D 7.5 Communication and Dissemination Master Plan

[Second 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	Jon Martínez Fontecha, ACCIONA
Project Duration	1.10.2019 – 31.03.2023 (42 months)

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Contributing beneficiary(ies)	All
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[1] 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 (First Version)
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3.1	13 December 2019	ESCI	Daria Kulemetieva (First Version)
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4.2	23 February 2023	R2M	Carola Bosio (Second Version)
4.1	28 February 2023	ESCI	Alexandra Scherer (Second Version)

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Summary

The target of WEDISTRICT 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 are being integrated into three real DHC sites in Spain, Romania and Sweden during the course of the project. Furthermore, the implementation in further 11 demo sites across Europe should be evaluated.

All is being performed in a holistic context, smartly managed by ICT-integration, sustainable business models and with the acceptance of the respective environments.

Effective communication and dissemination of WEDISTRICT 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 D7.5 'Communication and Dissemination Master Plan – Second Version' is the update of the first Master Plan for the communication and dissemination activities planned by WEDISTRICT 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.

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 and have been allocated the respective resources.

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. Preferably, papers are published in Gold Open Access version. However, for Green Open Access, the Zenodo Community https://zenodo.org/communities/wedistrict/ can be used as OpenAIRE repository.

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 WEDISTRICT 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.

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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 or partners on the Twitter or LinkedIn pages or on the project website.

2. Communication and Dissemination Plan

2.1. Goal and strategy

One of the main goals of the WEDISTRICT 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 WEDISTRICT 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 WEDISTRICT 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 WEDISTRICT results;
- **Build a community** of actors committed **to replicate** the WEDISTRICT 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 was lying on raising general awareness and interest about the project among wider audiences.

At the current mid stage of the project, when the first results become available, communication and dissemination activities is focussing 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 mid stage of the project, we can identify following main communication and dissemination target audience groups:
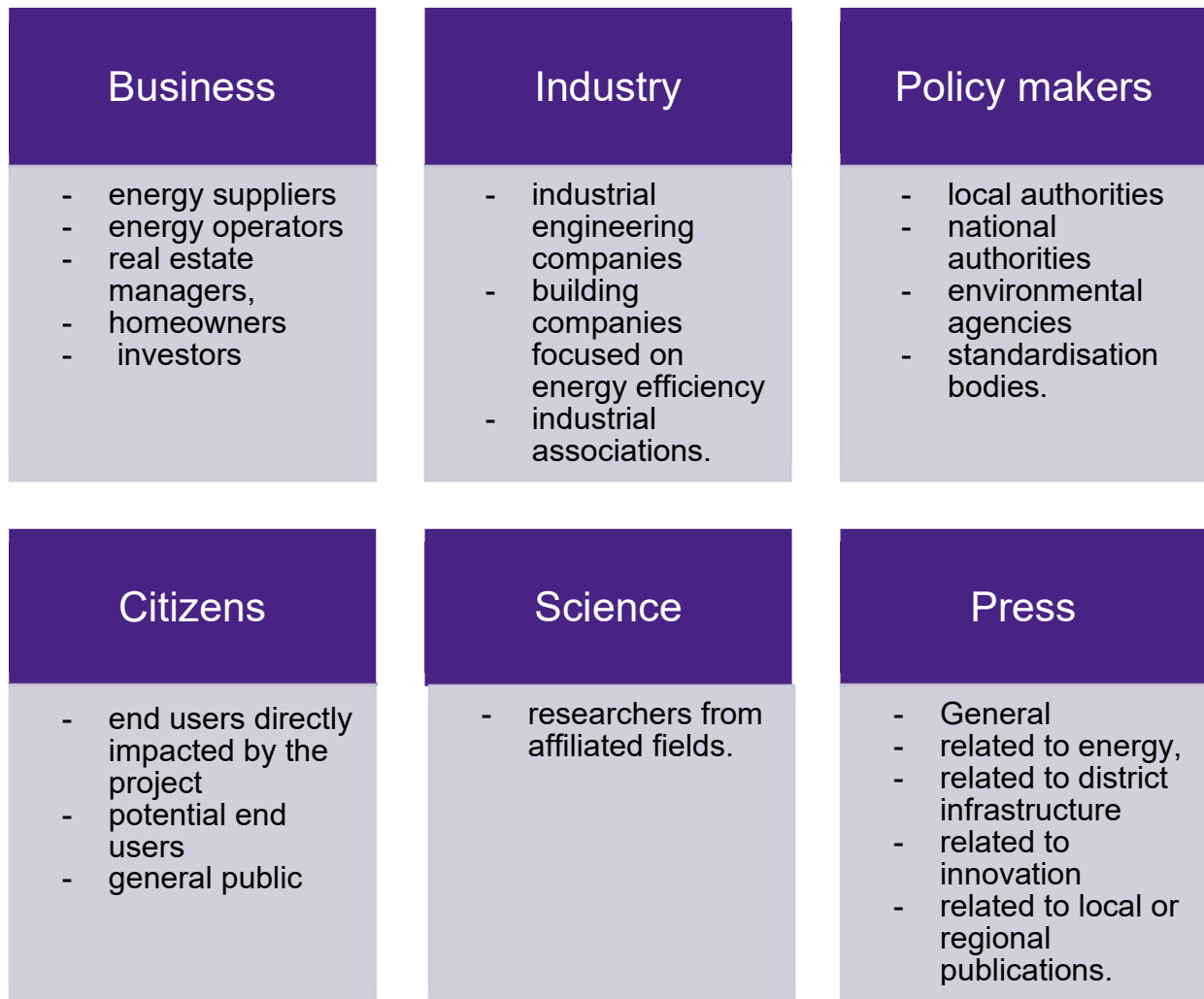
Business	Industry	Policy makers
- energy suppliers - energy operators - real estate managers, - homeowners - investors	- industrial engineering companies - building companies focused on energy efficiency - industrial associations.	- local authorities - national authorities - environmental agencies - standardisation bodies.

Citizens	Science	Press
- end users directly impacted by the project - potential end users - general public	- researchers from affiliated fields.	- General - related to energy, - related to district infrastructure - related to innovation - related to local or regional publications.

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 the first version of the Communication and Dissemination Master Plan was drafted, it was not possible yet to define all the relevant messages. Therefore some key messages had and might have to be further adapted at the late stage of the project.

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This plan outlines how the WEDISTRICT results are being dealt with from a communication and dissemination perspective. This is being fine-tuned and modified according to the specifics of the resulting project results.

The key messages are summarised below:

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

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

Table 1 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.
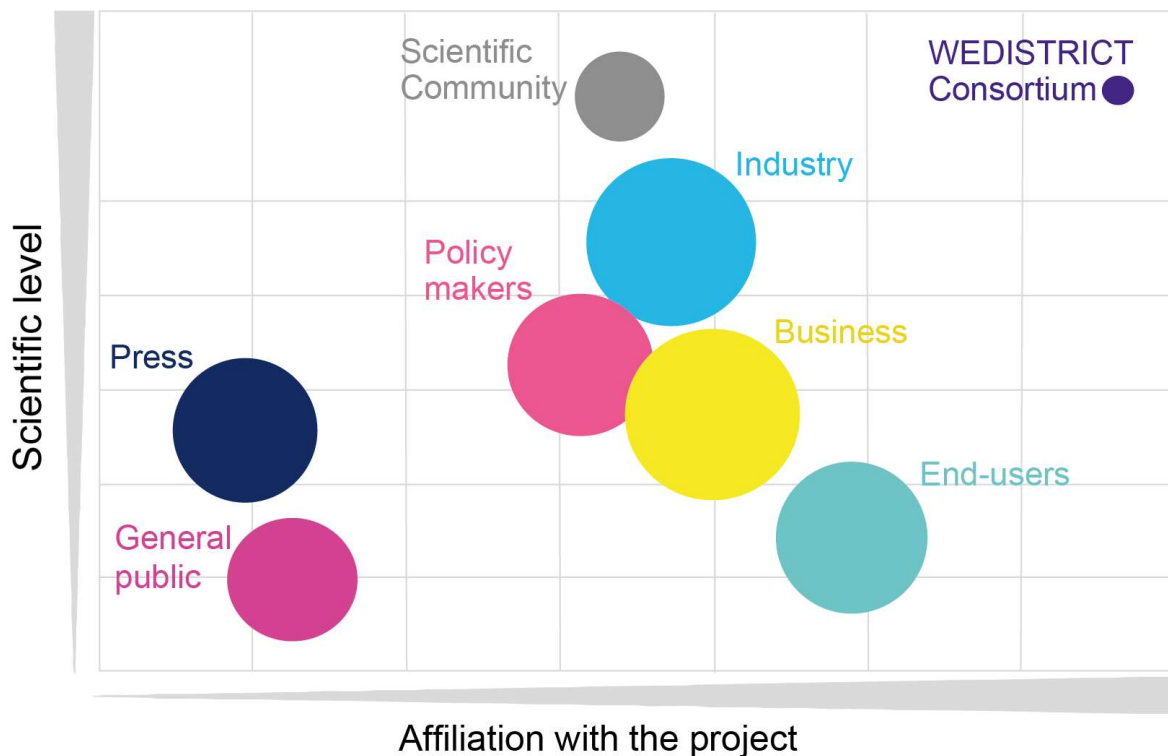

Figure 2 Target groups in relation to the key messages

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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.
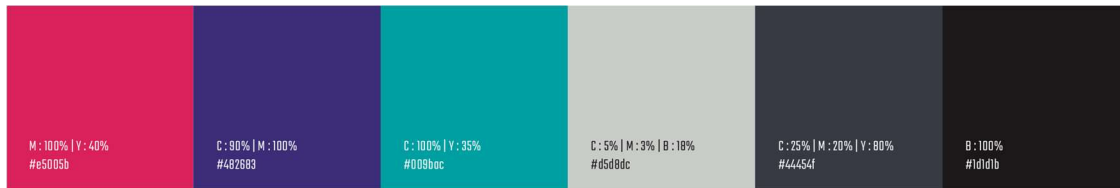

M : 100%	Y : 40%	C : 90%	M : 100%	C : 100%	Y : 35%	C : 5%	M : 3%	B : 18%	C : 25%	M : 20%	Y : 80%	B : 100%
#e5005b	#482683	#009bac	#d5d8dc	#44454f	#1d1d1b	

Figure 3 WEDISTRICT 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 WEDISTRICT Logo

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

Figure 5a 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
Readability and ability to stand out in different contexts;	√
Good performance both in **small** and big **dimension**;	√
Potential to evolve into other graphic materials (e.g. a graphic layout for brochure, postcards, newsletters, website that are clearly inspired by the logo.);	√
Ability to deliver the project's topic;	√
Uniqueness and ability to differentiate from other existing logos;	√
Applicable in a **multi-country context**;	√
Ability to capture **attention in cluttered/confused context**.	√

Table 2: Assessment criteria of the project's logo

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

Figure 5b 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,

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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.

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.
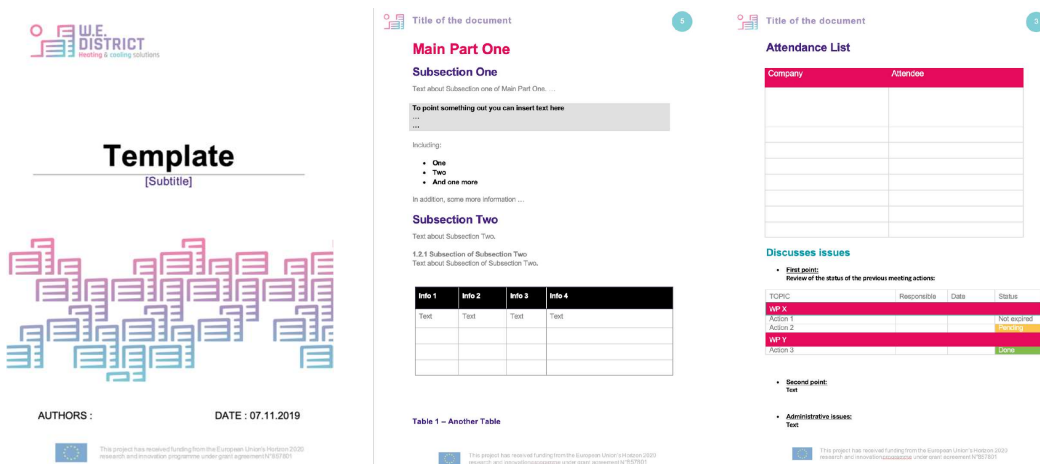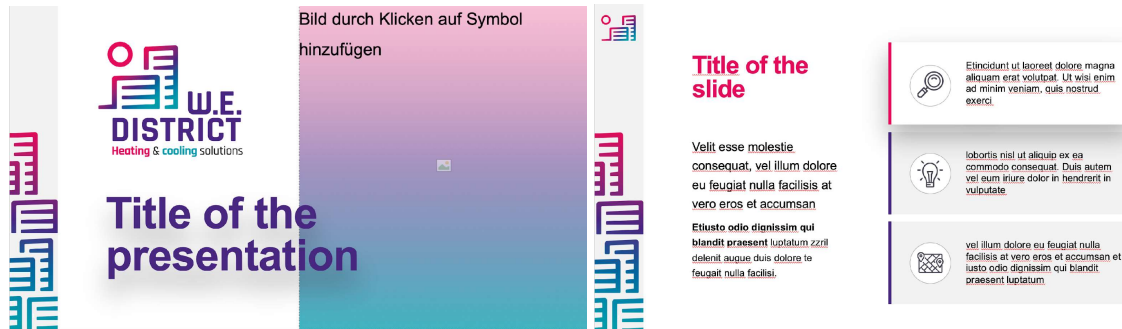

Figure 7 WEDISTRICT Word Templates

Figure 8 WEDISTRICT Power Point Template

3.4. Brochures

For each working demo site a brochure will be created from the demo site leader in cooperation with ESCI. These brochures can be translated also into local languages.
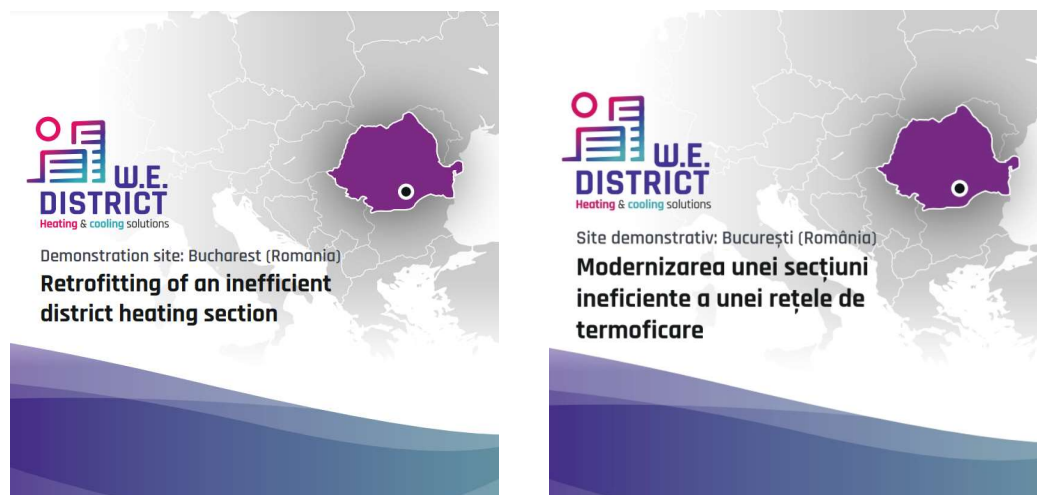

Figure 9 Frontpage of 8-page brochure in English (left) and Romanian (right)

3.5. Promotional Toolkit

For presentation of the project at visited or organized events like trainings, workshops, fairs and conferences, a toolkit comprising the project roll-up or poster, project and demo site brochures in different languages and project videos are being made available by ESCI and can be modified and adapted according to the respective needs.

4.   Communication channels

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

Communication includes activities aimed at increasing the awareness about the project among large audience, including general public, decision-makers, press, etc. Dissemination activities 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 uses their own database of stakeholders to disseminate WEDISTRICT-related content. Additionally, ESCI and R2M have created and manage their own project-related stakeholder list as the project progresses.

4.1. Project website

The project website – www.wedistrict.eu – is a reference point for the project communication and dissemination activities. It was officially launched in January 2020 (M4).

During the first phase of the project (M4-19), the website was presenting the main objectives of the project, description of the demonstration sites and main technologies that the project will be working with. The links to social media channels have been established and relevant updates are being published.

At the current stage (M19-M42), with the results available, the website   contains latest updates and acts as the platform to distribute non-confidential contents (scientific publications, articles, press releases, project updates, etc.)

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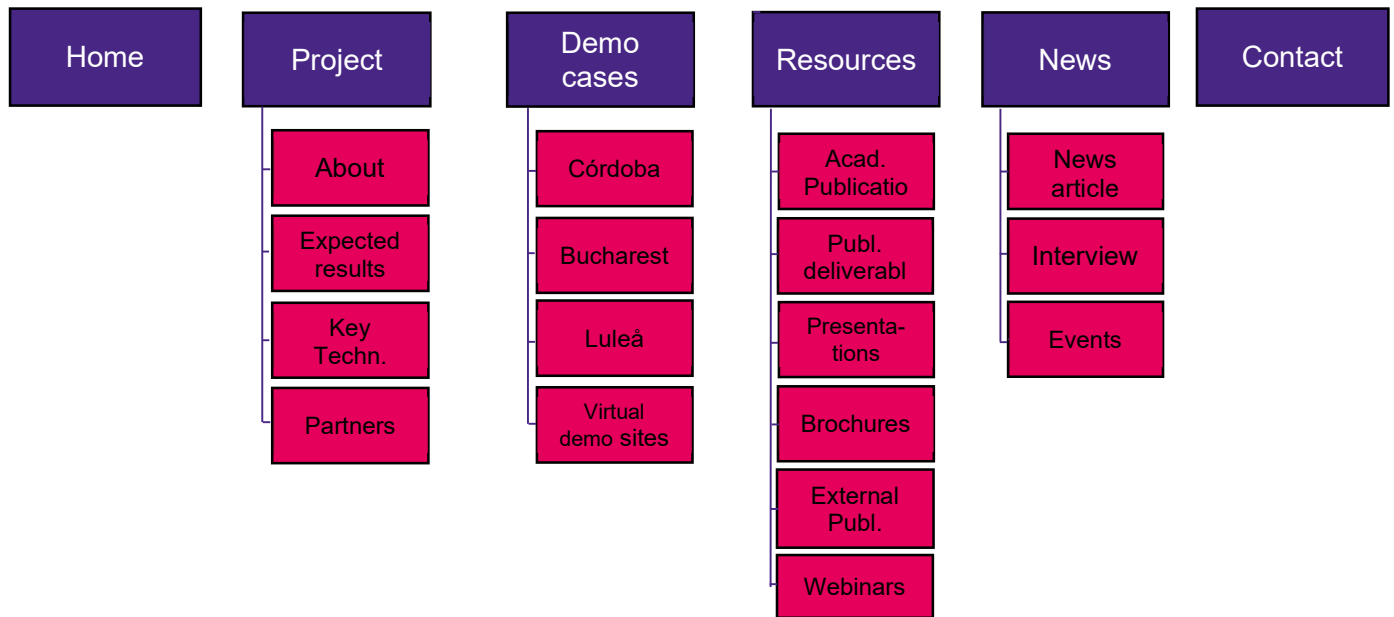
The website structure is currently as follows:

Home	Project	Demo cases	Resources	News	Contact
	About	Córdoba	Acad. Publicatio	News article	
	Expected results	Bucharest	Publ. deliverabl	Interview	
	Key Techn.	Luleå	Presenta-tions	Events	
	Partners	Virtual demo sites	Brochures		
			External Publ.		
			Webinars		

Figure 10 WEDISTRICT Website Structure

The website has an engaging design and user-friendly navigation.

The sections have the following content:

Features	Description
Project	A brief presentation of the project, expected results, and its objectives, key technologies as well as information about the project partners are being provided here.
Demo cases	Presentation of the demo sites for large-scale replication of WEDISTRICT concept: Córdoba, Bucharest, Luleå and the virtual demosites.
Resources	All the academic publications and public deliverables are published here, as well as the presentations, brochures, webinars.
News	Project-related news, relevant events, as well as press releases are published here sorted by category.
Contact	A contact form, as well contact details of the project coordinator and communication WP Leader (ESCI) are provided here.

Follow us	Links to WEDISTRICT profiles on social media platforms such as Twitter and LinkedIn are being provided to ensure the highest visibility of the project on the web and to increase the project's outreach.
Legal Information	Legal information about the website responsible, as well as data protection regulations is provided in this section.

Table 3 – WEDISTRICT website features

4.2. Social media channels

Social media is playing an important role for the project outreach. The "WEDISTRICT community" has been created to increase the visibility and impact of the results based mainly on Twitter and LinkedIn.

The amount and nature of posts and tweets   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 have been published, in order to increase and keep the interest of multiple audiences.

Starting from M19 the social media was used for promoting the results and benefits of the project, fostering exploitation.

Channel	Description
Twitter	ESCI created a project Twitter account @WEDISTRICTH2020 and customised it according to the visual identity of the project. Twitter account is used to engage with relevant associations, potential partners, press and be part of the DHC and renewable energy discussions. The hashtag used for the project is #WEDISTRICT, accompanied by #H2020, #H2020energy, #energy, #districtheating, #decarbonise.
LinkedIn	ESCI created a project LinkedIn page and customised it according to the visual identity of the project. Project results and news are being posted both on the WEDISTRICT 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 are being reached. All partners

	are encouraged to redistribute WEDISTRICT content through their personal and corporate LinkedIn account accounts. The hashtag used for the project is #WEDISTRICT, accompanied by #H2020, #energy, #districtheating.
YouTube	Video content featuring the demo sites, as well as interviews with project partners and external experts are developed and shared on the ESCI YouTube channel to attract the interest of stakeholders and general public. A customised Youtube playlist on the ESCI channel will be created for the project as soon as the second video is ready for publication.
Partner social media channels	All the project partners are invited to share the project updates and articles via their social media channels and website.

Table 4 – WEDISTRICT social media channels overview

Accountability: ESCI is 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, photos, 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 is organised by the Consortium, involving external stakeholders. These events enable direct exchange with the relevant applicants of the WEDISTRICT technologies, as well as other key stakeholders, thus enhancing the visibility of the project, community building and exploitation chances.

Event	Description
Info-points M24 onwards	**Info-points for stakeholders and general public** are being setup at each demo case, offering information about the project's results and activities. In addition, open-house events /demosite tours on each demo site will be organised in order to help users understand real advantages of the project and technologies.

Experts' workshops M24 onwards	Several **Experts' workshops** were organised already. These events provided excellent opportunities for collaboration among partners at virtual demo sites including city councils, real estate agents, real estate investors, energy providers or homeowners. New business opportunities in the DHC markets and project solutions were presented and discussed. Next to workshops with virtual demo sites, at least two workshops included also sister projects at the Sustainable Places Conference 2020 and 2022. Some workshops were video-taped and made public on YouTube channels.
Training events M30 onwards	**Training events** are being organised to inform and develop capacity of technical and professional staff on how to deploy the solutions developed during the project. WEDISTRICT technological approaches, project results and their impact are presented and discussed.
Final conference	**The final conference** will be open to a wider audience including stakeholders, public authorities, utilities and potential end-users. The WEDISTRICT 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 on the WEDISTRICT YouTube ESCI playlist.

Table 5 – WEDISTRICT 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 are actively participating 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 has 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 is being distributed through the social media platforms and published on the project website.

All known potential events for the remaining project lifetime can be reported to ESCI and will be available under events section on the project website.

4.5. Collaboration with other initiatives

WEDISTRICT will further seek to connect with similar initiatives, related organisations and networks, looking for synergies, knowledge exchange and additional dissemination opportunities like the Alliance4ECEI, the Celsius initiative, SoPowErful HRB cluster and other EU platforms like the Build-Up portal. Furthermore, conferences like Sustainable Places or the European Sustainable Energy week can and were used for joint workshops with sister projects in recent years.

4.6. Measuring communication outreach

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

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

The website analytics include:

- user count,
- average visiting time,
- language and location of visitors,

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Communication and dissemination via social media channels are monitored by the webtool Matomo Analytics® and Brandwatch® from 2021 (earlier the webtool DIGIMIND® was being used).

As online communication plays an important role in this project, ESCI is regularly evaluate the impact of the dissemination measures.

The current evaluation can be found in Deliverable 7.4 – Report on Communication, Dissemination and Dialogue Actions.

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 are 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 is   evaluated regularly by ESCI and if needed, used for the adjustment of the CDMP.

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

5. Communication materials

As the WP7 leader, ESCI is producing communication material to strengthen the impact of the project. This material 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 has been prepared and distributed to all Consortium partners. This presentation is 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 and is being updated regularly.
Poster and rollup M6	To respond to the many opportunities for static display or visual support, a poster and a roll-up poster have been designed and made available for all consortium members to produce and use themselves. The poster is displaying the key facts about the project, with a call to action for further engagement.
Project brochure and demo site brochures	A project brochure has been 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 have been sent to all partners for their communication and dissemination activities. Additionally, an electronic form of the brochure is available for download on the project website. It is being updated regularly.
Infographics M7 onwards	Many visually appealing infographics with bite-size extracts from the main project results and concepts are being created for promotional use. These can be easily shared

	via social media, placed as downloads on the website and displayed on events.
Promotional kit	A promotional kit contains all the materials needed to explain and promote the project, the technologies and the impact. This can be used during the training events, expert workshops
Videos	
Videos M30 onwards	Once the demo sites are established, videos are being produced – one per respective site. The videos explain the project, the technologies used, their benefits for the environment, society and business. These videos are being 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	Throughout the project, several quick fire-interviews with end-users, internal and external experts and other stakeholders will be developed. The interviewees respond quick- fire questions, relating to their ambitions, challenges, experiences within the project. Initially published on the project website, quotes, images and points of view expressed will drive social media activities and promotion. The interviews are usually in writing, but when conditions allow, they can also be produced and disseminated as videos.
Journalistic articles M6 onwards	With results and demo sites in place, a series of original journalistic articles is produced by free-lance journalists selected by ESCI and project partners. Eight articles will cover project-related topic from an independent and critical perspective, placing them in a wider context. Anchored on the project website, they are shared with multiplier websites in specialised media, through stakeholder networks and established online groups. If appropriate, the articles are pitched to the international mass media network of the European Science Communication Institute.

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

Table 6 – WEDISTRICT communication tools overview

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

WEDISTRICT	2019	2020	2021	2022	2023	2024
	10 11 12	1 2 3 4 5 6 7 8 9 10 11 12	1 2 3 4 5 6 7 8 9 10 11 12	1 2 3 4 5 6 7 8 9 10 11 12	1 2 3 4 5 6 7 8 9 10 11 12	1 2 3 4 5 6 7 8 9
WP7	YEAR 1		YEAR 2	YEAR 3	YEAR 4	Project extension
	1 2 3	4 5 6 7 8 9 10 11 12 13 14 15	16 17 18 19 20 21 22 23 24 25 26 27	28 29 30 31 32 33 34 35 36 37 38 39 40 41 42	43 44 45 46 47 48 49 50 51 52	53 54 55 56 57 58 59 60

7.1. Communication and Dissemination Strategy

- Creation of Communication and Dissemination Master Plan (CDMP)
- Development of logo, templates and project website
- Set-up of social media channels
- Social media management
- Quick-fire interviews (12)
- Demosites videos
- Journalistic articles
- Project poster, roll up
- Project broschure
- PPT
- Press releases
- Scientific publications
- Info graphics
- Info-points and open-house events to improve communication and dialogue with stakeholders (at demosites)
- Experts workshops
- Training events
- Monitoring of communication and dissemination activities
- Final version of the Communication and Dissemination Master Plan
- Final conference

7.2. Acceptance Campaign for End Users

- Background research about potential hindrances in the way people could accept the new system
- Focus groups with potential end-users
- Creation of Acceptance Dialogue Strategy (D7.3)
- Adaptation of communication materials
- Internal training for partners
- Report on Communication, Dissemination and Dialogue Actions (D7.4)
- Adjustment of the Updated CDMP (D7.5)
- Acceptance Level Scoring for demo sites
- Awareness campaigns where needed

Table 7 – WEDISTRICT communication and dissemination timeline. An extension has been applied for from months 43 to 60 (red)

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. For this, a series   of group interviews has been conducted and a strategy was developed. Due to the changes of the demo site and the cancellation of the Polish demo site, the affected end-user group changed. Therefore, it seems that a behavior change campaign is not necessary at the remaining demo sites, but rather an extended acceptance or informational campaign in order to inform end-users. An acceptance level score has been developed to evaluate the current conditions and environments at the specific locations. This can be found in Deliverable D.7.3 – Acceptance Dialogue Strategy.

A questionnaire has been developed by ESCI and shared among demo site leaders to receive data on the specific communicational needs and demo site environments.

Based on this data, WEDISTRICT conducts tailor-made awareness / informational campaigns in local languages towards affected end-users at the demo sites to foster technology acceptance and engagement. These campaigns are being led by local project leaders, supported by ESCI.

Figure 11 Questionnaire for Acceptance Level Scoring

For these awareness campaigns, ESCI has designed a questionnaire to regularly evaluate the acceptance level scoring of the demo sites.
This feedback mechanism allows to evaluate the impacts and recalibrate the communication measures and message if needed. This data will be included in Deliverable D7.7 Report on Communication, Dissemination and Dialogue Actions – Final Version at the end of the project in months 60 (see Figure 12).

Accountability: ESCI was responsible for the background research, internal training sessions, as well as the design of the Acceptance Dialogue Strategy. DHECO and PTER were responsible for the organisation of the group discussions. Due to the changes the awareness campaigns will be conducted by local project managers, supported by ESCI, when needed.

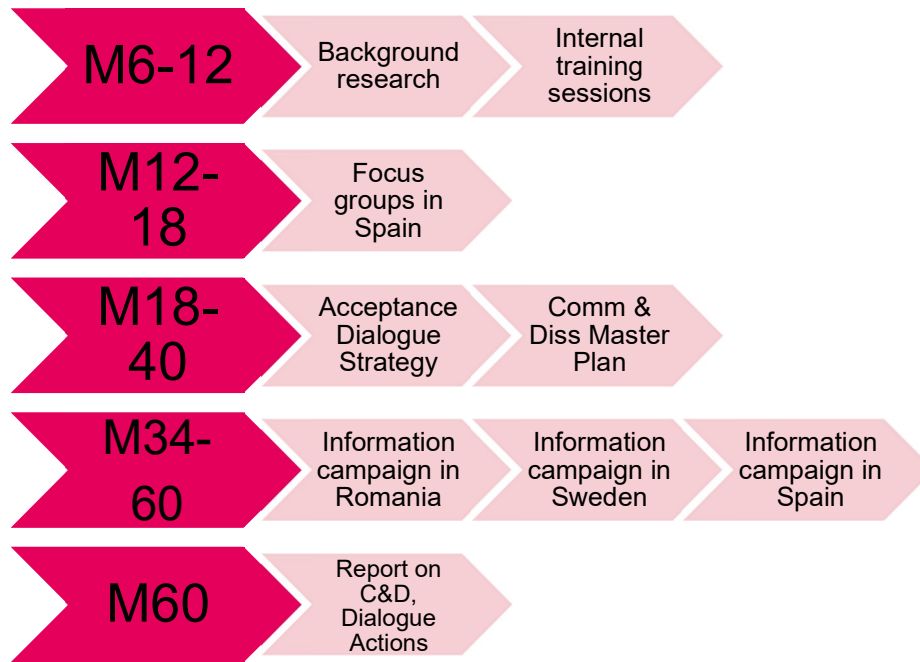| M6-12	Background research	Internal training sessions
M12-18	Focus groups in Spain	
M18-40	Acceptance Dialogue Strategy	Comm & Diss Master Plan
M34-60	Information campaign in Romania	Information campaign in Sweden	Information campaign in Spain
M60	Report on C&D, Dialogue Actions	

Figure 12 Timeline of the dialogue actions

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 all 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 stakeholders' engagement on the other, fostering acceptance and exploitation of the project results. Therefore, also the Horizon Results Platform and the Horizon Results Booster services are being actively used.

Moreover, WP8 Business Models, Exploitation and Uptake, WP7 Communication, Dissemination and Stakeholder Engagement, as well as WP6 - Demonstration in Relevant Environment and Assessment of Performance are working closely together building a community interested in and committed to further replicate the WEDISTRICT 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 WEDISTRICT results. Business models and the exploitation plan are developed by WP8, led by R2M.