

HEAT PUMPS SKILLS FOR NZEB CONSTRUCTION (HP4ALL)

Communication and dissemination plan (update M9)

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

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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 (contract no.891775) Communication and dissemination plan corresponding to D7.1 (M2) led by SIE.

2.1 CONTEXT OF WP7

The objectives of WP7 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.



<p>HP Installers</p>	<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
<p>Policymakers</p>	<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, European Heat Pumps Association (EHPA); and Institute for Energy Diversification and Saving (idea), 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 Train-to-nZEB, Fit-to-nZEB, Prof-Trac, HP4ALL, 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, National and EU level. 	All stakeholders across the value chain	Printed materials, online, publications, events

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
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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	#e57300 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
------------------------------------	--

Background/graphic elements

Font setting print & desktop presentation

Title Regular 26pt ARIAL	#212c58	ABCDEFGH I
Title 1 Bold 22pt Arial	#212c58	Abcdefghi
Titre 2 Regular 18pt Arial	#270d44	Abcdefjhi
Titre 3 Regular 13pt Arial	#666666	Abcdefjhi
Text Regular 11pt Arial	#666666	Abcdefjhi

Font setting web (Google font)

Title H1 Regular MAJ 30pt ARIMO	#212c58	ABCDEFGH I
Title H2 Bold 26pt Arimo	#212c58	Abcdefghi
Titre H3 Regular 20pt Arimo	#270d44	Abcdefjhi
Titre H4 Regular 15pt Arimo	#666666	Abcdefjhi
Text Regular 14pt Arimo	#666666	Abcdefjhi

Icons/graphics



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 Oberosterreich (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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Horizon 2020
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

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



ehpa
European
Heat Pump Association



CTA



LIT
ACTIV EXCELLENCE IN
INTEGRATED SYSTEMS
AND DOCUMENTS



IERC
International Energy Research Centre



RINA



OOENERGIESPARVERBAND



Sustainable
INNOVATIONS



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



Increase the number of skilled workers



Enable end users/clients to demand high quality solutions



Replicate the project at national and EU-level



CTA



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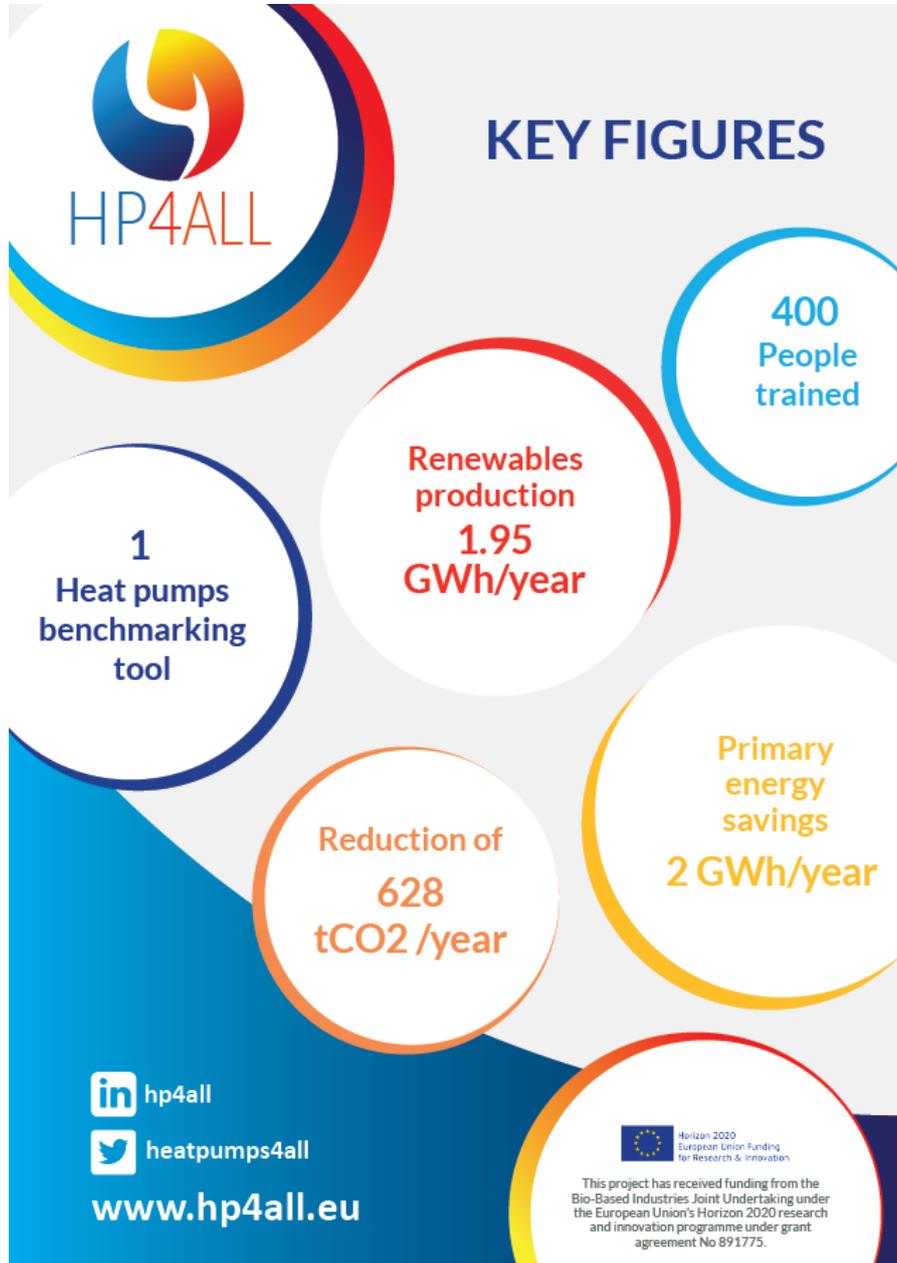
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hp4all



heatpumps4all





HP4ALL

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ehpa CTA
LIT IERC RINA
ENERGIEPARVENAND Sustainable INNOVATIONS

hp4all
heatpumps4all
www.hp4all.eu

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	Number of visits	Visits per year: <600 poor; 600 – 1,200 good; >1,200 excellent	Website statistics
Social media (Twitter, LinkedIn)	Number of followers Number of impressions Engagement rate	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
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 host 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.



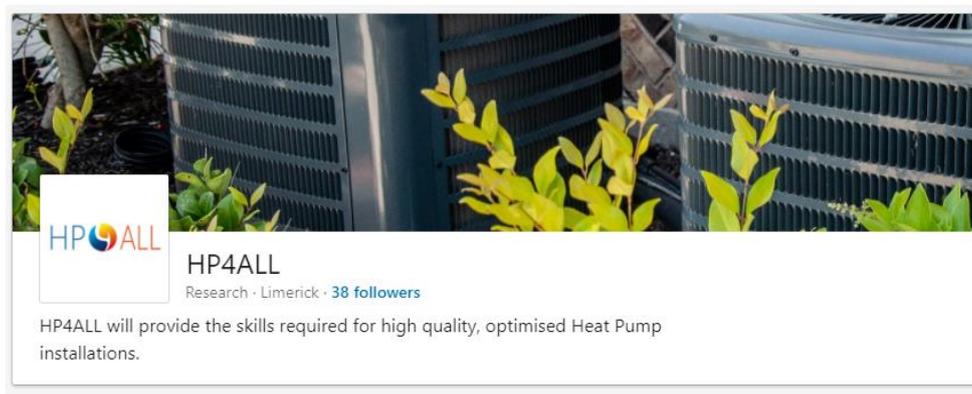
During this period, we shared **11 publications**, achieved **20 followers**, and our publications reached a total of 2,800K impressions on Twitter, as of October 19.

Image 11.6: HP4ALL Twitter account



We also began 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



12 Actions M2-M9

12.1 Offline actions

12.1.1 Printed materials

At the beginning of the project, HP4ALL produced a series of printed documents with the purpose of them to be distributed in the events partners were to attend.

Due to COVID-19, the distribution of these materials has been widely affected. Nevertheless, partners were encouraged to share with stakeholders the online versions, made available on the [website](#) on its 3 languages.

In this period, SIE supported other consortium partners campaigns by producing dedicated flyers to engage stakeholders.

Image 12.1: Example of an engagement campaign (Spanish)

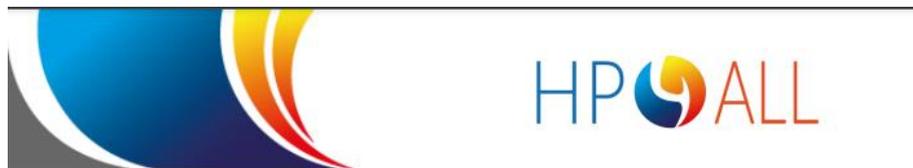


To try to overcome the challenge of not being able to participate in face-to-face events, HP4ALL consortium partners have reinforced email contacts, online meetings, and calls with stakeholders, to guarantee that KPIs are achieved. Concrete actions are described below, and more details can be found on Annex 2 (dissemination tables).

As outlined on [section 11.2](#) and in the first version of the communication plan D7.1, a first press release was issued at M1. It was also translated to the 3 languages of the pilot regions and uploaded to the project website:

Press release 1 – [English](#), [German](#), [Spanish](#).

Image 12.2: First Press Release English



HP4ALL, a project to bring Europe to the forefront of the climatization sector

- HP4ALL is led by the Limerick Institute of Technology and formed by six other partners from five different countries
- HP4ALL has received almost €1 million funding from the European Union's Horizon 2020 research and innovation programme

Limerick (Ireland), September 22. A European consortium is working on the implementation of HP4ALL (Heat Pumps for ALL), a Horizon 2020 research and innovation project that 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.**

Seven partners from five European countries will work for 30 months to ensure that the energy efficiency gains afforded by heat pumps are realised. HP4All will follow a holistic and systemic point of view by working both with the supply (manufacturers, SMEs, installers etc) and demand (building owners, public sector etc.) sides.

To achieve the goals, the project will develop the **HP4All package**, a set of different tools and resources to be used by the different related stakeholders. The package includes an HP Competency Framework to facilitate common HP Skills and, from an end-user perspective, an HP Knowledge Hub will be created to provide guidance and support.

HP4All will validate this package through **three pilot regions in Austria, Ireland, and Spain**, with the aim of **driving market change, influencing end-user decisions and planning for new innovations**. The implementation plans will be informed by extensive stakeholder engagement to map current and future barriers to HP market exploitation and skills development. Leading experts in the HP and energy sectors will support the regional actors to prepare the market for new innovations related to HP technology, procurement, and contracting services.

Moreover, the impact of the project will be maximised through the role of **three observer countries (Croatia, Portugal and Romania)** as they will follow closely the development and validation of the HP4All package, being early adopters even before the project ends. Replication activities will include a train-the-trainer workshop, a roadmap and pan-European events for policymakers and public bodies.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 891775. The contents of this publication are the sole responsibility of the project partners involved in the present activity and do not necessarily represent the view of the European Commission and its services nor of any of the other consortium partners. This deliverable should be seen as draft and will only be final after final approval by the European Commission.

The first press release was delivered to more than 200 media contacts. The consortium partners contributed to the dissemination and they also issued their own press releases. For example, SIE, together with CTA, released an issue both in English and in Spanish to the Spanish market.

A second press release regarding the participation in a joint webinar together with related initiatives was issued in May 2021.

The total impacts for this type of communications reached 43 outlets in total, including media, consortium partners and related projects portals, as shown in Annex 1.

The concrete size of the audience reached is very difficult to measure as there are not common analytics for every media and in every pilot region. For those media that have those numbers available, we have included the figure under the link to the news in Annex 1.

Data was extracted from two sources: each media analytics, and the *Oficina para la Justificación de la Difusión* -Spanish Office for the verification of dissemination (OJD).

12.1.3 Events organised

During the M2-M6 period of the HP4ALL project, several engagement events were organised by the consortium.

LIT participated actively the organisation of the first joint webinar with related initiatives (those are described as part of chapter 2.1.5) as part of the Sustainable Places conference. The session was recorded on video and uploaded to the project's YouTube channel, and the presentation was made available on the website.

Image 12.3: Sustainable Places event flyer



In April 2021, LIT organised a second webinar entitled Supporting the retrofit journey with innovative technologies, together with the SuperHomes and Busleague projects.

Image 12.4: HP4ALL webinar flyer



From their side, ESV led the organisation of a training session for heat pump installers in Austria.

Finally, SIE and LIT were active members in the organisation of a joint webinar with other related initiatives on May 27.

Image 12.5: Build up's webinar flyer



12.1.4 Events attended

During M2-M6 of the project, the different HP4ALL members have attended 2 events to speak about the project to internal and external audiences:

[National Energy Research and Policy Conference LIT](#)

[Build Up skills European exchange LIT](#)

As COVID-19 has certainly affected the participation in events, partners have disseminated HP4ALL through other channels, like the organisation of virtual meetings. For example, LIT attended a meeting with the Irish Minister for the Environment, Climate and Communications, and participated on an on line round table led by EHPA.

From their side, EHPA made a presentation at their R&D conference about HP4ALL in November 2020 and participated on the webinar entitled Training and re-training all along the value chain.

12.1.4 Interaction with other EU projects

In compliance with maximising the project impact and raise as much awareness as possible, HP4ALL engaged with similar projects (listed below) and initiatives (4 meetings have been held where the joint communication and dissemination was established and further actions in

this sense were planned. Thus, as explained in the previous section, a joint workshop was organised, as part of the Sustainable Places conference.

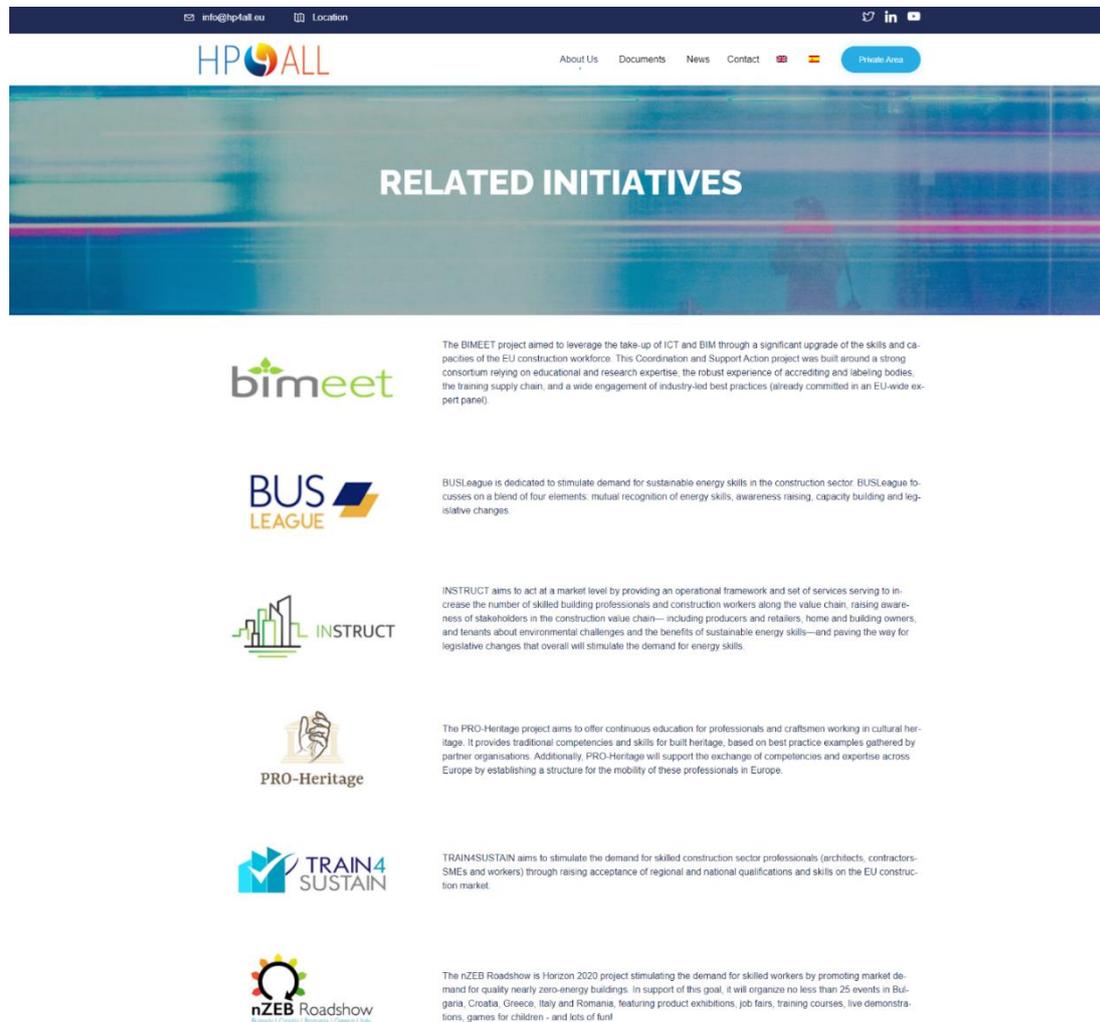
The participation in this conference also led to the production of a common paper by the BUSLEAGUE, INSTRUCT, The Nzeb roadshow, BIMEET, and TRAIN4SUSTAIN projects.

To boost this common collaboration, HP4ALL opened a new tab on the website to provide information on the rest of the projects. Apart from the aforementioned projects, at a later stage Pro Heritage project also joined the group.

By the end of May, another joint webinar was held, as explained on the previous chapter.

Consortium partners were very active in the establishment of synergies with other initiatives and, for example, EHPA and LIT actively engaged with SUPERHOMES2030, OPENGELA and SunHorizon, among others.

Image 12.6: HP4ALL's related initiatives section on the website



2.2 Online actions

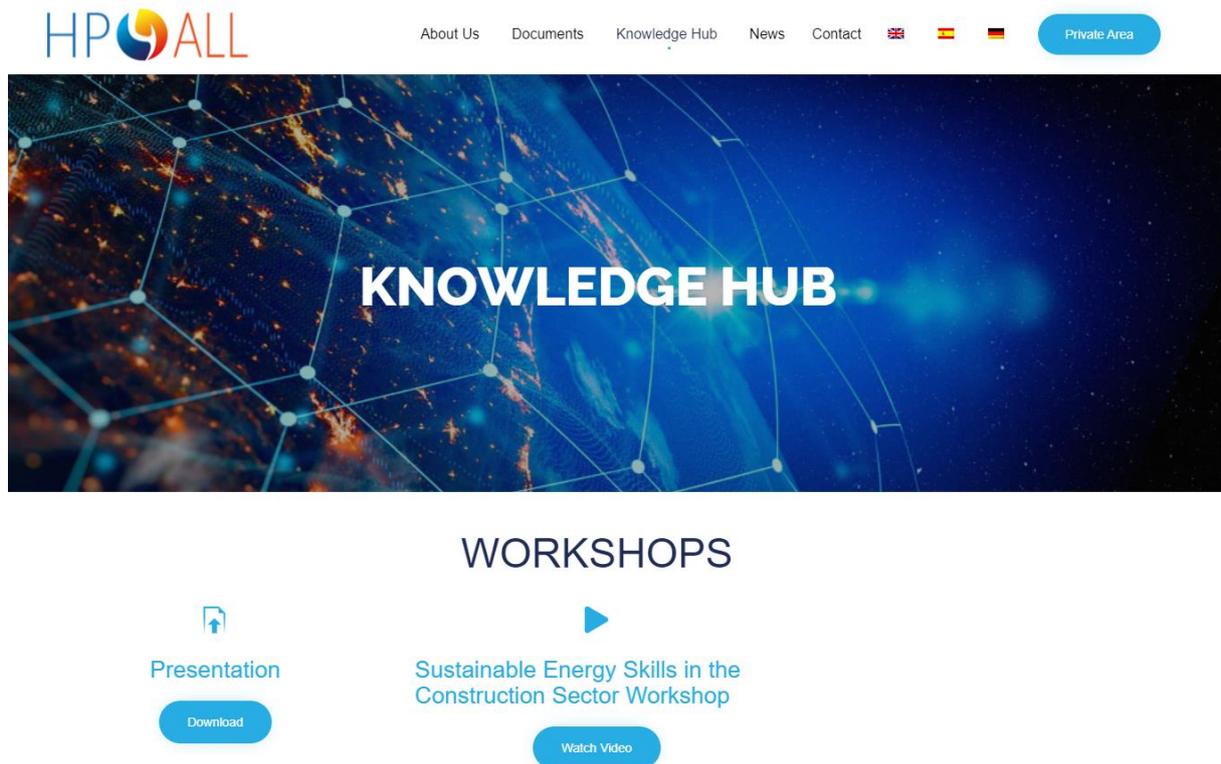
2.2.1 Website

Since the official release of the website on M3, HP4ALL partners have contributed widely to its update by providing information on milestones, giving interviews, consolidating dissemination materials, etc.

Apart from the videos and presentations already showcased before, the website has introduced a new tab as well called Knowledge Hub where all the training materials generated during the project life will be uploaded. For the time being, as explained before, it contains the video of the workshop held in October, as well as the presentation given at the event.



Image 12.7: HP4ALL's Knowledge Hub



Regarding the News section, 8 posts (in the 3 languages of the project) about the project outcomes, participation of the consortium partners in events and other relevant milestones have been uploaded since the submission of the latest communication plan:

<https://hp4all.eu/standardised-approach-needs-data-to-be-effective/>

<https://hp4all.eu/accelerate-the-market-roll-out/>

<https://hp4all.eu/interview-carlos-garcia-and-rocio-de-la-rosa/>

<https://hp4all.eu/hp4all-at-the-build-up-skills-european-exchange-meeting/>

<https://hp4all.eu/first-hp4all-newsletter-now-available/>

<https://hp4all.eu/meeting-with-irish-minister-for-the-environment-climate-and-communications/>

<https://hp4all.eu/training-pump-installers-austria/>

<https://hp4all.eu/hp4all-at-the-national-energy-research-policy-conference/>



Image 12.8: Example website post

News
March 22, 2021



Interview with Dan Stefanica, Head of Projects at European Heat Pump Association and leader of the Heat Pumps Skills Competency & Excellence Framework for HP4ALL.

What are the skills and competencies needed in the HP sector?

Firstly, it is important to separate and highlight the similarities and differences between skills and competencies. Simply put, skills describe what type of job an individual can perform (e.g. install a heat pump) and competencies show us how an individual uses these skills and combines them with knowledge and abilities to perform a task successfully (e.g. how do they relate to the customer that has the heat pump installed). In terms of skills, a few that can be highlighted, are of course the technical ones that are present all along the value chain (from designers to installers), as well as their improvement and adaptation over time due to various factors (e.g. technology, customer preferences). In terms of competencies, they are the same as any other successful enterprise, some being: teamwork and efficient organisation of resources, problem solving and perseverance, effective communication, commercial awareness (how the company works) and a solid motivation to get things right and assure the long-term efficient working of the Heat Pump.

Why is it important to define a competency framework?

Competency frameworks are used in many fields and industries and take advantage of the previously described competencies (the skills, behaviours and attitudes) that are needed in each team, department and sector. As such, each role has a certain set of competencies that are needed to optimally perform the required tasks (e.g. a Heat Pump designer will have a different set of competencies from a Heat Pump salesperson or installer).

But then, how do you define and assess what competencies are needed and if the staff has them? That is where you would need a standardised approach, that is clear, adaptable and leads to the success of the organisation and sector. This standardised approach is defined as a competency framework and, as you can imagine, it needs a lot of data from different stakeholders (e.g. the personnel doing the work, training providers) to be as effective as possible.

Though complicated and time consuming, the framework is very useful and adaptable, while in designing it, one must take into account four separate stages. The first one is defining the purpose of the framework (e.g. to facilitate the mass deployment of Heat Pumps or the upskilling of workers to transition from installing fossil fuel boilers to installing Heat Pumps) and then assemble a team (in this case the project partners) that has a holistic view of the sector. The second step is to collect information (e.g. surveys, interviews) from the relevant stakeholders. After the information is collected, it needs to be analysed and validated, with the final step, being its implementation and potential adaptation to diverse National and European requirements.

How have recent events influenced these?

I think that the recent health crisis has influenced in some way all areas, including training, up-skilling and re-skilling and highlighted the need for lifelong learning and flexibility. Core competencies, such as problems solving, organisation/management of resources combined with the emphasis on digital skills and digital learning, and logistics proved to be quite important. While equally and maybe even more important, was the way that the sector has adapted to serve its customers, as efficiently as possible given the conditions under which it found itself.



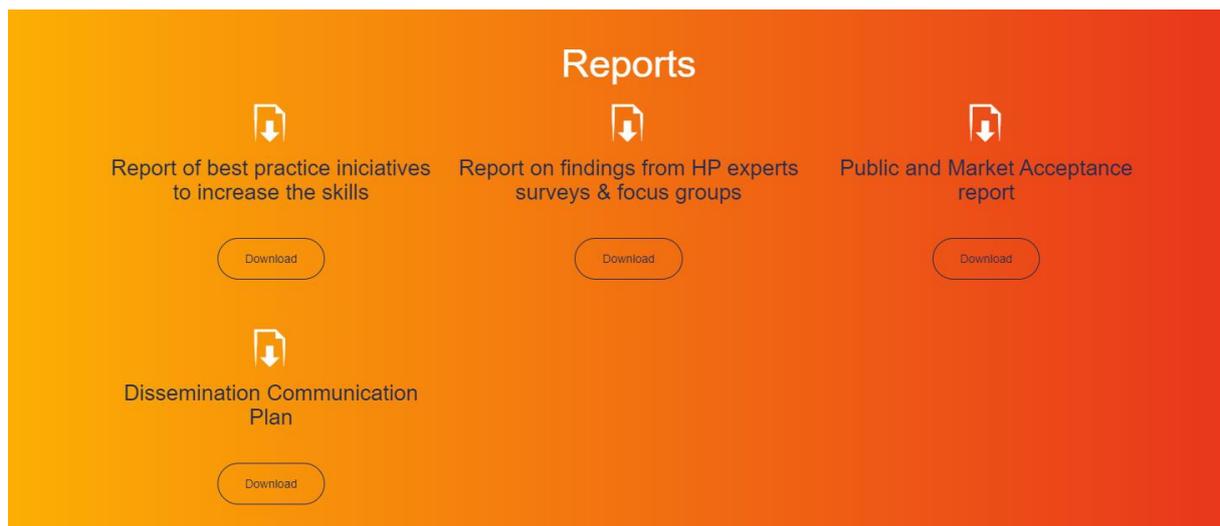
From its part, during the M2-M6 of the project, the following files have been uploaded to the Document section:

- Brochure ([English](#), [German](#), [Spanish](#))
- Poster ([English](#), [German](#), [Spanish](#))
- Roll up ([English](#), [German](#), [Spanish](#))
- Factsheet ([English](#), [German](#), [Spanish](#))
- Presentation ([English](#), [German](#), [Spanish](#))
- [Logo](#)
- Press release ([English](#), [German](#), [Spanish](#))
- Paper Sustainable Places ([English](#))
- Article Revista Ecoconstrucción ([Spanish](#))
- 1st Newsletter ([English](#))

Likewise, HP4ALL has uploaded the following public deliverables:

- Report on best practice initiatives to increase the skills in the energy sector ([English](#))
- Report on findings from HP expert surveys & focus groups ([English](#))
- Public Market Acceptance Report ([English](#))

Image 12.9: Report section

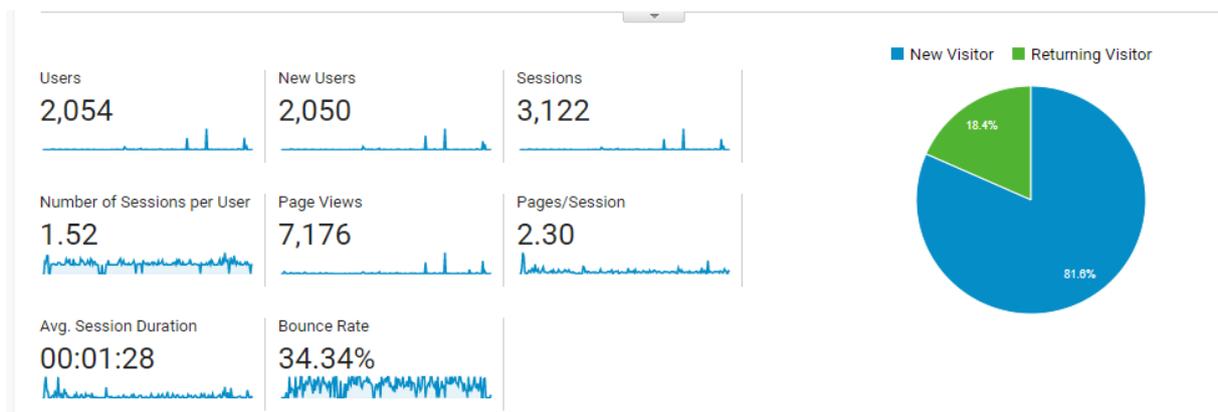


In the M2-M9 period of the project, HP4ALL has gained 2,050 unique visitors on its website, with an average session duration of 1 minutes 52 seconds. 7,176 unique page views in total.

At the beginning of the project, a KPI of at least 1,200 visitors per year was established, which HP4ALL has already overperformed in only 9 months.

A common session duration is usually between 1 and 2 minutes, thus the average session of 1,50 minutes achieved indicates high visitor engagement and interest in the project.

Image 12.10: Google Analytics for HP4ALL's website



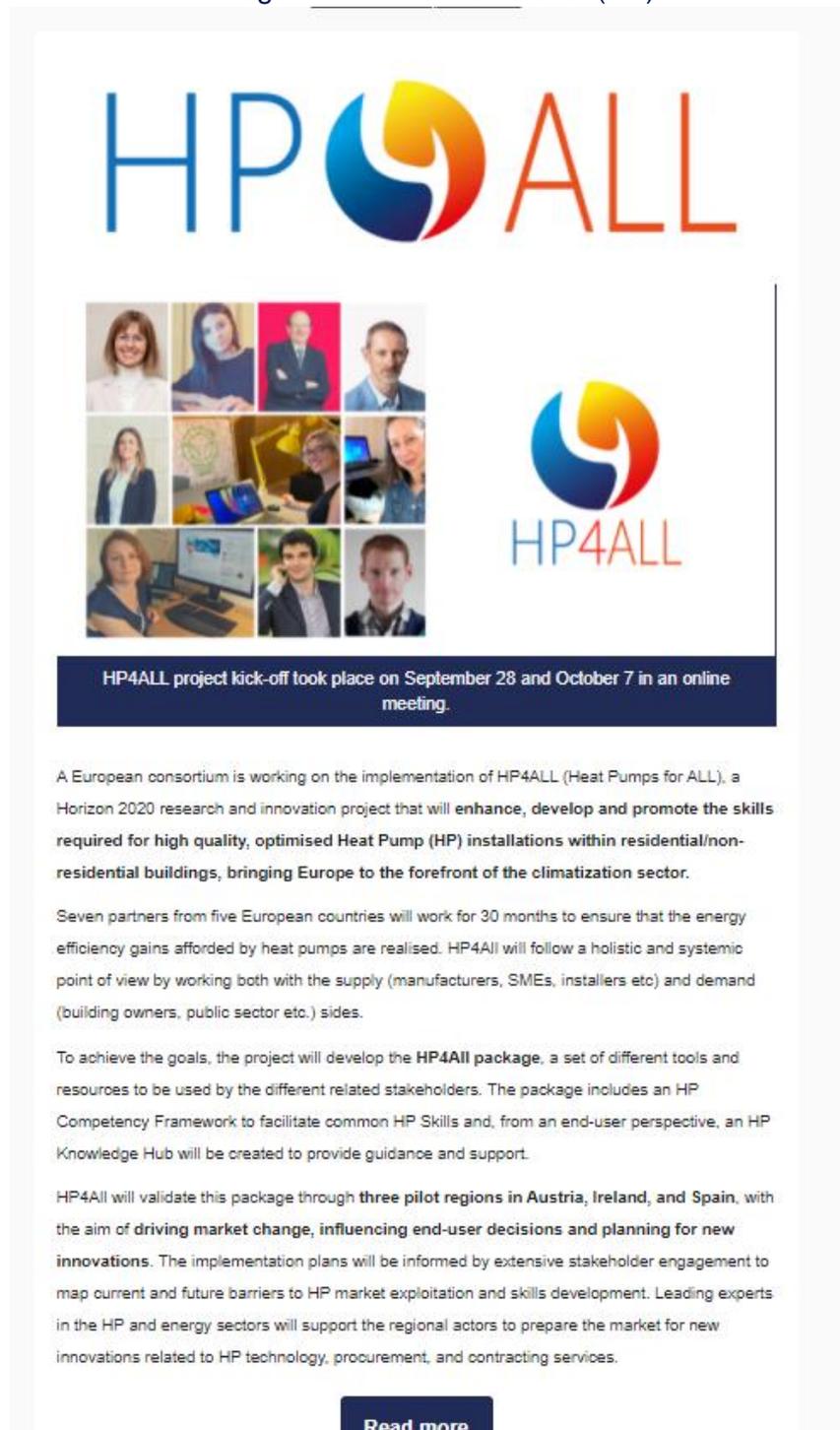
12.2.2 Newsletter

As mentioned in the Grant Agreement, it is expected that newsletters will be released biannually.

Issue number 1 released in M4 included general information about the project objectives, impacts and methodology, as well as the consortium composition.

As of M9, the Newsletter has 280 subscribers and 61 readers. At the original communication and dissemination plan a good performance was established in more than 200 subscribers and a percentage of more than 15% readers, which HP4ALL is already obtaining.

Image 12.11: First Newsletter (M4)



12.2.3 Social media

The first social media channels (LinkedIn and Twitter) were put in place by SIE in M1, while the YouTube platform was established once the first official video of the project was released (M5).

LinkedIn

HP4ALL presence in LinkedIn has reached 124 followers by M9 after 43 updates (posts).

The engagement rate of this platform (number of interactions with post -likes, comments, shares) has reached 6% (more than 3% is usually considered excellent performance).

The number of impressions (views) has grown during the M1-M9 period, reaching 9,694 views by May 2021.

Image 12.12: Number of Impressions for HP4ALL on LinkedIn

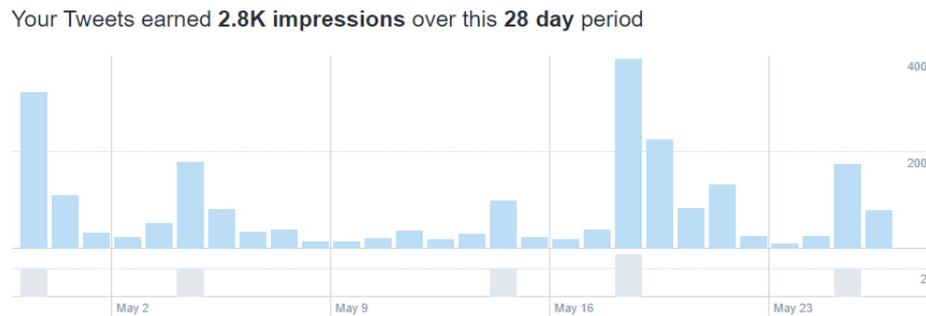


Twitter

As of May 2021, HP4ALL has 75 followers on this social media channel after 87 tweets. The contents on the profile have generated 18,500 views from M1 until M9*. The current engagement rate for Twitter is 1.6% (over 0.5% is considered good performance). Some partners have been very active and supportive in this area.

*The difference between the analytics of LinkedIn and Twitter remains mainly in the nature of each of them. All the professional contacts are more frequently found on LinkedIn, while Twitter is usually more oriented to a personal use. The interest to be on Twitter, although it frequently results in poor performance compared to LinkedIn, is the number of views that is usually higher than on LinkedIn.

Image 12.13: Number of impressions for HP4ALL on Twitter



YouTube

At least two videos were expected to be produced along the project life.

To date, HP4ALL has made two videos public: the Sustainable Places workshop, and the official corporate video.

All videos have received 116 views to date.

13 Dissemination M2-M9

As stated on the Grant Agreement Article 29 “Unless it goes against their legitimate interests, each beneficiary must — as soon as possible — ‘disseminate’ its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium).”

In compliance with this article, our partners have actively contributed to disseminating the HP4ALL project from the very beginning by different means: social media posts, attendance at conferences and shows, emailing campaigns, newsletters, press releases, etc. to good effect.

HPALL LinkedIn posts have been shared 41 times in this period and the partners were very supportive in this area. Likewise, consortium members have made 23 tweets during M1-M9 about HP4ALL and contributed to retweeting 52 times to the content shared in the official social media channels.

Some partners have accounts on other media channels (ie: [Instagram](#)) and they have disseminated the project as well over there.

During this period, CTA, in collaboration with SIE managed to get an [article](#) published on the Ecoconstrucción Magazine in October 2020 entitled *HP4ALL, eficiencia energética a partir de bombas de calor de alta calidad*.

Image 13.1: Article on Energy World Magazine

The screenshot shows a page from the magazine 'Ecoconstrucción' with the following content:

- Section Header:** HP4ALL, EFICIENCIA ENERGÉTICA A PARTIR DE BOMBAS DE CALOR DE ALTA CALIDAD
- Text:** Llevar a Europa a la vanguardia de la climatización. Ese es el principal objetivo del proyecto europeo HP4ALL, financiado por el programa Horizonte 2020 de la Unión Europea y que pretende desarrollar las competencias necesarias para la realización de instalaciones de bombas de calor optimizadas de alta calidad con el fin de garantizar mejoras de eficiencia energética en edificios residenciales y no residenciales.
- Image:** A portrait of Carlos García, responsible technical expert.
- Text:** mayor medida, de origen renovable. Es una de las grandes apuestas de la Unión Europea en el nuevo escenario de transición hacia la descarbonización de nuestro sistema energético, especialmente en el entorno edificado, al suponer una entrancada red de energía del entorno sin emisiones asociadas de gases de combustión.
- Section Header:** Mercado en auge
- Text:** Las bombas de calor pueden clasificarse en una primera aproximación en función del entorno exterior e interior que se intercambian calor a través de la máquina láser, agua, tierra) siendo la más frecuente la de tipo aire-aire (que pueden ser en algunos casos reversibles y usarse como equipos de refrigeración), las de aire-aque (usadas para calefacción y producción de agua caliente sanitaria, tipos de Centrales) y, a más distancia, las de tipo tierra-aire o tierra-aque, conocidas también como geotérmicas y menos frecuentes en nuestras latitudes.
- Text:** El mercado de las bombas de calor de acuerdo con las cifras que maneja AFEC (Asociación Española de equipos de Climatización) y la EHPA (Asociación Europea de la Bomba de Calor) está registrando un auge espectacular, con crecimientos en España superiores al 20% anual e incluso mayor en algunas tecnologías, e igualmente elevado, superior al 10% en promedio, aunque a mayor distancia, en el ámbito de la UE.
- Text:** Como ya se ha comentado, la aplicación más frecuente de las bombas de calor en Europa es para calefacción y producción de agua caliente sanitaria. Sin embargo, esto no ha sido el caso hasta ahora de España, donde poco más del 15% del total de instalaciones en algo más del 30% de los hogares, comercios e industrias, es decir algo más del 5% del total de edificaciones e instalaciones de nuestro país: se utilizaba hasta hace poco para este fin, dedicándose mayoritariamente a refrigeración doméstica y terciaria y desaprovechándose estas dos importantes funcionalidades. La situación parece haber cambiado estos tres últimos años, pero queda aún camino por recorrer.
- Section Header:** Potencial 8-10 veces superior al actual
- Text:** A nivel de la UE el grado de penetración de estos sistemas es superior, especialmente en Francia, Italia, países escandinavos y centroeuropes, pero aun así la EHPA estima que el potencial de mercado sigue siendo del orden de 8-10 veces superior al actual. Ello hace pensar en una elevadísima demanda a lo largo de los próximos años para cual no existen actualmente suficientes perfiles profesionales (ingenieros, montadores, instaladores, técnicos de mantenimiento etc.).
- Text:** Además a lo anterior, existen importantes desafíos como el desarrollo de sistemas más eficientes, la producción y suministro a gran escala de componentes y concienciación de la oportunidad a técnicos de planificación, diseñadores y promotores.
- Text:** El proyecto HP4ALL hace precisamente para dar respuesta a muchas de estas cuestiones, establecer escenarios y hoja de rutas e identificar y priorizar actuaciones técnicas, administrativas, comerciales, formativas e informativas.
- Section Header:** Expertos de toda Europa en bombas de calor
- Text:** El proyecto HP4ALL reúne a los principales expertos de toda Europa para permitir el desarrollo de capacidades y habilidades dentro del sector de las bombas de calor. Liderado por el Limerick Institute of Technology, HP4ALL está integrado también por la Asociación Europea de Bombas de Calor (EHPA), el International Energy Research Centre (IERC), Corporación Tecnológica de Andalucía (CTA), Energiesparverband, RINA Consulting y Sustainable Innovations.
- Text:** Siguiendo un punto de vista holístico y sistémico, HP4ALL trabajará tanto con el lado de la oferta (Fabricantes, Pymes e instaladores) como con el de la demanda (propietarios de edificios y sector público) abarcando así toda la cadena de valor de las bombas de calor desde el diseño, la operación y el mantenimiento. De esta manera, el proyecto mejorará, desarrollará y promoverá las competencias necesarias para la realización de instalaciones de bombas de calor de alta calidad y optimizadas en edificios residenciales y no residenciales, llevando a Europa a la vanguardia del sector de la climatización.
- Text:** El proyecto desarrollará el paquete HP4ALL ("bombas de calor para todos", como indican sus siglas en inglés) el cual contendrá un conjunto de herramientas y recursos innovadores para ser utilizados por los diferentes actores relacionados.
- Text:** Este paquete HP4ALL desarrollará un Marco de Competencias para facilitar el reconocimiento de los beneficios de las bombas de calor en toda Europa y en el sector de la construcción y, desde la perspectiva del usuario final, creará un Centro Digital de Conocimientos de bombas de calor para facilitar orientación, apoyo y herramientas. Entre otras acciones, se proporcionará información técnica, estudios de casos, orientación sobre adquisiciones para aumentar la demanda de aptitudes y conocimientos sobre las bombas de calor.
- Text:** Además, el paquete HP4ALL desarrollará una herramienta de evaluación comparativa que permitirá a los usuarios finales considerar diferentes opciones y rendimientos de tecnología aplicadas a las bombas de calor dentro de diferentes tipos de edificios.
- Section Header:** Plan de replicación a nivel europeo
- Text:** También incluirá un Plan de Replicación a nivel europeo, que será liderado por Corporación Tecnológica de Andalucía (CTA) y que incluirá acciones de formación de instructores, una hoja de ruta para el uso del paquete HP4ALL y una campaña de sensibilización con un evento paneuropeo dirigido a los organismos públicos.
- Text:** El paquete HP4ALL será validado por los países piloto del consorcio (Alemania, España e Irlanda) cuyo rol será impulsar el cambio en el mercado de bombas de calor e influir en las decisiones de los usuarios finales.
- Text:** Para conseguir este objetivo, 400 personas recibirán formación y orientación a nivel tanto regional como nacional con el fin de crear capacidades y conocimientos sobre nuevas innovaciones y soluciones de bombas de calor a través de la integración de redes inteligentes y tecnologías híbridas. Para asegurar un gran impacto, se llevarán a cabo grandes campañas de promoción dirigida a los usuarios finales.
- Text:** También se redactarán 20 casos de estudio y mejores prácticas para mostrar el impacto de las habilidades en el rendimiento de las bombas de calor y se celebrarán más de 10 talleres a los que se invitarán a responsables políticos, fabricantes y diferentes actores de la cadena de suministro de bombas de calor. Por último, se involucrarán a más de 50 expertos en un análisis de mercado que se realizará para detectar las principales barreras en la adopción de bombas de calor.
- Section Header:** Innovaciones y soluciones emergentes
- Text:** Para garantizar el éxito del paquete HP4ALL, el consorcio se centrará en las nuevas innovaciones y soluciones emergentes en el mercado de bombas de calor y en las habilidades asociadas a su aplicación. Por tanto, se involucrarán a 20 expertos líderes en el sector de bombas de calor y energía que ayudarán a preparar el mercado para la adopción de nuevas tecnologías e incorporación de mejoras en los servicios de climatización.
- Text:** El impacto del proyecto se maximizará a través del papel de tres países observadores, que serán Croacia, Portugal y Rumanía. Estos países seguirán de cerca el desarrollo y la validación del paquete HP4ALL, convirtiéndose en los primeros en adaptarlo incluso antes de que el proyecto termine.
- Text:** Con todas estas acciones, HP4ALL contribuirá a que Europa pueda liderar el crecimiento sostenible mediante la introducción de mejores y más eficientes bombas de calor, listas para descarbonizar el sector de la climatización para el año 2050.

Likewise, a joint paper with related initiatives was produced as part of the participation at the Sustainable Places conference, as previously explained.

As further explained in section 2.1.4, a total of 2 events were attended. Moreover, EHPA advertised the project on their corporate Newsletters:

- [Newsletter 1](#)
- [Newsletter 2](#)
- [Newsletter 3](#)
- [Newsletter 4](#)
- [Newsletter 5](#)

[Newsletter 6](#)

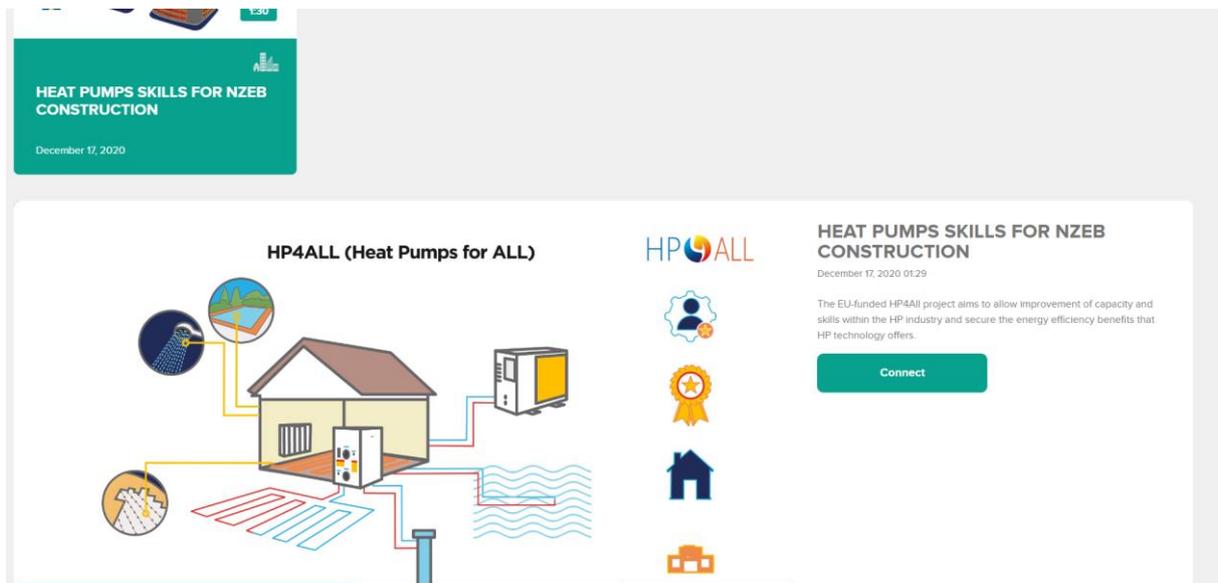
[Newsletter 7](#)

[Newsletter 8](#)

From their side, [CTA](#), [EHPA](#), [ESV](#), [LIT](#), [RINA](#) and [SIE](#) did the same on their website. Both CTA and SIE released their own press to the Spanish press, as explained before.

Moreover, to increase HP4ALL visibility worldwide, SIE submitted the candidacy of HP4ALL to the [Globally Great](#) international awards.

Image 13.2: HP4ALL nomination to the Globally Great awards



All this information can be found in more detail in the dissemination tables included in Annex 2.

14 ANNEX 1: Impact on media outlets and other relevant websites

ABC SEVILLA

Audience [ABC SEVILLA](#) 67,000 unique visitors

<https://sevilla.abc.es/contenidopromocionado/2020/12/09/cta-capta-mas-de-ocho-millones-de-euros-de-fondos-europeos-en-tres-anos/?ref=https%3A%2F%2Fwww.google.com%2F>

AGENDA EMPRESA

Audience Agenda Empresa: 23,500 month

<https://www.agendaempresa.com/116448/sustainable-innovations-y-cta-lideraran-region-piloto-espanola-proyecto-europeo-hp4all/>

https://twitter.com/Agenda_Empresa/status/1308425861536907271

ANDALUCIA ES DIGITAL

Audience Andalucía es digital: Unknown

https://www.linkedin.com/posts/andaluciaesdigital_cta-y-sustainable-innovations-lideran-en-activity-6716999598746943488--70l

APP DIMENSIONS

Audience APP DIMENSIONS: Unknown

<https://app.dimensions.ai/details/grant/grant.9066056>

APP SWAPCARD

Audience APP SWAPCARD: Unknown

<https://app.swapcard.com/event/enlit-europe/exhibitor/RXhoaWJpdG9yXzMwNjg2Mg%3D%3D>

ASOCIACIÓN DE EMPRESAS DE EFICIENCIA ENERGÉTICA

Audience Asociación de empresas de eficiencia energética: Unknown

<https://www.asociacion3e.org/noticia/proyecto-hp4all-incentivara-las-bombas-de-calor-a-nivel-europeo>

ASOCIACIONES FUNDACIONES ANDALUZAS

Audience Asociaciones Fundaciones Andaluzas: unknown

<https://www.afandaluzas.org/sustainable-innovations-y-cta-lideran-la-region-piloto-espanola-en-el-proyecto-europeo-hp4all-de-innovacion-en-climatizacion/>

BE ENERGY

Audience Be Energy: 20,000 subscribers

<https://beenergy.es/sustainable-innovations-y-cta-lideran-la-region-piloto-espanola-en-el-proyecto-europeo-hp4all-de-innovacion-en-climatizacion/>

BUILD UP

Audience BUILD UP: unknown

<https://www.buildup.eu/en/news/hp4all-project-bring-europe-forefront-climatization-sector>

<https://www.buildup.eu/en/explore/links/hp4all-project>

<https://www.buildup.eu/en/events/webinar-sustainable-energy-skills-construction-sector>

BUSLEAGUE

Audience BUSLEAGUE: unknown

<https://busleague.eu/busleague-on-sustainable-places-2020/>

<https://busleague.eu/links/>

<https://busleague.eu/webinar-sustainable-energy-skills-27may2021/>

CORDIS EUROPA

Audience Cordis 350,000 visitors / month

<https://cordis.europa.eu/article/id/422265-hp4all-a-project-to-bring-europe-to-the-forefront-of-the-climatization-sector>

<https://cordis.europa.eu/event/id/149220-hp4all-part-of-the-sustainable-energy-skills-for-the-construction-sector-webinar>

CTA

Audience CTA: 3,900 visitors/month

<https://www.corporaciontecnologica.com/en/sala-de-prensa/noticias/CTA-and-SUSTAINABLE-INNOVATIONS-lead-the-Spanish-pilot-region-in-HP4ALL-a-European-innovation-project-in-climatisation/>

<https://www.corporaciontecnologica.com/en/area-internacional/proyectos-europeos/hp4all/>

ECOCONSTRUCCIÓN

Audience Ecoconstrucción: unknown

<http://www.ecoconstruccion.net/articulos-online/hp4all-eficiencia-energetica-a-partir-de-bombas-de-calor-de-alta-calidad-5KtB5>

ES EFICIENCIA

Audience Es eficiencia 24, 568 unique visitors in October 2020. 8,529 followers on Twitter

<https://www.eseficiencia.es/2020/10/02/proyecto-europeo-hp4all-impulsara-instalacion-bombas-calor-edificios>

<https://twitter.com/ESEFICIENCIA/status/1311913730658238465>

EUROPA PRESS

Audience Europa Press: 11,315,169 visitors in December, 2019



<https://www.europapress.es/epagro/noticia-cta-sustainable-innovations-lideran-espana-proyecto-piloto-europeo-bombas-calor-eficiencia-energetica-20200922133948.html>

INSTRUCT PROJECT

Audience Instruct Project: unknown

<https://instructproject.eu/2020/11/17/instruct-on-sustainable-places-2020/>

<https://instructproject.eu/2020/07/23/instruct-during-sustainable-places-2020/>

https://instructproject.eu/2020/12/14/sustainable_energy_skills_article/

<https://instructproject.eu/2021/02/15/elementor-2430/>

<https://instructproject.eu/2021/05/19/webinar-27th-may-13-00-sustainable-energy-skills-in-the-construction-sector/>

INTEREMPRESAS

Audience Interempresas: 1,537,314 unique visitors September 2020

<https://www.interempresas.net/Instaladores/Articulos/314389-EI-proyecto-europeo-hp4all-busca-la-innovacion-en-climatizacion.html>

<http://www.interempresas.net/Flipbooks/IN/588/html5forpc.html>

JUNTA DE ANDALUCÍA

Audience Junta de Andalucía 1,539, 218 visits web on 2020.

<https://twitter.com/AndaluciaJunta/status/1311950300132061185>

LA RAZÓN ANDALUCÍA

Audience La Razón 12,824, 258 unique visitors September 2020

<https://www.larazon.es/andalucia/20200922/u2uewniyijge7nck2srnmuytze.html>

LA VANGUARDIA ANDALUCIA

Audience La Vanguardia.com: 1,200,000 visitors / month

<https://www.lavanguardia.com/local/sevilla/20200922/483627071299/cta-y-sustainable-innovations-lideran-en-espana-un-proyecto-piloto-europeo-de-bombas-de-calor-y-eficiencia-energetica.html>

LIMERICK INSTITUTE OF TECHNOLOGY

Audience Limerick Institute of Technology: unknown

<https://lit.ie/en-IE/Research-Development/Development/Energy/HP4ALL>

RHC PLATFORM

Audience RHC: unknown

<https://www.rhc-platform.org/meet-padraic-oreilly-the-new-chair-of-the-heat-pump-technology-panel/>

RINA

Audience RINA: unknown

<https://www.rina.org/en/media/CaseStudies/HP4all>

SOLAR NEWS

Audience Solar News: Unknown

https://www.solarnews.es/solarnews_internacional/2021/05/21/sustainable-energy-skills-in-the-construction-sector/?utm_source=rss&utm_medium=rss&utm_campaign=sustainable-energy-skills-in-the-construction-sector

SUSTAINABLE INNOVATIONS

Audience Sustainable Innovations: 6,326 visits web 2020

<https://www.sustainableinnovations.eu/sustainable-innovations-cta-lead-spanish-pilot-region/>

SUSTAINABLE PLACES

Audience Sustainable Places: unknown

https://www.sustainableplaces.eu/hp4all_presentation-sp2020/

THE NZEBROADSHOW PROJECT

Audience The NZEB Roadshow: unknown

<https://www.nzebroadshow.eu/partners.html>

TYNDALL INSTITUTE

Audience Tyndall Institute: unknown

<https://www.tyndall.ie/funded-programmes/hp4all-heat-pumps-skills-for-nzeb-construction/>

TRAIN4SUSTAIN

Audience TRAIN4SUSTAIN: unknown

<https://train4sustain.eu/links>

WARTEPOMP PLATFORM

Audience Wartepomp platform: unknown

<https://warmtepomp.ode.be/nl/artikel/888/hp4all-eeen-project-om-europa-op-de-voorgond-te-brengen-in-de-sector-van-de-klimatisatie>

TYPE OF ACTIVITY	MAIN LEADER /AUTHORS	TITLE	DATE	PLACE	NUMBER OF STAKEHOLDERS REACHED TOTAL NUMBER	LINK TO WEBSITE /SOCIAL MEDIA	OPEN ACCESS	BRIEF DESCRIPTION
Post social media	RINA-C		nov-20	LinkedIn	62	https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6722614781574029312/?actorCompanyId=65413883	Yes	Repost of the HP4ALL account
Post social media	RINA-C		02-dic-20	Twitter	1900	https://twitter.com/RINA1861/status/1334163653566803969	Yes	English post in the official RINA Twitter account
Case Study	RINA-C	Innovative tools to deliver nearly zero-energy buildings thanks to heat pumps	26-nov-20	Online (RINA website)	1900	https://www.rina.org/en/media/CaseStudies/HP4all	Yes	Case study about the project both in English and Italian

TYPE OF ACTIVITY	MAIN LEADER /AUTHORS	TITLE	DATE	PLACE	NUMBER OF STAKEHOLDERS REACHED TOTAL NUMBER	LINK TO WEBSITE /SOCIAL MEDIA	OPEN ACCESS	BRIEF DESCRIPTION
Press release	SIE	SUSTAINABLE INNOVATIONS Y CTA LIDERAN LA REGIÓN PILOTO ESPAÑOLA EN EL PROYECTO EUROPEO HP4ALL DE INNOVACIÓN EN CLIMATIZACIÓN	22, October, 2020	Online	118	-	Yes	Press release in Spanish in collaboration with CTA
Post website Spanish	SIE	SUSTAINABLE INNOVATIONS Y CTA LIDERAN LA REGIÓN PILOTO ESPAÑOLA EN EL PROYECTO EUROPEO HP4ALL DE INNOVACIÓN EN CLIMATIZACIÓN	22, October, 2020	Online	50	https://www.sustainableinnovations.eu/es/sustainable-innovations-cta-lideran-region-piloto/	Yes	Post in Spanish
Post website English	SIE	SUSTAINABLE INNOVATIONS AND CTA LEAD THE SPANISH PILOT REGION IN HP4ALL, A EUROPEAN INNOVATION PROJECT IN CLIMATISATION	22, October, 2020	Online	300	https://www.sustainableinnovations.eu/sustainable-innovations-cta-lead-spanish-pilot-region/	Yes	Post in English
Post social media	SIE	SUSTAINABLE INNOVATIONS Y CTA LIDERAN LA REGIÓN PILOTO ESPAÑOLA EN EL PROYECTO EUROPEO HP4ALL DE INNOVACIÓN EN CLIMATIZACIÓN	22, October, 2020	Linkedin	1000	https://www.linkedin.com/feed/update/urn:li:activity:6714114144250945537	Yes	Post in Spanish
Post social media	SIE	SUSTAINABLE INNOVATIONS AND CTA LEAD THE SPANISH PILOT REGION IN HP4ALL, A EUROPEAN INNOVATION PROJECT IN CLIMATISATION	22, October, 2020	Linkedin	4658	https://www.linkedin.com/feed/update/urn:li:activity:6714114630530170881	Yes	Post in English

Post social media		SUSTAINABLE INNOVATIONS Y CTA LIDERAN LA REGIÓN PILOTO ESPAÑOLA EN EL PROYECTO EUROPEO HP4ALL DE INNOVACIÓN EN CLIMATIZACIÓN	22, October, 2020	Twitter	548	https://twitter.com/SustainableInnE/status/1308350096145371137	Yes	Responsibilities within the project
Post social media	SIE	SUSTAINABLE INNOVATIONS Y CTA LIDERAN LA REGIÓN PILOTO ESPAÑOLA EN EL PROYECTO EUROPEO HP4ALL DE INNOVACIÓN EN CLIMATIZACIÓN	22, October, 2020	Instagram	369	https://www.instagram.com/p/CFb29fVCsUO/	Yes	Responsibilities within the project
Post social media	SIE	Participation in KOM	October, 7	LinkedIn	4771	https://www.linkedin.com/posts/sustainable-innovations-europe_innovation-consulting-sustainable-innovations-activity-6719494852364558336-cJB4	Yes	SIE's participation in KoM
Post social media	SIE	Participation in KOM	October, 7	Twitter	564	https://twitter.com/SustainableInnE/status/1313729374869389319	Yes	SIE's participation in KoM
Post social media	SIE	Participation in KOM	October, 7	Instagram	374	https://www.instagram.com/p/CGCcmFNHiD5/	Yes	SIE's participation in KoM
Post social media	SIE	End user survey Spanish	December,18	LinkedIn	4949	https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6745595193728229376/?actorCompanyId=65413883	Yes	End user survey Spanish
Post social media	SIE	Information about the GA meeting	April 2021	LinkedIn	5517	https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6785141185213190144/?actorCompanyId=65413883	Yes	Information on M6 meeting
Post social media	SIE	Information about the GA meeting	April 2021	Twitter	637	https://twitter.com/SustainableInnE/status/1379375786755563521	Yes	Information on M6 meeting

TYPE OF ACTIVITY	MAIN LEADER /AUTHORS	TITLE	DATE	PLACE	NUMBER OF STAKEHOLDERS REACHED TOTAL NUMBER	LINK TO WEBSITE /SOCIAL MEDIA	OPEN ACCESS	BRIEF DESCRIPTION
Social Media	CTA Development Consultant	CTA and SUSTAINABLE INNOVATIONS lead the Spanish region in the HP4ALL project	Sep-20	LinkedIn	902 connections	https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6715168330992373760/?actorCompanyId=65413883	Yes	Press release about the project shared on social media
Social Media	CTA	CTA and SUSTAINABLE INNOVATIONS lead the Spanish region in the HP4ALL project	Sep-20	LinkedIn	3.481 followers	https://www.linkedin.com/feed/update/urn:li:activity:6718879231536836608?updateEntityUrn=urn%3Ali%3Afs_feedUpdate%3A%28V2%2Curn%3Ali%3Aactivity%3A6718879231536836608%29	Yes	Press release about the project shared on social media
Social Media	CTA	CTA and SUSTAINABLE INNOVATIONS lead the Spanish region in the HP4ALL project	Sep-20	Twitter	6200 followers	https://twitter.com/CTAndalucia/status/1310875724836941824	Yes	Press release about the project shared on social media (Twitter EN profile)
Social Media	CTA	HP4ALL KOM (first session)	Sep-20	Twitter	700 followers	https://twitter.com/CTAndaluciaENG/status/1310519812976713728		
Press Release	CTA	CTA and SUSTAINABLE INNOVATIONS lead the Spanish region in the HP4ALL project	Sep-20	CTA website	45 views	https://www.corporaciontecnologica.com/es/sala-de-prensa/comunicados/CTA-y-SUSTAINABLE-INNOVATIONS-lideran-la-region-piloto-espanola-en-el-proyecto-europeo-HP4ALL-de-innovacion-en-climatizacion/	Yes	Press release about the start of the project
Website	CTA	Project description	Sep-20	CTA website	74 views	https://www.corporaciontecnologica.com/es/area-internacional/proyectos-europeos/hp4all/	Yes	Project description (Spanish)
Website	CTA	Project description	Sep-20	CTA website	9 views	https://www.corporaciontecnologica.com/en/area-internacional/proyectos-europeos/hp4all/index.html	Yes	Project description (English)
Press Release	CTA	CTA and SUSTAINABLE INNOVATIONS lead the Spanish region in the HP4ALL project	Sep-20	CTA website	10 views	https://www.corporaciontecnologica.com/en/sala-de-prensa/comunicados/CTA-and-SUSTAINABLE-INNOVATIONS-lead-the-Spanish-pilot-region-in-HP4ALL-a-European-innovation-project-in-climatisation/	Yes	Press release about the start of the project
Social Media	CTA	CTA and SUSTAINABLE INNOVATIONS lead the Spanish region in the HP4ALL project	Oct-20	Twitter	6200 followers	https://twitter.com/CTAndalucia/status/1313018611892711426	Yes	Press release about the project shared on social media (Twitter ES profile)
Social Media	CTA	CTA and SUSTAINABLE INNOVATIONS lead the Spanish region in the HP4ALL project	Oct-20	Twitter	700 followers	https://twitter.com/CTAndaluciaENG/status/1311974226065268738	Yes	Press release about the project shared on social media (Twitter EN profile)

Social Media	CTA Development Consultant	Article about energy efficiency	Oct-20	LinkedIn	902 connections	https://www.linkedin.com/feed/update/urn%3Ali%3AugcPost%3A6730033120126476289/?actorCompanyId=65413883	Yes	Press release from CTA about HP4ALL and energy efficiency
Social Media	CTA Innovation Consultant	About HP4ALL	Oct-20	LinkedIn	966 connections	https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6731455246259900416/?actorCompanyId=65413883	Yes	Shared HP4ALL content
Newsletter	CTA	CTA and SUSTAINABLE INNOVATIONS lead the Spanish region in the HP4ALL project	Oct-20	mailing (Mailchimp)	1341 opens	https://mailchi.mp/corporaciontecnologica/boletin-proyector-actualidad-innovacion-1503952?e=[UNIQID]	Yes	Press release about the start of the project
Social Media	CTA Development Consultant	HP4ALL KOM (second session)	Nov-20	LinkedIn	902 followers	https://www.linkedin.com/posts/rociodelarosa_heatpumps-capacity-skills-activity-6719563267062165504-xoBg	Yes	About the kick-off meeting
Social Media	CTA	HP4ALL website	Nov-20	Twitter	700 followers	https://twitter.com/CTAAndaluciaENG/status/1326438620811694081	Yes	Shared content about the HP4ALL website
Social Media	CTA Development Consultant	Article about energy efficiency	Nov-20	Twitter	310 followers	https://twitter.com/rocirosorosaCTA/status/1324292600921280512	Yes	Press release from CTA about HP4ALL and energy efficiency
Social Media	CTA Development Consultant	Article about energy efficiency	Jan-21	LinkedIn	902 connections	https://www.linkedin.com/posts/rociodelarosa_ecoconstruccionoctubre2020pdf-activity-6754722578360766464-od5H	Yes	Shared content about an HP4ALL press release
Social Media	CTA Development Consultant	End User Question Survey (ES)	Jan-21	LinkedIn	902 connections	https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6755557173088129024/?actorCompanyId=65413883	Yes	Shared content about the End User Survey for the Spanish market
Social Media	CTA	End User Question Survey (ES)	Jan-21	LinkedIn	3481 followers	https://www.linkedin.com/feed/update/urn:li:activity:6757241440763465728?updateEntityUrn=urn%3Ali%3Afs_feedUpdate%3A%28V2%2Curn%3Ali%3Aactivity%3A6757241440763465728%29	Yes	Press release about the End User Survey for the Spanish market
Newsletter	CTA	End User Question Survey (ES)	Jan-21	mailing (Mailchimp)	1341 opens	http://www.corporaciontecnologica.com/export/sites/cta/.galleries/Galeria-de-boletines-digital/Boletin-ProyeCTA-95.pdf	Yes	Press release about HP Trainers survey for the Spanish market
Social Media	CTA Development Consultant	Interview about HP4ALL	Mar-21	LinkedIn	902 connections	https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6771019037859172353/?actorCompanyId=65413883	Yes	Interview about HP4ALL goals and objectives
Social Media	CTA	World Energy Efficiency Day	Mar-21	Twitter	700 followers	https://twitter.com/CTAAndaluciaENG/status/1367819394324250624	Yes	About CTA's participation in projects related to energy efficiency

Social Media	CTA	World Energy Efficiency Day	Mar-21	Twitter	6200 followers	https://twitter.com/CTAndalucia/status/1367818420436295680	Yes	About CTA's participation in projects related to energy efficiency
Social Media	CTA	Interview about HP4ALL	Mar-21	Twitter	700 followers	https://twitter.com/CTAndaluciaENG/status/1367399527297204224	Yes	Interview about HP4ALL goals and objectives
Social Media	CTA Development Consultant	Interview about HP4ALL	Mar-21	Twitter	310 followers	https://twitter.com/rocirososCTA/status/1364534353745870848	Yes	Interview about HP4ALL goals and objectives
Social Media	CTA	Interview about HP4ALL	Mar-21	LinkedIn	3481 followers	https://www.linkedin.com/posts/ctandalucia_one-of-the-main-objectives-of-hp4all-is-activity-6771056803804438528-coml/	Yes	Interview about HP4ALL goals and objectives
Social Media	CTA Development Consultant	HP Trainers survey	Apr-21	LinkedIn	902 connections	https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6791278167207235584/?actorCompanyId=65413883	Yes	HP Trainers survey for the Spanish market
Social Media	CTA Development Consultant	HP Trainers survey	Apr-21	LinkedIn	902 connections	https://www.linkedin.com/feed/update/urn%3Ali%3AugcPost%3A6793114169777389568/?actorCompanyId=65413883	Yes	HP Trainers survey for the Spanish market
Social Media	CTA HR Responsible	HP Trainers survey	Apr-21	LinkedIn	500 connections	https://www.linkedin.com/feed/update/urn%3Ali%3AugcPost%3A6793419996325257216/?actorCompanyId=65413883	Yes	HP Trainers survey for the Spanish market
Press Release	CTA	HP Trainers survey	Apr-21	CTA website	28 views	https://www.corporaciontecnologica.com/es/sala-de-prensa/comunicados/Participa-en-la-encuesta-de-HP4ALL-para-identificar-las-barreras-de-la-implantacion-de-bombas-de-calor-en-Europa/	Yes	Press release about HP Trainers survey for the Spanish market
Newsletter	CTA	HP Trainers survey	Apr-21	mailing (Mailchimp)	1403 opens	https://mailchi.mp/corporaciontecnologica/boletin-proyecto-actualidad-innovacion-1504300?e=[UNIQID]	Yes	Press release about the End User Survey for the Spanish market
Social Media	CTA HR Responsible	HP Trainers survey	May-21	LinkedIn	500 connections	https://www.linkedin.com/feed/update/urn%3Ali%3AugcPost%3A6793419996325257216/?actorCompanyId=65413883	Yes	Press release about HP Trainers survey for the Spanish market
Social Media	CTA	HP Trainers survey	May-21	Twitter	6200 followers	https://twitter.com/CTAndalucia/status/138990274436283187?s=20	Yes	Press release about HP Trainers survey for the Spanish market
Social Media	CTA	HP Trainers survey - last days	May-21	Twitter	6200 followers	https://twitter.com/CTAndalucia/status/1392064992774610946?s=20	Yes	Press release about HP Trainers survey for the Spanish market

Press Release	CTA	End User Question Survey (ES)	Apr-21	40 views	https://www.corporaciontecnologica.com/es/sala-de-prensa/comunicados/Participa-en-la-encuesta-del-proyecto-HP4ALL-para-evaluar-la-aceptacion-de-bombas-de-calor/	Yes	Press release about the End User Survey for the Spanish market
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TYPE OF ACTIVITY	MAIN LEADER /AUTHORS	TITLE	DATE	PLACE	NUMBER OF STAKEHOLDERS REACHED	LINK TO WEBSITE /SOCIAL MEDIA	OPEN ACCESS	BRIEF DESCRIPTION
Post Social Media	EHPA		02.09.2020	Twitter	2793 followers	https://twitter.com/helloheatpumps/status/1301136045577302018	Yes	Post announcing project
Post Social Media	Dan Stefanica		02.09.2020	Linkedin	2447 Followers	https://www.linkedin.com/feed/update/urn:li:activity:6706898485423206401	Yes	Post presenting project
Post social media	Dan Stefanica		23.09.2020	Linkedin	2447 Followers	https://www.linkedin.com/posts/european-heat-pump-association_innovation-consulting-sustainable-innovations-activity-6714433933355872256--lhj	Yes	Post for presentation of the project as well as announcement of partners that take part on it
Post Social media	Dan Stefanica		29.09.2020	Linkedin	2447 Followers	https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6716754596435521536/?actorCompanyId=65413883	Yes	Post announcing kick-off meeting of the project
Post Social media	Dan Stefanica		29.09.2020	Linkedin	more than 500 connections	https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6716755085847883776/?actorCompanyId=65413883	Yes	Post announcing kick-off meeting of the project
Post Social Media	EHPA		10.11.2020	Twitter	2793 followers	https://twitter.com/helloheatpumps/status/1326202227531378688	Yes	Presentation website
Post Social media	Dan Stefanica		10.11.2020	Linkedin	2447 Followers	https://www.linkedin.com/feed/update/urn:li:activity:6731966977373458432	Yes	Presentation website
Post social media	Dan Stefanica		27.11.2020	Linkedin	2793 followers	https://www.linkedin.com/feed/update/urn:li:activity:6738012223060418561	Yes	Announcement survey for Building owners and managers of residential and non-residential buildings
Post Social Media	Dan Stefanica		10.12.2020	Linkedin	2447 followers	https://www.linkedin.com/feed/update/urn:li:activity:6742791250031763457	Yes	Post related to the presentation of HP4All at the BUILDUP Skills event
Post Social Media	Dan Stefanica		15.12.2020	Linkedin	2447 followers	https://www.linkedin.com/feed/update/urn:li:activity:6744533993829543936	Yes	Presentation HP4ALL first newsletter
Post Social Media	Dan Stefanica		17.12.2020	Linkedin	2447 Followers	https://www.linkedin.com/feed/update/urn:li:activity:6745346431546114049	Yes	Presentation video HP4ALL developed by SIE
Post Social Media	Irene Egea Saiz		20.01.2021	Linkedin	2447 Followers	https://www.linkedin.com/feed/update/urn:li:activity:6757593298220703745	Yes	Announcement Experts' survey
Post Social Media	Irene Egea Saiz		20.01.2021	Twitter	2793 followers	https://twitter.com/helloheatpumps/status/1351830581852712961	Yes	Announcement Experts' survey
Post Social Media	Irene Egea Saiz		27.01.2021	Twitter	2793 followers	https://twitter.com/helloheatpumps/status/1354407543490146310	Yes	Announcement Experts' survey
Post Social Media	Irene Egea Saiz		27.01.2021	Linkedin	2447 followers	https://www.linkedin.com/feed/update/urn:li:activity:6760237150601568256	Yes	Announcement Experts' survey
Presentation	Dan Stefanica	Presentation of project and opportunities for stakeholder and training expert group members	04.11.2020	Online: EHPA R&I Committee 5th meeting	24	https://www.ehpa.org/about/team/committees-and-chairs/research-and-innovation-ri-committee/	Yes	The Research and Innovation Committee meets 4 times per year. Some of its meetings will be coupled either with Project calls that are open/opening (e.g. Horizon 2020, upcoming Horizon Europe, EC tenders) or with EHPA project events (e.g. the Renewable Heating and Cooling (RHC) platform - Heat Pump Technology Panel (TP))

								On the 29th of October 2020 from 10:30 to 12:00 CET EHPA hosted the fourth episode of our series 'EHPA Project Talks' with the session on "Training and re-training all along the value chain", in which four innovative initiatives that strive for fostering new skills in the energy sector were presented. Along with HP4All in the introduction of the online session
			29.10.2020		113 registrations. A total of 51 unique viewers and 74 total users (counting people that disconnected and connected again)			More in details: Welcome speech, by Irene Egea Saiz (EHPA) "HVAC value chain: New challenges request new skills"- CEN-CE Project, by Johann Zirngibi (CSTB) "Project Heat4Cool: Training the next generation of HVAC professionals", by Serena Scotton (EHPA) "Heat Pump Design Skills and Training Proposal" - GeoAtlantic Project, by Richard Cochrane (University of Exeter) "Skills4Climate: improving climate-related skills for Electrical contractors across Europe", by Julie Beauflis (Europe-On)
Presentation	Dan Stefanica	Presentation of project and opportunities for stakeholder and training expert group members		Online: EHPA 4th Projects webinar 'Training and re-training all along the value chain'		https://calendar.time.ly/bogh8vfz/event/62916000/20201029103000	Yes	
Post Website	Irene Egea Saiz		01.09.2020	EHPA Website		https://www.ehpa.org/projects/	Yes	Addition of Project logo on EHPA website
Post Newsletter	EHPA		05.10.2020	EHPA Weekly Wrap Up	680 subscribers to member list	https://mailchi.mp/d6fb7465a20d/ehpa-weekly-wrap-up-report-9569029?e=92c58425f8	Yes	Sharing of project press release on EHPA weekly newsletter
Post Newsletter	EHPA		12.10.2020	EHPA Weekly Wrap Up	680 subscribers to member list	https://mailchi.mp/a3c982b4ed5e/ehpa-weekly-wrap-up-report-9574729?e=7cadafbedf	Yes	Sharing of project press release on EHPA weekly newsletter
Post Newsletter	EHPA		14.12.2020	EHPA Weekly Wrap Up	680 subscribers to member list	https://mailchi.mp/37c4898e7e38/ehpa-weekly-wrap-up-report	Yes	Sharing of project survey on EHPA weekly newsletter
Post Newsletter	EHPA		11.01.2021	EHPA Weekly Wrap Up	680 subscribers to member list	https://mailchi.mp/9a8bf3e2820b/ehpa-weekly-wrap-up-report-9633429?e=92c58425f8	Yes	Sharing of project survey on EHPA weekly newsletter
Post Newsletter	EHPA		18.01.2021	EHPA Weekly Wrap Up	680 subscribers to member list	https://us4.campaign-archive.com/?u=bfc2e18bc7b091b9b2f6c30f9&id=obdccb8ab1f&e=7cadafbedf	Yes	Sharing of project survey on EHPA weekly newsletter
Invitation	EHPA	Share your thoughts on HP4ALL Expert's Survey	20.01.2021	EHPA Projects Newsletter	680 subscribers to member list & 2943 subscribers to external list	https://mailchi.mp/d7ab330378c2/virtual-tour-at-factory-zero-presentations-recording-9640757?e=7cadafbedf	Yes	Dedicated newsletter for project survey
Post Newsletter	EHPA		25.01.2021	EHPA Weekly Wrap Up	680 subscribers to member list	https://us4.campaign-archive.com/?u=bfc2e18bc7b091b9b2f6c30f9&id=c7e57abfd3&e=92c58425f8	Yes	Sharing of project survey on EHPA weekly newsletter
Invitation	EHPA	Share your thoughts on HP4ALL Expert's Survey	27.01.2021	EHPA Projects Newsletter	680 subscribers to member list	https://mailchi.mp/8292dacc395d/virtual-tour-at-factory-zero-presentations-recording-9644877?e=92c58425f8	Yes	Dedicated newsletter for project survey
Post Social Media	Dan Stefanica		24.03.2021	Linkedin	More than 500 Connections	https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6780087958855831552/?actorCompanyId=65413883	Yes	
Post Newsletter	EHPA	Share your thoughts on HP4ALL Training Providers' Survey	29.03.2021	EHPA Weekly Wrap Up	1293 subscribers to member list	https://us4.campaign-archive.com/?u=bfc2e18bc7b091b9b2f6c30f9&id=71cf1966d0&e=92c58425f8	Yes	

TYPE OF ACTIVITY	MAIN LEADER /AUTHORS	TITLE	DATE	PLACE	NUMBER OF	LINK TO WEBSITE /SOCIAL MEDIA	OPEN	BRIEF DESCRIPTION
					STAKEHOLDERS			
					TOTAL NUMBER			
Sharing of project press release on IERC website, LinkedIn and Twitter channels	Andreea Le Cam		oct-20	IERC website		http://www.ierc.ie/news/hp4all-a-project-to-bring-europe-to-the-forefront-of-the-climatization-sector/		
Re-sharing social media posts for the KOM	Andreea Le Cam		oct-20	LinkedIn	996 connections on LinkedIn			
Sharing of Project Kick-off meeting			17-nov	Twitter	1532 followers			
Sharing of project press release on LinkedIn	Vanda Barsic			LinkedIn	996 connections on LinkedIn	https://www.linkedin.com/posts/ierc-international-energy-research-centre-b5448185_our-project-just-had-its-first-https://www.linkedin.com/feed/update/urn%3Ali%63Aactivity%3A6738129257861578752/?actorCompanyId=65413883		
User Survey post about experiences with heatpumps	IERC			LinkedIn	664 followers in LinkedIn			
User Survey post about experiences with heatpumps	IERC			LinkedIn	600 followers in LinkedIn	https://www.linkedin.com/feed/update/urn%3Ali%63Aactivity%3A6739580193083670528/?actorCompanyId=65413883		
User Survey post about experiences with heatpumps	IERC			LinkedIn	600 followers in LinkedIn	https://www.linkedin.com/posts/ierc---international-energy-research-centre_sustainable-energy-skills-in-the-construction-activity-6722138668011679744-79PV/		
Re-sharing Survey post from IERC's post	Jo Southernwood			LinkedIn	276 Followers in LinkedIn	https://www.linkedin.com/posts/josouthernwood_report-of-best-practice-initiatives-designed-to-increase-the-skills-in-the-energy-sectorpdf-activity-6765637976283328512-WSQ7		
Sharing HP4ALL's Post on animated video presentation	IERC			LinkedIn	600 followers in LinkedIn			
Sharing HP4ALL's article in Spanish on HP4ALL	IERC			LinkedIn	600 followers in LinkedIn			
Sharing HP4ALL's post for LIT's engagement	IERC			LinkedIn	600 followers in LinkedIn			
IERC Retweeting announcement of HP4ALL opting for the GlobalInnovationAward	IERC		05-ene	Twitter	1532 followers			
Social media post	IERC	SEAls policy insight	February 2021	LinkedIn	617		yes	Repost corporate account
Social media post	Jo Southernwood	Review best practices HP	february 2021	LinkedIn	285			

TYPE OF ACTIVITY	MAIN LEADER /AUTHORS	TITLE	DATE	PLACE	NUMBER OF STAKEHOLDERS REACHED TOTAL NUMBER	LINK TO WEBSITE /SOCIAL MEDIA	OPEN ACCESS	BRIEF DESCRIPTION
Social media post	Seamus Hoyne	Sustainable Places Workshop		LinkedIn	996	https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6723178672620146688/?actorCompanyId=65413883	Yes	
Presentation	Seamus Hoyne	Sustainable Places Workshop	29/10/2020	LinkedIn	1021	https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6727230080646492160/?actorCompanyId=65413883	Yes	
Social media post	Seamus Hoyne	Sustainable Places Workshop		LinkedIn	996	https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6723671578153955328/?actorCompanyId=65413883	Yes	
Social media post	LIT	Sustainable Places Workshop		Twitter	573	https://twitter.com/RDI_at_LIT/status/1318842042907348993	Yes	
Social media post	Seamus Hoyne	Sustainable Places Workshop		Twitter	0	https://twitter.com/shoyne/status/1315569632187609088	Yes	
Social media post	Seamus Hoyne	Sustainable Places Workshop		Twitter	837	https://twitter.com/RDI_at_LIT/status/1312084888309428224	Yes	
Presentation	Seamus Hoyne	SEAI R&D Conference	12/11/2020	on-line	996	https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6732035588284825600/?actorCompanyId=65413883	Yes	
Social media post	Seamus Hoyne	SEAI R&D Conference		Twitter	985	https://twitter.com/shoyne/status/1326848076758339584	Yes	
Social media post	Seamus Hoyne	SEAI R&D Conference		Twitter	985	https://twitter.com/shoyne/status/1324041408857186305	Yes	
Social media post	Seamus Hoyne	SEAI R&D Conference		Twitter	985	https://twitter.com/shoyne/status/1315569632187609088	Yes	
Discussion Panel	Seamus Hoyne	EPHA RHC National Roundtable	01/12/2020	on-line	100		Yes	
PResentation	Seamus Hoyne	Build Up Skills Networking Event	09/12/2020	on-line	0		Yes	
PResentation	Seamus Hoyne	Build Up Skills Contractors Meeting	09/12/2020	on-line	0		Yes	
Social media post	Seamus Hoyne	Build Up Skills Contractors Meeting		LinkedIn	996	https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6742719424039596032/?actorCompanyId=65413883	Yes	
Social media post	Seamus Hoyne	Build Up Skills Contractors Meeting		LinkedIn	996	https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6742787429448634368/?actorCompanyId=65413883	Yes	
Social media post	Seamus Hoyne	HP4ALL official video		LinkedIn	996	https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6745607652665040896/?actorCompanyId=65413883	Yes	
Social media post	Seamus Hoyne	End users survey		LinkedIn	996	https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6752877737918234624/?actorCompanyId=65413883	Yes	

Social media post	Seamus Hoyne	Interview Jo		LinkedIn	996	https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6775018128976998400/?actorCompanyId=65413883	Yes
Social media post	Seamus Hoyne	Drivers & barriers heat pumps		LinkedIn	996	https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6778225864757846016/?actorCompanyId=65413883	Yes
Social media post	Seamus Hoyne	HP4ALL on ENLIT		LinkedIn	996	https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6782978064012914688/?actorCompanyId=65413883	Yes
Social media post	Seamus Hoyne	HP4ALL SC		LinkedIn	996	https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6785896834834477056/?actorCompanyId=65413883	Yes
Social media post	Seamus Hoyne	Supporting retrofit journey webinar		LinkedIn	996	https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6786300104165928960/?actorCompanyId=65413883	Yes
Social media post	Seamus Hoyne	Supporting retrofit journey webinar		LinkedIn	996	https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6788561404761829376/?actorCompanyId=65413883	Yes
Social media post	LIT	Supporting retrofit journey webinar		Twitter	479	https://twitter.com/RDI_at_LIT/status/1384463290881830915	Yes
Social media post	Seamus Hoyne	Supporting retrofit journey webinar		Twitter	978	https://twitter.com/RDI_at_LIT/status/1382634971819614209	Yes
Social media post	Seamus Hoyne	Supporting retrofit journey webinar		Twitter	985	https://twitter.com/shoyne/status/1380537801347829761	Yes
Outreach Focus Group	Stephen Murphy Padraic O'Reilly	Expert Survey Dissemination Expert Focus Group	14/01/21 - 18/01/21	Email / Phone	27	Email Threads Available	Yes
Outreach	Stephen Murphy	Training Providers Survey Dissemination	03/02/2021 12/04/21 - 16/04/21	MS Teams Email / Phone	6	Meeting Minutes available	Yes
Interview	Stephen Murphy	Training Provider Interviews (Grant Engineering)	21/03/21	MS Teams	16	Email Threads Available	Yes
Interview	Stephen Murphy	Training Provider Interviews (ECAC Refridgeration)	22/03/21	MS Teams	2	Minutes of Meeting	Yes
Interview	Stephen Murphy	Training Provider Interviews (Dundalk IT)	23/04/21	MS Teams	1	Minutes of Meeting	Yes
					2	Minutes of Meeting	Yes