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for low energy BUILDings**

Project Acronym:

HYBUILD

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Publishable executive summary

HYBUILD is an EU Horizon 2020-funded project, led by COMSA Corporación, which will develop two innovative compact hybrid electrical/thermal storage systems for stand-alone and district connected buildings.

HYBUILD communication activities aim to demonstrate that hybrid energy storage solutions are a key component in providing flexibility and supporting renewable energy integration in the energy system and can efficiently contribute to the decarbonisation of buildings.

The HYBUILD communication strategy identifies, organises and defines the promotion of project objectives and results and as such it is integral to meeting the overall aim of the project.

The main concept which underpins the HYBUILD communication strategy is to exploit the full potential of the large HYBUILD consortium of 21 partners. Most partners already have well-established online and physical communication presence and through that, they can produce a wide communication impact in Europe and/or in their own country, and they can contribute to quickly raise awareness about the HYBUILD project, its objectives, and its outcomes.

The internal HYBUILD communication strategy includes the implementation of internal email distribution lists, regular updates on communication activities to keep partners engaged, a validation process to be followed before a communication goes external, and an overall process for capturing communication activities.

The external HYBUILD communication strategy details the various communication channels (website, Flipboard, social media, etc.) being set up and the way they will be implemented and exploited by project partners.

Communication guidelines and a project promotional toolkit are provided to project partners. A number of Key Performance Indicators (KPIs) and targets are defined to monitor the performance of the above communication strategy.

The present communication plan is an update of the Internal and external communication strategy delivered at M6 of the project (D8.1): it includes a new chapter 7 which presents specific external communication actions that HYBUILD partners have planned for the first half of the project (until M24).

It is also important to note that this communication strategy is complementary to the dissemination and exploitation plan (D7.1) which has been delivered at M9 and which contains more targeted dissemination actions (sometimes overlapping with communication activities as well), such as dedicated workshops, scientific publications, on-site visits, etc. toward specific stakeholders, which will aim at having them understanding and exploiting HYBUILD project results.

Acronyms and Abbreviations

AA	Acronyms and Abbreviations
CA	Consortium Agreement
CTeam	Coordination Team
DL	Deadline
EC	European Commission
EeB	Energy efficient Buildings
EU	European Union
GA	Grant Agreement
KPI	Key Performance Indicator
PC	Project Coordinator
PO	Project Officer
PR	Press Release

Glossary

Communication means taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange. The aim is to reach out to society as a whole and in particular to some specific audiences while demonstrating how EU funding contributes to tackling societal challenges.

Dissemination is the public disclosure of the results of the project in any medium. Disclosure may sound passive, like a shop opening up, but it is an activity, like a shopkeeper attracting customers. It is a process of promotion and awareness-raising right from the beginning of a project. It makes research results known to various stakeholder groups (like research peers, industry and other commercial actors, professional organisations, policymakers) in a targeted way, to enable them to use the results in their own work. This process must be planned and organised at the beginning of each project, usually in a dissemination plan.

Exploitation is the use of the results during and after the project's implementation. It can be for commercial purposes but also for improving policies, and for tackling economic and societal problems.

1 Introduction

1.1 Aims and objectives

This deliverable presents the HYBUILD communication plan which includes on one hand the overall internal and external communication strategy (already presented in D8.1 delivered at M6) which identifies, organizes and defines the promotion of the HYBUILD project objectives and results, and on the other hand a detailed planning of communication activities over the first half of the project (until M24). The implementation of the plan will be reported in the periodic reporting of the project and in D8.5 – Report on communication activities (due at M48).

1.2 Relations to other activities in the project

The communication strategy and plan are informed by all other work packages of HYBUILD since they structure its timeline and provide the content (achievements, lessons learnt and results) to be promoted through selected communication channels.

This communication plan is complementary to the dissemination and exploitation plan (D7.1) which has been delivered at M9 and which contains more targeted dissemination actions, such as dedicated workshops, scientific publications, on-site visits, etc. toward specific group of stakeholders.

1.3 Report structure

Chapter 2 introduces the HYBUILD overall communication strategy which includes its objective and key underpinning concept, identification of stakeholder targets, and communication timeline. Chapter 3 details the internal communication strategy, through the implementation of internal email distribution lists, regular updates on communication activities to keep partners engaged, validation process to be followed before a communication goes external, and the overall process for capturing communication activities. Chapter 4 details the external communication strategy, the various selected communication channels (website, Flipboard, social media, etc.) being set up and the way they will be implemented and exploited by project partners. Chapter 5 presents communication guidelines and the project promotional toolkit. Chapter 6 presents a number of KPIs and targets to monitor the performance of the above communication strategy.

Chapter 7 presents specific external communication actions that HYBUILD partners have planned for the first half of the project (until M24).

Eventually chapter 8 concludes the report.

1.4 Contributions of partners

R2M as WP8 leader is the main editor of this report. All partners reviewed the current report to ensure its comprehensiveness. In addition, all partners are contributing to the wider tasks in WP8 “Communication”. Their contributions include reviewing the communication materials developed, writing articles for promoting HYBUILD on its public web portal and through popular platforms, sharing relevant articles on the HYBUILD Flipboard online magazine and on social media through their own organization official channels, and promoting HYBUILD at events, conferences and exhibitions.

2 Overall communication strategy

2.1 Objective and key underpinning concept

HYBUILD communication activities aim at demonstrating that hybrid energy storage solutions are a key component in providing flexibility and supporting renewable energy integration in the energy system and can efficiently contribute to the decarbonisation of buildings.

To achieve this objective, the main concept which underpins the HYBUILD communication strategy is to **exploit the full potential of the large HYBUILD consortium of 21 partners**. Most of these partners already have well-established online and physical communication presence and through that, they can produce a wide communication impact in Europe and/or in their own country, and they can contribute to quickly raise awareness about the HYBUILD project, its objectives, and its outcomes.

Therefore, the HYBUILD communication strategy is to exploit existing partners' communication channels, as well as existing relevant communication groups (e.g. ECTP LinkedIn group with 900+ EeB-focused stakeholders) and popular public web portals (BUILD-UP and ECTP), instead of creating new dedicated HYBUILD channels that would be much slower to grow.

Such approach has been tested by R2M through previous EU-funded projects. It has proven to take a bit more time internally to be set up (time is required to convince internally and engage all project partners and their colleagues from communication & marketing teams which are usually not directly involved in such projects), but at the same time it generates a much higher impact on the medium and long-term.

2.2 Relevant targeted stakeholders

During the initial phase of the project (until M24), communication activities will be mainly intended at raising awareness about the project, therefore its main targets will be the **scientific community** and the **general public** interested in energy storage, renewable energies and future smart energy networks.

Then when the project will be more mature (M24 to M48), additional content will become available (especially through the project public deliverables, but also with demo site results) which will then target **professionals** (designers, ICT installers, energy advisors), **construction and engineering companies, manufacturers** (ICT, BMS, storage, thermal equipment), as well as potentially **government and municipalities**.

A deeper stakeholder analysis is presented in the dissemination and exploitation plan (D7.1): it identifies the benefits that each stakeholder category can expect from HYBUILD outcomes.

2.3 Communication timeline

The proposed communication timeline follows that of the project timeline. As such it is in line with the delivery dates of the project's 36 public deliverables (see Table 1).

As it can be seen in the work plan, several submissions of public deliverables are grouped every year: M12 (6 public deliverables), M24 (7 public deliverables), M36 (5 public deliverables), and M48 (5 public deliverables). Key communication channels presented in the next sections will be activated in conjunction with these milestones.

Table 1 - HYBUILD public deliverables timeline (ranked by delivery dates)

Deliverable n°	Deliverable name	Delivery date
D8.3	Web-based platform	M3
D7.3	HYBUILD Flipbook	M6
D8.1	Internal and external communication strategy	M6
D8.2	Data Management Plan (DMP)	M6
D7.1	Dissemination and exploitation plan	M9
D1.1	Requirements: context of application, building classification, and dynamic uses consideration	M12
D1.2	Technical and market review codes studies, national and European certification frameworks	M12
D3.1	Modular flow sheet simulation of the hybrid (sub-) system	M12
D4.1	Smart system algorithms	M12
D7.6	Stakeholder advisory board description of tasks and composition	M12
D8.4	Communication plan	M12
D1.3	Requirements: Key Performance Indicators, system components and performance targets	M14
D7.4	HYBUILD business models	M18
D3.2	Configuration of the hard- and software interfaces of the DCS finished	M20
D2.1	Report on adsorber/desorber and evaporator/condenser design and manufacturing	M24
D2.2	Low & high temperature latent storage realized	M24
D2.3	DC driven compression heat pump tests successful	M24
D2.4	Report on performance tests on the operation of the electrical energy storage	M24
D3.3	Full hybrid storage integrated	M24
D4.2	Functional requirements specification	M24
D6.2	Report of the energy performance analysis before intervention	M24
D3.4	Report on the experimental tests and the final design of the hybrid sub-systems	M30
D4.3	HYBUILD optimised building management system	M30
D1.4	Technology Payback analysis	M36
D4.4	Report on system performance	M36
D5.1	Life Cycle Assessment of the HYBUILD system	M36
D5.4	Report on existing standards and standardization landscape	M36
D6.1	Report of commissioning tasks	M36
D5.2	Social Life Cycle Assessment of the HYBUILD system	M42
D5.5	Full standardization proposals	M42
D5.3	Life Cycle Cost Assessment Studies	M46
D6.3	Report of the energy performance	M48
D7.2	Report on dissemination activities	M48
D7.8	HYBUILD replication plan	M48

D8.5	Report on communication activities	M48
D9.3	Report on synergies between HYBUILD and other global initiatives	M48

It is therefore anticipated that HYBUILD communication peaks will occur 2 or 3 months after those “project birthdays”. This will be monitored through the communication KPIs (see Section 6) since this should be reflected in increased website traffic, number of hits in social media, number of external requests, etc.

3 Internal communication

While the large number of partners of HYBUILD is an advantage to exploit for maximising the impact of communication activities, it also represents a challenge when it comes to ensuring an efficient and smooth internal communication within the project. To this end, a number of tools and mechanisms are set up and presented below.

3.1 Email distribution lists

R2M does manage and maintain two email distribution lists:

- all_partners@hybuild.eu which includes all contacts from all partners
- technical_team@hybuild.eu which includes only scientific and technical contacts from all partners (administrative and financial contacts are excluded)

Those mailing lists are managed by R2M through the online Google Groups service. An excel spreadsheet with all contact details of all partners remains available and updated in the ownCloud. Only R2M has the rights to edit and update both the Excel spreadsheets and the distribution lists through Google groups.

All partners must contact R2M in order to make a change to the distribution list (new contact person from their organisation, new email, etc.).

Additional distribution lists might be created during the project.

3.2 Internal updates on communication activities

3.2.1 Global email updates

In order to keep the HYBUILD consortium engaged, R2M will send **every 2 months** an internal global update by email to all partners on past and upcoming communication activities. Email updates will include various stats on the HYBUILD communication channels activities (number of articles posted on Flipboard, Twitter, in the News section of the website) and several reminders to invite all partners to contribute actively to communication activities.

3.2.2 Short virtual meetings

When required, short plenary virtual meetings (20’ max) will also be organised in order to give a focus on short and simple actions to be done by all partners to increase the impact of recent communication activities.

3.3 Validation process for external communication

The following validation process shall be followed by all project partners before a HYBUILD communication document goes external:

Table 2 - Validation process for HYBUILD external communication

Document type	Validation process
Web article	Send for validation to: <ul style="list-style-type: none"> • the Coordination Team (CTeam), • the dissemination manager, at least 5 working days before the publication. If no reply, the article is considered validated.
Press release	Send for validation to: <ul style="list-style-type: none"> • all partners, at least 15 working days before publication. If no reply, the press release is considered validated.
PowerPoint presentation	Send for validation to: <ul style="list-style-type: none"> • the Coordination Team (CTeam), • the dissemination manager, at least 3 working days before the publication. If no reply, the presentation is considered validated.
HYBUILD Twitter post	R2M is the manager and moderator of the HYBUILD Twitter feed. Partners can retweet from their organisation or personal twitter accounts, or they can send the content of a Tweet to R2M by email for publication.
HYBUILD Flipboard post	Publication is immediate. R2M is the moderator of the HYBUILD Flipboard and is able to remove articles if inappropriate.
Any other material (e.g. video, etc.)	Send for validation to: <ul style="list-style-type: none"> ○ all partners, at least 15 working days before submission. If no reply, the material is considered validated.

3.4 Recording dissemination and communication activities

The ownCloud platform includes a form for partners to record their dissemination and communication activities, see Figure 1 for an example. It records the dates, location of dissemination events, a description of the event, the participants involved, the different countries that were addressed, along with the size and type of the audience. It is each partner organisations responsibility to record their communication and dissemination activities through the form in the ownCloud.



HYBUILD Communication Event report

Date	22-23 February 2018
Event Name	SHAPE ENERGY Sandpits
Event description	<p>The main goal of the SHAPE ENERGY sandpits is to bring people together who are interested in improving and innovating and who, crucially, are currently or have recently been involved in EU-funded projects on similar topics as the main subject of the sandpits.</p> <p>These events are aimed at:</p> <ul style="list-style-type: none"> • reflecting on current direction and task in individual projects; • generating concrete ideas for increasing impacts on society; • experiencing innovative methods of interdisciplinary and cross-sector working within energy and transport projects; • meeting cross-Europeans collaborators in a stimulating environment and generating future project ideas for progressing energy related topics.
Location	Torino, Italy
HYBUILD participants	R2M
Nature of participation	R2M represented HYBUILD participated in the third track entitled “Energy system optimisation and smart technologies”. The HYBUILD poster was displayed in the exhibition area of the event.
Number of attendees	Around 60
Feedback & added-value	HYBUILD brought the energy storage dimension into the energy optimisation concepts scenarios elaborated with the other projects participating to the sandpits. The event has helped raising awareness about the HYBUILD project and connecting with sister-projects.
Picture(s)	

Figure 1 - HYBUILD Communication Event Report

4 External communication

Numerous communication channels and media are being used for external communication of the work of the HYBUILD project throughout its life as detailed in the subsections below. Different combinations of appropriate channels will be used to target the different types of stakeholders at each stage of the communication plan.

4.1 HYBUILD public website

The website is one of the project’s main gateways to the outside world, providing information on HYBUILD objectives and work plan, pilot sites, partners, publications, news and contacts. It is further described in D8.3 – Web-based platform. A snapshot of the project website is shown in Figure 2. It is accessible at www.hybuild.eu.

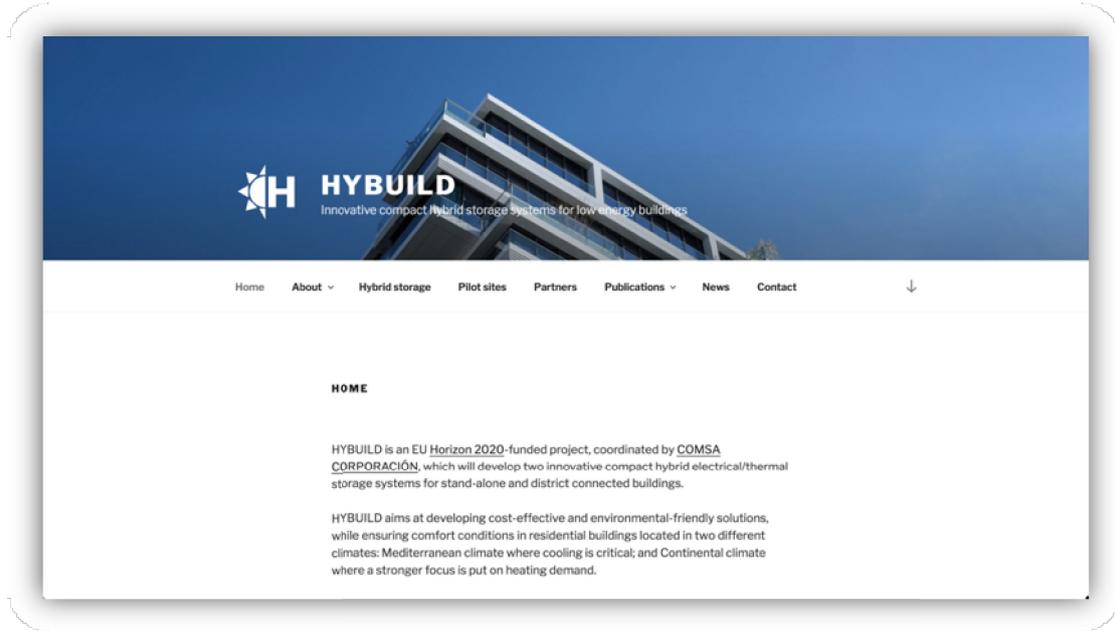


Figure 2 - HYBUILD public website

While most sections of the website will be updated only once per year to reflect the progress of the project (e.g. **About**, **Pilot sites**, **Partners**), the following sections will be updated more often with fresh content coming from the project scientific and technical activities:

- The **Publications** section is updated with the latest accepted public deliverables, Open Access scientific publications, and or dissemination content (e.g. project poster, leaflet, etc.).
- The **News** section provides regular updates through short and focused articles on what’s happening in HYBUILD. It is managed via the WordPress back office by R2M. All partners are invited to provide R2M with new articles for publications.

4.1.1 Pre-planned articles

In order to keep a minimum of new articles in the website News section, the following articles shown on Table 3 are already pre-planned for publication.

Table 3 - Pre-planned articles for the HYBUILD public website News section

Content	Editor	Publication date
<p>HYBUILD partner introduction</p> <p>An article which gives a focus on one of the HYBUILD partner:</p> <ul style="list-style-type: none"> • short company description, • its role in the project, • a focus on the technology brought into the project (if relevant), • key staff involved in HYBUILD - short bios & contact details 	Partner highlighted in the article	Every month a new partner will be introduced (Process started in Feb-17 ; the 21 st partner will be introduced in Oct-19)
<p>HYBUILD newly released public deliverable</p> <p>An article will come along every new scientific</p>	Lead partner in charge of the	Every time a new public deliverable is

and/or technological public deliverable release (see timeline in section 2.3). The article will be written by using the executive summary of the report which is supposed to include the main findings and key lessons learnt.	deliverable highlighted in the article.	accepted by the EC.
Communication event announcement and/or report An article will be written when a partner is presenting the HYBUILD project (and/ or one of its components) to an event: it can be either to announce the event in order to attract attendees, or after the event to report on main findings and obtained feedback, or both.	Partner in charge of the HYBUILD promotion at the event	Before and/ or after every major HYBUILD promotion in events, workshops, exhibition, conferences, etc.

4.1.2 News articles replication in Flipboard, Twitter and LinkedIn and major relevant portals

The following replication mechanisms presented in Table 4 are put in place to ensure the content of articles published in the News section of the website is communicated to a large and relevant audience:

Table 4 - HYBUILD public website articles replication strategy

Replication media target	Partner in charge	Frequency
 Twitter - the WordPress CMS is configured to automatically replicate new HYBUILD website articles into the @hybuild Twitter feed (see 4.5.1)	Automated replication (WordPress CMS)	All articles
 LinkedIn - Manual replication of the article into the official ECTP – Energy Efficient Buildings LinkedIn group (see 4.5.2)	R2M	All articles
 Flipboard – Manual replication of the article into the HYBUILD Flipboard magazine (see 4.4)	R2M	All articles
 ECTP (European Construction Technology Platform) website and/or newsletter – the article is adapted and submitted (email at secretariat@ectp.org) for publication on the ECTP website and / or its newsletter.	Partner who wrote the original article	Major articles only
BU BUILD UP (The European portal for energy efficiency in Buildings) – the article is adapted and submitted (http://www.buildup.eu/en/create-content) for publication on BUILD UP	Partner who wrote the original article	Major articles only

4.2 HYBUILD referencing – partners' websites

The 21 partners have been asked at M3 by R2M to reference the HYBUILD project website on their own company website. R2M provided a generic template which can be further adapted by project partners. It is acknowledged that the process to get such article validated and published might be longer for large organisations (e.g. in HYBUILD: COMSA, AIT, CSEM, etc.) since it has to go through their internal communication department and validation workflow. It is the aim however to get the HYBUILD project and its website properly referenced in all 21 partners' websites.

At the time of writing this report (September 2018), HYBUILD is already referenced on 18 out of the 21 partner organisations. For instance, Figure 3 shows how the project was referenced on the website of one of the partners (CNR-ITAE).



Figure 3 - HYBUILD referenced on CNR-ITAE organisation website

Every year, R2M will ask partners to update their HYBUILD project page on their organisation website to highlight and reflect significant progress and achievements of the project. R2M will encourage (see 3.2.1) all along the project all partners to relay major news and updates through their organisation website and/or newsletters.

4.3 HYBUILD on the ECTP projects database

A HYBUILD project page has been created (see Figure 4) and will be updated on the ECTP website projects database¹. The most important public deliverables of the project will also be made available and hosted through this page (in addition to being available in the Publications section of the HYBUILD public website – see 4.1):

¹ ECTP website projects database: <http://www.ectp.org/index.php?id=29>

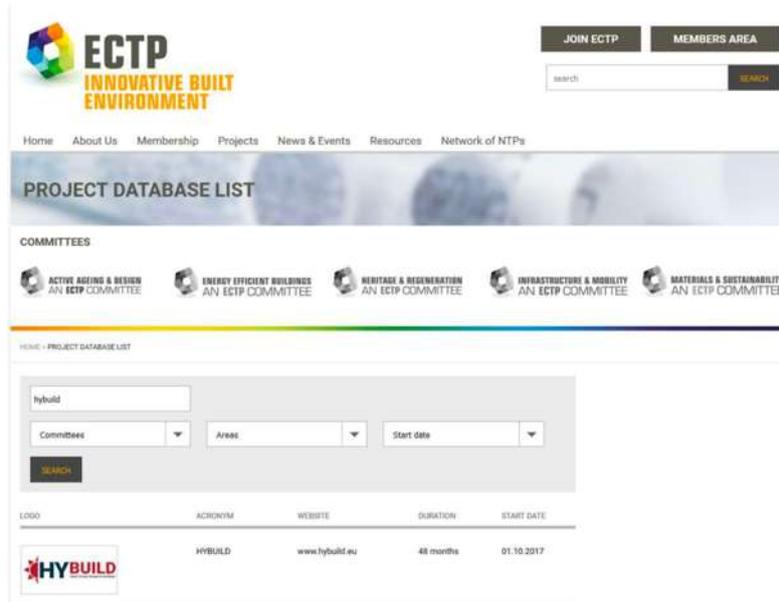


Figure 4 - HYBUILD in the ECTP Portal Projects database

4.4 HYBUILD Flipboard

Flipboard is a news aggregator and social network aggregation company. Its software, also known as Flipboard, was first released in July 2010. It aggregates content from social media, news feeds, photo sharing sites and other websites, presents it in magazine format, and allows users to "flip" through the articles, images and videos being shared.

A dedicated HYBUILD Flipboard magazine was created for the project at M3. It is shared with all HYBUILD consortium partners who are able to upload and share relevant content (articles, pictures, social media updates, etc.) in relation to innovative energy storage solutions. The HYBUILD Flipboard magazine (see Figure 5) is also a public media, meaning that it is accessible to anyone using Flipboard and it therefore contributes to HYBUILD overall dissemination and communication activities. The HYBUILD Flipboard is also embedded as part of the HYBUILD public website, and its content is regularly relayed through social media (e.g. HYBUILD Twitter account).

R2M is the manager and moderator of the HYBUILD Flipboard and therefore shares on a regular basis with the consortium analytics from the Flipboard magazine in order to keep everyone engaged. A summary of the aggregated content – main lessons learnt and observed market trends - is also maintained and updated by R2M: it is presented at HYBUILD project general meetings and within periodic reports.

The HYBUILD Flipboard magazine is accessible at: <http://flip.it/5yVsa7>

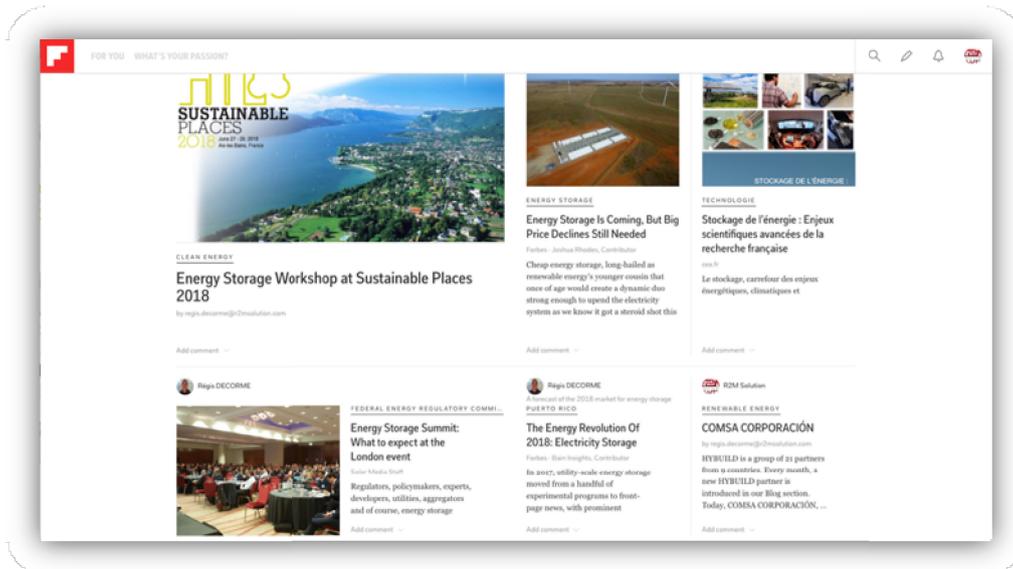


Figure 5 - HYBUILD Flipboard online magazine

The HYBUILD Flipboard online magazine is further presented in D7.3 – HYBUILD Flipbook.

4.5 Social media strategy

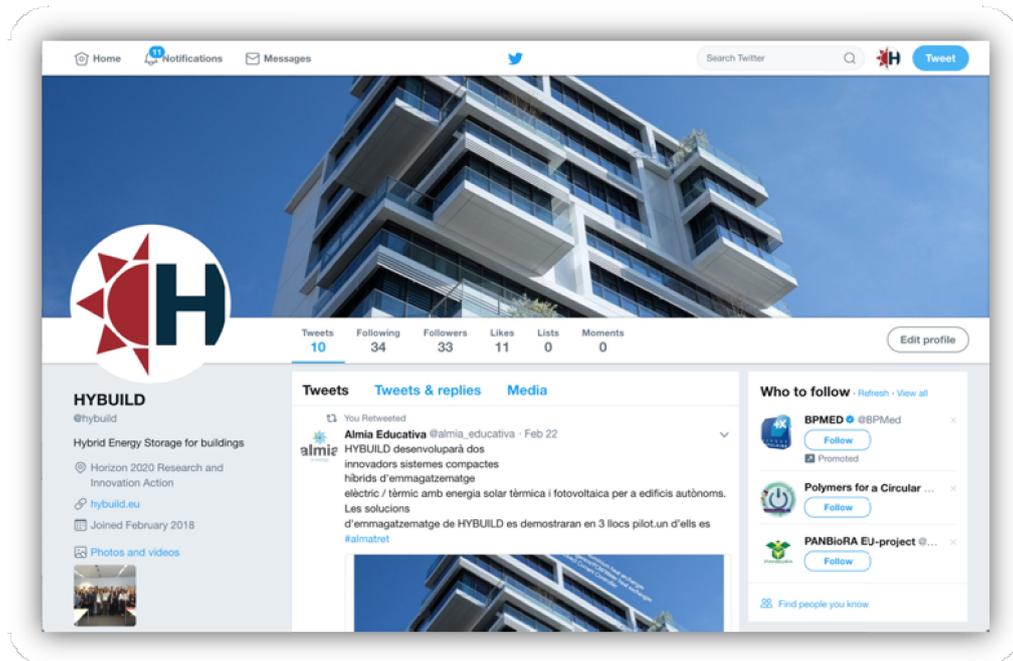


Figure 6 - HYBUILD Twitter feed (@hybuild)

As explained in the overall communication strategy (see Section 2), the social media approach for the HYBUILD communication strategy is to primarily rely on the 21 partners organisation existing social media channels.

4.5.1 Twitter

Twitter makes a small exception to the above strategy. Looking at other EU funded projects of the same scale, it looks like many of them have managed to attract a reasonable number of followers through this media channel (usually 200+ followers after 1 or 2 years). The dedicated @hybuild Twitter feed has therefore been created and is operated by R2M (see Figure 6 for a snapshot of the Twitter account of HYBUILD).

However, the most important aspect will remain to re-tweet HYBUILD tweets through HYBUILD partners' official Twitter feeds. As presented in Table 5 below, HYBUILD partners' official Twitter accounts gather more than 30.000 followers, so the potential impact of relaying HYBUILD information through those channels is obvious.

Table 5 - HYBUILD consortium Twitter footprint – as of June 21st, 2018

#	Partner	Twitter ID	#Tweets	# Followers
1	Comsa	@comsa_corp	2038	4709
2	UdL	@InspiresUdL	235	245
3	CNR	@StampaCnr	4058	4735
4	AIT	@AITtomorrow2day	927	1565
5	Notatek	@NobatekInef4	3197	1360
6	CSEM	@CSEMInfo	656	1388
7	EURAC	@EURAC	3077	3342
8	Fahrenheit	@FAHRENHEIT_Cool	181	295
9	Mikrometal	None		
10	Stress	@StressScarl	216	145
11	NTUA	@ntua	2262	4847
12	Fresnex	@fresnex_solar	59	109
13	ENG	@EngineeringSpa	6676	4122
14	DAIKIN	@DaikinEurope	150	3360
15	OCHSNER	None		
16	UCY - FOSS	@UCYOfficial	659	1720
17	Almatret	@Almia_energy	21	28
18	AKG	@theakggroup	73	21
19	R2M	@R2MSolution	458	344
20	Aglantzia	@AglantziaEU	17	13
21	PINK	None		
			Total	32348

Beyond retweeting content through partners' official feeds, it is also crucial to tag relevant Twitter accounts within the tweets in order to increase even more the impact and potential outreach of each message. The Table 6 below lists a few examples of relevant organisations to tag in HYBUILD-related tweets when appropriate.

Table 6 - HYBUILD relevant Twitter accounts – as of June 21st, 2018

Relevant targeted stakeholders	Twitter ID	#Tweets	# Followers
European Construction Tech. Platform	@ECTPSecretariat	441	743
BuildUp	@EU_BUILDUP	5744	5178
European Heat Pump Association	@helloheatpumps	2705	1419
European Partnership for Energy and the Environment	@EPEESecretariat	1545	1255
Heat Roadmap EU	@HeatRoadmapEU	1851	1589
Solar Thermal World	@solarthermal	4380	2987
IEA Solar Heating and Cooling Programme	@IEASHC	651	495
AEE – Austrian Institute for Sustainable Technologies AEE INTEC	@AEE_INTEC	932	327
European Association for Storage of Energy	@EASE_ES	1964	1480
	Total		15473

4.5.2 LinkedIn

No dedicated LinkedIn group will be created for the HYBUILD project. It has been observed that other EU funded projects usually struggle to grow their LinkedIn group (although there are exceptions but most of the time for large-scale projects), which hardly gets a hundred followers after one or two years of effort, most of these followers being sometimes also members of the EU projects themselves. The other issue is that such groups are discontinued when the projects end.

It is therefore decided to publish HYBUILD updates through the ECTP – Energy Efficient Buildings committee official LinkedIn group² (see Figure 7).

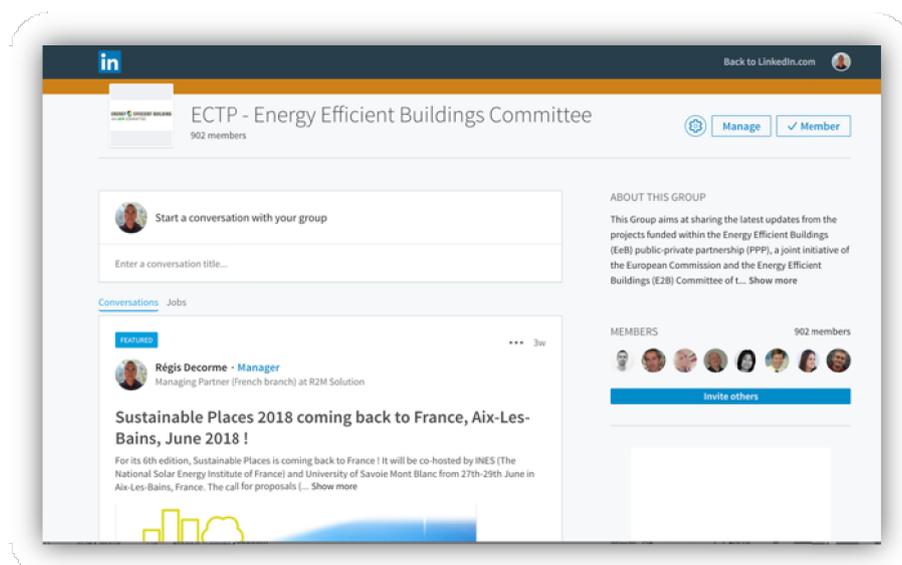


Figure 7 - ECTP-EeB committee official LinkedIn group

² ECTP EeB LinkedIn group: <https://www.linkedin.com/groups/3744557>

This group was created by the EeB-CA2 CSA (GA n°637003) and it gathers 900+ members (as of June 2018), most of them being involved in other sister-projects from the Energy Efficient Buildings Public-Private Partnership (EeB PPP). It is therefore a good place to share HYBUILD results that belong to horizontal topics (e.g. business models, KPIs framework, workshops, etc.) where potential synergies can be established with other EU-funded projects.

4.6 Press releases

Press Releases (PRs) will be issued at key HYBUILD milestones. R2M will prepare draft contents for the PRs which will be adapted, when necessary translated, and published by project partners through their communication / public relations department.

It is anticipated that 5 PRs will be issued, in connection with the following milestones:

- **PR1** - HYBRID storage systems for both climate integrated (MS5 from the GA)
- HYBUILD storage systems installed
 - **PR2** – French Demonstration site
 - **PR3** – Spanish Demonstration site
 - **PR4** – Cyprus Demonstration site
- **PR5** – Evaluation of demo sites completed (MS7 from the GA)

It will be crucial that PRs are published through partners' communication department to ensure a large coverage by press media. For PR2, PR3, PR4, it will be important to also have them translated in local languages (French, Spanish and Catalan, Greek and Turkish) to ensure coverage in national and local newspapers and TV.

4.7 Presentation in conferences and tradeshow

HYBUILD will be represented in a number of conferences & tradeshow, with a deliberate focus on buildings and energy-oriented events. For exhibitions, HYBUILD will exploit consortium partners' exhibition booths in order to mutualise costs whenever possible.

The planning of such presentations for the first half of the project is presented in Section 7 of this report. When presentations are associated to a scientific publication, they are instead presented in D7.1 – Dissemination and Exploitation Plan (delivered at M9).

Here as well the idea is to involve all HYBUILD partners in the promotion effort, so that each of them achieve **at least 3 active participation per partner during the project** (i.e. HYBUILD presentation and/or exhibition and/or workshop participation and/or scientific paper, etc.), which should lead to a total of 63 registered activities at the end the project. In order to save on travel expenses, priority shall be given to local events and / or mutualised with partners' internal opportunities so that costs can be shared.

4.8 Promotional video

A conceptual video (month 24) which will illustrate the concepts developed by the HYBUILD consortium will be developed and uploaded in the project website and advertised in known portals, press publications, social networks, YouTube, etc. Videos can be used for presentations in conferences and broadcasted on large screens in exhibitions.

The video will also be referenced on the official ECTP - Energy Efficient Buildings committee YouTube channel³ which compiles short promotional videos from EeB cPPP projects and is being used by the European Commission during events such as information days, etc.

³ ECTP EeB YouTube channel : https://www.youtube.com/channel/UC8LjrepSBN_apQNuFNeufig

5 Communication guidelines & toolkit

5.1 Logo

The HYBUILD logo is the primary identifier which is used on all materials and communications issued by members of the HYBUILD consortium. This gives a clear and memorable brand and visual identity to all of the work arising from the project.

To ensure a common visual identity for both deliverables and presentations arising from the project, templates for both have been developed and are available to partners on the HYBUILD ownCloud platform. Various versions are available (large, short, white background, etc.), see Figure 8 and Figure 9.



Figure 8 - HYBUILD Logo - large version



Figure 9 - HYBUILD Logo - short version

According to the European Commission guidelines, all materials and communications issued by HYBUILD must also include the EU emblem, as well as the following text:



“The HYBUILD project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement N° 768824.”

5.2 Poster

A preliminary version of the HYBUILD poster has been created in English, Catalan, German and Italian (see Figure 10, Figure 11, and Figure 12). Updated versions will be developed after any significant progress and achievements of the project.



Figure 10 - HYBUILD Poster - English version

Figure 11 - HYBUILD Poster - Catalan version

Figure 12 - HYBUILD Poster - Italian version

5.3 Other promotional documents

Other promotional document such as a leaflet, roll-up poster will be developed depending on the needs of the events selected by project partners for presenting HYBUILD.

6 Communication KPIs and monitoring

KPIs to measure the communication performance are summarised in Table 7 below.

Table 7 - Communication KPIs

KPI	1 st year target	2 nd year target	3 rd year target	4 th year target	Cumulative target
N° of unique visitors to the public web portal	200	300	500	1000	2000
N° of incoming requests from external stakeholders (emails or phone calls)	5	10	15	20	50
N° of articles on the HYBUILD public web portal	12	20	20	28	80
N° of external web articles with a reference to HYBUILD	5	10	20	30	65
N° of Flipboard followers	50	30	40	50	170
N° of press releases	0	0	4	1	5
N° of Twitter followers	50	50	50	50	200
N° of research or industrial exhibitions, conferences & workshops at which partners will promote HYBUILD	21		21	21	63

R2M is in charge of monitoring the progress of communication activities against the KPI targets and informing the consortium of that progress. The consortium members are responsible for recording their communication actions (see 3.4) and reporting them to R2M.

Further detailed statistics are also available through administrator interfaces of the HYBUILD public website, Flipboard online magazine and Twitter account. Those data will be analysed and presented in HYBUILD project periodic reports.

7 Detailed communication planning until M24

7.1 Presentation of the project in an event (without associated paper/publication)

The following section details planned presentations of the project in chronological order.

Date	05 October 2017 (M1)
Place	Aglantzia, Cyprus
Event name	 Project presentation at the AGLANTZIA Municipal Council meeting
Focus of the presentation	Overall presentation of the project in Greek
Key targeted stakeholders	<ul style="list-style-type: none"> • Municipal Council Members • General public
Lead partner	AGL
Contributing partners	-

Date	09-11 April 2018 (M7)
Place	Ljubljana, Slovenia
Event name	 IEA ECES / SHC - Annex 33 / Task 58 The main goal of the ECES Annex 33 is to bring together people who are interested in improving and innovating PCM and TCM thermal energy storage materials enhancement. It is also a crucial event to meet cross-Europeans collaborators in a stimulating environment and generating future project ideas for progressing thermal energy storage related topics
Focus of the presentation	Presentation of the two innovative hybrid energy storage concepts (one for the Mediterranean climate primarily meant for cooling energy provision, and one for the Continental climate primarily meant for heating and DHW production) in order to raise awareness about the HYBUILD project and connect it with sister-projects.
Key targeted stakeholders	<ul style="list-style-type: none"> • Professionals (designers, ICT installers, energy advisors) • Construction and engineering companies • Manufacturers (ICT, BMS, storage, thermal equipment) • Academia, scientific community (PhD students, researchers, etc.)
Lead partner	UdL
Contributing partners	-

Date	12-15 June 2018 (M9)
Place	Palermo, Italy

Event name	 <p>18th International Conference on Environment and Electrical Engineering IEEE IEEEIC is an international forum for the exchange of ideas and information on energy systems both today and in the future. The conference provides a unique opportunity for industry to interact directly with university researchers, manufacturers and distributors of energy equipment and to discuss a wide variety of topics related to energy systems and environmental issues. The conference is technically and financially sponsored and organized by IEEE Italy Section.</p>
Focus of the presentation	Overall presentation of the project with a specific focus on the relevance of smart energy control in the building domain.
Key targeted stakeholders	<ul style="list-style-type: none"> • Professionals (designers, ICT installers, energy advisors) • Construction and engineering companies • Manufacturers (ICT, BMS, storage, thermal equipment) • Building owners/facility managers • Academia, scientific community (PhD students, researchers, etc.)
Lead partner	ENG
Contributing partners	-

Date	21 June 2018 (M9)
Place	Madrid, Spain
Event name	 <p>CIES 2018 - XVI Congreso Ibérico y XII Congreso Iberoamericano de Energía Solar CIES is the most important Solar Energy Conference of the countries of LATAM, Portugal & Spain (Spanish and Portuguese language areas). CIES is the reference event for all those related to the development, implementation and learning of solar energy technologies, with the goal of promoting the use of solar energy in the Ibero-american regions, in different fields such as buildings, transportation, electric generation of process heat.</p>
Focus of the presentation	Presentation of FRESNEX technology (CSH – Concentrating Solar Heat) and its application within the HYBUILD project.
Key targeted stakeholders	<ul style="list-style-type: none"> • Professionals (designers, ICT installers, energy advisors) • Construction and engineering companies • Manufacturers (ICT, BMS, storage, thermal equipment) • Building owners/facility managers • Academia, scientific community (PhD students, researchers, etc.)
Lead partner	FRESNEX
Contributing partners	UDL

Date	09-13 September 2018
Place	Rapperswill, Switzerland
Event name	 <p>EuroSun2018 12th International Conference on Solar Energy for Buildings and Industry</p>

	EuroSun2018 EuroSun 2018 will be organized in cooperation with the Swissolar Solar Heating Conference, the 2nd SIGES Conference on the Simulation of Energy Systems for Buildings and the 8th International Conference on Solar Air Conditioning. EuroSun 2018 will offer a platform to discuss the latest developments with leading solar energy experts as well as policy makers and industry representatives
Focus of the presentation	Presentation of Mediterranean and Continental systems
Key targeted stakeholders	<ul style="list-style-type: none"> • Professionals (designers, ICT installers, energy advisors) • Construction and engineering companies • Manufacturers (ICT, BMS, storage, thermal equipment) • Building owners/facility managers • Academia, scientific community (PhD students, researchers, etc.)
Lead partner	ITAE
Contributing partners	AIT, UdL, NTUA

Date	4 th October 2018 (M13)
Place	Barcelona, Spain
Event name	 <p>EFINTEC 2018 Efintec is directed at installation companies, distributors and maintenance professionals in the electric, thermal equipment, home renovation and renewable energy sectors. Three other related H2020 projects will be presenting here.</p>
Focus of the presentation	The H2020 project TESSe2b will be hosting a master class titled “Market Innovation: New HVAC systems using Enhanced Thermal Energy Storage”. COMSA will be providing a 10-15 minute powerpoint presentation summarizing the HYBUILD project as a whole and its planned innovations.
Key targeted stakeholders	<ul style="list-style-type: none"> • Manufacturers (ICT, BMS, storage, thermal equipment) • Professionals (designers, ICT installers, energy advisors) • Construction and Engineering Companies
Lead partner	COMSA
Contributing partners	-

Date	16-18 October 2018 (M13)
Place	Nuremberg, Germany
Event name	 <p>CHILLVENTA 2018 Chillventa is now one of the most important events in the world for refrigeration, ac & ventilation and heat pumps</p>
Focus of the presentation	AIT will be exhibiting at CHILLVENTA 2018. On its booth, AIT intends to include a kiosk-presentation of HYBUILD with: <ol style="list-style-type: none"> (1) one general slide that introduces the project (2) one slide that explains AITs work in the project in context with WP3 (3) one slide with the logos of all partners and general pictures
Key targeted stakeholders	<ul style="list-style-type: none"> • Manufacturers (ICT, BMS, storage, thermal equipment) • Professionals (designers, ICT installers, energy advisors)

Lead partner	AIT, FAHRENHEIT
Contributing partners	-

Date	13-14 November 2018 (M14)
Place	Brussels, Belgium
Event name	 ECTP 2018 Conference – ECTP will organise its 8th Conference at BOZAR in Brussels - Stakeholders from the whole construction value-chain and representatives of the European Commission will share their experience and discuss innovation in the Built Environment in Europe.
Focus of the presentation	Overall presentation of the project Poster and Flyer distribution.
Key targeted stakeholders	<ul style="list-style-type: none"> ● Professionals (designers, ICT installers, energy advisors) ● Construction and engineering companies ● Manufacturers (ICT, BMS, storage, thermal equipment) ● Building owners/facility managers ● Academia, scientific community (PhD students, researchers, etc.)
Lead partner	R2M
Contributing partners	-

Date	15-18 November 2018 (M14)
Place	Torino, Italy
Event name	 RESTRUCTURA – Conference Exhibition on Renewable Sources and Energy Efficiency in the Mediterranean.
Focus of the presentation	Overall presentation of the project Poster and Flyer distribution.
Key targeted stakeholders	<ul style="list-style-type: none"> ● Professionals (designers, ICT installers, energy advisors) ● Construction and engineering companies ● Manufacturers (ICT, BMS, storage, thermal equipment)
Lead partner	STRESS
Contributing partners	-

Date	27 February – 1 st March 2019 (M17-M18)
Place	Wels, Austria
Event name	 World Sustainable Energy Days 27 February – 1 March 2019, Wels / Austria World Sustainable Energy Days 2019 – Innovation Workshops Energy and Buildings Achieving a smart, socially fair and sustainable energy system requires strong policies, competitive businesses and technology innovation. Mastering the digital transformation of energy and buildings will be crucial for creating a thriving economy and for the success of the global clean energy transition
Focus of the presentation	Workshop organised in cooperation with sister innovation projects (TESSe2b, SCORES, CREATE, THERMOSS and HYBUILD)
Key targeted stakeholders	<ul style="list-style-type: none"> ● Professionals (designers, ICT installers, energy advisors) ● Construction and engineering companies ● Manufacturers (ICT, BMS, storage, thermal equipment) ● Academia, scientific community (PhD students, researchers, etc.)
Lead partner	UdL
Contributing partners	AIT

Date	March – April 2019 (M18-M19)
Place	Naples, Italy

Event name		Energy Med – Conference Exhibition on Renewable Sources and Energy Efficiency in the Mediterranean Accelerating the clean energy transition. A 3-day programme that is as broad as it is ambitious in facilitating the shift towards clean, efficient and smart energy in Europe.
Focus of the presentation	Overall presentation of the project Poster and Flyer distribution.	
Key targeted stakeholders	<ul style="list-style-type: none"> • Professionals (designers, ICT installers, energy advisors) • Construction and engineering companies • Manufacturers (ICT, BMS, storage, thermal equipment) 	
Lead partner	STRESS	
Contributing partners	-	

Date	June 2019 (M21)	
Place	Albacete, Spain	
Event name		11-CNIT - XI National and II International Engineering Thermodynamics Congress The XI National and II International Engineering Thermodynamics Congress, will be held in the Campus of Albacete, at Castilla-La Mancha University. This congress is an unique meeting point for different university teachers, researchers and professionals who develop our activities in the field of Engineering Thermodynamics. Since more than twenty years this congress has been the meeting point each two years for the different Spanish researchers in this topic. Since the previous edition of the congress, it is open to new foreign participants, with which we can interchange experiences that improve the level of teaching, research and industry in the different fields where the Engineering Thermodynamics plays an important role.
Focus of the presentation	Oral presentation of the study of PCM selection for the two HYBUILD latent heat storage systems	
Key targeted stakeholders	<ul style="list-style-type: none"> • Academia, scientific community (PhD students, researchers, etc.) 	
Lead partner	UdL	
Contributing partners	-	

7.2 Other types of communication activities

Table 8 presents planned other types of communication activities such as press releases, publication of online articles, poster and/or leaflet distributions in relevant events, etc. They are presented in chronological order.

Table 8 - Other types of communication activities until M24

Date	Type / Description	Focus of the dissemination / communication activity	Key targeted Stakeholders	Lead partner	Contributing partner(s)
15 Nov. 2017 (M2)	Press Release	Presentation of the project in Greek	<ul style="list-style-type: none"> • General public 	UCY/ FOSS	AGL
15 Nov. 2017	Social media - Post on Δήμος Αγλαντζιάς	First post / article about Hybuild in	<ul style="list-style-type: none"> • General public 	AGL	-

(M2)	- Aglantzia Municipality Facebook	Greek			
5 Jan. 2018 (M4)	Web article on Aglantzia's Municipality website	Article about Hybuild in English	<ul style="list-style-type: none"> • General public 	AGL	-
25 Jan. 2018 (M4)	Email	Announcement regarding the Hybuild Project in Greek	<ul style="list-style-type: none"> • Staff members of the Municipality 	AGL	-
12 Feb. 2018 (M5)	Web article – Project presentation on Pink Company website	Advertisement of the project	<ul style="list-style-type: none"> • General public 	PINK	-
26 Mar. 2018 (M6)	Social media - Post on Aglantzia Municipality (@AglantziaEU) Twitter	Tweet about Hybuild in Greek	<ul style="list-style-type: none"> • General public 	AGL	-
18 May 2018 (M8)	Press Release on Aglantzia's Municipality website	Press Release regarding the event that happened on 25.04.2018 in Greek and English	<ul style="list-style-type: none"> • General public • Professionals • Construction and engineering companies • Manufacturers • Building owners/facility managers • Government, municipalities • Academia, scientific community 	AGL	-
August 2018 (M11)	Article introducing the organisation	Advertisement of the project and Aglantzia Municipality and our role in the project	<ul style="list-style-type: none"> • General public 	AGL	
19. August 2018 (M11)	Poster Presentation on AKG summer festival	Advertising of the project to AKG employees and families/friends	<ul style="list-style-type: none"> • General public • Building owners 	AKG	
29 Sept. 2018 (M12)	Researchers night 2018 in Lleida	Poster and Flyer distribution. Overall presentation of the	<ul style="list-style-type: none"> • General public 	UDL	ALM

		project			
29 Sept. 2018 (M12)	Researchers night 2018 in Almatret	Poster and Flyer distribution. Overall presentation of the project	<ul style="list-style-type: none"> • General public 	ALM	UDL
June 2019 (M21)	Poster & leaflets – Innovative City Exhibition in Nice, France	Poster and Flyer distribution.	<ul style="list-style-type: none"> • Professionals • Construction and engineering companies • Manufacturers • Building owners/facility managers • Government, municipalities 	R2M	
August 2019 (M23)	Web article – Project presentation on FOSS Research Centre website	Advertisement of the project and FOSS Research Centre and our role in the project	<ul style="list-style-type: none"> • General public 	UCY/FOSS	
28 Sept. 2019 (M24)	Researchers night 2019 in Lleida	Poster and Flyer distribution. Overall presentation of the project	<ul style="list-style-type: none"> • General public 	UDL	ALM
28 Sept. 2019 (M24)	Researchers night 2019 in Almatret	Poster and Flyer distribution. Overall presentation of the project	<ul style="list-style-type: none"> • General public 	ALM	UDL
M24	Online article on the Company website	Translation on other languages than English and Italian.	<ul style="list-style-type: none"> • General public 	ENG	-
x/2019	Poster Presentation on Hofgeismar trade show	Advertising of the project to local industry and house owners	<ul style="list-style-type: none"> • General public • Building owners 	AKG	

8 Conclusions

This report presented the communication plan for the HYBUILD project which includes on one hand the overall internal and external communication strategy, and on the other hand a detailed planning of communication activities over the first half of the project (until M24).

Communication activities are integral to meeting the overall aim of the project, namely to demonstrate that hybrid energy storage solutions can be a key component for supporting renewable energy integration and future smart energy systems.

This communication plan is complementary to the dissemination and exploitation plan (D7.1) which was delivered at M9 and which contains more targeted dissemination actions, such as dedicated workshops, scientific publications, on-site visits, etc. toward specific stakeholders, which will aim at having them understanding and exploiting HYBUILD project results.

The implementation of the communication plan will be reported in both periodic reports and through the dedicated report D8.5 – Report on communication activities (due at M48) which will compile all communication event reports.