eTEACHER

Empowering Energy Education

eTEACHER

D6.1: Dissemination and Communication Plan

WP6 – Dissemination and Communication

T6.1 The eTEACHER Communication and Dissemination strategy

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eTEACHER

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Disclaimer

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Technical References

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0 Executive Summary

This plan for the dissemination and communication of the project results is prepared on the basis of the general description of the dissemination and communication strategy and the specific tasks described under the Work Package 6 – Dissemination and Communication, and the rules governing in the Consortium Agreement (CA) signed by the partners.

This document describes the dissemination and communication strategy that will be implemented throughout the project duration. It contains the main objectives, targets, tools and channels as well as the operative guidelines, which will govern the overall dissemination and communication activities of the project. Besides this, it also contains the overall project visual identity guidelines and the key messages underlying the overall communication about eTEACHER.

eTEACHER will focus its main communication and dissemination strategy on energy end-users involved in the demo sites of the project as well as stakeholders and third parties working and interested in the energy market at large in Europe and beyond. These target groups will be approached through a combination of communication formats and channels including project website, social media, workshops, webinars, participation and presentations at selected events, and public communication tools such as leaflets, videos, press and news releases.

The main purpose of this plan is to strengthen the awareness of the project's concept and vision and the acceptance of its outcomes on a large scale by establishing a well-defined, impact-based strategy to support replication and uptake of the eTEACHER results beyond the boundaries and communities of the demonstration activities. A scalable approach will be used during the D&C plan implementation with the ultimate scope to improve the engagement and acceptance indicators (Task 6.5) and effectively reach the planned impacts. For this reason, the plan will be revised and updated throughout the project. This will allow to fine-tune D&C objectives with the project progress and include new possible targets, tools, channels and strategies which may become more relevant in time. The plan also defines the internal consortium processes for the management of effective and efficient D&C activities at different geographical levels and assigns precise roles and responsibilities under the coordination of the WP leader.

The D&C Plan will be updated in M18 and M36 to fine-tune the Communication and Dissemination activity with the progress of the project.

1 Introduction

1.1 The project objectives

eTEACHER aims at encouraging and enabling energy behaviour change of building users through a set of innovative and up-to-date tools. These changes include innovation in engagement, such as engaging feedbacks through ICT, and new technological interventions. With this scope the primary target group are energy end-users of multiple buildings where users are supposed to live, work, study etc. They will test one or more dedicated apps for smart device, that will be expressly thought to motivate energy behaviour change. Furthermore, to stimulate the use of the application by end-users, gamification techniques among others innovative behavioural change strategies will be defined in order to propose challenges and games to engage users, increase their energy awareness and knowledge and provide relevant information about energy efficiency. On the other side, third parties like energy service companies, energy retailers, houses associations etc. will have dedicated interfaces where they can gather specific energy information that can be used to identify additional energy services and products to improve energy efficiency. The project is demonstrated in 12 pilots located in 3 European countries (Spain, Romania and UK) with 3 different climate conditions and include a total of 5 residential buildings, 3 schools, 2 health care centres and 2 office buildings.

1.2 Dissemination and Communication Strategy and Approach

Dissemination and communication activities are crucial for the successful exploitation of research and innovation projects' results. Considering the eTEACHER project key objective, i.e. the development of an integrated ICT-tool box supporting the behavioural change of end-users to reduce energy consumption thus contributing to environmental and social impacts, it is essential to disseminate its results across the entire civil society in Europe, beyond the geographical areas directly involved in the project. The eTEACHER communication and dissemination strategy has been conceived to reach a cross-border impact enabling uptake at EU level scale. As a result, the eTEACHER project will unleash its full potential by promoting the dissemination of its outcomes towards different target groups, different EU geographical areas and different kind of buildings.

An integrated impact-driven approach will be adopted through a multi-stakeholder and multi-channel approach. More specifically dissemination and communication activities aim to:

- Facilitate awareness and acceptance of the eTEACHER solutions among the pilots' end-users
- Transfer information about the project and its results to a wider network of potential users, stakeholders and third parties through customized dissemination activities addressing multiple audiences
- Establish new or strengthen existing networks as well as cooperation with similar projects to stimulate the replication and exploitation potential at local, EU and global level
- Define a comprehensive project identity enabling the establishment of different communication channels
- Measure the impacts of the developed dissemination and communication activities through outreach data, quantitative performance indicators and key qualitative assessments.

The eTEACHER Dissemination and Communication strategy will be entirely aimed at enabling three fundamental impacts, namely Awareness, Acceptance and Uptake. They will be generated in different Tasks and WPs and harmonized at central project level in WP6, which also measures the impacts generated via the communication and dissemination activities with dedicated indicators.

- **Awareness** among different target groups as well as the general public has to be considered as the first step to elaborate and transfer information and knowledge to the different target groups of the project and get them acquainted with the communication channels provided by the project.
- **Acceptance** is a pre-requisite for key-enablers to take action and replicate
- **Uptake** is the ultimate scope of the project, i.e. to demonstrate and validate the solution and pave the way towards exploitation of its results

The following figure illustrates how the various tasks and activities, which is carried out in WP6, contribute to the achievement of the expected impacts in an integrated way.

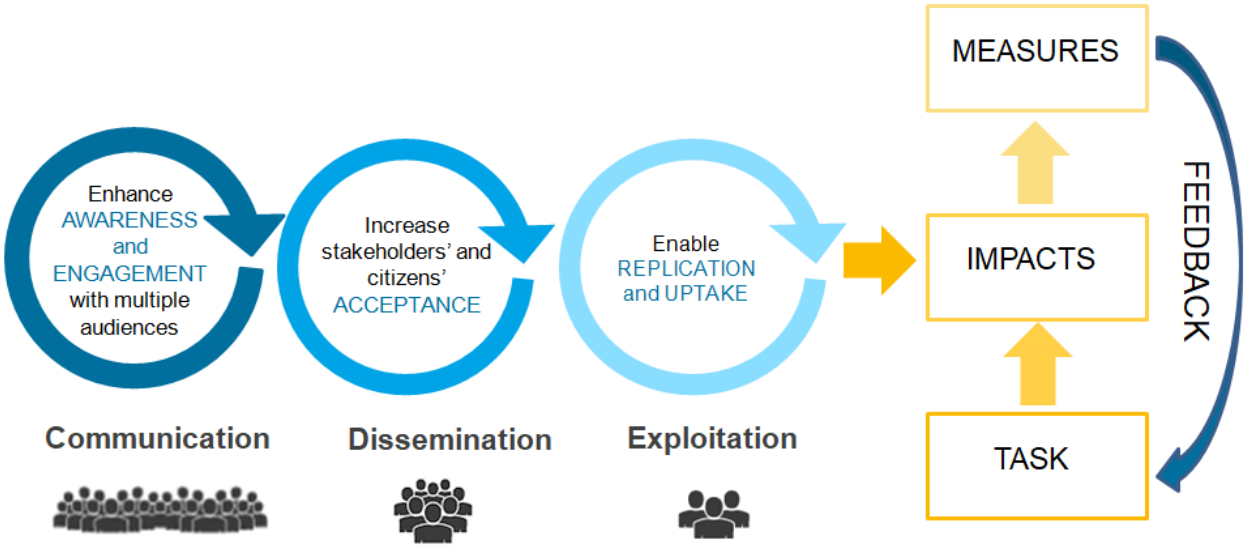


Figure 1.1 WP6 D&C model

Project Identity – expected impacts in terms of Awareness

Setting up the fundamentals of the eTEACHER project identity is a requirement for both the project to be recognized as a public funded initiative and for the project's target audiences to recognize eTEACHER as a credible reference. All the project channels and communication materials comply with a visual identity that enables the audience to identify the project and its scope, thus generating awareness about the project objectives and expected outcomes and impacts. The activities developed as part of the Project Identity are exploited for both the project's and local communication purposes at demo site level and include: the definition of the logo and visuals, the website, the eTEACHER social media channels, any possible printout (also produced at local level), the eTEACHER final video.

Public Communication – expected impacts in terms of Awareness and Acceptance

Public communication aims at generating and distributing contents addressing wider audiences, here including potential end-users and adopters of the eTEACHER solution, citizens and stakeholders at large, with key, easy-to-understand and targeted messages to facilitate knowledge transfer to the broad public. A content-driven approach is adopted in order to maximize the impacts via multi-channel distribution. By mapping contents with targets, channels and expected impacts the project can select the most appropriate communication tools for each specific audience. The eTEACHER Dissemination and Communication leader (ICONS) makes sure that the project contents receive the necessary coverage at both local and European/global level. Public communication formats will include: articles, press and news releases, interviews, regular animation of social media via dedicated posts, one final video. Public communication also sustain engagement activities at local level: press, online newspapers/portals/blogs and information multipliers, social media (through dedicated eTEACHER social media and the partners' own networks).

Stakeholders' relations – expected impacts in terms of Exploitation and Replication

Two levels of stakeholders' relations and dialogue have been implemented:

- Stakeholders and end-users directly engaged in the local demonstration activities
- EU stakeholders at large, who are addressed through networks, associations and platforms working at national, EU and global level

Stakeholders' relations are covered by the dissemination activities chiefly aimed at peers: researchers, technical experts, professionals, investors, end-users. Dedicated activities, such as workshops and webinars as well as exploitation- and replication-oriented dissemination info packages (info-packs, eNewsletters) facilitate knowledge transfer and enhance stakeholders' acceptance and future uptake of the developed solutions.

1.3 Dissemination and Communication Plan: objectives

The objective of this document is to illustrate the strategy to the project dissemination and the communication. The overall objective of this plan is to manage and implement effective strategic dissemination and communication activities with the aim to increase awareness, acceptance and uptake of the eTEACHER results, facilitating knowledge transfer and supporting replication and uptake at local, European and global level. In harmonization with the eTEACHER goals, the objectives of the dissemination and communication activities are:

- **Identify** target groups, communication tools and distribution channels to use for the project's dissemination and communication activities
- **Create** recognition for the project by graphically coherent and consistent communications
- **Interact** with a wide audience through the web, the media, promotional materials and events
- **Disseminate** the project results via the above-mentioned tools
- **Inform** policy makers about the potentials and possibilities of renewable energy and energy efficiency and promote recommendations for the uptake of aggregator business models ù
- **Inform** other relevant stakeholders about such business models, including other electricity market players such as professional involved in the energy industry (ECOs, Energy retailers,

architects, contractors and manufacturers of energy renewable devices), investors in renewable energy, municipalities, public authorities etc.

1.4 Relation to other activities in the project

The WP6 works in close relation with other project WPs in order to harmonize activities. Local communication started from the beginning through an active end users' involvement in the definition of the requirements of the tools in WP1 and WP2, in the definition of user-friendly solutions (WP3), the demonstration and analysis of the end-users' behaviour (WP4) (see Chapter 2.2) and the exploitation and business models (WP5).

In particular WP6 has been working in relation with:

- WP1 (Design for behavioural change for energy end-users) by supporting them in communication and engagement issues, in terms of how the project involves and engages building users in developing the project.
- WP 4 (Demonstration and evaluation of behavioural change through eTEACHER solutions) to analyse and measure the acceptance of the solutions within targets and their engagement
- WP5 (Exploitation and business models) by supporting and favouring market uptake and replication models

2 Dissemination and Communication Plan

2.1 Dissemination and communication at EU and global level

The specific objectives of the project dissemination and communication activities aim at facilitating knowledge transfer, awareness raising, community engagement and acceptance to support replication and uptake at European and global level. European communication is centrally managed by WP6 leader (ICONS) by using appropriate channels and tools according to the different targets. The D&C leader has been working in close cooperation with the other project partners; each partner shall also address its own dissemination networks and communities to further promote the project, thus ensuring maximum visibility towards their existing communities and contribute to create impacts at a national and EU level. The strategy objectives at European and global level are:

- Implement a Dissemination and Communication Plan according to an effective and impact-based communication, dissemination and replication strategy and guarantee public and professional/technical coverage of the project achievements in view of enabling widespread replication of the project's outcomes at EU and global level.
- Communicate benefits and usability of the developed eTEACHER model to all relevant target groups and the public at large and actively engage with European and global citizens.
- Support optimal conditions and solutions for the replication and exploitation of the project outcomes by consolidating the project visibility among stakeholders and end-users at global European, national, regional and local level, targeted as the lead adopters of the eTEACHER solutions.

2.2 Dissemination and communication at local level (demo sites)

The partners involved in the demonstration activities are directly in charge of local communication. They directly engage local communities and end-users through specific communication strategies, key messages and information in local language. Local partners are in charge to develop specific communication strategies that can be spread through their online and offline channels and tools. WP6 leader constantly supports local partners by providing specific advice on their strategy, communication materials and channels. Besides the above-mentioned dissemination and communication objectives to be performed at local level, the demo sites' strategy aims at developing a transparent public communication plan that supports the creation of social acceptance among the local end-users and players directly involved in the pilots. Local communication started from the beginning through active end-users' involvement in the definition of the requirements of the tools in WP1 and WP2, in the definition of user-friendly solutions (WP3) and in the demonstration and analysis of the end-users' behaviour (WP4).

2.3 Dissemination and communication targets

The eTEACHER project has been working in disseminating, training and engaging the main energy stakeholders and energy end-users around the tools developed by the project. From the beginning a stakeholder community was set up as part of WP6 activities.

The engagement of relevant stakeholders identified as the potential adopters of the eTEACHER's results will maximize the success probability of the exploitation activities. Stakeholders' and end-users' relation and dialogue aim to continuously raise awareness and engage with new stakeholders to:

- Effectively share information among interested parties.
- Ensure a high level of outreach within the community and maintain strong collaboration with the project key stakeholders.
- Ensure that the vision, objectives, activities and results of the project become as widely known and understood as possible to build awareness and acceptance.
- Encourage innovative take-up of results and wide participation by key players

The main targets include:

- local end-users: building occupants, workers, students etc.
- energy stakeholders: facility managers, building owners and managers and their associations
- third parties: professionals in the energy sector, energy investors, R&D community, key stakeholders' associations, municipalities, Public Authorities policy and decision-makers, consumers' associations and citizens' representatives with the aim to inform, educate and engage citizens so that they can make more informed choices and take advantage of energy-saving and related financial investment opportunities and community groups in order to ensure inclusivity of vulnerable groups who may otherwise be hard to reach; green groups and green charities who may use their infrastructures to propagate out project messages, updates and outcomes.

Different levels of participation are foreseen:

- End-users and stakeholders directly involved in the demo sites where the demonstrations take place
- Stakeholders and third parties not directly involved in demonstration activities but connected with the project through their activities and interests
- National and European stakeholders at large. They will be addressed through local and European networks, associations and platforms as well as through communication activities addressing online media at EU level.

This multi-level and multi-stakeholder interconnection are reflected in the cooperation between WP6 "Dissemination and Communication" and the other WPs in terms of stakeholders and citizen engagement at pilot level.

To target the above audiences the project has been implementing dedicated dissemination and communication activities, respectively targeting professional and stakeholders' communities on one side and larger audiences and end-users on the other. Depending on the specific target audiences, the project implements two different workflows:

- Dissemination and stakeholders' dialogue aim at targeting more experienced audiences (mainly technical and professional audiences, investors, academia etc.) with a focus on transferring technical/technological results through peer to peer communication;
- Communication aims at lay audiences not closely related with technological issues of eTEACHER, who need to be reached through easy-to-understand messages and contents and transparent and balanced information to increase trust and generate acceptance, namely the end-users and the general public.

Dissemination targets

Dissemination activities aim at stimulating the interest of professional communities on the eTEACHER project achievements and encourage replication and innovative take-up of results. The main dissemination target to address entails end-users such as building occupants, and professional stakeholders in the energy and building sector.

Over the whole project, contents of the dissemination activities will be centrally collected and distributed through the eTEACHER Dissemination & Communication Leader in different formats and through different channels and will also be developed at local level through the demo sites' local communication teams as part of their Dissemination and Communication strategy.

Already from the beginning of the project, the consultation process and the associated knowledge transfer was central in identifying and involving a critical mass of stakeholders from all target groups. The stakeholders' dialogue will be maintained lively throughout the project to continuously raise awareness and engage new stakeholders from all target groups.

At European level energy associations are representing an additional key target to disseminate eTEACHER achievements. Cooperation with these associations will be fostered also through possible joint-communication and cross-fertilization activities (workshops or conferences) to enhance outreach through their existing networks and channels. The most relevant ones are listed below.

Professional Networks	– PTEC – Plataforma Tecnológica Española de Construcción – ECTP –European Construction Technology Platform – E2BA – Energy Efficient Buildings Association – RECI – Spanish Smart City Network – VISESA – Public House Agency – ENBRI – European Network of Building Research Institutes – ACE – Architects Council of Europe – Euroconstruct – Euroheat&Power – SB Alliance – Local, Regional, National Energy Management Agencies – EeB PPP – Advisory group to EC on the PPP on Energy Efficient Buildings – EuMaT – European Technology Platform for Advanced Engineering Materials and Technologies – ESTIF – European Solar Thermal Industry Federation – ESTTP – European Solar Thermal Technology Platform – SusChem – Sustainable Chemistry – FIEC – Fédération de l'Industrie Europeénne de la Construction – IBPSA – International Building Performance Simulation Association – GBI – Green Building Initiative – SEH – Smart Energy Home – REHVA - Federation of European Heating, Ventilation and Air Conditioning Associations – IBPSA, International Building Performance Simulation Association – FEDARENE- European Federation of Agencies and Regions for Energy and the Environment – NESSI - The European Technology Platform dedicated to Software, Services and Data – BDVA - European Big Data Value Association

Public Authorities	– EU, National, Regional and Local authorities – Smart City Initiatives, such as EIP SCC – Smart Cities Information System (SCIS) – Covenant of Mayors – Public administrations and public building owners – EuroCities – Energy Cities – CEMR – Council of European Municipalities and Regions – FEMP – Spanish Federation of Municipalities and Provinces – Standardization bodies at European level CEN and national level – WBCSD – World Business Council for Sustainable Development – AGS – Alliance for Global Sustainability – CIB – International Council for Research and Innovation in Building and Construction – iiSBE – International Initiative for Sustainable Built Environment – eu.bac – EU Building Automation and Controls Association – ENHR – EU Network of Housing Research – EURELECTRIC - The Union of the Electricity Industry – EUREC -- The Association of European Renewable Energy Research Centres – EDSO for Smart Grids - leading European distribution system operators (DSOs) for electricity – EREF - European Renewable Energy Federation – EFET – European Federation of Energy Traders – ACER – The Agency for the Cooperation of Energy Regulators – DENA – German Energy Agency – CEER - Council of European Energy Regulators – ECTP - European Construction Technology Platform – EMA – Energy Managers Association
Users	- Treco – International Network for Housing Associations - UIPI - International Union of Property Owners - BEUC – The European Consumer Organization

NGO	- Climate Alliance - Friends of the Earth Europe - CAN Europe - WWF
Scientific communities	- ENCORD –European Network of Construction Companies for Research and Development - ENBRI – European Network of Building Research Institutes - European Council for Construction Research, Development and Innovation (ECCREDI)

Table 2-1 Most relevant EU energy associations

Communication targets

Communication activities differ from dissemination involving professional and technological knowledge transfer as they aim to a larger public (the citizens and stakeholders at large); they complement dissemination measures as they add public value to the achievements of the project by transforming the sometimes complex scientific and technological results into resources focusing on a few key headlines outlining the project's results. The objective of public communication is to make the messages as clear and as simple as possible, acknowledging the target on the benefits abridged by eTEACHER.

Communication activities follow two strands:

- Communication addressing the European and global public at large, with the objective to promote the project, enhance its visibility and finally raise public awareness on sensitive issues such as CO2 reduction, climate change and social inclusion, provide reliable information on the benefits of energy-saving solutions to the environment; communicate the impact of urban energy efficiency activities at final users' level to bring real technological innovations closer to people.

- Communications aiming at supporting citizens' engagement with the aim to inform, educate and engage citizens so that they can make more informed choice and take advantage of energy opportunities and related financial investments.

Communication addressing the European public

Communication activities at EU level are managed at central level by the project Dissemination and Communication Leader, collecting, producing and packaging contents in English and distributing them through European and global information multipliers.

Given the varied nature of this audience, contents are customized in order to highlight the most relevant results and benefits and to be suitable for the press, social and web media distribution. Public communication contents are produced and distributed via journalistic articles, publications

and interviews to key stakeholders, continuous updated posts on social media and e-Newsletters. The main distribution platforms will be the web platform, social networks, online.

Communication addressing local stakeholders

Communication activities towards local citizens, stakeholders and the broader public are directly managed by the demo sites involved in eTEACHER according to their local communication and engagement strategy, with the support of the D&C Leader. Local communication and engagement activities aim to secure feedback to aid the development of eTEACHER tools and to raise awareness and encourage participation of local stakeholders.

2.4 Key messages

Within every story to tell, key messages are the ones the target audience will remember and react to. They keep the writing and materials and content on track with what eTEACHER is trying to accomplish. Such messages should always come back to the key notions or concepts. Their goal is to draw attention and stimulate interest on specific aspects of the considered topic. They are developed according to the community they address and should be formulated in an easy-to-remember way. In particular, the recipients should be able to straight forwardly associate them to the project or story they refer to.

To be useful, key messages must:

- Be few in number, usually no more than two or three.
- Be short and concise, generally no more than a sentence or two.
- Be writtendown.

In order to be effective, they are customized according to the type of audience: makers, public administrators, industry and different end-users (such as building occupants). Key messages about goals and benefits of eTEACHER and customized per target group are reported in the following paragraphs.

Key messages at general project level

eTEACHER will:

- Reduce energy consumption in buildings by encouraging energy changes in users' behaviour
- Decrease the consumers energy bills by providing innovative and smart energy saving solutions
- Develop different strategies according to targets and buildings to encourage energy saving
- Allow for the development of innovative components and technical solutions for smart grids
- Develop user-friendly solutions based on ICT tool-box to motivate energy behaviour change
- Demonstrate energy saving solutions in 12 pilots and enable replication through the ICT tool-box
- Lead to an annual energy reduction of 20% over the baseline through continuous ICT-based interventions

Key messages per target group

To enhance the project's communication impacts, a number of key messages have been developed for different targets. The identified stakeholders and the related key messages and statements are listed in the following table. However, the following key messages will be reviewed and enhanced and updated if necessary with results of social studies (WP1) and after collecting data from demo sites.

Main Target	General key messages	Pilot building	Specific target	Tailored key messages
END-USERS	eTEACHER will increase awareness by proposing Energy Conservation Measures (ECM) based on behavioural change	Schools	Students	eTEACHER will motivate students through games and bonuses
			Teachers	eTEACHER will support teachers by providing energy visibility and literacy
			Facility managers	eTEACHER will help facility managers by customising energy visibility with detailed energy information
	eTEACHER will raise end-users' engagement by showing Indoor Environmental Quality (IEQ) benefits derived from their behavioural change	Health care centre	Patients	eTEACHER will increase patients' attention to energy by proposing ECMs through bonuses
			Doctors and nurses	eTEACHER will increase the staffs' knowledge and attention through trainings and energy literacy
			Facility managers	eTEACHER will help facility managers by customising energy visibility with detailed energy information
	eTEACHER will improve occupants' wellbeing, productivity, comfort and health	Offices	Owners	eTEACHER will increase their attention to energy saving by providing energy literacy and visibility and by implementing bonuses
			Employees	eTEACHER will increase workers' knowledge and interest in energy saving through

	eTEACHER will engage end-users through training workshops, apps and bonus			trainings and engage them with games and bonus
			Facility managers	eTEACHER will help facility managers by customising energy visibility with detailed energy information
		Residential	Adults	eTEACHER will increase their attention to energy saving by providing energy literacy and visibility and by implementing bonus
			Children	eTEACHER will engage children through games and bonuses
			Facility managers	eTEACHER will help facility managers by customising energy visibility with detailed energy information

Table 2-2 Key messages tailored on end-users

Main Target	Specific target	Tailored key messages
STAKEHOLDERS	Building owners and managers Teachers	eTEACHER aims at increasing knowledge about the performance of the building systems to reduce maintenance costs
		eTEACHER foresees to allow energy and money saving with Return on Investment (ROI) for pilots between 2.5 and 3.3 years.
	ICT developer and home automation manufacturer	eTEACHER will encourage the development and the market penetration of ICT solutions for buildings and households
		eTEACHER will develop innovative solutions and favour the creation of new jobs

Table 2-3 Key messages tailored on stakeholders

Main Target	Specific target	Tailored key messages
THIRD PARTIES	Professional in the energy sector	eTEACHER will increase the competitiveness of companies by providing innovative solutions to reduce their energy dependence
		eTEACHER's solutions will help the development of SMEs by extending existing services
		eTEACHER is an opportunity for the development of local, national and European application of new technologies
		eTEACHER's innovative solutions will favour the set-up of new SMEs based on behavioural change and gamification methods
	Municipalities, Public Authorities policy and decision-makers	eTEACHER provides effective solutions to improve the energy management by changing people's behaviour
		eTEACHER enhances the implementation of EU environmental policies
		eTEACHER will mobilise public and private investments through innovative energy saving solutions and measures
		eTEACHER will strengthen local economies and attract investors
	Investors	eTEACHER will develop new technologies tailored on European energy user-experience, preferences and cultural specific ready to be introduced to new European energy market
	Environmental associations	eTEACHER will help fight climate change via a reduction of carbon emissions
		eTEACHER will increase energy consumption awareness and sustainable behaviours among European citizens

	R&D community	eTEACHER offers stimulating scientific, technological and social challenges in the energy sector

Table 2-4 Key messages tailored on third parties

2.5 Channels

For the promotion of the project both online and offline channels (represented by networking, events, and other direct relations) are exploited.

Online channels are further investigated in Section 3.2.

As for the offline channels, along the project partners are encouraged to participate at events, fairs, conferences and workshops linked to the eTEACHER topics where they can represent the project, its objectives and results.

In addition, the consortium plays an active role by supporting the dissemination activities of the project towards their own network and leveraging their own communication assets (channels and tools) to enhance the eTEACHER outreach potential.

Each partner has been asked to list its channels (Annex 2 and 3). These are fundamental to increase outreach also at local level.

3 Dissemination & Communication strategy implementation

Each dissemination and communication action, channel and tool are aimed at generating impacts towards different audiences as summarized in the following table:

Dissemination and communication tools	Impacts	Channels	Target
Visual identity	Awareness	Online and printed	All
Web platform	Awareness	Online	All
Social networks	Awareness Acceptance	Online	All, each social media account will target different audiences and aim at engagement to increase acceptance (LinkedIn more professional audiences, Facebook citizens, Twitter both professional and general public)
Journalistic articles	Awareness Acceptance	Mainly online (published on website, distributed to online information multipliers, promoted on social networks) and off-line	Online media, general public
Press and news releases	Awareness	Mainly online (published on website and distributed to online information multipliers) and off-line	Online media, general public
e-Newsletters	Awareness Acceptance	Online (via website and e-mail to registered web users).	Stakeholders and the eTEACHER Community
Info-packs	Uptake/replication	Online and 1-to-1 mail outs	All and potential replicators

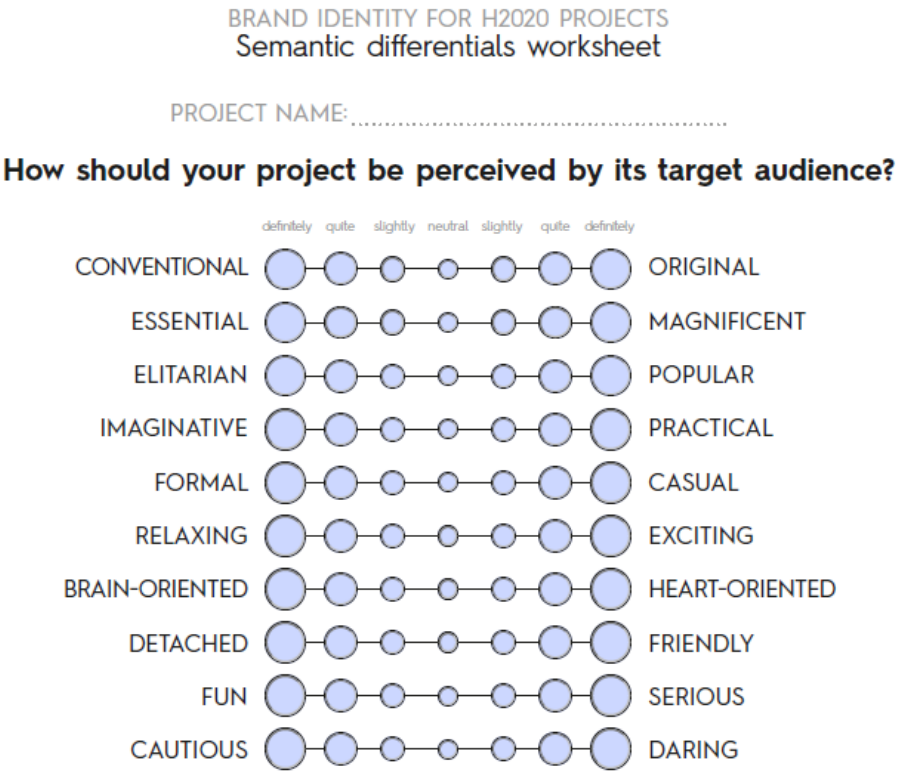
Publications in technical literature and journals	Awareness Acceptance	Online and off-line, online open access platforms, scientific and professional journals, conference papers	Professional and research communities
Webinars	Uptake/replication	Online	Professionals and the eTEACHER Community
Trainings	Uptake/replication	Off-line	End-users and third parties
Participation at fairs and conferences	Awareness Acceptance	Off-line	Professionals and the eTEACHER Community
Clustering with fellow projects and initiatives	Uptake Replication	Online and off-line (joint dissemination tools and channels)	European and international stakeholders at large

Table 3-1 Dissemination tools, channels and targets

3.1 Visual identity and Branding

The eTEACHER's visual identity has been developed according to the project's values, key messages and characteristics. The process has been opened to the whole consortium during the kick-off meeting. The preliminary work started from a brand personality analysis exercise, aimed at defining values and characteristics underneath the project. This exercise was crucial to ensure consistency between the project personality, the visual identity and the application of the latter in all communication materials.

The following questionnaire, shared among the partners, led to the identification of the features of the brand personality of eTEACHER (Figure 3-1).


BRAND IDENTITY FOR H2020 PROJECTS
Semantic differentials worksheet

PROJECT NAME: .....

How should your project be perceived by its target audience?

	definitely	quite	slightly	neutral	slightly	quite	definitely	
CONVENTIONAL								ORIGINAL
ESSENTIAL								MAGNIFICENT
ELITARIAN								POPULAR
IMAGINATIVE								PRACTICAL
FORMAL								CASUAL
RELAXING								EXCITING
BRAIN-ORIENTED								HEART-ORIENTED
DETACHED								FRIENDLY
FUN								SERIOUS
CAUTIOUS								DARING

Figure 3.1eTEACHER brand identity test

The semantic differential technique is used to measure the perception of concepts, opinions and attitudes making use of a set of bipolar scales to indicate the extent to which people disagree or agree with declarative statements[1].

WHAT IS THIS?
Every brand has a personality. One personality isn't "better" than the other. This little test helps you defining the peculiar traits of your company's brand personality. Once you identify it, you can use that knowledge in all the marketing work you do.

HOW DO I DO IT?
Place marks closest to wherever your company falls along the spectrum. Try to not over think this, and don't be afraid to envision where you'd like your company to be, even if it's not there now.

HOW WILL IT HELP?
Defining these brand personality traits means you can apply them consistently in your verbal and visual communication.
A clear vision of your brand personality will guide your choice of colors, typography, word and actions. Your communications will look and sound like they're coming from the same source over time, and your decisions about how to express your brand verbally and visually will be right on target.

(adapted from Pamela Wilson, BIG Brand System)

Figure 3.2 Brand identity explanation

[1]http://www.semanticdifferential.com/

Based on the partners' inputs and requirements, the eTEACHER logo has been developed. Two versions of the logo have been designed, a vertical logo (Figure 3-3) and a horizontal one (Figure 3-4). eTEACHER's visual identity and logo have been developed to be used for internal and external project communications.

Figure 3.3 Vertical logo

Figure 3.4 Horizontal logo

The selection of this logo respects a number of assessment criteria as follows:

Logo features	Criteria met
Readability and ability to stand out in different contexts (e.g. colour, black & white and negative versions);	√
Good performance both in small and big dimension;	√
Potential to evolve into other graphic materials (e.g. a graphic layout for brochure, postcards, newsletters, website that are clearly inspired by the logo.);	√
Ability to deliver the project's topic;	√
Uniqueness and ability to differentiate from other existing logos;	√

Table 3-2 Logo features

A new pay-off – different from the project's full title – for a more clear and immediate understanding of the project's scope is used in combination with the logo: "Empowering Energy Education" (Figure 3-5 and 3-6).

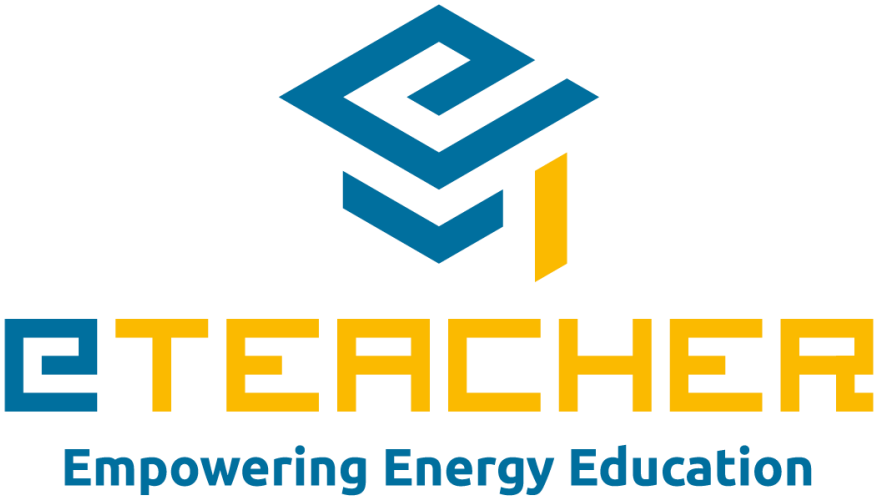


Figure 3.5 Vertical logo with pay-off

Figure 3.6 Horizontal logo with pay-off

According to the specific use, the logo can be in colour, black and white, with black background or with coloured background (in the tone of the logo).

Detailed guidelines for using the eTEACHER logo and its different versions are included in the eTEACHER brand book (the full version of the brand book is included in Annex 8).

Two icons have been realised for the web, social media and in anticipation of the eTEACHER app (Figure 3-7).

Figure 3.7 Set of icons

As a rule to be followed by the project and the entire consortium in all official communications, the EU flag and the following reference text must be used to acknowledge the EU funding and branding:

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 768738".

For acknowledging the EU funding and branding EU, the EU flag and a reference text must be used. The following branding references have been developed for eTEACHER (Table 3.3).

Reference	Label	Content
No. 1	The main eTEACHER logo	
No. 2	Acknowledgement of EU Funding	"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 768738"
No. 3	EU Flag[2]	
No. 4	Acknowledgement of eTEACHER project for dissemination-scientific publications	"The result presented in this paper is part of the eTEACHER project. This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 768738"
No. 5	Acknowledgement of eTEACHER project for communication (Press Releases,	eTEACHER is coordinated by Cemosa and developed in cooperation with 11 other partners: De Montfort University, Nottingham City Council, Granlund Oy, Fraunhofer Gesellschaft Zur Foerderung der Angewandten Forschung E.V., ACX GmbH, Ascora GmbH, Agencia Extremeña de la

[2]The style guide for using the EU flag here: http://publications.europa.eu/code/en/en-5000100.htm

	project presentations, other media contacts)	Energía, ICPE SA, Steinbeis innovation GGMBH, Laura Otero instalaciones SL, Fondazione iCons This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 768738
No. 6	Acknowledgement of eTEACHER project for communication (press releases, technical literature papers & publications)	The information reflects only the author's view and the Commission is not responsible for any use that may be made of the information it contains.

Table 3-3 Branding references

3.2 Online channels: web strategy and community building tools

Website

The official project website was designed, implemented and launched within the first four months from the project's start. It was set up and will be maintained in English, with sections specifically dedicated to local demo sites. The website is managed by WP6 leader with the support of the coordinator, CEMOSA, and of all the other partners for content provision. The project website constitutes the main source of information regarding project activities and results and it is regularly updated with project documents, news and events. The website is a lively channel and new sections and contents will be included as they become available during the project lifespan.

The sections available up to now are the following:

Homepage: this is the main entry point of the project's website. It shows a key-visual, a title and a short description of the project, with call-to-action links to other relevant pages. In the upper part the main navigation menu is always reachable, giving easy access to the main sections of the website. Homepage also contains the latest news, the next event, the Twitter feed and a link to subscribe to the Newsletter.

Project: this page contains an overall description of the project, aimed at users looking for a deeper level of technical and practical information. It also highlight the objectives and the impacts of eTEACHE. Finally, a dedicated section for eTEACHER's sister projects was added in May 2018 (M8).

Pilots: this page shows the eTEACHER approach based on the pilots. There will be an introduction to explain this approach and the expected outcomes with a map that shows the location of demo sites all across Europe. Users can go more in depth with 4 sub-sections (one for each category),

with their specific measures, objectives and info about each pilot to be updated during the project with more specific activities and details.

Partners: this section is going to have an introduction about the consortium (how many partners, countries, consortium pic etc.). There will be a list with all the partners (coordinator first) with their role in the project. By clicking on each partner, users can read more detailed info (partner description + link to their website + contact person)

News: this section lists all the news about the project, sorted by the most recent. News can be filtered by categories, including updates, articles, interviews, press releases, newsletters, etc. In the main page users can read a short excerpt of the news and then go deeper on each news item's page.

Events: this section lists all the events organized or promoted by the project. Upcoming events are showed first, followed by the archive of past events. In the main page users can read a short extract of the event's description and then go deeper on each event's page.

Publications: this section lists all the publications issued by the project available for consultation or download. It may contain videos, flyers, info-packs, scientific papers and other public deliverables. Publications can be filtered by categories.

Contact us: this page contains a direct contact form, aimed at visitors who need further information. It also contains contact info for specific people involved in the project (e.g. the coordinator, the communication leader) and social links. We are going to create three dedicated emails: info, coordinator and communication.

Link to Partners' Repository: this link is going to appear in each page footer and it's going to provide the partners an easy-to-access link to the private repository.

These sections can be modified and implemented according to the project's needs and requirements.

Community building through social networks

The overall objective of the eTEACHER web 2.0 communication strategy is to ensure adequate coverage of project activities on the social networks, aiming at both professional and public audience. Social networks will engage an online community with a twofold objective: as a communication channel and as a participatory tool for end-users, stakeholders and general public to enhance understanding, acceptance and participation. The audience to be addressed is a wide and multi-level, including the project partners, the leading stakeholders, the end-users, the general public, the EU Commission, all the networks and associations with whom cooperation and open communication channels have been established.

The social media strategy will assess the need for different channels, tone of voice, target audiences. As a first step a Twitter account was opened in Month 4 to start building and engaging the eTEACHER community and to sustain the impact of eTEACHER contents online. The eTEACHER dedicated Twitter hashtag is #eteacherEU.

Additionally, an eTEACHER LinkedIn account and company page were opened in M8 to engage with a more professional and energy-oriented target. The existing partners' social media networks (included in Annex 2) will be further exploited to distribute news and contents about eTEACHER towards their networks.

3.3 Communication tools

3.3.1 Social networks

Over the project, social networks will be used to actively address and engage an online community to communicate the project and its activities and to raise awareness and acceptance among the targets. A social media strategy has been developed at the beginning of the project and has included the activation of the most appropriate channels.

The twitter account was set up in M2 and it's regularly updated and exploited to inform and engage end-users, sister projects and stakeholders in general.

A LinkedIn account was opened in M8 at a later stage, when more contents were available to be published. Already existing LinkedIn discussion groups were identified in order to engage with other existing communities. Both the social networks are regularly updated and exploited according to the contents available.

3.3.2 eTEACHER flyers

A project flyer was expected by July 2019 (M10). However, its release has been postponed between M18 and M24 according to the projects' needs. Between M5 and M9 some graphic materials have been produced to be used in dedicated events and workshops.

Indeed, a specific technical postcard and a roll-up have been produced and printed in M5 expressly to present the project during the EU conference ICT contractors held in Brussels on 27 February 2018.

Figure 3.8 – Postcard

With the same purpose and on the same occasion also a dedicated roll-up has been designed and printed by Fondazione iCons. It's been showed during the above-mentioned conference to attract a professional audience.

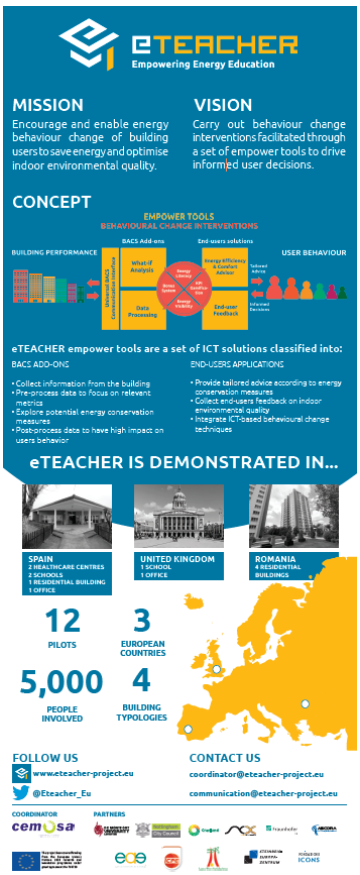


Figure 3.9 - Roll-up

Furthermore, three call-to-action posters have been designed and provided to the pilots' partners in order to support the local engagements workshops with end-users. Each poster focuses on a different topic - energy efficiency, environmental challenge and money-saving – in order to meet the different goals and feelings of end-users. Beyond the English version, posters have been translated into the pilots' languages, namely Spanish and Romanian.

Figure 3.10 - Call-to-action posters

Fondazione iCons in close cooperation with DMU has designed an A1-format poster on the occasion of DMU's attendance at the BECC (Behavior, Energy & Climate Change) Conference in Washington in September 2018. The poster highlights the ICT-based behaviour change intervention in eTEACHER with a focus on the approach and the projects' goals. It's been presented by DMU partner during the BECC conference in front of a wide audience of energy and climate change experts.

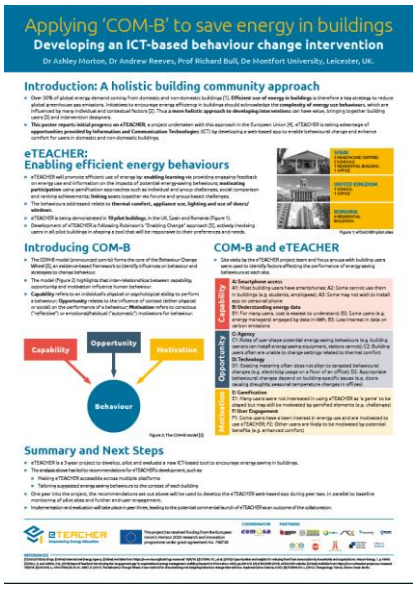


Figure 3.11 - BECC conference poster

Currently the consortium is working on two kind of flyers:

- **the QRcode flyers**: similarly to the posters, the QRcode flyers will serve as call-to-action material to engage end-users and ask them their feeling about the buildings' thermal conditions. They're asked to vote on whether they're satisfied or uncomfortable by using the QRcode or through the short link. Both the QRcode and the short link send the user to an online page (set up by Granlund) where they can vote and leave specific comments on their comfort/discomfort. The QRcode flyer will be available at room-level as well according to the rooms to be monitored by eTEACHER. The end-users' votes will improve the project monitoring and will serve as basis to improve the thermal conditions. The flyer has been designed in line with the eTEACHER visual identity

Figure 3.12 - QRcode flyer

- **the project flyer**. The layout has been designed by ICONS in January 2019 and agreed by partners in February 2019 who are in charge to provide specific texts. The release is foreseen by April 2019.It will be distributed among the partners to use it in fairs, conferences and events they attend, to facilitate the promotion of eTEACHER.

Towards the end of the projects, an updated version of the flyer will be issued to highlight the features of the mobile app, its supporting devices and its potential beneficiaries and to describe the web portal, its database containing energy information and accessibility to other external third parties.

Both flyers will be available in electronic version for download in pdf format on the project website.

3.3.3 e-Newsletter

A periodic e-Newsletter is issued on a six months-basis to provide information on eTEACHER progresses and results as well as links to news and upcoming events. Newsletters are made available on the project website and sent-out to consortium partners and other registered stakeholders and users.

The e-Newsletter is designed through MailChimp (online tool to create newsletters) and sent out through a dedicated Newsletter plug-in available in the back end of the project website. The eTEACHER issues are readable on the project website with ISSUE (digital publishing platform for magazines, catalogues and more) and downloadable from the project website in pdf format.

3.3.4 Info-packs

To facilitate the dissemination, replication and exploitation of the results achieved by eTEACHER, info-packs will be prepared and distributed among end-users, and potential adopters. They will be produced in the form of fact- or info-sheets, with infographics and easy-to-understand descriptions of specific tools developed and tested by eTEACHER. The info-packs will be available on the website, promoted on social media and distributed via 1-to-1 mail outs to registered users and other interested stakeholders. Topics and issues will be decided with the Consortium.

3.3.5 Technical publications and conference papers

Technical publications and conference papers will represent an important tool for effective peer-to-peer dissemination and knowledge sharing. To comply with the policies laid out by the European Commission, eTEACHER will ensure open access to its publications. eTEACHER results will be published in peer reviewed scientific journals and sector specialised magazines.

3.3.6 Public web communication: journalistic articles and news releases for the media

Three independent articles and three interviews with experts, produced by professional journalists, will be released along the project, mainly focusing on eTEACHER results and feedback from the involved users and stakeholders.

When one article has a focus on knowledge and experience developed by one member of the project consortium, the partner involved will be informed.

The first eTEACHER independent article titled "*Energy's got game*" has been published on March 2019. It explores the learning through games and gamification with a focus on the highly personalized approach to create the eTEACHER app, the complex study carried out by WP1 partners which aimed at understanding the users' profile, the key factors influencing energy behaviours and the current energy issues in each building.

As for all the project's articles and interviews, the first eTACHER's article has been published via the project website and distributed to news multipliers in syndication with ICONS and with its public communication platform youris.com, as well as to relevant portals with a specific focus on the project themes.

Sector multipliers will be mainly represented by building, energy efficiency and retrofitting industry, consumers' associations.

Generalist multipliers	Sector multipliers
alphaGalileo	Build.up
Cordis.Wire	Construction21

Generalist multipliers	Sector multipliers
Phys.org	Manag.Energy
WorldNews	Smart Energy Universe

Table 3-4 Media multipliers used by eTEACHER

3.3.7 Press and news releases

Throughout the duration of the project, a number of press releases will be produced and distributed to draw attention to the project. These will promote a variety of key project events, like for example: workshops and conferences, important project milestones, awards or other achievements.

An average of at least two press/news releases per year is expected to be produced and distributed. Press releases may be issued either by ICONS or by any partner in the consortium. They will be distributed via the project website and other information multipliers like Cordis.Wire and AlphaGalileo.

3.3.8 eTEACHER video

The eTEACHER final video (month 30) will be developed around the project's main achievements, the mobile app and its benefits. The audio-visual format will be selected according to the content, messages and audience. The choice of the video will take into account the communication conveyed, the distribution foreseen, the target addressed and the tone of voice, in line with the visual identity of eTEACHER

The video, in English, will be aimed at presenting eTEACHER and its results in an easy-to-understand way, with the help of animations and infographics. The video will be made accessible on the project website. In addition, it will be distributed via social media and other sector-related communication portals and platforms to increase its project visibility. The video will also be used to present the project during the final and future events.

3.3.9 Press kit

A dedicated eTEACHER press kit has been uploaded on the website and available for partners, journalists and stakeholders in general interested in spreading the project.

It contains the logo and the main graphic materials present in the brand book that can be used whenever necessary for the dissemination of the project. It will be further updated over the project whenever new graphic materials are available.

3.3.10 eTEACHER project presentation

A dedicated eTEACHER project presentation has been designed by ICONS and it's at disposal of the consortium members in order to be used during conferences, seminars and whenever necessary.

The standard project presentation presents a general overview of the project by describing the main objectives, targets, activities and partners of eTEACHER.

3.4 Networking and clustering

The connection with different key stakeholders' associations as well as with the associations the single consortium members belong to will also represent an additional channel to promote eTEACHER (see Section 2.2 and Annex 1). The relation with different European associations is crucial to distribute contents through their channels and possibly participate in events under their sponsorship. Existing links and communities of interest for the projects' scope and developed in other EU-funded projects will be exploited and connected to the project's community.

In addition, the eTEACHER project will cooperate with other EU-funded projects in EE-11-2014-2015 and EE-07-2016 calls and other projects and initiatives relevant to the projects' scope with which, for a greater synergy, the project plans to exchange the information and use as additional dissemination channels.

3.4.1 Training workshops and webinars

Over the course of the project, at least one training and one workshop will be organised at the demo sites involving both end-users and third parties. These events aim at presenting the mobile app with a twofold objective: present its functions on different smart devices and show how the energy data provided via the web portal can support decision-makers in measuring and implementing energy efficiency.

Two webinars will be organized at the end of the project. The webinars will replicate the outcomes of the local workshops and training sessions to give the opportunity to a wider audience to become familiar with the eTEACHER app, present the web portal and its data together with the possibility to integrate them in other buildings. A question time for attendees is foreseen at the end of every webinar. Their recordings will be uploaded on the project website.

3.4.2 Participation in Fairs and Conferences

The eTEACHER partners will attend dissemination and communication events, like conferences, fairs, roundtables and workshops in view of engaging with different stakeholders, policy makers, end-users. The project partners participating in events tackling the eTEACHER topic will represent the project to improve its visibility, raise awareness and engage stakeholders' communities. These events will provide partners the opportunity to show the objectives and the outcomes of eTEACHER, exchange experiences with other similar projects and create interconnections with them. The goal is to boost the visibility of eTEACHER and strengthen and broaden the relationship with the

stakeholders' community. The list of the most relevant events will be integrated in Dissemination and Communication plan on a yearly basis. The fist short list of events is included in Annex 5.

3.4.3 eTEACHER final event

A final project event in the form of an international conference or workshop will be organized at the end of the project to present its ICT tool-box, its application and its benefits for different users. It will be organised in the framework of a major energy-efficiency event or in collaboration with other EU-funded projects in EE 11-2014-2015 and EE-07-2016 calls to find synergies and maximise the replication impacts through the attendance of multiple stakeholders, policy- and decision-makers and EC representatives.

4 Management

4.1 Management of Dissemination and Communication Activities

WP6 leader (ICONS) will be responsible for the management of the projects' dissemination and communication activities. This will involve co-ordinating communication activities at project and consortium level, guaranteeing consistency in the message delivered and ensuring all the communication targets are effectively achieved.

As the eTEACHER project activity is closely related to the demo sites, most of the communication will see the involvement of demo sites' leaders and project coordinator. This will ensure that the communication activities are coordinated and that contents are relevant and shared. Where necessary, communication actions considered sensitive by ICONS will be also preliminarily discussed with the relevant members of the eTEACHER partnership.

All the eTEACHER partners are regularly updated on the WP6 activities in progress and will be able to contribute at all times. The scope of the communication actions assigned to the project partnership will vary, depending on their role in the consortium and their area of expertise. Partners will be involved in specific tasks where their local expertise and connection will be expected to contribute to the promotion of the project. For this reason, their scope of action will be mainly national and local.

4.1.1 Roles and Responsibilities of the partners

All partners contribute to the implementation of the Dissemination and Communication Plan and play a key role in the networking with stakeholders.

In view of establishing an open communication channel within the consortium through the Dissemination and Communication Secretariat, (represented by ICONS) each partner has provided a contact point responsible for eTEACHER communication and dissemination activities within his/her own organisation. This contact point is paramount for the coordination of the communication and dissemination activities within the consortium, maximising the outreach and avoiding the duplication of work.

The contact points named by each eTEACHER partners for dissemination and communication activities are listed in Table 4.1

Partner	Short name	Referent name
Cemosa	CEM	Dr. Noemi Jiménez-Redondo
De Montfort University	DMU	Dr. Richard Bull
Nottingham city council	NCC	Sam Preston
Grandlund	GRA	Tuomas Laine
Fraunhofer Gesellschafte V.	EAS	Dr. Jürgen Haufe
Acx GmbH	ACX	Rocco Jähnig

		Florian Frank
Ascora GmbH	ASC	Nicolas Mayer
Agencia extremena de la energia	AGE	Francisco Márquez
Icpe sa	ICPE	BogdanOnose
Steinbeis-Europa-Zentrum	SEZ	Sabine Müller
Laura otero instalaciones	LO	Angel Fernández Mogollón

Table 4-1 Partners' communication referents

The responsibility of the consortium can be described as follows:

- Bridge between the project and the networks they are involved in;
- Input to the creation of the databases of stakeholders and events;
- Participation at external conferences and fairs;
- Input to the content of the project website, public web communication and press releases;
- Dissemination of the project activities through their social media channels

4.2 Partners' periodic reporting

Every six months partners are asked to report on their individual dissemination and communication activities through a reporting template that will be sent to all the contacts of the dissemination and communication working group. This regular monitoring will provide measures of outreach and feedback to the dissemination and communication strategy of eTEACHER. These activities may include participation at events (local, European, global level), publication of news and articles, appearance in TV or radio shows, campaigns on social media. The reporting templates are included in Annex 5 and 6.

5 Dissemination of results

5.1 Conditions for ensuring proper dissemination of the generated knowledge, related to confidentially, publication and use of the knowledge

The conditions for ensuring proper dissemination of the generated knowledge, related to confidentiality, publication and use of knowledge have been agreed and validated in the Consortium Agreement signed by the eTEACHER Consortium partners.

5.1.1 Open Access

The dissemination approach of the eTEACHER project complies with the Open Access (OA) obligations as laid out in ECs Open Access strategy which aims to develop and implement open access to research results from projects funded by the EU Horizon 2020 Research Framework Programme. That way, results of publicly funded research can therefore be disseminated more broadly and faster, to the benefit of researchers, innovative industry and citizens. Open access can also boost the visibility of European research, and in particular offer small and medium-sized enterprises (SMEs) access to the latest research for utilization.

With the start of Horizon 2020, open access to scientific publication and research data for EU co-funded projects has been re-emphasised by the EU and guidelines have been made available for the research community. While there is no obligation to publish results of European research in open access and it is left to the funded projects to decide about publication or not, if a publication is chosen by a project as “a means of publication”, then the principle of open access publishing needs to be taken into consideration. Under Horizon 2020, each beneficiary must ensure open access to all peer-reviewed scientific publications relating to its results.

Open access means also improving access to scientific publications and data. This is considered important by the EU as it allows building research on previously published research results, to achieve greater efficiency by fostering collaboration and avoiding duplication, to accelerate innovation as well as to involve citizens and society in order to increase transparency of the scientific process[3].

In the OA context, publication means peer-reviewed and to be read online, downloaded and printed. The typical peer reviewed publication is an article in a scientific journal. However, researchers are encouraged to provide also open access to conference proceedings, books, and grey literature or reports.

[3]SeeGuidelines on Open Access to Scientific Publications and Research Data in Horizon 2020, EC Research and Innovation, Version 1, 13 December 2013.

Guidelines to the open access publication process:

- 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.
- Moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.
- 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.
  - 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 that identify the deposited publication.

The bibliographic metadata must be in a standard format and must include all of the following:

- The terms “European Union (EU)” and “Horizon 2020”.
- The name of the action, acronym and grant number.
- The publication date, and length of embargo period if applicable, and a persistent identifier.

Two paths are feasible for depositing the publication and providing open access: Green Open Access and Gold Open Access.

Green Open Access implies self-archiving of a peer-reviewed and accepted publication in machine-readable format in a depository, i.e. an online archive, of their choice. The depositor must make sure that the open access to the publication is given within 6 months after deposit. Many online repositories are available. The OpenAIRE platform[4] gives access to numerous online archives in different research domains (www.openaire.eu). Other platforms with thematic listings of OA online repositories are Registry of Open Access Repositories (ROAR)[5] or the Directory of Open Access Repositories (DOAR)[6].

Gold Open Access requests also the deposit of a machine-readable electronic copy of the latest published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications in order to ensure long-term preservation of the article. The publication can be made in open access journals or in journals that sell subscriptions and also offer the possibility of making individual articles openly accessible (hybrid journals). Monographs can also be published either via a 'pure' open access or via a hybrid business model. The author processing charges (APCs) for gold open access incurred by beneficiaries is eligible for reimbursement during the duration of the project.

[4]OpenAccess Infrastructure for Research in Europe, which is a recommended entry point for green open access publishing.

[5]roar.eprints.org

[6]www.opendoar.org

5.1.2 Authorship

Concerning rules for authorship a distinction between publications dealing with background and foreground of partners involved and publications of a more promotional nature for eTEACHER has to be made.

Concerning papers and presentations of scientific and technical nature displaying outputs, results, and outcomes such as deployed technologies or energy reductions achieved by eTEACHER will be co-authored by the partners providing (and responsible for) the specific information as main authors. Regarding general communication papers, such as presentations made at the beginning of the project, will be authored (or co-authored) by the partner(s) holding the presentation. A specific PowerPoint template is prepared by the Dissemination and Communication Secretariat containing some pre-filled slide, among others a slide with the logos of all partners.

Regarding communication issued by the eTEACHER Dissemination and Communication Secretariat such as website, brochure or flyers, no particular partner will be mentioned as all partners are part of the Dissemination and Communication Secretariat. Instead the URL of the eTEACHER website and if needed the email address of coordinator and/or Secretariat will be indicated.

6. Impact assessment

6.1 Purpose and methodology

eTEACHER will implement an impact-based Dissemination and Communication strategy entirely aimed at enabling a series of fundamental impacts, namely Awareness, Acceptance and Uptake. They will be generated in different Tasks and WPs and harmonized at central project level in WP6.

Dedicated key performance indicators will be used to assess the effectiveness of the eTEACHER dissemination and communication strategy and measure its potential impacts. eTEACHER will pursue this objective via both quantitative and qualitative analyses. The former will consist of quantitative indicators measuring outreach (a measure for awareness) and interaction (a measure for engagement and acceptance). The latter will be based on qualitative analyses from stakeholders' feedback. Continuous monitoring of outreach and acceptance during the project lifetime will enable the project to fine-tune communication and dissemination activities with the expected objectives to maximise the impacts on stakeholder communities.

ICONS monitoring methodology combines several tools to monitor online outreach and also includes the Dissemination Tracking Template, which has been developed for each partner to track and maximise dissemination and communication impact both online and at events. ICONS will periodically ask eTEACHER partners to update the Dissemination Tracking Template tables.

6.2 Online monitoring and outreach measurement

Outreach data provide a quantitative assessment of the impacts in terms of awareness. Outreach data are monitored on web and socials. Web monitoring is performed by the project according to three different approaches: i) **direct monitoring,** by retrieving data on the web traffic (and views) for the eTEACHER public communication products (articles, interviews, video) from the eTEACHER website and platforms working in syndication with ICONS ii) **direct monitoring of social media** accounts managed by the project through social media analytics tools and the use of dedicated state-of-the-art software tools such as Nuvi ®. iii) **Indirect monitoring**, by identifying the referrals made on eTEACHER materials by other online and social web resources.

Outreach will also include the number of people reached through offline dissemination and communication activities (such as number of participants at conferences/fairs where eTEACHER is represented, number of citizens participating at local events, etc.).

The outreach data retrieval will be aimed at the definition of the absolute impact data, which will provide an input to the Engagement and Performance indicators.

6.3 Community engagement monitoring and measurement

The engagement of the eTEACHER community with the project's material present on the internet will be measured with the Community Engagement Index (CEI) developed by ICONS, which is an indicator to measure engagement and acceptance. The CEI is calculated for single project contents

on the web. It is based on the relation between the considered content and the interaction made by visitors who come across it.

The weighted aggregation of all CEI values calculated on single project contents will then generate the Project Engagement Index (PEI) representing the engagement capacity of the entire project communication and a fundamental key to the definition of the impacts of the project.

All CEI values calculated for a single project content are combined via weighted aggregation to obtain the Project Engagement Index (PEI). The PEI estimates the overall engagement capacity of the adopted communication strategy, hence providing an estimate of the project's impact.

6.4 Qualitative analysis

On top of this, the project will periodically collect qualitative feedback involving key stakeholders and end-users in cooperation with WP1 and WP4. In addition, WP6 will collect feedback from project's partners and stakeholders attending seminars, events, workshops and conferences, local promotional activities, one-to-one relation with key stakeholders and policy makers, etc.

Qualitative analysis reinforces the assessment in terms of awareness and acceptance and provides inputs to the replication and uptake potential.

Annex 1 Partners' membership in local/regional/national/European/global associations & initiatives

Partner	Short name	Membership in local organisations	Membership in European organisations
Cemosa	CEM	**PTEC** - Spanish Technological Platform of Construction	**ECTP** - European Construction Technology Platform
Nottingham City Council	NCC	Core Cities	Covenant of Mayors signatory
		APSE Energy	
		Local Government Association	
		ALEO – Association of Local Energy Officers	
		LAEP – Local Authorities Energy Partnership	
		Energiesprong UK	
		Nottingham Green Partnership	
		Smart Cities and Communities-UK City Advisory Group	
		Salix Finance	

Grandlund	GRA		First Q, European Mechanical & Electrical Consultancy Services network
			REHVA, Federation of European Heating, Ventilation and Air Conditioning Associations
			IBPSA, International Building Performance Simulation Association
FraunhoferGesellschafte V.	EAS	Biosaxony e. V.	Accellera Systems Initiative
		Cool Silicon - Leading edge cluster	Global Semiconductor Alliance
		Dresden Fraunhofer Cluster Nanoanalytics	Modelica Association
		edacentrume.V.	Silicon Integration Initiative (Si2)
		Fraunhofer Cloud Computing Alliance	
		Fraunhofer Group Numerical Simulation (DE)	
		Fraunhofer ICT Group (DE)	
		Fraunhofer Group for Microelectronics	
		Research Fab Microelectronics Germany	
		Leistungs zentrum - Functional Integration for Micro / Nanoelectronics (DE)	
		SaxonianCenter for Telecommunication e.V. (DE)	
		Silicon Saxony e.V.	
		SpectroNet International Collaboration Cluster (DE)	
		VDE Verband der ElektrotechnikElektronik Informationstechnik Dresden (DE)	

		VDI/VDE-Gesellschaft Mess- und Automatisierungstechnik	
ACX GmbH	ACX	SmartHome Initiative Deutschland e.V.	KNX Association
AscoraGmbH	ASC	**eHealth Niedersachsen**	**BDVA** - European Big Data Value Association
		NEM Initiative - Network & Electronic Media	**NESSI** ETP- The European Technology Platform dedicated to Software, Services and Data
		CSA - German Cyber Security Alliance	**NetWorld2020 ETP** – European Technology Platform for Communications Networks and Services
Agenciaextremena de la energia	AGE	**ENERAGEN** - Asociación de AgenciasEspañolas de Gestión de la Energía (SpanishAssociation of Energy Agencies)	**FEDARENE**- European Federation of Agencies and Regions for Energy and the Environment
Steinbeis-Europa-Zentrum	SEZ		Steinbeis Foundation for Technology Transfer
			European Construction Technology Platform (ECTP)
			Enterprise Europe Network (EEN)
			Members of Enterprise Europe Network specific “Sector Groups”, e.g. Sustainable Construction, Mobility / Transport, ICT, Materials, Micro and nanotechnologies and Intelligent Energies.

Annex 2 Partners' websites

Partner	Short name	Website
Cemosa	CEM	www.cemosa.es
De Montfort University	DMU	http://dmu.ac.uk/
Nottingham City Council	NCC	https://nottinghamcity.gov.uk/
Grandlund	GRA	www.granlund.fi
Fraunhofer Gesellschafte V.	EAS	https://www.eas.iis.fraunhofer.de/en.html https://www.xing.com/companies/fraunhoferiisinstitutsteilentwicklungadaptiversystemeeas
Acx GmbH	ACX	http://acx-gmbh.de/de/
Ascora GmbH	ASC	https://ascora.net/
Agencia extremena de la energia	AGE	http://www.agenex.net/
Icpe sa	ICPE	http://www.icpe.ro/
Steinbeis-Europa-Zentrum	SEZ	https://www.steinbeis-europa.de/en/
Laura Otero instalaciones	LO	www.lauraotero.com

Fondazione iCons	ICONS	http://www.icube.global/ https://www.icons.foundation/ https://www.youris.com

Annex 3 Partners' Social Media Accounts

Partner	Short name	Channels					
		FB	TW	LKD	IG	NL	YOU
Cemosa	CEM			Linkedin profile			
De Montfort University	DMU		Twitter account				
Nottingham city council	NCC	My Nottingham facebook profile	My Nottingham twitter account		My Notthingham instagram profile	The arrow: NCC newsletter to all householders	
			Nottingham energy city account			Directorate Newsletter	
						Clean & Green – Citizen newsletter	
						Scene – City Schools staff newsletter	
Grandlund Oy	GRA	Facebook profile	Twitter account	Linkedin profile	Instagram profile	Granlund newsletter	youtubechannel
Fraunhofer Gesellschafte V.	EAS	facebook profile		Linkedin profile			youtube channel

Ascora GmbH	ASC	Facebook profile	Twitter account	Linkedin profile			
Agencia extremena de la energia	AGE	Facebook profile	Twitter account	Linkedin profile			
Icpe sa	ICPE	Facebook profile	Twitter account	Linkedin profile			
Steinbeis-Europa-Zentrum	SEZ	Facebook profile	Twitter account				

Annex 4 Participation in Fairs and Conferences

Partner short name	Title	Date	Location	Type (fair, conference etc.)	Website	Your organisation (yes/no)	Your participation (yes/no)	Number of attendees
CEM	ICT for Energy Efficiency contractors'	27/02/2018	Brussels	Conference		yes	yes	50
DMU	Presentation titled "Barriers to implementing an ICT-based behaviour change programme in commercial buildings" at the 10th international conference on Improving Energy Efficiency in Commercial Buildings & Smart Communities Conference (IEECB&SC '18)	21-22/3/18	Frankfurt, Germany	Conference	https://light-building.messefrankfurt.com/frankfurt/en/programme-events/events/skills/ieecb.html	No	Yes	
	ICT for EE contractor's meeting	27/02/2018	Brussels	Meeting		No	Yes	
	Presentation titled "Energy Saving in European Buildings" as part of Guest lecture slot on "Leading Change for Sustainability" module at DMU	15/02/2018	Leicester, UK	Lecture		Yes	Yes	
	TeddiNet - Transforming Energy Demand through Digital innovation: Final Event	15/06/2018	London, UK	M	https://teddinet.org/	No	Yes	100
	Behave - Pre-conference workshop: MOBISTYLE and H2020 sister projects: Behavioural change toward energy efficiency through ICT	05/09/2018	Zurich, Switzerland	W	https://www.zhaw.ch/en/about-us/news/events/behave/	No	Yes	50

	Behave conference	6-7/09/2018	Zurich, Switzerland	C	https://www.zhaw.ch/en/about-us/news/events/behave/	No	Yes	450
	BECC - Behavior, energy and climate change Conference	7-10 Oct 2018	Washington, D.C, USA	Conference	https://beccconference.org/	No	Yes	
NCC								
GRA	BuildingSMART Standards Summit	26-29/03/18	Paris	C	https://www.buildingsmart.org/	no	yes	400
	Recotech	30/11/2017	Helsinki	F	https://recotech.fi/	no	yes	400
	User Behaviour and Office Building Energy Consumption	07/09/2018	Zurich, Switzerland	Conference	https://www.zhaw.ch/en/about-us/news/events/behave/	no	yes	300
	Recotech	04/12/2018	Helsinki	Conference, fair	https://recotech.fi/	No	Yes	200
FRAUNHOFER	eTeacher User Requirements Workshop	23/05/2018	Dresden, Germany	Workshop		yes	yes	10
ACX GMBH	light+building 2018	18.03 - 23.03.2018	Messe Frankfurt	F	https://light-building.messefrankfurt.com/frankfurt/de.html	No	yes	
ASCORA								
AGENEX	VII Smart rUban - City and rural	11/10/2018	Badajoz (Spain)	Conference	https://www.carex.es/eive2018/jornadas-tecnicas	No. AGENEX collaborated in the organisation	Yes	NA
	Building monitoring (Monitorización en edificios)	08/11/2018	Cáceres (Spain)	Conference	http://www.expoenergea.es/	Yes	Yes	NA

	Energy in Buildings (la energía en los edificios)	28/11/2018	Mérida (Spain)	Conference	http://www.expoenergea.es/	Yes	Yes	NA
	ITCs & energy (TICs aplicadas a la energía)	22/11/2018	Badajoz (Spain)	Conference	NA	No	Yes	NA
ICPE SA								
STEINBEIS								
LO								
FONDAZIONE ICONS	Horizon 2020 Energy info day and Brokerage event	5 Oct 2018	Brussels	Conference + Brokerage event	https://ec.europa.eu/inea/en/news-events/events/horizon-2020-energy-info-day	No	Yes	500

Annex 5 Template for the collection of partners' dissemination activities: Newsletters, Articles, Press Releases

Type (newsletter, press release, article etc)	Partner Short name	Publication	Title	Date	Type of audience	Countries addressed	Language	Url or Pdf

Annex 6 Template for the collection of partner's participation in Events: Fairs, Conferences, Workshops, Training

Partner Short name	Title	Date	Location	Type (fair, conference etc.)	Website	Your participation (yes/no)	Number of attendees

Annex 7 Brandbook

Main brandmark

Use of Communication payoff

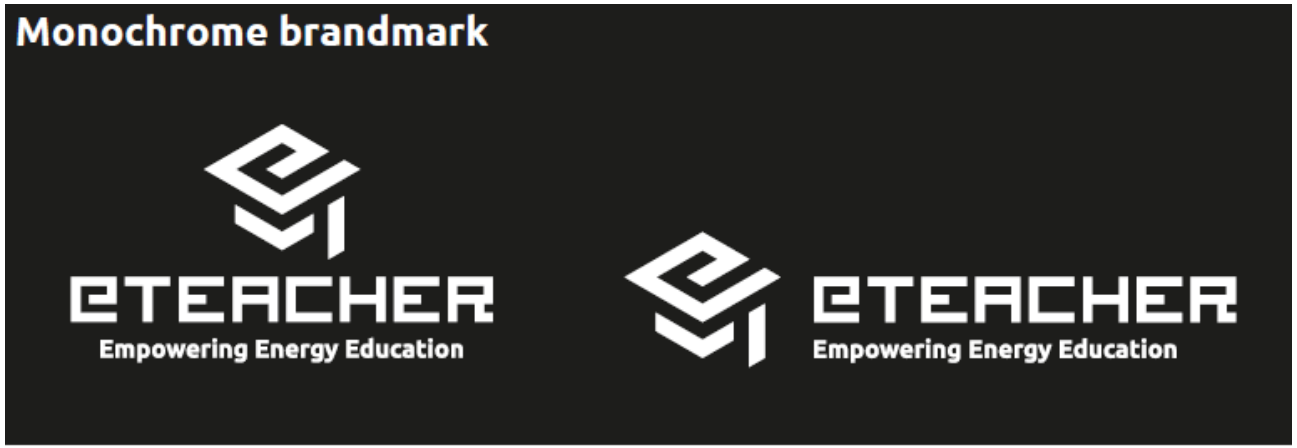
eTEACHER
Empowering Energy Education

eTEACHER
Empowering Energy Education

The payoff is a strong communication element. Partners are free to use these versions of the brandmark on every public communication to express the main goal of the project. They should avoid them whenever the brandmark has a mere identification purpose and/or the payoff is too small to be legible.

Icons


Brandmark on coloured backgrounds
eTEACHER
Empowering Energy Education
eTEACHER
Empowering Energy Education
eTEACHER
Empowering Energy Education
eTEACHER
Empowering Energy Education


Monochrome brandmark
eTEACHER
Empowering Energy Education
eTEACHER
Empowering Energy Education


eTEACHER
Empowering Energy Education
eTEACHER
Empowering Energy Education