

D8.2

# Plan for the Dissemination of Results

768623



REZBUILD



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 768623

D8.2	Work Package No. 8	WP8	Task/s No.	8.2
Work Package Title	Dissemination, Communication, Training, Social Assessment and Ethics			
Linked Task/s Title	Implementation of the Dissemination and Communication Strategy			
Status	Draft	(Draft/Draft Final/Final)		
Dissemination level	PU-Public	(PU-Public, PP, RE-Restricted, CO-Confidential) ( <a href="https://www.iprhelppdesk.eu/kb/522">https://www.iprhelppdesk.eu/kb/522</a> -which-are-different-levels-confidentiality)		
Due date deliverable	28/02/2018	Submission date	27/02/2018	
Deliverable version	1.3			

## Document Contributors

### Deliverable responsible

### ZABALA Innovation Consulting

#### Contributors

#### Organization

#### Reviewers

#### Organization

Susana Garayoa

ZABALA

Alessandra Grandoni

OVERDI

Cristina Catalina

ZABALA

Alessandra Cassisi

OVERDI

Leire Martiarena

ZABALA

Vicenta Rubert Altava

Comunidad de Madrid

Antonio Lobo

ZABALA

## Document History

Version	Date	Comment
1.1	2018-02-15	
1.2	2018-02-22	
1.3	2018-02-27	

## Table of contents

Document Contributors	1
Document History	1
List of figures	3
List of tables	4
<b>1. Introduction</b>	<b>5</b>
1.1. The REZBUILD project	5
1.2. The Dissemination Plan of Results	5
<b>2. Objectives</b>	<b>6</b>
<b>3. Target audience</b>	<b>7</b>
3.1. Communication channels and messages	8
<b>4. REZBUILD brand</b>	<b>10</b>
4.1. Name	10
4.2. Claim	10
4.3. Logo and visual guidelines	10
4.4. Templates	12
4.5. Support of the European Union	13
4.6. Writing about REZBUILD	13
4.6.1. One sentence:	13
4.6.2. Objectives:	14
4.6.3. One paragraph:	14
4.6.4. Half page:	14
4.6.5. One page:	15
4.7. Communication materials	16
4.7.1. General presentation of REZBUILD	16
4.7.2. Brochures	17
4.7.3. Poster	22
4.7.4. Roll-up	22
4.7.5. Visual communication materials	23
<b>5. Communication platforms and actions</b>	<b>24</b>
5.1. REZBUILD website: the main Hub of information	24
5.2. Social Media channels	27
5.2.1. Twitter	27
5.2.2. LinkedIn	28
5.2.3. Youtube	29
5.3. Newsletter	29
5.4. Work with Media	31
5.5. -Content distribution	31
5.5.1. Specialized Media (blogs, magazines, journals)	31
5.5.2. -Platforms of distribution: Choosing the best platform to amplify our content	32
5.5.3. Content distribution by digital influencers	33
5.6. Events and networking with other projects	33

5.6.1. Project events	34
5.6.2. Workshops with local communities	34
5.6.3. Stakeholders events	35
5.7. Networking with other Horizon2020 projects	40
5.8. Scientific Publications	40
5.8.1. Scientific Conferences Targeted	40
5.8.2. International Reference Journals Targeted	41
<b>6. Specific campaigns</b>	<b>41</b>
6.1. Training & education programme / Social assessment and owner engagement	41
6.1.1. Digitize educational materials on the website	42
6.1.2. Design a specific newsletter related to this areas	42
6.1.3. Social Media	42
6.1.4. Blog	42
6.1.5. PR activities	43
6.1.6. Online training: webinar & documents	43
6.1.7. Use of Inbound Marketing tools for capturing qualified leads for different forums and meetings.	43
6.1.8. Surveys	43
6.1.9. 360° videos	43
6.2. Communication procedures	44
6.2.1. Communication team	44
6.2.2. Website	44
6.2.3. Social Media guidelines	44
6.2.4. Communication Materials	45
6.2.5. Reporting Events	45
6.3. Monitoring and KPI's	45
6.4. Horizon2020 request and coordination with the EC	46
6.5. Planning	47

## ANNEXES

### List of figures

Figure 1: REZBUILD logo	11
Figure 2: Deliverable template	12
Figure 3: Press Release template	12
Figure 4: Power Point template	13
Figure 5: REZBUILD PPT general presentation	17
Figure 6: REZBUILD general brochure	21
Figure 7: REZBUILD poster	22
Figure 8: REZBUILD roll up	23
Figure 9: REZBUILD newsletter	30
Figure 10: KPI's	46
Figure 11: Planning	48

## List of tables

Table 1: Dissemination Target	7
Table 2: Target audience	8
Table 3: Audience, communication, chanelns and actions and messages	10
Table 4: Stakeholders	36
Table 5: Stakeholders events	40

# 1. Introduction

## 1.1. The REZBUILD project

REZBUILD project (Refurbishment decision making platform through advanced technologies for near Zero Energy Building Renovation) is a new European initiative funded by the Horizon2020 Programme of the European Commission that grows with the main aim of defining an innovative and collaborative refurbishment ecosystem for transforming RE assets into Near Zero Energy Building (NZEB).

REZBUILD will promote innovation in the construction sector with the integration of technologies to achieve the goal of an annual renewal rate of 2.5%, above the current one, lower than 1%, the reduction of 60% in primary energy consumption, as well as 30% of installation time invested compared to a traditional rehabilitation.

In order to achieve these goals REZBUILD will base its refurbishment ecosystem on the integration of cost-effective technologies, business models and life cycle interaction to diverse residential renovation typologies and interconnecting both, building renovation stages and stakeholders. A multi-collaborative framework within a refurbishment methodology managed by an Agile Project Management tool based on cloud service will be able to interconnect in real-time the key steps of a tailored retrofitting plan among all stakeholders involved within the building renovation value chain.

Decision making tools will be performed in order to validate the best optimized cost-effective refurbishment technology package in 3 different European scenarios (Spain, Norway and Italy), each one with a different representative climate and typology of building. This all-in-one decision making platform will put in communication all stakeholders involved in the housing renovation process from designers to private consumers and public/private owners. Key stakeholders groups and local communities will be involved in the project through social innovation actions.

REZBUILD consortium brings together 13 partners from 5 different countries (France, Italy, Norway, Spain and UK) and is led by Officinae Verdae (OVERDI), based in Rome (Italy). The consortium is composed by the equilibrated collaboration of international level entities represented by big industries, SMEs, consultancy firms, RTD centres, public bodies, users associations and academic institutions.

## 1.2. The Dissemination Plan of Results

Communication, dissemination and exploitation — a team working on H2020 project is called upon to take part in various activities that will bring their innovation and research to the attention of as many relevant people as possible.

Europe's future economic growth and jobs will increasingly have to come from innovation in products, services and business models. With this in mind, communication about European

projects should aim to demonstrate how research and innovation is contributing to a European “Innovation Union” and account for public spending by providing tangible proof that collaborative research adds value by:

- Showing how European collaboration has achieved more than would have otherwise been possible, notably in reaching scientific excellence, contributing to competitiveness and solving societal challenges.
- Showing how the outcomes are relevant to our everyday lives, by creating jobs, introducing novel technologies, or making our lives more comfortable in other ways.
- Making better use of the results, by ensuring they are taken up by decision-makers to influence policy-making, and by industry and scientific community to guarantee a follow-up.

## 2. Objectives

The aim of REZBUILD Dissemination Plan of Results is to use research results generated during the project to create value within the target communities/initiatives in the EU. This approach ensures that public funding will lead the progress and the positioning of EU Industries as benchmark players within the global market place. In summary, dissemination concerns the communication of the project (“raising awareness”) and its results (“achievements”) targeted to external audience, scientific community and potential business users of the products/services developed.

It is needed to emphasize that large industries (VIAS, ACS group, Saint-Gobain Group) and multiplier entities (ETIPs, Initiatives, Clusters, etc.), directly or indirectly involved in the project, count on unquestionable positioning and capacity to influence and integrate internal dissemination strategies, by involving complementary research and business units to increase the impact of the project.

The project will promote the research results and benefits for the enhancement of external awareness and for knowledge building within the targeted industry, end users and academia communities belonging to EU EeB sector.. According to the nature of each partner, the dissemination approach will be designed and tailored.

The following table summarizes the main strategies that will be implemented:

PARTNERS	DISSEMINATION TARGET
Large Industry: VIAS, VERDI, RIMOND & SGPLACO	<ul style="list-style-type: none"> <li>• Great capacities to impact in rehabilitation sector and complementary industry-sectors including their client networks and commercialization channels.</li> </ul>

	<ul style="list-style-type: none"> <li>Dissemination will focus on identifying and engaging potential customers interested in exploiting product/services generated.</li> <li>Holistic pan-European impact through the involvement of dissemination/sales channels and clients/suppliers of the large companies.</li> </ul>
Mid-Caps and SMEs: ONYX, OBOS, EXPLODED & ZABALA	<ul style="list-style-type: none"> <li>Caps and SMEs make available to REZBUILD their existing client/supplier networks.</li> <li>Involvement of their marketing &amp; communication departments.</li> </ul>
RTD/Academia: ESTIA, UNOTT, CARTIF & SINTEF	<ul style="list-style-type: none"> <li>Engage the scientific and industrial communities across Europe to raise awareness about the project and contribute to knowledge generation.</li> <li>Generate new research lines and training programs aligned with the key pillars of the excellence in science established in H2020.</li> <li>Involvement of research groups and "communication departments at universities" in dissemination activities.</li> </ul>
Public administration bodies: Comunidad de Madrid (CTVE-CAM)	<ul style="list-style-type: none"> <li>Promoters, collaborators or members of regional, national, international organizations, both public and private.</li> <li>Great capacity of impact in the rehabilitation sector, motivated by the nature of the Administration to be an example for society, promoting the innovation of materials and systems to achieve a better energy efficiency, reducing the greenhouse gases emissions to avoid the climate change. involved in different research groups and Universities where the project could be disseminated:</li> </ul>

Table 1: Dissemination Target

### 3. Target audience

The identification of target audience of REZBUILD project is crucial in order to customized the messages and dissemination & communication activities to every different group. Each group of stakeholders have different points of interest and demands regarding the project. According to this strategy, messages must be shaped and delivered in an effective manner.

Dissemination and Communication channels and activities described on this Plan will be clearly focused on them and the messages will be adapted.

The following table and graphic shows the audience and stakeholders of the sector identified before the starting of the project. During its development, partners will be asked to report about contacts, networking and activities established with this groups.



TARGET GROUP	DESCRIPTION
Industry, Mid-Caps and SMEs	Industry, Mid-Caps and SMEs operating in EE of buildings domain (architecture, engineering and construction firms, EE technology suppliers/manufacturers, utilities, etc.)
REZBUILD Stakeholders	Participants, project Partners and relevant stakeholders in REZBUILD and EU projects.
Technology Communities	EU initiatives, research communities, industrial associations and platforms.
Researchers and Academics	Researchers, academia, universities, research org. and R&D departments of industry.
Policy Makers and Standardization/Regulation Bodies	Standardization/Regulation Bodies European, National and Regional Policy-makers (Governments, Ministries, Agencies, Councils, etc.), Regulation bodies (mainly standardization bodies, lawyers, certifiers).
Consumers & Prosumers	Citizens, Owner associations, Householders, Tenants.
Sustainable Construction Bodies and Social Communities	Green Certification Associations, Social Housing communities.
Investment Organizations	ESCOs, Banks, Crow-funding initiatives
General Audience	Civil Society interested in the project.
Media	Specialized journalists in Environment, Energy, Economy, etc.

Table 2: Target audience

### 3.1. Communication channels and messages

The following table shows the relation between different audiences, communication tools, actions and messages:

TARGET GROUP	COMMUNICATION CHANNELS AND ACTIVITIES	MESSAGES
DESIGNERS/ARCHITECTS	Website Social Media Technical brochure General brochure Videos Events/presentations	With the proposed new circular model, architects and designers will be integrated as a key stakeholder along the whole life cycle of the building.
R&D ORGANIZATION	Website Social Media Technical brochure General brochure Videos Events/presentations	REZBUILD will make a long-lasting change in the industry, turning it into a high-skilled industry that takes full advantage of the benefits of ICT. This change will foster research in the sector, providing for future contracts between construction and architectural firms and R&D centres.
SMEs,	Website Social Media Technical brochure General brochure Videos	REZBUILD concept will be designed for SMEs, with standardization and integration as one of its main goals. SMEs will have access to data regarding the whole pool of technologies available in the sector

	<p>Events/presentations</p> <p>Training programme</p>	<p>worldwide, as well as powerful simulation and management tools. These features will increase both their building performance and market scope.</p>
TECHNOLOGY PROVIDERS:	<p>Website</p> <p>Social Media</p> <p>Technical brochure</p> <p>General brochure</p> <p>Videos</p> <p>Events/presentations</p>	<p>REZBUILD ecosystem will standardise procedures, allowing technology developers to integrate their solutions in a collaborative platform that represents the whole technology pool, increasing their presence on the market.</p>
CONSTRUCTION COMPANIES:	<p>Website</p> <p>Social Media</p> <p>Technical brochure</p> <p>General brochure</p> <p>Videos</p> <p>Events/presentations</p> <p>Training programme</p>	<p>REZBUILD will allow construction companies to implement the best retrofitting strategies, adapted and customised for each scenario.</p> <p>The proposed change in the industry, towards a high-tech sector, will foster innovation, contracted to both tech centres and R&amp;D departments within construction firms.</p>
ESCO COMPANIES	<p>Website</p> <p>Social Media</p> <p>Technical brochure</p> <p>General brochure</p> <p>Videos</p> <p>Events/presentations</p>	<p>Their integration in early stages such as architectural design and simulation, will allow achieving further reductions in energy consumptions, improving their services and business share.</p> <p>Additionally, the collaborative framework with technology providers, R&amp;D centres and constructors that REZBUILD will provide will foster Partnerships and future projects aimed to develop new EE technologies and tools.</p>
PUBLIC/PRIVATE PROMOTERS:	<p>Website</p> <p>Social Media</p> <p>Technical brochure</p> <p>General brochure</p> <p>Videos</p> <p>Events/presentations</p> <p>Training programme</p>	<p>This will smooth the path towards building renovation, fulfilling one of the objectives of promoters: Increase the amount of buildings refurbished and the depth of these actions.</p>
PRIVATE CONSUMERS	<p>Website</p> <p>Social Media</p> <p>Technical brochure</p> <p>General brochure</p> <p>Videos</p> <p>Events/presentations</p>	<p>This will represent benefits for their comfort, well-being and economy.</p>
FINANCIAL BODIES	<p>Website</p> <p>Social Media</p> <p>Technical brochure</p> <p>General brochure</p> <p>Videos</p> <p>Events/presentations</p>	<p>Financial bodies will be able to develop investment and financial products, adapted for the different interventions (user, building, climate, etc.) that suit every stakeholder's needs. As a consequence, the refurbishment rate will increase, thus increasing their business.</p>
MEDIA	<p>Website</p> <p>Social Media</p> <p>Press releases</p>	<p>This will represent benefits for the energy transition, the well-being of the citizenship and the economy.</p>

	Technical brochure General brochure Videos Events/presentations	
--	--	--

Table 3: Audience, communication, channels and actions and messages

## 4. REZBUILD brand

The first communication action developed after the starting of the project was to create a recognisable brand of REZBUILD reflecting the main goals of the initiative and offering to the audience/stakeholders a clear identification of the values and messages.

### 4.1. Name

REZBUILD is the branding name of the project which means:

*“Refurbishment decision making platform thorough advances technologies for near Zero Energy Building Renovation”.*

The full title should be included in brackets when it is firstly mentioned in a document, then it will be used its abbreviation/acronym.

The name of the project REZBUILD must be written in uppercase font.

### 4.2. Claim

With the aim of communicating the goals of the project, a claim has been created to be used together with the REZBUILD brand in all the communication materials:

*“Towards an innovative and collaborative refurbishment ecosystem for Europe”.*

The claim must appear alongside the “REZBUILD” name wherever possible and can be used as subtitle.

### 4.3. Logo and visual guidelines

The logo of REZBUILD project has been designed using 3D shapes to make reference to building and construction.

Innovation and technology concepts are referred by mixing different shapes -roundness and sharpness - to become a composed symbol, the R of REZBUILD.

Intentional counter spaces invite the observer to fill them optically, bringing the concept of social awareness and interaction.

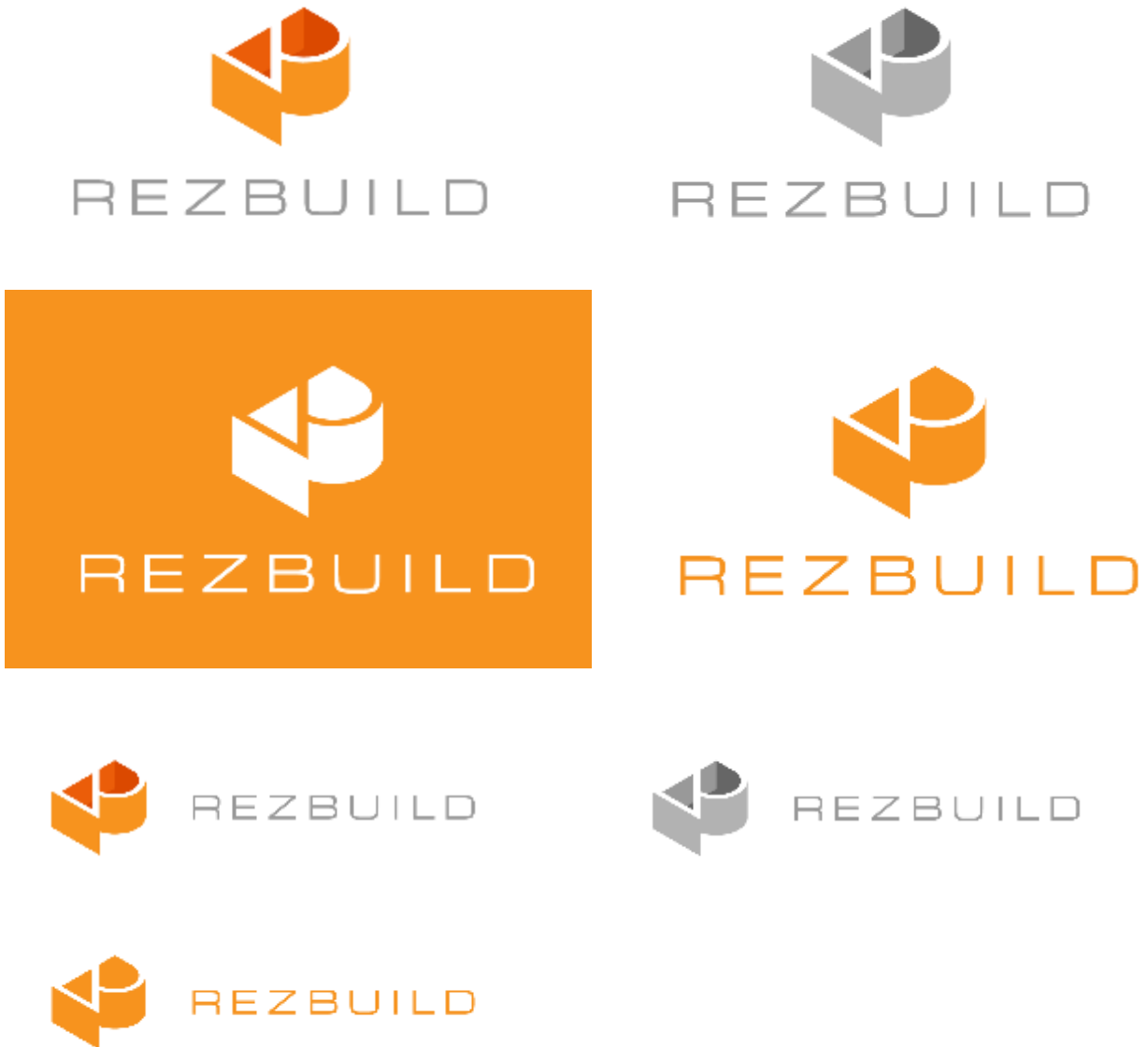


Figure 1: REZBUILD logo

The logo should always be shown in the correct dimensions, colours and always be displayed in a large-enough size to ensure that the design remains clear and the name of the project can be read.

A visual guideline with different versions of the logo and examples of use has been developed for all the partners of REZBUILD project to clarify questions and ensure a good use of it. (See the annex number 1).

## 4.4. Templates

Word and Power Point templates have been designed according to the visual guidelines and brand of the REZBUILD project:

- Deliverable template.

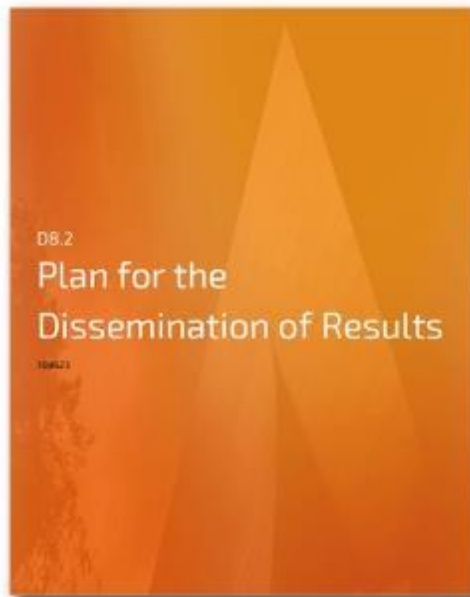


Figure 2: Deliverable template

- Press Release template.



Figure 3: Press Release template

- Power Point template. It will be used for internal and external presentations of the projects and the members of the consortium may include their logos.



Figure 4: Power Point template

## 4.5. Support of the European Union

The support to the REZBUILD project by the European Commission must be recognised in all the dissemination and communication materials as well as publications in this way:



*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 768623*

All the beneficiaries of the project are committed to follow the [guidelines about the use of the EU emblem](#) using it in their communication to acknowledge the support received under EU programmes.

Scientific and research publications must include this paragraph:

*"The dissemination of results herein reflects only the author's view and the European Commission is not responsible for any use that may be made of the information it contains".*

## 4.6. Writing about REZBUILD

### 4.6.1. One sentence:

The REZBUILD project ([www.rezbuilproject.eu](http://www.rezbuilproject.eu)) grows with the main aim of defining a collaborative refurbishment ecosystem focused on the existing residential building stock.

#### 4.6.2. Objectives:

The main objective of the REZBUILD project ([www.rezbuildproject.eu](http://www.rezbuildproject.eu)) is to develop one refurbishment ecosystem based on the integration of cost-effective technologies, business models and life cycle interaction for deep NZEB renovation processes to diverse residential typologies and interconnecting both, building renovation stages and stakeholders. This ecosystem will ensure the fulfilment of 3 KPIs: energy reduction (60%), time saving (30%) and rapid payback (12 years).

#### 4.6.3. One paragraph:

The REZBUILD project ([www.rezbuildproject.eu](http://www.rezbuildproject.eu)) grows with the main aim of defining a collaborative refurbishment ecosystem focused on the existing residential building stock. Nowadays, the Near Zero Energy Building (NZEB) renovation methodologies are required as one of the key enablers supported by Horizon 2020 Framework Programme in order to promote business research and innovation through energy-efficient building. This project is awarded by the European Commission through a Horizon2020 programme grant of € 6,996,128.25 and a total budget of € 9,038,208.75. REZBUILD started in October 2017 and will run for 4 years.

#### 4.6.4. Half page:

The construction sector is the highest energy consumer (about 40%) and main contributor to GHG emissions (about 36%) in Europe. At this stage, tackling refurbishment of existing residential buildings is a top priority and decarbonisation is the main goal aligned with the European energy and climate change policies.

The REZBUILD project ([www.rezbuildproject.eu](http://www.rezbuildproject.eu)) grows with the main aim of defining a collaborative refurbishment ecosystem focused on the existing residential building stock. Nowadays, the Near Zero Energy Building (NZEB) renovation methodologies are required as one of the key enablers supported by Horizon 2020 Framework Programme in order to promote business research and innovation through energy-efficient buildings.

REZBUILD will address these challenges by opening the construction sector through the integration of innovation technologies in order to pave the way towards an annual renovation rate of 2,5% instead of current rates lower than 1%.

The technologies will be merged in a common decision making platform related to an innovative concept of refurbishment plan. The methodology interconnects on one hand, advanced refurbishment technologies and existing ones based on a decision tree strategy. On the other hand, it puts in communication all stakeholders involved in the housing renovation process from designers, to private consumers and public / private owners.

The REZBUILD project will focus on 3 multi-scale demo sites covering 3 (single family, public library and apartment block) out of 4 of the most usual residential building typologies in Europe

located in the most prevalent European climates (North-Continental, Central-Atlantic and South-Mediterranean).

This project is awarded by the European Commission a H2020 programme Grant of € 6,996,128.25 and a total budget of € 9,038,208.75. REZBUILD started in October 2017 and will run for 4 years.

REZBUILD consortium brings together 13 Partners from 5 different countries as clearly emerges from the participants list. The consortium is composed by the balanced and harmonious collaboration of international entities represented by big industries, SMEs, consultancy firms, RTD centres, public bodies, users associations and academic institutions.

#### 4.6.5. One page:

The construction sector is the highest energy consumer (about 40%) and main contributor to GHG emissions (about 36%) in Europe. At this stage, tackling refurbishment of existing residential buildings is a top priority and decarbonisation is the main goal aligned with the European energy and climate change policies.

The REZBUILD project ([www.rezbuildproject.eu](http://www.rezbuildproject.eu)) grows with the main aim of defining a collaborative refurbishment ecosystem focused on the existing residential building stock. Nowadays, the Near Zero Energy Building (NZEB) renovation methodologies are required as one of the key enablers supported by Horizon2020 Framework Programme in order to promote business research and innovation through energy-efficient buildings.

REZBUILD will address these challenges by opening the construction sector with the integration of innovation technologies in order to pave the way towards an annual renovation rate of 2,5% instead of current rates lower than 1%.

The technologies will be merged in a common decision making platform related to an innovative concept of refurbishment plan. The methodology interconnects on one hand, advanced refurbishment technologies and existing ones based on a decision tree strategy. On the other hand, it puts in communication all stakeholders involved in the housing renovation process from designers, to private consumers and public / private owners.

The REZBUILD project will focus on 3 multi-scale demo sites covering 3 (single family, public library and apartment block) out of 4 of the most usual residential building typologies in Europe located in the most prevalent European climates (North-Continental, Central-Atlantic and South-Mediterranean).

In addition, the Project will create a community for social innovators related to the construction sector across Europe with the aim of encouraging interaction and dialogue between the main stakeholders of the sector.



In this sense, a dialogue regarding best practices will be established at European level, involving the relevant transnational organisations. This aims to be an indispensable resource providing the latest information on European social innovation (a clearinghouse featuring interviews with prominent innovators, case studies of successful ventures, latest research and in-depth analysis from leading thinkers in the field).

This project is awarded by the European Commission a H2020 programme Grant of € 6,996,128.25 and a total budget of € 9,038,208.75. REZBUILD started in October 2017 and will run for 4 years.

REZBUILD consortium brings together 13 partners from 5 different countries as clearly emerges from the participants list. The consortium is composed by the balanced and harmonious collaboration of international entities represented by big industries, SMEs, consultancy firms, RTD centres, public bodies, users associations and academic institutions.

#### 4.7. Communication materials

In order to effectively broadcast the messages of the project in events and to promote the project on the Social Media channels, the following communication materials have been foreseen.

##### 4.7.1. General presentation of REZBUILD

A general Power Point presentation in English has been created to present the project at events. The PPT presentation should be used and completed by the partners of the consortium. The content includes the project's main mission, objectives and expected results.





Figure 5: REZBUILD PPT general presentation

#### 4.7.2. Brochures

Important to bear in mind is the need to be informed in real time on everything that happens within REZBUILD project. Know what it means and how it proceeds, makes a difference.

A visually attractive brochure has been created with all the stages of the project: objectives, technologies, demo building scenarios and partners.

Throughout its intuitive structure, graphics and images, it will be possible to know more thoroughly about the advanced technologies the project will be deploying to achieve an

innovative and collaborative refurbishment ecosystem for Europe, locations of the three demo buildings, a fully detailed map of all our partners and the characteristics of participative processes and educational programs that will be developed within the framework of the project.

The brochure will be at everyone's disposal in all the events that showcase REZBUILD project as well as in networking activities aimed to spread all of our partner's knowledge and efforts.

Should anyone have problems attending any of these events, our leaflet will be available for download in our website.









Figure 6: REZBUILD general brochure

Additionally to this brochure with general information about the REZBUILD project, another publication will be designed in order to catch the stakeholders' attention. **This leaflet will gather key technical information of the technologies developed.**

#### 4.7.3. Poster

A poster in A3 format has been designed for the promotion of the project summing up the information of the general brochure. Partners may ask the production of copies when needed for the participation to conferences, events, exhibitions, etc.



Figure 7: REZBUILD poster

#### 4.7.4. Roll-up

A set of roll ups has been developed for the participation of the partners in events with the aim of clearly give visibility to the REZBUILD project.



Figure 8: REZBUILD roll up

#### 4.7.5. Visual communication materials

With the aim of communicating the complexity and depth of issues in value chains, two promotional videos will be produced. The videos will be presented at events and shared across Social Media channels to collect followers, increase visits to the website and thus strengthen the communication strategy. The communication team will define the strategy in years 1 and 4 of REZBUILD project for the videos development.

##### 4.7.5.1. Presentation video (Year 1)



One video introducing the project profile and general concept at the beginning of the project. This video will be a piece of a recommended duration of about 120", presenting the project profile and general concept.

To make the piece with that format, we propose a piece typology based on a series of infographics that reflect the vision/mission of the project, accompanied by texts on screen, which will show all the necessary concepts that are willing to be transmitted from REZBUILD.

To display the literals on screens, the technique KINETIC TYPOGRAPHY will be used, which consists of animating the text on screen according to the script.

#### 4.7.5.2. Results video (Year 4)

One video presenting the project results and the application of the technologies and the platform. This video will be defined close to the end of the project to optimize all the resources.

#### 4.7.5.3. Information pills with focused messages (during the whole project)

These videos/interviews will feature a personalized logo and will convey a fresh and positive message, projecting the values of the project. They will be easy to share on social networks. Three information pills will be produced during the project.

#### 4.7.5.4. Infographics, gifs and banners for the Social Media channels.

Other materials as infographics, gifs and banners for the Social Media will be produced in order to be shared on the networks of REZBUILD project and through the the partners' communication channels. In this way the members of the consortium will interact with the REZBUILD profiles helping to build a community around the project.

## 5. Communication platforms and actions

The REZBUILD Dissemination Plan of Results combines different dissemination and communication platforms, tools and actions in order to cover the major scope of the target audience and stakeholders previously identified.

### 5.1. REZBUILD website: the main Hub of information

The REZBUILD website is the main tool of the project's Dissemination and Communication Plan, which reflects the rest of the communicative actions and the generation of results. Therefore, its design, management and maintenance are key activities.

The website is the Media Hub of REZBUILD as well as the meeting place for all stakeholders, Media and general public interested in the project. Dissemination and communication strategies and campaigns developed on-line and off-line will be complementary and will aim to attract visitors to the website.

The platform has been created to serve as a project content management system within the consortium and external communication to reach the stakeholders of the project, as well as the Media and the general public.

With this aim, the website provides the following content:

- General information about the project.
- Description of all the organizations members of the consortium.
- Information, objectives, work packages and demo buildings included in the project.
- Information about the technologies of the project and the multi-collaborative refurbishment ecosystem.
- Information about public participation, education and training programme.
- Description of events organized within the framework of the project.
- Press releases and other materials focused on the Media.
- Information about the results.
- Stakeholders' questionnaire.
- Public deliverables.
- Last news.
- Addressing and contact information.
- Appropriate acknowledgment and reference to the European Union's Horizon 2020 Framework Programme and disclaimer excluding European Commission responsibility.

The REZBUILD website has been created with specific objectives, which respond to the communication and dissemination needs of the project.

Among them, the most highlighted are the following:

- The project is going to develop a **multi-collaborative refurbishment ecosystem** for all the stakeholders involved in the European construction market. In this sense, the website integrates a specific section to promote participation.
- **An innovative visual identity** that aligns with the spirit of the REZBUILD project. A wide variety of photographs of different buildings have been integrated to reinforce the main message of REZBUILD.
- With the aim of creating a dynamic website, **contents such as news and the calendar of events** will be periodically updated (at least two pieces of news/post per month). In this way, updating the content will improve the positioning in Google. Likewise, it will be shared through social networks and the newsletter, which will continue to attract visitors to the website.
- The REZBUILD website is one of the main communication and dissemination tools of REZBUILD. To maximize the scope of the project, **different strategies of digital marketing** and ways of attracting flows have been established.

- **SEO:** the traffic of visits to the REZBUILD website will increase progressively throughout the course of the project thanks to the implementation of strategies oriented to organic traffic, always considering the keywords identified for it.
- **Social networks:** through the distribution of content hosted on the REZBUILD website on social channels (news about the project, industry events, infographics ...). Social Media channels (**Twitter, LinkedIn and You Tube**) will be able to increase traffic and visits.
- **Newsletter.** A quarterly newsletter will be distributed between stakeholders and general public including achievements/news of the project that redirect to the website. Newsletters are uploaded as well on the website in a specific section.
- **Linkbuilding:** It will be able to create synergies between the REZBUILD website and the partners' websites as well as with other relevant agents of the sector (stakeholders), encouraging the exchange of links.
- **Responsive Web Design** makes REZBUILD page look good on all devices (desktops, tablets, and phones). Also, a responsible Web Design is about using HTML and CSS to resize, hide, shrink, enlarge, or move the content to make it look good on any screen. The incorporation of the state of the art techniques in design also create a quick and intuitive user experience browsing the web.

REZBUILD website is SEO friendly and responds to the following standards:

- Keyword Research. In order to generate traffic through search, REZBUILD web is focused on keywords like these:
  - REZBUILD project.
  - Construction.
  - Energy Efficiency.
  - Energy Reduction.
  - Buildings.
  - Refurbishment
  - Environment.
  - Technologies.
  - Near Zero Energy Building.
  - Advanced refurbishment technologies.
  - Additive Manufacturing.
  - BIPV.
  - Radiant floor.
  - Insulating systems.
  - Solar Assisted Heat pumps (SAHP).
  - Advanced Building Energy Management Systems (BEMS).

- Agile Project Management Tool (APM).
- Keyword Optimization: REZBUILD website uses keywords in the content for maximum searchability.
- Content Organization: The content is organized in a logical way and taking into account the European guidelines of best practices. This is not only good for SEO, it also helps visitors to find other related content easily. (The longer they stay on the site, the better).
- Content Promotion: Increase visibility to new content by sharing it on social networks and building links to the content (both internally and from external sites).

## 5.2. Social Media channels

The creation of a “REZBUILD community” will increase the visibility and impact of the results attained in the project. In fact, viral marketing strategies linked with the website and its new content periodically created will be implemented based on Twitter and LinkedIn Social Media tools. Additionally, videos and multimedia will be developed and shared in Youtube, communicating easily accessible project results for attracting the interest of stakeholders and the general public.

### 5.2.1. Twitter

People use Twitter to find out what is going on in the world right now, instantly sharing information and connecting with people and businesses across the globe.

Twitter has hundreds of millions of users sending more than 500 million tweets every day, so it offers a great opportunity for REZBUILD to reach an international audience of current and potential stakeholders.

REZBUILD will use Twitter to establish meaningful connections with an active and relevant audience. These connections can produce beneficial opportunities for the project across the network stakeholders.

The credentials for Twitter are the following:

- @RezbuildProject Twitter account, mention the project's
- #RezbuildProject hashtag
- Examples of appropriate hashtags: #EnergyEfficiency #RezbuildProject #Sustainability #Europe #H2020 #Refurbishment #Construction

To maximize the impact of the project on Social Media Channels, we will periodically create images and gifs that we will share with all the partners.

Tweets can be directed to specific accounts using: @TWITTER-HANDLE in tweets.

List of the project partners' Twitter accounts:

- Officinæ Verdi Group: @OfficinaeVerdi
- CARTIF: @CARTIFCT
- ESTIA: @EstiaOfficiel
- Comunidad de Madrid: @ComunidadMadrid
- PLACO: @SGplaco
- ONYX: @onyxsolar
- SINTEF: @SINTEF
- OBOS: @Obos1
- The University of Nottingham: @UniofNottingham
- RIMOND: @RIMOND\_Group
- ZABALA Innovation Consulting: @Zabala\_IC @zabala\_eu

List of the European Union related Twitter accounts:

- @EU\_H2020 #H2020
- @EUScienceInnov
- @EU\_ecoinno
- @H2020EE
- @ClimateKIC
- @inea\_eu
- @Energy4Europe
- @EU\_Commission

### 5.2.2. LinkedIn

LinkedIn is currently the main business network in the world and has more than 150 million users in more than 200 countries and territories. Stakeholders, which REZBUILD needs to connect with, are in LinkedIn, so it is appropriate to implement some actions.

A LinkedIn company page will establish REZBUILD public image on a global scale as a reputable and trustworthy project. Although many people view the Social Media site LinkedIn only as a site for job hunters and for growing professional network, LinkedIn is an equally effective tool for nurturing referral relationships.

By producing content that our viewers want to see about the project and share with others, our viewers become engaged advocates of REZBUILD and can expand our global influence. The content generated by REZBUILD project will be available in different formats such as SlideShare project presentations, website blog posts, infographics and videos to suit the viewing preferences of our target audience.

REZBUILD should post as many status updates as our content supports. We will reach more of our audience and extend our reach as we post more often.

The REZBUILD LinkedIn profile is a supplement to the website, helps driving traffic to the site and offers a way out to promote the project.

### 5.2.3. Youtube

With the aim of communicating the complexity and depth of issues in value chains, two promotional videos and three information pills will be produced.

The videos will be presented at events and shared across social networks to gain followers, increase visits to the site and thus strengthen the communication strategy. The Communication Team will define the strategy in years 1 and 4 for videos development.

## 5.3. Newsletter

A quarterly newsletter will be shared with newcomers interested in being aware about the achievements/news of the REZBUILD project. This data base will be nourished by a registration form included in the website, an existing contact list of the partners and thanks to the participation/involvement of the consortium with other EU initiatives, events, fairs, workshops, etc.

News will be sourced from the projects website, so that in this way the visits will be increased.

In addition, it will be circulated via the European stakeholder associations. Mailings with invitations to relevant workshops and webinars, consultations and other information which cannot wait for the newsletter publication or that cannot appear only in the newsletter will be sent out regularly to the same database used for the newsletter.

Newsletters will be uploaded in the website and an internal calendar will be shared with all project partners for receiving their feedback and the final approval about the content and appearance.

The partners may send to their own contacts the newsletter to achieve more impacts and subscribers.

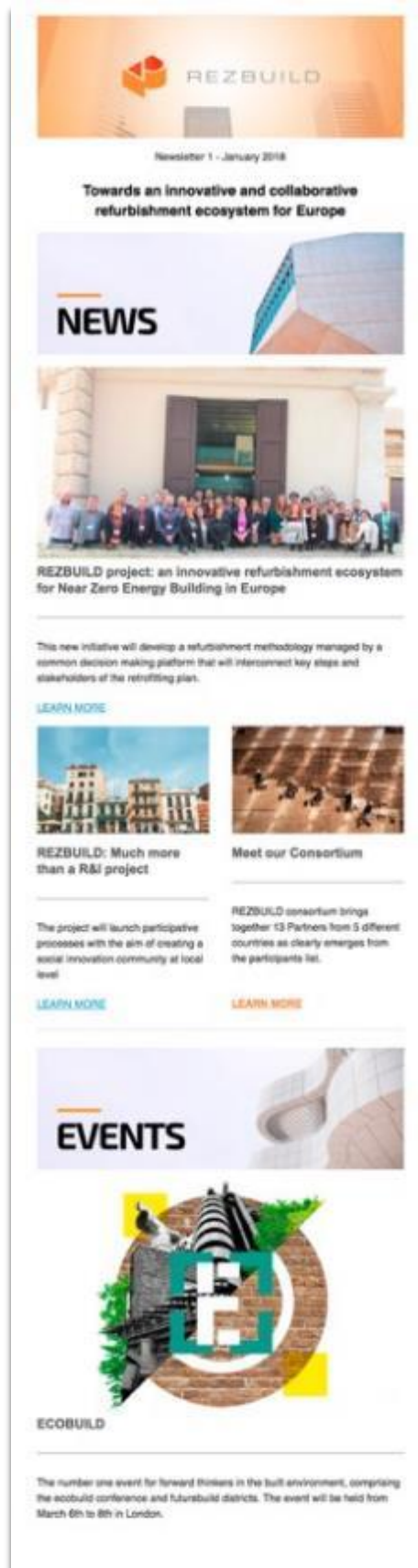


Figure 9: REZBUILD newsletter

## 5.4. Work with Media

The Media and journalist are key agents to transmit information about the project to other stakeholders and the general public. They have a lots of influence and may have a positive impact to increase results, raise awareness and offer information to the rest of the society about the REZBUILD project.

Relationship with Media will be established through the Press Office of REZBUILD, led by ZABALA with the support of OVERDI as coordinator and the collaboration of the rest of the partners. This task will be accomplished at European, national and regional levels in the following way:

- ZABALA will prepare the press releases regarding the REZBUILD milestones and other detected opportunities to communicate in English and Spanish.
- Once the press release is approved by the Communication Team,
- Every partner will translate into the local language the press releases and will send to their contacts through its Communication Department.

Impacts will be monitored and included in a press-clippign and in the Report on Dissemination and Communication Activities.

During the development of the project **two events specifically focused on the Media** have been foreseen. Two visits on the demo sites of REZBUILD will be organized to attract the interest of journalists.

## 5.5. -Content distribution

In addition to our own channels (social media, web, newsletter), the most relevant European Media will be detected for REZBUILD, with the aim of sending them communications on the most important milestones and promote our content and project.

### 5.5.1. Specialized Media (blogs, magazines, journals)

#### 5.5.1.1. Architecture & Design

- Dezeen (London)
- Architectural Review (UK)
- Arcspace (Denmark)

#### 5.5.1.2. Energy

- Rivista Energia (Italy)
- Bioenergy Int. Spain (Spain)
- EfficienzaEnergetika (Italy)
- Futur Energy



- Energy in Demand (UK)
- Be ENERGY (Spain)
- Renewables News
- Energías Renovables (Spain)

#### 5.5.1.3. Construction

- Obras Urbanas (Spain)
- CIC Construcción
- Construction news (UK)
- Construible (Spain)
- Construction Index (UK)

#### 5.5.1.4. Buildings

- Building & Facilities (UK)
- BFM Magazine (UK)
- Building News (UK)

#### 5.5.1.5. Refurbishment

- Aurheanews (Spain)

#### 5.5.1.6. Environment

- Revista RETEMA (Spain)
- E-Gazette.it (Italy)
- Sustainable Business
- Guardian Environment

### 5.5.2. -Platforms of distribution: Choosing the best platform to amplify our content

To make the most of our content, we will need to make sure we're distributing it correctly. Content promotion through some distribution platforms will allow us to win audiences and optimize our news and information.

All the following platforms have distribution networks that can help us to maximize the reach of our content, beyond the base of our own means in Zabala.

**Alpha Galileo:** AlphaGalileo is a trusted independent business to business service for the research and media communities. Their service is based on three fundamentals: the widest range of research topics, many types of news material, and a multilingual friendly service that delivers the services demanded by our users.

Their service delivers news via email alerts, an RSS feed direct to journalists' PCs and now, by using their apps, journalists (and press officers) can keep up to date with breaking news whilst

away from their desks. They send over 40 million email alerts to journalists each year. Last year, news on the site was downloaded about 4.5 million times.

**SINC:** The Information and Scientific News Service (SINC) is the first state public agency specialising in science, technology and innovation information in Spanish. The agency's production of information enjoys the participation of the research community, who assists with the revision of publications: breaking news, accuracy and veracity best describe our identity.

**Euronews:** Euronews offers a unique perspective on world events. It empowers people to make up their own mind by delivering factual analysis and a diversity of viewpoints. Because all views matter, Euronews is "All Views". Since its launch in 1993 from Lyon, France, euronews has been delivering trusted news and information in a non-partisan and in-depth way to TV audiences and digital users across the world in their language. It is a widely recognized brand reaching more than 430 million homes across 166 countries.

**EurekAlert:** EurekAlert! is an online, global news service operated by [AAAS, the science society](#). EurekAlert! provides a central place through which universities, medical centers, journals, government agencies, corporations and other organizations engaged in research can bring their news to the Media.

**European Science Foundation:** The European Science Foundation (ESF) is committed to the promotion of the highest quality science in Europe to drive progress in research and innovation. ESF has had an enormous and lasting impact on the science community within Europe and beyond.

The European platform of news regarding Horizon2020 project Cordis Wire will be used as well to distribute news releases.

### 5.5.3. Content distribution by digital influencers

Focusing on getting our content in front of the right people can give it a longer shelf life and bring more value. Building a targeted influencer network and establishing target audience via influencers will be a great opportunity to distribute our content. Blogging networks like IZEA, Traackr, PeerIndex, and Triberr or platforms like Little Birdcan can be used to find and engage relevant digital influencers.

This is about to make efforts to build partnerships with co-related blogs and use PR efforts to earn promotion in websites from our industry.

See the Press Clipping in Annex 2.

## 5.6. Events and networking with other projects

International conferences, congresses, workshops, exhibitions and fair are one of the most effective dissemination and communication actions. The partners' participation to events will

generate more visibility for REZBUILD project and will boost the contact with stakeholders and other European projects.

### 5.6.1. Project events

In the frame of the REZBUILD project **two workshops (1 final workshop)** will be organised in order to disseminate the project results and offer knowledge about the platform and the technologies tested. The consortium will define the dates, venue and programme for the workshop. It is expected that the events will be organised in the second half of the project to showcase concret results. Alliances and synergies with sectorial associations and other Horizon2020 projects will be sought.

Additionally, some of the partners of REZBUILD have foreseen **to organize the following events:**

- ESTIA:  
Organization of a specific workshop focused on the use of the Refurbishment Ecosystem within rehabilitation sector. This event will be oriented to specific buyers of the APM tool (SMEs, Construction Companies and ESCOs).
- OBOS:  
Organization of specific workshops for Nordic owners associations and cooperatives (e.g. Stokke Trygdeboliger Cooperative, Skrenten Cooperative in Hogsnes Hill.).
- Pasivhus Norden UNOTT:
  - Organization of a scientific/academic workshop for the EU energy research community and academia and a project specific exhibition to present results and products to the industry, with anticipated visitor number of over 2,000. The authorities of the leading companies in the field of building energy and relevant fields will be invited.
- SINTEF:
  - COIN workshops presenting 3DP concrete printing solutions.
  - SweConsNet (Network for Sweden-based researchers).
  - Organization of a scientific/academic workshop for the Norwegian research and academia community to presents results.

### 5.6.2. Workshops with local communities

Regarding the tasks *8.4 Social Assessment and Owner Engagement*, led by ZABALA, workshops involving the local communities and stakeholders will be organized in the places of the demo-sites: Madrid, Oslo and the Municipality of Martellago (Italy). The main aim of this action will be the local engagements in order to seek integrated solutions (environmental, societal and economic aspects) for the building sector.

The organization of this workshops will be agreed with the partners responsible of the local execution of the demos: Comunidad de Madrid, OBOS, and OVERDI and the rest of the member of the consortium. The workshops may be organized coinciding with the General Meetings of the project in the different countries.

### 5.6.3. Stakeholders events

Led by the Industry Partners in the project, the main technological results (future products/services) will be showed in EU Events organized by EU Research Initiatives and in International Trade Fairs. The "multidisciplinary" background of REZBUILD Partners (RTDs, Universities, SMEs and Large Industry) will allow developing workshops focused on ensuring the generation of replicable results/strategies according to the EeB sector.

Besides, they will be involved in already existing workshops well positioned at EU level. In this sense, several harmonious cooperation actions will be developed with new and existing H2020 projects in order to align positions and share lesson learnt among them. Finally, the industry partners will participate in prestigious trade fairs in order to establish synergies and start commercializing the results generated. The most relevant actions are identified as follows. Additionally, the REZBUILD partners will be involved in the events managed by those EU initiatives/communities:

<b>PARTNER</b>	<b>ASSOCIATION MEMBER</b>
VERDI	Energy Efficiency Financial Institutions Group (EEFIG), Green Capital Alliance (GCA), CO2 Off platform.
VIAS	PTEC (member, direct link with ECTP).
CARTIF	ECTP (member), PTEC (member), RHC ETIP (member).
ESTIA	Plateforme D'Evaluation, Prototypage & Tests D'Usages (PEPSS), Aerospace Valley (world aeronautical, space and embedded systems cluster), Avenia (energy & environment cluster), SYSOLIA (industrial solar systems cluster in Aquitaine), ADEISO (Association for the Development of Electronics & IT in SW France).
CTVI	PTEC (member).
SG-PLACO	SG-PLACO: PTEC (member, direct link with ECTP), Building Smart (partner).
ONYX	PTEC (member, direct link with ECTP), FOTOPLAT (member, direct link with ETIP Photovoltaic), LEED (member).
SINTEF	ECTP (member), ETIP Photovoltaic (Steering Committee), RHC ETIP (member).
OBOS:	RENORD project, Norske Boligbyggelags Landsforbund (NBBL).
UNOTT	Member of: ETIP on Renewable Heating & Cooling, National Construction Technology Platforms, Association of Commonwealth Universities, Virgo Consortium, European University Association, Russell Group, Universities UK, Universitas 21 and Sutton 13.
EXPLODED VIEW	KIC InnoEnergy ( <a href="http://www.kic-innoenergy.com">www.kic-innoenergy.com</a> )
RIMOND	Building Smart (partner).

ZABALA	Group, International Energy Agency, RIS3, Vanguard Initiative, i24C, EUBIM Task Group, eu.ESCO, REHVA, European Climate Foundation, Encord, BRE, PASSIVAHAUS EU.
--------	--

Table 4: Stakeholders

Some events have been previously identified. The Dissemination and Communication Plan will be periodically updated and the impact (audience type, number of persons reached, communication materials distributed) and the feedback from the partners will be compiled. This list will be periodically updated and participation in event will be communicated via the REZBUILD website and the Social Media channels always is possible.

EVENT	DATE	WEBSITE	LOCATION	PARTNER
European Energy Efficiency Conference	28 Feb-2 Mar 2018	<a href="http://www.wsed.at/en/programme/european-energy-efficiency-conference.html">www.wsed.at/en/programme/european-energy-efficiency-conference.html</a>	Wells, Austria	OVERDI
ECOBUILD	8-10 March 2018	<a href="http://www.ecobuild.co.uk">www.ecobuild.co.uk</a>	London, UK	CARTIF ONYX
European BIM Summit	8-9 March 2018	<a href="http://europeanbimsummit.com/">http://europeanbimsummit.com/</a>	Barcelona, Spain	RIMOND
International Building and Construction Trade Fair	21-24 March 2018	<a href="https://10times.com/international-building-construction">https://10times.com/international-building-construction</a>	Sanghai, China	SG-PLACO
Fa'la cosa giusta	23-25 March 2018	<a href="https://falacosagiusta.org/">https://falacosagiusta.org/</a>	Milan, Italy	CTVI
EnergyMed	5-7 April 2018	<a href="http://www.energymed.it">www.energymed.it</a>	Naples, Italy	CTVI
Trento Smart week	12-15 April 2018	<a href="http://www.smartcityweek.it">www.smartcityweek.it</a>	Trento, Italy	OVERDI
10th nordic conference on construction research and economics	7-8 May 2018	<a href="https://creon-net.org/events/call-for-papers-10th-nordic-conference-in-tallinn/">https://creon-net.org/events/call-for-papers-10th-nordic-conference-in-tallinn/</a>	Tallinn, Estonia	SINTEF
REBUILD Italia	29-30 May 2018	<a href="http://www.rebuilditalia.it/en/">http://www.rebuilditalia.it/en/</a>	Riva del Garda, Italy	OVERDI
EU Sustainable Energy Week	4-8 June 2018	<a href="http://www.eusew.eu">www.eusew.eu</a>	Brussels	OVERDI ZABALA
GENERA	13-15 June 2018	<a href="http://www.ifema.es/genera_01">www.ifema.es/genera_01</a>	Madrid, Spain	CTVI ONYX
INTERSOLAR	19-22 June 2018	<a href="http://www.intersolar.de">www.intersolar.de</a>	Munich, Germany	ONYX
EURAM 2018	20-23 June 2018	<a href="http://euramonline.org/annual-conference-2018">http://euramonline.org/annual-conference-2018</a>	Reykjavi, Iceland	SINTEF

EVENT	DATE	WEBSITE	LOCATION	PARTNER
ICAE 2018, VIII INTERNATIONAL CONGRESS ON ARCHITECTURAL ENVELOPES	20-22 June 2018	<a href="https://www.tecnalia.com/en/sustainable-construction/events/icae-2018-viii-international-congress-on-architectural-envelopes.htm">https://www.tecnalia.com/en/sustainable-construction/events/icae-2018-viii-international-congress-on-architectural-envelopes.htm</a>	San Sebastián Spain	ONYX
Unicredit Pavillion Milan	To be defined	<a href="http://www.unicreditpavillion.it/spazi/">www.unicreditpavillion.it/spazi/</a>	Milan, Italy	OVERDI
19th European Conference on Knowledge Management	6-7 Sept 2018	<a href="http://www.gurteen.com/gurteen/gurteen.nsf/id/eckm-2018">www.gurteen.com/gurteen/gurteen.nsf/id/eckm-2018</a>	Padua, Italy	SINTEF
PVTC 2018	12-14 Sept 2018	<a href="http://www.photovoltaiic-technical-conference.com">www.photovoltaiic-technical-conference.com</a>	Cassis-France	ONYX
GPEX 2018	17-19 Sept 2018	<a href="http://gpexevent.com/">http://gpexevent.com/</a>	Barcelona-Spain	ONYX
13th Conference on Advanced Building Skins	1-2 Oct 2018	<a href="https://abs.green/callforpapers/">https://abs.green/callforpapers/</a>	Bern, Switzerland	ONYX
South Summit	3-5 Oct 2018	<a href="https://es.southsummit.co/">https://es.southsummit.co/</a>	Madrid, Spain	EXPLODED
38th GITEX Technology week	14-18 October 2018	<a href="https://eventegg.com/gitex-dubai/">https://eventegg.com/gitex-dubai/</a>	Dubai	ONYX
REBUILD Italia	18 October 2018	<a href="http://www.rebuilditalia.it/en/">http://www.rebuilditalia.it/en/</a>	Milan, Italy	OVERDI
Exhibition of new building industrialization and land use	17-20 Oct 2018	<a href="http://www.worldgbc.org/">http://www.worldgbc.org/</a>		OVERDI
Glasstec-Dusseldorf	23-26 October 2018	<a href="http://www.glasstec-online.com">www.glasstec-online.com</a>	Dusseldorf, Germany	ONYX
European Utility Week 2018	6-8 Nov 2018	<a href="http://www.european-utility-week.com">www.european-utility-week.com</a>	Vienna, Austria	ONYX
ECOMONDO	6-9 Nov 2018	<a href="http://www.nferias.com/ecomondo/">www.nferias.com/ecomondo/</a>	Rimini, Italy	OVERDI
Smart City Expo World Congress	13-15 Nov 2018	<a href="http://www.smartcityexpo.com/en/">www.smartcityexpo.com/en/</a>		OVERDI CARTIF

EVENT	DATE	WEBSITE	LOCATION	PARTNER
				ZABALA
CONSTRUTEC	13-16 Nov 2018	<a href="http://www.ifema.es/construtec_01/">www.ifema.es/construtec_01/</a>	Madrid, Spain	EXPLODED
PROJMAN 2018	21-23 Nov 2018	<a href="http://projman.scika.org/">http://projman.scika.org/</a>	Lisboa, Portugal	SINTEF
SASBE 2018	4-7 Dec 2018	<a href="https://www.sasbe2018sydney.com/">https://www.sasbe2018sydney.com/</a>	Sydney- Australia	ONYX
BAU 2019	14-19 January 2019	<a href="https://bau-muenchen.com/">https://bau-muenchen.com/</a>	Munich, Germany	OVERDI
ISH Frankfurt	11-15 March 2019	<a href="https://ish.messefrankfurt.com/frankfurt/en/aussteller/willkommen.html">https://ish.messefrankfurt.com/frankfurt/en/aussteller/willkommen.html</a>	Frankfurt, Germany	CTVI
CONSTRUMAT	14-17 May 2019	<a href="http://www.construmat.com">www.construmat.com</a>	Barcelona, Spain	CARTIF
Scientific/ academic workshops within Green Capital Alliance.	2018	<a href="http://www.greencapitalalliance.com">www.greencapitalalliance.com</a>	Italy	OVERDI
Global Compact Network Italy events	2018	<a href="http://www.globalcompactnetwork.org/en/">www.globalcompactnetwork.org/en/</a>	Italy	OVERDI
Unicredit Start Lab events	2018	<a href="http://www.unicreditstartlab.eu/it.html">www.unicreditstartlab.eu/it.html</a>	Milan, Italy	OVERDI
Euro- Mediterranean Centre for Climate Change events	2018	<a href="http://www.cmcc.it/events">www.cmcc.it/events</a>		OVERDI
SweConsNet (Network for Sweden-based researchers)	2018	-	Norway	SINTEF
CONSTRUARQ	2018	-	Valladolid, Spain	SG-PLACO
UPV Contest	2018	<a href="http://dparq.upv.es/convocatorias/concurso-nacional_innovacion-soluciones-placo">http://dparq.upv.es/convocatorias/concurso-nacional_innovacion-soluciones-placo</a>	Valladolid, Spain	SG-PLACO



EVENT	DATE	WEBSITE	LOCATION	PARTNER
GeoBIM Europe	2018	<a href="http://geo-bim.org/europe/">http://geo-bim.org/europe/</a>	-	RIMOND
IFH-Intherm	-	<a href="http://www.ifh-intherm.de/en/">www.ifh-intherm.de/en/</a>	Nuremberg, Germany	CTVI
7eme Congres National du Batiment Durable	-	<a href="http://www.congresbatimentdurable.com/">www.congresbatimentdurable.com</a> /	France	ONYX
World Green Building Council events	-	<a href="http://www.worldgbc.org">www.worldgbc.org</a>		OVERDI

Table 5: Stakeholders events

## 5.7. Networking with other Horizon2020 projects

Other projects related to Topic EeB-05-2017 (Development of near zero energy building renovation) will be considered for the dissemination activities of the REZBUILD project:

- [RenoZEB](#). Accelerating Energy renovation solutions for Zero Energy buildings and Neighbourhoods .
- [HEART](#). Holistic Energy and Architectural Retrofit Toolkit.
- [ReCO2ST](#). Residential Retrofit assessment platform and demonstrations for near zero energy and CO2 emissions with optimum cost, health, comfort and environmental quality.

This list will be updated conforming the development of the REZBUILD project.

## 5.8. Scientific Publications

Despite REZBUILD project is an Innovation Action, it is expected to develop a significant amount of research results which will be disseminated to different key scientific communities. Thus, RTD/academia Partners will dedicate strong efforts in publishing scientific papers under the framework of global recognized scientific conferences and journals that count on high impact index.

Some of the most important scientific conferences and international reference journals have been previously identified:

### 5.8.1. Scientific Conferences Targeted

- Sustainability in Energy and Buildings (SEB).
- International Conference on Sustainable Building (ICSB).
- European Nearly Zero Energy Buildings Conference.
- International Conference on Green Building (ICGB).
- Renewable Energy Congress.

- Sustainable Energy Technologies (SET).
- International Conference on Renewable Energy Sources.
- EU-PVSEC ([www.photovoltaic-conference.com](http://www.photovoltaic-conference.com)).
- Advanced Building Skins Conference-Bern(Switzerland) (annual).
- International Congress on Architectural Envelopes (ICAE) (every 3 years).
- Smart City International Conference-Málaga (Spain) (annual).
- FENERCOM; Saint-Gobain Forum.

### 5.8.2. International Reference Journals Targeted

- IEEE, Energy and Buildings (ELSEVIER).
- EE (Springer).
- Energies (Open Access Energy Research).
- Engineering and Policy Journal Computer-Aided Civil and Infrastructure Engineering.
- Buildings (Open Access Journal).
- Advances in Building Energy Research, Energy Journal.
- Applied Energy, Energy and Buildings.
- International Journal of low carbon technologies and EcoConstrucción.

REZBUILD project partners will have to provide open access to all peer-reviewed scientific publications relating to its results according to [Article 29.2. of the Grant Agreement](#) and H2020 [Guidelines on Open Access to Scientific Publications](#) (European Commission, 2017).

For REZBUILD project [ZENODO](#) (specifically targeted to data and publications from EU projects) be the open access repositories option to be used.

Each REZBUILD project partner will ensure open access (via the repository) to the bibliographic metadata that identify the deposited publication. The bibliographic metadata will be in a standard format and will include all items as it is indicated in the Article 29.2. of the Grant Agreement.

## 6. Specific campaigns

### 6.1. Training & education programme / Social assessment and owner engagement

REZBUILD project includes a specific training and education programme focused on the acquisition of skills by industrialist and Research infrastructures for implementing REZBUILD solutions.

The dialogue with transnational organizations at the European level and local communities, together with the involvement of the owners and tenants, are considered as key factors for the success of the project.

Both aspects require specific communication activities addressed to these stakeholders.

#### 6.1.1. Digitize educational materials on the website

All educational materials developed in the project will be digitized with the aim of sharing it on our website and social media channels. This material will be uploaded in Slideshare, in order to be available for any education entity.

In addition, a visual version of the material will be uploaded on the web, using online tools like Emaze, Prezi, PowToon or SlideRocket.

#### 6.1.2. Design a specific newsletter related to this areas

In order to share the latest news about all the educational projects developed in the frame of REZBUILD PROJECT, we will design and send specific newsletters.

For that, we are going to design a relevant database with educational and training entities. All these contacts will be collected in the different events in which REZBUILD or partners participate, with a specific form designed for the occasion.

#### 6.1.3. Social Media

Social Media Channels will be used with the aim of sharing all the information about education and training programmes, social assessment and owner engagement.

Specified hashtags and images/videos designed for each objective will be used. In addition, we will use "survey" Twitter application in order to obtain the opinions and impressions of the target audiences of these programmes.

Also, we can use Paid Media to reach different audiences. Ads will help us to segment the audience according to established objectives.

Twitter will allow us to create different work groups to discuss and share all our projects.

#### 6.1.4. Blog

A blog for Education and Training and Social Assessment and Owner Engagement sections with all the activity developed in these areas will be periodically published.

Blogs will help us to drive traffic to our website from Social Media channels, increase our SEP, position our project in the sector, build stronger relationships with our stakeholders, boost our credibility, build engagement and share all of our partners expertise.

### 6.1.5. PR activities

REZBUILD Project will prepare specific press releases and interviews in order to share information about these programmes.

In addition, we will define specific PR activities with local communication teams, such as informative breakfast and visits.

### 6.1.6. Online training: webinar & documents

Online training webinars are an engaging and interactive addition to our training and education program.

A video conferencing platform will be used to develop key online discussion points. We can also invite our partners' employees to suggest topics.

All the online training webinars are going to be recorded and published in our Education and Training area, in addition to all the documents.

### 6.1.7. Use of Inbound Marketing tools for capturing qualified leads for different forums and meetings.

Lead is a qualified potential user who shows some level of interest in our project. For the leads that fill out a form, they often do so in exchange for some relevant content.

#### 6.1.7.1. Free ebook download

Periodically REZBUILD web page will offer free ebook download with educational material about our projects in order to get email addresses and earn newsletters subscribers. In this sense, offering a free ebook download is an incentive for signing up to a mailing list.

For that, we can use:

- -Cloud Storage: Upload free downloadable file to our cloud storage service (Google Drive, Dropbox) and generate public file sharing URL.
- -Mailchimp: We can use our mailing list service provider to deliver the downloadable file.
- -Noindex Page: We can also create a landing page to host our downloadable file.

### 6.1.8. Surveys

We will use online tools (surveys) to encourage feedback from stakeholders.

### 6.1.9. 360° videos

Easily 360° videos for each demo sites will be created to publish in our webpage and social media channels.

Definitely, all actions and documents will be developed in an intuitive and accessible manner, providing graphs, diagrams, illustrations and videos instead of plain text.

## 6.2. Communication procedures

### 6.2.1. Communication team

ZABALA is the responsible for the dissemination and communication strategy with the support of its office in Brussels. The actions and processes will be coordinated with OVERDI (leader of the project) and the rest of the members of the consortium through the Communication team conformed by one member for each partner.

Additionally, some specific documents: external communication procedures regarding the generation of content in the website, social media guidelines, dissemination materials, participation in events and publications have been developed.

In addition, there will be Local Communication Teams for the demo sites and the involvement and engagement of local communities in Italy, Norway and Spain. They will be responsible for some of the activities focused on the dissemination and communication strategy at local level:

- Work together with ZABALA for implementing and reporting about citizens' acceptance and consensus initiative launched at local level.
- Agree the actions, events, campaigns launched previously with ZABALA (ZABALA will report the coordinator and the consortium).
- Distribute news about the project at local level.
- Provide pictures, materials and information about the demo sites.
- Monitoring the local initiatives impact.

All the materials produced by the partners will be reviewed by ZABALA previously its local distribution.

### 6.2.2. Website

ZABALA will update regularly the REZBUILD website with news and events. Members of the consortium are requested to promote press releases, offer information to create posts on the website, and other content and materials through their own communication tools and channels: website, Social Media profiles, newsletters, etc.). Work package leaders are also required to keep informed ZABALA about the developments within this advances.

### 6.2.3. Social Media guidelines

ZABALA is the responsible for the management of the Twitter and LinkedIn channels for REZBUILD project and partner must collaborate by mentioning the REZBUILD Twitter account, retweeting the messages about the project and sharing publications on LinkedIn. The Social Media

guideline gathers some pieces of advice and procedures regarding the participation the partners in events and the promotion of their visibility on the Social Media channels.

#### 6.2.4. Communication Materials

ZABALA will develop communication materials to promote REZBUILD project and will be previously reviewed by the Communication Team. Partners must inform with enough time in advance if they need some of this materials for the participation to events or other requirements.

#### 6.2.5. Reporting Events

Partners of the consortium will attend relevant events, conferences, workshops and fairs of the sector. They should be actively involved seeking opportunities to present and showcase the project in their own countries and at both local and European levels. The participation to events must be previously communicated to ZABALA and after the event every partner must complete the events questionnaire with the reporting about the dissemination activity: sum-up, number of attendees, pictures, publications, presentations, press-clipping, etc.

### 6.3. Monitoring and KPI's

ZABALA will coordinate the Dissemination Plan of Results of REZBUILD and its activities with the involvement of all the member of the consortium. Each partner will make use of its communication tools, network and collaboration with the goal of reach the stakeholders of the projects and build the REZBUILD community. That partners must provide as well all the relevant information and feedback in order to complete the Report on Dissemination and Communication activities every year.

ZABALA will compile all the information about the events attended, upcoming events, other networking and collaborative activities, as well as the impacts on Media for the press-clipping and the distribution of the communication materials through a form sent by e-mail. If necessary, partners could receive calls by phone or requested emails.

The Dissemination Plan of Results will be updated on a yearly basis to complete the Report on dissemination and communication activities.

These will be some of the main indicators we are going to monitor in order to measure the Return of the Investment (ROI) in communications.

Monitoring and analytics will be incorporated on the web and social media in REZBUILD's digital marketing and communication processes, as a source of essential information for monitoring key indicators.

01

02

03

04

**Web analytics**

**Event attendance**

**Impact in Media** (on  
and offline)

**Social media  
analytics**

Figure 10: KPI's

## 6.4. Horizon2020 request and coordination with the EC

Partners of REZBUILD consortium are committed to mention that all documentation and material produced under the programme has been made through the co-financing of European Union.

It is compulsory to communicate about EU funding by using the following statement: *"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 768623"* and include, next to it, the EU emblem in the communication material. Also, a disclaimer excluding the Agency responsibility has to be included when disseminating the results of the project: The dissemination of results herein reflects only the author's view and the European Commission is not responsible for any use that may be made of the information it contains.







For more information, please refer to [article 29 of the Grant Agreement](#), which includes these and other considerations regarding the dissemination of the project and the [Open Access](#).

According to the [annotated Model Grant Agreement, article 38](#), the beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public), in a strategic and effective manner and possibly engaging in a two-way exchange.

Additionally, REZBUILD project will establish close links to the communication team of the European Commission in order to make the results of the project visible in the EC Media outlet, and interact on the Social Media channels.

Recommendations and European Media compiled in the "[Communicating EU research and innovation guidance for project participants](#)" will be considered.

## 6.5. Planning

	YEAR 2017			YEAR 2018					YEAR 2019					YEAR 2020					YEAR 2021																			
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Ago	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Ago	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Ago	Sep		
<b>Communication materials</b> 																																						
Logo and visual guidelines																																						
Poster and roll-up for events																																						
Templates																																						
General Brochure																																						
Technical brochure																																						
<b>Social media</b> 																																						
Twitter and linkedin go live																																						
Events management (follow up the conversation and participation)																																						
Community management																																						
Social Media Campaigns																																						
<b>Videos</b> 																																						
Video 1																																						
Video 2																																						
Information pills and case studies (demos)																																						
<b>Website</b> 																																						
Go live																																						
Marketing tools implementation (stakeholders)																																						
News/content update																																						
<b>Events and networking</b> 																																						
Events tool implementation																																						
Networking																																						
REZBUILD Events																																						
<b>Work with media</b> 																																						
Data Base of Media																																						
PressReleases-milestones																																						
Event 1 for the Media (to be defined)																																						
Event 2 for the Media (to be defined)																																						



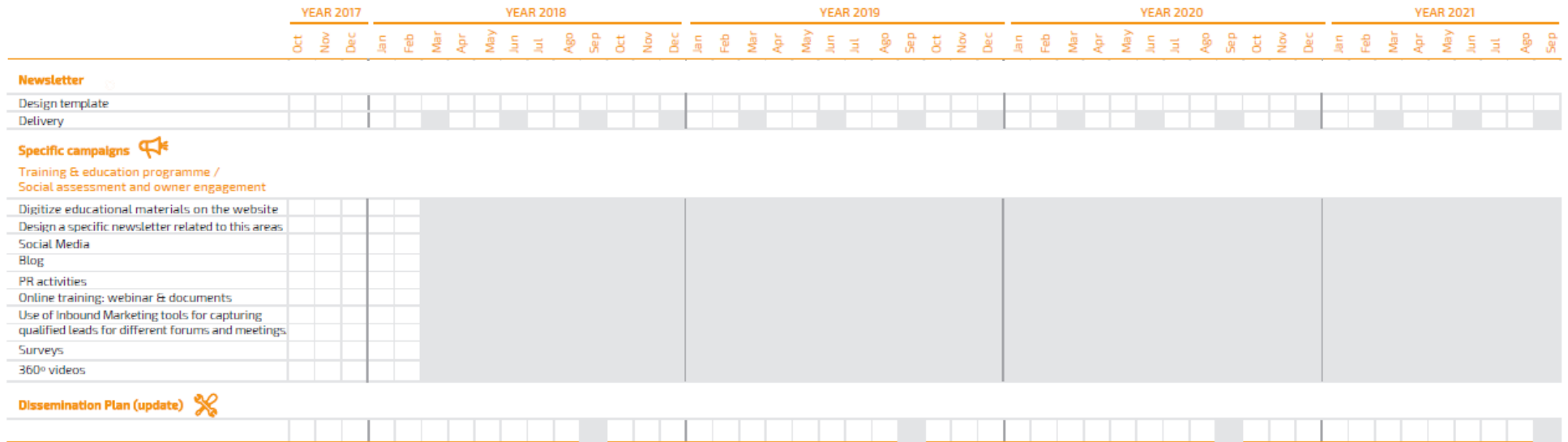


Figure 11: Planning