D8.6 - BEYOND Dissemination and Communication Plan and Associated Material – a

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Executive Summary

This deliverable (D8.6) introduces BEYOND Dissemination and Communication plan and associated materials to set the foundations of how dissemination and communication activities should put in place throughout the BEYOND project, to ensure successful and consistent visual and communicative representation of the project and help create a significant impact on the industry and all stakeholders involved.

The main objectives of Dissemination and Communication plan are to raise awareness of the project amongst the industrial and research community and to embody the results of the project in standardization, achieving wide communication and scientific dissemination of the innovative project results to the research, academic, and industrial community, workshops organization, industrial focus group setup and organization.

The deliverable "D8.6 – BEYOND Dissemination and Communication Plan and Associated Material – a" of the project will be updated in a periodic basis and enriched versions D8.7, D8.8, D8.9 will be submitted in M12, M24 and M36.

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Introduction

The purpose of this document is to lay the common ground concerning communication and dissemination for members of BEYOND consortium. Planning is crucial for effective actions in communication hence this document contains relevant target groups, roadmap for communication and provide detailed view on tools of communication and dissemination.

The purpose of Communication and Dissemination plan is to keep track of KPI's related to these issues.

This document presents the dissemination and communication plan, target groups, and means of communication defined so far, together with the goals and targets and their impact measurement. This plan will be refined through the project's lifetime to reflect the best ways of moving forward. The document complements deliverable D8.1 – Living Lab Activities Plan and Evaluation Report -a, D8.5 – Branding, Website, and Social Media Channels and D8.10 - Report and Evaluation of Collaborative Activities with Relevant Projects and Contractors- a.

In chapter one, the communication and communication definitions and objectives will be presented, as well as providing the approach, strategy, methodology and roadmap used to achieved them. This chapter provides more information about the partners role which will be vital in the successful dissemination and communication strategy.

Chapter two describes the material that will be used and enhanced the dissemination and communication activities of the project.

Chapter three presents the dissemination and communication channels and tools specifically how to be used to create awareness and distribute information on the project.

Chapter four describes the oriented dissemination activities that partners should participate and/or organize.

Finally, chapter five describes the dissemination and communication monitoring and measuring means related to the dissemination and communication tools described in the previous chapters. Furthermore an initial plan of the envisaged dissemination activities is presented.

1. Dissemination and Communication

1.1 Definitions

There are clearly distinguishes between Communication and Dissemination. The definitions are necessary to the BEYOND consortium for a better understanding.

Communication refers to actions towards targeted audiences (either internal, the project partners, or external, such as project stakeholders) by using all available and feasible means that may lead to a better understanding, a clear perception and an effective transmission of the project content and objectives. Communication thus includes networking activities in a two-way approach, intended at encouraging feedback from external actors.

Dissemination incorporates all actions intended to disclose the results of BEYOND to the broadest possible audience and the general public at large, when possible and relevant, to raise awareness on the importance of the outcomes and promote those. These will build (and secure) an attachment to the project outcomes via an active and long-lasting engagement beyond the project's lifetime.

	Communication	**Dissemination**
Focus	About the **project's framework, actions, activities** and **results**	About the results
Target Audience	**Multiple audiences,** beyond the project's own community (including media and public)	**Audiences that may use the results in their own work**, e.g., peers (scientific or the project's own community), industry and other commercial actors, professional organisations, policymakers
Objective	**Inform** and **reach out to society**, show the benefits of research	**Enable use** and **uptake** of results
Timeframe	Starts at **Day 1**	As soon as results are available but mainly towards **the second half of the project**

TABLE 1: COMMUNICATION AND DISSEMINATION DIFFERENCES

1.2 Objectives

Dissemination is instrumental to effectively promote the exploitation activities, while it is closely related to the communication activities and compatible with the protection of Intellectual property rights. In this framework, the measures to maximize BEYOND impact include an intensive dissemination strategy that will drive all dissemination, communication and exploitation activities from the very early stages of the project.

The aim of the dissemination plan is:

- **Visibility**

It is vital to introduce the project on different levels of interest. To show that BEYOND exists is very important to each of the target groups from different aspects of the project. It is also important to stand out of the crowd of other Smart Building / Big Data related projects. BEYOND needs to have character that is distinctive. This would not only make communication actions more effective but would help dissemination to the highest level.

- **Understanding**

BEYOND is a very complex project with high standards on each field of experts involved. However, its results could affect everyday life of end-users and other stakeholders who need to understand what could be achieved with the success of this project.

- **Involvement**

BEYOND aims to share the project results with relevant stakeholders, not participating in the consortium. Communication actions should focus on their and other relevant stakeholders' involvement as well.

1.3 Approach

The consortium of consists from 13 participants partners from 7 countries, covering the overall value chain of the project: applied research, big data & analytics providers, building system experts, energy services practitioners, along with business stakeholders and demo/industrial partners and the pilot projects will be deployed in **4 Demonstrations** which will take place in **4 countries** (Finland, Spain, Greece, Serbia) which means a large network that could be reached through each contributor. We should exploit this advantage in order to make communication and dissemination successful. Our participants' contacts are our biggest asset in the means of communication.

Therefore, BEYOND members will follow a so called "GLOCAL" approach. This means that by using LOCAL assets, communication and dissemination will be more effective on a GLOBAL level.

With each action of communication local connections should be exploited by each member (e.g., websites, social media pages, media contacts, events). A local communication activity then goes global through the common channels of BEYOND project and builds up a storyline piece by piece.

With this approach it's more effective to reach relevant audience than try communicating only in a global way. For instance, a journalist from a country that is involved in the project is more likely to report a story on BEYOND than reacting to a press release composed for global audience. After a story is published, it could be used on BEYOND website, social media, etc. thus creating new communication materials to share.

Advantages:

- More effective (involvement)
- Storyteller-approach (create communication materials based on stories rather than facts & data only)
- Credibility (always better if "others" talk about our project)
- More cooperation between contributors (sharing best practices, gathering communication actions)

Disadvantages:

- Risk of misinterpretation (less control on communications material – manageable).

1.4   Partners' Roles

BEYOND rather than aiming to build an audience from scratch, should focus on its partners to use in order to maximize reach. BEYOND partners will play a key role in the execution of the Dissemination and Communication Plan, as they are the most important ambassadors, amplifiers and multipliers for disseminating and communicating BEYOND messages, activities, achievements, and results towards stakeholders, end users and general public.

To accomplish that BEYOND has set-up a **dissemination & communication board** that plays a very important role in creating awareness around the project. The D&C board will lead the Dissemination and Communication Manager (DCOM) and will be consisted by one representative from each partner. This board will serve as a unit to support the communication and dissemination activities of the project, and will monitor all dissemination and communication activities and direct interaction with

end-users, mass media and energy sector stakeholders. The list of the members of the board and will be documented in D1.1 – Project handbook.

Partners are responsible for providing necessary information from their work to the WP8 leader for the website, e-newsletter, blog, social media, etc.

The work expected from partners consists of each of the board members taking responsibility for collecting information and input from their own organization. The communication and dissemination board will have the following tasks:

- Writing scientific articles related to BEYOND concept.
- Writing or helping with editing of articles for the BEYOND newsletter.
- Continuously updating the events list, both internationally but also locally.
- Participating in and presenting the BEYOND project in events, conferences, forums, industrial events.
- Collecting feedback and pictures from events to be disseminated.

1.5   Dissemination and Communication Strategy

The dissemination communication strategy will focus on supporting the development of activities to create a consistent and appealing narrative for the BEYOND project, which will also serve as a guideline for project participants and consortium members when they are giving speeches, participating in events or in other ways are presenting the project.

To maximise the impact of BEYOND, activities targeting at novelty and knowledge diffusion, results demonstration and excellence spreading are considered to be the core for the Project.

Therefore, the dissemination activities of the Project are carefully planned to ensure that the Project's advancements are widely spread to the intended Target Audiences (TAs) with appropriate mechanisms in a timely manner, and that TAs for the project's exploitation and market uptake are early engaged and actively participating to the various Project's implementation phases.

1.5.1   Keywords and messages

The dissemination and communication strategy should make use of keywords and key messages regarding awareness raising. BEYOND results will be valued by a wide

range of target audiences. Thus, the project will be communicated at a professional yet non-technical manner so as to reach anyone coming from a technical and non-technical background.

A series of **key messages** will be developed in order to help:

- The project's vision (objectives, strategic relevance, key facts)
- Ensure consistency in communication
- Increase awareness on how research and innovation can tackle emerging challenges and positively impact society
- Communicate results, lessons learned and success stories

On the other hand, **keywords** will also help better identify the project when disseminated, attract stakeholders, and make it stand out from other projects. Keywords are descriptive and informational words of the project, that have the function of highlighting the project though these specific words and make it more visible.

The project has further been assigned the following free keywords: **BD Reference Architecture, Real-time Data Analytics, Artificial Intelligence, Energy Services, Interoperability, Data Sharing, Data-driven business models, Standardization, Data Hub Integration.**

The project will promote the visual aspects of the dissemination and communication tools and activities an **overall key message** representing the theme of the project. This overall message to summarize the project. This message will represent the project on the main headline of the website, it will be visible in posters and videos. The overall message that has been decided from the Project Coordinator, the Technical Coordinator and the WP8 Leader and agreed that fits the concept of BEYOND is: **"Building Data Value Creation and Sharing".**

1.5.2   Target groups

The goal of this paragraph is to provide a clear definition of the dissemination and communication target groups. The accurate identification of the target groups is essential for the success of the BEYOND project. The definition of the groups is based on the Dissemination and Communication Objectives as described in previous sections.

The target groups must be continually evaluated during the project's lifetime, as some of the stakeholders can become less or more important as the project progresses.

The dissemination and exploitation strategy of the project focuses on the following target groups:

o **Energy Retailers, ESCOs, Facility Managers, Aggregators, Construction/ Renovation and Public Authorities/ Urban Planners** are key beneficiary groups of the BEYOND project results. Their involvement in the project's activities is considered of high importance since they will comprise the main end-users of the project results, while being the main beneficiaries of the novel big data-driven business models of the project that will allow them to introduce themselves into novel data sharing approaches for generating new income, while realizing and satisfying key operational objectives for building energy performance optimization and informed decision making for the achievement of ambitious targets at building and urban levels.

o **Energy (Electricity/ District Heating) Network Operators** comprise one of the core dissemination and exploitation target groups of BEYOND. This target group is expected to create the market pull for the commercialization of the BEYOND framework towards incorporating in their daily operations the data-driven and data sharing-based intelligence required for innovative and efficient network management, informed decision making for planning required network reinforcement strategies, along with flexibility-based strategies for stabilizing and securing the resilient operation of energy networks.

o **Building occupants / energy consumers** are identified and positioned as a key target group of the BEYOND project, since they are directly involved in the project's energy optimization activities, being the actual providers of data offered by different types of buildings, loads and IoT devices and direct beneficiaries of the project results (especially with regards to Human- Centric Energy Optimization and Innovative energy efficiency services). Moreover, they are expected to act as key facilitators of the novel business models introduced in the project (based on data sharing) and explore new income generation opportunities through data monetization.

o **Standardization bodies** form an essential target group of the BEYOND dissemination and exploitation activities. BEYOND will establish strong collaborations with standardization stakeholders, through the participation of project partners in key technical committees and working groups towards ensuring compatibility with existing and evolving standards in the Energy Efficient Buildings and Smart Energy Networks domains, while promoting initial designs of data models and interfaces towards accelerating the enhancement of relevant standards and facilitating the exploitation and replication potential of the developed solutions.

- o **Well-known national and EU-level building-relevant data-hubs operators,** primarily focusing on the establishment of strong links with the contractor in charge of the Update and Maintenance of the EU Building Stock Observatory, data hubs with Open APIs and Open Datasets (, to encourage and facilitate the integration of their platforms with the BEYOND Big Data Platform for seamless bi-directional information exchange in an automated manner and through appropriate APIs that will be commonly agreed (standards-based on the basis of the BEYOND CIM).

- o **Energy Market and Policy Regulators,** are considered as a relevant target group for the exploitation of the project results and the realization of the long-term impact of the project. Specific dissemination activities will be performed towards them in an effort to motivate them to take action towards overcoming the critical obstacles to innovation for the realization of new data driven services and ecosystems in the building and overall energy sector.

- o **Technological Platforms and Professional Associations and Initiatives** targeting the advancement in integration of ICT and Non-ICT systems for big data-driven building and energy systems optimization along with the promotion of sustainable strategies for Smart Cities, Smart Grids and Smart Buildings. Special attention will be given to the creation of synergies with the BDVA, relevant EASME projects and BRIDGE to further reinforce cooperation between relevant H2020 projects in research, innovation, regulatory and market issues.

- o **SME and Start-up ecosystem,** to be involved in the project open innovation process for co-creating innovative solutions for the building sector through open APIs that will be offered by the BEYOND Big Data Platform to further enhance the optimization of building energy performance on the basis of the novel data-driven and data sharing-based business models that will be delivered in the frame of the project. These actors will act as multipliers of the BEYOND concept and will be allowed to develop their innovative applications on top of it and the open APIs that will be provided to them in order to exploit available data and analytics services offered in the BEYOND toolkit and / or complement such offerings with their own analytics services.

- o **Scientific Community:** This target group corresponds to research and academic organisations, scientific journals, Committees, Internet Fora, and other working groups in research fields related to the BEYOND work.

1.6 Mapping of the Dissemination Means with Target Groups

A thorough mapping of the dissemination means towards different target groups are displayed in the table below:

	Target Groups								
①Primary Targets ②Secondary Targets	Energy Retailers, ESCOs, Facility Managers, Aggregators, Construction/ Renovation and Public Authorities/ Urban Planners	Energy (Electricity/ District Heating) Network Operators	Building occupants / energy consumers	Building-relevant data-hubs operators	Standardization Bodies	Energy Market & Policy Regulators	SME and Start-up ecosystem	Tech. Platforms and Prof. Associations & Initiatives	Scientific Community
Web Portal & Social Media Presence	①	①	①	①	①	①	①	①	①
Scientific Publications					②		②	①	①
Participation in Fora & Thematic Events	①	①	①	①	①	①	①	①	①
Liaison with H2020 Projects, Prof. networks & Standardization Bodies	①	①	①	①	①	①	①	①	②
Contribution to Standardization				②	①		②	②	②
Living Labs Workshops & Demos	①	①	①	①	①	①	①	①	①
Promotional Content	①	①	①	①	①	①	①	①	①

TABLE 2: DISSEMINATION MEANS TOWARDS DIFFERENT TARGET GROUPS

1.7 Dissemination and Communication Roadmap

The key to the effective dissemination of project results is to communicate important achievements in the right time and to the right stakeholders. Therefore, generated knowledge will be made available to the groups of interest in three consecutive phases:

- The awareness phase will mainly involve delivering the main message of the project in relation to its aims and objectives,
- The understanding phase will provide more detailed information on the project purposes, methods and deliverables.
- Finally, the action phase will provide the basis for communication for action, where the project products will be delivered for further use.

The communication roadmap draft is presented in the Table below:

Phase	Objectives	Activities
Phase1: Awareness Phase M1-M12	• Establish Communication Plan & Strategy • Knowledge Management & Protection Plan • Data Management Plan • Create initial awareness in industry related to project objectives & scope • Present the concept, objective and expected results	• Brand Identity: create logo brand guidelines • Publish website: attractive and friendly with social media integration • Video development and promotion • Create YouTube channel • Press release: publish initial press release though targeted channels • Create marketing / content strategy • Leaflet: electronic and print leaflet that can be download via website & printable • Events: Select appropriate conferences and events and organize workshops
Phase 2: Understanding phase M13-M24	• Create refined "targeted awareness" regarding project technologies with key players and potential users. • Inform about the technological benefits to the target market • Demonstrate early results (components and early technical validation results)	• Update website with latest results and project new into sharable attractive articles that target key stakeholders • Press releases: targeting key stakeholders' publications and promoting discussion • Marketing/Content strategy: share news and project updates through Social Media Channels (Twitter and LinkedIn) • Publications: electronic printable brochures, research papers • Press release with latest results • Leaflets: distribute updates through articles / social media • Attend events, conferences • Videos: updates
Phase 3: Action phase M25-36	• Maximize target market and industry awareness on technologies providing more tangible results i.e. from pilot trials, verification and feedback from users • Demonstrate more advanced results (components and	• Update Website: with news videos, public deliverables and partial results • Publications: social media and online promotion, such as early results in twitter and electronic newsletter • Brochure: publish newsletter to registered parties and partners • Attend events • Organize workshops • Press release: final press release

	intermediate and final validation results)	• Video: create YouTube videos showcasing the system in trials and users' opinions • Publish scientific papers in conference journals • Demonstrations and feedback of trials evolution

TABLE 3: COMMUNICATION ROADMAP

1.8 Dissemination and Communication Methodology

A coordinated dissemination and communication plan is vital to ensure a far-reaching impact of the BEYOND project. Therefore, a four-folded concept is proposed.

I.   In **step 1**, dissemination and communication opportunities are collected by asking the BEYOND consortium to report known opportunities via a detailed reporting template uploaded in the BEYOND Repository.

II. In **step 2**, the dissemination and communication material are created and is accessible both online and offline.

III. In **step 3**, the results of the dissemination and communication are collected. To this end, data through technical assessments whenever possible are collected (e.g. number of visits in BEYOND website).

IV. In **step 4**, the reported dissemination and communication activities are reviewed quarterly to early identify if the performance is as expected and if the project KPIs are reachable in the upcoming period.

FIGURE 1: DISSEMINATION AND COMMUNICATION PROCESS FLOW

2. Material

To widen the range of communication and dissemination opportunities members of BEYOND have created a project flyer, a poster and will create other brochures as well as the project matures and start producing the first results. These kinds of materials are accessible both online and offline.

2.1 Brochures / Factsheets

Brochures or project factsheets will support dissemination activities. The brochures/factsheets will be presented in one concise and structured document that will contain all relevant information about the project (general information, duration, current news). They will be available offline and online.

2.2 Posters

The posters will be designed to promote the project at conferences and events to aid the visibility of the project and the dissemination of information. They will prepared in English and will also contain project's visual identity together with partners; logos and EU funding disclaimer.

2.3 Flyers

Flyers are to be designed specifically for events, workshops and to be distributed among relevant stakeholders and consortium members. They are meant to act as official dissemination format to distribute the information about the project, its scope and its partners. They will be available offline and online.

2.4 Videos

For the duration of the project, videos will be created in order to help the dissemination process. The videos should reflect the overall project message and what is hoped to achieve with the project.

3. Dissemination and Communication Channels & Tools

3.1 BEYOND Logo and Visual Identity

A clear visual identity is key to conveying a strong, consistent and unique image of BEYOND, increasing the ability to communicate our mission, objectives and achievements. Such a visual identity connects all of the project partners together and makes the project more recognizable and understandable by the wider public.

It is of high importance to have a coherent image for any communication. The true aim of adopting a coherent visual identity for BEYOND, complete with logo design, print and web identity, is to reflect strong and distinctive values of the BEYOND Project.

The brand should consist of the logo, a headline and the key visuals. All three must reflect to the focus points.

Logo and key visual are to stand out of the crowd. Some colours and motives are overused by other smart energy Horizon2020 projects in the recent years, therefore the visual identity of the BEYOND needs to be something fresh which still enhances the message of Smart Building and Big Data.

FIGURE 2: BEYOND LOGO

BEYOND logo is consisted of a visual presentation of a building and the floors represents the three distinct knowledge areas: (i) Building Experts, Energy systems & Services, (ii) Big Data & Analytics, (iii) Business Innovation & Energy Markets.
The BEYOND logo it is meant to be simple, clear, and relatable to the project. More information on the log and visual identity are documented in deliverable D8.5 - BEYOND Branding, Website and Social Media Channels

3.2   BEYOND Project Website

Website: https://beyond-h2020.eu

A website for the project was set up in the early stages of the project. It will be the foundation of all online communication actions and it will enable making all data created by BEYOND accessible and searchable.

The focus points for the website:

- User friendly
- Easy to access all data
- Graphically appealing to the target groups but not disturbing
- All details, data and materials all accessible
- Hub for all communication materials (flyers, videos, infographs, press releases)
- Available to subscribe for Newsletter
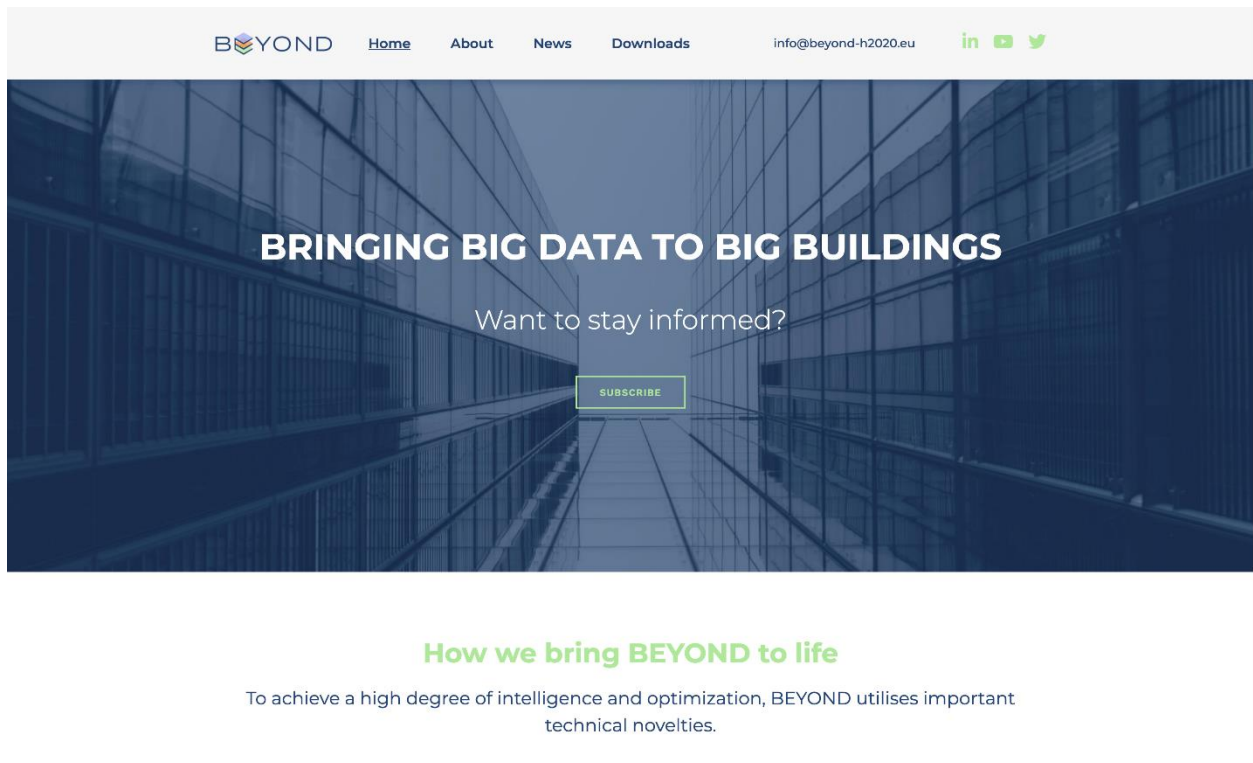- Contact details

FIGURE 3: PROJECT WEBSITE – HOMEPAGE

More information of the website could be found in deliverable D8.5 - BEYOND Branding, Website and Social Media Channels.

3.3   Social Media

BEYOND's social media platforms will be used to communicate and disseminate the project activities and outputs publicize the website. It should also be a platform to raise awareness on project aims and objectives and have a reliable and trustworthy tone.

Social media in Communication	Social media in Dissemination
Covers the whole project	Covers result only
Starts at the outset of the project	Starts once results are available
Multiple audiences	Specialized audiences
Engaging with stakeholders and society to show the benefits of research	Enabling the use of results

TABLE 4: SOCIAL MEDIA GUIDANCE

The channels that already have been set up and utilized are LinkedIn and Twitter. A YouTube channel has also been set up, to host the upcoming video material.

LinkedIn: https://www.linkedin.com/company/beyond-project-h2020/

LinkedIn uses text (no character limit), photos, GIFs, videos, links, etc. BEYOND will use the platform to disseminate the project's background and outputs and engage professionals and experts in the field and they are the primary target of the project.

Twitter (@BeyondH2020)

With text of up to 280 characters posts on twitter should include more hashtags, tags and be shorter. This excludes media attachments (photos, images, videos, etc.) and quoted tweets (displaying someone else's tweet within your own) but includes links (a URL is always altered to 23 characters). It is used to share short comments, make announcements that instantaneously reach a large audience or retweet relevant content.

YouTube Channel: https://www.youtube.com/channel/UCcX_gdXlIrie1vpG1u19A3w

The YouTube channel for BEYOND has been created with the aim:

- Share content, which will include interviews, highlights of events and meetings and documenting the project's pilot once these are underway.
- All BEYOND videos will be stored on the YouTube channel under different categories and YouTube video content will be used on other media channels.

Each dissemination and communication board member must engage with the social media posts by liking, sharing, or commenting from their company page, and if possible, also their private profiles.

Hashtags are to be used in each social media post to make the post searchable, increase outreach, and engagement. The hashtags can be keywords related to the material being posted or to the overall keywords of the project.

To avoid confusion and improve access to the project's content all social media will be linked to the website. Furthermore, all other digital and printed materials should display social media channels.

The social media strategy will be based on four steps: **collect, share, engage and measure**.
For the collection part all partners have the responsibility to collect information regarding event, updates, milestones, news that could be shared and disseminated. Everyone will be involved in engaging with the content though, sharing, linking, and commenting on the content. Ultimately, UBITECH will be in charge of measuring the impact of the dissemination on social media.

3.4   Newsletter

A project newsletter will be developed and issued on a semi-annual basis and will delivered online to all people who will subscribe though the project website. It is another way to inform and engage the stakeholders about the project's progress, achievement and activities.

The newsletter will follow a timeline for when they should be released each year. This timeline is to be established together with the dissemination and communication board. The newsletter will be provided with content, edited, and published with the help of the dissemination and communication board. Each member is responsible to come with a proposal on a topic, event, update, milestone that is relevant to the project and present it to the group.

The opt-in for the newsletter and visibility of cancelling their subscription will be complying with the EU General Data Protection Regulation (GDPR).

3.5   Press-releases

Press-releases are efficient dissemination tool that highlight the project's achievements and milestones including key project events. They are produced to boost awareness of the different stakeholders with regards to the different activities

and achievements of the project. As per the DoA, it has been agreed on two national press releases per year about the project.

3.6   Blog

Blog posts are written in a semi-formal style in order to maintain a professional tone whilst also recognizing the more informal nature of the medium. They bridge the gap between social media accounts and static webpages, creating content for project updates, thought pieces and guest posts around the topic of Smart Buildings, Big Data, energy efficiency. On average each post is around 500 words in length.

3.7   Living Labs

The Living Labs will be used as an excellent networking tool for experience sharing and exchange towards user and business-driven open innovation. Besides obtaining feedback from major stakeholders, end-users, and targeted beneficiaries, Living Labs will help widely disseminate the project outcomes in order to raise awareness, engagement and acceptance of stakeholders, including also the preparation and distribution of appropriate material. Living Labs are expected to actively support and promote the exploitation and future success of the BEYOND project.

More information could be found in D8.1 - BEYOND Living Lab Activities Plan and Evaluation Report – a.

3.8   Acknowledgment of EU funding

Mandatory EU communication requirements are in place defining how the EU funding should be recognized and visualized in any communication and dissemination materials, press releases, and media contacts.

3.8.1 EU emblem utilization

The following statement informing about EU funding and the financing programme is to be included in all communication and dissemination materials throughout the project and it must be displayed in a way that is visible to the public:

This project has received funding from the European Union's Horizon 2020 Research and Innovation program under Grant Agreement No 957020.

3.8.2 Disclaimer

Any dissemination of results must specify that it reflects only the author's view and that the European Commission is not responsible for any use that may be made of the information it contains. The following text must be included:

This document reflects only the author's views and the Commission is not responsible for any use that may be made of the information contained there.

4. Oriented Dissemination Activities

4.1   Participation in targeted Events

A fruitful way to enhance communication and engagement to the project from identified and potential stakeholders is to participate in relevant events, participation in thematic panels, workshops, roundtables and conference sessions, poster presentations, and specialized demonstrations All partners will be encouraged to participate in such events to enhance dissemination of the project results. During these events, partners will circulate dissemination material (e.g. brochures, leaflets etc.) to participants.

In ANNEX A you can find the table 'Dissemination & Communication activities log per partner" which is to be utilized for tracking of participation in events for each partner and is to be utilized for tracking and reporting of publications. ANNEX B contains a list of indicative events that will be updated to match the current events going on this year, next year with additions from partners through the communication board. This is not a definitive list as event dates and details might change in the future. This list should continuously be updated upon the partners' suggestions and the European Union's event calendar.

Partners should actively contribute to identifying relevant external events as well as participating in events by presenting the project. Moreover, for local events, each dissemination and communication board member oversee updating the list of the local events. The updated lists should be uploaded in the online project's repository so UBITECH can keep track of it, and a notification should be sent to UBITECH regarding the update.

4.2   Scientific Conferences and Industrial Events

Scientific Conferences and industrial events are very important events for the dissemination of new scientific knowledge and networking activities for EU synergies creation. BEYOND will participate in conferences that are relevant to the fields, scope and objective of the project.

An indicative list of relevant conferences is presented in ANNEX B

Most of the scientific conferences call for scientific papers, therefore this is a great opportunity to boost and promote the project through scientific papers. This is further explained in chapter 4.5 – Scientific Publications.

4.3   Workshops

Organization of at least 2 local workshops in each demo country for data landscaping, requirements elicitation and wide stakeholder engagement at local level will be organized as part of Specific local workshops in demo country for data landscaping and requirements elicitation have been identified as essential communication and dissemination channels as a part of T8.1 in WP8. See D8.1 - BEYOND Living Lab Activities Plan and Evaluation Report – a for a more detailed overview of potential workshop engagements.

4.4   Liaisons with other EU projects and initiatives

The BEYOND project aims at establishing synergies and coordination with similar EU projects, as well as its focus on Smart Buildings and Big Data domains. The project will be focusing on projects under the BRIDGE[1] and DAIRO/BDVA[2] umbrella as well as similar projects and initiatives with the purpose of creating awareness and interactions with other similar projects for policy, market, and technology-relevant issues.

The following projects and initiatives have been identified as relevant for BEYOND activities at the beginning of the project. More information could be found in D8.10 - Report and Evaluation of Collaborative Activities- a.

4.5   Scientific Publications

BEYOND should use scientific publications to reach out to the larger audience. Publications in scientific journals and conferences relevant to the research and innovation activities will target the scientific communities directly or indirectly in the scope of BEYOND.

- Scientific publications aimed at the primary audience that can be published through scientific conferences and journals.

- Publications for the general public that aims to reach a secondary audience, such as the non-technical stakeholders, in order to deliver the key messages of the project.

Reporting and updating the scientific publications will be done using ANNEX A – Dissemination & communication activities Log. This will be done by each communication representative of each consortium partner.

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[1] https://www.h2020-bridge.eu/

[2] https://www.bdva.eu/DAIRO

5. Monitoring

5.1   Success Indicators

It is highly important for the BEYOND consortium to monitor the impact made with all the planned dissemination and communication actions and tools. Following the components of the communication and dissemination channels and tools that will be used, below you can find the preliminary KPI Targets as agreed in the DoA.

During the lifetime of the project additional targets can be added as the project progresses.

Target description		Target Goal
Website	N° of page visits to the website	1000
	N° of references to the Project on search engines	120
Social Media	N° of links/followers/interactions with external entities on Social Media	50 new each quarter
Scientific Publications	Papers accepted per year	3 per year
	Distribution per journal / top-level conference / mid-level conference publications	Target audience: 1000 per year
	Proportion of joint publications	>60% per year
	The average number of different partners authoring each paper	>2-3 per year
BRIDGE-BDVA Common Activities	Events Attended Annually	4 per year
	N° of projects selected for collaboration	10
Living Lab workshops and demos	N° of attendees in the Living Lab workshop	10 per workshop
Promotional content and dissemination material	Materials produced (newsletter, sheet/brochure, national press release)	5 per year
	Video views	100 per video

TABLE 5 : TARGET KPI's

All online outreach activities will be monitored on an ongoing basis with adjustments made as required. To month-over-month growth on online channels, the following spreadsheets will be used:

- Email Campaign Tracking & Reporting

- Google Analytics
- Social Media Metrics Dashboard

In ANNEX A you can find the table 'Dissemination & Communication activities log per partner" which is a "live" document, where partners identify events of interest for the whole consortium, and at the same time record their activities. The spreadsheet resides in the private repository for the project.

5.2   M1-M12 Activities

An initial plan of the envisaged dissemination activities, referring to the 1st year of the BEYOND implementation, is presented below:

Dissemination activities	KPI	Status period
Web Portal and Presence on Social Media	Design and Development of the project's web site	M1-M6
	Establishment of presence on Social Media	
	Regular update of the website content	M6-M12
	Regular actions on social media	
Scientific Publications	1 paper about the core concept of the project	M1-M12
	1 paper about the big data-driven business approach introduced in BEYOND	
Smart Buildings Projects EASME/BRIDGE/BDVA Activities	Participation in at least 2 large-scale events organized by EASME, BRIDGE and DARIO/BDVA, or workshops organized by Smart Building H2020 Projects presenting the project and investigating synergies with similar projects in the domain	M1-M12
Living Lab Workshops and Demos	Organization of at least 1 local workshop in each demo country for data landscaping, requirements elicitation and	M1-M12

Dissemination activities	KPI	Status period
	wide stakeholder engagement at local level	
Promotional Content and Dissemination Material	Posting and circulation of at least 2 Newsletters issues	M1-M12
	At least 1 project fact sheet/brochure	
	At least 2 national press releases about the project	
	N° of news published	

TABLE 6 : M1-M12 DISSEMINATION ACTIVITIES

6. Conclusion

This document describes the process of dissemination and communication in the BEYOND project. For a successful implementation of the dissemination and communication tools and activities it is required the effort of all project partners with a special focus on the dissemination and communication board, that has been assigned several support tasks in this process. This deliverable focuses on methodology, reporting measures and activities in WP8. Furthermore, it outlines the tools and activities utilized to reach the proper target audiences and goals of the project and the measures to be undertaken to maximize the impact and awareness creation of the project.

ANNEXES

ANNEX A

Dissemination & Communication activities log per partner

		Dissemination & communication activities in the BEYOND project										
	Organisation:											
Reference	**Activities**	**Short description** (name, title, URL, etc.)	**Date** (start date - end date)	**Place**	**Level** (L = local / R = regional / N = national / E = EU / W = worldwide)					**Audience** (characteristics of the target group)	**Reach** (size / no of organisations / persons reached approximately)	**Related proof material** (PDF filename)
					L	**R**	**N**	**E**	**W**			
R1												
R2												
R2												
R4												
R5												
R6												
R7												
R8												
R9												
R10												
R11												
R12												

Instructions:
- Each activity should be documented in a new row of the dissemination log.
- For every activity the participating partner must provide proof material. This material includes all information such as scans, screenshots, photos, etc. relevant with the activity and should be compiled in one single PDF document (multi-page if needed). The document's filename will begin with the reference number of the activity, then the name of the partner and finally the date of the activity (e.g. R3-AUTH-10032020.pdf). The documents should be uploaded in the PROOF subfolder of the project's files repository.
- The various fields of the dissemination log should be completed by the partners per the instructions bellow:

			Target Groups
ORGANISATION	Short name of the partner organisation.		A. Software and Application Developers
ACTIVITIES	Type of activity (selected from a predefined list).		B. ICT Industry
DESCRIPTION	Few words concerning the activity (e.g. for a conference the title and its website URL).		C. Researchers and Academia
DATES	Dates of the activity (DD/MM/YYYY). Also, the end date should be provided only if the activity had a duration larger than 1 day.		D. Industry Associations & Technology Clusters
PLACE	Location (City, Country) where the activity took place (use 'Online' for non-physical locations).		E. Standardisation Organisations
LEVEL	The scope / level of reach of the activity.		F. Policy-makers
AUDIENCE	Characteristics of the activity's target audience. Please use target groups A, B, C, D, E, F and G as are defined on the right		G. General public
REACH	Size of the reached audience (provide an approximation if exact number is not known).		
PROOF	Provide the filename of the pdf document that its related with the activity (proof material).		

ANNEX B

Non-exhaustive list of candidate Scientific Conferences and Industrial Events

Event Name
IEEE SmartGridComm 20xx
CIRED International conference on electricity distribution
Intl Conf. on Solar Energy & Smart Grid – ICSES
International Smart Grid Congress and Fair 20xx
Int. Conf. on Sustainability in Energy and Buildings (SEB'1X)
ECTP Conference
MedPower 20xx
European Big Data Hackathon
International Conference on Big Data Analytics and Knowledge Discovery (DaWaK-DEXA)

IEEE PES Innovative Smart Grid Technologies
CIGRE annual symposium
CEBIT 20xx
Smart City Expo World Congress
EAI Intl Conf. on Smart Grid Inspired Future Technologies 201XG 20xx
European Big Data Value Forum
IEEE International Conference on Big Data Analytics (ICBDA)
International Conference on Data Engineering (ICDE)
European Semantic Web Conference (ESWC)
European Conference of Information Systems (ECIS)

ANNEX C

Indicative list of relevant scientific journals
Applied Energy (Elsevier)
IEEE Transactions on Knowledge & Data Engineering
Energy and Buildings (Elsevier)
Big Data Research (Elsevier)
Transactions on Sustainable Energy (IEEE)
Journal of Big Data (Springer),
Energy Efficiency (Springer)
IEEE Transactions on Big Data, Big Data and Information Analytics