



HEAT PUMPS SKILLS FOR NZEB CONSTRUCTION (HP4ALL)

Communication and dissemination plan

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This document is the HP4ALL's Communication and dissemination plan led by SIE.

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October 15, 2020	V0.4	Iris Xhani	Review and minor changes
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1 Executive summary

HP4ALL aims to bring together leading experts across Europe to enable capacity and skills development within the Heat Pump sector and to ensure that the energy efficiency gains afforded by heat pumps are realised. HP4ALL, following a holistic, systemic point of view, will work both with the supply side (manufacturers, SMEs, installers etc) and demand side (building owners, public sector etc.). This way, the project will enhance, develop and promote the skills required for high quality, optimised Heat Pump (HP) installations within residential/non-residential buildings bringing Europe to the forefront of the climatization sector.

This document describes the Communication and Dissemination Plan to be adopted by the HP4ALL project, whose main objective is to ensure that the project's outcomes (concepts, scientific results, models and simulation tools, validated work, problem awareness) are consequently disseminated to appropriate target communities.

The project has received funding from the European Union's Horizon 2020 programme, grant agreement no. 891775.

2 Introduction

This document is the HP4ALL's Communication and dissemination plan submitted in October 2020 and led by SIE.

2.1 CONTEXT OF DISSEMINATION AND COMMUNICATION ACTIVITIES FOR HP4ALL

The objectives of the plan are:

- To enable future exploitation of the results to their full potential by disseminating and communicating them to the relevant stakeholders through the drivers' identification which affects demand and acceptance of HPs within the Construction and HP Value Chain
- To ensure that the findings of the programme are widely communicated to end users/clients to demand high-quality solutions delivered by a skilled workforce
- To support the market uptake of research and innovation results.
- To prepare the corporate image and a set of materials for the promotion and comprehensive dissemination of HP4ALL Service and its outcomes.

3 Objectives

The main objective of HP4ALL's dissemination strategy is to ensure that the project's outcomes (concepts, scientific results, methodologies, validated work, problem awareness) are consequently disseminated to appropriate target communities. It is anticipated that contributors to HP4ALL development, evaluation, market uptake and exploitation are clearly identified and motivated to proactively participate.

HP4ALL will follow a multi-step and multi-channel approach to the dissemination strategy in order to reach and engage different stakeholders and target groups with adjusted information for needs and interests. Awareness will be raised among all possible project beneficiaries. In Task 7.1 - dissemination and communication plan, the consortium will update the plan initially

outlined below, ensuring that the project generates the aforementioned awareness among stakeholders and meets the indicated impacts.

The dissemination plan's objectives are:

- Revolve around leveraging the demand of energy skills in the building sector for HPs
- Demonstrate at workshops and pilots the lessons learnt on the project and the capabilities of the technologies to the target stakeholders for exposure and capitalise on interest
- Show the societal impact, project outcome impacts on services, employment and economy
- Strengthen internal communication within value chain stakeholders.
- Conduct an intense communication and dissemination campaign

4 Target audiences

Table 4.1: Target group / results

Target group / Stakeholder	Targeted results
Scientific Community	<ul style="list-style-type: none"> • Monitoring of Heat Pumps (HP) performance is vital and lower the overall environmental impact of HPs a major research opportunity. • Theory and research can turn into practical skills along the value chain
General Public	<ul style="list-style-type: none"> • HPs can be trusted and there is a growing market of technologies, installers, and services industry with the right skills. • HPs can provide all heating / cooling & hot water needs if designed and installed correctly; it's easy to know if your HP is working correctly; installer / supplier can be trusted to advise correctly
HP Manufacturers	<ul style="list-style-type: none"> • Quality is key and systems must be responsive to new innovations. • User friendly interfaces and controls are a must. • Trained installers can help further brand image and Renewable Energy Sources (RES) adoption.
HP Designers	<ul style="list-style-type: none"> • Design to high specifications and ensure Operation and Maintenance (O&M) considerations are considered. • Easy to install and maintain HP should be considered at the design stage
Service Industry	<ul style="list-style-type: none"> • Performance of HPs depends on regular service and maintenance – a new area of business
HP engineers	<ul style="list-style-type: none"> • Innovation emerging which need to be considered to future proof plans.

HP Installers	<ul style="list-style-type: none"> • HPs need to be commissioned correctly. • Standards and customer satisfaction are critical. • HPs are not a plug and play solution but require engagement across multiple crafts and professions. • HPs are different to boilers. • HPs users need guidance on how to correctly use the systems • HPs need to be commissioned correctly
Policymakers	<ul style="list-style-type: none"> • HPs are a proven technology but require market supports to ensure the transition from fossil fuels is achieved. • Policy needs to support upskilling of the HP sector if electrification of heat is going to happen & meet carbon reduction targets. • Public need to be persuaded of benefits of HP.

Several key stakeholders have been already detected by consortium partners, such as: ERRIN (The European Regions Research & Innovation Network), SPIRE, RHC Renewable Heating & Cooling - European Technology Platform, EHPA; IDAE and KAPE, among many others that are further specified in the stakeholders list available on the project's SharePoint.

Several trade media have already been identified as well in that list: Renewable Energy Magazine, Energy Efficiency, Greentech Media, Alterenergy Mag, Energy International, Futureenergy, H2 view, Horizon Magazine, among others.

Likewise, similar European and international projects and initiatives have been identified to search for synergies: Renewable Heating and Cooling (RHC) platform, EHPA's Research and Innovation (R&I) committee, EHPA's Education committee (EduCom); Erasmus+; All.Construction Blueprint BIMzeED and Detecta, EASME ManagEnergy, H2020 TraintonZEB, Fit-to-nZEB, Prof-Trac, SPEEDIER, NEWCOM, TripleA-reno, NET-UBIEP, IBROAD, RAFTEDU, EEMap, Turnkey Retrofit, BUStoB, BIMplement, among others.

5 Key messages

Through 5 technical work packages (+ WP1 Coordination and management + WP7 Communication, Dissemination, and exploitation), HP4ALL will generate a significant volume of information with interest to different stakeholders in the Heat Pumps and Buildings value chains, as well as others.

Therefore, it is necessary to identify what outputs and messages can be provided from the activities developed throughout the various WPs. The key messages to be disseminated can be supported by different tools/channels (see below), including printed materials, online platforms, publications, events, and others. Table 5.1 identifies the most relevant project outputs (key messages) for each WP. Also identified is the main (but not limited to) target group(s) and tool to communicate the identified messages. The consortium will also

disseminate other messages, such as the general objectives of the project and the participation of the partnership at events in which the project should be presented.

Table 5.1: Key messages

WP	Key message	Target group	Channel
WP2. Barriers analysis across the value chain segments	<ul style="list-style-type: none"> • Evaluation of the main factors influencing the effectiveness of the measures; strength and weaknesses. • To define the main attitudes and opinion through the creation of a network of the European HP main actors. • End user Acceptance – Motivations and drivers 	All stakeholders across the value chain	Printed materials, online, publications, events
WP3. Heat Pump Skill Building Network for System Designers and Installers	<ul style="list-style-type: none"> • Needs for the increment of the HP demand. • Certification approaches for system designer and HP installers. • Legislation framework and commissioning construction. 	Manufacturers, designers, installers, policymakers and service industry	Printed materials, online, publications, events
WP4. End user – Facility owner resource tool	<ul style="list-style-type: none"> • Facility owner resource tool to facilitate know-how of the end users. • Financial, technical, environmental, and social assessments. 	End Users	Printed materials, online, publications, events
WP5. Implementation and validation of overcome barriers	<ul style="list-style-type: none"> • Real success cases to replicate across EU. • Specific results to replicate at Regional, 	All stakeholders across the value chain	Printed materials, online, publications, events

	National and EU level.		
WP6. Replication at the EU level through the training of experts and future trainers on project guidelines	<ul style="list-style-type: none"> • Roadmap and guidelines development. • Engagement and recruitment of potential experts and trainers • Capacity Building in the medium-long term at Regional, National and EU level 	All stakeholders across the value chain	Printed materials, online, publications, events

6 Tools and channels

Different tools and channels will be used to disseminate and communicate the activities carried out by HP4ALL and its results. Each tool and channel will be used appropriately to address different target groups at different stages of the proposal implementation, thereby increasing the efficiency of the Dissemination Plan. The relationship between the tools and channels, and the expected impacts are presented in Table 6.1.

Table 6.1: Tools & channels

Channels	Tools	Expected impacts
Printed materials	Brochure Poster Leaflet Roll up	Raise awareness on the HP capabilities, skills, societal, environmental and employment impact.
Online	Website Social media Newsletters	Raise awareness on the HP capabilities, skills, societal, environmental and employment impact.
Publications	Scientific papers Articles Press releases	Dissemination of results. Demonstration of technology. Expand the knowledge gained through the project.
Events (organised by HP4ALL)	Workshops Webinars	Raise awareness on the HP capabilities, skills, societal, environmental and employment impact.
Events (attended by HP4ALL)	Conferences Tradeshows	Raise awareness on the HP capabilities, skills, societal, environmental and employment impact. Dissemination of results. Demonstration of technology.

Several dissemination tools and channels will be used, including a project website, articles targeted at both a lay and a technical audience, press-releases, e-newsletters, scientific papers and leaflets, social media presence, and participation in workshops/conferences.

Any dissemination activities and publications in the project, including the project website, will specify that the project has received funding from the European Union's Horizon 2020 programme, as well as displaying the European emblem. When displayed in association with a logo, the European emblem will be given appropriate prominence. All publications will reference the grant agreement number.

The communication activities within the project are both periodic (management group meetings, newsletters, project group meetings and reporting to commission) and online (SharePoint established by the coordination).

Communication activities to stakeholders outside the project group are based on the dissemination plan presented in section 2.2.1 of the Grant Agreement. The journal articles are primarily intended to communicate the recent findings to the scientific and academic communities. However, the project will also publish in trade journals and magazines important to the industry to disseminate new relevant solutions to other possible end users. Project presentations at technical conferences are intended to reach the same audience.

6.1 Project identity

A recognisable project identity was developed to build a visual brand and ultimately offer a package of templates that will facilitate the building of notoriety progressively through the project. This includes creating a project logo and an accompanying style guide. These will be consistently used for the project website and all other communication templates, such as PowerPoint, Word, posters, and EC Reports.



Image 6.1: Brand guidelines



Brand Guidelines

Color palette

#FFFFFF R 255 G 255 B 255	#212c58 C 100 R 39 M 90 G 44 Y 36 B 86 N 28	#270d44 C 71 R 39 M 11 G 173 Y 0 B 226 N 0	#f89d48 C 2 R 238 M 55 G 137 Y 78 B 70 N 0	#e27300 C 0 R 229 M 95 G 35 Y 91 B 32 N 0	#ffc000 C 0 R 255 M 28 G 192 Y 93 B 0 N 0
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Text/background/icon

#f0f0f0 R 239 G 239 B 239	#666666 C 58 R 102 M 45 G 102 Y 45 B 102 N 33
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Background/graphic elements

Font setting print & desktop presentation

Title Regular 26pt

ARIAL



ABCDEFGH I

Title 1 Bold 22pt

Arial



Abcdefghi

Titre 2 Regular 18pt

Arial



Abcdefjhi

Titre 3 Regular 13pt

Arial



Abcdefjhi

Text Regular 11pt

Arial



Abcdefjhi

Font setting web (Google font)

Title H1 Regular MAJ 30pt

ARIMO



ABCDEFGH I

Title H2 Bold 26pt

Arimo



Abcdefghi

Titre H3 Regular 20pt

Arimo



Abcdefjhi

Titre H4 Regular 15pt

Arimo



Abcdefjhi

Text Regular 14pt

Arimo



Abcdefjhi

Logo/structure

6.2 Project website

HP4ALL has been given an up-to-date and user-friendly project website (<https://hp4all.eu/>). It will be the primary source of information for external parties, providing updates on project activities and achievements to all target audiences. The aim of the website is to inform the scientific community and associated industries about project developments, but also to present the project's achievements and novel pilot lines to the public.

All partners will contribute to the website by providing relevant project information in accessible language (laymen terms). All communication efforts by project partners and social media will always be redirected to the HP4ALL website. Traffic to the website will be increased by creating mutual links between the partners' websites and other relevant websites.

The project website will contain:

- Latest news about the project progress and results
- Details about the project partners
- Electronic materials (newsletter, infographics, articles)
- Events and contact information
- Social media links
- At least two videos (embedded from Youtube). The first one will explain the main objectives and scope of the project. The last one will serve as training material for stakeholders and will be produced by the end of the project.
- Knowledge hub developed in WP4
- Link to the benchmarking tool also developed in WP4

The project website is set-up by SIE and will be managed, maintained and hosted for the duration of the project and for a further 2 years after the completion of the project. Statistical data will be collected about the website visitors that subsequently will be analysed by Google Analytics software and included in the project reports. The website will be responsive to work on a variety of devices and screen sizes, such as smartphones.

6.3 Content management

For internal dissemination purposes, consortium partners will have access to a password-protected site (SharePoint established by the coordination, LIT) which will contain the proposal, consortium agreement, grant agreement, budget, deliverables, periodic reports, meeting and workshop reports and other relevant documents. Regular updates on the progress of the project will allow both internal monitoring of the project as well as rapid dissemination of the achievements

6.4 Social media

The project will have a social media presence on **Twitter** (<https://twitter.com/heatpumps4all>) and **LinkedIn** (<https://www.linkedin.com/company/hp4all>) to ensure wider dissemination to

different age groups and target audiences. Social media should be used as a tool to announce project developments, but most importantly drive traffic to the project website.

Twitter and LinkedIn accounts have been established and content related to HP4ALL will be posted regularly beginning M1 to increase outreach. A ResearchGate community may be considered to liaise with the HP4ALL stakeholder and scientific communities respectively, to sustain interest in the project. This account would be set up once scientific papers are published and after partner agreement. When the project has video material, it will be embedded on the website using YouTube.

For the first year of the project, the social media accounts will share posts from other accounts or post on events where HP4ALL is to be presented to build a community of interest, creating an audience for when HP4ALL has project results to share. Social media posts will also be posted by SIE (<https://twitter.com/SustainableInnE>) that shares information on the latest developments on project news. It would be also good for partners to share this content on their company network.

Table 6.2: Milestones subject to be communicated

Milestone number	Milestone title	WP number	Lead beneficiary	Due date	Means of verification
1	Kick Off Meeting	1	Limerick Institute of Technology (LIT)	1	Kick Off Meeting
3	Dissemination plan updates	7	SIE	6	Updates every 6 months
5	Final HP Benchmarking Tool after Piloting	4	International Energy Research Centre (IERC)	28	Final version of Benchmarking tool
6	Focus groups complete in 3 pilot regions	2	IERC	6	Event attendance sheets
8	HP survey	2	IERC	4	List of HP experts to survey
12	Face-to-face Interviews in each country	2	IERC	6	Face-to-face Interviews in each country

13	Design of Training Providers Survey	3	European Heat Pump Association (EHPA)	4	Design of Training Providers Survey. Catalogue of questions for Surveys/ Interviews
14	HP Skills and Competency Framework Draft	3	LIT	12	HP Skills and Competency Framework Draft
15	Tools and Resources e.g. interview questions, online surveys to be used with end users	4	LIT	2	Online interview catalogue of questions
17	Questionnaire/ interviews to address the impacts on the various aspects of the Value Chain	5	Energiesparverband Österreich (ESV)	18	Questionnaire/interviews to address the impacts on the various aspects of the Value Chain.
18	Train the Trainer workshop	6	Technological Corporation of Andalusia (CTA)	26	Train the Trainer workshop,
19	Policymakers workshop	6	SIE	28	Policymakers workshop
20	Final Conference	7	SIE	30	Final Conference report
21	HP Benchmarking Tool for Piloting	4	IERC	12	Pilot version available for testing
22	Awareness Plan Drafted	4	CTA	12	Awareness Plan available
23	Monitoring & Evaluation Plan Available	5	LIT	15	Draft Plan Available

24	Replication Plan Webinars	6	CTA	8	Webinar Attendance/ Recordings Repeated in Month 18 and 24
25	Observer Country Workshops	6	CTA	28	Workshop Attendance by Observer groups

6.5 Printed material

A project **poster**, a **roll-up** and a **brochure** have been developed for distribution to partner networks and at conferences, exhibitions and other events. The first project poster and brochure version contain general information about the research activities, participants, and expected results. Additional poster and brochure will be prepared later in the project, to disseminate the results. Both will be written in accessible language to reach the widest possible audience.

Other printed materials, such as USB and banners will be produced, in accordance with the project's style guide, to present the project at various events.

Image 6.5 /6.6 /6.7 / 6.8: Brochure, Poster, Factsheet. Roll up (English version)



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 European Union Funding
 for Research & Innovation

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 891775

HP4ALL















HP4ALL will enhance, develop and promote the skills required for high quality, optimised Heat Pump installations within residential/non-residential buildings bringing Europe to the forefront of the climatization sector.

OBJECTIVES

-  Design Heat Pumps competency & excellence skills framework
-  Enable end users/clients to demand high quality solutions
-  Increase the number of skilled worker
-  Replicate the project at national and EU-level

IMPACTS

- Primary energy savings **2 GWh/year**
- Renewables production **1.95 GWh/year**
- Reduction of **628 tCO₂/year**
- 400** People trained
- 1** Heat pumps benchmarking tool



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OBJECTIVES



Design Heat Pumps competency & excellence skills framework



Increase the number of skilled workers



Enable end users/clients to demand high quality solutions



Replicate the project at national and EU-level



CTA



RINA



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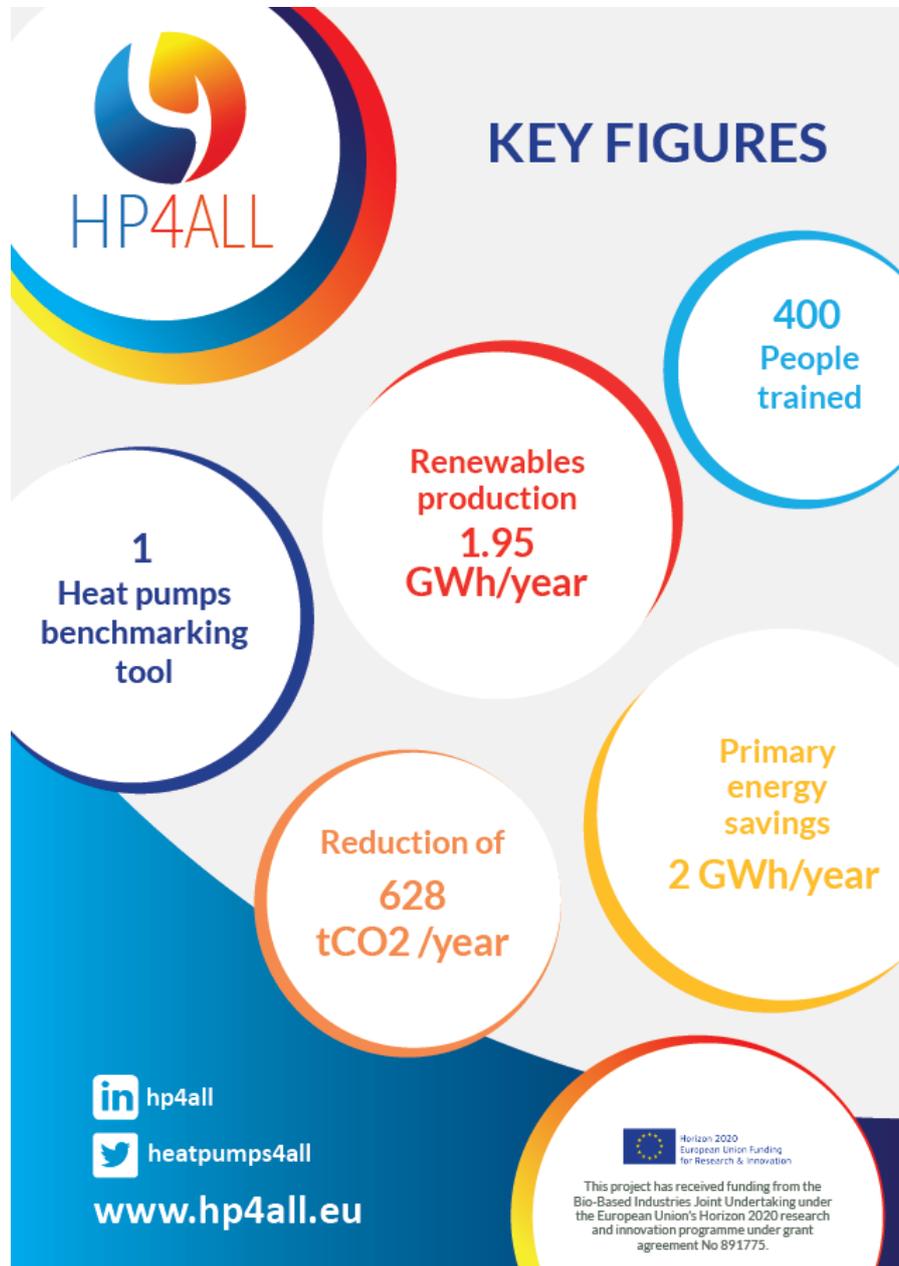
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hp4all



heatpumps4all





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ehpa CTA
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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 891775.

6.6 Newsletters and press releases

Electronic newsletters will be prepared every 6 months, and will include project updates, announcements, interviews, and other information related to HP4ALL, to be distributed to stakeholders and partner networks and posted on the project website. Moreover, project updates may appear in partners' respective newsletters, which is distributed electronically to their own contacts within their specific industry.

Press releases will be published to announce newsworthy developments during the project. They will be written in English and sent to the European press and national journalists, with the help of the project partners.

6.7 Scientific journals

At least 3 scientific papers, including one paper about the core of the project will be prepared by the technical and academic partners. The project's results will be published in international scientific journals, such as Energy Research and Social Science, Energy and Buildings and Environmental Innovation and Societal Transitions, as well as in relevant scientific literature at national level mainly in the member states where the partners are established.

All publications will be collected within the project website for open access/download.

6.8 Trade magazines

A series of trade magazines have been identified for the project to publish information on the advancements and milestones achieved: Renewable Energy Magazine, Energy Efficiency, Greentech Media, Alterenergy Mag, Energy International, Futureenergy, H2 view, Horizon Magazine, among others.

At least three press releases will be published during the project's execution: one was already launched at the project's kick-off announcing its main goals, another one will be published towards the middle of the project's duration to communicate the advancements, and a final one will be released to share the project's results towards its end. The final conference will be also announced on a press release format.

6.9 Participation at workshops, conferences, and events

Project partners will attend sector related events, conferences, workshops, to meet target groups, other stakeholders, public authorities, and scientific community and to raise awareness about the project objectives and results. These events provide access to target audiences at local, national, European, and international level.

The HP4ALL consortium partners are from different disciplines; therefore, they will disseminate project results to diverse scientific forums.

The industrial sector communities will also be informed of HP4ALL's achievements at international conferences and trade shows. HP4ALL partners will also provide information through posters, presentations at other sessions and distribution of flyers.

Conferences and trade fairs of interest identified for the HP4ALL project are as follows:

- EU Sustainable Energy Week (EUSEW)
- European Heat
- Pump Summit
- EHPA Annual Forum
- Mostra Convegno Expocomfort
- Energy Show (Ireland)
- World Sustainable Energy Days (WSED)
- Sustainable Places Conference

- SUPEHR conference

An updated list will be elaborated every six months in collaboration with partners to guarantee the project's presence on dissemination events.

At the end of the project, a final conference will be organised where the partners will present the project results and perspectives to relevant stakeholders from industry, the scientific community, regulatory bodies and others with an interest in the field. The presentations will analyse and reflect upon the developments of HP4ALL. One industry workshop and two webinars are also contemplated to spread knowledge on the project upbringings.

7 Indicators and targets

The successful implementation of the Dissemination and Communication Plan will be measured by the achievement of specific targets for several different indicators.

Table 7.1: Indicators and targets

Tools / Channel	Indicator	Target number	Information source
Brochure Leaflet	Number of copies distributed	Material distribution: <300 poor; 300-500 good; >500 excellent	Consortium information, number of copies distributed to target groups / stakeholders
Project website		Visits per year: <600 poor; 600 – 1,200 good; >1,200 excellent	
Social media (Twitter, LinkedIn)	Number of followers	Twitter; (a) Followers: < 100 poor; 100 – 200 good;> 200 excellent. (b) Engagement rate: <0.2% poor; 0.2% - 0.9% good; > 0.9% excellent LinkedIn; (a) Followers: <100 poor; 100 – 200 good; >200 excellent. (b) Engagement rate: <2% poor; 2- 3% good; >3% excellent	Social media analytics
	Number of impressions Engagement rate		
Videos	Number of views Audience in conferences /trade shows	At least 2 in the project. Views: <100 poor; 100 – 200 good; >200 excellent	Youtube, website and social media analytics Attendance to booth /conference

Newsletters	Number of subscribers Number of opens Visits from website / social media	At least one each six months. Subscribers: <100 poor; 100 – 200 good; >300 excellent Opens: <15% poor; 15% – 17% good; >17% excellent	Mailchimp (newsletter service), Website and social media analytics
Press releases	Number of media stakeholders addressed Number of views on website and social media	At least 3. 200 media sources / journalists reached Number of views: < 40 = poor; 40-60 = good; >60 = excellent	Recording of e-mails sent, Website and social media analytics
Scientific publications	Number of views/downloads	3 publications	Link to site where posted or PDF version of article.
HP4ALL workshops	Number of attendees	2 workshops. Number of attendees: <15 = poor; 15-25 = good; >25 = excellent	Registration list
HP4ALL webinars		2 webinar. Number of attendees: <25 = poor; 25-45 = good; >45 = excellent	Registration list /webinar platform analytics
Conferences	Number of conferences and trade fairs attended	Attend to at least 12 conferences	Certificate of participation; Proof of registration; Event information
Trade fairs	Number of exhibitors and participants	Attend to at least 6 trade fairs	

8 Levels of dissemination

Key targets groups operate at different geographic levels, which will influence which communication tools and media will be employed.

8.1 European Level – European Commission (EC)

The EC will be informed about the results via the periodic reporting of the project (mid-term review, minutes of periodical meetings, updates of this document) in order to modify related regulations if necessary and to propose collaboration with other ongoing projects on dissemination activities.

8.2 International level – Industry, Scientific community

The relevant international organisations will be informed of the results. Scientific knowledge can be translated into practical information, guidelines, and regulatory policies.

Direct mailing to specific organisations and stakeholders will be used to distribute electronic resources to raise public awareness.

Technical journals, conferences and workshops at both national and international level, industry meetings, and participation in industrial forums will also be used for the dissemination of knowledge both at research and industrial levels.

9 Methodology

The following internal and external communication activities will be undertaken during the project's lifetime and afterwards to ensure that the results of HP4ALL are efficiently and effectively communicated to the project partners, stakeholders, and broader audiences.

9.1 Internal Communication

Effective internal communication is key to sharing information and ensuring that the deliverables are met. Therefore, regular meetings and conference calls will take place to exchange project information, update progress and share results. Consortium and technical meetings will take place two times a year, while Microsoft Teams and/or teleconferencing services will be used to facilitate collaboration within WPs.

Apart from specific emails, taking advantage of the project monthly conference call, SIE, as WP7 leader, will ask partners for their support on the upcoming dissemination and communication activities and events to update the Communication & Dissemination Plan and streamline a content curation process. This will allow the partners to take a more focused and systematic approach, strengthening actions taken to communicate and report on the project. A delegate from all consortium partners of HP4ALL will attend this meeting.

To facilitate efficient communication among partners, the website will also include a link to the consortium private SharePoint platform that LIT has put in place and which will hosts the project materials for internal use, including regular updates on the project development, meeting documents (agendas, minutes, and presentations), and project reports.

This private area will be secured through a login name and password.

9.2 External Communication

Every effort will be made to communicate the work of the consortium via the media, publications, conference presentations, trade fairs and workshops, as well as through the Commission and industry bodies. Results of the project will be disseminated via reports, scientific papers and articles. All public communication and scientific publications will be made open access to facilitate scientific exchange.

Whenever a translation is needed, the partners will be providing the text to SIE, who will take care of adjusting the design.

All project partners are expected to support dissemination, to ensure that stakeholders will be engaged throughout the lifetime of the project. Partners' activities may include but are not limited to: sharing content about the project on social media and on each entity's own newsletter and website, engaging with relevant national and local media (print, radio, television, web-based) and with stakeholders. The partners will gather all these actions on a

shared file that will be updated every month. In addition, all the partners must proactively share information with SIE about their activities related to the project, such as attendance to conferences, as well as the project's developments and results.

10 Timeline

As the project has different development phases, the communication focus would be different across each of them.

10.1 Phase 1: Awareness phase

At an early stage (M1-M12), it is essential to communicate what the project's scope and objectives are. It is also key to **identify the relevant stakeholders** for HP4ALL as well as to establish **contact with similar initiatives**. In this phase, the consortium partners will participate in relevant events and conferences, will build strong networking relationships, and will contribute as well to the communication actions.

10.2 Phase II: Knowledge transfer

The second phase (M13-M24) aims to provide the different stakeholders with the **first results of the project** and to raise interest on the optimised Heat Pump installations. The first workshops, webinar and technical papers will start to be produced.

10.3 Phase III: Replication and exploitation

The third phase (M24-M30) consists of supporting the **replication and exploitation** actions of HP4ALL. With the project coming to an end, it will be essential to link the exploitation and dissemination activities to guarantee the future replication of results. The final event will be celebrated openly in this period and all the knowledge and materials gathered in the project life will be made available online.

11 Actions M1-M2

11.1 Project identity and materials

In the first phase of the project, a visual identity for HP4ALL was created. It included the **logo of the project**, and the brand guidelines (typography, colours). Different communication materials were also developed, including a brochure, a roll-up, a poster, and a project presentation. A template for the deliverables, a Word document template and a PowerPoint template were produced and shared with the partners.

The first brochure, poster, factsheet, roll-up and project presentation were produced and made available on the website of the project as soon as it was operative:

Image 11.1: Word template



Title 1

1 Title 2

1.1 Title 3

1.1.1 Subtitle 1

1.1.1.1 Subtitle 2

Text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris, nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

11.2 Press releases

A press release was launched at the beginning of the project. It was sent to more than 200 local and trade media by SIE and several consortium partners.

11.3 Website

The website <https://hp4all.eu/> will be launched on M3 with essential information of the project that will be updated constantly with progress and news from the project and partners.

11.4 Social media

The LinkedIn account: <https://www.linkedin.com/company/hp4all> and the Twitter account: <https://twitter.com/heatpumps4all> were created and updated with content on a regular basis since the project's kick off.



During this period, we shared **11 publications**, achieved **20 followers**, and our publications reached a total of 2,800K impressions on Twitter, as of October 19.

Image 11.6: HP4ALL Twitter account



We also began the activity on LinkedIn on September 22, 2020. In this period, and until October 19, we published 11 posts and achieved 38 followers. The publications reached 766 impressions.

Image 11.7: HP4ALL LinkedIn account

