

# D 7.1 Communication and Dissemination Master Plan

[First version]



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## Technical References

Project Acronym	WEDISTRICT
Project Title	Smart and local reneWable Energy DISTRICT heating and cooling solutions for sustainable living
Project Coordinator	Maria Victoria Cambroneró Vázquez ACCIONA
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<sup>1</sup> PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)

## Document history

V	Date	Beneficiary	Author
1	25 November 2019	ESCI	Daria Kulemetieva
2	12 December	ACCIONA	M.V. Cambroneró
3.1	13 December	ESCI	Daria Kulemetieva
3.2			

# Summary

The target of WEDISTRIC project is to demonstrate 100% fossil free heating and cooling solutions by optimally integrating multiple sources of renewable energies and excess heat in new and existing district heating and cooling (DHC) systems. For this, nine upgraded renewable solutions for DHC generation will be integrated into four real DHC sites in Spain, Romania, Poland and Sweden during the course of the project. All of this will be performed in a holistic context, smartly managed by ICT-integration, sustainable business models and with the engagement of citizens.

Effective communication and dissemination of WEDISTRIC project's progress and results is of major importance if we are to maximise the impact of the project and achieve long lasting results.

Present D7.1 'Communication and Dissemination Master Plan' outlines the communication and dissemination activities planned by WEDISTRIC partners for the whole project duration. It describes the overall communication strategy of the consortium, and functions as a guide for project partners when speaking about or on behalf of the project.

This baseline document for communication and dissemination activities will be updated twice in the project lifetime – in M30 and M42, as the project partners get new insights about the major target groups and stakeholders, identify early adopters and further synergy partners.

All project partners have been allocated resources in the WP7 Dissemination, Communication and Citizens Engagement in order to maximise the visibility of the project. The leader of the WP7 is the European Science Communication Institute (ESCI).

# Spelling Guidelines

Standardised British Spelling should be used in all documents. Generic terms are spelled in lower case, specific terms and proper names are spelled with initial capitals.

# Disclaimer

This publication reflects the author's view only and the European Commission is not responsible for any use that may be made of the information it contains.



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# 1. Communication and Dissemination Management

## 1.1. Roles and responsibilities of partners

According to Article 29 of the Grant Agreement, all partners are required to communicate and disseminate their results. Furthermore, all partners are requested to “promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner”, according to Article 38 of the Grant Agreement.

All partners are therefore expected to be proactively looking for communication and dissemination opportunities as well to contribute to communication and dissemination efforts of the Consortium, in order to reach the European-wide audience.

European Science Communication Institute (ESCI) is leading the WP7 and the coordination of communication and dissemination activities. All partners are requested contribute to the activities of WP7 as needed. The table below shows the distribution of person month (PM) of all project partners.

Partner number and short name	WP7 effort	Partner number and short name	WP7 effort
1 - ACCING	10.00	12 - SEE	4.50
2 - DHECO	5.50	13 - CER	5.50
3 - ATOS	4.00	14 - FERTIBERIA	5.50
4 - RAM	4.00	15 - UCO	6.00
5 - CEPESA	5.50	16 - ISPE	4.50
6 - UPB	4.50	17 - ACSP	2.50
7 - RISE	2.50	18 - UPM	4.50
8 - IREC	4.00	19 - PTER	5.50
9 - ESCI	41.00	20 - KAPE	12.50
10 - R2M SOLUTION	4.00	21 - AAF	3.00
11 - SOLTIGUA	13.5		
<b>Total</b>			152.50

*Table 1 Communication and dissemination effort per partner*

### 1.1.1. Open access to scientific publications

According to the Grant Agreement, each beneficiary must ensure open access to all peer-reviewed scientific publications relating to its results. For more details, please refer to the clause 29.2 “Open access to scientific publications” of the Grant and Consortium Agreement.

### 1.1.2. EC acknowledgment

Any dissemination of results (in any form, including electronic) must:

(a) display the EU emblem and

(b) include the following text:

“This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 857801”.

When displayed together with another logo, the EU emblem must have appropriate prominence.

### 1.1.3. Disclaimer excluding Agency responsibility

Any dissemination of results must indicate that it reflects only the author's view and that the Agency is not responsible for any use that may be made of the information it contains.

## 1.2. Procedure of approval within the consortium

### 1.2.1. Scientific or Technical Publications

According to Article 29 of the Grant Agreement, all partners are required to ask for permission when publishing a scientific paper.

During the project and for a period of one year after the end of the project, prior notice of any planned publication shall be given to the other parties at least 45 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the project coordinator and to the





party or parties proposing the dissemination within 30 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.

### 1.2.2. Communication Material

During the project, ESCI and other partners will produce a variety of different communication materials, such as brochures, videos, articles, interviews, social media posts, etc. These communication tools require a different approval procedure compared to scientific articles, as they don't contain detailed IPR relevant issues.

Before the printing of brochures and the publication of videos, the project coordinator will be reviewing and approving the materials. For videos on the demo sites, also the respective demo site leader will be required to approve the video before publication.

For official WEDISTRICCT press releases, the approval will be required from the coordinator. Press releases from the partners will be under the responsibility of the partners and do not require official approval from the coordinator.

For journalistic articles and interviews only the organisations or persons mentioned in the publications will be required to approve or to fact-check the content. No official approval from the Consortium is foreseen. These publications have a journalistic approach and interference by interested parties would be counterproductive for the distribution success.

No approval is needed for social media posts done by ESCI on the Twitter or LinkedIn pages.



## 2. Communication and Dissemination Plan

### 2.1. Goal and strategy

One of the main goals of the WEDISTRIC project is to develop 100% fossil-free District Heating and Cooling (DHC) solutions based on an optimal combination of local renewable energy sources (RES). The technologies, as well as the types of buildings that can benefit from the project's results vary greatly - from industrial to residential, from old to new - therefore the communication and dissemination activities will have to target very diverse audiences.

The main goals of the communication and dissemination defined for WEDISTRIC are:

- **Raise awareness and interest** of potential end-users and energy providers about the project results;
- **Increase the attractiveness** of "renewable" district heating and cooling systems among citizens, business communities and decision-makers;
- **Foster the acceptance** of WEDISTRIC technologies by end-users and other stakeholders;
- **Engage in a dialogue** with stakeholders and potential end-users of the project solutions in order to **foster exploitation** of the WEDISTRIC results;
- **Build a community** of actors committed to **replicate** the WEDISTRIC solutions in other European cities and countries;
- **Provide new insights** to the scientific community in the areas of district heating and cooling systems and renewable energies and **inspire further research**.

Communication and dissemination strategy and specific actions will unfold and intensify as the project advances.

At the early stage of the project, with no project results available, communication focus will lie on raising general awareness and interest about the project among wider audiences.

At the mid stage of the project, when the first results become available, communication and dissemination activities will focus on timely release of results and updates, tailored to different target audiences. From this phase onwards, communication and dissemination activities will be diversified into targeted actions towards specific target groups.

At the final phase of the project, with demo sites in place and final results available, communication and dissemination activities will focus on promotion of adoption of





WEDISTRICT approaches and technologies on the one hand and on citizens' engagement on the other, fostering acceptance and exploitation of the project results.

## 2.2. Target audiences

As mentioned above, the project will be dealing with a variety of target groups. At the current stage of the project, we can identify following main communication and dissemination target audience groups:

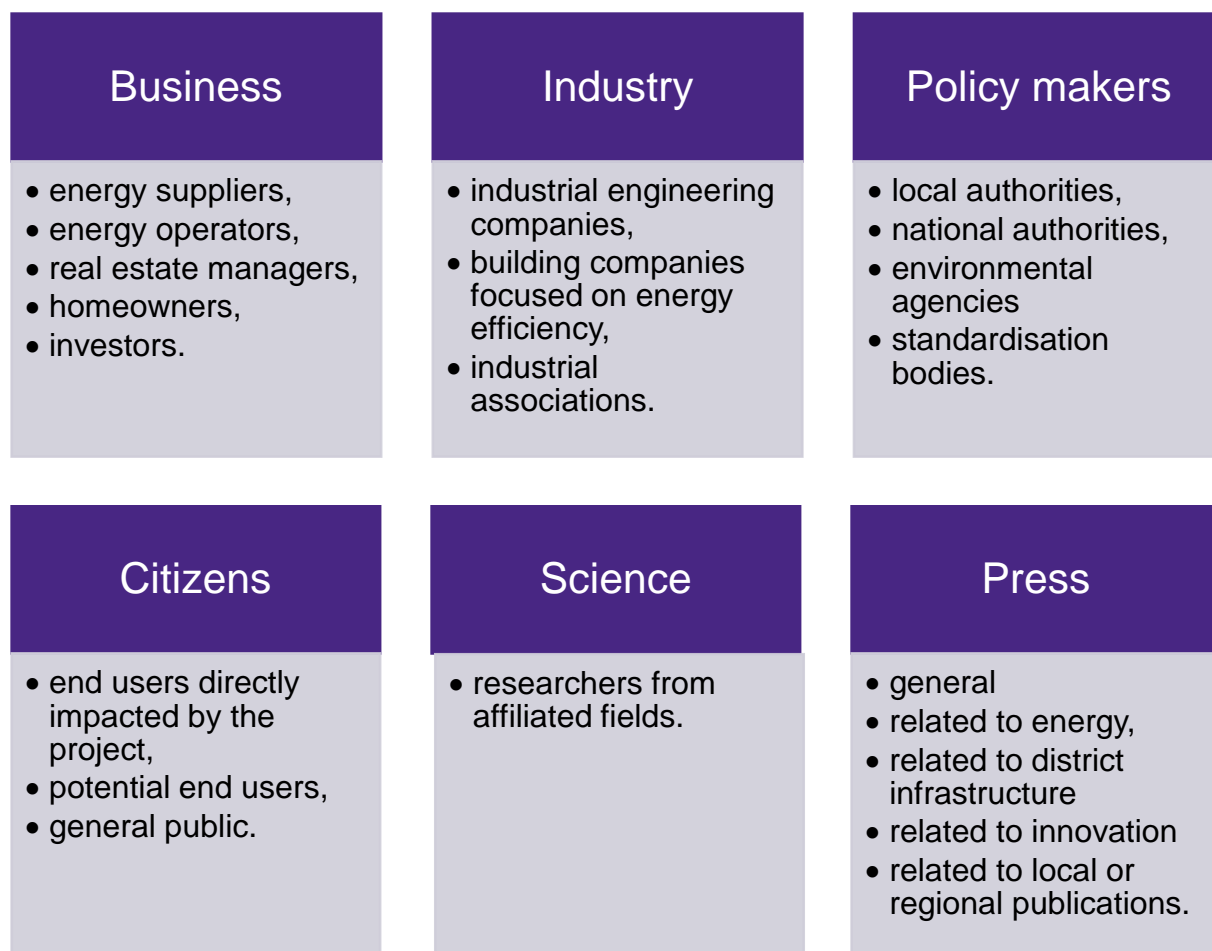


Figure 1 Main target groups

## 2.3. Key messages

In order to ensure engagement with different target groups, the key messages have to be tailored according to the needs of the respective groups, addressing their possible benefits.

At the time when this first version of the Communication and Dissemination Master Plan is being drafted, it is not possible yet to define all the relevant messages. We anticipate multiple messages worth communicating arising as the project evolves.

Nevertheless, we can make a preliminary hypothesis on how WEDISTRIC results will be dealt with from a communication and dissemination perspective. They will be fine-tuned when the project results are available.

The tentative key messages are summarised below:

Key messages	Target groups
District heating and cooling systems based on renewable energy have a <b>lower environmental impact</b> compared to traditional energy sources.	Citizens, policy and decision makers
District heating and cooling systems based on renewable energy rely on local resources – physical and human, <b>attract new projects, employment, investments and turn-over.</b>	Citizens, policy and decision makers
Integrated district heating and cooling solutions based on renewable energy result in <b>lower energy prices</b> for the end consumers.	Citizens, policy and decision makers, business, industry
WEDISTRIC is developing clean, smart and flexible district heating and cooling solutions. These solutions <b>help reaching EU climate goals.</b>	Citizens, policy and decision makers, press
Air pollution is the biggest environmental risk to health in the European Union. Implementation of WEDISTRIC carbon-free solutions at EU-building large scale, will help to <b>enhance air quality</b> conditions.	Citizens, policy and decision makers, press
WEDISTRIC smart solutions enable consumers supply the excess energy they generate to the network or grid, resulting in <b>lower energy costs</b> for consumers.	Citizens, policy and decision makers, business, industry
WEDISTRIC solutions significantly <b>increase resource and energy efficiency</b> and <b>reduce emissions.</b>	Citizens, policy and decision makers, business, industry, press
With innovative WEDISTRIC technologies, district heating and cooling operators will benefit from synergies in generation,	Business, industry, policy

storage and consumption, which will result in a <b>higher reliability, supply safety and efficiency</b> of their services to the customers.	and decisionmakers
WEDISTRICt solutions can be replicated in <b>different climate zones</b> and for <b>different types of buildings</b> .	Business, industry
WEDISTRICt is a cooperation between science and industry with an open transparent approach. The project is creating <b>solutions and business models for challenges of tomorrow</b> .	Business, industry, press
WEDISTRICt is an example of how <b>European funding</b> prepares European infrastructure for the challenges of tomorrow.	Citizens, press
WEDISTRICt creates <b>innovative technologies</b> , with open results.	Scientific community
WEDISTRICt offers detailed description of new innovative technologies. Implications for <b>further research</b> .	Scientific community

Table 2 Preliminary key messages

The graphic below shows preliminary target groups in relation to the key messages: the size of the groups, their affiliation with the project and the technical level of the communication directed at the respective groups.

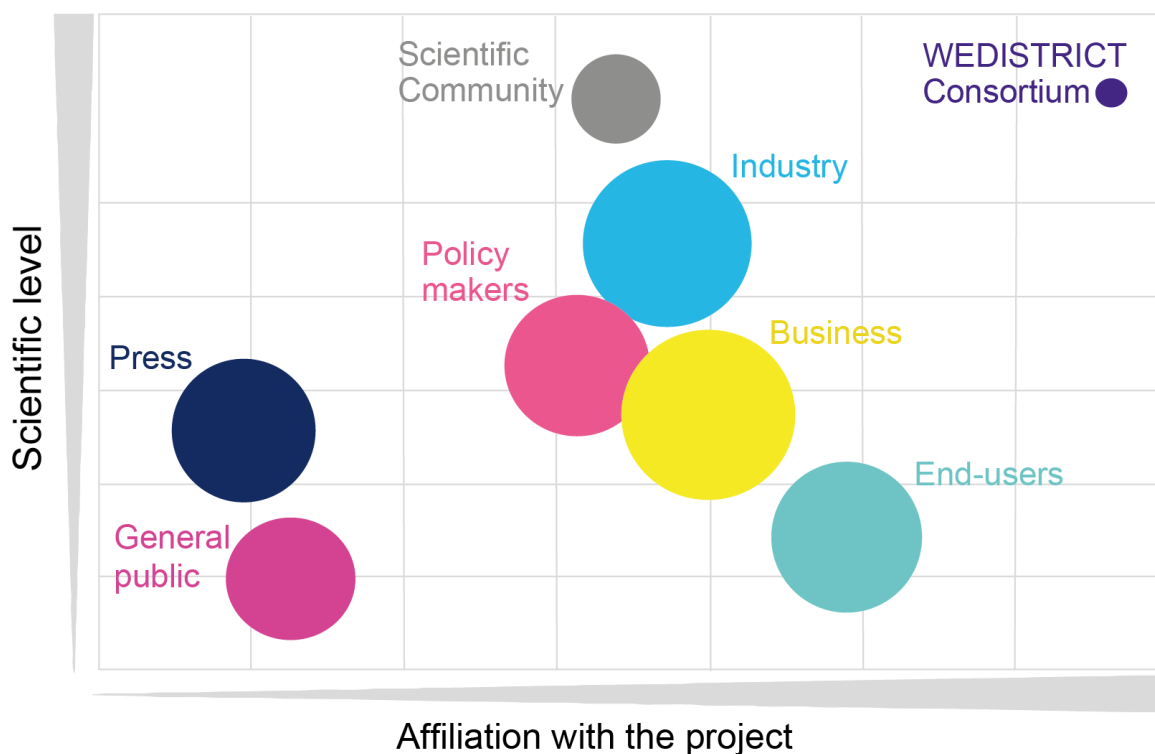


Figure 2 Target groups in relation to the key messages

### 3. Visual identity

To ensure that different messages sent by various project partners to multiple target groups look consistent and professional, ESCI developed impactful visual identity of the project, based on its thematic focus. The predominant colours are magenta, purple, cyan and black, where cyan stands for cooling and magenta for heating.

The colour palette goes from magenta to two shades of cyan, two shades of grey and black, in order to convey several levels of information, if needed.

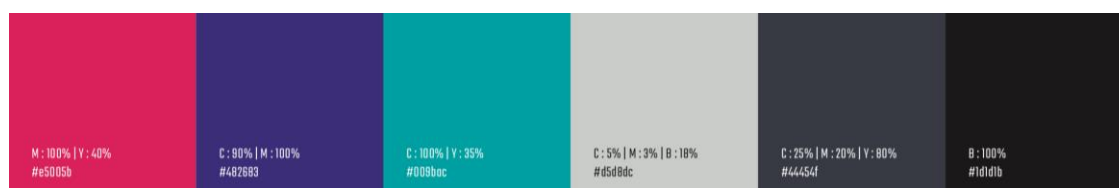


Figure 3 WEDISTRICK Colour Scale

#### 3.1. Logo

The logo reflects the core of the project and **is to be used for internal and external project communication** (document templates, presentations, project website and other communication materials).

Like in the visual identity, light blue stands for cooling, purple for heating, the symbols represent different types of housing that can profit from the innovations within the project, and the sun in the left corner of the logo represents renewable energy

The tagline of the logo „Heating and Cooling Solutions“ sets the context of the project further.



Figure 4 WEDISTRICK Logo

The Logo is available in two formats – horizontal and vertical – to enable its easy usage in different types of contexts.



Figure 5 WEDISTRICT Logo Versions

The design of the WEDISTRICT logo not only reflects the project idea, but also meets the standard assessment criteria a good logo should satisfy:

Logo features	Criteria met
<b>Readability and ability to stand out</b> in different contexts;	√
Good performance both in <b>small</b> and big <b>dimension</b> ;	√
<b>Potential to evolve into other graphic materials</b> (e.g. a graphic layout for brochure, postcards, newsletters, website that are clearly inspired by the logo.);	√
<b>Ability to deliver the project's topic</b> ;	√
<b>Uniqueness</b> and ability to differentiate from other existing logos;	√
Applicable in a <b>multi-country context</b> ;	√
Ability to capture <b>attention in cluttered/confused context</b> .	√

Table 3: Assessment criteria of the project's logo

In addition to the general logo of the project, ESCI created variations for each demo site:



Figure 5 WEDISTRICT Logo Versions with City

## 3.2. Fonts

The font has been selected in accordance with the project focus, reflecting its technical character. Project partners can download the font free of charge. Alternatively, standard fonts Roboto, Helvetica or Arial can be used, since they correspond to the selected optics and are installed by default in all the regular office programmes.



Download Rajdhani : [fontsquirrel.com/fonts/rajdhani](https://fontsquirrel.com/fonts/rajdhani)

Day to day font : Roboto, Helvetica or Arial

Figure 6 WEDISTRICT Fonts

## 3.3. Templates

Furthermore, templates for project official documentation (deliverables, presentations, participants' lists, etc.) have been developed in coherence with the project's visual identity.

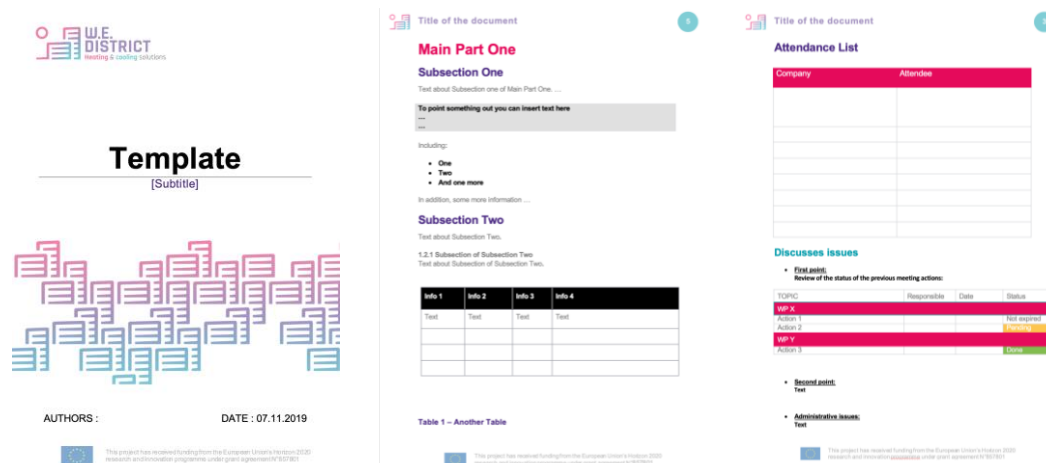


Figure 7 WEDISTRICT Word Templates



Figure 8 WEDISTRICT Power Point Template

# 4. Communication channels

The advances and results of the project will be communicated and disseminated through multiple channels in order to reach various target audiences. Online communication channels, such as WEDISTRICT website and social media accounts will play a prominent role.

Communication will include activities aimed at increasing the awareness about the project among large audience, including general public, decision-makers, press, etc. Dissemination activities will focus on knowledge and information transfer towards specific communities: industry stakeholders, researchers, policymakers, etc. in order to foster exploitability of the project results.

As part of dissemination activities, each partner will use their own database of stakeholders to disseminate WEDISTRICT-related content. Additionally, ESCI and R2M will create and manage own project-related stakeholder list as the project progresses.

## 4.1. Project website

The project website – [www.wedistrict.eu](http://www.wedistrict.eu) – is a reference point for the project communication and dissemination activities. It will be officially launched in January 2020 (M4). As of M3, a landing page is available.

During the first phase of the project (M4-19), the website will present the main objectives of the project, description of the demonstration sites and main technologies that the project will be working with. It will establish links to social media channels and publish relevant updates.

At a later stage (M19-M42), with the results available, the website will contain latest updates and will act as the platform to distribute non-confidential contents (scientific publications, articles, press releases, project updates, etc.)

The following website structure is envisioned:



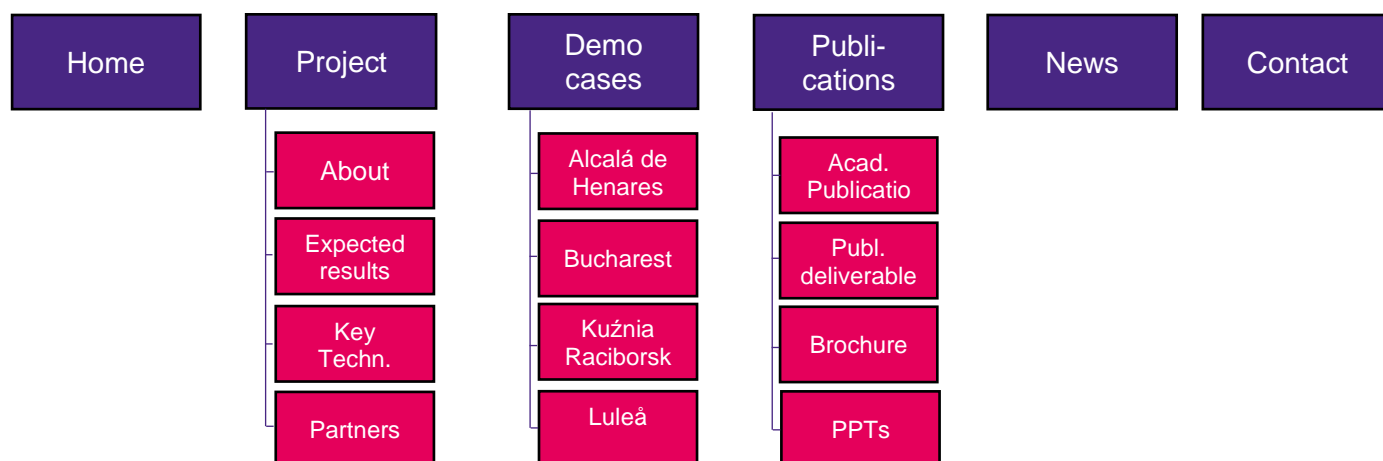


Figure 9 WEDISTRICK Website Structure

The website will have engaging design and user-friendly navigation. The most relevant pages will be translated into the languages of the demo-sites – Spanish, Polish, Romanian and Swedish.

The sections will have the following content:

Features	Description
<b>Project</b>	A brief presentation of the project, expected results, and its objectives, key technologies as well as information about the project partners will be provided here.
<b>Demo cases</b>	Presentation of the demo sites for large-scale replication of WEDISTRICK concept: Alcalá de Henares, Bucharest, Kuźnia Raciborska, Luleå.
<b>Publications</b>	All the academic publications and public deliverables will be published here, as well as the key presentations.
<b>News</b>	Project-related news, relevant events, as well as press releases will be published here.
<b>Contact</b>	A contact form, as well contact details of the project coordinator and communication WP Leader (ESCI) will be provided here.
<b>Follow us</b>	Links to WEDISTRICK profiles on social media platforms such as Twitter, LinkedIn and YouTube will be provided to ensure the highest visibility of the project on the web and to increase the project's outreach.

<b>Legal Information</b>	Legal information about the website responsible, as well as data protection regulations will be provided in this section.
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Table 4 – WEDISTRICK website features

## 4.2. Social media channels

Social media will play an important role for the project outreach. A “WEDISTRICK community” will be created to increase the visibility and impact of the results based mainly on Twitter and LinkedIn.

The amount and nature of posts and tweets will vary during the course of the project. At the initial stage of the project, relevant external scientific and journalistic articles, as well as information about the project partners will be published, in order to increase and keep the interest of multiple audiences. The amount of original content will be limited.

Starting from M19, when first project results are expected to be available, the social media will be used for promoting the results and benefits of the project, fostering exploitation.

Channel	Description
<b>Twitter</b>	<p>ESCI created a project Twitter account @WEDISTRICKTH2020 and customised it according to the visual identity of the project. Twitter account will be used to engage with relevant associations, potential partners, press and be part of the DHC and renewable energy discussions.</p> <p>The hashtag used for the project is #WEDISTRICK, accompanied by #H2020, #H2020energy, #energy, #districtheating, #decarbonise.</p>
<b>LinkedIn</b>	<p>ESCI created a project LinkedIn page and customised it according to the visual identity of the project.</p> <p>Project results and news will be posted both on the WEDISTRICK LinkedIn page, as well as in relevant groups. Thanks to the use of relevant hashtags, further users that do not follow the project LinkedIn page will be reached. All partners are encouraged to redistribute WEDISTRICK content through their personal and corporate LinkedIn account accounts.</p>

	The hashtag used for the project is #WEDISTRIC, accompanied by #H2020, #energy, #districtheating.
<b>Youtube</b>	Video content featuring the demo sites, as well as interviews with project partners and external experts will be developed and shared on the YouTube channel to attract the interest of stakeholders and general public. A customised Youtube channel of the project will be created as soon as the first video is ready for publication.
<b>Partner social media channels</b>	All the project partners are invited to share the project updates and articles via their social media channels and website.

Table 5 – WEDISTRIC social media channels overview

Accountability: ESCI will be responsible for the social media activities through the project channels, such as creating posts, sharing the news and monitoring the outreach. The partners are asked to approach ESCI with relevant news items, ideas, material, etc. and repost the project content through their channels to maximise the impact.

## 4.3. Project Events

Another important channel of communication and dissemination are project events. A series of events will be organised by the Consortium, involving external stakeholders from the end user groups. These events enable direct exchange with the end-users of the WEDISTRIC technology, as well as other key stakeholders, thus enhancing the visibility of the project, community building and exploitation chances.

Event	Description
<b>Info-points</b>  M24 onwards	<b>Info-points for residents and general public</b> will be setup at each demo case, offering information about the project's results and activities. In addition, two open-house events on each demo site will be organised in order to help users understand real advantages of the project and technologies.
<b>Experts' workshops</b>  M24 onwards	<b>Experts' workshops</b> will be organised in the cities of the demo sites.  These events will provide excellent opportunities for collaboration among city councils, real estate agents, real

	estate investors, energy providers or homeowners. New business opportunities in the DHC markets and project solutions will be presented and discussed. The workshops will be video-taped and made public on the WEDISTRICK youtube channel.
<b>Training events</b> M30 onwards	<b>Training events</b> will be organised to inform and develop capacity of technical and professional staff on how to deploy the solutions developed during the project. WEDISTRICK technological approaches, project results and their impact will be presented and discussed.
<b>Final conference</b> M42	<b>The final conference</b> will be open to a wider audience including stakeholders, public authorities, utilities, potential end-users. The WEDISTRICK technological approaches, project results and their impact will be presented and discussed. In order to attract high profile stakeholders and a maximum number of relevant audiences, a possibility of co-locating the conference with another major relevant event will be evaluated. The conference will be video-taped and made public in the WEDISTRICK youtube channel.

Table 6 – WEDISTRICK events overview

**Accountability:** Demo site leaders will be responsible for the organisation of the Info-points and open-house events at the demo sites.

Acciona and R2M will be responsible for the organisation of experts' workshops and training events. Final conference will be organised by ESCI and Acciona.

ESCI will support the partners with communication material needed for the events.

## 4.4. External events

All partners will actively participate at external events like fairs and conferences on district heating and cooling as these provide opportunities for in-depth discussions and exchange of knowledge. Relevant events will be identified by the partners during the project lifetime.

Each partner will have access to the promotional pack to represent the project. The partners are encouraged to have an active role during the events, such as giving a talk, having a stand or a poster. Information about these events and project contribution will be distributed through the social media platforms and published on the project website.

A list of potential events is enclosed in table 7. This list mainly includes events for 2020, as the dates for 2021 or 2022 are not available, yet. The list will be updated throughout the duration of the project.

Title	Date	Venue	Topic	Partner
International Conference on Smart Energy Systems & 4 <sup>th</sup> Generation District Heating	6-7 October 2020, annual	Aalborg, Denmark	Smart Energy Systems, 4 <sup>th</sup> Generation District Heating Energy Efficiency	RAM
International Conference on Advances in Energy Systems and Environmental Engineering (ASEE)	June 2021, biannual	Wroclaw, Poland	Energy Efficiency, Environmental Engineering	PTER
Smart City Expo	November 2020, annual	Barcelona, Spain	Urban Environment, Energy Efficiency; Sustainable Constructions	IREC
EU Sustainable Energy Week (EUSEW)	23-25 June 2020, annual	Brussels, Belgium	Energy Efficiency, Renewable Energies	ESCI
European Biomass Conference & Exhibition (EUBCE)	27-30 April 2020, annual	Marseille, France	Biomass Conversion to Bioenergy, Biofuels, Bioproducts	UAH

Sustainable Places Conference	June 2020, annual	tbc	Energy Efficiency in Buildings, Energy Storage, DHC	R2M
Clima Conference – International HVAC World Congress	May 2020, annual	tbc	Energy Efficiency, Smart Buildings and Cities, Renewables Technology	UCO
IEA SHC International Conference on Solar Heating and Cooling for Buildings and Industry	2021, biannual	tbc	Solar Heating and Cooling for Buildings and Industry	IREC
GENERA: Energy and Environment International Trade Fair	5-7 February 2020, annual	Madrid, Spain	Sustainability – Innovation – Business	ACC, CER
European Conference on industrial furnaces and boilers	14-17 April 2020, annual	Porto, Portugal	Industrial Furnaces and Boilers, Generation of Thermal Energy from Combustion	CER
Energy Storage Europe (Expo & Conference)	10-12 March 2020, annual	Düsseldorf, Germany	Energy Storage	FERT

Table 7 – External events overview

### 4.5. Collaboration with other initiatives

WEDISTRICKT will seek to connect with similar initiatives, related organisations and networks, looking for synergies, knowledge exchange and additional dissemination opportunities.

Potentially linked initiatives and organisations will be analysed in the first months of the project. As of M3, WEDISTRICKT has contacted ADHAC, Spanish Association of Heat and Cold Networks Companies, looking for long-term cooperation, as well as RewardHeat and EUROHEAT&POWER – Horizon2020 projects in the energy field.

### 4.6. Measuring communication outreach

ESCI will be responsible for monitoring and assessment of the project communication. The achievement of communication targets will be measured through a methodology relying on a number of instruments that has been used over several years by ESCI staff.

Various web analytic tools will be applied to keep the dissemination and communication record of the project. These will include detailed web analytics, number of uptakes from multiplier platforms, and social media outreach.

The website analytics will include:

- user count,
- average visiting time,
- language and location of visitors,
- devices used for browsing.

Communication and dissemination via social media channels will be monitored by the webtool DIGIMIND®. Below is an example of the data provided by the DIGIMIND® on WEDISTRICKT Twitter performance, as of December 9, 2019.

## OVERVIEW

about WEDISTRIC on TWITTER between Nov 10, 2019 and Dec 09, 2019

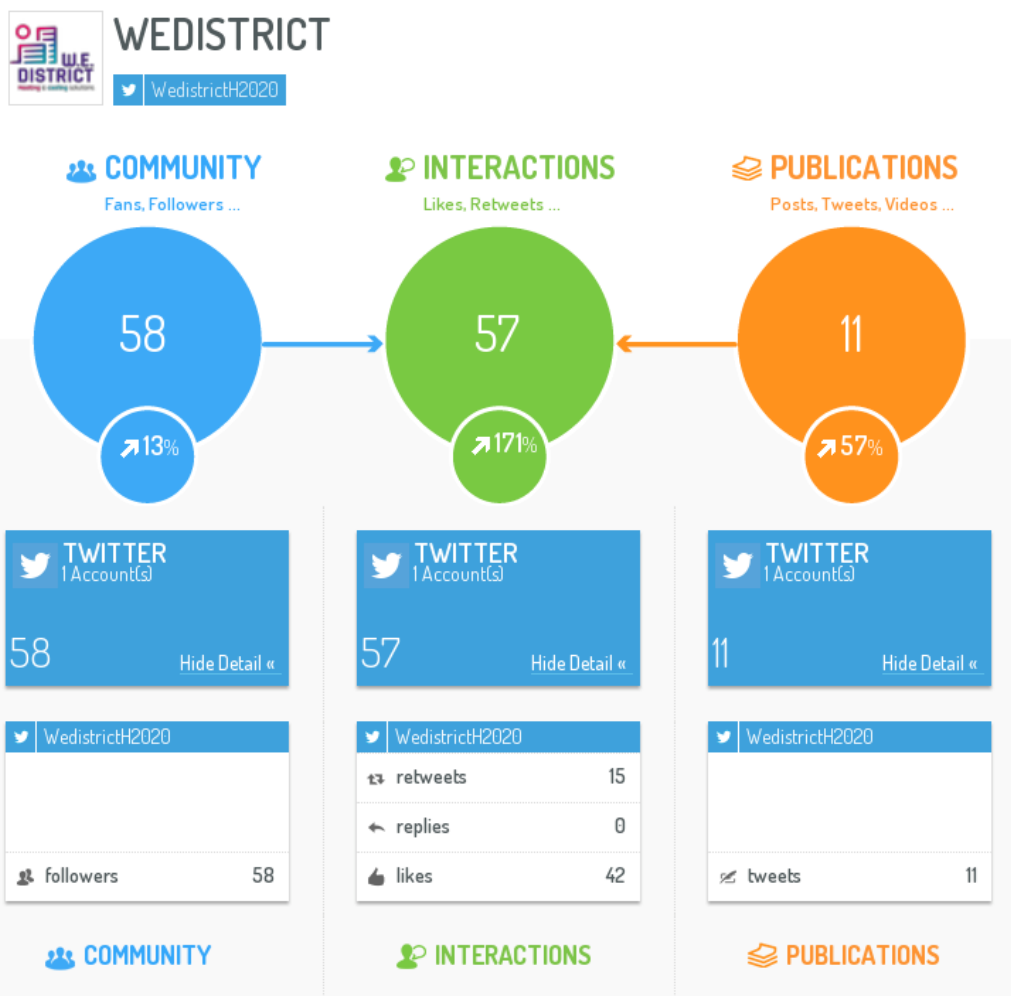


Figure 10 Example data on the performance of WEDISTRIC Twitter account

## TOP INFLUENCERS

about WEDISTRIC between Nov 10, 2019 and Dec 9, 2019

Name	Location	Score	Ranking	Menti...	Interacti...	Followi...	Follow...	Twee...	Lists
ACCIONA (English)	Global	16	8	2	0	376	11265	9123	218
ARI Marcomm	Madrid, Spain	9	3	3	0	351	291	1316	8
Jorland Guilarde	NA	2	2	1	0	52	244	7470	1
Miguel Angel Garcia	Madrid	2	2	1	0	149	181	928	48
Daniel	Santander	2	2	1	0	151	127	1155	21
Mario Reguera	NA	2	1	2	0	173	62	88	1
WedistrictH2020	Madrid	2	1	2	7	33	57	2	1
Innovas	Bologna, Emil	1	1	1	0	63	54	3	0
EMB3Rs	NA	1	1	1	0	0	28	0	0

Figure 11 Example information on top influencers in WEDISTRIC social media environment





## D7.1 Communication and Dissemination Master Plan (1<sup>st</sup> version)

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As online communication plays an important role in this project, ESCI will evaluate the impact of the dissemination measures every six months and review its dissemination success and adjust it if needed in M30.

Since online communication tools evolve rapidly, the set of channels and tools in use will be constantly reviewed and updated in case new effective tools for engagement and communication emerge.

All partners will be requested to fill-in a monitoring table, provided by ESCI. It is partners' responsibility to keep record of their media communication and update the table regularly. This table will be evaluated every 6 months by ESCI and if needed, used for the adjustment of the CDMP.

For events, records of number of participants and participants' satisfaction questionnaires will be used.



## 5. Communication materials

As the WP7 leader, ESCI will produce communication material to strengthen the impact of the project. This material that can be used and adapted to different channels and target groups. This should enable all the project partners to communicate to their national or regional stakeholders in a consistent way.

Summary of key communication means:

Communication and Dissemination Materials	Key function
Exhibition material	
Power Point Presentation M5	A project presentation will be prepared and distributed to all Consortium partners. This presentation will be a helpful tool to explain the project framework, main technologies and later – main project results on conferences and other events. The presentation can be adjusted by the partners, depending on the event and their contribution to the project.
Poster and rollup M6	To respond to the many opportunities for static display or visual support, a poster and a roll-up poster will be designed and made available for all consortium members to produce and use themselves. The poster will display the key facts about the project, with a call to action for further engagement.
Project brochure M7	A project brochure will be created in order to support project communication at workshops, fairs and other events. The goal of this brochure is to provide essential information about the project and its objectives and encourage further engagement.  Copies will be sent to all partners for their communication and dissemination activities. Additionally, an electronic form of the brochure will be available for download on the project website.
Infographics M7 onwards	Eight visually appealing infographics with bite-size extracts from the main project results and concepts will be created for promotional use. These can be easily shared via social

	media, placed as downloads on the website and displayed on events.
Training kit M24	A training kit will be developed – it will contain all the materials needed to explain and promote the project, the technologies and the impact. This will be used during the training events, expert workshops, as well as available on the webpage for download.
Videos	
Videos M30 onwards	Once the demo sites are established, 4 videos will be produced – one per respective site. The videos will explain the project, the technologies used, their benefits for the environment, society and business. These videos will be distributed through various media channels (social media, TV), displayed on project events and partner booths on external fairs in order to promote the project and maximise the exploitation chances.
Publications	
Quick-fire interviews M7 onwards	<p>Throughout the project, 12 quick fire-interviews with end-users, internal and external experts and other stakeholders will be developed. The interviewees will respond quick-fire questions, relating to their ambitions, challenges, experiences within the project.</p> <p>Initially published on the project website, quotes, images and points of view expressed will drive social media activities and promotion.</p> <p>The interviews are usually in writing, but when conditions allow, they can also be produced and disseminated as videos.</p>
Journalistic articles M6 onwards	<p>With results and demo sites in place, a series of original journalistic articles will be produced by free-lance journalists selected by ESCI. Eight articles will cover project-related topic from an independent and critical perspective, placing them in a wider context.</p> <p>Anchored on the project website, they will be shared with multiplier websites in specialised media, through stakeholder networks and established online groups. If appropriate, the articles will be pitched to the international mass media network of the European Science Communication Institute.</p>

	<p>ESCI will have a central role in the articles' production; the articles' content will be carefully selected in co-operation with the Project Coordinator.</p>
<p>Scientific publications M12 onwards</p>	<p>Although WEDISTRICKT is an Innovation Action, it is expected that the project develops a significant amount of research results which will be disseminated to different key scientific journals and events.</p> <p>Six peer-reviewed journal publications will be written by the Consortium members and submitted to open-access scientific journals relevant to the project thematic focus and technical conferences. This will further raise awareness about the project among the scientific and industrial community and ensure exploitation of the results. Selected publications will be supported by additional media coverage.</p> <p>In addition, the industry partners are expected to publish 3 conference papers during the project, while the research institutions will publish up to 5 conference papers during the course of the project.</p>
<p>Press-releases M1 onwards</p>	<p>Press releases will be written throughout the duration of the project covering the most significant achievements and milestones reached by the project. They will be published on the project website, distributed via news multipliers (such as Cordis and Alphagalileo), through the social media of the project and the communication channels of the partners.</p> <p>ESCI will be responsible for the official press releases from WEDISTRICKT, while all partners are expected to publish press releases on the project and distribute them to their stakeholders.</p>

*Table 8 – WEDISTRICKT communication tools overview*

Preliminary timeline of the communication and dissemination activities is displayed below:

[illegible]

*Table 9 – WEDISTRICT communication and dissemination timeline*





## 6. Acceptance Campaign for End Users

Successful deployment of renewable energy technologies has to take into account the needs of the end-users directly affected by the technology. Human rationality as such and the specificity of the environment in which people will get in contact with the technologies also have to be examined and considered.

To a large extent, the real performance of technological systems depends on the users. Therefore, ESCI will conduct background research M6 – M12 to identify the key factors that influence the social acceptance of renewable district heating and cooling in Europe, such as social environmental concerns, fear of new technologies, finances, etc.

Internal training sessions on behavioural change will be held within the project, to provide partners with behavioural change tools and knowledge on how to engage in a dialogue with end-users and increase acceptance of the new technologies.

In M12 – M18, ESCI, DHECO and PTER will conduct a series of group discussions with up to 10 citizens at the demo sites in Poland and Spain. These discussions, conducted in the respective local languages will give the project partners first-hand information about users' needs, attitudes and prejudices regarding the demo-site solutions. These findings will be used to develop an acceptance campaign strategy for WEDISTRICT solutions (D7.3 Acceptance Dialogue Strategy, M20) on the one hand and to adapt the Communication and Dissemination Master Plan (D7.2) in M30 on the other, since some of the key messages may need to be modified for Poland and Spain.

Based on this data, WEDISTRICT will conduct tailor-made awareness campaigns in local languages towards Spanish and Polish end-users to foster technology acceptance and engagement. These campaigns will be led by DHECO and PTER, supported by ESCI. For these awareness campaigns, ESCI will design a feedback mechanism and monitoring tools, which will allow to measure the impact and recalibrate the message if needed. This data will be included in Deliverable D7.4 Report on Communication, Dissemination and Dialogue Actions.

**Accountability:** ESCI will be responsible for the background research, internal training sessions, as well as the design of the Acceptance Dialogue Strategy. DHECO and PTER will be responsible for the organisation of the group discussions and the awareness campaigns, supported by ESCI.



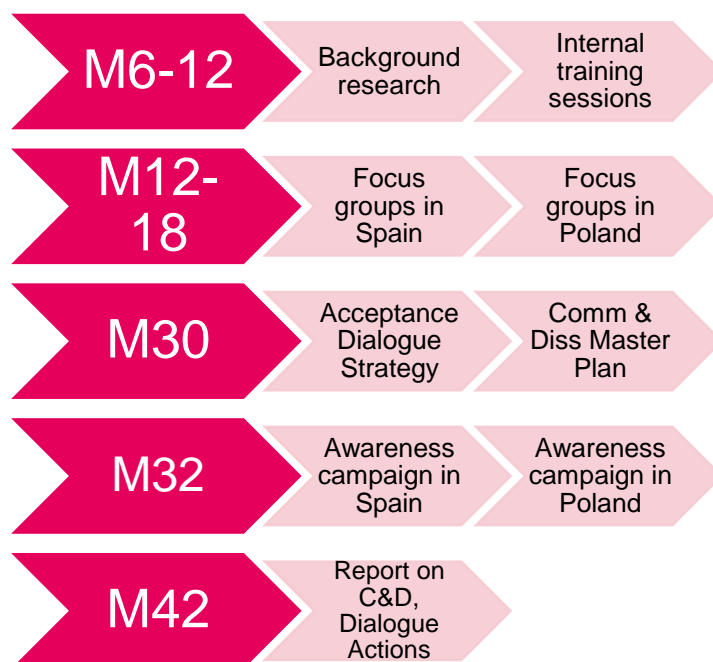


Figure 12 Timeline of the acceptance campaign



## **7. Support of exploitation through communication**

Successful communication and dissemination are one of the keys to the success of exploitation efforts. Therefore, one key objective of the dissemination and communication activities is to guarantee professional and public coverage of the project results. Especially at the final phase of the project, with demo sites in place and final results available, communication and dissemination activities will focus on promotion of adoption of WEDISTRIC approaches and technologies on the one hand and on citizens' engagement on the other, fostering acceptance and exploitation of the project results.

Moreover, WP8 Business Models, Exploitation and Uptake, WP7 Communication, Dissemination and Citizens Engagement, as well as WP6 - Demonstration in Relevant Environment and Assessment of Performance will be working closely together building a community interested in and committed to further replicate the WEDISTRIC solutions in other locations across Europe. Communication and dissemination efforts will aim to improve the attractiveness of renewable district heating and/or cooling systems. This community of interest will be instrumental for exploitation of WEDISTRIC results. Business models and the exploitation plan will be created by WP8, leaded by R2M by M24 and M42 respectively.