D7.1 – Communication and Dissemination plan

June 30, 2024

www.meta-build.eu

Powering the METAmorphosis of BUILDings towards a decarbonised and sustainable energy system

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Responsible Author	*Francesca Genovesi (EHPA)*
Contributors	*Alexios Lekidis (ICCS)* *Samuel Thomas (RAP)* *Chris Petkidis (HOLISTIC)* *Dimitrios Bimpikas (ZENITH)* *María Pérez Ortega (INETUM)*
Reviewer(s)	*Christian Keim (EDF)* *Himanshu Nagpal (EURAC)*
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Document History

Version	Date	Contributor(s)	Description
v.01	17/04/2024	ICCS	ToC's initial contribution to the deliverable section
v.02	30/04/2024	WP Leaders	Input from partners for the first draft
v.03	10/06/2024	EDF	Review of v.02
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v.05	27/06/2024	EHPA	Revised version based on review comments with additional improvements on the sections
1.0	30/06/2024	ICCS	Quality check

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EC Summary Requirements

1. Changes with respect to the DoA

No changes with respect to the work described in the DoA.

2. Dissemination and uptake

The META BUILD Communication and Dissemination (C&D) plan serves as a guiding document for both internal and external individuals involved in or impacted by the META BUILD project, facilitating effective communication, collaboration, and knowledge exchange.

Therefore, within the project, the C&D plan will be utilized by:

- Project consortium partners: all members of the META BUILD project consortium, including researchers, innovators, and project managers, would use the C&D plan to understand their roles and responsibilities in communicating and disseminating project outcomes.
- Work package (WP) leaders: leaders of different WPs within the project would refer to the C&D plan to ensure alignment of communication and dissemination activities with overall project objectives.
- Communication and Dissemination Teams: teams responsible for executing communication and dissemination activities would rely on the plan to guide their efforts and select appropriate tools and channels.

Outside the project, the plan will be utilized by:

- Stakeholders: external stakeholders such as policymakers, industry representatives, NGOs, and the public interested in building electrification and energy efficiency would benefit from the information shared through the communication and dissemination activities outlined in the plan.
- Collaborating projects: other Horizon Europe projects or similar initiatives working on related topics could potentially collaborate with META BUILD, and the C&D plan would help understand opportunities for knowledge sharing and collaboration.
- Decision-makers: policymakers at the EU, national, and local levels would be informed about META BUILD's objectives, outcomes, and policy implications through the dissemination activities outlined in the plan, potentially influencing future policy decisions in the field of building electrification and energy efficiency.

3. Short Summary of results (< 250 words)

The deliverable D7.1 is the first version of the Communication and Dissemination (C&D) plan of the project. It outlines a comprehensive strategy to enhance the project's visibility, impact, and collaboration. It encompasses communication and dissemination activities targeting diverse stakeholders, with a focus on raising awareness, facilitating networking, supporting partners, and informing stakeholders at various levels. The plan includes a range of tools and activities such as social media, press releases, webinars, workshops, and collaborations with other projects. Key objectives include promoting the benefits of electrifying buildings' thermal demand, sharing technical results, influencing stakeholders, and building

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capacity through training and knowledge transfer. The success of the strategy relies on the cooperation of all project partners and the effective coordination of activities across work packages.

4. Evidence of accomplishment

This report.

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Preface

The overall vision is to operationalize the Energy Efficiency First principle in the practical context of buildings, towards the decarbonisation of the EU building stock through: low-carbon technologies such as heat pumps (HPs) for the electrifying buildings' thermal energy demand, integration of renewable energy sources (RESs) & energy storage systems (ESSs), building digitalisation and intelligence with smart energy management systems. To achieve the 'META-BUILD of the building sector', we will develop and demonstrate at TRL 6-8 highly cost-effective, integrated, and replicable solutions (i.e. HP coupled with RES and ESS) for electrifying thermal energy demand in buildings. Social acceptance and strict adherence to energy efficiency measures will be ensured to promote sustainable and efficient energy use and an affordable pathway to decarbonise building-sector heating. A holistic approach addresses challenges throughout the building life cycle, including product manufacturing, energy solution design and engineering, construction, renovation, operation, and maintenance.

META-BUILD will deliver:

1. Key Performance Indicators (KPI-driven assessment methodology & Life Cycle Analysis (LCA) analysis on building electrification.
2. Decarbonisation as a service decision support tool; sound Business Models combined with energy efficiency and electrification.
3. Advanced HP technologies, Photovoltaic Thermal collectors (PVTs) and other RES solutions, thermal and second-life battery storage systems.
4. An interoperable framework for electrified ready buildings; Energy management services for Real-Time (RT)-monitoring & performance analytics.
5. Demand response, grid interaction & flexibility planning tools.
6. Pro-active maintenance & control services.
7. Digital Twins for maintaining/enhancing the buildings' performance; Blueprints & policy recommendations for replication & scalability.

Focus will be given to both the construction and renovation phases of a building, while META BUILD solutions will be demonstrated and replicated in different types of buildings, including 6 Front Runners and 7 Replication Multipliers.

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Participants

ICCS	EREVNITIKO PANEPISTIMIAKO INSTITOUTO SYSTIMATON EPIKOINONION KAI YPOLOGISTON	EL		CARTIF	FUNDACION CARTIF	ES	
EURAC	ACCADEMIA EUROPEA DI BOLZANO	IT		ED	EUROPEAN DYNAMICS LUXEMBOURG SA	LU	
INETUM	INETUM	FR		INETUM ES	INETUM ESPAÑA S.A.	ES	
BLUEPRINT	BLUEPRINT ENERGY SOLUTIONS GMBH	AT		IDM	IDM ENERGIESYSTEME GMBH	AT	
SOZIALBAU	SOZIALBAU GEMEINNUTZIGE WOHNUNGSAKTIENGESELLSCHAFT	AT		HOB	HAUSSERVICE OBJEKTBEWIRTSCHAFTUNGSGMBH	AT	
TUD	TECHNISCHE UNIVERSITAET DRESDEN	DE		UNIZAG	SVEUCILISTE U ZAGREBU, FAKULTET STROJARSTVA I BRODOGRADNJE	HR	
CER	CIRKULARNI ENERGETSKI RESURSI DOO ZA PROJEKTIRANJE I IZGRADNJU ENERGETSKIH POSTROJENJA	HR		HEPT	HEP-TOPLINARSTVO D.O.O.	HR	
GSG	GRADSKO STAMBENO GOSPODARSTVO VELIKA GORICA DOO	HR		GVG	GRAD VELIKA GORICA	HR	
EDF	ELECTRICITE DE FRANCE	FR		SAUTER	SAUTER REGULATION SAS	FR	
KMO	KMO	FR		ENOV CAMPUS	E-NOV CAMPUS	FR	
HOLISTIC	HOLISTIC IKE	EL		ZENITH	ETAIREIA PROMITHEIAS AERIOU THESSALONIKIS – THESSALIAS MONOPROSOPI ANONYMOS ETAIREIA	EL	
KLIMA	KLIMAMICHANIKI ANONYMI ETAIRIA EMPORIAS KAI MELETON KLIMATISMOU KAI ENERGEIAKON EFARMOGON	EL		ARCELIK	ARCELIK A.S.	TR	
INNOVA	INNOVA SRL	IT		INNENG	INNOVA ENGINEERING SRL	IT	

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ANIMA	ANIMA - FEDERAZIONE DELLE ASSOCIAZIONI NAZIONALI DELL'INDUSTRUSTRIA MECCANICA VARIA ED AFFINE	IT		TECNALIA	FUNDACION TECNALIA RESEARCH & INNOVATION	ES	
ENDEF	ENDEF ENGINEERING SL	ES		CIRCU LI-ION	CIRCU LI-ION S.A.	LU	
EAP	ENERGY AGENCY OF PLOVDIV ASSOCIATION	BG		HELEXIA	HELEXIA CORPORATE	FR	
UNIPassau	UNIVERSITAT PASSAU	DE		THES	DIMOS THESSALONIKIS	EL	
RPR	RIGAS PLANOSANAS REGIONS	LV		FASADA	PRZEDSIEBIORSTWO ROBOT ELEWACYJNYCHFASADA SP ZOO	PL	
GDYNIA	GDYNIA-MIASTO NA PRAWACH POWIATU	PL		VEOLIA	VEOLIA SERVICIOS LECAM SOCIEDAD ANONIMA UNIPERSONAL	ES	
ARTELYS	ARTELYS	FR		RAP	REGULATORY ASSISTANCE PROJECT	BE	
EHPA	EUROPEAN HEAT PUMP ASSOCIATION	BE					

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List of abbreviations

Abbreviation / Acronym	Definition
CMS	Content Management System
C&D	Communication and Dissemination
DSO(s)	Distribution System Operator(s)
ESCO(s)	Energy Service Company(ies)
ESS(s)	Energy Storage Systems
EC	European Commission
GDPR	General Data Protection Regulation
HP	Heat Pump
IoT	Internet of Things
IPR	Intellectual Property Rights
KER(s)	Key Exploitable Results
KPI(s)	Key Performance Indicators
NGO(s)	Non-Governmental Organisations
LCA	Life Cycle Analysis
PVT(s)	Photovoltaic Thermal collectors
RHC	Renewable Heating and Cooling
RES(s)	Renewable Energies Source
RTO(s)	Regional Transmission Operators / Independent Transmission Operators
TAB	Transdisciplinary Advisory Board
TRL	Technological Readiness Level
WP	Work Package

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Introduction

Communication and dissemination are two vital components of the META BUILD Project, essential for ensuring the impact of the project results on key target audiences and maximizing the project's sustainability and replication potential. The deliverable 7.1 (D7.1) represents the first draft of the C&D plan of META BUILD. The C&D plan aims to establish a clear, coherent, and effective communication and dissemination strategy dedicated to raising awareness, engaging stakeholders, and promoting the project's results, achievements and generated knowledge.

Specifically, D7.1 defines both internal and external communication strategies for the initial six-month period, along with basic confidentiality rules for Consortium compliance, stakeholder mapping, and related needs analysis. Additionally, it provides a description of tools to convey META BUILD's key messages, including the project's website and logo, and a list of qualitative and quantitative KPIs. These metrics are established to monitor the effective execution of all communication and dissemination activities, including stakeholder engagement.

An update of this deliverable (D7.2), scheduled for the project's midpoint (M24), is intended to offer an overview of the C&D activities conducted thus far and to facilitate adjustments in response to potential changes during project execution. The deliverable (D7.3) is dedicated to another objective and it will focus primarily on the Capacity Building Programme material and report which will be completed by M13 and incorporated into the final C&D plan. Ultimately, the final version of the C&D plan (D7.4), to be released at the end of the project (M48), will also include the overall impact of the C&D activities and the final exploitation plan.

1 Objective of the Communication and Dissemination Plan

The C&D plan provides a detailed description of each component of the communication and dissemination strategy. It presents how all the communication channels, activities, and tools are working together to achieve the communication and dissemination objectives and to address the relevant stakeholder groups identified during the proposal stage.

This document aims to:

- Set a clear overview of the C&D stakeholder mapping and needs analysis.
- Describe the communication tools selected to convey META BUILD key messages encompassing social media channels, logos, visual identity elements, flyers, newsletters, and press releases.
- Describe ad hoc templates for META BUILD deliverables and other documents.
- Outline the dissemination tools, including video interviews, publications, commentaries, info-packs, and factsheets which are included in the "META BUILD Innovation Handbook".
- Describe the foreseen dissemination activities such as webinars, workshops, conferences, fairs, and participation in forums like the EHPA Research & Innovation Committee.
- Provide an inventory of projects for foreseen cross-project collaborations.
- Define measurable KPIs both qualitative and quantitative and delineate procedures for monitoring and updating them.
- Provide a description of KPIs as well as monitoring and updating procedures.

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- Clarify the governance framework and rules governing the C&D strategy both internally among project partners and externally, including specifying the responsibilities of each partner involved.

WP7 serves as a “bridge” within the META BUILD project, connecting various activities and accomplishments across the board. While this document primarily concerns WP7, the success of our strategy hinges on the full cooperation of other WP leaders and the direct involvement and support of all project partners.

The C&D plan outlines how the Consortium will ensure META BUILD's visibility and maximize its impact in terms of research, market uptake, policy influence, and practical relevance. This plan is structured around two main areas:

1. Communication Activities: these activities aim to promote the project as a whole and raise awareness among a broad audience, including decision-makers.
2. Dissemination Activities: focused on sharing the technical results of META BUILD with targeted audiences and seeking collaborations with other projects to further knowledge sharing.

The strategy's objectives include:

- Raising awareness: highlighting the challenges and benefits of electrifying buildings' thermal demand to reduce energy costs and greenhouse gas emissions.
- Facilitating networking: creating opportunities for organizations to exchange information and experiences, ensuring partners are updated on progress from demo sites and multipliers.
- Supporting partners: assisting partners in effectively communicating and disseminating their work within the Consortium.
- Informing stakeholders: increasing awareness of META BUILD's work at the EU, national, and local levels, disseminating methodologies and findings among relevant stakeholders.
- Effective dissemination: widely sharing META BUILD outputs through various channels, translating technical content into accessible messages tailored to different audiences.
- Influencing stakeholders: working to expedite technology adoption, research, and legislative development by influencing relevant stakeholders.
- Capacity Building: facilitating training and knowledge transfer among target groups to enhance capacity within the project.

1.1 Relation to other activities

All partners are required to participate in WP7 activities and share collective responsibility for the efficient dissemination of META BUILD. Moreover, certain activities, while not directly linked to WP7, play a crucial role in advancing the project's dissemination and communication strategy. Presented below is a list of those tasks associated with other WPs, along with the partners responsible for their implementation. The tasks within WP7, which however are undertaken by partners other than EHPA, are also outlined in Table 1.

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Table 1 - Deliverable's relation to other activities

Deliverable/Task	Description	Leading Partner
D1.1, 1.4-1.5 / T1.4	This task involves the establishment of the Transdisciplinary Advisory Board (TAB). The TAB will support the drafting of the final version of D7.1 (D7.4). This task will be mentioned in Chapter 4 also in support of T6.5.	EHPA
D4.1-4.3 / T4.2	T4.2 involves mapping data-driven services for improved energy performances. Workshops with 3-5 end-users for each Front Runner will be held. These workshops and their outcomes will be detailed in Chapter 4, section 4.4 of D7.1.	ED
D5.2 – 5.4 / T5.4	T5.4 focuses on implementing the Front Runners' demo campaign, ensuring effectiveness and timeline success while highlighting the tailored solutions' efficiency and impact. Co-creation workshops will be organized to engage local and international stakeholders, empowering communities to participate, enhance creativity, and gather insights for refining solutions. As such, this task will be mentioned in the Chapter 4, section 4.4 of D7.1.	ZENITH
D6.2 / T6.3	T6.3 entails the development of policy briefs leveraging project experiences to offer policymakers a blueprint. These briefs will concentrate on key areas such as regulatory reform, subsidy program design, tax and levy reform, and capacity building. They will be showcased during two policy events to ensure broader dissemination. This task will be outlined in Chapter 3.	RAP
D6.3 / T6.4	This task entails organizing cross-fertilization activities at the EU level, which involves establishing collaborations with projects funded under similar calls as META BUILD and the BRIDGE initiative. Consequently, this task will be discussed in Chapter 4, section 4.5.	EHPA
D6.1, 6.3 / T6.5	The task focuses on implementing META BUILD's exploitation plan, which includes organizing a "Market Uptake" workshop to define META BUILD solutions exploitation elements. These activities will be described in Chapter 4.	INETUM
D7.1, 7.4 / T7.4	This task involves implementing a Capacity Building Programme, including four seminars and workshops, both virtual and physical. All materials created will be shared on the project website after completion for ongoing reference. This task will be discussed in both Chapter 2 and Chapter 4. The Capacity Building Programme report will be part of D7.3 and it will be included in the final C&D plan (D7.4)	ICCS

1.2 Structure of the document

The rest of the document is structured as follows:

- Chapter 2: External communication
- Chapter 3: Dissemination material
- Chapter 4: Dissemination activities
- Chapter 5: C&D Monitoring

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- Chapter 6: Internal communication
- Chapter 7: Confidentiality rules

2 External Communication

The actions required to achieve the mentioned aims are outlined below. However, this does not mean that individual planning documents won't be created for any of these actions. This is especially relevant for conferences, seminars, policy briefs, scientific publications, and videos showcasing demonstration sites.

Apart from the listed actions, time also needs to be allocated within the project for discussions on policy messages and the project's narrative itself. While some of this naturally evolves through partnership work and research, significant differences can remain unnoticed. The aim is to present a cohesive message and narrative by the project's conclusion.

The strategy will be accessible to all project partners for reference and guidance. It has been formulated based on the project's Grant Agreement, EHPA's experience in communicating and disseminating EU project outcomes, and the general guidelines outlined in the following documents.

1. “Communicating research for evidence-based policy-making - A practical guide for researchers in socio-economic sciences and humanities” (European Commission, 2011)
2. “Communicating EU Research & Innovation: A guide for project participants” (European Commission, 2012)
1. “Are you communicating your Horizon Europe project?” (European Commission 2022)
4. “Communication, Dissemination, Exploitation and IP management in Horizon Europe” (European Commission, 2023)

With its expertise in communication and dissemination, the European Heat Pump Association (EHPA) leads all tasks in WP7 except for T7.4 where leadership will be assumed by the Coordinator ICCS.

The Communication and Dissemination (C&D) strategy and plan serve as a roadmap for our partners, guiding them through various activities and detailing the appropriate channels and materials to be used.

Key Activities:

- Logo and visual identity creation and use for the project.
- Conception of key messages and effective use of communication tools.
- Development and management of the META BUILD website.
- Agreed and quality-controlled dissemination material (flyers, e-newsletters, videos, etc.).
- Collaboration with similar EU-funded projects and cross-promotion through the organization of joint webinars.
- Project results dissemination through social media (e.g. Twitter, LinkedIn, YouTube).
- Issue of Press releases to spotlight META BUILD's most significant accomplishments, enhancing visibility and recognition.
- Published project materials and make them available to stakeholders, facilitating access to valuable insights and findings.
- Presence and presentations at onsite and online conferences, fairs, and events related to renewable heating and cooling all around Europe.
- Development of a Capacity Building Programme to empower key stakeholders and young professionals with the knowledge generated by the project.

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- Final META BUILD conference in consultation with partners.

We will ensure that our key activities are both meaningful and impactful in advancing the objectives of the project through:

- Continuous communication with partners which will be maintained to ensure that all stakeholders are kept informed and involved in decision-making processes. This ongoing dialogue will enable us to adapt and refine our strategies in response to evolving needs and circumstances;
- A Dissemination Tracking Tool – see Annex I - to monitor and evaluate the effectiveness of our dissemination efforts. This tool will gather feedback from partners on their involvement in dissemination events, digital activities, and publications, guiding future strategies and initiatives;
- In addition to dissemination activities, META BUILD will focus on enhancing the sustainability and replicability of its results. This includes knowledge transfer, awareness-raising, and support for partners in implementing and scaling up project outcomes beyond the duration of the project;
- Clear and accessible communication will be prioritized throughout the project, with a focus on minimizing technical jargon and ensuring that messages are easily understood by diverse audiences. Collaborative efforts will be undertaken to refine and adapt project outcomes to resonate with the specific needs and interests of different stakeholders.

2.1 Stakeholder groups and stakeholder mapping

META BUILD aims at developing new technologies that will be able to reach TRL 6-8 by its end, providing new knowledge on HPs, solar energy, energy storage, advanced smart control technologies, and a combination of the four.

In collaboration with consortium partners, we've conducted a stakeholder mapping, identifying, and categorizing relevant stakeholder groups. This provides insights into *why* stakeholders should engage and *what* incentives or new knowledge would encourage their involvement.

Crucially, the stakeholder analysis is an ongoing process. To maintain the relevance of our dissemination strategy, we will continuously monitor its effectiveness throughout the project's duration. Any new insights gained about our audiences will be incorporated into the analysis, with updates planned for milestone M24 (as specified in D7.2). This approach ensures our project remains responsive to the evolving needs and interests of stakeholders, maximizing its impact and effectiveness.

The META BUILD project and therefore its Communication and Dissemination Strategy will be specifically aimed at reaching the target groups of Table 2.

Table 2 - Stakeholder mapping and needs analysis.

WHO (target groups)	WHY (needs to address)
Relevant EU industries & technology providers	New knowledge from demos vital for EU industries: HP, RES, and ESS.
DSOs, energy retailers and ESCOs	Highlighting HP, DSOs, and ESCOs' potential to enhance grid stability.
Policymakers and Public Bodies (EU, National, Local)	Fostering and pushing for future decarbonisation initiatives for sustainability.

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Scientific Community, Academia, RTOs, researchers, and technical experts	Informing the scientific community about cutting-edge tech for innovation.
National Associations of Technology manufactures	Maximizing META BUILD's industry reach and fostering collaboration.
Civil society organizations, NGOs, media, and citizens	Increasing public acceptance and understanding of how the project enhances citizens' lives, creating job opportunities, and fostering sustainable practices.
Construction Companies and installers	Fostering the re-skilling and upskilling of workers and installers in the field of renewable energy systems.
Financing institutions	Fostering the commercial uptake of the new technologies developed hence, attracting investment capital for the adoption and implementation of the technologies involved in META BUILD.

Also, the stakeholder analysis provides indications as to how stakeholders should be effectively involved, and thus, the most appropriate communication tools to be employed to ensure stakeholder engagement.

The categories of stakeholders to reach are very well represented by the consortium itself, which is composed of manufacturers & energy stakeholders, IT industrial partners, SMEs, European associations and NGOs, building stakeholders and local authorities, and leading research & technological development institutions. This aspect will ensure that each partner will share the project with their network, thus ensuring that the identified target groups of stakeholders are more effectively reached. In addition, many partners are members of prominent national, EU, and international platforms, networks, and expert groups, enabling far-reaching and systemic dissemination.

Identifying what the target groups need is crucial for shaping messages successfully. By pooling the experience of consortium partners, we can ensure a thorough examination of the audience, including their understanding of the topic, what drives their interest, the challenges they face in getting involved, who influences them, and how they impact social or regulatory matters. This detailed analysis lays the groundwork for creating effective communication strategies.

The stakeholder mapping will take place throughout the Project lifecycle based on the analysis highlighted in the previous paragraph. Interested people will be reached in three main ways:

- META BUILD Partners' network: each partner is committed to promoting META BUILD through their own website, newsletters, social media pages, and other communication means, with the final aim of informing their network and involving relevant actors that might be interested in following the project and possibly participating in its activities.

- META BUILD social media: the project's YouTube page will serve as a repository channel while LinkedIn and Facebook pages will be constantly updated with posts related to META BUILD outcomes and will encourage the public to get more involved in the project and to subscribe to the e-newsletter.

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- META BUILD website: it will contain a section with the option to subscribe to the project newsletter and receive information on META BUILD's upcoming activities (Capacity Building Programme, webinars, workshops, publications, news, etc).

As WP7 leader, EHPA will actively disseminate the project ambition, activities, and outcomes within the EHPA Research & Innovation Committee. It has over 120 members from all over the world, it was started in 2019 and already provides capacity to the work of the RHC Platform and its HP technology panel. To expand the base of the reached audience, META-BUILD will be effectively disseminated with a presentation during one of the periodic meetings of the Committee.

To strengthen collaboration and synergies, META BUILD partners will join one or more working groups in the BRIDGE Initiative. This will help spread the word about the project and make it easier to work with others and share best practices.

2.2 Key messages and communication tools

The main message of META BUILD will be: "*META BUILD aims to accelerate the electrification of buildings' thermal energy demand by adopting heat pumps (HPs) coupled with renewable energy sources (RES), battery storage while enhancing the Buildings Digitalisation and Intelligence (BDI)*."

Additional messages will be formulated to complement the primary message throughout the project. These messages will be tailored to resonate with the identified stakeholders' group, addressing their specific needs (mentioned in Table 3).

Table 3 - Targeted group and key messages

Stakeholder	Contents of Key messages
Relevant EU industries & technology providers	(1) Concept of cutting-edge solutions and smart efficiency; (2) Real-world applicability of innovative solutions; (3) Scalable impact and future-ready buildings; (4) Ensuring resilience in a rapidly evolving market.
DSOs, energy retailers and ESCOs	(1) Concept of grid optimization and demand flexibility; (2) Consumers' attraction, service expansion, and market Leadership; (3) Market Leadership and innovation drive.
Policymakers and Public Bodies (EU, national, local)	(1) Concept of META-BUILD as policy guidance and economic boost; (2) Transition leadership and community resilience; (3) Collaboration hub and alignment with sustainability goals.
Scientific Community, Academia, RTOs, researchers, and technical experts	(1) Acceleration of cutting-edge research and technological advancement; (2) Data-driven insights; (3) Empirical validation of innovative solutions; (4) Catalysing research frontiers.
National Associations of Technology Manufacturers	(1) Concept of Market Leadership and competitiveness; (2) Market expansion, and collaboration opportunities while ensuring a solid supply chain for a future market of integrated solutions.

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Civil society organizations, NGOs, media, and citizens	(1) Enhancing quality of life while promoting sustainability; (2) Social and energy transition: creation of new job opportunities; (3) Empowering citizens; (4) Community engagement.
Construction Companies and installers	(1) Skills development opportunities and career growth pathways; (2) Certification and recognition; (3) enhancing industry-relevant expertise while being committed to sustainability.
Financing institutions	(1) Strong and impactful investment potential; (2) Risk mitigation; (3) Technological leadership and environment engagement.

META BUILD will utilize a wide range of communication tools to meet the needs of different stakeholder groups. In addition to the project website, which provides a summary of the project and its work structure, META BUILD will employ a communication kit for consistent branding. Also, social media platforms like LinkedIn, Facebook, and YouTube will be used for regular updates and engagement. Periodic e-newsletters and press releases will disseminate important project updates. Specific project results will be showcased in the META BUILD Innovation Handbook, with smart graphs and infographics. Policy briefs will outline how META BUILD's solutions support EU climate and energy goals. Webinars, national workshops, and video interviews will facilitate discussions and knowledge exchange. A capacity-building program will offer practical training in renewable energy technologies. Finally, META BUILD will also contribute to scientific publications and participate in conferences to share research findings with the wider scientific community.

Table 4 outlines the specific communication tools and their corresponding target groups to address the specific needs effectively:

Table 4 - Communication tools and target groups

HOW (Communication tools)	WHO (Stakeholder identified)
Communication kit (logo, templates for presentations, banners)	All
Project website	All
Social media (LinkedIn, Facebook, YouTube)	All
Periodic E-newsletter	All
Press/news	All
Smart graphs & infographics on specific results collected into a final META BUILD Innovation Handbook	DSOs, energy retailers, and ESCOs. Financing institutions.
A Final Report	All
Policy Briefs	Policymakers and public bodies (EU, national, local). Scientific community, academia, RTOs, researchers, and technical experts.

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National Workshops, video interviews about pilot demonstrations	All
Capacity Building Programme	Relevant EU industries & technology providers. DSOs, energy retailers, and ESCOs. Policymakers and public bodies (EU, National, Local). Scientific community, academia, RTOs, researchers, and technical experts. National associations of technology manufacturers.
Scientific Publications and Special Issues	Scientific community, academia, RTOs, researchers, and technical experts.

2.3 Logo, dissemination templates, and EU Project disclaimer

The META BUILD official logo comes in both color versions, including vertical and horizontal layouts (refer to figures 1 and 2), as well as black versions of both (refer to figures 3 and 4). This logo emerged from extensive discussions following our project's Kick-off meeting. Finally, partners collectively agreed to explore alternative branding options, beginning with revisions to the original logo outlined in the proposal (refer to Figures 5 and 6). The aim was to craft a more visually compelling design that better embodies the central concepts of our project.

The design approach features an illustrative aesthetic with a playful mood to create an accessible and eye-catching feel for the project. The main structural unit of the project, the building, is at the center of all the design choices that shaped the proposed logos. Designed with a linear minimalist mood as an outline, it allows for various interpretations by the viewers who might see it as a house, a heat pump cycle, or simple piping. No shape is designed as a complete entity (there are always small discontinuities) attempting to give the result a sense of continuity as well as an endless spatial and temporal dimension. Complementary to the building, we have used abstract representations of the other structural elements of the project, such as heating, electricity, and the connectivity of modern IoT (Internet of Things) technologies, thus allowing the creation of different associations and interpretations.

The logo serves as the *visual ambassador* for the project and will be featured across all communication materials. It will be integrated into templates, reports, and dissemination efforts throughout and following the completion of the project. The brand is designed to resonate with a diverse audience, including the public, industrial stakeholders, technology suppliers, maintenance providers, HP installers, energy consultants, innovation and knowledge providers, universities, NGOs, decision-makers, and end-users.

The logo depicts an abstract flame, which can perhaps be interpreted as a leaf too, merging the concepts of heat and energy efficiency. These two images overlap without one fully containing the other to avoid a hierarchy between the two concepts. The curved lines at the top of the figure give a sense of continuity and immensity to the goals of the project while illustrating the connectivity between IoT devices. The gradient rests on the periphery of an imaginary sphere that could be interpreted as the Earth. A fragmentary representation that can be replicated (replicability) on expanded scales (expandability).

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Figure 1 - Vertical layout of the official logo.

Figure 2 - Horizontal layout of the official logo.

Figure 3 - Black vertical version of the official logo.

Figure 4 - Black horizontal version of the official logo.

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Figure 5 – Initial META BUILD logo included in the proposal, horizontal layout.

Figure 6 – Initial META BUILD logo included in the proposal, vertical layout.)

HOLISTIC has developed templates for Microsoft Word and Microsoft PowerPoint in alignment with the approved visual identity, including the logo and branding of META BUILD. These templates are mandatory for all META BUILD partners to utilize consistently across all project-related activities such as meetings, presentations, reporting, and policy papers throughout the project's entirety.

The focus when designing the Microsoft Office suite templates (Figure 7) for the project was to keep the aesthetic coherent with the visual identity of the project. A decision was made to keep the graphic design pieces around the corners and edges of the pages and slides, without distracting the reader and to keep the content unobstructed. As such we prioritized subtly showcasing the colors that we chose to reflect the concepts of the project to the reader. Green is a symbol of nature, and a symbol of harmony in Western societies and elsewhere around the world, as well as balance and environmental protection, all of which are relevant to energy efficiency is an important concept for the META BUILD project. Blue was also used, as it signifies trust and calmness according to color theory. Finally, we introduced bright and more vivid shades of color to convey a more approachable and appealing character as an attempt to connect with the user on a more emotional level.

Figure 7 - Template of META BUILD PowerPoint presentation

Developed in adherence to relevant rules and regulations set forth by the European Commission, these templates include the EU project disclaimer (details provided below) along with the official project logo (Figure 8).

For consistency reasons, all materials must prominently display the following disclaimer and funding statement and all partners are invited to use it.

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Figure 8 – META BUILD disclaimer – noneditable version.

2.4 Language and Website

English is the primary language for this project. To maintain consistency, we advise following British English spelling conventions whenever feasible. This will help avoid the need for extensive editing in the future. We recommend reviewing the guidelines outlined in the EC English Style Guide[1] to ensure alignment with established standards.

Within WP7, EHPA leads the development of the website for META BUILD, with technical support from HOLISTIC. EHPA will manage content uploading throughout the project's duration, while HOLISTIC will handle website development and design.

The META BUILD website serves as the primary communication and dissemination platform, facilitating access to project activities and results for stakeholders, end-users, and the media. It will serve as a content generation tool, engaging partners in developing content to showcase META BUILD findings and achievements, thereby maximizing project impact. To ensure the website's sustainability, it is planned to be maintained for a minimum of 5 years after the project.

In essence, the META BUILD website aims to curate relevant content tailored to key stakeholder groups. Its key objectives can be summarised as follows:

a) Serve as the primary point of contact and information hub for META BUILD, providing project aims, latest news updates, reports, public deliverables for download, and links to project-related social media activity.
b) Act as a central hub for outcomes pertinent to META BUILD, offering updates on external policy and research developments that impact or are of interest to the project, thereby contextualizing the project within a dynamic policy environment.

[1] https://commission.europa.eu/system/files/2023-11/styleguide_english_dgt_en.pdf

2.4.1 Website Development

Overall, the META BUILD website is built on modern web design principles, focusing on usability, accessibility, and intuitive navigation. The website design is clean, and the color palette and aesthetic are reflective of the playful and eye-catching feel we wanted the project to convey.

A shade of blue is used as the main color for the website and 3D-designed objects representing objects, concepts, and ideas relevant to the project appear on various pages. Clean and modern typography is utilized throughout the website and all sections, with large fonts that are easy to read. The header of the project's website is meant to guide visitors through the website's content. The website footer features a dark shade of blue.

The domain name of the project's website is https://www.meta-build.eu/

It contains the name of the project, with the .eu extension denoting its European origin. The selected wording fulfills the primary requirements of a successful domain name: it is short, descriptive, and easy to remember.

The website is built in Drupal, which is a free, open-source Content Management System (CMS).

It is developed using responsive web design, making it possible to respond and adapt to the users' input and environment, based on their device (desktop/laptop computer, tablet or smartphone, or other mobile device) and screen size.

For measuring the website traffic and monitoring the visitors' behavior, a connection with the Google Analytics service has been established and configured. The data insights coming from the META BUILD website can be accessed directly from the Google Analytics interface.

The website uses cookies to enhance visitors' surfing and browsing, while Google Analytics is used to produce anonymized statistics of the website's visitor activity. Browser settings and add-ons are utilized to enable users to disable both cookies and Google Analytics tracking. Also, website users are given the option to reject the use of cookies by clicking on a pop-up upon their initial website visit. Detailed information concerning cookies and Google Analytics and their application and manipulation is provided in the website's Privacy and cookies policy.

Several design updates and improvements are anticipated in the coming months.

2.4.2 Structure and Content

The site can be explored using the main menu links contained in the navigation menu. This is a two-level navigation menu that aims to guide the visitor in a simple and intuitive manner.

Main elements of the website pages

The META BUILD pages consist of three basic design parts or blocks:

- The Header at the top.
- The Footer at the bottom.
- The Content in between.

Header

The Header, as shown in Figure 9, is the container of the navigation menu and project logo and is featured on all the pages of the website. The header is not marked as fixed, which means that it does not stay pinned at the top of a page when the user scrolls down the page, and instead remains visible no matter how far down the user ends up scrolling, as long as their type of display allows it.

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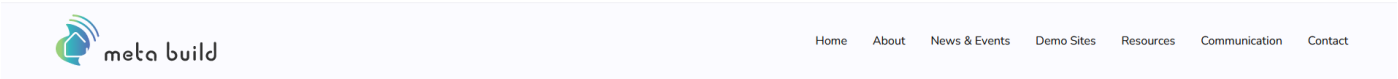

Figure 9 - Header of the META BUILD webpage

Footer

The Footer, as shown in Figure 10, includes two sections of information. The left section contains a statement acknowledging funding by the European Union's HORIZON EUROPE Research and Innovation Programme, as well as links to the social media accounts, and the META BUILD logo which, when clicked, returns the visitor to the homepage. The right side, which takes up most of the footer, provides a compact site map offering direct access to all the main pages a visitor may care to navigate to.

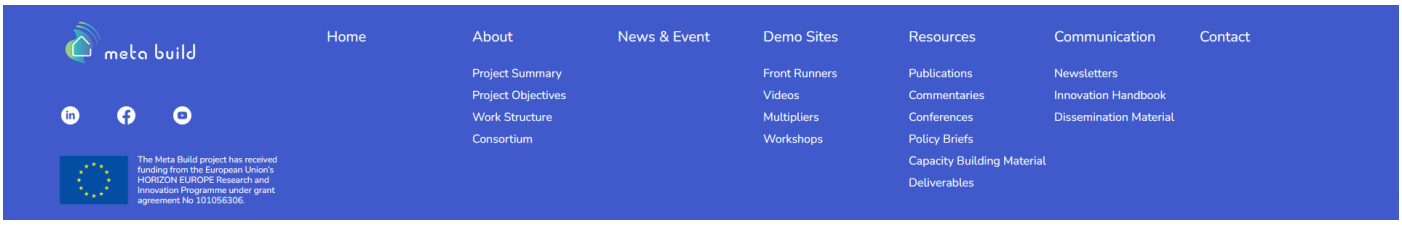

Figure 10 – Footer of the META BUILD webpage

Home Page

The home page consists of various sections, as shown in the figure below, with the aim to attract the visitor's interest and briefly inform about the various aspects of the project.

- 1st section: Header

Please see the above in the respective section.

- 2nd section: Introduction

The main body of the homepage provides a short presentation of the project in four parts, using graphic design, vivid colors, and short bits of text and numbers (Figure 11).

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Figure 11 - META BUILD website homepage.

- 3rd section: Partners

This section includes an all-white version of the logos of the partners involved in the META BUILD consortium, presented in two rows that use motion to present the logos a few at a time and catch the attention of the visitor. Each logo directs to more information about the respective partner.

- 4th section: News & Events

This section contains links to the latest articles about events and other project-related news, as produced for the News & Events page of the website. By clicking on an item, the user is directed to the corresponding article. The “Find Out More” button links to the central “News & Events” page which displays all the news articles posted on the website.

- 5th section: Footer

Please see the above in the respective section. On the homepage only, a collection of the 3D objects used across the website is featured on top of the footer (Figure 12).

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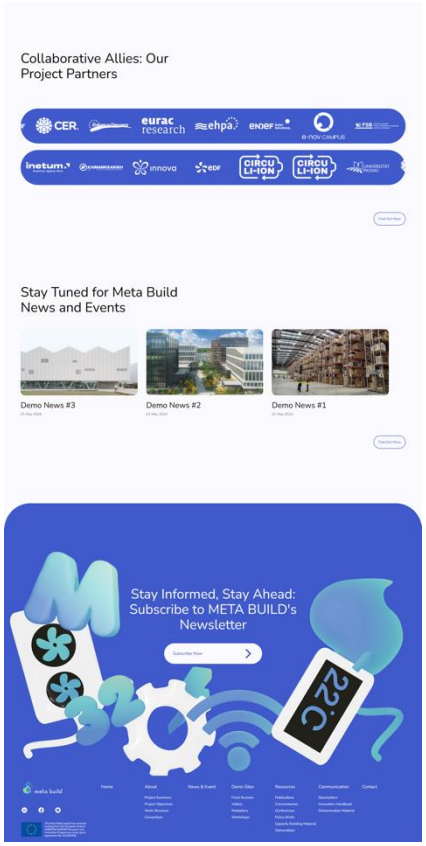

Figure 12 - META BUILD website footer.

Contact Page

The “Contact” page provides the visitor with the capacity to send an e-mail to the consortium using a built-in contact form or a "mail-to" button that prompts the use of the user's preferred e-mail program and prominently features all the links to the social media accounts of the project.

The name, e-mail address, subject, and message are required, as is a CAPTCHA verification of the request.

A sample of the “Contact” page is shown in Figure 13.

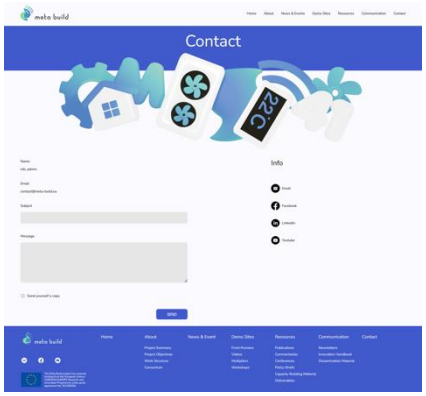

Figure 13 - META BUILD website contact page.

Other pages

The rest of the pages, also called ‘inside pages’, can be categorized into “static content” and “dynamic content” pages. A static content page usually contains information that is not altered frequently. Typical

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examples for the META BUILD website include the following: project summary, project objectives, work structure, and Consortium. On the other hand, dynamic pages contain information that changes frequently, such as the news & events, publications, and newsletters sections.

An example of a static page is shown in Figure 14.

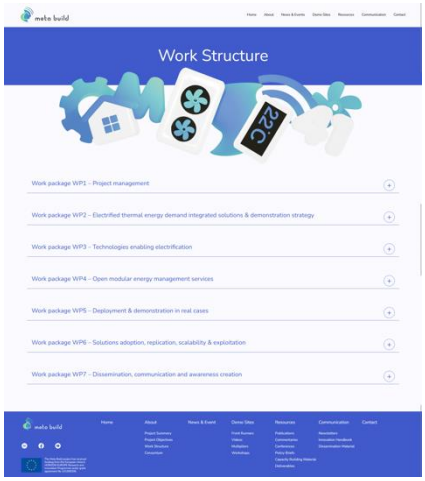

Figure 14 - Example of a META BUILD static page.

An example of a dynamic page is shown in Figure 15.

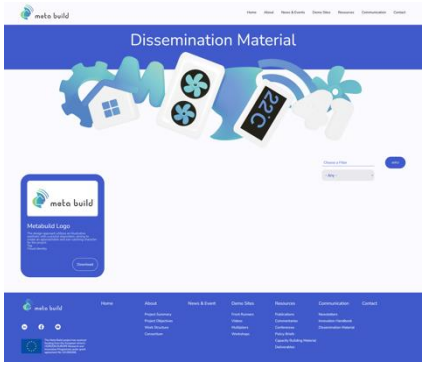

Figure 15 - Example of a META BUILD dynamic page

3 Dissemination material

3.1 META BUILD flyers and Innovation Handbook

The META BUILD flyers will be provided in English in both printable and digital formats. These flyers will serve as promotional materials for dissemination at external conferences, fairs, meetings, and webinars. They will include a QR code (refer to Figure 8) directing readers to the Project website and will highlight the project's social media presence on LinkedIn, Facebook, and YouTube.

The flyers (depicted in Figures 16 and 17) will feature key information aimed at piquing readers' interest in the project, including an overview of META BUILD objectives, Consortium details, and anticipated outcomes. Their purpose is to captivate audiences and encourage further exploration of the project, its results, and associated tools.

All partners are expected to provide input and feedback on the content of both printed and digital flyers.

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Figure 16 - Initial META BUILD flyers.

Figure 17 - Second draft of META BUILD flyer

The cornerstone of the META BUILD dissemination strategy is the META BUILD Innovation Handbook. This handbook will play a central role in consolidating the research data generated from WPs 2-4 into easily digestible formats, such as factsheets and info packs. These materials will be carefully crafted to present project results in a clear and straightforward manner, making them accessible to a wide audience.

Through the distribution of factsheets and info packs via social media channels, we aim to engage stakeholders and interested parties with the specific project outcomes. These materials will not only showcase our achievements but also highlight their practical implications and potential applications of our technologies in the building sector.

In brief, META BUILD Innovation Handbook will serve as a comprehensive repository of project insights and findings. It will be made available for download and printing directly from the project website, ensuring easy access for anyone interested in exploring the depths of our research.

3.2 Scientific publication and Special issue

The META BUILD project aims to produce a minimum of nine scientific publications and Special Issues by leveraging our partners' connections with editors of relevant journals. Specifically, META BUILD plans to

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develop four journal publications focusing on energy flexibility services and five journal publications centered on the Energy Efficiency First[2] principle.

In line with our commitment to transparency and accessibility, we will ensure open access to all scientific publications. This will involve either submitting them to Open Research Europe or guaranteeing open access through self-archiving ('green' open access) or open access publishing ('gold' open access). These measures are designed to facilitate the dissemination and reuse of the project's results.

To uphold data integrity and compliance with standards, a comprehensive Data Management Plan will be established, continuously reviewed, and implemented according to FAIR principles (Findable, Accessible, Interoperable, Reusable) and GDPR[3] guidelines.

Finally, a dedicated committee for reviewing publications (T1.2) will oversee quality control, and ethical considerations, and address any potential Intellectual Property Rights (IPR) issues. Additionally, the consortium will have the option to seek assistance from European IP Helpdesk services if necessary.

3.3 E-newsletter and press release

E-newsletters

E-newsletters play a vital role in communication and dissemination on various levels - national, EU, and international - keeping stakeholders up to date about META BUILD project findings, relevant events, publications, and key policy developments.

The objectives of these newsletters are as follows:

- Informing project partners and stakeholders about key project findings.
- Providing details on relevant external and internal events to encourage participation.
- Promoting and directing readers to project-related scientific/non-scientific publications.
- Disseminating key messages from WP Leaders.
- Keeping project partners and key stakeholders updated on EU-level policy developments.

Distribution of the e-newsletter will be to the Consortium, META BUILD e-newsletter subscribers, and new self-subscribed members via the website. Promotion of newsletter subscriptions will be done through the Project website, social media, and by all partners within their networks. A minimum of two newsletters per project year are planned, totaling eight e-newsletters and the newsletter's identity and formatting will align with the pre-defined visual identity.

Finally, each e-newsletter will follow this proposed structure:

- Editorial Feature: A 200-350-word feature article on a key topic, written by an expert.
- Supporting Features: Articles (approximately 150-400 words) related to the editorial, with possible external sources.
- META BUILD Update: Project progress and upcoming steps, comprehensible to newly subscribed members.
- News & Events: Five to nine brief items about relevant events and policy developments.
- Reading tips: Recommended documents and research relevant to META BUILD work, suggested by WP leaders and partners, including title, author(s), link, and/or one-line synopsis.

2 https://energy.ec.europa.eu/topics/energy-efficiency/energy-efficiency-targets-directive-and-rules/energy-efficiency-first-principle_en
3 https://gdpr.eu/

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Press release

Press releases will be issued by each partner, but they must inform all partners before sending them out. This ensures that the information is accurate and consistent. If a press release mentions META BUILD, the WP7 leader (EHPA) should also be informed. The information gathered from these releases will serve reporting purposes and aid in reaching all target groups and policy areas effectively.

Strategically composed by WP7 partners, press releases will be disseminated to external stakeholders at key project milestones. Drafts will be reviewed by relevant WP leaders for feedback, with partner approval sought if their work is referenced. Initially, the project plans for the publication of ten press releases by the end of the META BUILD project, with the possibility for additional publications based on project progress, external events, and policy developments. Each press release will articulate a key message about the project's activities, aiming to generate interest among external organizations. To broaden readership, press releases will be featured on the META BUILD website, with partners encouraged to share them on their own platforms.

3.4 Social media channels and promotional videos

Social media channels

The social media channels selected for the promotion of META BUILD are LinkedIn[4], a Facebook page[5] with its own Facebook Group[6] accessible to the public, and YouTube. LinkedIn and Facebook pages were created in Month 1 (January 2024), already populated with initial content, while the YouTube channel will be public once we have gathered the necessary videos – and interviews.

The stakeholder analysis will guide the content strategy, determining the types of content to be used and the methods and messages required to engage different audience segments. META BUILD's primary focus areas (see Table 1) — will serve as the core topics addressed across social media platforms. Potential categories related to the above-mentioned themes:

- About META BUILD
- Outcomes – produced by META BUILD and Partners
- Technologies
- Case studies
- Business models
- Policies
- Residential and industry news
- Innovation
- Events / Webinars
- Multimedia

LinkedIn and YouTube are designated as the primary social media platforms for disseminating META BUILD work due to their complementary strengths in reaching diverse stakeholder groups.

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[4] https://www.linkedin.com/company/meta-build-project/posts/?feedView=all&viewAsMember=true
[5] https://www.facebook.com/meta.build.horizon.europe.project/
[6] https://www.facebook.com/share/riUbCQcMH8Gcx7cD/

Active participation from partners is essential for effectively disseminating META BUILD on social media. Generating original content will boost reach and engagement across all social media platforms and the project website. To streamline the tracking of social media engagement and dissemination activities, partners have been equipped with an Excel sheet (see Annex I), featuring a table that catalogues all events, publications, and activities promoted through social media.

Promotional videos

Additionally, the META BUILD project aims to enhance its visibility also through the strategic use of video content. Two distinct types of videos will be created to achieve this goal:

a) A comprehensive project video will introduce the META BUILD project, outlining its rationale, objectives, innovative solutions, and pilot results. This video will be prominently featured on the project website, YouTube, and various social media platforms.
b) In addition, a series of six videos will focus on short interviews with experts from the META BUILD pilots, specifically addressing the demonstration sites. These videos will be strategically disseminated across all communication channels outlined in the project's communication and dissemination strategy, ensuring that key stakeholders are exposed to the project's messages. Furthermore, they will be shared on YouTube alongside recordings of the project's six planned webinars.

To facilitate comprehension of complex information, infographics may also be developed if deemed necessary.

3.5 Policy Briefs and Policy Events

Within Task 6.3, a series of policy briefs is planned to offer blueprints and recommendations tailored for policymakers. These policy briefs will address key areas such as regulatory reform, subsidy program design, tax and levy reform, and capacity building. Special attention will be given to adapting the META BUILD concept to align with national, regional, and local requirements, as well as legislative, regulatory, and institutional conditions, and energy market dynamics.

These policy briefs will be developed based on the results and research findings from the META BUILD project demonstrations (WP5) and replications (T6.1-T6.2). Moreover, they will be presented in a visually appealing format to enhance the clear and effective dissemination of the META BUILD project’s messages.

Task 6.3 begins next year (M20), at which point the Communication and Dissemination Plan will be updated with more detailed plans for the policy briefs and policy events.

4 Dissemination activities

4.1 Participation in forums, conferences, and events

Participation in external events, conferences, and fairs will also be addressed to boost the Consortium’s and results’ visibility. The Project foresees participation in at least ten international conferences and fairs making sure that all relevant stakeholder groups will be exposed to META BUILD’s messages.

Dissemination at the EU and international levels will be primarily led by EHPA, RAP, and the Coordinator ICCS. On the other hand, at the national and regional levels, every partner will play a role in spreading information. Partners are encouraged to explore additional external events for disseminating information at

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both national and regional levels. This means that each partner should actively seek out opportunities such as personalized meetings, international conferences, national workshops, fairs, or dialogues with relevant policymakers where META BUILD can be presented. In this context, the C&D plan foresees the use of designated META BUILD PowerPoint templates for presentations, flyers, and roll-ups, unless constrained by partner regulations. In such cases, partners will need to prominently feature the META BUILD and EC logos along with the funding disclaimer (see section 2.3). To maintain consistency across the project, partners should collaborate closely with the coordinator or relevant WP leaders in developing presentation content. Following each event, partners should promptly complete the Dissemination Tracking Tool (Annex I) within three weeks to furnish comprehensive reports to the EC and ensure effective engagement with target audiences.

In Table 5, an initial list of conferences, fairs, and platforms is foreseen:

Table 5 - List of conferences, fairs, and platforms foreseen by META BUILD C&D strategy.

Type	Name	Audience	Coverage
Event	Chilliventa Trade Event	EU Community of Refrigeration, AC, ventilation and heat pump manufacturers	Europe
Event	European HP Summit	European community of experts on Heat Pumps and Decision-makers	Europe
Event	IEA HP Conference	Sustainable energy European community	Worldwide
Event	EHPA Annual HP Forum	European community of experts on Heat Pumps and renewable heating and cooling sectors (manufacturers, researchers, technology developers, business experts)	Europe
Event	EHPA DecarbCities	Sustainable energy European community (researchers and academics, industry professionals, policymakers, technology developers)	Europe
Event	Industrial Efficiency Conference	Sustainable energy European industrial Community	Europe
Event	International Conference on Energy Sustainability - ASME	Sustainable energy international community (researchers and academics, industry professionals, policymakers, technology developers)	Worldwide
Event	New European Bauhaus	Sustainable energy European community (public, SMEs, Research, Cooperatives, etc.)	Europe
Event	EU Green Week	Sustainable energy European community (public, SMEs, Research, Cooperatives)	Europe
Event	EU Sustainable Energy Week (EUSEW)	Sustainable energy European community (public, SMEs, Research, Cooperatives)	Europe
Event	EU Cities and Regions	Local and regional authorities, public/private energy service providers, local and regional sustainable community	Europe
Forum	EHPA Research & Innovation Committee	European community of experts on Heat Pumps and renewable heating and cooling	Europe

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		sectors (manufacturers, researchers, technology developers, business experts)	
Festival	EnergyFest - Ghent University Energy Festival	Sustainable energy community (field of ICT, bioscience engineering, economics, law, buildings, electromechanics, materials, thermal engineering)	Europe
Conference	IEEE International Conference on Information, Intelligence, Systems	International engineering and technology community	Worldwide
Event	4th International Workshop on Data Analytics in the Energy Sector	International sustainable community (researchers and academics, industry professionals, policymakers, technology developers)	Worldwide
Conference	International Conference on Information, Intelligence, Systems & Applications (IISA)	International sustainable community (researchers and academics, industry professionals, policymakers, technology developers)	Worldwide

As previously mentioned, META BUILD will be showcased at the EHPA Research and Innovation Committee and annually presented at the EHPA Forum, a significant event gathering high-profile speakers, experts, policymakers, and stakeholders in the energy and renewable heating and cooling sectors.

4.2 Capacity Building Programme

This task - T7.4 focuses on organizing a training program aimed at facilitating the transfer of project insights among key stakeholders, including end-users, consultants, and young professionals such as technicians, PV, and HP installers, as well as students. Specifically, it aims at improving the practitioner skills of a minimum of fifty participants. The program will be delivered by ICCS, in collaboration with EHPA, SOZIALBAU, UNIZAG, ZENITH, and THES. Virtual and physical seminars and workshops with varying formats will be organized (four in total). This task will encompass the whole process of generating the syllabus, planning, and execution of the selected visits in pilot sites. The material developed and used will be uploaded on the project website after its completion for further consultation and use.

4.3 Workshops

Both WP4 and WP5 intend to organize interactive workshops designed to complement each other and support the overall dissemination and communication strategy. While WP4 focuses on workshops aimed at creating a co-design process for related services, WP5 focuses on organizing workshops to monitor and supervise Front Runners' demo campaign.

Workshops under WP4-T4.2

Workshop under WP4-T4.2 will be designed to create a collaborative space where end-users and service developers work together to identify gaps in existing solutions and design services that address current needs. To achieve so, partners will start with a comprehensive literature review to pinpoint current and emerging trends in energy management for electrified buildings. This review will provide the essential knowledge required to proceed with a co-design process for related services.

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The Workshops will involve 3-5 end users for each Front Runner. These participants are crucial to ensuring that the services are designed to meet real-world requirements. They will be held in two formats, either live (via teleconference) or asynchronously (i.e., by sending forms to fill out) and they will be organized at two key stages: the design phase (before the development of the services) and improvement phase (during the development of the services).

1. Design phase: the initial workshops will focus on mapping the needs of the stakeholders through questionnaires and forms. This phase aims to gather detailed insights into what end-users require from the services.
2. Improvement phase: the subsequent workshops will evaluate the current versions of the services. Feedback collected during this phase will be used to refine and enhance the services.

The results of the initial workshops (collected through questionnaires and forms) will be analyzed and integrated with insights derived from the broader project activities to ensure a comprehensive approach. Thus, a two-way communication between service developers and end-users will be established through:

- Periodic meetings: regularly scheduled meetings to review progress and gather feedback.
- Ad-hoc meetings: additional meetings arranged as needed to address specific issues or integrate new insights.

Workshops under WP5-T5.4

Under WP5 – Task 5.4, we will organize twelve national workshops, with two dedicated to each pilot. These workshops aim to empower communities, enhance creativity, gather valuable feedback, and promote the adoption of the project's outcomes. A detailed methodology will guide stakeholders, outlining clear objectives, identifying key target audiences, developing tailored messaging strategies, and selecting effective dissemination channels. Specific budget resources will be allocated to cover logistics, marketing, and facilitation costs to ensure the success of these workshops within the task's timeline.

The workshops will align with the overall Communication and Dissemination (C&D) strategy to maximize reach, maintain consistent messaging, and integrate feedback to refine approaches. The effectiveness of the dissemination campaign will be monitored through user feedback and impact assessments.

Workshops will be co-created with local and international stakeholders to gather diverse insights, refine solutions, and promote collaboration by sharing best practices. Additionally, WP5 activities will establish a Network of Interest to facilitate ongoing discussions about the challenges and opportunities for cost-effective electrification solutions across Europe, promoting best practices and supporting partnerships.

4.4 Webinars, cross-fertilization activities, and BRIDGE initiative

Organizing webinars, and facilitating collaborations with similar projects/other initiatives will be - crucial in maximizing META BUILD's impact. Given that, the organization of webinars (T7.3) as well as partnerships with other projects and the BRIDGE Initiative (T6.4) are on the agenda.

Specifically, META BUILD aims to host at least three webinars under T7.3 and three webinars under T6.4 in collaboration with EU projects. for the BRIDGE initiative, partners will participate as "observers" in one or more BRIDGE Initiative working groups, allowing them access to updates, shared resources, and participation in group activities.

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The objective of the webinars organized under 7.3 is to present the project and its achievements evenly distributed throughout the project lifecycle, while the goal of webinars under T6.4 is exploring collaboration with projects topic-related (i.e. electrification efficiency using RES and AI tools, electrification of thermal demands). To keep track of these efforts, partners are invited to contribute to the initial list of projects and initiatives for connection (see the following table). This list (illustrated in Table 6) will help in identifying potential collaborations and opportunities for META BUILD. It's important to note that the list of relevant and ongoing EU projects is not exhaustive and will be continually updated throughout the project. The updates will be managed by the Coordinator and the WP7 leader, EHPA, who will coordinate the data collection from the partners and will promote joint participation with relevant existing Horizon 2020, Horizon Europe, LIFE, and Interreg projects.

Table 6 - List of projects for potential collaborations

Project Acronym	Topic	Start-end	Cordis / Website link
BEST-Storage	HORIZON-CL5-2022-D3-01-14 - Thermal energy storage solutions	1 January 2023 – 31 December 2026	https://www.best-storage.eu
DigiBUILD Project	HORIZON-CL5-2021-D4-01-03 - Advanced data-driven monitoring of building stock energy performance	1 June 2022 – 31 May 2025	https://digibuild-project.eu
H4C EUROPE	HORIZON-CL4-2021-TWIN-TRANSITION-01-16 - Hubs for Circularity European Community of Practice (ECoP) platform (Processes4Planet Partnership) (CSA)	1 June 2022 – 31 May 2026	https://www.h4c-community.eu
SEEDS	HORIZON-CL5-2023-D4-01-05 - Innovative solutions for cost-effective decarbonisation of buildings through energy efficiency and electrification	1 January 2024 – 31 December 2027	https://project-seeds.eu/about-2/
SPIRIT	HORIZON-CL5-2021-D4-01-04 - Full-scale demonstration of heat upgrade technologies with supply temperature in the range of 90 - 160°C	1 September 2022 – 28 February 2027	https://spirit-heat.eu
WeForming	HORIZON-CL5-2022-D4-02-04 - Smart-grid ready and smart-network ready buildings, acting as active utility nodes (Built4People)	1 October 2023 – 30 September 2026	https://weforming.eu
ZEBAI	HORIZON-CL5-2023-D4-01-01 - Innovative cost-	1 January 2024 – 31	https://cordis.europa.eu/project/id/101138678

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	efficient solutions for zero-emission buildings	December 2028	

4.5 Exploitation Plan

At the end of the project (M48), the final version of this report (D7.4) will encompass the comprehensive update of the C&D activities as well as the final exploitation plan. This integration is essential as the communication and dissemination strategy must aligned with the exploitation of the project's outcomes, ensuring its realism and sustainability.

The exploitation strategy will be developed and delivered from the second year until M15, outlining the methodology to maximize the project's results. The task will be focused on identifying:

1. Key Exploitable Results (KERs) that will be extracted from the project.
2. The main value propositions that will be offered by these results.
3. The user needs that should be covered to realistically match them with the project's results with a particular focus from the third year onwards when results are matured and tested on-site. This phase will integrate business aspects, exploring viable revenue streams and cost structures to establish sustainable business models.

Moreover, in support of the exploitation strategy, an internal "Market Uptake Event" will be organized. It will take the shape of a workshop to either identify project value propositions or develop business models, depending on the project's requirements and the timing of the meetings. It will involve participation from all partners and TAB's experts, ideally coinciding with a Consortium meeting.

Subsequently, the exploitation strategy will be supported by the development of the META BUILD Innovation Handbook, as referenced in section 3.1. This handbook will consolidate the research data generated from WPs 2-4 into easily digestible formats, such as factsheets and info packs.

4.6 Final Conference

META BUILD Final Conference will be held in Brussels, marking the culmination of the META BUILD project on M48. At the core of this event lies a set of key objectives: bringing together stakeholders from diverse fields relevant to the project, disseminating the comprehensive outcomes of the project, fostering in-depth discussions, facilitating the exchange of ideas and further collaborations, exploring viable pathways for the effective implementation and amplification of the META BUILD findings, and ultimately delving into emerging business model trends and innovative solutions.

Esteemed leaders and experts in energy efficiency, smart grid flexibility, building renovation, and sustainable business models, alongside decision-makers and policymakers from European and national levels, will convene at the Conference. Additionally, the remote participation of the experts from the TAB is expected to contribute to discussions and exchange insights.

The conference will feature a range of dynamic activities, including presentations by project leaders and experts highlighting the achievements and impact of the META BUILD project, engaging panels delving into key topics, and interactive workshops providing participants with opportunities to explore implementation strategies and chart future directions.

Anticipated outcomes of the conference will include:

- Identification of the project's successful outcomes and impacts.

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- Exchange of insights into emerging trends and solutions.
- Agreement on future steps for advancing the implementation of META BUILD outcomes.
- Strengthened collaboration and forging new partnerships among stakeholders.

The conference is poised to successfully accomplish its outlined objectives, offering valuable insights for the next initiatives in the sphere of energy efficiency and building electrification.

5 C&D Monitoring

Table 7 aims to define quantitative and qualitative indicators to monitor the implementation of META BUILD C&D activities:

Table 7 - List of KPIs to monitor the implementation of META BUILD C&D activities

Scale/Significance	Target/indicators
Website visits	> 10,000 visits in 4 years
E-Newsletters subscribers	≥ 300 subscribers in 4 years
Copies and downloads of Press releases	> 200 copies or downloads in 4 years
Social media followers (LinkedIn)	≥ 500 followers in 4 years and 15000 impressions
Copies and downloads of Smart graph & info graphs	> 300 copies or downloads in 4 years
Videos views	> 900 views for each video in 4 years
Copies and downloads of the Final Publishable Report	> 200 copies or downloads in 4 years
Participants in Policy events	> 100 participants in both policy events
Participants at Webinars with other relevant EU projects	≥ 3000 interested stakeholders reached overall
Trainees of the Capacity Building Programme	50 trainees by the 4 years and > 300 downloads and views of the training materials
Exhibitions stand in innovation events/fairs	10 in 4 years
New journal publications on energy flexibility	5 in 4 years
New journal publications on EE's first principle	4 in 4 years

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Contribution to international conferences	12 in 4 years
Thematic workshop organization	4 in 4 years
Targeted meeting	5 in 4 years

6 Internal communication

Internal communication within the project consortium is key to the efficient and smooth execution of the project to maximize results. Clear communication between partners exchange of ideas and interaction between work packages will not be underestimated.

At the project proposal stage, an ad-hoc channel on Microsoft Teams was created by ICCS.

The channel is private, which means that only pre-authorized people can access its contents. The same space will be used as the main collaborative platform where to hold internal meetings, exchange information, and share drafts and final documents.

Three main tools will be used by the partners for daily/periodic communication:

- E-mails: they can be used for formal and official communication. The project mailing list, always open for new partner contacts to be added, is available in the META BUILD Teams channel.
- Microsoft Teams META BUILD chat: for informal communication directed to the whole consortium or for one-to-one messages.
- Video calls: on Teams, collective or one-to-one.

A smooth communication within the Consortium will be ensured through different means:

- Consortium meetings: to be held in a hybrid modality twice a year. All partners are required to participate. They are useful to update the Consortium on the whole state of progress of the project and to discuss important coming steps and vote / take decisions as by Consortium Agreement (CA).
- Executive Board Meetings: to be held online between WP leaders every month for the first year and a half of the project and every two months in the following time (possibility to increase/decrease the frequency based on need).
- Internal WP meetings: based on need, each WP leader can decide to have meetings with the partners involved in the WP execution.

As the main responsible party for META BUILD's C&D, EHPA recommends and requests that each WP leader coordinates and communicates to EHPA both internal and external communication needs to maximize the impact and effectiveness of the project goals. The periodic steering committees will be important occasions to exchange inputs and views on the matter.

Successful dissemination requires the collaboration and involvement of all partners therefore every partner will allocate time to dissemination and communication activities. Partners shall support dissemination by:

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- Inviting colleagues to sign up to the META BUILD e-newsletter, and follow META BUILD on its website, LinkedIn, Twitter, and YouTube.
- Linking the META BUILD website to their own websites by creating an ad hoc page/section that describes the META BUILD and redirects readers to the Project's website – this improves the placement of META BUILD on search engines.
- Circulating and disseminating META BUILD leaflets, reports, and other materials to possibly interested colleagues.
- Making presentations referring to the project or making presentations about META BUILD (displaying the logo and referring to the META BUILD website and social media pages) and sharing them with the consortium.
- Make use of their organization's communication tools to help disseminate META BUILD: website, newsletters, social media accounts, etc.
- Keeping records of all presentations and other kinds of dissemination activities carried out, as these will be needed for EC reporting purposes.

7 Confidentiality Rules

During the Project kick-off meeting, the Consortium agreed on the need to outline some basic confidentiality rules ensuring a separation between information to be considered public therefore, open to be published, and information to be considered partially sensitive, not to be shared with the public before the approval of either all partners or only involved parties. The communication needs of the project will have to comply with the following guidelines that each partner has committed to follow. The guidelines are based on the Project's CA and are here below summarised for clarity reasons.

According to META BUILD Consortium Agreement, (Annex 5, pp. 10) when a beneficiary plans to disseminate its results, he is required to provide at least fifteen days' advance notice to the other beneficiaries, along with sufficient details about the results they intend to share. Any objections from other beneficiaries must be raised within the same timeframe, supported by evidence of significant harm to their legitimate interests regarding the Results or Background. Should such objections arise, dissemination of the results may be withheld until measures are implemented to safeguard those interests.

META BUILD contents that can be shared with the public, without the need for the whole Consortium's approval are the following: description of organizations involved (as Consortium partners and members of the TAB, description of the objectives, foreseen activities, and general overview of the technologies employed and, partners' roles and budget. Infographics included in the proposal can be freely used when they give a general description of the project and partners' roles (not when used to depict the specific functioning of the technologies implemented).
The partners' approval is required for news articles regarding the specifics of the technologies developed and employed within the project. The internal quality control of the produced knowledge will ensure that all relevant information published within the project is accurate and correct communication.

Table 8 (source: META BUILD Grant Agreement, pp. 25-27) delineates documents categorized as either public (PU) or sensitive (SEN/SEN+PU). Public documents are designated for accessibility via the META BUILD website and official social media channels whereas sensitive materials are not intended for public dissemination. As part of our dissemination strategy, we intend to utilize samples and summaries of the public deliverables for communication purposes. These will be strategically featured in news articles and shared across social media platforms.

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Table 8 - List of public and sensitive deliverables as per the META BUILD Grant Agreement

N. Work package	Deliverable name	Lead partner	Type	Level	Due Date
WP1	D1.1 - Project management & Work Breakdown Structure	ICCS	R — Document, report	SEN – Sensitive	M2
WP1	D1.2 - Ethics requirement	ICCS	R – Document, report	SEN – Sensitive	M3
WP1	D1.3 Data management plan	ICCS	DMP – Data Management Plan	SEN – Sensitive	M6
WP1	D1.4 - 1st Activity Report	ICCS	R – Document, report	SEN – Sensitive	M16
WP1	D1.5 - 2nd Activity Report	ICCS	R – Document, report	SEN – Sensitive	M32
WP2	Enabling conditions & consolidation factors for building electrification, 1st versions	CARTIF	R – Document, report	PU - Public	M9
WP2	Enabling conditions & consolidation factors for building electrification, final version	CARTIF	R – Document, report	PU - Public	M20
WP3	D3.1 - Technologies for enabling electrification and business models, 1st technology release	EURAC	R – Document report	PU - Public	M13
WP3	D3.2 - Technologies for enabling electrification and business models, 2nd technology release	EURAC	OTHER	PU - Public	M23
WP3	D3.2 - Technologies for enabling electrification and business models, final technology release	EURAC	OTHER	PU - Public	M36
WP4	D4.1 – META BUILD Digital Twin, data-driven services & apps for smart energy management, 1st version	ED	R – Document, report	PU – Public	M14
WP4	D4.2 – META BUILD Digital Twin, data-driven services & apps for smart energy management, 2nd version	ED	OTHER	PU – Public	M25
WP4	D4.3 - META BUILD Digital Twin, data-driven services & apps for smart energy management, final version	ED	OTHER	PU – Public	M38
WP5	D5.1 – META BUILD Front Runners: Report of designing and demonstration activities	HOLISTIC	R – Document, report	SEN – Sensitive	M8

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WP5	D5.2 – META BUILD Front Runners: Report on integration and demonstration activities (pre-pilot phase)	ZENITH	R – Document, report	PU – Public	M19
WP5	D5.2 – META BUILD Front Runners: Report on integration and demonstration activities (full-pilot phase)	ZENITH	DEM – Demonstrator pilot, prototype	PU – Public	M33
WP5	D5.2 – META BUILD Front Runners: Report on integration and demonstration activities (large-pilot phase)	ZENITH	DEM – Demonstrator pilot, prototype	PU – Public	M45
WP6	D6.1 - Business & exploitation plan	INETUM	R – Document, report	SEN - Sensitive	M15
WP6	D6.2 – META BUILD replication and scalability at EU level, Replication Multipliers actions & policy support across Europe	VEOLIA	R – Document, report	PU – Public	M46
WP6	D6.3 – Business, exploitation & sustainability report	INETUM	R – Document, report	SEN - Sensitive	M48
WP7	D7.1 – Communication and dissemination plan 1st version	EHPA	R – Document, report	PU – Public	M6
WP7	D7.2 – Communication and dissemination plan 2nd version	EHPA	R – Document, report	PU – Public	M24
WP7	D7.3 – Capacity Building Programme	ICCS	R – Document, report	PU – Public	M45
WP7	D7.4 – Communication and dissemination plan, final version	EHPA	R – Document, report	PU – Public	M48

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8 ANNEX I

META-BUILD DISSEMINATION TRACKING TOOL								
Please add in this table all the events in which you participated or will participate promoting the META-BUILD Project (even the ones in which META-BUILD is not the focus but is only mentioned and briefly described)								
Partner	Date	Platform	Content	Audience	impact % = (Total Reactions / Number of Followers) × 100%	Engagement	Link	Audience

Figure 18 - Overview of the dissemination tracking tool

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