



Project Title:

Innovative compact HYbrid electrical/thermal storage systems for low energy BUILDings

Project Acronym:

HYBUILD

Grant Agreement N°: 768824

Collaborative Project

Deliverable Report

Deliverable number:

D8.1

Deliverable title:

Internal and external communication strategy

Related task:	8.1
Lead beneficiary:	R2M
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Due date:	M6 – 30 March 2018

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Publishable executive summary

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.

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.

This communication strategy will be refined and updated at M12 through D8.4 – *Communication plan*. It is also important to note that this communication strategy is complementary to the dissemination and exploitation plan (D7.1) which will be delivered at M9. It will contain 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.

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
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 internal and external communication strategy which identifies, organizes and defines the promotion of the HYBUILD project objectives and results. 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 development of the internal and external communication strategy is supported by the following tasks in WP7 – *Dissemination and exploitation* - and WP8 - *Communication*:

- Task 8.2. Development and management of a web-based platform
- Task 7.3. Watch activities (HYBUILD Flipboard)

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

This communication strategy will be refined and updated at M12 through D8.4 – *Communication plan*. It is complementary to the dissemination and exploitation plan (D7.1) which will be delivered at M9 and which will contain 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. Eventually chapter 7 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.

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 will be presented in the dissemination and exploitation plan (D7.1 due at M9) which will identify 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 article 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 press release 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.

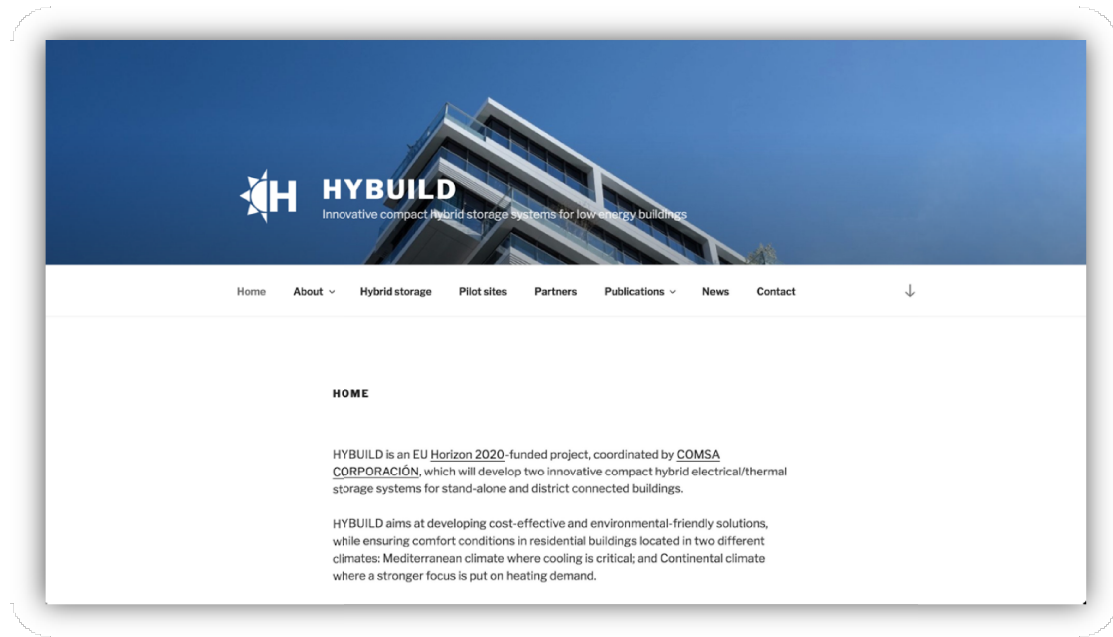


Figure 2 - HYBUILD public website

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 in 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 	<p>Partner highlighted in the article</p>	<p>Every month a new partner will be introduced (Process started in Feb-17 ; the 21st partner will be introduced in Oct-19)</p>

HYBUILD newly released public deliverable An article will come along every new scientific 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.	Lead partner in charge of the deliverable highlighted in the article.	Every time a new public deliverable is 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	Partner who wrote the original article	Major articles only

	the ECTP website and / or its newsletter.		
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 (March 2018), HYBUILD is already referenced on 16 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 will be created and 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)

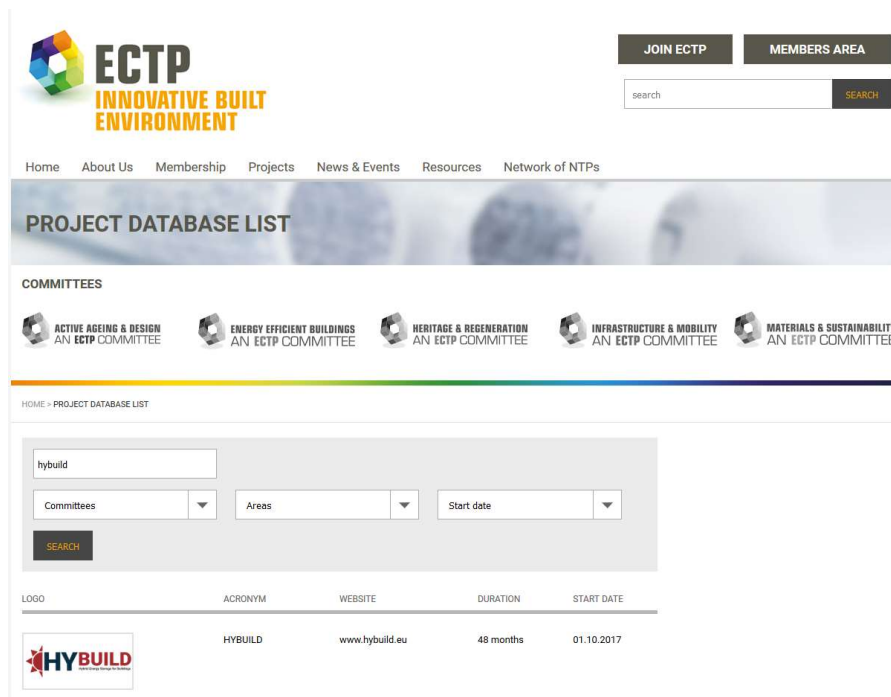


Figure 4 - HYBUILD in the ECTP Portal Projects database

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.

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

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

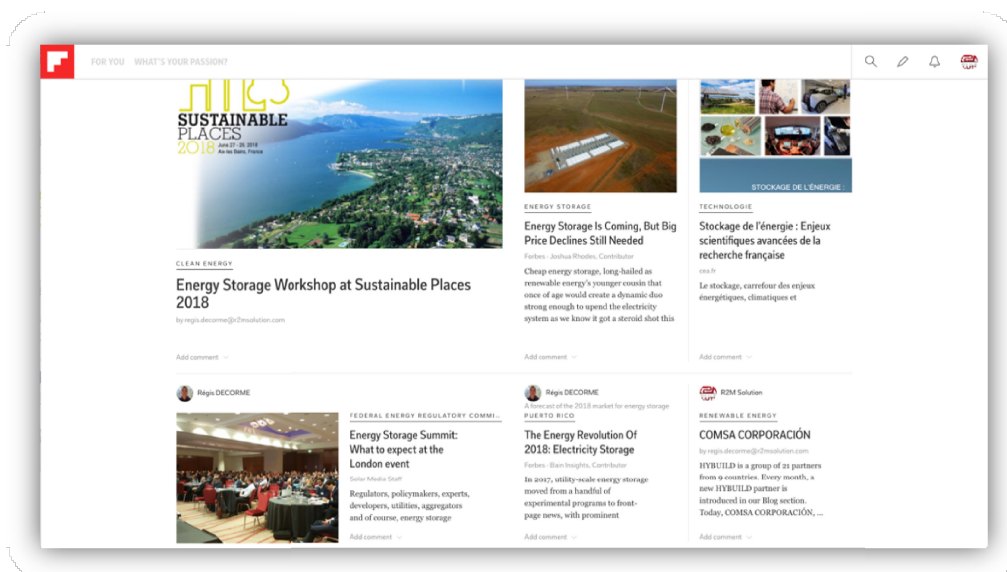


Figure 5 - HYBUILD Flipboard online magazine

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 section on the HYBUILD website).

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 nearly 30.000 followers, so the potential impact of relaying HYBUILD information through those channels is obvious.

Table 5 - HYBUILD consortium Twitter footprint – as of March 5th, 2018

#	Partner	Twitter ID	#Tweets	# Followers
1	Comsa	@comsa_corp	2012	4637
2	UdL	@InspiresUdL	184	204
3	CNR	@StampaCnr	3436	3963
4	AIT	@AITtomorrow2day	747	1411
5	Notatek	@NobatekInef4	3025	1257
6	CSEM	@CSEMInfo	605	1300
7	EURAC	@EURAC	2994	3104
8	Fahrenheit	@FAHRENHEIT_Cool	181	290
9	Mikrometal	None		
10	Stress	@StressScarl	214	144
11	NTUA	@ntua	2141	4743
12	Fresnex	@fresnex_solar	58	101
13	ENG	@EngineeringSpa	5320	3929
14	DAIKIN	@DaikinEurope	145	3290
15	OCHSNER	None		
16	UCY - FOSS	@UCYOfficial	567	1260
17	Almatret	@almia_energy	10	18
18	AKG	None		
19	R2M	@r2m_italy	399	324
20	Aglantzia	None		
21	PINK	None		
Total				29975

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

Relevant targeted stakeholders	Twitter ID	#Tweets	# Followers
European Construction Tech. Platform	@ECTPSecretariat	396	698
BuildUp	@EU_BUILDUP	5129	4960
European Heat Pump Association	@helloheatpumps	2422	1285
European Partnership for Energy and the Environment	@EPEESecretariat	1465	1205
Heat Roadmap EU	@HeatRoadmapEU	1505	1294
Solar Thermal World	@solarthermal	4277	2856
IEA Solar Heating and Cooling Programme	@IEASHC	621	449
AEE – Austrian Institute for Sustainable Technologies AEE INTEC	@AEE_INTEC	849	291
European Association for Storage of Energy	@EASE_ES	1375	1249
		Total	14287

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).

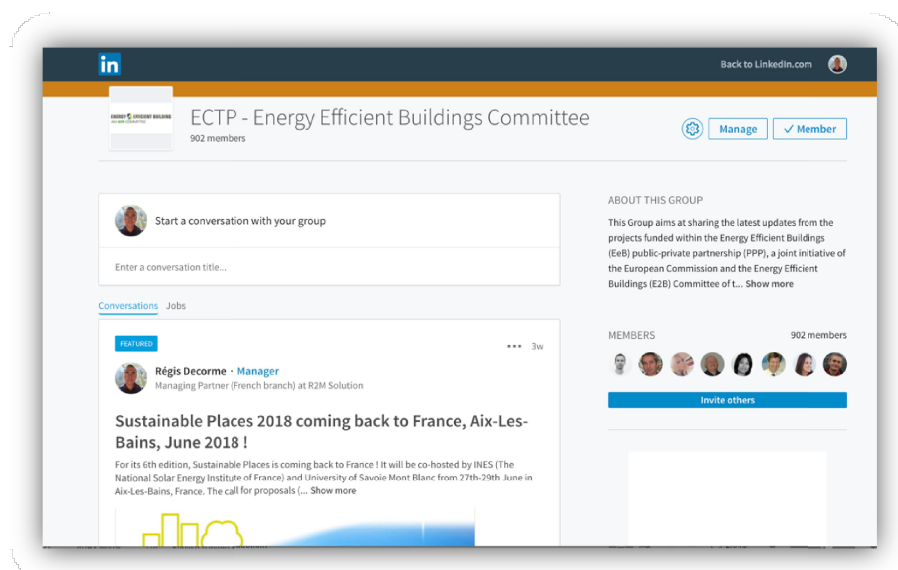


Figure 7 - ECTP-EeB committee official LinkedIn group

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 March 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.

Since this type of activity is always at the frontier between dissemination and communication (see glossary for definitions), it will be further described in D7.1 – *Dissemination and Exploitation Plan* (delivery date at M9) together with identified conferences, dates and place for the upcoming 12 months.

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 participations per partner during the project** (i.e. HYBUILD presentation, exhibition, workshop participation, 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_apQNuFNuFNeufig

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.

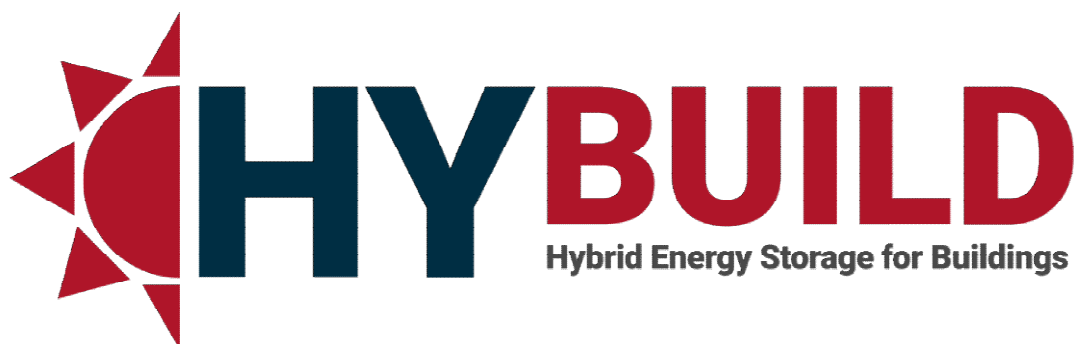


Figure 8 - HYBUILD Logo - large version



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 (see Figure 10) and in Catalan (see Figure 11). 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

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 dissemination 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 articles on the DR- BOB public web portal	12	20	20	28	80
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 Conclusions

This report presented the internal and external communication strategy for the HYBUILD project. This strategy identifies, organises and defines the promotion of project objectives and results. As such the communication strategy is 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 strategy will be refined and updated at M12 through D8.4 – *Communication plan*. It is also important to note that this communication strategy is complementary to the dissemination and exploitation plan (D7.1) which will be delivered at M9. It will contain 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.