



Plug-N-Harvest

WP6 : DISSEMINATION OF RESULTS & COMMUNICATION

ORGANIZATION: CERTH

PRESENTER(S): IAKOVOS MICHAILIDIS, CHRISTOS KORKAS

MEETING: 7TH PLENARY MEETING, BRUSSELS, 26 OCT 2020

Contact information

For information regarding this Project: Check the Project Web-Site: <https://www.plug-n-harvest.eu/>

Participants

CERTH - Centre for Research and Technology

RWTH - RWTH Aachen University

CU – Cardiff University

ALUMIL – Alumil Aluminium Industry S.A.

ODINS - Odins Solutions

SIEMENS – Siemens SRL

ETRA - ETRA Invastigacion y Desarrollo S.A.

ET – Energy Transitions

EIG - Eco Intrelligent Growth

AHC – Agencia de l' Habitatge de Catalunya

RWM – Region of Western Macedonia

CCC – City Council Of The City and Country of Cardiff

Project Acronym: Plug-N-Harvest

Project Number: 768735

Project Start Date: September 2017

Duration: 4 Years

Funded by: EU H2020

Program Name:

H2020-EEB-2016-2017: CALL FOR ENERGY-EFFICIENT BUILDINGS

TYPE OF ACTION: IA INNOVATION ACTION

EEB-07-2017: INTEGRATION OF ENERGY

HARVESTING AT BUILDING AND DISTRICT LEVEL

PnH Dissemination: Outline

- PnH Dissemination: Website analytics
- PnH Social networks presence & planning
- PnH Dissemination: Social media analytics
- Topics to be discussed

PnH Dissemination: Website analytics

Website KPI's

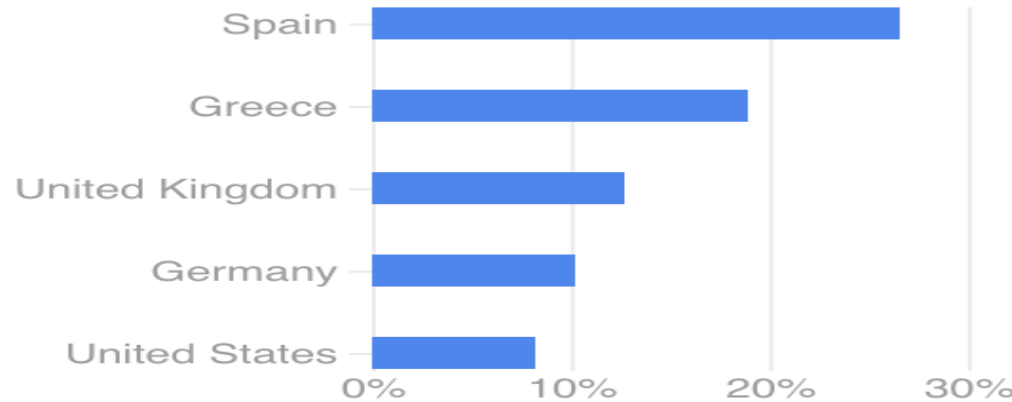
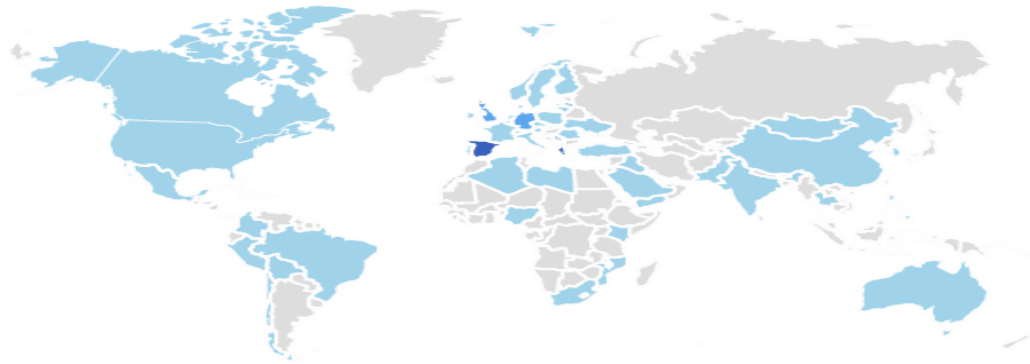
	EXPECTED QUANTATIVE RESULTS		Results		
	At M12	At M24	At M12	At M24	At M30
Number of unique visitors	100	200	146	245	253
Minimum average visit duration	3'	3'	2.13'	2.53'	2.58'
Position in SERPs on predefined key expressions	Top10	Top10	Top5	Top4	Top4

Metrics of the website attendance are shown below.

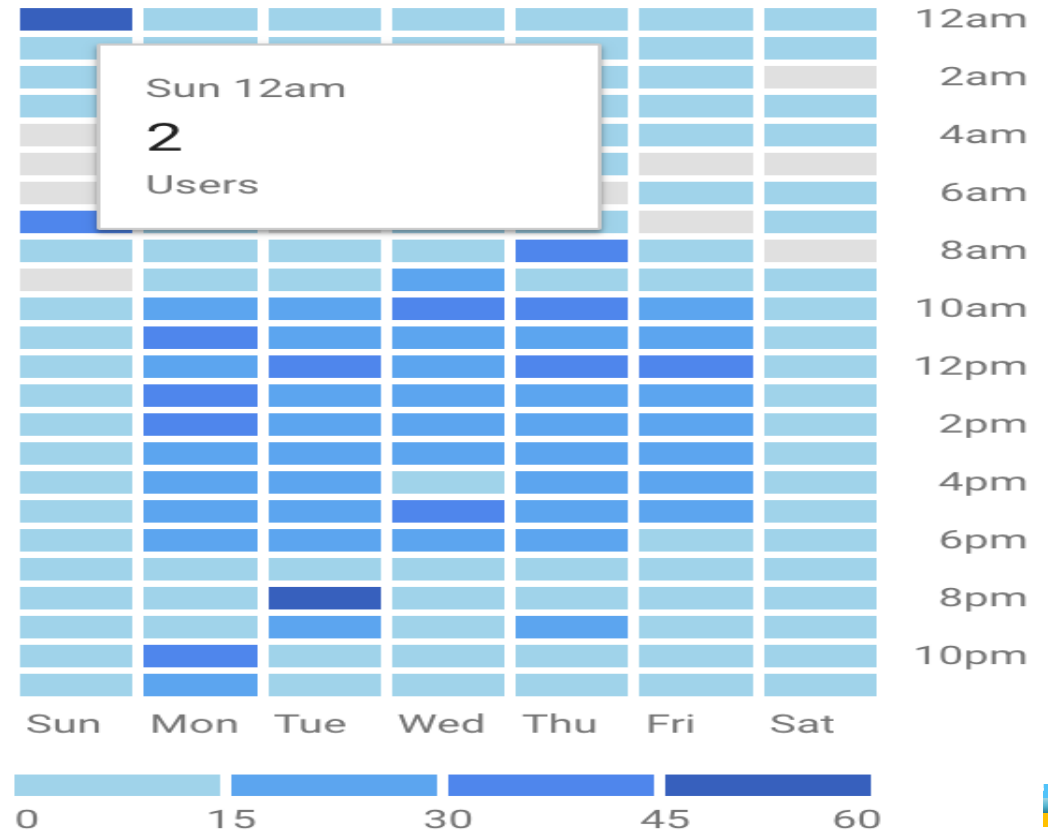
Date	Session/month	Users/month	Page/visit	Average visit duration(mins)	% of visits from social networks
Until August 2019	151	165	2.75	3.52	34%
Until February 2020	156	169	3.03	3.58	37%

Geographical, time data & performance measurements

Website visitors, time periods per country



Users per hour



PnH Dissemination: Social network presence & planning

Facebook page












The screenshot shows the Facebook profile page for Plug-n-Harvest. The profile picture is a logo featuring a house icon with puzzle pieces and the text 'PLUG HARVEST'. The cover photo is a hand pointing at a house icon with the text: "Every once in a while, a new technology, an old problem, and a big idea turn into an innovation". Below the cover photo, the page name 'Plug-N-Harvest' and handle '@Plug.N.Harvest' are visible. The page is categorized as 'European Commission' and 'H2020-EeB-07-2017 Innovation Action'. A 'Contact Us' button is present. The left sidebar shows navigation options like Home, Posts, Videos, Photos, About, Community, YouTube, and Info and ads. The main content area includes a 'Create post' section and a 'Photo/Video' section. At the bottom, there are two buttons: 'Get more Page likes' and 'Get more link clicks'.

Twitter page

The screenshot shows the Twitter profile page for Plug-n-Harvest. The profile picture is the same logo as on Facebook. The header image is identical to the Facebook page. The bio reads: "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". The statistics show 18 Tweets, 53 Following, 24 Followers, 9 Likes, 0 Lists, and 0 Moments. A tweet from February 18 is visible, discussing a facade resembling a petrified forest. The 'Who to follow' section lists 'UtiHEE (H2020 Project)', 'HK @HaniaKhanafar', and 'HOLISDER project @Holi...'. The page also includes a 'plug-n-harvest' bio section with project details: Project ID: 768735, funded under H2020-EU.2.1.5.2, and a bio describing technologies for energy-efficient buildings.

PnH Dissemination: Social media analytics (Facebook)

■ Reach: Organic/Paid ▼
■ Post clicks ■ Reactions, comments & shares i ▼

Published	Post	Type	Targeting	Reach	Engagement	Promote
10/02/2020 11:42	 Looking for one of the first efforts to support secure service			30 ■	4 2 ■ ■	Boost Post
27/01/2020 11:07	 Consensus statement on standardising reliability testing for			29 ■	0 1 ■	Boost Post
04/11/2019 12:19	 The IoT Solutions World Congress is the largest IoT event and the			31 ■	3 1 ■ ■	Boost Post
17/09/2019 11:22	 Smart office enables a personalised workplace atmosphere. Project out			48 ■	6 11 ■ ■	Boost Post

PnH Dissemination: Social media analytics (Twitter)

	Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
 <p>plug-n-harvest @PlugHarvest · Feb 10 Looking for one of the first efforts to support secure service authentication and key establishment for constrained IoT devices in 5G environments? Check @OdinSolutions proposed solution efficiency and feasibility plug-n-harvest.eu/index.php/proj... #h2020 #plugharvest #IoT #5G pic.twitter.com/BVwqOhoqBJ View Tweet activity</p>					115	11	9.6%
 <p>plug-n-harvest @PlugHarvest · Jan 27 Consensus statement on standardising reliability testing for #perovskite and #organic solar cells in @NatureEnergyJnl in collaboration with members of the emerging photovoltaics community including @Loo_Group, @MMadsen_OPV, @joe_jberry & @MonicaLiraCant nature.com/articles/s4156... View Tweet activity</p>					171	4	2.3%

Topics to be discussed..

- Organization of a workshop clustering event with other H2020 relevant projects
- Participation at the 8th Sustainable Places conference
- Participation at the EU Energy Sustainable Week
- Any other suggestions?

Topics to be discussed..

- Creation of multimedia content
- Video creation, showing the Plug N Harvest operational concept
- Start reform the project's YouTube channel.

Thank you..