



Plug-n-Harvest

**Plug-n-play passive and active multi-modal energy
Harvesting systems, circular economy by design, with
high replicability for Self-sufficient Districts & Near-
Zero Buildings**

768735, H2020-EEB-2017

Deliverable D6.1.1:

Dissemination Plans and Promotion

Deliverable Version:	D6.1.1, v.1.0
Document Identifier:	d6.1.1_dissemination_plans_and_promotion_v1.0
Preparation Date:	March 13, 2018
Document Status:	Final
Author(s):	Kyriaki Alexandridou, Iakovos Michailidis, Christos Ravanis, Elias Kosmatopoulos
Dissemination Level:	PU - Public

**Project funded by the European Union
in the H2020 Framework Programme**



**H2020-EEB-07-2017 - Integration of energy
harvesting at building and district level**



Deliverable SUMMARY SHEET

Deliverable Details	
Type of Document:	Deliverable
Document Reference #:	D6.1.1
Title:	Dissemination Plans and Promotion
Version Number:	1.0
Preparation Date:	March 13, 2018
Delivery Date:	February 28, 2018
Author(s):	Kyriaki Alexandridou, Iakovos Michailidis, Christos Ravanis, Elias Kosmatopoulos
Document Identifier:	d6.1.1_dissemination_plans_and_promotion_v1.0
Document Status:	Final
Dissemination Level:	PU - Public

Project Details	
Project Acronym:	Plug-n-Harvest
Project Title:	Plug-n-play passive and active multi-modal energy Harvesting systems, circular economy by design, with high replicability for Self-sufficient Districts & Near-Zero Buildings
Project Number:	768735
Call Identifier:	H2020-EEB-2017
Call Theme:	Integration of energy harvesting at building and district level
Project Coordinator:	Centre for Research and Technology Hellas (CERTH)
Participating Partners:	<p>CERTH – Centre for Research and Technology Hellas – Greece</p> <p>RWTH – RWTH Aachen University – Germany</p> <p>CU – Cardiff University – United Kingdom</p> <p>ALUMIL – Alumil Aluminium Industry S.A. – Greece</p> <p>AIGUASOL – Sistems Avancats d’ Energia Solar Termica SCCL – Spain</p> <p>ODINS – Odin Solutions S.L – Spain</p> <p>SIE – Siemens SLR – Romania</p> <p>ETRA – Etra Investigacion y Desarrollo S.A. – Spain</p> <p>ET – Energy Transitions Limited – United Kingdom</p> <p>EIG – Eco Intelligent Growth – Spain</p>



	AHC – Agencia de l’Habitatge de Catalunya – Spain
	RWM – Region of Western Macedonia – Greece
	CCC – County Council of the City and County of Cardiff – United Kingdom
Instrument:	
Contract Start Date:	September 1, 2017
Duration:	51 Months



Deliverable D6.1.1: Short Description

The present document is a deliverable of the Plug-n-Harvest project, funded by the European Commission's Directorate-General for Research and Innovation (DG RTD), under its Horizon 2020 Research and Innovation programme (H2020).

This document presents the Plug-n-Harvest Dissemination Plans and Promotion (DPP), both laying down the methodology to be followed for dissemination and exploitation actions and outlines the actions to be taken, to maximize the impact of Plug-n-Harvest results.

The Plug-n-Harvest DPP will be systematically updated at M12, M24 and M36. A version of the DPP will be then inserted into each project periodic report.

Keywords: Plug-n-Harvest, dissemination, promotion, communication

Deliverable D6.1.1: Revision History

Version:	Date:	Status:	Comments
0.1	26/02/2018	Draft	Structure by Kyriaki Alexandridou, Iakovos Michailidis, Christos Ravanis, Elias Kosmatopoulos
0.2	09/03/2018	Draft	Comments by AIGUASOL
0.3	09/03/2018	Draft	Inputs by EIG
0.4	10/03/2018	Draft	1st complete version by Kyriaki Alexandridou, Iakovos Michailidis, Christos Ravanis, Elias Kosmatopoulos
0.5	12/03/2018	Draft	Revised by CU
1.0	13/03/2018	Final	Final version by Kyriaki Alexandridou, Iakovos Michailidis, Christos Ravanis, Elias Kosmatopoulos

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Table of Contents

<i>Executive Summary</i>	1
<i>1 The Purpose of Plug-n-Harvest Project</i>	2
1.1 Definitions of Dissemination Plans and Promotion	2
1.2 Objectives of Dissemination Plans and Promotion	2
1.3 The Dissemination Players	3
1.4 Target Audiences	3
1.5 Expected Outcomes	4
<i>2 Tools and Activities</i>	6
2.1 Project Visual Identity	6
2.1.1 Project logo.....	6
2.1.2 Project templates.....	6
2.2 Network of Interest	7
2.2.1 Contact email.....	7
2.2.2 Audience.....	7
2.3 Project Flyer, Brochure and Poster	7
2.4 Project Website	8
2.4.1 Website strategy.....	8
2.4.2 Website structure	8
2.4.3 Website analytics	9
2.5 Project Social Media Channels	10
2.6 External Survey	11
2.7 Project Publications	12
2.7.1 Newsletter.....	12
2.7.2 Research papers and articles.....	12
2.7.3 Public deliverables.....	12
<i>3 Conclusions</i>	13



List of Figures

Figure 1. Plug-n-Harvest logo	6
Figure 2. Plug-n-Harvest's templates (deliverables and PowerPoint presentation)	6
Figure 3. Project brochure	7
Figure 4. Plug-n-Harvest website – Home page	9
Figure 5. Website visitors, new users.....	10
Figure 6. Website visitors, sessions by country	10
Figure 7. External survey	11



List of Tables

Table 1. WP6 efforts in person-month	3
Table 2. Target groups	4
Table 3. Expected impact on key target audiences.....	5
Table 4. Project promotional material	8
Table 5. Website KPI's.....	9
Table 6. Website early results	10



Executive Summary

This document is dedicated to the presentation of Plug-n-Harvest's Dissemination Plans and Promotion, starting from the original proposal already presented on the DoA document.

Regarding the DPP activities, this document covers, as an enhancement of the original plan, the methodology to be followed during the project lifetime for dissemination actions, as well as the way agreed to follow in order to maximize the impact of project results.

The DPP is broken down into individual tasks, defined here and allowing the consortium to define a consistent approach. This enables the distribution of responsibilities, assigning particular tasks to key partners so they can manage them efficiently, gathering all needed information from partners.

As for the actions taken to maximize the impact, the dissemination plan includes the pre-selection of groups of interest, which are, at this stage, susceptible to be addressed. For each group, what to communicate (and how) together with the specific time frame to do so, is specified. Subsequently, the list of groups and activities identified as potential targets are analyzed, in terms of associated costs and potential benefits for Plug-n-Harvest. This way, it is possible to provide a preliminary list of tentative events, to be addressed during the project lifetime.

The already addressed dissemination activities, which have been targeted so far, are also detailed.

Finally the administrative schedule for dissemination activities, presented both in the Consortium Agreement (CA) and D6.2.1 Project Website & Social Media, are also reminded here.



1 The Purpose of Plug-n-Harvest Project

The Plug-n-Harvest project aims to pave the way for the enhancement and enrich of energy harvesting and energy management systems, promoting the establishment of more holistic and energy efficient methodologies for residential and commercial buildings, building blocks, districts, smart cities, etc. It is expected to offer the ground basis for new active energy harvesting approaches by encompassing key enabling technologies, which enables optimal coordination of all different RES and storage systems both at the building and at the district level while being cost-effective.

This smart and holistic energy system is supported by a modular design, according to the circular economy, that enables material recovery, flexibility and low-cost maintenance and update.

1.1 Definitions of Dissemination Plans and Promotion¹

According to the European Commission, communication on projects “is a strategically planned process, which starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about the action and its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange”. The dissemination of the project outputs is “the public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium”.

1.2 Objectives of Dissemination Plans and Promotion

The Plug-n-Harvest dissemination plans and promotion objectives are:

- To promote EU research and innovation in energy management and energy harvesting sector, and beyond;
- To show a refurbishment solution that consists of an energetic improvement of the building envelope and the use of efficient technical equipment, while requiring short installation time and minimal intrusion into the interior space;
- To transform the industry, especially the built environment, to a circular economy providing specific solutions and examples of design and implementation;
- To preserve materials value by extending resource productivity and enabling its recovery at the end of its use cycle;
- To raise awareness about innovative approaches for optimal and cost-effective energy coordination of a building or district;
- To influence the attitudes of decision-makers towards a stronger support to European energy management;
- To develop new business opportunities and increase competitiveness of European building and energy agents in the circular economy context.
- To support Plug-n-Harvest activities and findings, making the results developed through the project available to the widest audience and enhancing the exploitation potential.

¹ The definition of the key term “dissemination” used in this section originates from the European Commission participant portal website.

https://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html

1.3 The Dissemination Players

WP6 is led by CERTH, a research organization with an extensive expertise in dissemination and promotion activities related to research and innovation projects. Most partners are engaged to support Plug-n-Harvest’s dissemination and promotion activities, for example by:

1. disseminating links to Plug-n-Harvest’s activities through their own websites and social media;
2. providing the task leader CERTH with news on the project’s progress, which will be used to feed Plug-n-Harvest online and off-line communication;
3. promoting Plug-n-Harvest during internal and external events.

= Leader

	WP6 EFFORTS IN PERSON-MONTH		
	T6.1 Dissemination & Data Management plans	T6.2 Dissemination Channels & Material	Total
CERTH	4	8	12
RWTH	2	3	5
CU	1	1	2
ALUMIL	1	1	2
AIGUASOL	2	2	4
ODINS	1	1	2
SIEMENS	1	1	2
ETRA	2	2	4
ET	1	1	2
EIG	1	1	2
AHC	1	1	2
RWM	1	1	2
CCC	2	2	4

Table 1. WP6 efforts in person-month

1.4 Target Audiences

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

CATEGORIES	EXAMPLES OF MAIN STAKEHOLDERS
Industry decision-makers	- High-level representatives of energy management companies



	<ul style="list-style-type: none"> - Planning offices (architecture and building technology) - Building and Facility Management Companies - Manufacturer/Distributors of components - ESCOs / CESCOs (Circular ESCOs)
Research communities	<ul style="list-style-type: none"> - Scientific community of Buildings/Facilities - EU Institutions (EC, European Science Foundation)
Policy-makers and facilitators	<ul style="list-style-type: none"> - National public authorities (industrial committees, national regulation authorities, ministry and regional councils) - Energy Associations - Public Bodies - Environmental Organizations and NGOs
Pilot sites	<ul style="list-style-type: none"> - Building Occupants - Building Owners
Related initiatives	<ul style="list-style-type: none"> - Related EU-funded projects
EU citizens	<ul style="list-style-type: none"> - Individuals

Table 2. Target groups

1.5 Expected Outcomes

The dissemination plan and promotion is carefully designed to address the identified target groups in the most effective way. The expected outcomes of Plug-n-Harvest’s communication include:

- a large number of stakeholders being more aware of ideas and technologies for the building infrastructure and energy management future of Europe;
- a large number of stakeholders being aware of the benefits of circular economy integrated in building design (modularity, upgradability, value recovery, etc.)
- scientists, researchers and manufacturers convinced that they should pay a special attention to boost new energy management and generation projects based in innovative business models;
- if possible, economic and policy decision-makers encouraged in supporting the circular economy and employment in Europe by promoting novel energy technologies that enable the creation of new business opportunities for other stakeholders (remanufacture, maintenance, CESCOs) for construction sector;
- lastly, and above all, a broad dissemination of new, disruptive ideas, concepts and solutions for the enhancement of building energy management and modular construction systems.

Plug-n-Harvest key target audience and the expected impact of communication and dissemination activities are listed in the following table.

Expected Impact	Industry decision-makers	Research communities	Policy-makers and facilitators	Pilot sites	Related initiatives	EU citizens
Will be more aware of ideas and technologies for the building infrastructure and energy management future of Europe	√	√	√	√	√	√
Will help foster EU research and innovation on Plug-n-Harvest related technologies	√	√	√		√	
Will be convinced to pay a special attention to boost non-toxic material technological elements market size	√	√		√		
Will support novel circular economy (reusable) energy technologies for construction sector in Europe	√		√			
Will be directly affected by the outcomes of the research, and will provide feedback on project activities and results				√		
May adopt Plug-n-Harvest's technologies and solutions for improving building energy efficiency.	√	√				

Table 3. Expected impact on key target audiences

2 Tools and Activities

This section explains Plug-n-Harvest strategy to deliver key information in the most effective way. In order to meet the objectives previously defined, various tools and products related to dissemination and promotion activities will be developed during the project lifetime. These tools and activities will provide accessible information to stakeholders and facilitate awareness raising.

2.1 Project Visual Identity

2.1.1 Project logo

A new distinctive logo was developed as an integral step in the project's overall presentation to external audiences, which is the first step for all dissemination and promotion activities.



Figure 1. Plug-n-Harvest logo

2.1.2 Project templates

Following the definition of the project visual identity, project templates were developed at M3 to ensure that all documents produced by the project are sharing the same design and remain consistent with the project image during the entire project period. Plug-n-Harvest's set of templates includes templates for project Deliverables and PowerPoint presentations.



Figure 2. Plug-n-Harvest's templates (deliverables and PowerPoint presentation)

2.2 Network of Interest

2.2.1 Contact email

The contact email info@plug-n-harvest.eu was created at M3 and is added to all project communication materials and online tools. This contact email is managed by the dissemination and promotion leader (CERTH).

2.2.2 Audience

Plug-n-Harvest is targeting various stakeholders (mainly from energy and facility management sectors) through a communication mailing list called “network of interest”. The network of interest list will be used when publishing the newsletter and communicating about events as well as when an external survey is carried out. All project partners have access to a shared file to suggest potential members from external organizations.

2.3 Project Flyer, Brochure and Poster

A promotional brochure has been designed at M3, containing the project major attributes as well as exposing the PLUG-N-HARVEST contribution to every potential user. In addition, the brochure developed in order to illustrate the basic attributes of the project. The basic program for the creation was GIMP (GNU Image Manipulation Program) open-source raster graphics editor that used for image retouching and editing, free-form drawing, converting between different image formats, and more specialized tasks in Microsoft Windows environment. A flyer and a poster containing the project key facts will be produced at M12.



Figure 3. Project brochure

PROJECT PROMOTIONAL MATERIAL			
	Format	Due date	Done
Flyer	X	M12	X
Poster	X	M12	X
Brochure	15.9x17.78	M3,M30	√,M30

Table 4. Project promotional material

2.4 Project Website

A project website (<http://www.plug-n-harvest.eu/>) was created at M3 and is a deliverable (D6.2.1) at M3. The Plug-n-Harvest website is constantly updated with the latest project news and will be continuously improved all along the project lifetime.

2.4.1 Website strategy

The website constitutes a key communication tool to increase project visibility and impact towards communities of industry decision-makers, researchers and the general public. Initially online at M3 and constantly updated, the Plug-n-Harvest website (D6.2.1) contains all relevant information about the project and related topics (objectives, information, news, event announcements, public reports, analysis and links to related initiatives). The main objective of the website is to spread the project goals and results as widely as possible. Plug-n-Harvest's website development and maintenance is led by CETH.

2.4.2 Website structure

The website is organized into six key areas: Home, About, Pilots, Consortium, News and Contact. They are described in detail in the following sub-sections on this chapter.

The website has been structured with the following functional elements:

- **Page header.** It is fixed to enable easy navigation. It is made up of the Plug-n-Harvest logo (left hand side) and a navigation menu (right hand side) containing direct links to all six key areas mentioned above.
- **Body of the site.** Depending on the page selected, it contains the information to be shared. Some pages will just display text and images. Others might be enabled with multimedia content, such as videos and animations. Others can act as document repositories, with download links. Some might even have internal navigation links.
- **Footer.** The very bottom of the page is devoted to permanent links to all social media accounts, to the mandatory dissemination reference to the EC, as well as to a sign-up form to Plug-n-Harvest newsletter (electronic newsletters focused on briefing the project, addressing the general scientific community but also the general public will be sent).

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

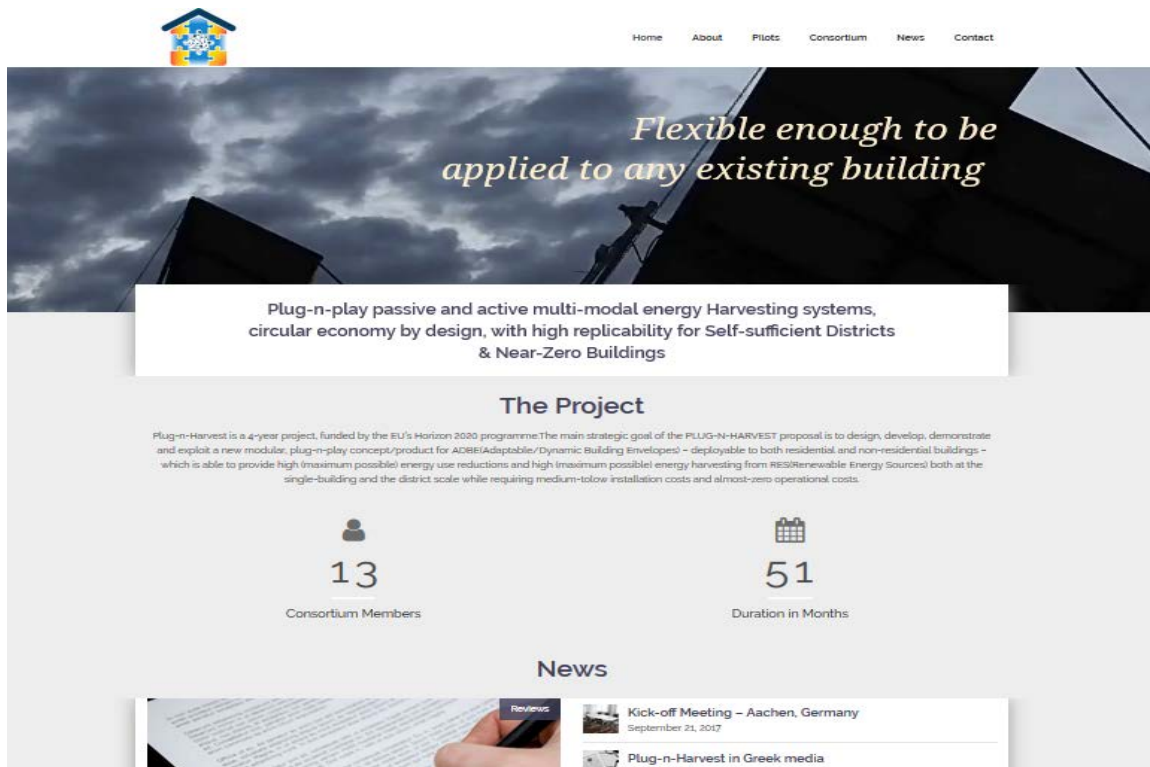


Figure 4. Plug-n-Harvest website – Home page

2.4.3 Website analytics

2.4.3.1 Expected quantitative results (Key Performance Indicators - KPIs)

Close monitoring based on analytical tools – such as Google Analytics – and on-page and off-page Search Engine Optimization (SEO) will be used to improve the overall website's efficiency. The website is expected rank among the Top 10/Top 3 Search Engine Results Page (SERP) using the following predefined key expressions: Plug-n-Harvest project; Plug-n-Harvest Horizon 2020.

	EXPECTED QUANTATIVE RESULTS				
	At M6	At M12	At M24	At M36	At M51
Number of unique visitors	50	100	150	200	250
Minimum average visit duration	3'	3'	3'	3'	3'
Position in SERPs on predefined key expressions	Top10	Top10	Top5	Top5	Top3

Table 5. Website KPI's

2.4.3.2 Early results of Plug-n-Harvest's website impact (from Google Analytics)

Preliminary metrics of the website attendance are shown below. Further updates and analysis will be provided in each iteration of the D6.2.2 deliverable (Dissemination Activities Annual Report), the first one being planned for M12.

Date	Session/month	Users/month	Page/visit	Average visit duration(mins)	% of visits from social networks
Jan 2018	43	36	3.28	2.48	0%
Feb 2018	108	71	2.6	3.28	14%

Table 6. Website early results

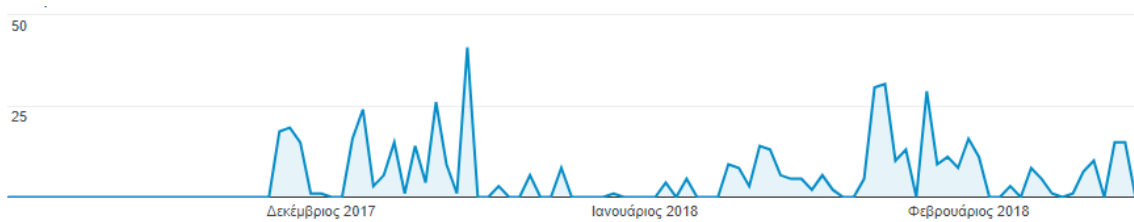


Figure 5. Website visitors, new users

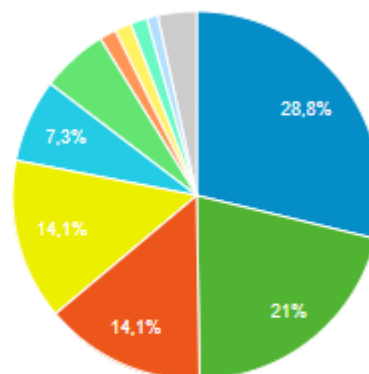


Figure 6. Website visitors, sessions by country

A constant monitoring using appropriate tools (web analytics, survey...) and performance measurements will be done, in order to measure the quality and success of Plug-n-Harvest dissemination and promotion efforts, and to readjust actions whenever required.

2.5 Project Social Media Channels

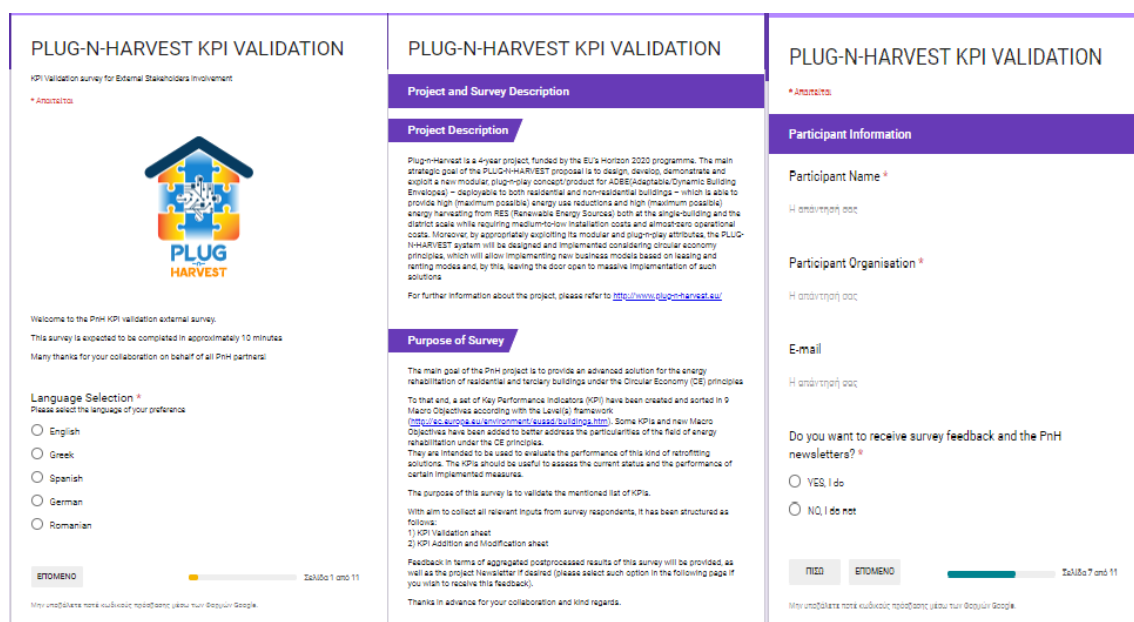
Social media activities contribute to increase the project impact and foster networking & clustering between targeted stakeholders. The project uses social media to share relevant news as widely as possible and engage with identified target groups in Europe and beyond. For that

purpose, the following social media resources will be used by the project, presented in relevance order with respect to planned focus.

1. **Facebook** (<https://www.facebook.com/Plug.N.Harvest/>): A project Facebook account was created and is fully operational. The project partner CERTH uses Facebook capabilities to curate information from influencers and to schedule posts. Facebook analytics tools ensure Social Media Optimization (SMO).
2. **Twitter** (https://twitter.com/Plug_N_Harvest?lang=el): Twitter has become a massive network highly active and full of potential stakeholders willing to receive the latest news on their topics of interest. Therefore, it is a huge opportunity for a project such as Plug-n-Harvest to engage potential audience through this platform. The focus here will be linking to the relevant activities of the project (mainly links to our webpage) via short messages.
3. **LinkedIn** (<https://www.linkedin.com/company/plug-n-harvest-h2020/>): Being LinkedIn a professional network, the goal here will be to participate on relevant discussion groups on behalf of the project, presenting the core view and achievements. Project partners are encouraged to post on relevant news on behalf of Plug-n-Harvest, but additionally, a project profile and a discussion group is also created.
4. **Google+** (<https://plus.google.com/109563437316398919262>): As it is very useful to gather analytics for the webpage and other statistics, Plug-n-Harvest has also created a Google+ account. The main goal, as already stated, will not be actively disseminating material but enable the use of Google apps.
5. **YouTube** (<https://www.youtube.com/playlist?list=PLBXbqSuN23sgWBNbvEPkhWzUdPNUjJuQ>): A playlist Plug-n-Harvest was created in CERTH's group, ConvCAO Research Group channel to upload short videos introducing the project, its activities, experiments and results.

2.6 External Survey

An external survey was created and managed by AIGUASOL partner and was sent to various stakeholders through the communication mailing list called “network of interest”.



The figure displays three sequential screenshots of the 'PLUG-N-HARVEST KPI VALIDATION' survey form. The first screenshot shows the title, a welcome message, and a language selection menu with options for English, Greek, Spanish, German, and Romanian. The second screenshot details the project description, stating it is a Horizon 2020 project aimed at designing and demonstrating a modular plug-and-play concept for Adaptive/Dynamic Building Envelopes (ADEs) in residential and non-residential buildings. It also outlines the purpose of the survey, which is to validate a list of Key Performance Indicators (KPIs) and collect input from respondents. The third screenshot shows the 'Participant Information' section, including fields for 'Participant Name', 'Participant Organisation', and 'E-mail', along with a checkbox for receiving survey feedback and newsletters.

Figure 7. External survey



The participants of the External Survey are given the option to provide their email addresses to be periodically informed about project's advances. All external parties that express their desire to receive survey feedback and the Plug-n-Harvest newsletters will be added to the newsletters mailing list.

2.7 Project Publications

2.7.1 *Newsletter*

A newsletter will be issued every six months to ensure that all stakeholders are regularly informed about the project news and developments. The newsletter will be drafted by CERTH and will contain major announcements related to project activities (report available, event announced, etc.). It will be circulated on partner's networks.

2.7.2 *Research papers and articles*

Project partners commit to publish technical articles, papers and reports presenting project activities and results in highly reputed journals and magazines to spread knowledge among the identified building energy, facility management and research target groups and ensure dissemination of project outcomes.

2.7.3 *Public deliverables*

A major expression of external dissemination is the production of deliverables. Over the entire project duration, the Plug-n-Harvest project consortium will produce 42 official deliverables. All the public versions of them will be made publicly available in the project website library area in order to spread the project excellence and disseminate knowledge as widely as possible.



3 Conclusions

This document defines the Dissemination plans and promotion at M6 of the Plug-n-Harvest project and details the corresponding targets, messages and best-suited tools that will be coped with during the overall project period.

As an Innovation Action (IA), Plug-n-Harvest needs concrete market outlets for its products. The dissemination and communication strategy has (1) to allow all relevant stakeholders to be informed about the project activities and outputs, (2) to support European research and innovation in building energy and facility management, thus contributing to reduce energy consumption in Europe.

This requires, among other things, creating a corporate identity, publishing promotional materials (such as flyers and press releases), using online communication (project website and social networks) and participating in high-level events to present the project's progress. The project is making steady progress toward the achievement of these dissemination and promotion activities.

The D6.1.1 “Dissemination Plans and Promotion” will be reviewed three times along the project lifetime (M6, M24 and M36) on the occasion of the delivered “Dissemination Activities Annual Report”. This review will take into account the envisioned KPIs to assess the efficiency and success of such activities. In case the project fails to achieve its targeted objectives, corrective measures will be implemented with the aim of ensuring the project effective dissemination of its results and ultimately the sustainability of project outputs.