HEAT PUMPS SKILLS FOR NZEB CONSTRUCTION (HP4ALL)

Communication and dissemination plan (update M18)

Lead Contractor: Sustainable Innovations (SIE)
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Date: February 14, 2021

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

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### Project details

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<td>HP4All</td>
<td>September, 1 2020 (30)</td>
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**Website**

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<table>
<thead>
<tr>
<th>Report leader</th>
<th>Organisation</th>
<th>Role / Title</th>
<th>E-mail</th>
</tr>
</thead>
<tbody>
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</tbody>
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<table>
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<th>Name</th>
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**Final review and quality approval**

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<tr>
<td>Padraig O'Reilly</td>
<td>Project coordinator</td>
<td><a href="mailto:padraig.oreilly@tus.ie">padraig.oreilly@tus.ie</a></td>
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### Document History

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<td>Mariana Fernández</td>
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<td>May 4, 2021</td>
<td>V0.2</td>
<td>Denisse Martínez</td>
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<td>V0.3</td>
<td>Jesús Serrano</td>
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<td>V1.1</td>
<td>Mariana Fernández</td>
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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>
<thead>
<tr>
<th>Target group / Stakeholder</th>
<th>Targeted results</th>
</tr>
</thead>
</table>
| Scientific Community                | • 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                     | • 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                   | • Quality is key and systems must be responsive to new innovations.  
• User friendly interfaces and controls a must.  
• Trained installers can help further brand image and Renewable Energy Sources (RES) adoption.  |
| HP Designers                        | • 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                   | • Performance of HPs depends on regular service and maintenance – a new area of business  |
| HP engineers                        | • Innovation emerging which need to be considered to future proof plans.  |
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, Futurenergy, 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 Trainto-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**

<table>
<thead>
<tr>
<th>WP</th>
<th>Key message</th>
<th>Target group</th>
<th>Channel</th>
</tr>
</thead>
<tbody>
<tr>
<td>WP2. Barriers analysis across the value chain segments</td>
<td>• Evaluation of the main factors influencing the effectiveness of the measures; strength and weaknesses.&lt;br&gt;• To define the main attitudes and opinion through the creation of a network of the European HP main actors.&lt;br&gt;• End user Acceptance – Motivations and drivers</td>
<td>All stakeholders across the value chain</td>
<td>Printed materials, online, publications, events</td>
</tr>
<tr>
<td>WP3. Heat Pump Skill Building Network for System Designers and Installers</td>
<td>• Needs for the increment of the HP demand.&lt;br&gt;• Certification approaches for system designer and HP installers.&lt;br&gt;• Legislation framework and commissioning construction.</td>
<td>Manufacturers, designers, installers, policymakers and service industry</td>
<td>Printed materials, online, publications, events</td>
</tr>
<tr>
<td>WP4. End user – Facility owner resource tool</td>
<td>• Facility owner resource tool to facilitate know-how of the end users.&lt;br&gt;• Financial, technical, environmental, and social assessments.</td>
<td>End Users</td>
<td>Printed materials, online, publications, events</td>
</tr>
<tr>
<td>WP5. Implementation and validation of overcome barriers</td>
<td>• Real success cases to replicate across EU.&lt;br&gt;• Specific results to replicate at Regional, National and EU level.</td>
<td>All stakeholders across the value chain</td>
<td>Printed materials, online, publications, events</td>
</tr>
</tbody>
</table>
WP6. Replication at the EU level through the training of experts and future trainers on project guidelines

- Roadmap and guidelines development.
- Engagement and recruitment of potential experts and trainers.
- Capacity Building in the medium-long term at Regional, National and EU level.

All stakeholders across the value chain.
Printed materials, online, publications, events.

6 Tools and channels

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

Table 6.1: Tools & channels

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

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<th>Milestone number</th>
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<th>WP number</th>
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<td>1</td>
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<td>1</td>
<td>Kick Off Meeting</td>
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<td>Face-to-face Interviews in each country</td>
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<td>LIT</td>
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<td>Energiesparverband Öberosterreich (ESV)</td>
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<td>IERC</td>
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<td>8</td>
<td>Webinar Attendance/Recordings Repeated in Month 18 and 24</td>
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<td>Observer Country Workshops</td>
<td>6</td>
<td>CTA</td>
<td>28</td>
<td>Workshop Attendance by Observer groups</td>
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</table>

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.
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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.

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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, Futurenergy, 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

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• 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>
<thead>
<tr>
<th>Tools / Channel</th>
<th>Indicator</th>
<th>Target number</th>
<th>Information source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brochure</td>
<td>Number of copies distributed</td>
<td>Material distribution: &lt;300 poor; 300-500 good; &gt;500 excellent</td>
<td>Consortium information, number of copies distributed to target groups / stakeholders</td>
</tr>
<tr>
<td>Leaflet</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Project website</td>
<td>Number of visits</td>
<td>Visits per year: &lt;600 poor; 600 – 1,200 good; &gt;1,200 excellent</td>
<td>Website statistics</td>
</tr>
<tr>
<td>Social media</td>
<td>Number of followers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Twitter, Linkedin)</td>
<td>Number of impressions</td>
<td></td>
<td>Social media analytics</td>
</tr>
<tr>
<td></td>
<td>Engagement rate</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Videos</td>
<td>Number of views in conferences / trade shows</td>
<td>At least 2 in the project. Views: &lt;100 poor; 100 – 200 good; &gt;200 excellent</td>
<td>Youtube, website and social media analytics</td>
</tr>
</tbody>
</table>

Table 7.1: Indicators and targets

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**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**
- Number of attendees

2 webinar. Number of attendees: <25 = poor; 25-45 = good; >45 = excellent

Registration list /webinar platform analytics

**Conferences**
- Number of conferences and trade fairs attended

Attend to at least 12 conferences

Certificate of participation; Proof of registration; Event information

**Trade fairs**
- Number of exhibitors and participants

Attend to at least 6 trade fairs

8 Levels of dissemination

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

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

**8.2 International level – Industry, Scientific community**
The relevant international organisations will be informed of the results. Scientific knowledge can be translated into practical information, guidelines, and regulatory policies.
Direct mailing to specific organisations and stakeholders will be used to distribute electronic resources to raise public awareness.

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

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

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

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

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

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

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

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

All project partners are expected to support dissemination, to ensure that stakeholders will be engaged throughout the lifetime of the project. Partners’ activities may include but are not limited to: sharing content about the project on social media and on each entity’s own newsletter and website, engaging with relevant national and local media (print, radio, television, web-based) and with stakeholders. The partners will gather all these actions on a
shared file that will be updated every month. In addition, all the partners must proactively share information with SIE about their activities related to the project, such as attendance to conferences, as well as the project’s developments and results.

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

10.1 Phase 1: Awareness phase
At an early stage (M1-M12), it is essential to communicate what the project’s scope and objectives are. It is also key to identify the relevant stakeholders for HP4ALL as well as to establish contact with similar initiatives. In this phase, the consortium partners will participate in relevant events and conferences, will build strong networking relationships, and will contribute as well to the communication actions.

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

10.3 Phase III: Replication and exploitation
The third phase (M24-M30) consists of supporting the replication and exploitation actions of HP4ALL. With the project coming to an end, it will be essential to link the exploitation and dissemination activities to guarantee the future replication of results. The final event will be celebrated openly in this period and all the knowledge and materials gathered in the project life will be made available online.
11 Actions M1-M2

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

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

Image 11.1: Word template

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.

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

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**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.
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.

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.

In April 2021, LIT organised a second webinar entitled Supporting the retrofit journey with innovative technologies, together with the SuperHomes and Busleague projects.
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.
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.
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/training-pump-installers-austria/
https://HP4All.eu/HP4All-at-the-national-energy-research-policy-conference/
“A standardised approach needs a lot of data from different stakeholders for this competency framework to be as effective as possible.”

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 how an individual uses these skills and combines them with knowledge and abilities to perform a task successfully (e.g. how they relate to the customer that has the heat pump installed). In terms of skills, a few that can be highlighted are: the technical ones that are present all along the value chain (e.g. 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 reduce 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 individual 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 people doing the work, training providers) to be as effective as possible.

Through 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 skilling-up of workers to transition form operating fossil fuel boilers to installing Heat Pumps) and then assemble a team (e.g. 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 the 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 some way all areas, including training, up-skilling and re-skilling and highlighted the need for lifelong learning and flexibility. Core competencies, such as problem solving, organisation management of resources combined with the aspirational digital skills and digital training, and logistics, proved to be quite important. While equally 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.

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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.
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 and 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.
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 117 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

![Graph showing number of impressions over a 28-day period with data points for May 2, May 9, May 16, and May 23.]

You Tube

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**.

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
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 Actions M10-M18

14.1 Offline actions
14.1.1 Printed materials

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, more than 300 documents were downloaded from the Document section.

![Image 14.1: Document section visits on the period (English version)](image)

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 4 (dissemination tables period M10-M18).

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. During this period, two more press releases were issued in English, German and Spanish.

- Press release 2 – English, German, Spanish.
- Press release 3 – English, German, Spanish.
HP4ALL holds the **Sustainable energy skills for the construction sector 2.0 webinar**

- Together with the ARISE, BIMZEEED, BUSLeague, CrafEdu, INSTRUCT, PRO-Heritage, SEEtheSkills, TRAIN4SUSTAIN, the nZEB Roadshow, and nZEB ready projects, HP4ALL will approach the best practice initiatives designed to increase skills in the construction sector.

Limerick (Ireland), September 9. **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 will be participating, on September 28, at the webinar entitled **Sustainable energy skills for the construction sector 2.0**, held within the framework of the Sustainable Places conference.

Over one and half hours, from 15:30 to 17:00 CEST, HP4ALL, together with the ARISE, BIMZEEED, BUSLeague, CrafEdu, INSTRUCT, PRO-Heritage, SEEtheSkills, TRAIN4SUSTAIN, the nZEB Roadshow, and nZEB ready projects will review the learning units/training modules developed by each project, present the target groups addressed by them, share the progress so far and conclude with future plans.

The webinar will be organised in **two different parts**, the first one will address on a plenary session the practice initiatives designed to increase skills in the construction sector while a dedicated half-hour will encourage participants to raise their questions to the speakers and build an open debate.

**More information and registrations on:** [https://www.sustainableplaces.eu/](https://www.sustainableplaces.eu/)

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**About HP4ALL**

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.

**About BUSLeague**

BUSLeague is dedicated to stimulating demand for sustainable energy skills in the construction sector. BUSLeague focuses on a blend of four elements: mutual recognition of energy skills, awareness-raising, capacity building, and legislative changes.

**About INSTRUCT**

INSTRUCT aims to act at a market level by providing an operational framework and set of services serving to increase the number of skilled building professionals and construction workers along the value chain, raising awareness of stakeholders in the construction value chain—including producers and consumers.

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Both press releases were delivered to more than 200 media contacts each.

The total impacts for this type of communications reached 7 outlets in total, including media, consortium partners and related projects portals, as shown in Annex 3.

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 3.

**14.1.3 Events organised**

During the M10-M18 period of the HP4ALL project, several engagement events were organised by the consortium.

HP4ALL’s pilot regions, together with EHPA organised a session as part of the European Green Week during the session *Deep Retrofit Community of Practice: Highly ambitious regions and projects across Europe*.

Likewise LIT (now TUS) participated actively in the organisation of the third 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 14.3: Sustainable Places event flyer](image)

From their side, ESV organised three different events to train professionals on heat pumps technologies in Upper Austria.
14.1.4 Events attended

During M10-M18 of the project, the different HP4ALL members have attended 3 events to speak about the project to external audiences:

- European Heat Pump Summit 2021 EHPA
- ISVIS 2021 CTA
- BUILD UP exchange event LIT (TUS) & EHPA

As COVID-19 has certainly affected the participation in events, partners have disseminated HP4ALL through other channels. In example, LIT (TUS) has carried out several stakeholder interviews in Ireland between October and November 2021 involving Architect’s offices, city councils and executive agencies for Housing departments, among others.

14.1.4 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. Three meetings were 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 ARISE, BIMZED, BUSLEAGUE, CRAFTEDU, INSTRUCT, The Nzeb roadshow, PROHERITAGE, SEETHESKILLS and TRAIN4SUSTAIN projects.

To boost this common collaboration, HP4ALL updated the related initiatives tab on the website to provide information on the new projects ARISE, CRAFTEDU and SEETHESKILLS.

By the end of December 2021, the project group applied to continue their collaboration within the Horizon Results Booster initiative, that has started in January 2022 and it is foreseen to last during all 2023.
Sustainable Energy Skills in the Construction Sector 2.0

Mohaddeseh Maktabifard 1,2, Paul McCormack 2,3, Marion Janniot 2,5, Uli Jakobs 4, José Lucas 5,6, Lihiada Stojanowska-Georgievska 4,6, Padraic O’Reilly 7, Ioan Petri 8, Gerald Wagenhofer 9, Sonja Raetich 10 and Jure Krasnik 10

1. Introduction

The European construction sector is one of the areas with the highest potential when it comes to reducing annual energy consumption. Facing many challenges to achieve ambitious energy efficiency objectives, this sector aims to go forward by applying successful training initiatives and supporting policy instruments.

For this reason, the creation of BUILD UP Skills, an EU Initiative to improve the qualification and skills of Europe’s building workers, acted as a springboard to stimulate the demand for energy efficiency skills. Furthermore, focusing on continuing education of craftsmen and other on-site building workers, this initiative is home to most of the projects presented during Sustainable Energy Skills in the Construction sector 2.0 workshop. Conducted during Sustainable Place 2021, this workshop was a continuation to the primary workshop with the same topic during the 2020 edition of this conference.

In this report, we are summarising the contributions of 10 Horizon 2020 projects on sustainable energy skills and trainings in the construction value chain, including ARISE [1], BLSLease [2], TRAINSUSTAIN [3], BIMmeED [4], SIEE4Skills [5], HP4ALL [6], INSTRUCT [7], PRO-Heritage [8], The nZEB Roadshow [9], and Craft4Edu [10].
14.2 Online actions
14.2.1 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.

During this period, the Knowledge Hub section created in M9 was updated to include relevant information for stakeholders and to compile, in a user friendly way, all the training materials available until now. Thus, a main menu was put in place including information about non-residential and residential heat pump installations, as well as resources and workshops.

Image 14.7: HP4ALL’s Knowledge Hub main menu
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Regarding the News section, 14 posts (in English and Spanish) 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/HP4All-partners-meet-online-for-their-steering-committee/
https://HP4All.eu/HP4Alls-june-2021-newsletter-available-for-consultation/
https://HP4All.eu/HP4All-part-of-the-european-green-week/
https://HP4All.eu/lit-and-HP4All-project/
https://HP4All.eu/interview-with-christiane-egger/
https://HP4All.eu/sustainable-energy-skills-for-the-construction-sector-2-0-webinar/
https://HP4All.eu/HP4All-attends-the-european-heat-pump-summit-2021/
https://HP4All.eu/HP4All-good-progress-after-a-year-of-running/
https://HP4All.eu/HP4All-present-at-isvis-2021-congress/
https://HP4All.eu/esv-trains-professionals-on-heat-pump-technologies-in-upper-austria/
https://HP4All.eu/HP4All-at-the-build-up-exchange-meeting/
HP4ALL at the Build-Up Exchange meeting

On November 30, the 13th Build-up Exchange meeting took place online and HP4ALL had the opportunity to participate actively, together with joint initiatives addressing the sustainable skills in the construction sector.

From HP4ALL, our project coordinator Padraic O'Reilly, researcher at the Technological University of the Shannon, was a rapporteur in the panel discussion about policy-based mechanisms while Dan Stefanescu, head of Projects at the European Heat Pump Association moderated a session about the skills validation mechanisms.

The session aimed to take stock of the progress made by the projects on mechanisms to trigger the demand for skilled and skilled professionals in the construction sector.

Likewise, the webinar focused on facilitating the exchange of insights, including in terms of challenges encountered and best practices.

From its part, during the M10-M18 of the project, the following files have been uploaded to the Document section:

- Press release 2 – English, German, Spanish.
- Press release 3 – English, German, Spanish.
- Paper Sustainable Places (English)
- 2nd Newsletter (English)
- 3rd Newsletter (English)
Likewise, HP4ALL has uploaded the following public deliverables:

- Pilot Region Regional Development Plans (English)
- Policy and legislation review (English)
- National and European Union training frameworks analysis (English)
- Communication and dissemination plan (update M9) (English)
- HP Skills and Competency Framework Draft (English)

Image 14.9: Articles & papers section

In the M10-M18 period of the project, HP4ALL has gained 780 unique visitors on its website, with an average session duration of 4 minutes 6 seconds. 8,796 unique page views in total. A common session duration is usually between 1 and 2 minutes, thus the average session of 4 minutes achieved indicates high visitor engagement and interest in the project.

Image 14.10: Google Analytics for HP4ALL’s website

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14.2.2 Newsletter

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

Issues number 2 and 3 were released in M10 and M17, respectively, and they included information about the project progress, reports, interviews, webinars held and clustering with related initiatives.

As of M18, the Newsletter has 275 subscribers and 205 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.
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This deliverable will enhance, develop and promote the skills required for high-quality, climate-friendly Pumped Storage installations within residential/non-residential buildings bringing Europe to the forefront of the decarbonisation sector.

"Key to our project will be successful interaction with the marketplace in our 3 pilot regions of Austria, Ireland and Spain."

Sustainable energy skills for the construction sector 2.0 webinar
14.2.3 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 179 followers by M18 after 87 updates (posts).

The engagement rate of this platform (number of interactions with post -likes, comments, shares) has reached 5.25% (more than 3% is usually considered excellent performance).

The number of impressions (views) has grown during the M10-M18 period, reaching 10,581 views by February 2022.

![Image 14.12: Number of Impressions for HP4ALL on LinkedIn](image)

Twitter

As of February 2022, HP4ALL has 135 followers on this social media channel after 214 tweets. The contents on the profile have generated 15,100 views from M10 until M18*. The current engagement rate for Twitter is 2.6% (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 14.13: Number of impressions for HP4ALL on Twitter

![Graph showing number of impressions over a 28-day period]

**YouTube**

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

To date, HP4ALL has made five videos public, three in this period: Sustainable Energy Skills in the construction sector Build UP webinar, Deep Retrofit Community of Practice Highly ambitious regions and projects across Europe and Sustainable energy skills for the construction sector 2.0 webinar.

All videos have received 305 views to date.

**15 Dissemination M10-M18**

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 10 times in this period and the partners were very supportive in this area. Likewise, consortium members have made 36 tweets during M10-M18 about HP4ALL and contributed to retweeting 60 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.

Likewise, a joint paper with related initiatives was produced as part of the participation at the Sustainable Places conference, as previously explained. From their part, CTA published in the Spanish newspaper El Economista, an editorial article addressing Innovation and Skills as key for the energy efficiency in buildings and how HP4ALL can help in that objective.

As further explained in section 14.1.4, a total of 3 events were attended. Moreover, EHPA advertised the project on their corporate Newsletters:

Newsletter 1
Newsletter 2
Newsletter 3

Moreover, to increase HP4ALL visibility worldwide, SIE submitted the candidacy of HP4ALL to the .euWeb international awards.

Image 15.1: HP4ALL nomination to the .eu awards

To raise awareness among relevant stakeholders on the project, HP4ALL was also showcased on different external websites, relevant to the industry: Macarons night, RHV PLATFORM, Sustainable Places (virtual booth during the venue and posters section), and ENLIT. It was
also featured on the Celsius initiative brochure entitled *Advancing District Heating & Cooling Solutions and Uptake in European Cities.*

Likewise, partners have worked on the engagement of different stakeholders by mailing, teleconferences or phone calls, contacting, in example city councils, architects or energy consultants. It is key to highlight the work done in the definition of a common policy framework in sustainable skills for the construction sector. EHPA attended the online workshop *Establishing future-oriented training and qualification quality standards for fostering a broad uptake of sustainable energy skills in the European construction sector*, together with TRAIN4SUSTAIN to specify a common reference framework and a methodology that allow to evaluate, score and report the Level of Competence of professionals and workers with regards to specific Areas of Expertise related to energy efficiency and sustainability at building and urban scale.

All this information can be found in more detail in the dissemination tables included in Annex 4.

### 16 ANNEX 1: Impact on media outlets and other relevant websites M1-M9

**ABC SEVILLA**

Audience ABC SEVILLA 67,000 unique visitors


**AGENDA EMPRESA**

Audience Agenda Empresa: 23,500 month


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

**ANDALUCIA ES DIGITAL**

Audience Andalucía es digital: Unknown


**APP DIMENSIONS**

Audience APP DIMENSIONS: Unknown

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

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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

BE ENERGY
Audience Be Energy: 20,000 subscribers

BUILD UP
Audience BUILD UP: unknown
https://www.buildup.eu/en/explore/links/HP4All-project

BUSLEAGUE
Audience BUSLEAGUE: unknown
https://busleague.eu/busleague-on-sustainable-places-2020/
https://busleague.eu/links/

CORDIS EUROPA
Audience Cordis 350,000 visitors / month
https://cordis.europa.eu/event/id/149220-HP4All-part-of-the-sustainable-energy-skills-for-the-construction-sector-webinar

**CTA**

Audience CTA: unknown


**ECOCONSTRUCCIÓN**

Audience Ecoconstrucción: unknown

http://www.ecoconstruccion.net/articulos-online/HP4All-efficiencia-energetica-a-partir-de-bombas-de-calor-de-alta-calidad-5K1B5

**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


**IDEAL**

Audience Ideal: unknown

https://www.ideal.es/granada/capta-fondos-europeos-20201125193431-nt.html

**INSTRUCT PROJECT**

Audience Instruct Project: unknown


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

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

**INTEREMPRESAS**

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SUSTAINABLE INNOVATIONS
Audience Sustainable Innovations: 6,326 visits web 2020

SUSTAINABLE PLACES
Audience Sustainable Places: unknown
https://www.sustainableplaces.eu/HP4All_presentation-sp2020/

THE NZEBROADSHOW PROJECT
Audience The NZEB Roadshow: unknown
https://www.nzebreadshow.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-een-project-om-europa-op-de-voorgrond-te-brengen-in-de-sector-van-de-klimatisatie
ANNEX 2: Dissemination tables M1-M9
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Press release from CTA about HP4ALL and energy efficiency
Shared HP4ALL content
Press release about the start of the project
About the kick-off meeting
Shared content about the HP4ALL website
Press release from CTA about HP4ALL and energy efficiency
Shared content about an HP4ALL press release
Shared content about the End User Survey for the Spanish market
Press release about the End User Survey for the Spanish market
Press release about HP Trainers survey for the Spanish market
Interview about HP4ALL goals and objectives
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/367818420436295680 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/3673995272972044224 Yes Interview about HP4ALL goals and objectives

Social Media CTA Development Consultant Interview about HP4ALL Mar-21 Twitter 310 followers https://twitter.com/rociorsaCTA/status/1366343537487081848 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- 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%3AaugcPost%3A6793114169777389588?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%3AaugcPost%3A67934199963252572167?actorCompanyId=65413883 Yes HP Trainers survey for the Spanish market

Press Release CTA HP Trainers survey Apr-21 CTA website mailing (Mailchimp) 1403 opens https://mailchi.mp/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) 28 views https://mailchi.mp/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 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%3AaugcPost%3A67934199963252572167?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/138902774362831877 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/1392064927746109467 Yes Press release about HP Trainers survey for the Spanish market
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Press release about the End User Survey for the Spanish market

https://www.corporaciontecnologica.co
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<td>Linkedin</td>
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<td><a href="https://www.linkedin.com/posts/european-heat-pump-association_innovation-consulting-sustainable-innovations-activity-6714439337585725924">https://www.linkedin.com/posts/european-heat-pump-association_innovation-consulting-sustainable-innovations-activity-6714439337585725924</a></td>
<td>Yes</td>
<td>Post for presentation of the project as well as announcement of partners that take part on it</td>
</tr>
<tr>
<td>Post Social Media</td>
<td>Dan Stefanica</td>
<td></td>
<td>29.09.2020</td>
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<td>Post announcing kick-off meeting of the project</td>
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<td>Post Social Media</td>
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<td>10.11.2020</td>
<td>Twitter</td>
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<td><a href="https://twitter.com/helloheatpumps/status/1311922725378033688">https://twitter.com/helloheatpumps/status/1311922725378033688</a></td>
<td>Yes</td>
<td>Announcement survey for Building owners and managers of residential and non-residential buildings</td>
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<tr>
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<td></td>
<td>27.11.2020</td>
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<td>Yes</td>
<td>Post related to the presentation of HP4All at the BUILDUP Skills event</td>
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<tr>
<td>Post Social Media</td>
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<td></td>
<td>20.01.2021</td>
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<td>Announcement Experts’ survey</td>
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<tr>
<td>Post Social Media</td>
<td>Irene Egea Saiz</td>
<td></td>
<td>27.01.2021</td>
<td>Twitter</td>
<td>2793 followers</td>
<td><a href="https://twitter.com/helloheatpumps/stat">https://twitter.com/helloheatpumps/stat</a> us/1315440754362404630</td>
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<tr>
<td>Presentation</td>
<td>Dan Stefanica</td>
<td></td>
<td>06.11.2020</td>
<td>Online: EHPA R&amp;I Committee 5th meeting</td>
<td>24</td>
<td><a href="https://www.ehpa.org/about/team/com">https://www.ehpa.org/about/team/com</a> mittees-and-chairs/research-and-innovation-ri-committee/</td>
<td>Yes</td>
<td>Presentation of project and opportunities for stakeholder and training expert group members</td>
</tr>
</tbody>
</table>

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 ‘Training and re-training all along the value chain’.

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 Beaufils (Europe-On)

More in details:

<table>
<thead>
<tr>
<th>Presentation</th>
<th>Dan Stefanica</th>
<th>Online: EHPA 4th Projects webinar ’Training and re-training all along the value chain’</th>
<th><a href="https://calendar.time.ly/bogh8vf2/event/62956000/20201029103000">https://calendar.time.ly/bogh8vf2/event/62956000/20201029103000</a></th>
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<tr>
<td>Post Website</td>
<td>Irene Egea Saiz</td>
<td>EHPA Website</td>
<td><a href="https://www.ehpa.org/projects/">https://www.ehpa.org/projects/</a></td>
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<tr>
<td>Post Newsletter</td>
<td>EHPA</td>
<td>EHPA Weekly Wrap Up</td>
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<td>EHPA</td>
<td>EHPA Weekly Wrap Up</td>
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<td>Post Newsletter</td>
<td>EHPA</td>
<td>EHPA Weekly Wrap Up</td>
<td><a href="https://mailchi.mp/7934229?e=92c58425f8">https://mailchi.mp/7934229?e=92c58425f8</a></td>
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<tr>
<td>Invitation</td>
<td>EHPA</td>
<td>Share your thoughts on HP4ALL Expert’s Survey</td>
<td><a href="https://mailchi.mp/7934229?e=92c58425f8">https://mailchi.mp/7934229?e=92c58425f8</a></td>
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<tr>
<td>Invitation</td>
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<tr>
<td>Post Newsletter</td>
<td>EHPA</td>
<td>EHPA Weekly Wrap Up</td>
<td><a href="https://us4.campaign-archive.com/u/8bfca8bc7b9b19b21f6c-30f6&amp;gdid=6b7c1c8b8f8e-e9-c241a8f6f">https://us4.campaign-archive.com/u/8bfca8bc7b9b19b21f6c-30f6&amp;gdid=6b7c1c8b8f8e-e9-c241a8f6f</a></td>
<td>Yes</td>
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<tr>
<td>Post Newsletter</td>
<td>EHPA</td>
<td>EHPA Weekly Wrap Up</td>
<td><a href="https://us4.campaign-archive.com/u/8bfca8bc7b9b19b21f6c-30f6&amp;gdid=6b7c1c8b8f8e-e9-c241a8f6f">https://us4.campaign-archive.com/u/8bfca8bc7b9b19b21f6c-30f6&amp;gdid=6b7c1c8b8f8e-e9-c241a8f6f</a></td>
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<tr>
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<td>EHPA</td>
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<tr>
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<td>EHPA</td>
<td>Share your thoughts on HP4ALL Expert’s Survey</td>
<td><a href="https://mailchi.mp/829adac3392/virtual-tour-at-factory-zero-presentations-recording-9640777?e=7cadaa6bedf">https://mailchi.mp/829adac3392/virtual-tour-at-factory-zero-presentations-recording-9640777?e=7cadaa6bedf</a></td>
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<tr>
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<tr>
<td>Post Newsletter</td>
<td>EHPA</td>
<td>EHPA Weekly Wrap Up</td>
<td><a href="https://us4.campaign-archive.com/u/8bfca8bc7b9b19b21f6c-30f6&amp;gdid=6b7c1c8b8f8e-e9-c241a8f6f">https://us4.campaign-archive.com/u/8bfca8bc7b9b19b21f6c-30f6&amp;gdid=6b7c1c8b8f8e-e9-c241a8f6f</a></td>
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</table>

133 registrations. A total of 53 unique viewers and 74 total users (counting people that disconnected and connected again)
<table>
<thead>
<tr>
<th>TYPE OF ACTIVITY</th>
<th>MAIN LEADER/AUTHORS</th>
<th>TITLE</th>
<th>DATE</th>
<th>PLACE</th>
<th>TOTAL NUMBER</th>
<th>NUMBER OF STAKEHOLDERS REACHED</th>
<th>LINK TO WEBSITE/SOCIAL MEDIA</th>
<th>OPEN ACCESS</th>
<th>BRIEF DESCRIPTION</th>
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<tbody>
<tr>
<td>Re-sharing social media posts for the KOM</td>
<td>Andreea Le Cam</td>
<td>oct-20</td>
<td>Twitter</td>
<td>1532 followers</td>
<td>1532 followers on Twitter</td>
<td><a href="https://www.linkedin.com/posts/ierc-international-energy-research-centre-05-ene">https://www.linkedin.com/posts/ierc-international-energy-research-centre-05-ene</a></td>
<td>Yes</td>
<td>Repost corporate account</td>
<td></td>
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<tr>
<td>Sharing of Project Kick-off meeting</td>
<td>Vanda Barsic</td>
<td>37-nov</td>
<td>LinkedIn</td>
<td>664 followers in LinkedIn</td>
<td>664 followers in LinkedIn</td>
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<td></td>
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<tr>
<td>User Survey post about experiences with heatpumps</td>
<td>IERC</td>
<td></td>
<td>LinkedIn</td>
<td>600 followers in LinkedIn</td>
<td>600 followers in LinkedIn</td>
<td><a href="https://www.linkedin.com/feed/update/u/rHjsAIg9yA9tivity/hxg6y73998093908y705287actorCompany?id=65433883">https://www.linkedin.com/feed/update/u/rHjsAIg9yA9tivity/hxg6y73998093908y705287actorCompany?id=65433883</a></td>
<td>Yes</td>
<td>Repost corporate account</td>
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<tr>
<td>User Survey post about experiences with heatpumps</td>
<td>IERC</td>
<td></td>
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<td>Yes</td>
<td>Repost corporate account</td>
<td></td>
</tr>
<tr>
<td>User Survey post about experiences with heatpumps</td>
<td>IERC</td>
<td></td>
<td>LinkedIn</td>
<td>600 followers in LinkedIn</td>
<td>600 followers in LinkedIn</td>
<td><a href="https://www.linkedin.com/feed/update/u/rHjsAIg9yA9tivity/hxg6y73998093908y705287actorCompany?id=65433883">https://www.linkedin.com/feed/update/u/rHjsAIg9yA9tivity/hxg6y73998093908y705287actorCompany?id=65433883</a></td>
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<td>Re-sharing Survey post from IERC's post</td>
<td>Jo Southernwood</td>
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<td>Repost corporate account</td>
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</tr>
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<td>Sharing HP4ALL's Post on animated video presentation</td>
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<td></td>
<td>LinkedIn</td>
<td>600 followers in LinkedIn</td>
<td>600 followers in LinkedIn</td>
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<td>Sharing HP4ALL's article in Spanish on HP4ALL</td>
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<td>LinkedIn</td>
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<td>600 followers in LinkedIn</td>
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<td>Sharing HP4ALL's post for LIT's engagement</td>
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<td>LinkedIn</td>
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<td>600 followers in LinkedIn</td>
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<td>Repost corporate account</td>
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<td>IERC Retweeting announcement of HP4ALL opting for the GlobalInnovationAward</td>
<td>IERC</td>
<td>05-ene</td>
<td>Twitter</td>
<td>1532 followers</td>
<td>1532 followers on Twitter</td>
<td><a href="https://www.linkedin.com/posts/ierc-international-energy-research-centre-05-ene">https://www.linkedin.com/posts/ierc-international-energy-research-centre-05-ene</a></td>
<td>Yes</td>
<td>Repost corporate account</td>
<td></td>
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</tbody>
</table>
ANNEX 3: Impact on media outlets and other relevant websites M10-M18

BUILD UP
Audience BUILD UP: unknown
https://www.buildup.eu/en/events/HP4All-holds-sustainable-energy-skills-construction-sector-20-webinar

CALENDAR TIME
Audience Calendar time: unknown
https://calendar.time.ly/bogh8vf2/event/65569519

CORDIS EUROPA
Audience Cordis 350,000 visitors / month

CLUSTER COLLABORATION
Audience Cluster collaboration: unknown
https://clustercollaboration.eu/community-news/cta-presents-advances-european-project-HP4All-eu-green-week-partner-event

FEDARENE
Audience Fedarene: unknown

SOLAR NEWS
Audience Solar News: unknown

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ANNEX 4: Dissemination tables M10-M18
<table>
<thead>
<tr>
<th>TYPE OF ACTIVITY</th>
<th>MAIN LEADER/AUTHORS</th>
<th>TITLE</th>
<th>DATE</th>
<th>PLACE</th>
<th>NUMBER OF STAKEHOLDERS REACHED</th>
<th>TOTAL NUMBER</th>
<th>LINK TO WEBSITE/SOCIAL MEDIA</th>
<th>OPEN ACCESS</th>
<th>BRIEF DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media post</td>
<td>Seamus Hoyne</td>
<td>Webinar Sharing: Sustainable Energy Skills in the construction sector</td>
<td>may-21</td>
<td>LinkedIn</td>
<td>2,190 connections</td>
<td>2,190 connections</td>
<td><a href="https://www.linkedin.com/feed/update/un/13468006849054813888760590816?actorCompanyId=65413883">https://www.linkedin.com/feed/update/un/13468006849054813888760590816?actorCompanyId=65413883</a></td>
<td>Yes</td>
<td>Great to have Limerick Institute of Technology led HP4ALL project cooperating with other #H2020 projects to focus on construction skills. Register now for the event on the 27th of May. DASBE SuperHomes Ireland PEADARENE asd!</td>
</tr>
<tr>
<td>Social Media post</td>
<td>Seamus Hoyne</td>
<td>Webinar Sharing: Sustainable Energy Skills in the construction sector</td>
<td>may-21</td>
<td>LinkedIn</td>
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<td><a href="https://www.linkedin.com/feed/update/un/13468006849054813888760590816?actorCompanyId=65413883">https://www.linkedin.com/feed/update/un/13468006849054813888760590816?actorCompanyId=65413883</a></td>
<td>Yes</td>
<td>Enjoyed the opportunity to present some of the outcomes from our review of #bestpractice initiatives to support Heat Pump skills. The clear message from all skills projects who presented today was (coordination needed)2) measuring competence is important 3) digital tools support upskilling &amp; demonstration initiatives are still vital. Keep up to date with HP4ALL and other projects via #buildup portal</td>
</tr>
<tr>
<td>Social Media post</td>
<td>Seamus Hoyne</td>
<td>Post on Webinar</td>
<td>may-21</td>
<td>LinkedIn</td>
<td>2,190 connections</td>
<td>2,190 connections</td>
<td><a href="https://www.linkedin.com/feed/update/un/13468006849054813888760590816?actorCompanyId=65413883">https://www.linkedin.com/feed/update/un/13468006849054813888760590816?actorCompanyId=65413883</a></td>
<td>Yes</td>
<td>We are looking forward to taking part in the upcoming &quot;Deep Retrofit Community of Practice: Highly ambitious regions &amp; projects across Europe&quot; Online Seminar!</td>
</tr>
<tr>
<td>Social Media post</td>
<td>TUS Research, Development &amp; innovation</td>
<td>Post on Deep retrofit community of practice online seminar</td>
<td>June 02nd 2021</td>
<td>Twitter</td>
<td>632 followers</td>
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<td></td>
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<td>Seamus Hoyne</td>
<td>Post on Michael O Shea on end user demand.</td>
<td>apr-21</td>
<td>LinkedIn</td>
<td>2,190 connections</td>
<td>2,190 connections</td>
<td><a href="https://www.linkedin.com/feed/update/un/13468006849054813888760590816?actorCompanyId=65413883">https://www.linkedin.com/feed/update/un/13468006849054813888760590816?actorCompanyId=65413883</a></td>
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<td>Post on Michael O Shea on end user demand.</td>
<td>August 24th 2021</td>
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<td>632 followers</td>
<td>632 followers</td>
<td><a href="https://twitter.com/RDK_@IT/status/14399094451423668">https://twitter.com/RDK_@IT/status/14399094451423668</a></td>
<td>Yes</td>
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<td>Seamus Hoyne</td>
<td>Post on Thomas Nowaks Post</td>
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<td>2,190 connections</td>
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<td>Yes</td>
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<td>Gloria Callinan</td>
<td>Re-post of HP4ALL Sustainable Energy skills in the construction sector 2.0</td>
<td>sep-21</td>
<td>LinkedIn</td>
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<td>997 connections</td>
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<td>Yes</td>
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<tr>
<td>Stakeholder Interview</td>
<td>Benny McDonagh &amp; Kieran Malone Tipp</td>
<td>Co Co</td>
<td>oct-21</td>
<td>Phone Call</td>
<td>2</td>
<td>2</td>
<td></td>
<td>Yes</td>
<td>increasing end user knowledge will help create the conditions that drive demand for highly skilled designers installers and commissioners of heat pump systems.</td>
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<tr>
<td>Stakeholder Interview</td>
<td>Benny McDonagh</td>
<td>Mel Reynolds-Architect</td>
<td>oct-21</td>
<td>Phone Call</td>
<td>1</td>
<td>1</td>
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<td>Yes</td>
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<tr>
<td>Stakeholder Interview</td>
<td>Benny McDonagh</td>
<td>Mike Kelly-M&amp;E Consultant</td>
<td>oct-21</td>
<td>Phone Call</td>
<td>1</td>
<td>1</td>
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<tr>
<td>Stakeholder Interview</td>
<td>Benny McDonagh</td>
<td>Mark O’Rian : Part-time lecturer @CIT &amp; RUA Architects</td>
<td>oct-21</td>
<td>Phone Call</td>
<td>1</td>
<td>1</td>
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<td>Stakeholder Interview</td>
<td>Benny McDonagh</td>
<td>Peter Mulhilt</td>
<td>Dublin County Council</td>
<td>nov-21</td>
<td>Phone Call</td>
<td>1</td>
<td>1</td>
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<td>Stakeholder Interview</td>
<td>Benny McDonagh</td>
<td>Rachel-JOT Energy</td>
<td>nov-21</td>
<td>Phone Call</td>
<td>1</td>
<td>1</td>
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<td>Stakeholder Interview</td>
<td>Benny McDonagh</td>
<td>Shane Colclough</td>
<td>PHAI Passive House Association of Ireland</td>
<td>nov-21</td>
<td>Phone Call</td>
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<td>1</td>
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<td>Benny McDonagh</td>
<td>Martin Walsh</td>
<td>Developer Interview with Alan Brogan</td>
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<td>1</td>
<td>1</td>
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<td>Stephen Murphy</td>
<td>Interview with Alan Brogan Galway County Council</td>
<td>23/10/2021</td>
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<td>1</td>
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<td>1</td>
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<td>Stephen Murphy</td>
<td>Interview with Adrian Headl, Senior Executive Engineer in the Housing department for Clare Co Co.</td>
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<td>January 2022</td>
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<td>TUS Research, Development &amp; innovation</td>
<td>Report analysis European and national heat pump upskill policies</td>
<td>January 2022</td>
<td>LinkedIn</td>
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<td>Repost from corporate account</td>
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<td>Open Access</td>
<td>Brief Description</td>
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<tr>
<td>Social Media Post</td>
<td>CTA</td>
<td>HP4ALL webinar - EU Green Week</td>
<td>May-21</td>
<td>LinkedIn</td>
<td>3,500 followers</td>
<td><a href="https://www.linkedin.com/posts/ctandalucia_hp4all-eugreenweek-activity-680372668238676872-2nXH">https://www.linkedin.com/posts/ctandalucia_hp4all-eugreenweek-activity-680372668238676872-2nXH</a></td>
<td>Yes</td>
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<td>Social Media Post</td>
<td>CTA</td>
<td>HP4ALL webinar - sustainable energy skills in the construction sector</td>
<td>May-21</td>
<td>Twitter</td>
<td>710 followers</td>
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<td>Jun-21</td>
<td>LinkedIn</td>
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<td>Jun-21</td>
<td>LinkedIn</td>
<td>900 followers</td>
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<td>HP4ALL video</td>
<td>Jul-21</td>
<td>Twitter</td>
<td>750 followers</td>
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<td>Project activity dissemination</td>
<td>Oct-21</td>
<td>LinkedIn</td>
<td>900 followers</td>
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<td>CTA</td>
<td>Promotion of the project newsletter</td>
<td>Jun-21</td>
<td>Twitter</td>
<td>750 followers</td>
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<td>Event</td>
<td>CTA</td>
<td>Congress on Innovation and Sustainability in Social Housing in Granada</td>
<td>Nov-21</td>
<td>Granada (Spain)</td>
<td>100 attendees</td>
<td><a href="https://congresoisvis.com/">https://congresoisvis.com/</a></td>
<td>Yes</td>
<td>CTA presented HP4ALL at Congress on Innovation and Sustainability in Social Housing in Granada</td>
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<td>Social Media Post</td>
<td>CTA</td>
<td>Congress on Innovation and Sustainability in Social Housing</td>
<td>Nov-21</td>
<td>Twitter</td>
<td>750 followers</td>
<td><a href="https://twitter.com/CTAndaluciaENG/status/1463107351576349575?si=920">https://twitter.com/CTAndaluciaENG/status/1463107351576349575?si=920</a></td>
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<td>Congress on Innovation and Sustainability in Social Housing</td>
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<td>Congress on Innovation and Sustainability in Social Housing</td>
<td>Nov-21</td>
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<td>6,000 followers</td>
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<td>Congress on Innovation and Sustainability in Social Housing</td>
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<td>Article</td>
<td>CTA</td>
<td>HP4ALL dissemination</td>
<td>Jan-22</td>
<td>El Economista</td>
<td><a href="https://revistas.eleconomista.es/andalucia">https://revistas.eleconomista.es/andalucia</a></td>
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<td>Article about HP4ALL</td>
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<td>TYPE OF ACTIVITY</td>
<td>MAIN LEADER /AUTHORS</td>
<td>TITLE</td>
<td>DATE</td>
<td>PLACE</td>
<td>NUMBER OF STAKEHOLDERS REACHED</td>
<td>LINK TO WEBSITE /SOCIAL MEDIA</td>
<td>OPEN ACCESS</td>
<td>BRIEF DESCRIPTION</td>
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<td>Social media</td>
<td>Irene Egea Saiz</td>
<td>Deep Retrofit Community of Practice - event</td>
<td>10/05/2021</td>
<td>Twitter</td>
<td>1048 people reached</td>
<td><a href="https://twitter.com/helloheatpumps/status/139719782580424706">https://twitter.com/helloheatpumps/status/139719782580424706</a></td>
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<td>Irene Egea Saiz</td>
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<td>17/05/2021</td>
<td>Twitter</td>
<td>828 people reached</td>
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<td>Irene Egea Saiz</td>
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<td>26/05/2021</td>
<td>Twitter</td>
<td>1524 people reached</td>
<td><a href="https://twitter.com/helloheatpumps/status/1397482664752525320">https://twitter.com/helloheatpumps/status/1397482664752525320</a></td>
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<td>Social media</td>
<td>Irene Egea Saiz</td>
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<td>01/06/2021</td>
<td>Twitter</td>
<td>524 people reached</td>
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<td>Mailing lists</td>
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<td>25/05/2021</td>
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<td>1462 recipients</td>
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<td>Event</td>
<td>Dan Stefanica</td>
<td>Deep Retrofit Community of Practice - event</td>
<td>09/06/2021</td>
<td>Event on Zoom (online)</td>
<td>115 participants (151 registrations)</td>
<td><a href="https://www.youtube.com/watch?v=D4Sagph3SzU">https://www.youtube.com/watch?v=D4Sagph3SzU</a></td>
<td>Yes</td>
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<td>Hybrid event</td>
<td>Dan Stefanica</td>
<td>EHPA Annual Heat Pump Forum</td>
<td>29/09/2021</td>
<td>Live and online video reel showcasing HP4All</td>
<td>521 connected online; 95 joined the live event</td>
<td><a href="https://www.ehpa.org/events/98/event-details:17">https://www.ehpa.org/events/98/event-details:17</a></td>
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Online workshop

Dan Stefanica

“Establishing future-oriented training and qualification quality standards for fostering a broad uptake of sustainable energy skills in the European construction sector”

26/01/2022 Online


Yes

The scope of the Workshop is to specify a common reference framework and a methodology that allow to evaluate, score and report the Level of Competence of professionals and workers with regards to specific Areas of Expertise related to energy efficiency and sustainability at building and urban scale (TRAIN4SUSTAIN Competence Quality Standard).
## BRIEF DESCRIPTION

At Sustainable Innovations (SIE) we are part of several initiatives related to #EnergyEfficiency that ultimately aim to mitigate #ClimateChange and accelerate the green transformation.

<table>
<thead>
<tr>
<th>TYPE OF ACTIVITY</th>
<th>MAIN LEADER /AUTHORS</th>
<th>TITLE</th>
<th>DATE</th>
<th>PLACE</th>
<th>NUMBER OF STAKEHOLDERS REACHED</th>
<th>TOTAL NUMBER</th>
<th>LINK TO WEBSITE /SOCIAL MEDIA</th>
<th>OPEN ACCESS</th>
<th>BRIEF DESCRIPTION</th>
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<td>Social media post</td>
<td>SIE</td>
<td>🔋 At Sustainable Innovations (SIE) we are part of several initiatives related to #EnergyEfficiency that ultimately aim to mitigate #ClimateChange and accelerate the green transformation.</td>
<td>ago-21</td>
<td>LinkedIn</td>
<td>5858</td>
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<td>Information on energy efficiency SIE works on</td>
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<tr>
<td>Social media post</td>
<td>SIE</td>
<td>🔋 At Sustainable Innovations (SIE) we are part of several initiatives related to #EnergyEfficiency that ultimately aim to mitigate #ClimateChange and accelerate the green transformation.</td>
<td>sep-21</td>
<td>Instagram</td>
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<td><a href="https://www.instagram.com/p/CS9T4ChDjb/">https://www.instagram.com/p/CS9T4ChDjb/</a></td>
<td>yes</td>
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</table>
At Sustainable Innovations (SIE) we are part of several initiatives related to #EnergyEfficiency that ultimately aim to mitigate #ClimateChange and accelerate the green transformation.

Today our Head of Communications and Capacity Building Mariana Fernández Renedo is attending the General Assembly meeting of the HP4ALL project where she will speak about the communication and dissemination activities carried out since the project began.

---

<table>
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</table>

Today our Head of Communications and Capacity Building Mari
ana Fernández Renedo is attending the General Assembly meeting of the HP4ALL project where she will speak about the communication and dissemination activities carried out since the project began.

https://twitter.com/SustainableInnE/status/1448173540814041094

Information on general assembly meeting
Today our Head of Communications and Capacity Building, Mari
ana Fernández Renedo, is attending the General Assembly meeting of the HP4ALL project where she will speak about the communication and dissemination activities carried out since the project began.

https://www.instagram.com/p/CU91J14t9JR/

Information on general assembly meeting