

# Annual newsletters and media/PR activities

Deliverable report D6.2



Deliverable Report: Draft, issue date on 28 February, 2017

**P2ENDURE**

Plug-and-Play product and process innovation for Energy-efficient building deep renovation

This research project has received funding from the European Union's Programme H2020-EE-2016-PPP under Grant Agreement no 7723391.

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# Annual newsletters and media/PR activities

## Deliverable report D6.2

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Produced by	DEMO Consultants B.V.
Main author	MSc Oana Schippers-Trifan (DMO)
Co-authors	MSc Anna Gralka (DMO)
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Approved by	Dr Rizal Sebastian (Project Coordinator)
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## Publishable executive summary

The dissemination and communication activities in P2ENDURE project are carried out within **Work Package 6 - Communication, dissemination and synergy**, which is responsible for the outreach activities of the P2ENDURE project. The purpose of the present deliverable (**D6.2- Annual newsletters and media/PR activities**) is to report on the P2ENDURE project's dissemination and communication activities that are going to be promoted and implemented during the whole lifespan of the project. Thus, this deliverable report will be regularly updated with actual and relevant information, through the *Technical Periodic Report* and the *Project Continuous Report* function in SyGMa (System for Grant Management). In particular, this document will highlight the main events and achievements with respect to the targeted key communication and valorisation activities and tools (based on the targeted groups/actors) identified and selected by the P2ENDURE consortium (as foreseen in the Description of Action – Draft Dissemination Plan- Section 2.2).

This report represents only one part of the whole Dissemination and Communication Strategy within P2ENDURE, as it will mainly concentrate on the newsletters to be issued and the media and PR activities and events planned during the project duration. Other dissemination and valorisation activities identified in order to reach the targeted actors in the sector, and the EU public at large, are being elaborated in other deliverables, such as:

D5.1 – Organizational and activity plan for establishment of the TCP (Technology Commercialization Plan and Engagement of stakeholders in e-Marketplace (M12);

D6.3 – Scientific publications, presentations and academic trainings (M6); and

D6.4- Professional knowledge dissemination and training (M6).

In short, the P2ENDURE consortium targets key stakeholders and academia in order to empower and improve their overall awareness, engagement and participation in the process of embedding the empirical knowledge into technology development and (successfully) market upscaling of the deep renovation solutions identified within the project.

A core part of the P2ENDURE dissemination and communication strategy is (and will continue to be after the project's lifespan as well) the participation of the consortium members in the most relevant events in Europe (and beyond, if possible) involving key players in the domain (i.e. building owners, contractors, municipalities) in order to create a better informed and aware EU/global market network in the sector, which will subsequently lead to replications and market upscaling of the P2ENDURE solutions.

## List of acronyms and abbreviations

B2B: Business to Business  
B2C: Business to Customer  
B2E: Business to Education  
DoA: Description of Action  
EASME: Executive Agency for SME's  
EC: European Commission  
ECTP: European Construction Technology Platform  
EU: European Union  
ESCO: European Association of Energy Service Companies  
HVAC: Heating, Ventilation and Air Conditioning  
IEQ: Indoor Environmental Quality  
NZE: Nearly Zero Energy  
R&D: Research and Development  
SME: Small and Medium-size Enterprise  
TCP: Technology Commercialisation Platform

## Definitions

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

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

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## 1. Introduction

Communication and dissemination are part of core activities in P2ENDURE as they are crucial for the further market exploitation and valorisation. These are addressed in **WP6 –Communication, dissemination and synergy** in direct relation with **WP5 –Exploitation, standardisation, market upscaling**. The communication and dissemination activities pave the way for further commercial and business activities after the project duration. Thus, communication plays an important role in making sure that P2ENDURE has a lasting impact and with a right strategic communication European Commission (EC)-funded research projects will be able to attract the interest of those who could benefit from this work – be it local or regional authorities, national governments, potential business partners or the research community. To this end, the ultimate aim is to form a strong community or project partners, experts and investors who will exchange experiences, learn from each other and form new partnerships.

### **Visual design and project/corporate identity**

In order to achieve a common visual identity, a package has been developed including a project logo and templates for presentations, newsletters, and a website eye-catcher. P2ENDURE has created a ‘brand’ identity that gives the project an image, recognition, and impact. The visual elements for the P2ENDURE image incorporate existing graphic illustrations of logos of related projects and partners. Professionally designed, the visual identity ensures consistency and longevity of the P2ENDURE initiative and its European character. Full consideration to graphical guidelines of the EC and the H2020 programme has been given when developing the visual design package (see detailed information in the deliverable report D6.1).

The core message of P2ENDURE is to emphasise the benefits of deep renovation. Besides the economic and ecologic necessity, the reliable proof-of-performance on energy use; and the improved Indoor Environmental Quality (IEQ), the E2Endure solutions will be presented as ‘smart, cool, and fashionable’ tools and products.

The concepts and technologies introduced in P2ENDURE are complex, and in order to introduce it to the worldwide public it needs to first be “translated, thus, it is of outermost importance that everyone (non-specialists, in particular) can grasp the actual application of these solutions and products. To this end, main efforts will be focused on a clear target audience to maximise the (dissemination and communication) investment.

## 2. Dissemination and communication strategies

The dissemination strategy describes the project’s dissemination objectives and measures for achieving them throughout the course of the project. It defines and prioritizes the key objectives of the project’s dissemination, identifies main stakeholder types/categories and why we want to reach them; elaborates means for reaching out to stakeholders, defines timelines for the planned dissemination activities and stakeholder contact and, finally, identifies and prioritizes dissemination tools.

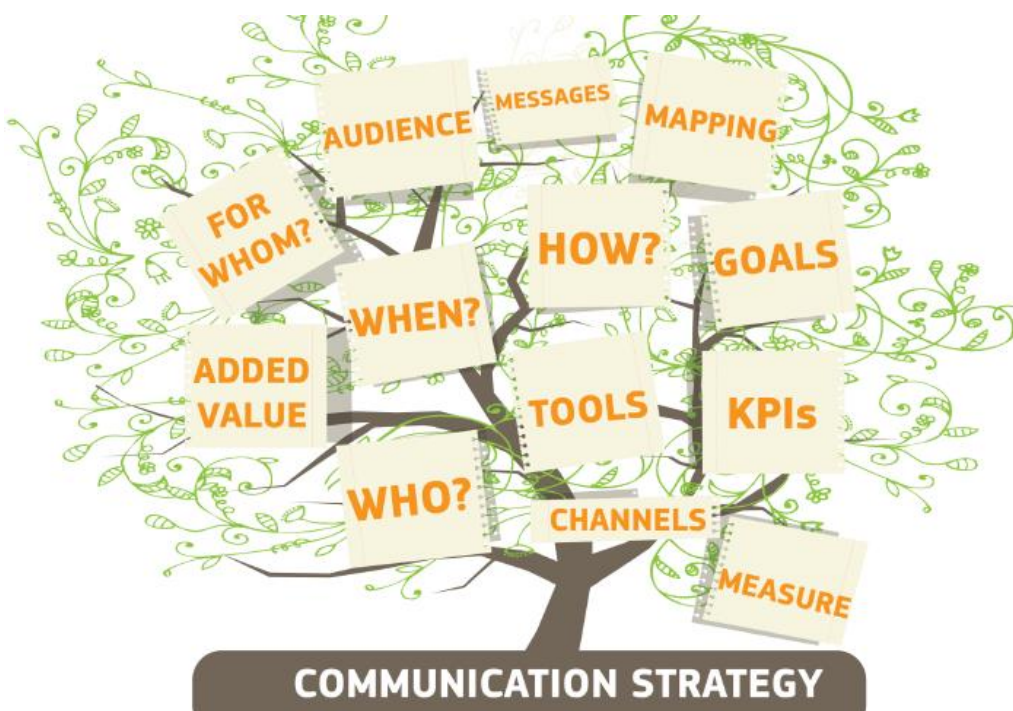


Figure1. Dissemination and Communication Strategy (source Communication training slides during EASME Contractor’s Meeting on October 18<sup>th</sup> 2016)

The dissemination strategy within P2ENDURE consists of three ingredients that need to come together in a comprehensive approach/plan:

The target audience – connected to the dissemination pillars: Business to Business (B2B), Business to Customer (B2C) and Business to Education(B2E), elaborated in section 2.2- Strategies for B2B, B2C and B2E;

The results of the project and messages we wish to disseminate;

The dissemination channels – ways and activities to reach the target audience.



## 2.1 Guidelines from the European Commission

The primary goal of the P2ENDURE project with respect to communication is to find (the right) opportunities and (the right) people to deliver value added solutions and products, and thus, providing leadership and guidance in the domain. In this context, it is not only legally important for P2ENDURE to meet its commitment with the EC, but it is a consortium common interest to invest substantial resources in communicating the P2ENDURE results. In this respect, full consideration to numerous communication and dissemination guidelines of the EC and the H2020 programme has been given.

Communicating the results is an obligation requirement set out in the H2020 Grant Agreement through Article 38, which states:

- Promote the action and its results by providing targeted information to multiple audiences (including the media and the public) in a strategic and affective manner;
- Use the EU emblem to acknowledge EC funding.

The importance and relevance of such commitment has been numerously emphasized by the EC, through certain:

Events, such as:

- **EASME Contractor's Meeting** (October 18th 2016- Communication training presentations);
- EASME webinar **60-minute workout to increase communication in your project** (January 17th 2017);

Guidelines, such as:

- The EU Guide –'Communication EU research and innovation guidance for project participants'- that offers a broad range of tips and advice when dealing with communication and dissemination within a research project;

Direct e-mails:

- **Information letter on Horizon 2020 project communication and acknowledgement of EU funding**- email notification on February 23rd 2017, sent on behalf of Mr. Robert-Jan Smits, Director-General at Research and Innovation Directorate –General of the European Commission: notifying all project coordinators on the importance of communicating the research projects and their benefits and the impact of research and innovation on society and people's lives. It is emphasized more and more how important it is to communicate the message to all audiences and not only to the peers (see Annex 2);

Videos, among which:

- **'The EU Guide to Science Communication'** which consists of a series of YouTube short videos about science communication in general, presenting specific tips on how to get the media, in particular, on board.



Summarizing the core message of EASME (set out in the **EASME Communication Toolkit**, as well) is to *'join the community and make your work visible'*. This message is set up to ensure that each European Union (EU)-funded research project has a lasting impact on the society. Within P2ENDURE it is our main objective to consider and apply the following propositions in order to create visibility and 'noise' around our project:

- Proudly display EU support: use the European emblem (flag) and sentence: 'Co-funded by the European Union' to acknowledge the support received under EU programmes;
- Share your stories: inform the EC on any newsworthy items within the project via the email;
- Connect with EC (in particular EASME) on social media: keep up-to-date with what's going on in your community and contribute with input to the one closest to the project's activities;
- Come to the EC (in particular EASME) events: the EC is organizing lots of events that offer excellent opportunities to promote the project's work and develop one's network.

## 2.2 Strategies for B2B, B2C, B2E

The dissemination plan and strategy for P2ENDURE are designed to:

- a) make the results of P2ENDURE research and technological development available to the planned targeted audience;
- b) attract a larger and active client community; and
- c) prepare for future adoption of the developed deep-renovation solutions, technologies and tools.



Figure2. Planned content- targeted audience

To this end, within P2ENDURE three main pillars of dissemination strategy have been identified:

Dissemination pillars	The targeted audience
<b>B2B (Business to Business), including professional associations, input to policy development and standardization.</b>	Association of European construction firms, architects, building engineers, contractors and subcontractors, consultants, building auditors, policy makers, and standardisation bodies.
<b>B2C (Business to Customer), including clients and buildings occupants.</b>	The targeted audience is: property investors, real estate owners and managers, contractors, housing corporations, national homeowners associations, local tenant and owner associations.
<b>B2E (Business to Education), including community of practice, professional training and public seminars.</b>	EU Community of Practice, guest lecture at technical universities, polytechnics, colleges, knowledge transfer programme by national research institutes, curriculum materials, in-house trainings and seminars to municipalities and companies.



### 3. Dissemination Plan

An umbrella project communication and dissemination strategy is at the moment being developed within the project to set-out all actions, making full use of the synergies, findings and results from all project partners. This strategy will be updated and improved on a regular basis. In short, it outlines how the different communication media (press, internet, newsletters, social media, events, etc.) will be used to reach the specified target groups.

The P2ENDURE dissemination plan places a special focus on the identification and analysis of the characteristics of the target groups in order to provide the optimal tailor-made solutions to assure the most efficient dissemination of information. To ensure that specific tailor-made approach is developed to support the further exploitation and business plans in WP5 as well as the demonstrations in WP3 and 4, a detailed dissemination plan will be developed for each of them, seamlessly integrating into the overarching communication and dissemination as well as ultimately the project plan. The individual plans will ensure the maximum engagement to actively communicate the innovative results of the individual pilot projects. This will be done following a three-step approach:

- Step 1: identifying clusters of main actors ('who'), identifying the main envisaged project outcomes for dissemination ('what'), investigating different options for dissemination ('how');
- Step 2: creating a matrix combining 'who', 'what' and 'how', and according to each target group, selecting the highest priorities linked to intended goals ('what do we want to see changed') and a time plan;
- Step 3: establishing links with other existing groups/projects for possible combined communication/ dissemination activities to optimize the impact.

The prioritization and selection is part of the project and should result in completion of the following table:

<b>Actors (Who)</b>	<b>Role *</b>	<b>Outcome plus intended impact (What)</b>	<b>Means (How)</b>	<b>Timing (When)</b>
EU level and/or national and/or regional and/or local	DM or U or S	Project outcome + what should be the effect	Website, specific key information, high-level workshop, etc.	Month ...

\* DM = decision maker; U = user; S = supplier



### 3.1 Planned dissemination activities

#### **The P2ENDURE online (accumulation) dissemination platform and e-Marketplace**

The P2ENDURE online dissemination platform and e-Marketplace will be established in the course of the project and will become the carrier and 'visual identity' for further communication, dissemination and training actions like:

- **Media & PR:** Attention will be given to Media & PR relations. The principal objective of this sub-task is targeted to developing a replication / ripple effect for the project. The proposed public relations materials will include Audio-visual material: Photos and video clips from the projects (provided by partners and stakeholders in suitable modifiable format and without any copyright – standardisation guidance will be provided in the overall dissemination plan), interactive information guides (wizard, intelligent checklist), publications, available both in printable and electronic format via the website like project flyers, brochures, electronic newsletters, E-news using social networking platforms (Twitter, LinkedIn etc.). To expand the outreach of Media & PR existing channels, will be used, particularly through the revamped EU Build Up Skills portal, EC Build Up Portal and European ECTP Platform.
- **Direct dissemination to involved stakeholders, companies and others by workshop:** For the overall dissemination and communication seminars and workshops will be organized.
  - **Local seminars:** local seminars will be organized in a low-threshold, attractive and interactive form. During the second year of the project an international workshop will be organized for the companies and other parties that follow the project and committed their interest. By this workshop an international exchange of ideas, approaches and vision on solutions will take place.
- **Direct training for involved professionals:** In each of the countries, represented in P2ENDURE a special training will be organized for professionals on real energy use, the methodology and the use of the developed tools. This will take place in second and third year in the project. For this training also a synergy will be established with the H2020 project PROF-TRAC (Professional multi-disciplinary Training and Continuing development in skills for NZEB principles (EE4-2014) and the Build Up Skills activities.
- **Linking with international exposure by presentations on international conferences:** The project outcomes will be further disseminated through presentations at international conferences and workshops. P2ENDURE will apply for special sessions during conferences if this is facilitated and possible during these conferences. These workshops offer the possibility to have an interactive discussion and feedback on the project results.

### 3.2 Planned dissemination content

In the following table an overview is given of the identified target groups for P2ENDURE dissemination, the targeted and expected impact of the P2ENDURE project on these target groups and society as a whole, the communication means and the dissemination levels. This overview helps in understanding our target market and advise/influence our actions in selecting the right approach to the right market sector and/or potential communities.

Type & size	Targeted Impact	Communication Means	Level
<b>Consumers / households and users of buildings</b> (at least 50 organisations)	Enhanced acceptance of total deep renovation concepts as must-haves, understanding on the impact of real energy use (i.e. energy costs) and savings, as part of the net income. Major benefits of the side effects such as better thermal comfort, indoor air quality and health.	Targeted information campaigns during the demonstrations. End-users will be directly involved in the project by the organisation of demonstrations, supported by direct guidance, and evaluation of their opinions and experiences with the applied concepts.	National demonstration projects in DK, NL, IT, DE, PL



<p><b>Industries / companies on prefabricated multifunctional renovation elements (at least 100 organisations)</b></p>	<p>Possibility to distinguish themselves by delivering reliable and products (and services) with proven performances and taking the responsibility for integrated concepts; enhancing their image in social engaged and green entrepreneurship.</p> <p>For serious manufacturers and suppliers, this gives an extra stimulus for promoting their products and to enhance their competitiveness through understanding and communicating on benefits and real performances to consumers/end-users. This implies that the building and HVAC industry must provide realistic figures on energy performance and energy use in practice. This can be an important marketing tool for serious and really engaged industries.</p>	<p>Community on the Build Up platform.</p> <p>Targeted training activities for professionals in the sector in WP6</p> <p>Large manufacturer of prefab with worldwide market involved (Fermacell [Xella Group]).</p>	<p>European, National (training)</p>
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<p><b>Building contractors, real estate developers</b> <u>(at least 25 organisations)</u></p>	<p>New opportunities in NZE retrofitting market by offering new deep renovation packages/concepts with guaranteed energy performances and easier access to advanced new energy services. Possibility to profile themselves and their products by guaranteeing real energy use and real performances on IEQ and health to their clients rather than only an energy label. Performance contracts with suppliers, contractors/ installers give the certainty of the level of delivered quality and robustness on energy performance.</p>	<p>Community on the Build Up Skills platform, the European web portal for energy efficiency in buildings, Build Up database, <a href="http://www.buildup.eu">www.buildup.eu</a></p> <p>Targeted training activities for professionals in the sector in WP6.</p> <p>Two large construction real estate developers are involved in the project.</p> <p>Large construction firms and ESCO involved as partners (Mostostal, Fermacell, SGR), and large real estate clients (Camelot Investments and City of Warsaw).</p>	<p>European, National</p>
<p><b>Companies in HVAC and engineering branch</b> <u>(at least 100 organisations)</u></p>	<p>Deployment of the results and application of prefabricated compact installation platforms ('engines') for deep renovation. Deployment of monitoring and control systems providing information on real energy use and diagnostics of differences, failures and predictive maintenance by comparing with the predicted energy use. The HVAC Branch will engage new market opportunities, related to rolling out new energy services based on novel innovative products ('engines') as well as new innovative services (on monitoring real performances and energy use).</p>	<p>Involvement with REHVA, representing more than 100,000 building engineers, from some 30 European countries, <a href="http://www.rehva.eu">www.rehva.eu</a></p> <p>Targeted training activities for professionals in the MEP sector.</p>	<p>European, National (training)</p>

<p><b>ESCOs</b> (<u>at least 10 organisations</u>)</p>	<p>Profit by offering total renovation concepts with guaranteed performances (removing one of the major barriers for ESCOs and performance contracts, (i.e. lack of understanding of real savings and benefits). Opportunities for new business in energy services by improved transparent contracts and procurement procedures, implementation of methodologies to control total energy use and savings hence controlling and mitigating the risks in uncertainties of performances. Cost-benefit relations of energy saving measures will become clearer, increasing the deployment of energy contracting, management and financing constructions.</p>	<p>Collaboration with EU- ESCO, the European Association of Energy Service Companies <a href="http://www.eu-esc.org">http://www.eu-esc.org</a>. Targeted training activities for professionals in the MEP sector. Partner SGR is involved as an ESCO.</p>	<p>European, National (training)</p>
<p><b>Social housing companies</b> (<u>at least 50 organisations</u>)</p>	<p>Possibility to offer affordable energy costs for their tenants in combination with the development of a sustainable housing stock. Controlling real total energy costs prevents and mitigates fuel poverty.</p>	<p>Collaboration with Housing Europe, umbrella organisation, addressing social housing companies <a href="http://www.housingeurope.eu/">www.housingeurope.eu/</a></p>	<p>European, sharing of results from the pilots</p>
<p><b>Policy makers</b> (<u>at least 20 persons</u>)</p>	<p>P2ENDURE will support national and local policies and ambition plans on large scale deep renovation (district level, national level) by offering cost effective renovation concepts and less intrusive renovation processes for occupants.</p>	<p>Outputs from WP 6 spread to key EU level policy makers to detail the key actions in the overall dissemination plan. Possible additional actions may include informing policy makers at the EU level; running of articles in EU level media.</p>	<p>European, National</p>



<p><b>Banks, financial institutions</b> <u>(at least 10 organisations)</u></p>	<p>Direct profit as P2ENDURE will reduce the uncertainties about the part of the disposable income for energy costs and the reduction effect of energy efficiency and behaviour on the household budget. This leads to new and improved conditions for mortgages or for loans and interest rates for investments on energy measures and financing investments in energy efficiency and retrofitting of buildings.</p>	<p>Outputs from WP5 will be discussed with possible investors / banks.</p>	<p>European</p>
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## 4. Communication Plan

The development of an overall dissemination and communication plan is very important for collaboration with target groups and key actors. This will outline how the different communication channels will be used to reach the specified target groups set out in section 3.2. Special consideration will be given to the internal collaboration between the work packages to ensure a smooth information flow from data collection, assessment and evaluation.

The internal communication tools will ensure that the data collected during the project will be presented in a user friendly way (using audio-visual products such as, animations and infographics) showing the key figures and findings in a way that stakeholders and the wider audiences can understand (i.e. less jargon, more easy language). This will allow the consortium to communicate its results not only to the stakeholders and business partners but also to potential professional clients and end users. The plan will be adjusted around project mid-term, considering developments and required changes and possible improvements.

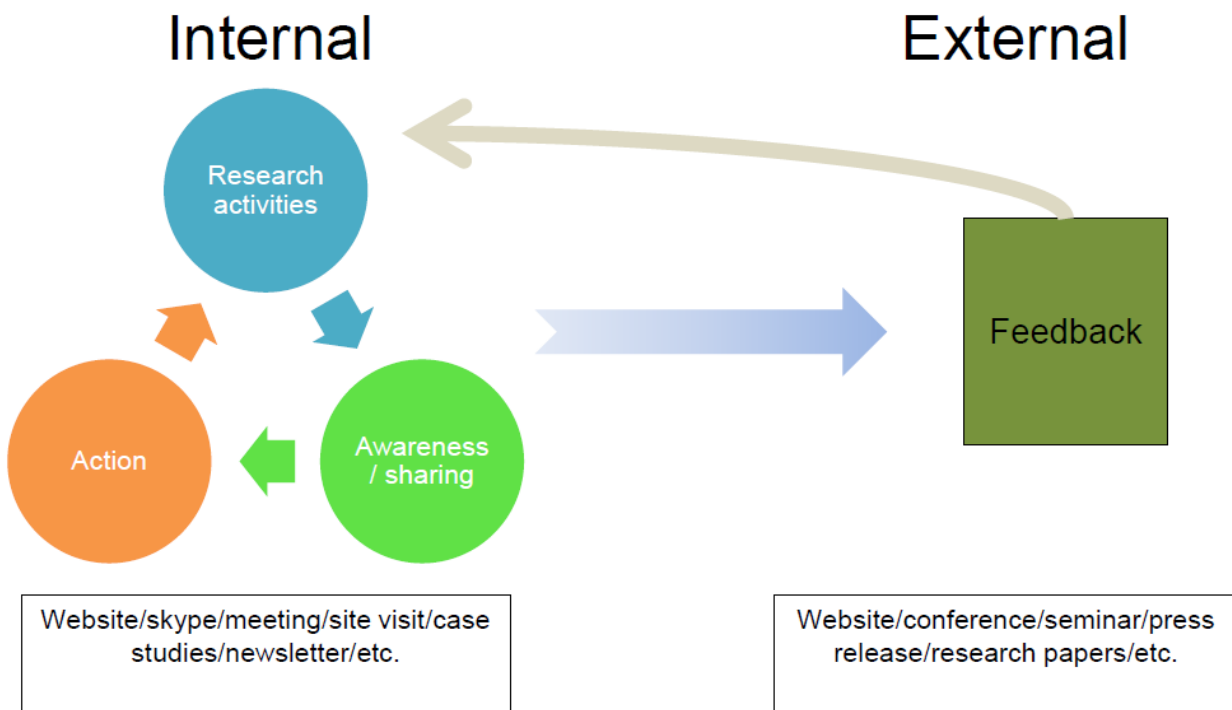


Figure3. P2ENDURE one-way and two-way communication strategy

## 4.1 Targeted audience

The P2ENDURE communication activities are one of the main vehicles to carry out and sustain knowledge dissemination, valorization and exploitation. Along with '*reaching the outside world beyond the project consortium*', communication activities are also used to ensure effective and efficient coordination among the partners within the consortium. Therefore, good communication directly supports research and demonstration. In addition, communication activities in P2ENDURE aim to reach all possible stakeholders relevant to development and use of the project solutions and results.

### **Stakeholder engagement**

Engaging with our audience means firstly, developing and documenting our understanding of all our stakeholders and their needs/roles in association with the project. This helps to think more strategically about extending the stakeholder base and ensuring we help all our stakeholders through the cycle of awareness, engagement and action, with the aim of initiating future collaborations.

## 4.2 Communication channels

When ready to spread the word to the wide public on P2ENDURE work, using the right mediums and means can have a greater impact and thus, creating more echo for the project.

There is a multitude of communication channels that supports in promoting and spreading the P2ENDURE message. Just to mention a few: EASME website, EC social media accounts and European Union Sustainable Energy Week, Contractor's meetings and Open Days, as well as Support Services for Exploitation of Research Results (services facilitated by the EC).

In addition, for the general public:

- Press- media
- Social media
- Newsletters
- Websites
- Events
- Multipliers
- Blogs
- Audiovisual products
- EU Research- Results magazine
- EU Research- Focus magazine

## 5. Example of dissemination and communication actions

The dissemination of the results of P2ENDURE will take several forms and use a variety of media. Some activities are expected to have a greater impact than others, and thus, their value in relation to the aims of the project may differ.

### 5.1 Build Up Portal and other EC endorsed platforms

#### **Build Up Portal-the European Portal for Energy Efficiency in Buildings**

Since the beginning of the project, P2ENDURE has already established contact with the Build Up portal and is now registered in their database. During the project's lifetime, P2ENDURE will publish news items on the portal, regarding its results and achievements. In this context, P2ENDURE intends to not only inform interested parties on the technological developments in the domain, but also to establish partnerships and liaison between external initiatives and projects.

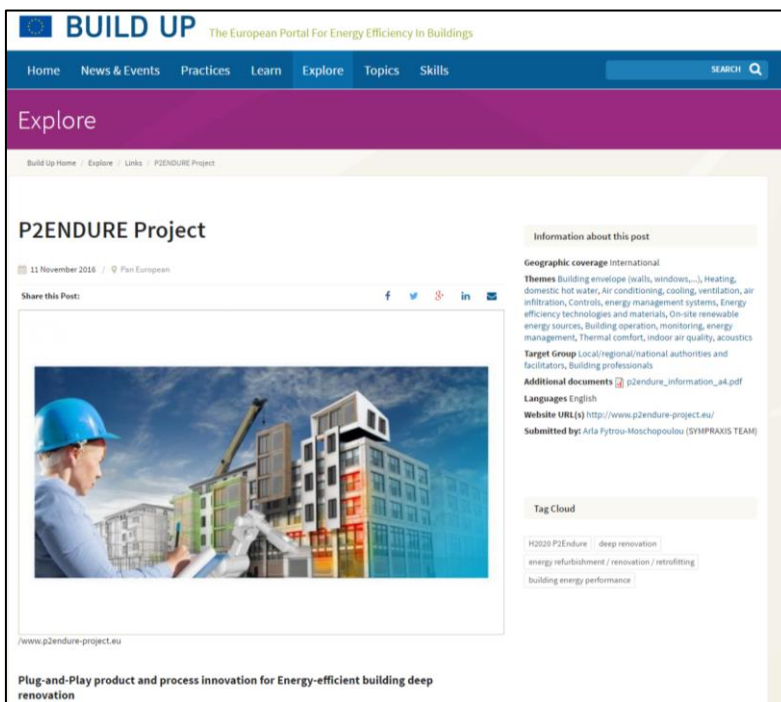


Figure4. P2ENDURE on Build Up Platform

Build Up Portal offers support in informing the European building community by facilitating webinars, providing guidelines in writing news items and articles and promoting your message through their social media accounts.

Some key figures for BUILD UP...	
<b>CONTENT:</b>	<b>LINKS FROM OTHER WEBSITES:</b>
• News: 3727	• 16.198 active links
• Publications: 4224	• 9.930 links to home page
• Cases: 710	• 632 unique active links (domains)
• Tools: 348	
• Upcoming events: 75	

Figure5. Key figures on BUILD UP portal (source: Communication Training during Contractor's meeting (October 18th, 2016))

### ECTP (European Construction Technology Platform)

ECTP was launched by the construction sector in October 2004 to develop new R&D&I strategies to improve competitiveness, meet societal needs and take up environmental challenges. It gathers around 170 member-organizations from the whole supply chain of the Built Environment and organises various brokerage events. Since the beginning of the project, P2ENDURE is registered in the ECTP database.



**ECTP**  
INNOVATIVE BUILT ENVIRONMENT

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**PROJECT DETAILS**

**COMMITTEES**

- ACTIVE DESIGN & DESIGN AN ECTP COMMITTEE
- ENERGY EFFICIENT BUILDINGS AN ECTP COMMITTEE
- HERITAGE & REGENERATION AN ECTP COMMITTEE
- INFRASTRUCTURE & MOBILITY AN ECTP COMMITTEE
- MATERIALS & SUSTAINABILITY AN ECTP COMMITTEE

HOME - PROJECT DATABASE LIST - PROJECT DETAILS

**P2ENDURE**  
Plug-and-Play product and process innovations for energy-efficient building deep renovation  
www.p2endure-project.eu

Start date: 01.09.2016  
Duration: 48 months  
Coordinator: Dr. Rizal Sebastian, DEMO Consultants B.V.  
Budget: 5.3 M€

**Details**

P2Endure stands for: Plug-and-Play product and process innovations for energy-efficient building deep renovation. It is a European collaborative innovation action within a 4-year projects' duration and the subsequent realization of sustainable real market impacts and spin-off businesses.

The term 'deep renovation' in accordance with the EU Energy-Efficiency Directive is a cost-effective refurbishment that reduces both the delivered and final energy consumption of a building by a significant percentage compared with the pre-renovation levels, typically more than 60% energy saving as indicated by the European Commission Staff Working Document (SWD)(2013) 148 final). 'Cost-effective' means that higher energy performance is resulting in the lowest cost during the estimated economic lifecycle of the building, and a quick Return on Investment (ROI) for implemented solutions through energy savings. The definition of deep renovation applies within the framework of major renovation, which means: more than 25 % of the surface of the building envelope undergoes renovation; or, the total cost of the renovation of the building envelope or the technical building systems is higher than 25 % of the value of the building, excluding the value of the land upon which the building is situated.

Figure6. P2ENDURE in ECTP data base

### Build Up Skills Platform

The Build-Up Skills platform is the initiative under the Intelligent Energy Europe (IEE) programme (Calls for proposals 2011-2013) to boost continuing or further education and training of craftsmen and other on-site construction workers and systems installers in the building sector. The final aim of this community is to increase the number of qualified workers across Europe to deliver renovations offering a high energy performance as well as new, nearly zero-energy buildings. The initiative addresses skills in relation to energy efficiency and renewables in all types of buildings

P2ENDURE has already established contact with this European community in the context of organising targeted training activities for professionals and participate to the planned Exchange meetings (upcoming Exchange meetings will take place on 30<sup>th</sup> -31<sup>st</sup> of May 2017, in Rotterdam, the Netherlands).

## 5.2 P2ENDURE website (public and private)

The project public website is one of the main sources of information about the project and the primary source of dissemination of P2ENDURE news, activities and results. The website was established immediately at the start of the project (Deliverable 6.1) and will be maintained for at least two years after the project ends. It is hosted and managed by the Project Coordinator, DEMO Consultants.

The website can be accessed via de World Wide Web at the following address: <http://P2ENDURE-project.eu/>, and represents an attractive entry point into the project, presenting key messages and core information to the general public.



Figure7: The P2ENDURE Project Homepage

It is designed to be informative yet uncomplicated with clear language to ensure wide communication with diverse categories of stakeholders and external audience.

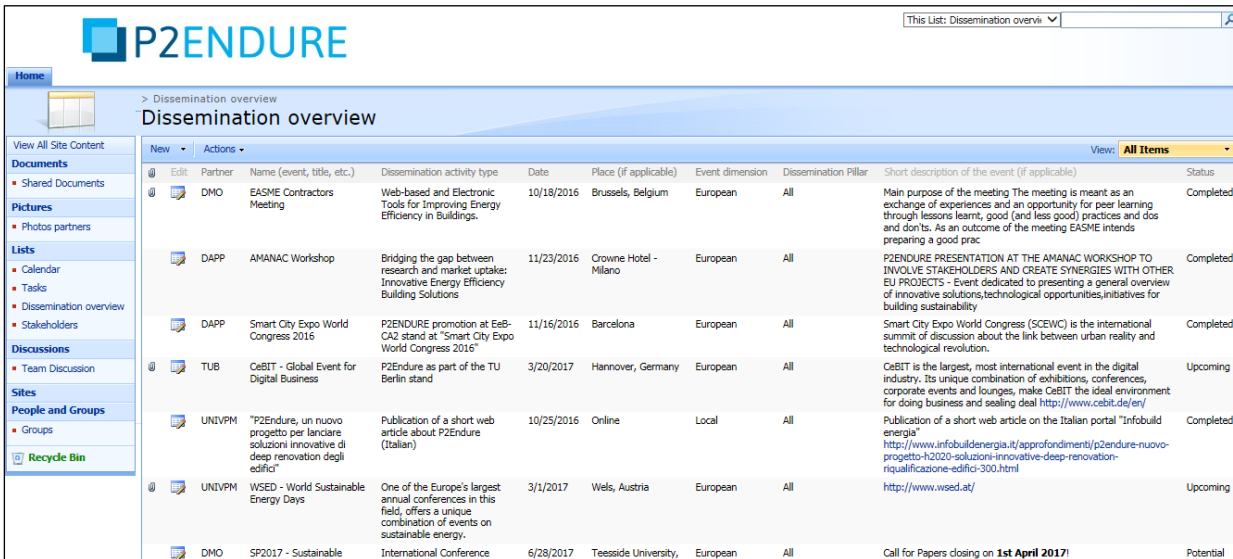
Furthermore, the P2ENDURE website will be a key tool offering support and solutions for the challenges the target groups may face, also promoting the opportunities related to new innovative services (e.g. total energy guarantee contracts, performance contracts and new financial instruments). The website will include a public space for presenting and sharing relevant information with an upload option for the project partners and a condensed online database on techniques developed and guidelines for use of developed tools. It will also feature restricted spaces for consortium members and selected key actors per pilot location and direct links to other related platforms (Build-Up Portal, Build Up Skills, ECTP, etc.). A specific part of the website will be dedicated to best practice examples pin-pointing success stories and lessons learned as soon as they can be identified within the project. As with any other website, content development and management is as important as its technical architecture. For that reason all participants are involved in this task, with a specific responsibility of the WP and task leaders to provide dissemination material on the progress and results of their work.

In order to assess how well the website is reaching stakeholders and acting as a source of information, the website will use standard web traffic analysis tools to track the number of visitors and similar metrics over the life of the project. The website will be continually updated throughout the course of the project (every three months), and thus, will act as a dynamic and up-to-date source of information for stakeholders interested in deep-renovation solutions.

Outcome measure: website hits, page views, deliverable/document downloads, comments received, requests for information received.

### 5.3 Dissemination overview (SharePoint)

Dissemination Overview on the private website, the SharePoint is designed to give a clearer view on key events that will help achieve P2ENDURE goals and, in particular, to ensure engagement with the target audiences. In this sense, the overview has the role of identifying the relevance of an event to the project P2ENDURE. Instead of filling in an 'Event form', in P2ENDURE we chose to register all events in one clear and transparent overview visible and open to all consortium partners. This overview lays out the objective of participation, the description of the event and the expected outcome. After the event took place, the participating partner then fills in the overview, filling in also some evaluation features and description of the outcome. From the information provided in the Dissemination Overview, all events are classified as being B2B, B2C or B2E oriented, which further helps in strategically packing the message.



Partner	Name (event, title, etc.)	Dissemination activity type	Date	Place (if applicable)	Event dimension	Dissemination Pillar	Short description of the event (if applicable)	Status
DMO	EASME Contractors Meeting	Web-based and Electronic Tools for Improving Energy Efficiency in Buildings.	10/18/2016	Brussels, Belgium	European	All	Main purpose of the meeting The meeting is meant as an exchange of experiences and an opportunity for peer learning through lessons learnt, good (and less good) practices and dos and don'ts. As an outcome of the meeting EASME intends preparing a good prac	Completed
DAPP	AMANAC Workshop	Bridging the gap between research and market uptake: Innovative Energy Efficiency Building Solutions	11/23/2016	Crowne Hotel - Milano	European	All	P2ENDURE PRESENTATION AT THE AMANAC WORKSHOP TO INVOLVE STAKEHOLDERS AND CREATE SYNERGIES WITH OTHER EU PROJECTS - Event dedicated to presenting a general overview of innovative solutions, technological opportunities, initiatives for building sustainability	Completed
DAPP	Smart City Expo World Congress 2016	P2ENDURE promotion at EeB-CA2 stand at "Smart City Expo World Congress 2016"	11/16/2016	Barcelona	European	All	Smart City Expo World Congress (SCEWC) is the international summit of discussion about the link between urban reality and technological revolution.	Completed
TUB	CeBIT - Global Event for Digital Business	P2Endure as part of the TU Berlin stand	3/20/2017	Hannover, Germany	European	All	CeBIT is the largest, most international event in the digital industry. Its unique combination of exhibitions, conferences, corporate events and lounges, make CeBIT the ideal environment for doing business and sealing deal <a href="http://www.cebit.de/en/">http://www.cebit.de/en/</a>	Upcoming
UNIVPM	"P2Endure, un nuovo progetto per lanciare soluzioni innovative di deep renovation degli edifici"	Publication of a short web article about P2Endure (Italian)	10/25/2016	Online	Local	All	Publication of a short web article on the Italian portal "Infobuild energia" <a href="http://www.infobuildenergia.it/approfondimenti/p2endure-nuovo-progetto-h2020-soluzioni-innovative-deep-renovation-riqualificazione-edifici-300.html">http://www.infobuildenergia.it/approfondimenti/p2endure-nuovo-progetto-h2020-soluzioni-innovative-deep-renovation-riqualificazione-edifici-300.html</a>	Completed
UNIVPM	WSED - World Sustainable Energy Days	One of the Europe's largest annual conferences in this field, offers a unique combination of events on sustainable energy.	3/1/2017	Wels, Austria	European	All	<a href="http://www.wsed.at/">http://www.wsed.at/</a>	Upcoming
DMO	SP2017 - Sustainable	International Conference	6/28/2017	Tesside University,	European	All	Call for Papers closing on <b>1st April 2017!</b>	Potential

Figure8. Dissemination Overview on consortium website SharePoint

## 5.4 Events (& presentations)

Prior to participating in an event relevant to P2ENDURE, the relevance to P2ENDURE is reported to WP6 and the Project Coordinator, along with any requirements for supporting material, through filling in the above mentioned 'Dissemination Overview' on the SharePoint. All planned and upcoming events are visible in the P2ENDURE event calendar. This event calendar is also published on the SharePoint. Events (in particular, workshops and webinars) are the best way to demonstrate a working product/solution, which is at the same time the best advertisement for a research project. During planned workshops (through the P2ENDURE Technology Commercialization Platform -TCP) we are calling everyone interested to learn about P2ENDURE work and see a demonstration of how our solutions and products are working.

The EC is organizing lots of events that offer excellent opportunities to, firstly, meet the EU staff and potential new partners and investors and to, secondly, promote one's work and achievements. EU Open Days, EASME Contractor's meetings, EASME Workshops and webinars and Sustainable Energy Week are only some examples of how broad the EU network and dissemination channels are.

The P2ENDURE consortium will regularly check the EU events calendar

([http://europa.eu/newsroom/events/week\\_en](http://europa.eu/newsroom/events/week_en)) in order to stay informed regarding relevant events.

Furthermore, all partners are stimulated to inform within their own network of relevant (upcoming) events relevant for P2ENDURE, based on the opportunity to inform and educate municipalities, manufacturers, building/project owners, and potential users of the P2ENDURE solutions/products.



In addition, it is important to profit from existing planned meetings and conferences and to collaborate with others to amplify the work done in P2ENDURE. As an example, at the TCP workshops that will be organized during the project, more than 50 stakeholders (mainly, building owners, municipalities, etc.) will be present. In terms of synergy with other EC-funded research projects, P2ENDURE has also already established contact with few research projects working on a closely related topic: MORE Connect; PROF-TRAC, INSITER, etc. It is mutually intended to organize few cross-project demonstrations. Upcoming consortium meeting within P2ENDURE (M6 – March 29-30<sup>th</sup> 2017) will be jointly organized with EU project MORE Connect M24 General Assembly meeting.

## 5.5 Publications (news/press releases)

Press releases are a one –way communication channel that can reach large audiences and, thus, have a greater impact than the other channels. P2ENDURE will invest resources in providing press releases for the EC general publication, as sending out a press release is a good and effective way of promoting the P2ENDURE actions. In the process of preparing a press release, P2ENDURE will include also links to video clips introducing the P2ENDURE work, which will ensure the logo and message will stick to the audiences. In particular, after performing simulations at the demo sites, a press release will be issued in order to activate the community and stir reactions.

Press releases will be done in agreement with the press officers in charge of the EASME <https://ec.europa.eu/easme/en/news> or via CORDIS wire (Community Research and Development Information Service ([https://cordis.europa.eu/account/login\\_en?url=/wire/index\\_en](https://cordis.europa.eu/account/login_en?url=/wire/index_en)), or other similar endorsed EC websites/blogs.

Furthermore, within the deliverable report *D6.3 – Scientific publications, presentations and academic trainings* (due at M6), a plan to achieve effective publishing of project results in scientific journals and conferences, as well as, the targeted dissemination of knowledge through academic trainings is set out. Further, it performs a search report on potential journals and conferences for papers submission, guidelines for managing the papers preparation and tools to collect and keep track of all the actions performed within the project.

All partners will contribute to the publicizing of P2ENDURE findings and the production of dissemination materials such as journal articles, press releases, policy briefs, etc. as well as the translation of these materials into different European languages.

## 5.6 Newsletters

Nowadays, email marketing is revolutionizing the way we disseminate information, results, products and/or services directly/indirectly connected to the virtual market, enabling in our case, the P2ENDURE brand to be present in the daily lives of potential future customers through the newsletter that arrives on their personal computer. With that mind, the P2ENDURE newsletter is an effective manner/option to foster better relationships with stakeholders and other interested parties in a lighter and closer way. Main objective of the P2ENDURE newsletter is to keep our audiences closer and informed with the most recent developments within the project.

First of all, the creation of a mailing list is crucial, that is where to send the right message (the information to disseminate to the targeted audience). Emails are fast and easy to deploy, allowing a frequent, targeted and flexible approach with the audience. It also allows to accurately measuring the results: it is easy to see who opened, who read, who clicked. Therefore, measuring results (matters to evaluate the effectiveness of the P2ENDURE newsletters) is just as important when talking about improvement. The open rate will help us identify the best time to send (day/time). The track record (number of recipients that opened) allows on a short term to optimise the future newsletter campaigns and provide a greater return on the projects communication and dissemination investment.

The first P2ENDURE newsletter is a PDF format of 4 pages, which allows consortium partners to print their own copies and fold it in order to be used and/or distribute at relevant events in the most efficient way. The template is designed by the Project Coordinator, DEMO Consultants. The solutions to manage the contacts (based on subscriptions and existing mailing list), send emails and track results will soon be described and implemented within P2ENDURE, as an upgrade of the public website will soon take place.

All partners contribute to the items presented in the newsletters, thus, getting their visibility share and will help elaborate the already existing mailing list (more than 50 stakeholders) to which the newsletter will be sent.

### **Frequency**

The first issue of the P2ENDURE newsletter has been finalised and it is published on the public website (see Annex 1). The P2ENDURE newsletter is scheduled to be released in each year of the project. The following release is scheduled for next year (2018). Thus, four P2ENDURE newsletters are to be issued until the end of the project (August 2020).

## 5.7 Social media

In order to stimulate on-line dialogue and keep up-to-date with what's going on in our community, P2ENDURE has created a LinkedIn group, where all P2ENDURE partners and interested actors are encouraged to bring and discuss issues that are relevant to the project. This is supported by the P2ENDURE Twitter account, created to augment and complement the website as the central channel of stakeholder's engagement.

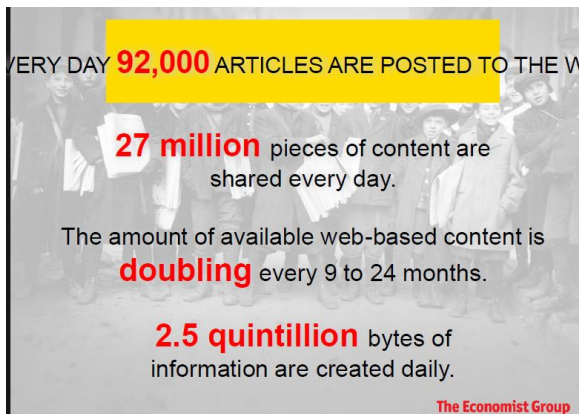


Figure9: Facts on internet content (source: Danny Devriendt PPT at EASME Contractor's Meeting; October 18th 2016)

With the help of professionals within the consortium we will work on the P2ENDURE's social media presence, which will increase the P2ENDURE visibility online. In order to generate as much noise around the project as possible, partners within the P2ENDURE consortium will each submit one tweet a month for the P2ENDURE Twitter account.



Figure10. The P2ENDURE Twitter account

In addition, P2ENDURE is already part of the community of EU research projects as it is connected directly to numerous social media accounts with EU input. Here an overview of accounts that P2ENDURE is following at the moment: @EU\_H2020, @EU\_EASME, @EU\_BUILPUP, @EU\_H2020, @H2020SME, @EU\_BUILDUPSKILLS, @EEN\_EU, @H2020EE.

P2ENDURE will use the new hashtag #ResearchImpactEU (which emphasises the need to show the impact of research and innovation on society and people's lives) in its own tweets and will tag the EC using @EU\_H2020 as soon as news regarding the results that clearly shows real impact of the project's achievements will be available.

## 5.8 The P2ENDURE e-Marketplace and Technology Commercialization Platform (TCP)

The e-Marketplace and the TCP will be both designed in such a manner that will allow fast access by users (stakeholders) to information about the technologies and solutions developed within the project, and will offer the possibility to purchase.

The TCP in particular, will have the role of gathering and empowering stakeholders in 2 mainstreams: Stakeholders who are directly involved with the demonstration cases (i.e. projects owners, contractors, municipalities), and

Stakeholders with commitment for replications and/or market upscaling (i.e. large manufacturers with global/EU market networks; other clients/municipalities with interest for replication).

Consortium partners from other R&D projects that have synergies with P2ENDURE will also be invited to actively participate in the TCP. At least two workshops involving 50 stakeholders will be organized as part of the TCP activities during the project's duration.

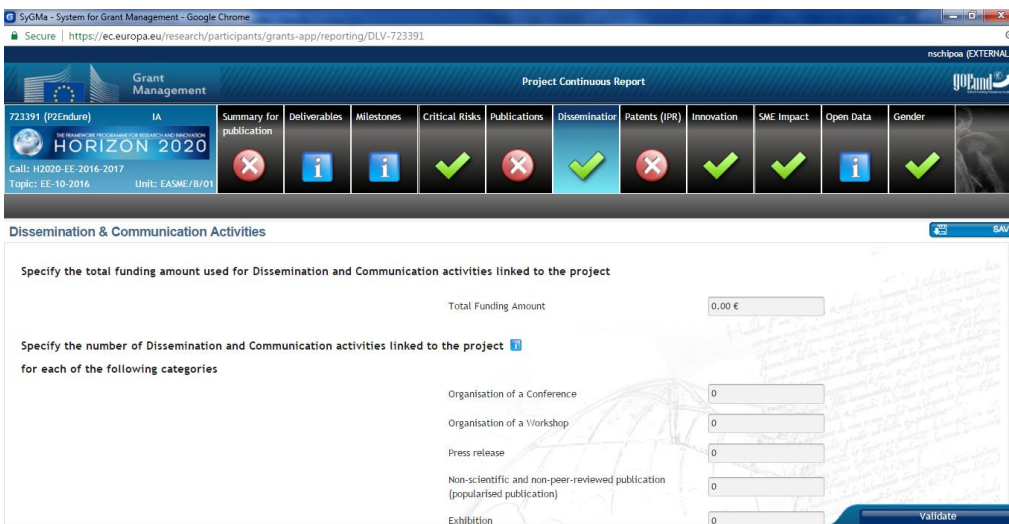
Both the e-marketplace and the TCP are under construction. More details on their elaboration and implementation will be made available in the coming year, and will come from WP5.

## 6. Continuous updates in EC Participant Portal

Through the *Continuous reporting* function provided by the SyGMA system within EC Participant Portal (EC PP) we will be able to regularly update the **Dissemination and Communication Overview**, as well as the **Publications** section (see print screens hereunder).

Each time participation (of planned participation) and contribution to a relevant event will take place the Project Coordinator of P2ENDURE will immediately notify the Project Advisor through the Participant Portal communication service. The Project Advisor will be at all times informed with regard to any updates made within EC PP.

### Update of P2ENDURE Dissemination and Communications activities in SyGMA



Project Continuous Report

723391 (P2Endure) IA

Summary for publication Deliverables Milestones Critical Risks Publications Dissemination Patents (IPR) Innovation SME Impact Open Data Gender

Dissemination & Communication Activities

Specify the total funding amount used for Dissemination and Communication activities linked to the project

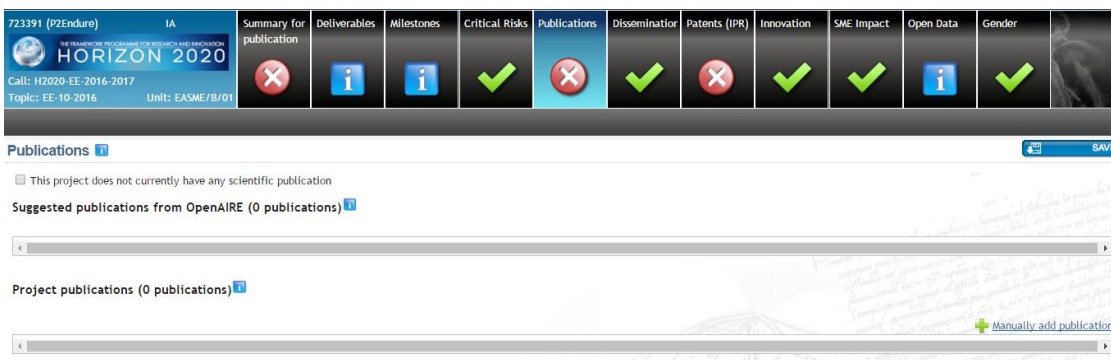
Total Funding Amount: 0.00 €

Specify the number of Dissemination and Communication activities linked to the project for each of the following categories

Organisation of a Conference	0
Organisation of a Workshop	0
Press release	0
Non-scientific and non-peer-reviewed publication (popularised publication)	0
Exhibition	0

Validate

### Update of the P2ENDURE scientific publications (suggested from OpenAIRE) in SyGMA



Publications

This project does not currently have any scientific publication

Suggested publications from OpenAIRE (0 publications)

Project publications (0 publications)

Manually add publication

## Conclusions

The dissemination and communication strategy within P2ENDURE provides the project with a solid framework against which to begin disseminating project results and activities. The P2ENDURE consortium will use this as an initial strategy which will be further reviewed, revised and updated as dissemination materials and specific strategies are evaluated for their reach, effectiveness in targeting particular stakeholders and alignment with stakeholder interests and barriers. This document, and more importantly the dissemination strategy, will be revisited in the coming months in light of experience. P2ENDURE poses particular challenges for effective dissemination, given the variety of stakeholders involved. However, we have already made good progress in identifying stakeholders during proposal phase, and their own challenges. Consortium members have a wide range of experiences in all of the different dissemination tools that we have identified.

## References

### **Definitions –Dissemination and Communication**

<https://ec.europa.eu/research/participants/portal/desktop/en/support/faqs/faq-933.html>

### **Build Up Skills Platform**

<http://www.buildupskills.eu/about-bus>

### **EASME Communication toolkit**

<https://ec.europa.eu/easme/en/communication-toolkit>

### **EASME webinar: 60-minute workout to increase the communication impact of your project**

<https://ec.europa.eu/easme/en/news/60-minute-workout-increase-impact-communication-your-project-webinar>

### **EU Guide –Communication EU research and innovation guidance for project participants**

[http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf)

### **Participant Portal H2020 Online Manual section on project communication**

[http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication\\_en.htm](http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm)

### **Participant Portal H2020 Online Manual section on acknowledgement of EU funding:**

[http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/acknowledge-funding\\_en.htm](http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/acknowledge-funding_en.htm)

### **You Tube video series: The EU Guide to Science Communication**

<https://www.youtube.com/watch?v=0JbLCd-7u7g&list=PLvpwjZTs-Lhe0wu6uy8gr7JFfmv8EZuH&index=2>

# APPENDIX 1 – Newsletter #1


**P2ENDURE**  
 PLUG & PLAY BUILDING RENOVATION

## NEWSLETTER #1



### INTRODUCTION

P2Endure is a research project within the EU research programme "Horizon 2020" that stands for **Plug-and-Play product and process innovations for energy-efficient building deep renovation**.

P2Endure mainly aims to provide scalable, adaptable and ready-to-implement innovative PnP prefab solutions for deep renovation of building envelopes and technical systems. The innovative solutions will be complemented with a proof-of-performance, which is based on pilot implementation and monitoring in 10 live demonstration projects representing deep renovation characteristics in all main EU geo-clusters. **Through this aim, P2Endure will ensure that the PnP solutions are ready for EU-level market upscaling by 2020. The project demonstrates the most optimal solutions for deep renovation, which are characterized as affordable, eligible for rapid production and installation, as well as replicable, compatible and adaptable to the widest range of building types and geo-clusters across Europe.**



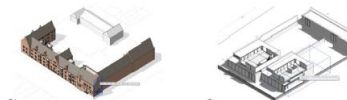
**P2ENDURE**  
 PLUG & PLAY BUILDING RENOVATION

### ACHIEVEMENTS

In the past three months we could monitor progress on the demonstration cases as well as on development of some of the P2Endure tools and products. First BIM models of the demonstration cases have been created and a first demonstration of the 3D printing tool took place showing a simple 3D design on a façade at Lillebaelt Academy in Denmark.



1/ 3D model of the demonstration case – a kindergarten in Gdynia, Poland based on point clouds from a laser scanning  
<http://architerion.pl/przedzskole/przedzskole.html>  
<https://renderlive.live.com/?authkey=571A1H5F80bnkx5lRcAqId=3B88E44F2C43711957186049cId=3B88E44F2C437119>



2/ BIM models of two demonstration cases in Tilburg, the Netherlands: 2/ monastery and 3/ school building



4/ Robot AI Work 3D facade at EAL, Denmark (Demo)

### PUBLICATIONS

P2Endure was published as a short web article on the Italian portal "Infobuild energia" (in Italian) by our partners from the Università Politecnica della Marche.  
<http://www.infobuildenergia.it/aprofondimenti/p2endure-nuovo-progetto-h2020-soluzioni-innovative-deep-renovation-riqualificazione-edifici-300.html>


**P2ENDURE**  
 PLUG & PLAY BUILDING RENOVATION

### ACTIVITIES

#### KICK-OFF MEETING IN DELFT

The Kick-off Meeting of the P2Endure project took place in Delft, the Netherlands on the 27-28 September 2016. All the consortium partners were present.

The Kick-off meeting was an opportunity to get to know the partners in the consortium and to review and clarify the main aspects written in the proposal. During the first day the demands and requirements were discussed and the demonstration cases presented. Through teleconferencing out Project Advisor – Janna Schönfeld gave a live presentation on the EASME programme and explained the most important financial and legal issues. During the second day the innovative technological solutions and the work package were discussed.



The meeting was very successful and inspiring. It gave an important insight into the project and defined the next steps for all the partners. We look forward to the upcoming research period of high-quality achievements that lead to a successful implementation of the results.

#### TECHNICAL WORKSHOP IN WARSAW

The Technical Workshop of the P2Endure project took place in Warsaw, Poland on the 31st of January – 2nd of February 2017. All the consortium members and few stakeholders were present. On the 2nd of January a site visit to the demonstration building was organised by the Municipality of Warsaw.

The goal of the Technical Workshop was to reach preliminary agreements on the implementation of P2Endure solutions and tools in the real demonstration projects, which have a high certainty to start in the short term, and to obtain detailed insight (technical, financial and time-wise) into the offered solutions.



Visiting the demonstration building in Warsaw during the Technical Workshop.


**P2ENDURE**  
 PLUG & PLAY BUILDING RENOVATION

### EVENT PARTICIPATION

Participation in events is a great method not only for dissemination purposes but also to exchange knowledge with experts in related professions and to build synergies and create inter-operability of information and products systems between relevant EU and national R&D (Research & Development) projects. The consortium partners represented P2ENDURE on various meetings, workshops and conferences the last few months:

- EASME Contractors Meeting "Web-based and Electronic Tools for Improving Energy Efficiency in Buildings" in Brussels, Belgium on 18th October 2016 (attended by Rizal Sebastian and Anna Gralka, DEMO Consultants)
- Smart City Expo World Congress 2016 (SCEWC) in Barcelona, Spain on 16<sup>th</sup> November 2016 (attended by Margherita Scotto, D'Appolonia)
- The 7th ECTP Conference, "Innovative Build Environment" in Brussels, Belgium on 17-18 November, 2016 (attended by Piotr Dymarski, Mostostal Warszawa; Gian Marco Revel, Università Politecnica delle Marche and Agnieszka Lukaszewska, Fasada)
- AMANAC Workshop in Milan, Italy on 23<sup>rd</sup> November 2016 (attended by Paola Robello and Daniela Riccardo, D'Appolonia and Gianni Cassera, Bergamo Tecnologie)

### UPCOMING ACTIVITIES

#### NEXT CONSORTIUM MEETING IN DENMARK

The next consortium meeting will take place in March 2017 in Rørbøl, Denmark. Partly it will be a joint workshop with a H2020 MORE-CONNECT project, that develops prefabricated building elements for deep renovation towards nZEB (nearly Zero Energy Building). We will have a chance to visit the Robot Lab and learn in more details about the 3D printing technology.

For more information on the MORE-CONNECT project please visit the website: <http://www.more-connect.eu>



### EVENTS

In the next few months there will be few interesting international as well as international events organised where P2Endure will be introduced to a broader public.

- World Sustainable Energy Days (WSED) in Wels, Austria on 1-3 March 2017
- Global Event for Digital Business (CeBIT) in Hannover, Germany on 20-24 March 2017
- Sustainable Places (SP2017) organised in Middlesbrough, England on 28-30 June



## APPENDIX 2– Information letter on H2020 project communication and acknowledgement of EU funding

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European Commission formal information letter sent on Thursday 23<sup>rd</sup> of February 2017.

### Europa / Participant Portal notification

Please find hereby a letter from Mr Robert-Jan Smits, Director-General at Research and Innovation Directorate-General of the European Commission.

Dear Horizon 2020 participant,

A new exciting year lies ahead of us, in which you will do a lot of excellent work to bring your project forward and communicate about it. Communicating with citizens about science and its benefits is more than ever necessary to show the impact of research and innovation on society and people's lives.

It is you, and your project team, who are the best ambassadors for communicating the impacts of your work. You are the ones who can speak most convincingly about the impact of your project, be it on everyday lives, on our economy, on policy-making or on the future of our society. This is why I ask you to fully engage in communicating about your project to all audiences - not just your peers.

My colleagues and I will continue to assist you in communicating successfully about your research. You can find support and information on our webpage ([http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication\\_en.htm](http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm)) where we have recently added "The EU guide to communication" which is a couple of short videos about science communication in general, and specific tips on how to get the media on board. Please have a look. I am sure you will find it useful.

I also invite you to follow the official Twitter account for the Horizon 2020 programme @EU\_H2020 and to become part of our community of projects on social media, where you will notice that we are using a new hashtag #ResearchImpactEU. Please use this new hashtag and tag us @EU\_H2020 whenever you are announcing 'breaking news' which clearly shows the real impact of your EU funded research (e.g. TV/radio/newspaper features). Also, if you manage the Horizon 2020 Twitter account for your project we would like you to introduce your project to us via twitter and tag us @EUJH2020. We can then add you to our new Twitter list - helping us to stay informed about your activities.

Let me also take this opportunity to remind you to acknowledge the EU funding in all your communication, publication dissemination and IPR activities as well as on all equipment, infrastructure and major results funded by the grant. You will find more detailed information and templates for your re-use by clicking the link: [http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/acknowledge-funding\\_en.htm](http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/acknowledge-funding_en.htm).

All my best wishes for a happy and successful year 2017!

Robert-Jan SMITS

Please follow the link [http://ec.europa.eu/research/participants/data/ref/h2020/other/comm/170215\\_letter-rjs\\_communication-acknowledgement\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/other/comm/170215_letter-rjs_communication-acknowledgement_en.pdf) to access and read the letter on the Participant Portal.

Participant Portal H2020 Online Manual section on project communication: [http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication\\_en.htm](http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm)

Participant Portal H2020 Online Manual section on acknowledgement of EU funding: [http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/acknowledge-funding\\_en.htm](http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/acknowledge-funding_en.htm)

Participant Portal Grant Management Service

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