Plug-N-Harvest

WP6 : DISSEMINATION OF RESULTS & COMMUNICATION

ORGANIZATION: CERTH
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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

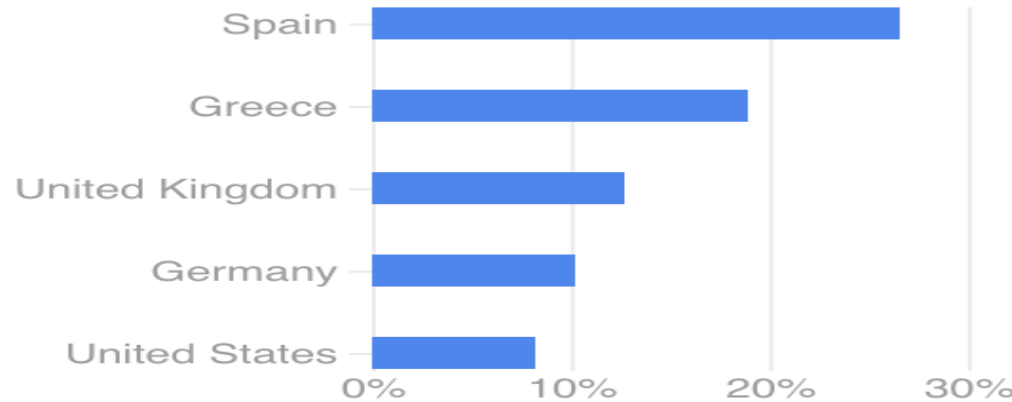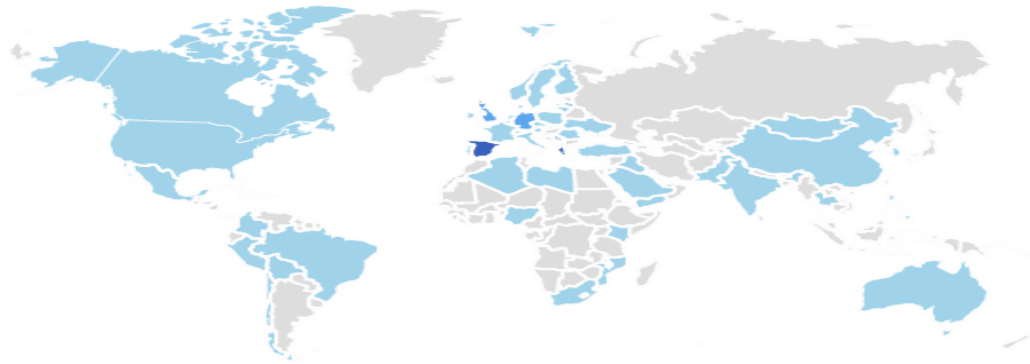☐ **Website KPI's**

	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
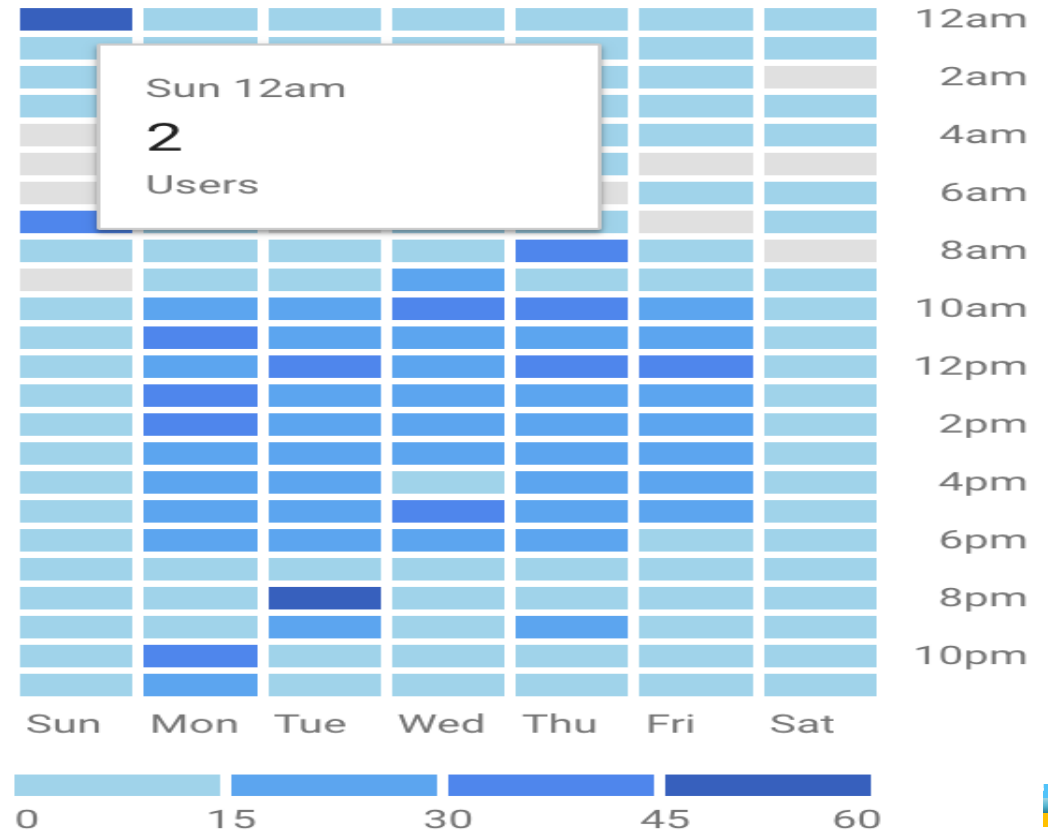
# PnH Dissemination: Social network presence &planning

Facebook page

Twitter page

PnH Dissemination: Social media analytics (Facebook)

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

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)

		Impressions	Engagements	Engagement rate
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 #plugnharvest #IoT #5G** pic.twitter.com/BVwqOhoqBJ View Tweet activity		115	11	9.6%
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		171	4	2.3%

Tweets   Top Tweets   Tweets and replies   Promoted

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..