
Dissemination and communication strategy and plan



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“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under Grant Agreement No 890492”.

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Abbreviations

SuperHomes 2030: Up scaling integrated Home Deep renovation services for Ireland

Partners

EHPA: European Heat Pump Association

ESB: Electricity Support Board

LIT: Limerick Institute of Technology

TEA: Tipperary Energy Agency

SW: Sustainable Works

Introduction

Superhomes is a deep retrofit service for residential buildings in Ireland that has been developed in Ireland by the Tipperary Energy Agency and running since 2015. The aim of Superhomes2030 is to **dramatically scale the Superhomes offer** in Ireland to move from a model which completes 100/€6m worth of retrofits per annum in 2019 to 500/€36m per annum by 2023, and **3,000/€150m per annum by 2030** (10% of National Target). The expanded and improved Superhomes service would result in **48 GWh savings (between 2020 and 2023) compared to a Business as Usual scenario of 25GWh**. This ambition will be achieved through the development of:

- **4 Regional Superhome One Stop Shops** which will engage 80 High Performance Contractors to deliver quality retrofits nationally
- **Contractor Development and training** for SMEs/Contractors (technical staff) (>200 people trained) and homeowners
- **Attractive finance solutions independent of public finances**, financing >€67m per annum by 2030
- **Technical standards, tools, analysis and design systems** and solutions.
- Creation of **open source energy performance data platform (Superhomes Digital Hubs)** which demonstrate the value of undertaking nZEB retrofits to the market,

A Growth Strategy and Business Plan will be developed which will inform Innovative Business models based on the concept of regional “one stop shop”. Superhomes2030 will facilitate a **Deep Retrofit Community of Practice (CoP)** across Europe where leading experts, practitioners and agencies involved in Deep Retrofit will share experience, knowledge and competency thus driving the retrofit agenda. Opportunities to expand the Superhomes model outside of Ireland will also be explored, using linkages created through the European Heat Pump Association and FEDARENE.

The communication and dissemination are vital for the Superhomes2030 to further ensure that the consortium, the TEA and the Superhomes approach becomes a trusted model in the deep retrofit market in Ireland and the EU.

This deliverable (D7.2) intends to present an overall strategy dedicated to raising awareness, engaging stakeholders, promoting the Superhomes2030 project and its related results, achievements and knowledge generated. A sound communication and dissemination strategy will be put in place via different networks related to the project domains.

It provides information about the planned and performed communication and dissemination activities within the project. The present document D7.2 Dissemination and communication strategy and plan - I is the second of the 5 deliverables of Work Package 7 Dissemination and communication.

It is prepared at an early project stage with regular updates (M2, M8, M16, M24, M30) and addresses the following issues:

- What are the objectives of the communication and dissemination efforts?
- Who will be particularly affected by Superhomes2030 project? Who would be interested to know about the outcomes?
- What is the most effective way to reach the Superhomes2030 stakeholders?
- How to measure the efficiency of the Dissemination and communication strategy and plan?

Objectives

The communication and dissemination strategy and plan provides a clear overview on how all the communication channels, activities, tools are working together to address the relevant stakeholder groups.

The strategic document aims to develop:

- a) the definition of the specific target groups as well as the actions required to communicate with them;
- b) identification of the right dissemination tools to be developed, messages to convey, channels to be exploited, geographical coverage of knowledge transfer and dissemination activities;

Work Package 7 is a horizontal work package, bridging in a cross-cutting way the Superhomes2030 activities, products and achievements. Although the content of this document relates directly to WP 7, the strategy will not succeed without the full cooperation of the coordinator and the work package leaders, all project partners' direct involvement and support.

The dissemination and communication strategy and plan explain how and when we will ensure that Superhomes2030 is visible as a project and maximises impact in terms of research, policy and practical relevance.

The work will be divided into two areas:

- 1) the communication activities will support partners in implementation using different tools and methods;
- 2) the dissemination activities will target the external stakeholders and support the awareness raising and advocacy work in relation with Superhomes2030 products and results.

The overall aims of the strategy are:

- to contribute to networking and exchange of information and experiences between organisations and networks, to facilitate regular flows of information between project partners and enable partners to receive regular process updates from the pilot projects and case study;

- to support partners in communicating and disseminating their work.
- to inform and raise awareness about the work in Superhomes2030, so that it becomes a trusted model in the deep retrofit market in Ireland and the EU, by disseminating the approaches and results of the project among relevant stakeholders at the EU, national and subnational levels;
- to disseminate widely and effectively Superhomes2030 outputs through various channels and to translate technical language and research findings into appropriate messages for different audiences;
- to influence and educate relevant stakeholders with the aim of positively affecting technology uptake, research and legislative framework development.

It must be clear that this communication and dissemination strategy is differentiated from the communication and marketing activities related to the delivery of the Superhomes service by the Tipperary Energy Agency. There is a specific programme of communication and marketing actions led by the TEA on attracting homeowners and contractors to engage in the Superhomes service. Superhomes2030 does not seek to address this issue.

External Communication

The activities to achieve the above-mentioned aims are listed below, but this does not preclude individual planning documents being developed for any of the activities; this is particularly the case for conferences, policy briefs, case-studies, scientific publications and videos.

In addition to the activities listed below, time also needs to be set aside through the project to discuss policy messages and the narrative of the project itself.

To some extent this develops organically through partnership work and research, but important differences can remain hidden and the idea is to present a coherent message and narrative by the end.

The strategy will be available to all project partners for reference and guidance. It has been developed with reference to Communicating research for evidence-based policy-making - A practical guide for researchers in socio-economic sciences and humanities (European Commission, 2011) and Communicating EU Research & Innovation: A guide for project participants (European Commission, 2012).

The European Heat Pump Association (hereafter EHPA) is work package leader of WP 7 (Communication and dissemination) of Superhomes2030 and will coordinate the implementation of activities.

TEA, the coordinator, is specifically responsible for the Online activities. LIT is responsible for the production of dissemination materials, including videos, as well as the final conference. EHPA is

responsible for the strategy updates and newsletters. However, all partners will be involved in the activities undertaken in WP 7 and responsible for the successful dissemination of Superhomes2030.

The Dissemination and Communication strategy and plan will represent the guide for partners towards the related activities and will outline the appropriate channels and materials.

The following key activities will be developed and undertaken:

1. Key messages and communication tools;
2. Logo and visual identity revamp for the project;
3. Management and enhancement of the Superhomes2030 website;
4. Agreed and quality-controlled dissemination materials (leaflets, infographics, presentations, newsletters, videos etc);
5. A public information campaign to showcase the project outcomes, scalability and cross-promote ideas/projects for greater EU integration;
6. Policy briefs and reports;
7. Social media (e.g. Twitter, LinkedIn, YouTube);
8. Press releases issued during Superhomes2030 'peak' times;
9. Published project materials
10. Presentations at conferences and events related to trans-disciplinary platforms in deep retrofit renovation, energy efficiency, smart communities, climate and sustainable development fields;
11. Capacity building activities – workshops, demonstrations, handbooks, online courses – as a way of engaging and educating the relevant target groups and advance progress;
12. Final Superhomes2030 conference in consultation with partners.

The activities of WP 7 will be discussed with the partners on an on-going basis, to provide up-to-date information, ensure the access for all partners to project materials and ensure that all the dissemination messages are coherent and consistent. The aim is to support Superhomes2030 in achieving maximum impact on all identified target groups and all policy areas.

Part of this work will entail rewriting, editing, and 'translating' academic or policy materials into more accessible materials; such editing and redrafting will be carried out in close consultation with partners to ensure communications, dissemination and policy are consistent with the scientific knowledge on the topic. The work undertaken in WP 7 will contribute to ensuring the sustainability and transferability of Superhomes2030's results. It will include transfer of knowledge, raising awareness and supporting partners in other processes needed for transferability, future take-up, scale-up and follow-up.

WP 7 also leads on translating research findings into policy messages. This means it must work with other partners to ‘package’ and where necessary (re)frame the findings of Superhomes2030 so that they resonate with the different audiences. WP 7 will have a role in ensuring that outputs produced by the project are written clearly and unambiguously, avoiding jargon and technical language when possible/relevant.

Language

The language of this project is English. For purposes of consistency, we recommend adherence to British English spelling conventions where possible¹. In order to avoid unnecessary editorial work at later stages, we recommend reading/scanning the guidelines in the [EC DG Translation English Language Style Guide](#).

Stakeholder Groups

It is important that Superhomes2030’s findings are disseminated widely to its different target audiences.

These subjects cover the spectrum of potential targets of the proposal and the Consortium has been thought and built to include most of the final end-users and target audience as follows.

Key target groups for the Superhomes2030 project are:

- Construction
 - SMEs and contractors who could deliver the Superhomes service
 - Construction Industry representative bodies
 - Architectural and engineering companies

- Equipment Suppliers
 - Heat Pump Suppliers
 - Building Fabric suppliers
 - Ventilation solution suppliers
 - RES system suppliers: PV, Stoves etc
 - Associated control solutions
 - Retailers and DIY

- Representative Bodies
 - Irish Green Building Council
 - Association of Irish Energy agencies
 - RECI
 - Others to be added by partners

- Finance Providers
 - Public Authorities
 - Ireland: Local Authorities; Regional Authorities
 - Government Departments (Dept of Environment, Climate and Communications)
 - EU Representative Bodies e.g Committee of Regions, Covenant of Mayors

- Environmental EU and national policy makers and authorities
- The European Commission, directorates and agencies responsible for policies dealing with Energy, Climate change, Resource efficiency and Renewables – EASME in particular
- Related H2020 and other EU funded initiatives
- European and National organizations for resource efficiency, energy efficiency, sustainable building, sustainable finance – E.g. FEDARENE, Energy Cities, AEC, EHPA
- Journalists/Media outlets/Academia/ European Technology Platforms - Due to their strategic approach, mobilisation and dissemination functions, the ETPs will play a key role in involving relevant decision makers and multiplying the effect of the project results. Universities will ensure an efficient dissemination to the scientific community. The role of the media outlets and journalists will be to inform the general public about the project results and outcomes.

Superhomes2030 Consortium includes partners which are representative for the whole chain from implementation (TEA), R&D (LIT), energy supply and innovation (ESB), market overview (EHPA) and finance (SW).

This will ensure a rich and complete contact network for both dissemination and communication activities.

Stakeholder Analysis and Mapping

The partners already conducted and coordinated an initial stakeholder analysis that will be updated throughout the project.

An existing stakeholder database comprising over 1000 relevant contacts.

In order to make sure that SuperHomes2030 is reaching all the relevant stakeholder groups, while being GDPR compliant, all related communication will be further disseminated by the partners via their channels (newsletters, social media channels, websites).

In addition to that, the project newsletters will be shared on the social media channels and encourage relevant stakeholders to sign up.

Stakeholder analysis

The aim of the stakeholder analysis is to identify how SuperHomes will affect or be affected by different groups of relevant stakeholders. It sorts them according to their impact on the project and the impact the action will have on them. This information will be used to target dissemination activities and prepare different advocacy steps. The Stakeholder Analysis is used to assess how effectively we disseminate the project's findings and recommendations and if targeted efforts are needed to reach certain stakeholders or audiences.

Considering the stakeholders' role within the communication and dissemination strategy, these can be grouped in six main categories: Critical stakeholders, General Interest within the Sector, Key Stakeholders Who Can Inform Development, Key Stakeholders in the Value Chain, Interested party but not directly affected by outcomes, Interested party but directly affected by outcomes.

EHPA will conduct throughout the project this analysis together with the partners. The results of the stakeholder analysis will be discussed at the project meetings and circulated to partners for additional comment and additions.

An initial overview of the roles and activities planned:

Category	Stakeholder Groups	Activity
Critical Stakeholders	<ul style="list-style-type: none">• Contractors/SMEs• Equipment suppliers and partners• Finance provider	<ul style="list-style-type: none">• Dedicated communication campaigns• Superhomes Knowledge Portal

	<ul style="list-style-type: none"> • Construction professionals active in the Deep Retrofit market 	<ul style="list-style-type: none"> • Traditional and Digital Media Campaigns
General Interest within the Sector	<ul style="list-style-type: none"> • Building owners • Media as multipliers • Businesses that offer services in the sector • Relevant organisations and their national contact points for broad dissemination through their networks 	<ul style="list-style-type: none"> • Website, Social Media Newsletters, Conferences, Events
Key Stakeholders Who Can Inform Development	<ul style="list-style-type: none"> • Technology Suppliers, Construction Sector Organisations and Representatives • Regional Authority Representative Organisations (e.g. Committee of Regions) • Public and private finance providers • National Energy Agencies and relevant Government Departments • The European Commission, directorates and agencies responsible for policies dealing with Energy, Climate change, Resource efficiency and Renewables 	<ul style="list-style-type: none"> • EU Conferences, National Events and Conferences Website, Social Media and Newsletters, EU Webinars, Press Releases

Key Stakeholders in the Value Chain	<ul style="list-style-type: none"> • Manufacturing and design (e.g. Mitsubishi, Daiken etc) • Architectural and engineering companies • Retailers and developers 	<ul style="list-style-type: none"> • Conferences and Forums (e.g. EHPA annual forum) Newsletters, outreach campaign, Website and Social media
Interested party but not directly affected by outcomes	<ul style="list-style-type: none"> • Related H2020 and other EU funded initiatives • Related academic and research community, networks • European and National organizations for resource efficiency, energy efficiency, sustainable building, sustainable finance 	<ul style="list-style-type: none"> • Website and Social media
Interested party but directly affected by outcomes	<ul style="list-style-type: none"> • National/Regional/Local Public Bodies (like municipalities ministries) • Policy makers (green or sustainable procurement, energy efficiency in buildings) 	<ul style="list-style-type: none"> • Dedicated Meetings, Site Visits and Showcases

Key Messages and Communication Tools

A main communication message and the short description will be developed to provide Superhomes2030 with an umbrella for each communication material. Secondary messages will be developed and used, when appropriate, together with the main message.

The key messages for the Superhomes2030 project are:

DESCRIPTION	Key Messages and Impacts from Superhomes2030 on each Stakeholder Group
SMEs and construction industry	To improve the financial, management gains and image of the organisations through implementing the Superhomes service. Outreach and training to relevant confederations, larger companies and SMEs
Finance providers	Homeowner investment in deep retrofits results in reduced energy costs and improved home values – therefore both reducing borrower risk of default and improving the asset on finance provider’s balance sheet. Highlight increasing focus of financial regulators on climate-related risks in loan portfolios and that EU Sustainable Finance action plan may include reducing capital reserve requirements for green loans. In this context, Superhomes2030 can be a trusted quality partner that can aggregate projects and give finance providers an additional route to market through one stop shop offering.
Public Housing and Social Housing	Assist with public energy strategy plans for their housing stock and provide cost effective and energy conservation measures to combat financial burdens that fuel energy poverty of their tenants. Outreach to the larger associations and councils in Ireland and EU with support from Housing Europe.
Landlords or Property management organisations,	Benefits of the investment in energy conservation for both tenants and property owners. Increase value of property, well-being and loyalty of tenants. Assist with a streamlined implementation stage to carry out works within suitable budgets and timeframe. Outreach options in clustering or community financial assistance with other landlords.
Public Administrators and Authorities	Support the reduction of energy use and carbon emissions with the aim to achieve the 2030/2050 EU targets. Highlight the social and economic benefits of efficient energy implementation in companies, encouraging quality nZEB housing, reductions of fuel poverty with comfortable and healthy housing

Energy Companies, Energy Agencies	The social responsibility of these companies focused on the reduction of the energy consumption, greenhouse gases emissions and air pollutants. Outreach and train specific energy experts in the Superhomes service and encourage use to streamline and standardise their advice and approach to deep retrofitting.
European Energy Organisations	To highlight the future of Europe through energy conservation and climate change by sharing and working together. Provide support to observer countries to review the implementation and results of the Superhomes 2030 project.

Visual Identity (Logo / Branding)

The current SuperHomes logo will be the visual identity for SuperHomes2030 . The look and feel for SuperHomes is to be enhanced as part of the project (WP2) and this can be adopted at a later date when it is complete.

This brand is targeted at specific groups (general public, owner occupiers, public authorities, social housing organisations, landlords or property management organisations, SMEs, contractors, construction industry professionals) and other groups (investors and financial organisations, energy companies, energy agencies, academics and European energy and housing organisations).

The logo is the visual messenger of the project and it will be reflected in all the communication materials. The existing Superhomes logo will be used by all templates, reports and dissemination activities during and after the project.

Dissemination templates

Based on the approved visual identity (logo and branding of Superhomes2030), templates for Microsoft Word and Microsoft PowerPoint will be developed by EHPA. These should be used by all Superhomes2030 partners throughout the full duration of the project for the presentations, reporting, programme brochures and newsletters (available in digital format for printing).

The templates will be developed as per any applicable rules and regulations of the European Commission.

Website (D7.1)

WP7 will further develop the already existing project website <https://superhomes.ie/>.

The currently operational website is maintained by TEA. TEA will further expand this site to ensure further information and resources, reflecting the support of the EU Commission and the aims, objectives and ambitions of the Superhomes2030 project are clearly articulated. All information will be secure and follow GDPR requirements. The website will also host the resources developed under the other WPs, for example:

- Promotional videos and case studies from WP2
- Training resources and standards from WP3
- Promotional materials on Superhomes Finance Solutions from WP4
- Relevant information on the customer journey optimisation project (WP5)
- The Superhomes Community Knowledge Hub will also link to external resources and information e.g information on energy conservation measures and solutions and best practices, information on upcoming programme events, regional and EU information, published research papers and other programme related information.
The programme will also disseminate a 6 monthly e-newsletter on the implementation and improvements of the programme, and other relevant activities in retrofitting, events and Energy Efficiency Measures.

The dedicated website is the main communication and dissemination platform to allow stakeholders, end-users, the media to have access to the project development and results. It will also host all the dissemination deliverables, promoting relevant content (news, editorials, videos, events, etc.) for the key stakeholder groups, engaging them in the conversation. The website will be a content generation tool where partners are going to be involved in developing content and increase the visibility of the project and maximize its impact.

The Superhomes2030 website will also be used to share the public results of the project; it will include downloadable PR material, including leaflets, pictures and short movies of project results, explained appropriately for the general public. The website will be a repository for all documentation generated during the project and will provide a clear and open discussion of the potential and limitations of the system and to allow exposure of the system to market for future commercial purposes.

The key aims of the website are to:

1. **Become the primary point of contact and information for Superhomes2030:** To explain about the project's aims, provide the latest news updates, provide documents for download, and view social media activity related to the project.
2. **To act as a more general hub for outcomes relevant to Superhomes2030:** To provide important updates on external policy/research developments that have an impact or are of interest to Superhomes2030. This helps frame the project within a dynamic policy environment.

Printed Media Leaflet

The Superhomes2030 leaflet will be 'short and catchy'. It will make use of existing images such as the project diagrams developed in the project proposal and have a light and portable format. The leaflet will be a small booklet and will be printed on recycled paper and in 1000 copies. The leaflet will include key information that would make readers curious about the project while providing brief information on the approach of Superhomes2030, the project outcomes, what its main structures are and an overview of the partners. It aims to attract people to find out more about Superhomes2030, its outputs and tools, the support the project can provide and to visit our website. Partners will need to input on this leaflet, as it requires distillation of aims, language and a narrative of the project.

The leaflet should be suitable to the context of the project. It will be used for dissemination and promotion purposes at external conferences, meetings or seminars. The leaflet will be printed and circulated to all partners. It will also be made available to download from the website.

Promotional and Awareness Videos (D7.4)

Video content will be used to increase the visibility of the project. 2 types of videos will be created: general information about the project and the Superhomes owner stories to engage stakeholders and partners in the project dissemination. These will be used on all the communication channels described in the communication and dissemination strategy to make sure that all the key stakeholders are exposed to the respective messages.

In addition to the communication channels, the videos will be posted on YouTube. A series of different video content will be developed throughout the project.

E-Newsletters (D7.3)

An e-newsletter will ensure both communication and dissemination at different levels – national, EU and international – and will keep the stakeholders updated with the findings of the project, inform about other relevant events, publications, key policy developments, key messages of the project partners.

5 e-newsletters are planned throughout the project.

The aims of the newsletters are:

1. Informing project partners and stakeholders on the key findings of the project.
2. Providing information about relevant external events and publications.
3. Disseminating key messages from Work Package Leaders.
4. Ensuring project partners and key stakeholders are kept up-to-date on key policy developments at EU level.

The e-newsletter will also integrate the following:

- Promotional videos and case studies from WP2
- Training resources and standards from WP3
- Promotional materials on Superhomes Finance Solutions from WP4
- Relevant information on the customer journey optimisation project (WP5)
- The Superhomes Community Knowledge Hub will also link to external resources and information e.g information on energy conservation measures and solutions and best practices, information on upcoming programme events, regional and EU information, published research papers and other programme related information.

The e-newsletter will be distributed to the Consortium, to Superhomes2030 newsletter subscribers, to new self-subscribed members via the website.

The identity and formatting of the newsletter will be in-line with the pre-defined visual identity.

Proposed structure of each issue:

1. Editorial feature – A feature article (roughly 200-350 word) item on a key topic, written by an expert.
2. Supporting feature(s) – Supporting features of approx. 150-400 words on a topic related to the Editorial, article sources can be external.
3. Superhomes2030 Update – Where the project stands and what the next steps are. Provide an update of where the project stands (e.g. new milestones, deliverables, outputs and events) comprehensible to the newly subscribed.
4. News & Events – Five to nine short items about relevant events and policy developments.
5. Reading tips – Specially selected documents and research relevant to Superhomes2030's work suggested by WP leaders and all partners. Content to include title, author(s), link, and/or one-line synopsis.

The suggested schedule for the newsletter:

- December 2020
- June 2021
- Dec 2021
- June 2022
- December 2022

- June 2023

Social Media Channels

A content calendar for the social media channels is going to be developed. The stakeholder analysis is going to inform the content strategy (the typologies of content to use).

Superhomes2030 main areas - deep retrofit renovation, decarbonisation, energy, whole-building performance, smart building, building automation, energy efficient buildings, heat pumps, smart grids, renewable energy, energy efficiency, energy storage - are some examples of themes that will represent the core topics to be addressed in social media.

Potential categories related to the abovementioned themes:

- About Superhomes2030
- Outcomes – produced by Superhomes2030 and Partners
- Technologies
- Case studies
- Business models
- Policies
- Industry news
- Innovation
- Events / Seminars
- Inspirational / Multimedia
- Featured People/Retrofit stories – partners, key stakeholders

Twitter https://twitter.com/super_homesirl and LinkedIn <https://www.linkedin.com/company/superhomes-ireland> will be the main social media channels to be used for the dissemination of Superhomes2030's work because of their complementarity in addressing the stakeholder groups.

For an effective dissemination of Superhomes2030 in social media, it is vital for the partners to contribute to the content. Original content will lead to incremental reach and traffic for both social media channels, as well as the website.

All the partners will be encouraged to use the hashtag #SuperHomes2030.

The content calendars will be filled in every month throughout the project with content collected from the project, partners and from other relevant sources.

Press Releases

Each partner may issue its own press releases but should inform all partners, before sending out a press release to ensure accuracy and consistency of information. For every press release made mentioning Superhomes2030, the WP 7 leader (EHPA) should be informed; information collected will be used for reporting purposes and to ensure that all target groups and policy areas are effectively reached.

Press releases will also be written by the WP 7 partners at key points in the project's development and sent to external stakeholders.

Press releases will be drafted and circulated to the relevant Work Package Leaders for review and comments.

4 press releases are initially considered throughout the project.

Additional PRs are likely but cannot be foreseen in advance – as they are dependent on the profundity of the progress of the project, external events, policy developments, and overall timeliness of the project. Each press release will carry a key message about the project's work, with the aim of generating interest about the project's activities in other organisations and publications and will invite journalists to get in contact.

Dissemination Activities

Policy briefs and reports

These materials for policy makers and experts will outline the key learning and recommendations of the project. They will be written in such a way as to clearly and effectively disseminate the project's messages.

Policy briefs/factsheets will be supported by more detailed annual interim reports and a final project report, which will be edited, formatted and designed by EHPA, with full tracking and outreach reporting of the Superhomes2030 project.

Informational fact sheets/infographics will be prepared throughout the project in a digital format in English (available on the website) and in hard copy format for distribution at workshops, events and conferences.

The policy briefs will address important initiatives such as: The **Energy Performance of Buildings Directive** (EPBD), Smart finance for Smart Buildings initiative, Smart cities best practices, Smart readiness indicator for buildings initiative etc.

Participation in conferences and forums, events

Participation to conferences and fairs will also be addressed to boost consortium and results visibility. We expect all relevant stakeholder groups to be exposed to the Superhomes2030's messages through this activity.

An initial list of conferences and platforms is foreseen:

Type	Name	Audience	Coverage
Initiative, Platform & Conferences	Covenant of Mayors for Climate and Energy	Local and Regional authorities, public/private energy service facilitators	Europe
Networks and Financing Facilities	EU City Facility, EU Island Facility	Local and Regional authorities, public/private energy service facilitators	Europe
Political Campaign	Renovate Europe Campaign	EU & National policy makers, Construction sector & associated Industry	Europe
Advisory Forum	Energy Efficiency Financial Institutions Group	Financial Institutions, Energy Agencies, Research Centres, Think Thanks, European Associations	Europe
Open-source database	De-risking energy efficiency platform	Financial Institutions, Energy Agencies, Research Centres, Think Thanks, European Associations	Europe
Initiative, Platform & Conferences	Smart Specialisation Platform for Energy	Regional authorities, Energy & Development Agencies, Research institutes	Europe
Online media platform	BUILD UP – The European Portal for	Construction sector & associated industry, energy stakeholders,	Europe

	Energy Efficiency in Buildings	planners & policy makers	
Online data hub	European Energy Efficiency Platform	Energy sector stakeholders, policy makers	Europe
Initiative & Events	Sustainable Energy Investment Forums	Financial institutions, public authorities, ESCOs & other sustainable energy stakeholders	Europe
Events	European Sustainable Energy Week (EUSEW)	Sustainable energy European community (public, SMEs, Research, Cooperatives etc.)	Europe
Events	ManagEnergy networking events	Energy agencies, local and regional authorities, financial institutions, policy makers	Europe
Events	Sustainable Energy Authority of Ireland Energy Show	Sustainable Energy business	Ireland
Events	EHPA DecarbCities, Forum, webinars	Sustainable energy European community	Europe

All partners are encouraged to seek out opportunities to increase the impact of the project through presentations about Superhomes2030 at external events.

The coordinator needs to be informed beforehand about planned presentations and their content.

Power Point presentations should use the specially developed Superhomes2030 Power Point templates, unless prohibited by respective partner organisations' regulations. If this is the case, presentations should clearly show the Superhomes2030 logo and the EC logo and funding disclaimer.

Where appropriate, presentation content will be developed in close co-operation with the Coordinator to ensure accuracy and consistency across the project as a whole.

For every presentation or attendance at conferences/workshops/other external events or meeting with policy makers or other stakeholders that mentions Superhomes2030, the Meetings attendance and presentation report template (Annex 1) should be filled in and sent to the WP 7 leader (EHPA) within three weeks after the meeting has taken place. The Annex 1 is an online document that will be part of the MS Teams environment.

Information collected on this form will be used for reporting purposes and to ensure that all target groups are effectively reached and all the dissemination activities within Superhomes2030 are reported to the EC.

In addition, presentations (or those parts of a presentation regarding Superhomes2030) must be sent to the Coordinator and should be circulated to project partners as well.

In addition, EHPA and TEA will actively seek out opportunities to disseminate information and findings of Superhomes2030 to key stakeholders and networks.

Records (presentations, meetings/conference agendas, etc.) should be kept by partners of all presentations made concerning Superhomes2030's work. These details will be required for EC reporting purposes.

Collaboration with other EU projects

Close links will be established with other projects and the partners will contribute to creating an initial list. EHPA will coordinate the data collection from the partners.

EHPA will promote the joint participation with relevant existing Horizon 2020, Erasmus + and Interreg projects. While also working to promote funding options and participation of homeowners.

Other effective means of disseminating information at EU and national levels will be identified by all partners, e.g. one-to-one meetings, hearings or dialogue panels with Commission officials, Members of the European Parliament, members of the Committee of the Regions or other policy makers.

The dissemination of information at EU and international level will be done mainly by WP 7 partners and the Coordinator. The dissemination of information at national and regional level will be done by all partners.

The collaboration with other EC funded projects will be established by the Coordinator and the WP 7 work package leader – EHPA. A provisional list of relevant projects will be asked from the DG Research and Innovation officer.

This initiative will be on-going throughout the project.

Final Conference (D7.5)

A high-level event will also be organised to bring together stakeholders from all relevant fields. Thought leaders and experts from environment, energy, decision-makers, policy-makers will be invited to present Superhomes2030's results.

The final conference will be held at national level and will address experts, energy managers, researchers, housing associations, construction SMEs, and policy makers wishing to be informed of the programme results for their local and national environments. This event will include National and International speakers to update on emerging trends and solutions (in addition to those developed within Superhomes2030).

This conference will be organised in collaboration with the EU institutions and will be live streamed to increase the project's results visibility. A broad audience, focused on key target audiences identified, will be stimulated through multi-media and online tools.

The content and branding of the final conference will be developed and finalized in close collaboration with all the partners.

WP7 Dissemination to stakeholder groups on WP2 and WP6 activities

WP7 will also provide communication and dissemination support to the WP2 and WP6 activities and results such as: SuperHomes Community and Knowledge hubs, Deep Retrofit Community of Practice, Superhomes Campaign, capacity building activities (i.e. trainings, workshop activities, demonstration activities, online events – webinars).

The activities initially foreseen are:

- Newsletters
- Social media (Twitter, LinkedIn)
- Cross-promotion activities with other relevant platforms / EU projects
- Website updates
- Press releases

Internal Communication

Internal communication is key to an efficient and smooth execution of the project to maximise results.

Internal communication tools are the common key messages, website, regular newsletter updates and regular exchanges with the communication package lead.

The communication package lead recommends and requests that each consortium partner assigns an 'ambassador' to coordinate both internal and external communication needs to maximize the impact and effectiveness of the project goals.

Ambassadors play a vital role in making the project a success because they have the power to put the multiplier effect into practice, creating a cluster-and-ripple impact that can have bring great visibility, traction and outreach to the project depending on the size of the partner's network.

Microsoft Teams will be used as a tool to use for internal exchange of documents, results for facilitating co-work.

Successful dissemination requires the collaboration and involvement of all the partners, therefore every partner will allocate time to dissemination and communication initiatives.

Partners shall support dissemination by:

- Inviting colleagues to sign up to the Superhomes2030 newsletter, follow Superhomes2030 on Twitter, join/follow Superhomes2030's LinkedIn Group/Page;
- Linking to the Superhomes2030 website from their websites – this improves the placement of Superhomes2030 on Google and other search engines;
- Circulating and disseminating Superhomes2030's leaflets, reports and other materials to colleagues who may not be on the Superhomes2030 project mailing list;
- Making presentations referring to the project or making presentations about Superhomes2030 (displaying the logo and referring to the Superhomes2030 website);
- Sharing within the consortium Superhomes2030-related presentations made at conferences or other events;
- Make use of their organisation communication tools to help disseminate Superhomes2030 (such as: website, newsletters, online magazine, blogs, social media accounts, etc.)
- Keeping records of all presentations and other kinds of dissemination activities carried out, as these will be needed for EC reporting purposes.

Annex 1: Meeting Attendance and Presentations Report

The table below will be an online document, part of the MS Teams environment where partners have access to. EHPA will be informed every time the document is updated when a presentation is made or materials are distributed at an external event.

This will help us to keep track of where key messages are being disseminated, what those messages are, and where (stakeholder type/policy area) we might expand efforts to disseminate the project's work. Information collected is also required for EC reporting purposes.

Partner organisation	
Member of Staff	
Title of the event > meeting	
Date & location	
Organiser	
Target audience (e.g. researchers, policy makers, etc.).	
Method (e.g. Power Point presentation, discussion, poster display, dissemination of leaflets (and numbers thereof), etc.)	
What were the key messages?	
Any follow up or additional notes?	