is used for information purposes and is a convenient tool during events for face to face contact and to communicate about the project.

The flyer is written in English.



Figure 5.5: ENVISION project brochure

5.5 Project Poster

ENVISION project poster have been developed mainly to be used during poster sessions at trade fairs, workshops and conferences.

It is consistent with the project brand identity and it focuses on ENVISION technological aspects.



Figure 5.6: ENVISION Poster

5.6 Project Newsletter

A newsletter will be sent any six months starting from M18.

All partners are responsible for the articles and pictures. The articles in the newsletter will also be placed on the website. The newsletter will normally contain specific pieces of news related to the project and it will be consistent with the project's content marketing strategy.

The aim of the newsletter is to provide regular short updates on the project's progress to the interested public and it will be sent to a mailing list of stakeholders from all EU countries.

5.7 Project Movie

78% of people watch online videos every week, and 55% view online videos every day videos on social media generate 1200% more shares than text and image content combined⁸: this is why the project consortium has decided to shoot ENVISION Project Movie and to develop several versions that will be used in different communication contexts.

5.7.1 Project Movie (Short Version)



Figure 5.7: ENVISION project video

As “one minute of video is worth 1.8 million words”, a short version of ENVISION project movie has been developed.

This version will be shared on ENVISION social media and it will possible to understand the message without sound as it is proved that social media users often watch videos on autoplay.

5.7.2 Project Movie (Long Version)

This version will be mainly used during dissemination events in order to describe ENVISION more in detail and engage new potential stakeholders.

5.8 Press Releases

Press releases aim to present ENVISION milestones in order to draw the journalists’ attention. Every press release will be shared by all project’s partners and published on ENVISION website.

⁸ <https://biteable.com/blog/tips/video-marketing-statistics/>

5.9 Events and Networking with other projects

Partners will participate in workshops, seminars, events and conferences on related topics to promote the ENVISION project.

In this view and in order to plan dissemination and communication events in a structured and well organised way, a tool has been developed to report partners' dissemination activities.

A detailed list of the events is reporting in the table related to past and future activities.

6 Action

RINA C is the dissemination leader of the project and it will be responsible of the implementation of the communication and dissemination strategy.

All other partners have to contribute by:

- Identifying and contacting all potential stakeholders to promote engagement on ENVISION's social media and to increase the awareness about ENVISION;
- Contributing to content ideas with useful and engaging material (pictures of the panels, technical content, project's newsletter...);
- Letting RINA C know every time that they are attending an event, publishing a paper... so that RINA C can share it on ENVISION's website and social media.

6.1 Tracking Tool

Communication and dissemination activities have to be performed in a structured way, and RINA C as dissemination leader has to be able to track any communication and dissemination action performed by any of ENVISION partners.

As such, RINA C has developed a tool for the collection of inputs from partners referring to planned and future communication and dissemination activities that will be updated every 6 months.

Type of event	Event Title	Link	Date	Place	Partner Contribution (project presentation, brochure, stand...)	Countries addressed	Target
trade fair	Budma	http://www.budma.pl/en/	12-15/02/2019	Poznan, Poland	Dissemination of project flyers		
trade fair	Targi Interbud	http://interbud.targi.pl/	1-3/02/2019		Dissemination of project flyers		
trade fair	Malopolskie Targi	http://www.malopolska.biz/en	16-17/06/2018	Krakow, Poland	Dissemination of project flyers		
trade fair	Green Power	http://greenpower.mtp.pl/en/	14-16/05/2019	Poznan, Poland	Dissemination of project flyers		
trade fair	SAIE	http://www.saiebologna.it/en/	17-20/10/2018	Bologna, Italy	Dissemination of project flyers		
trade fair	Bisfair	https://bisfair.eu/en/	16-28/09/2018	Warsaw, Poland	Dissemination of project flyers		
trade fair	Renexpo	http://www.renexpo-warsaw.com/konceptcia-targow.html?&L=1		ott-19 Warsaw, Poland	Dissemination of project flyers		
trade fair	Batimat fair	http://www.pilkington.com/en/global/news-insights/latest/nsg-group-to-exhibit-at-batimat-2017	6-10/11/2017	Paris, France	?		industry
trade fair	Genoa Smart Week 2018	http://www.genovasmartweek.it/	19-23/11/2018	Genoa, Italy	Project presentation	Italy	scientific community
participation to a conference	ETCP Conference	http://www.etcp.org/	13-14/11/2018	Brussels, Belgium	Project presentation	EU	industry
organisation of a workshop	Deep renovation Joint Workshop	http://www.energy-envision.eu/news/deep-renovation-joint-workshop/	05/10/2018	Rome, Italy	Poster, leaflet distribution, project presentation	EU	industry
					Lecture "Zeger Vroon, Harmen		

Figure 6.1: ENVISION Tracking tool

7 Control

To measure the effectiveness of ENVISION communication and dissemination strategy, it is fundamental to identify the right KPIs (Key Performance Indicators).

The effectiveness of the project's communication activities will be monitored any six months in order to track the proper key performance indicators:

Project Awareness	Website traffic, page views, video views...
Engagement	Social media metrics, rate of attendance to the project's event
Lead generation	Newsletter subscription
Target loyalty	Percentage of content consumed by target groups

8 Tables of Past and Future Dissemination Activities

8.1 Dissemination Events

Type of event	Event Title	Link	Date	Place	Partner Contribution (project presentation, brochure, stand...)	Countries addressed	Target	Responsible partner	Status: performed/planned
trade fair	Budma	http://www.budma.pl/en/	12-15/02/2019	Poznan, Poland	Dissemination of project flyers			BGTec	Planned
trade fair	Targi interbud	http://interbud.targi.pl/	1-3/02/2019		Dissemination of project flyers			BGTec	Planned
trade fair	Malopolskie Targi	http://www.malopolska.biz/en	16-17/06/2018	Krakow, Poland	Dissemination of project flyers			BGTec	Performed
trade fair	Green Power	http://greenpower.mtp.pl/en/	14-16/05/2019	Poznan, Poland	Dissemination of project flyers			BGTec	Planned
trade fair	SAIE	http://www.saiebologna.it/en/	17-20/10/2018	Bologna, Italy	Dissemination of project flyers			BGTec	Planned
trade fair	Bisfair	https://bisfair.eu/en/	16-28/09/2018	Warsaw, Poland	Dissemination of project flyers			BGTec	Planned
trade fair	Renexpo	http://www.renexpo-warsaw.com/koncepcja-targow.html?&L=1	ott-19	Warsaw, Poland	Dissemination of project flyers			BGTec	Planned
trade fair	Batimat fair	http://www.pilkington.com/en/global/news-insights/latest/nsg-group-to-exhibit-at-batimat-2017	6-10/11/2017	Paris, France			industry	NSG Pilkington	Performed

Type of event	Event Title	Link	Date	Place	Partner Contribution (project presentation, brochure, stand...)	Countries addressed	Target	Responsible partner	Status: performed/planned
trade fair	Genoa Smart Week 2018	http://www.genovasmartweek.it/	19-23/11/2018	Genoa, Italy	Project presentation	Italy	scientific community	RINA C	Planned
participation to a conference	ETCP Conference	http://www.ectp.org/	13-14/11/2018	Brussels, Belgium	Project presentation	EU	industry	RINA C	Planned
organisation of a workshop	Deep renovation Joint Workshop	http://www.energy-envision.eu/news/deep-renovation-joint-workshop/	05/10/2018	Rome, Italy	Poster, leaflet distribution, project presentation	EU	industry	RINA C	Planned
participation to a conference	Sol-gel conference	http://www.solgel2017liege.com/	3-8/09/2017	Liege, Belgium	Lecture "Zeger Vroon, Harmen Rooms and Barend Vermeulen, Michiel Ritzen and Alex Masolin, Scale-up, performance and reliability of colored sol-gel coatings for solar modules. Information to sol-gel community. Mention that we will work in Envision consortium	EU	industry	TNO-BMC	Performed

Type of event	Event Title	Link	Date	Place	Partner Contribution (project presentation, brochure, stand...)	Countries addressed	Target	Responsible partner	Status: performed/planned
participation to a conference	Nanotechnology crossing borders 2017	https://www.brightlandsmaterialscenter.com/wp-content/uploads/2017/08/Programmaflyer_digitaal_DEF.pdf	43006	Maastricht, netherlands	Lecture "Zeger Vroon, Harmen Rooms and Barend Vermeulen, Michiel Ritzen and Alex Masolin, Interference coatings for solar modules	EU	industry	TNO-BMC	Performed
participation to a conference	Polymer Conference 2017		September 2017		Lecture "Zeger Vroon, Harmen Rooms and Barend Vermeulen, Michiel Ritzen and Alex Masolin, Scale-up, performance and reliability of colored sol-gel coatings: mention that we will work in Envision consortium	EU	industry	TNO-BMC	Performed

Type of event	Event Title	Link	Date	Place	Partner Contribution (project presentation, brochure, stand...)	Countries addressed	Target	Responsible partner	Status: performed/planned
participation to a conference	BMC day		20 march 2018	Geleen, Netherlands	Zeger Vroon, Robero Habets Harmen Rooms en Nicole Meulendijks, "Colored thermal collectors and solar modules."			TNO-BMC	Planned
participation to a conference	Nanotechnology crossing borders 2018		September 2018	Geleen, Netherlands	Poster "Zeger Vroon, Bart Erich, Robero Habets enHarmen Rooms, "Colored thermal collectors."	EU	industry	TNO-BMC	Planned
participation to a conference	Nanotechnology crossing borders 2019		March 2019	Geleen, Netherlands	Lecture "Zeger Vroon, Bart Erich, Robero Habets enHarmen Rooms, "Colored thermal collectors."	EU	industry	TNO-BMC	Planned
participation to a conference	Nanotechnology crossing borders 2020		March 2020	Herleen, Netherlands	Lecture "Zeger Vroon, Bart Erich, Robero Habets enHarmen Rooms, "Colored thermal collectors."	EU	industry	TNO-BMC	Planned

Type of event	Event Title	Link	Date	Place	Partner Contribution (project presentation, brochure, stand...)	Countries addressed	Target	Responsible partner	Status: performed/planned
exhibition	Bouwbeurs		2019	Utrecht, Netherlands	Booth Envision together with partners	EU	industry	TNO	Planned
exhibition	Dutch Green building week		26-set-18	Delft, Netherlands	Project presentation	EU	industry	TNO	Performed
participation to a conference	SUPEHR'19	http://www.tpg.unige.it/TPG/SUPEHR19/	September 2019	Savona, Italy	Presentation of papers and dissemination of project flyers	EU	scientific community	UGT	Planned
organisation of a conference	ICAE 2020				Paper presentation		scientific community	UGT	Planned

8.2 Digital Activities

Type of activity	Period	Link	Partner contribution	Countries addressed	Target	Responsible partner	Status: performed/planned
website	By 2021		To provide small-scale technical evidence to support in-market conversations about the technology for AkzoNobel company use	EU	industry	AN	Planned
social media	By 2021		To provide small-scale technical evidence to support in-market conversations about the technology for AkzoNobel company use	EU	industry	AN	Planned
social media	ongoing	https://www.facebook.com/Bg-Tec-Spzo-440015652824187/			all	BGTec	Planned
website	ongoing	http://www.bergamo-tecnologie.eu/index.html			all	BGTec	Planned
website	September 2018	https://solarmagazine.com/	Article about the impact of the project for the construction market: Inform construction contractors and housing corporations about the benefits of the product developed in the project.			Emergo	Planned
website	March 2020	https://www.cobouw.nl/	Article about the impact of the project for the construction market: Inform construction contractors and housing corporations about the benefits of the product developed in the project.			Emergo	Planned

Type of activity	Period	Link	Partner contribution	Countries addressed	Target	Responsible partner	Status: performed/planned
website	September 2019	https://www.duurzaamgebouwd.nl/	Article about the impact of the project for the construction market: Inform construction contractors and housing corporations about the benefits of the product developed in the project.			Emergo	Planned
website	March 2019	https://www.emergo.nl/home	Article about the impact of the project for the construction market: Inform construction contractors and housing corporations about the benefits of the product developed in the project.			Emergo	Planned
website	September 2020		Article about the impact of the project for the construction market: Inform construction contractors and housing corporations about the benefits of the product developed in the project.			Emergo	Planned
website	By 2019		Case-study about ENVISION on RINA website	EU	customer	RINA C	Planned
website	June 2018	to be published at: https://www.seac.cc/en/news	newsitem 'TNO-SEAC participating in H2020-project Envision'	EU	customer		Performed
website	September 2018	http://www.tpg.unige.it/TPG/	Project Description			UGT	Performed
website	October	www.tno.nl	newsitem 'TNO participating in H2020-project Envision'	EU	all	TNO	Planned

8.3 Publications

Type of scientific publication	Title of the scientific publication	Responsible partner	Target	DOI	ISSN or eSSN	Authors	Title of the journal or equivalent	Number, date	Publisher	Place of the publication	Year of publication	Relevant pages	Public & Private publication	Peer reviewed	Open Access	Status: Performed /Planned
publication in conference proceeding/ workshop	Automatic generation of building models and application to energy modelling at the district scale with coupling to the networks	EDF	scientific community													Planned
publication in conference proceeding/ workshop	Modelling of demo-sites	EDF	scientific community													Planned
publication in conference proceeding/ workshop	Modelling of ENVISION new technologies	EDF	scientific community													Planned
publication in conference proceeding/ workshop	Performance results of PV-glass	TNO-SEAC	scientific community			Roland Valckeborg et.al	most probably at EU PVSEC 2019 (https://www.pvsec2019.com/)				2019?					Planned

Type of scientific publication	Title of the scientific publication	Responsible partner	Target	DOI	ISSN or eISSN	Authors	Title of the journal or equivalent	Number, date	Publisher	Place of the publication	Year of publication	Relevant pages	Public & Private publication	Peer reviewed	Open Access	Status: Performed /Planned
							ww.photovoltaic-conference.com)									
publication in conference proceeding/workshop	Performance results of color solar thermal and interference colored collectors	TNO-SEAC	scientific community			Roland Valckenborg, Corry de Keizer et.al (or maybe author list will be switched)	most probably at Eurosun-conference (http://www.eurosun2018.org)				2019?					Planned
article in journal	Qualitative performance results and explanation how these results fit in the bigger picture of a complete façade	TNO-SEAC	scientific community			Roland Valckenborg et.al	most probably at Energie Beurs (http://www.energievakbeurs.nl/en/home/) or Solar Solutions (http://www.solarsolutions.nl)				2019					Planned

Type of scientific publication	Title of the scientific publication	Responsible partner	Target	DOI	ISSN or eISSN	Authors	Title of the journal or equivalent	Number, date	Publisher	Place of the publication	Year of publication	Relevant pages	Public & Private publication	Peer reviewed	Open Access	Status: Performed /Planned
							w.solarsolutions.nl/en/)									

8.4 Other activities

Type of activity	Period	Partner contribution	Countries addressed	Target	Responsible partner	Status: performed/planned
other	by end 2020	Patent applications: to protect R&D on novel coating discoveries	EU, worldwide	industry	AN	Potentially planned
other	By 2021	Marketing materials: To provide small-scale (quite generic) or more detailed technical evidence to support in-market conversations about the technology	EU, worldwide	all	AN	Planned

Type of activity	Period	Partner contribution	Countries addressed	Target	Responsible partner	Status: performed/planned
other	By 2021	Point of sale tinting software: To inform customers and to offer guidance about choice of colour recipes	EU, worldwide	customer	AN	Planned
other	By 2021	Marketing materials: flyers, poster, video	EU, worldwide	all	EDF	Planned
other		BESTLab demonstration: poster or video		industry	EDF	Planned
other		Patent / Application of polymer-based NIR absorbers: Protection IP			TNO/AKZO	Planned
other	2021	PhD Thesis related to ENVISION project	EU, worldwide	scientific community	UGT	Planned

9 Conclusion and closing remarks

In conclusion, communication and dissemination activities are fundamental to determine ENVISION's success and a communication and dissemination strategy has been carefully elaborated in order to raise awareness about the project, engage potential stakeholders, create an online community and guarantee that the project's results will be accessible and exploitable even after the project's end.

As EU citizens spend more and more time online, navigating websites and using social media, digital marketing will play a key-role in the communication and dissemination of ENVISION.

Moreover, a specific content marketing strategy has been defined and all projects' partners will contribute to its implementation by sharing new content ideas and mat