Project Number 260041

COLLABORATIVE PROJECT

EnRiMa

Energy Efficiency and
Risk Management
in Public Buildings

D8.3 - Updated project communication and dissemination plan

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PU	Public	x
PP	Restricted to other programme participants (including the Commission	
RE	Restricted to a group specified by the consortium (including the	
CO	Confidential, only for members of the consortium (including the Commission Services)	

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List of acronyms

CET	ZENTRUM FÜR ENERGIE UND INNOVATIVE TECHNOLOGIEN (AT)
DC	DISSEMINATION COMMITTEE
DoW	DESCRIPTION OF WORK
DSS	DECISION SUPPORT SYSTEM
E2B	ENERGY TO BUSINESS
EeB	ENERGY-EFFICIENT BUILDINGS
EC	EUROPEAN COMMISSION
EU	EUROPEAN UNION
FP7	SEVENTH FRAMEWORK PROGRAMME
HCE	HIDROCANTABRICO ENERGIA S.A. (ES)
ICT4E2B	ICT FOR ENERGY-EFFICIENT BUILDINGS
ICT	INFORMATION AND COMMUNICATIONS TECHNOLOGY
IIASA	INTERNATIONALES INSTITUT FÜR ANGEWANDTE SYSTEMANALYSE (AT)
IPR	INTELLECTUAL PROPERTY RIGHTS
MCC	MINERVA CONSULTING AND COMMUNICATION (BE)
MEPs	MEMBERS OF THE EUROPEAN PARLIAMENT
MPs	MEMBERS OF THE PARLIAMENT
NGO	NON-GOVERNMENTAL ORGANISATION
PSC	PROJECT STEERING COMMITTEE
SINTEF	STIFTELSEN SINTEF (NO)
SU	STOCKHOLMS UNIVERSITET (SE)
SWOT	STRENGHTS, WEAKNESSES, OPPORTUNITIES, AND THREATS
TECNALIA	TECNALIA RESEARCH & INNOVATION (ES)

Executive summary

This document provides a more detailed description of EnRiMa project's Communication and Dissemination Plan, relative to previous WP8 deliverables and in respect of the comments received by the EC during the first project review. This document identifies how the research outcomes generated via the project will be conveyed to target stakeholder groups in order to ensure their involvement and support, therefore maximising the project's visibility and impact. Content generated is mainly grouped under three areas:

- Energy-flows modelling and the EnRiMa decision support approach
- The EnRiMa DSS tool functionalities
- The commercial exploitation of EnRiMa's platform

All scientific project partners are involved in content generation according to their different spheres of competence, while the communication and dissemination work package leader (MCC) is responsible for content management resulting in its preparation in several formats ready to be disseminated: press releases, non-scientific articles, and short news. In order to best direct the communication and dissemination process, the project consortium has identified its target stakeholder groups: not only potential users of the EnRiMa's DSS but also those from the policymaking and construction sectors whose involvement is essential in order to guarantee a successful outcome of the project in terms of exploitation and later market uptake.

The identification of the target stakeholder groups brought to the definition of a series of communication (DSS information sessions, conference presentations, synergies with other EC projects, and scientific publications) and dissemination actions (written content distribution, Website and social media updates) with the purpose of conveying tailored information and ensuring adequate feedback from the target stakeholder groups. Again, all scientific project partners are actively involved in communication and dissemination actions with MCC, which acts both as a facilitator and a coordinator.

After identifying the impact indicators and assessment methodology that will be used to maximise the visibility of the project, this plan provides a clear timeline and action plan for its own implementation. Over the next 25 months of its duration, project partners will deliver:

- Four DSS information sessions directed at potential DSS users
- At least six presentations at international conferences and seminars addressing the construction industry and the scientific research community
- Eight scientific publications in high-impact, refereed journals

- Three to five non-scientific articles in specialised trade publications
- Frequent press releases announcing national and local level events, participation in conferences, and project achievements.

1 Introduction

The present document constitutes a complementary document to the previous deliverable "Preliminary Project Communication and Dissemination Plan" (D8.2, completed in June 2011). It was prepared during August 2012 as a result of the EC comments following the first EnRiMa periodical project review that took place during June 2012 in Brussels, whose report was received on 13 July 2013.

Following the advice received from the EC, this Updated Communication and Dissemination Plan, in order to make the communication plan more tailored to the needs of the project, specifies the involvement of stakeholders and target groups in the communication and dissemination process. It more explicitly outlines how the content generated by the scientific partners will be integrated with the communication and dissemination activities.

This document presents how EnRiMa's informative content is generated, prepared, and effectively conveyed to designated target stakeholder groups in order to maximise visibility and impact of the project. In addition, the responsibilities of each project partner are clearly indicated in a dedicated section that includes the contribution of each partner.

The content of this deliverable is organised as follows:

- Section 2 outlines content generation and sharing with specific channels through which each WP and partner will make contributions
- Section 3 describes content management for non-scientific dissemination, viz., press releases, articles, short news items, etc.
- Section 4 analyses the target stakeholder groups and briefly introduces how they will be engaged
- Section 5 develops a strategy for knowledge transfer to stakeholders via both communication (DSS information sessions, presentations in events organised by other entities, synergies with other EU projects, scientific publications) and dissemination (written content, project Website, social media) actions
- Section 6 provides a methodology for gauging the impact of the communication and dissemination using indicators and assessment
- Section 7 provides an action plan and a concrete timeline for the implementation of each phase of the communication and dissemination strategy, which will be presented as a stand-alone document as well
- Section 8 consists of a series of annexes that summarise the results obtained so far in the communication and dissemination process

2 Content generation and sharing

This section highlights which specific knowledge and expertise generated within the EnRiMa project is directly relevant to the project's target stakeholder groups and, therefore, must be the focus of the communication and dissemination actions. Three main areas are foreseen, each of them described in the following sections, highlighting the responsibilities of each project partner in conveying it to the communication and dissemination work package leader.

2.1 Energy-flow modelling and EnRiMa's decision support approach (theoretical innovation) (WPs 2, 3, 4)

In order to improve energy efficiency in buildings, it is essential to understand how energy flows from resources to loads. The energy-flow modelling activities carried out in WP2 are fundamental to understanding the basis of EnRiMa's work and its theoretical innovation. In this area, the main points to be highlighted during the communication and dissemination activities are the enhancements to existing state-of-the-art research:

- The use of Sankey diagrams for illustrating energy flows in buildings by linking energy resources and consumption loads
- The creation of automated Sankey diagrams that indicate actual energy balances at test sites via the building energy management system for selected days
- The creation of upper- and lower-level energy-balance constraints for strategic and operational DSS modules, respectively

In order to provide decision support under uncertain energy prices and demand, WP3 derives short- and long-term forecasting (scenario generation) models for electricity market and user demand variables. In this area, the main points to be highlighted during the communication and dissemination activities are:

- The application of data analysis and scenario generation methods to a real-life problem
- The adaptation of the scenario generation tool to the problem requirements, i.e., embedding it into a rather complex DSS
- The development of a dual-level scenario tree structure for the situation in the strategic model
- An overview of recent and potential future energy market trends and prices and a discussion of drivers for these

With regards to the topics described above, it will be responsibility of the respective WP leaders (UCL, SINTEF) to highlight periodically to MCC (WP8 leader) the availability of information that can be conveyed to specific

stakeholders. This process will regularly take place throughout the project and will be formally checked during periodic project meetings and conference calls. The content described in the section above will be mainly conveyed to stakeholders through scientific publications and presentations at conferences or seminars (see Table 1). Publications in trade journals, e.g., for the building sector or construction engineers, are also foreseen.

2.2 EnRiMa DSS (WPs 4,5,6)

The EnRiMa project develops a DSS for operators of energy-efficient buildings and spaces of public use. The DSS will facilitate the operators' on-site generation dispatch, and off-site energy purchases from diverse sources. The DSS should also enable long-term planning aimed at increasing energy efficiency, specifically analysis of retrofits and/or expansion of on-site energy sub-systems, in order to meet forthcoming EU targets for reducing CO_2 emissions. The main points to be highlighted during the communication and dissemination activities are:

- The benefits that the DSS will provide to different groups of DSS users (building managers and operators, outsourced maintenance managers, energy service companies, utilities, energy consultants, building constructors, policy-makers, energy auditors) as well as others who will not use the DSS directly for decision making (data providers, technology providers, researchers, students, DSS developers)
- The requirement analysis for the DSS which defines the class of buildings for which the DSS is developed, as well as diverse groups of potential DSS users for whom DSS functionality is illustrated via representative use cases and use-case scenarios.
- The links between strategic and operational decision making
- The analysis of trade-offs between conflicting objectives (such as costs, risk, environmental impact, comfort) as well as analysis of attainable goals for such objectives that can be reached simultaneously
- The reusability of the EnRiMa DSS for other buildings

The backbone of the EnRiMa DSS is the DSS Engine (DSSE), which will provide its users diverse services. This functionality, although critically important for the DSS, will be hidden from the users, who will access it through a dedicated user-friendly interface customized to the needs of specific users. Therefore, the DSSE functionality will be of interest only to those who are developing modern technology for model-based decision-support systems, i.e., consisting of modular components running on heterogeneous hardware and software platforms distributed among distant locations.

Furthermore, the DSS will have a Graphical User Interface (GUI) that will be developed in WP5 and validated along with the DSS in WP6. In this area, the main points to be highlighted during the communication and dissemination activities are:

- The visualisation tools and their ability to display complex data, such as the resulting hourly energy consumption, in an easy to understand format, including graphs
- The tools allowing the DSS to be configured in order to make use of different sources of information, such as weather forecasts and building data and to enable the support and configuration of the decision-making workflow by the DSS
- The DSS operational decision support tools supporting day-to-day management decision making, thereby allowing building operators to minimise costs and CO_2 emissions by making the best possible use of the already installed equipment
- The DSS strategic decision support tools supporting strategic investment decisions, thereby allowing building managers to make well-informed investments in the buildings' equipment

With regards to the topics described above, it will be responsibility of the respective WP leaders (SU, IIASA) to highlight periodically to MCC (WP8 leader) the availability of information that can be conveyed to which stakeholders. The content described in the section above will be mainly conveyed to stakeholders through the DSS information sessions, presentations at conferences or seminars, scientific publications, and one non-scientific article in trade journals, e.g., for the building sector or construction engineers. (see Table 1).

2.3 Commercial Exploitation of EnRiMa Platform (WP7)

As the DSS is being validated, focus will turn to maximising the impact of the project and bringing the DSS platform to the market. These tasks will be carried out by WP7. In this respect, the main points to be highlighted during the communication and dissemination activities are:

- Benefits of utilising the DSS by the commercial-building sector directly
- Policymaking insights in terms of setting future building standards
- Exploitation plan in cooperation with a venture capitalist that could lead to commercialisation of the DSS via various channels, e.g., directly by end users or via intermediaries such as electricity distribution companies that provide services
- SWOT analysis to identify potential for market uptake across the EU and beyond

With regards to the topics described above, it will be responsibility of UCL to apprise MCC (WP8 leader) of the availability of information that can be conveyed to which stakeholders. The content described in the section above will be mainly conveyed to stakeholders through DSS information sessions, presentations at conferences or seminars, scientific publications and non-scientific article in trade journals, e.g., for the building sector or construction engineers (see Table 1).

2.4 Partners' contributions and tasks

The following table identifies the responsibility of each partner involved in the generation of content that will be used for the communication and dissemination activities. The project deliverables are the direct source of information for the preparation of the main communication and dissemination tools.

Content	Project Deliverables	Key partners	Main communication and dissemination actions/tools
Energy-flow modelling and EnRiMa's decision support approach (WP 2, 3, 4)	• D2.1, D2.2 • D3.1, D3.2 • D4.2	• UCL, CET • SINTEF • URJC	• Five scientific publications • Presentations at conferences • Two non-scientific articles
The EnRiMa DSS (WP 4, 5, 6)	• D4.3, D4.6 • D4.1, D4.4, D4.7 • D4.5, D4.8 • D5.1-D5.3 • D6.1	• URJC • IIASA • SU • SU, CET • SU, CET	• DSS information sessions • Presentations at conferences • Scientific publications • One non-scientific article
Commercial Exploitation of EnRiMa Platform (WP7)	• D7.1, D7.2 • D7.3	• UCL • SU	• DSS information sessions • Presentations at conferences • Two scientific publications • One non-scientific article

Table 1 – Project content generation and partners' responsibilities summary table

3 Content management

The content described in Section 2 is transferred to MCC, who is in charge of preparing it in order to be circulated outside the project consortium. The format adopted for the transfer of the information, as described in the previous version of this deliverable, depends on the type of action chosen, divided into communication and dissemination activities (see Section 5). While the content is adapted to the purposes of the project and to target stakeholders, communication and dissemination activities adopt conventional formats commonly recognised by the targeted stakeholders.

This means that material is prepared in the form of a written text for online or offline publication. This could be text readable on a Web page, a document downloadable from the Website, or an electronically distributed document. This is the case of press releases, short news items, and articles made accessible through the dedicated area of the EnRiMa Website, sent via e-mail or shared through social media pages. Indeed, the content published by MCC on the EnRiMa Website (for details on the Website, see Section 5.2.2) is divided in different sections that suit the type of target stakeholder. Press releases and short news are collected under the "News Room" section on the homepage, whereas articles, both scientific and non-scientific are under "Project – Publications".

In other cases, like for example the organization of DSS information sessions, or the participation in events, dedicated content is prepared and the partners might envisage the printing of some of the written material as well, to increase its circulation and facilitate immediate access to the information.

Although press releases and articles are commonly more suitable for a media audience, this does not exclude the direct access of these by the target stakeholder groups. The final aim is always to maximize the visibility of the content produced (see section 5.2.1 for details).The content managed by MCC is revised by the scientific partners, whenever needed, before final official publication and in this case, it is published only when it receives approval of the other partners from a scientific point of view.

When contacting local media before the organisation of an information session or event, MCC will also inform the journalists that the partners are available for interviews to broadcast on the radio or TV. Whenever this opportunity rises, MCC will act as a mediator and communication specialist to support the partner selected for the interview to deal with the journalist by providing requested additional information and by organising the logistical aspects.

3.1 Press releases

The scope of press releases is to announce particular results achieved by the project, to inform about the organisation of an event, or to indicate the participation of partners in a specific conference. The direct addressees of press releases are the media who act as intermediaries to reach the target stakeholder groups. The content is carefully revised and edited in order to prevent any misunderstanding of the information and is also checked by the scientific partners for those specific parts where their intervention is required.

For press releases, the media will be addressed according to a precise schedule, for example when (see Section 7 for details):

- Related subjects are considered to be a particularly "hot topic" (i.e., when a debate on energy efficiency issue takes place or when governments discuss the need of reducing energy consumption.)
- A specific project result is very likely to raise high attention among the target stakeholder groups
- Announcement of DSS information sessions organised at local level

Often, press releases are accompanied by related graphs, charts, photographs, and short CVs of the persons eventually quoted, useful for a journalist. MCC is in charge of preparing this additional material with the contribution of the other relevant partners.

3.2 Non-scientific articles

Non-scientific articles are longer texts of three to five pages that are produced with the final objective to be published online or offline on Websites, magazines, and other trade or policy publications. These articles have a specific aim to describe a topic more in depth and thus to provide a detailed picture of a problem, a result, an activity, or an element that could raise the attention of an interested stakeholder. In this way the project's research activities may reach a wider audience without going too deeply into theoretical details and focusing instead on potential applications and insights.

The articles may include, therefore, some technical details (for example about the functioning of the DSS, its application and uses) that are useful to give concrete information to the target stakeholders. The subject of the article is agreed by MCC with other partners and as needed their involvement is sought for the explanation of technical and scientific aspects.

The main addressees of the articles are all readers of mainstream media interested in scientific topics but without a specific knowledge of it. Therefore, the articles are submitted to daily, weekly and monthly newspapers, journals and magazines that include a section dealing with scientific topics but aiming at a

general public. All published articles find also space in a specific section of the Website and include references for authors and publications.

In order to facilitate the publication of the non-scientific articles, MCC will target also other specialised outlets that focus on specific energy topics but are aimed at a general public (such as *Plein Soleil*, *Sonne, Wind & Warme*, *Energy Efficiency News*, *Power and Energy magazine*, *Renewable Energy Focus*, and others) and explore this possibility by directly contacting journalists and science communicators interested in energy efficiency issues. A follow-up activity to verify the publication and eventually keep contact for the future is also foreseen.

At least two non-scientific articles are planned in the remainder of the project: one concerning the DSS functionalities and the other one illustrating the WP7 exploitation plan results.

3.3 Short news items

Short news items are produced to give quick updates and information about the project‘s activities to the target stakeholders. Examples of these include events participation and organisation, intermediate project results achieved and general information about related topics dealing with energy efficiency issues (legislations, other projects, related research aspects, etc.), aiming at informing all stakeholder groups.

The format of these items is in general a written text of maximum ten lines. Short news items are prepared by MCC on the basis of content received by project partners or relevant news found on the Internet that can be pointed out to the attention of the project’s audience. Short news items are suitable for all stakeholders, including media. Short news items can be distributed electronically, via dedicated e-mails sent out through the Website to target stakeholders mailing lists, or can be published directly on the Website in their dedicated area, easy to be accessible by all stakeholders groups.

4 Analysis of target stakeholder groups and target audience

According to the specific target stakeholder group, different actions have to be envisaged in order to be sure to reach the desired level of involvement from some groups.

Target stakeholder groups are those actors who have a specific interest in the project's outcome or whose activities may be impacted by the project's results. Therefore, they should be actively involved all along its implementations phases and informed about its intermediary results. Depending on the cases, stakeholders' interests may be affected as a result of project execution or they may also exert influence over the project's objectives and outcomes. For these reasons, it is necessary to clearly identify these groups in order to ensure that the project's overall outcomes have an impact for society. EnRiMa's target stakeholder groups, with decreasing level of importance, are defined as:

- **Potential EnRiMa DSS users**
- **Policymakers, local authorities, administrators**
- **Industry associations, chambers of commerce, NGOs**
- **Members of the scientific and research community**
- **Other EU-funded projects in the EeB PPP area**

Furthermore**, media and journalists** (both general and specialised) are considered a general target audience as they are instrumental in conveying information to the groups mentioned above and to the public at large.

Table 2 summarises the representatives of target stakeholder groups currently gathered in EnRiMa's contact repository. This repository is constantly updated based on the contribution of the partners and the results of communication and dissemination actions carried out by MCC.

Target stakeholder groups	Examples of main stakeholders
Potential EnRiMa DSS users	• Managers of the Fasad and Pinkafeld sites • Policy makers, municipalities • Regional, National governments and their agencies • Building managers and operators, outsourced maintenance managers, energy service companies, utilities, energy consultants, building constructors, energy auditors • Data providers, technology providers • Housing and public space agencies • Commercial building sector organisations

Target stakeholder groups	Examples of main stakeholders
Policymakers, local authorities and administrators	• European Commission • National governments • National MPs and MEPs in related committees • Local councils and municipalities • Public housing agencies • Urban development agencies
Industry associations, chambers of commerce, NGOs	• Local, regional chambers of commerce • Building sector associations • Energy efficiency platforms • Energy consumers' associations • Foundations and non-profit organisations for EeB
Other EU-funded projects in the E2B area	• Other EU funded project partners • Projects coordinators or contact person
Members of the scientific and research community	• Research institutes and universities • Research and development centres • Academic members
Media and journalists (target audience)	• Local and national journalists • European and international publications • Policy or trade press • EC press offices • National and local press agencies (of countries where events are held)

Table 2 – Target stakeholder groups summary table

Since the aforementioned stakeholders can have a major influence on the future developments and exploitation of EnRiMa's outcomes, it is indeed necessary to address them according to their potential role in the project:

- **Potential EnRiMa DSS users** are fundamental actors since they are the ones that could directly benefit from commercial exploitation of the DSS and have a decisive influence on the outcome of the project. This group will be actively involved: specific DSS information sessions and online demos are planned in order to involve them and to ensure their feedback is taken into account vis-à-vis DSS development
- **Policymakers, local authorities and administrators** must be involved in the process and informed about potential use of the DSS, for devising mechanisms to assist the future progress of the energy sector
- **Industry associations, chambers of commerce and NGOs** have to be involved since they function as an umbrella for different actors interested in the DSS future adoption. Due to on-going EU energy policy, they are interested in the DSS impacts both on the environmental and the commercial sides. For example, they could provide services via the DSS for both commercial and non-profit entities in improving energy management under a deregulated paradigm. The exploitation phase of the project also depends on how effectively the message reaches this group. Events and information

sessions, along with conference attendance are planned in order to involve this group and to have the chance to discuss with them the potential development of the DSS

- The **scientific and research community** is addressed through scientific publications and presentations at conferences about the advancements of EnRiMa in order to promote collaboration and exchange of information at scientific and research level. For example, advances to the state-of-the-art research in modelling energy flows, scenario generation and stochastic programmes will be of interest to more theoretical researchers. Meanwhile, GUI development, DSS validation and policy analysis will be relevant for applied researchers
- **Other EU-funded projects in the EeB PPP area** and their stakeholders are addressed in order to find synergies and implement cooperation between them and EnRiMa. However, this is relevant only in the case that this is consistent with the goals of EnRiMa and can bring added value to the progress of the projects. The main action consists of enlarging the energy-efficiency network and exchanging best practices. For example, this well encompass sharing information about data collection, modelling issues, and real-world challenges at test sites along with coordination of dissemination activities

Finally, actions towards **media and journalists** (to reach the stakeholders and the ultimately the **public at large**) are planned in order to keep them up-to-date with periodic and clear messages (press releases, short news items and non-scientific articles) about the project's progress and focus. Follow-up activities are also planned in case of articles of particular interest for specific publications.

5 Content transfer to target stakeholder groups

This section defines the actions taken by MCC and other partners in transferring the content to the project's target stakeholder groups. As previously mentioned, the content is strategically developed for the target stakeholder groups and tailored to their knowledge and understanding. The transfer of this content to the stakeholders is carried out in different ways according to the desired result and the type of stakeholder addressed. Both communication and dissemination actions are carried out to achieve this scope. In this section, we describe how EnRiMa project partners intend to execute these.

5.1 Communication actions

This sub-section describes the actions aimed at sharing the information produced and communicating information about the project. Like all communication actions, they consist of a two-way communication: information is given out with the purpose of receiving useful feedback for the enhancement of project results. Communication actions aim at high involvement of targeted stakeholders. Those actions include organisation of DSS information sessions (highly interactive with the active involvement of the participants), project presentations at conferences or seminars, synergies with other European projects to develop new collaborations among partners and scientific publications.

5.1.1 Organisation of DSS information sessions

The DSS information sessions will be organised for **local governments, agencies in charge of housing and public space, the commercial building sector, building managers, and other potential DSS users.** These sessions will describe the DSS functionalities and alert potential users of its development and imminent availability.

The sessions will be organised once DSS development has been largely completed (i.e., when a stable beta version of the software has been validated and is available for demonstration) and when the initial results of the recovery of investment analysis and exploitation plan to be prepared by WP7 have also been made available. According to project planning, it is foreseen that these two milestones will be achieved during the final year of the project, starting in April 2013.

The DSS information sessions will also provide potential users the opportunity to give feedback and suggestions that will be considered during the finalisation of the DSS. The DSS information sessions will be essential to presenting the features of the DSS and answering specific questions and needs that might be raised by

future users and managers. The DSS demo version that will also be available on the EnRiMa Website will be demonstrated and discussed for collecting feedback.

Specific documents, including a Web-based tutorial, will be prepared and presented to session participants. All public information provided during the DSS information sessions will be made available in the dedicated public area of the project Website and/or delivered to participants electronically.

It is planned that the DSS information sessions will be organised in two consecutive modules of a half-day each, namely:

- **Module 1 (morning session):** general introduction in order to inform policymakers, local authorities and potential DSS users of the functionalities of the DSS (for operational and strategic planning) and to explain its capabilities.
- **Module 2 (afternoon session):** demonstration of the demo DSS version including training and user guidance to potential users on how the system operates and what the user can gain from adopting it. This session will enable the potential user's designated personnel to administer, maintain, and manage the DSS. Module 2 will in particular be attended by energy managers who will be the direct users of the DSS and other entities such as electrical distribution companies that may also re-package it to provide consulting services to clients (e.g., building managers and operators, outsourced maintenance managers, energy service companies, utilities, energy consultants, building constructors, policy makers, energy auditors).

However, depending on the wishes and input of the local host of the DSS information sessions, these may assume a different structure.

Four DSS information sessions will be organised in total during the final year of the project, starting from June 2013. Two of the sessions will take place at project's own test sites, one in Spain (hosted by TECNALIA and HCE) and one in Austria (hosted by CET and IIASA)**.** The location of the other two sessions will be chosen at a later stage, but it is foreseen that at least one will take place in Brussels, in order to address the EC and other European-level stakeholders. The other sessions may be held either in Sweden or the UK where interest among the commercial building actors or distribution companies to provide consulting services via the DSS is high.

MCC will lead the organisation of the DSS information sessions by providing logistical support, preparing the communication materials, and promoting the events in order to increase the participation and the involvement of the target groups. The scientific partners of EnRiMa will provide the technical content to be presented and will lead the demonstration.

All partners will be involved in the promotion of the initiative in their own regions and localities. Given the strong contacts that CET, TECNALIA, URJC and HCE already have with local authorities and the building sectors of Austria and Spain, their involvement in the organisation of the DSS information sessions (e.g., providing contacts to be informed and invited by MCC) will ensure sufficient participation of the sector. Furthermore, links with the ICT sector (SU), the commercial building sector and policy makers (UCL) and oil/gas companies (SINTEF) will provide a diverse range of participants.

5.1.2 Presentations at conferences or seminars

In addition to the DSS information sessions described above, EnRiMa's scientific partners regularly present their work. MCC and other project partners constantly monitor the events that are held at both European and international levels and these are events with significant participation by researchers involved with energy efficiency in buildings. Typically, participants from industry and policy making also attend such conferences, which increases the possibility for dissemination.

A list of monitored events has been created (see section 8.4) and is regularly updated by MCC to be shared with the other partners for contributions. Each time there is a new event to add, partners can access the list through the private area of the Website. Those events are selected since they gather the target stakeholders EnRiMa aims to address; this is indeed a possibility to enlarge the network and to build stronger cooperation for the future developments of the project.

Well in advance of the event/conference's deadline for submission of abstracts, the partners concerned are given a clear indication about the location of the event/conference and how to submit an abstract. Presentations usually focus on the research methodology and the results achieved by the project to date and on the expectations and challenges of further work lying ahead, after briefly presenting the project, the consortium, and its main objectives. Insights that would be relevant for potential DSS users are also highlighted e.g., the potential to reduce energy consumption or to manage risk. Depending on the theme of the conference, the most suitable partner is selected to attend the event and to present the project. The presentations prepared by the selected partners are reviewed and approved by the project coordinator.

When needed, MCC provides suitable communication material to convey clear information during the presentation and for the entire duration of the event (e.g., posters, leaflets, information sheets). Detailed information about the project is made accessible to all participants and ad hoc communication material prepared as appropriate to ensure high visibility. After the event, MCC collects the new contacts gathered from the partners and keeps track of the results coming from the

events' participation. A follow-up phase is foreseen for each event in order to keep the contacts and to facilitate similar initiatives for the following years.

Participation in these conferences will enable work in progress and working papers to be presented and scrutinised by an international audience of inter-disciplinary researchers. Furthermore, exposure to advances in state-of-the-art energy modelling, optimisation and ICT research will enhance the work of the consortium and pave the way for future collaboration in this area.

In addition to academic researchers, other conference participants are likely to include organisations involved at the European level in EU-funded projects. This provides an opportunity to develop and strengthen synergies with other organisations involved in similar research or projects. Events organised at European level by the European Commission and other European institutions in the Brussels are also monitored to be up-to-date within the European environment and to collect feedback from other similar initiatives.

In Annexes 8.2 and 8.4, two tables concerning the events are attached. The first one presents a list of events in which at least one EnRiMa partner has participated with a scientific or project presentation. The second table presents a list of events that are related to the project topics and for which the partners envisage their participation. This list is part of a larger one that is stored in the members area of the Website and regularly updated with information on events, locations, and abstract submission deadlines. EnRiMa partners periodically examine this list and deliberate about which of these events they could participate in during the project in order to promote its activities and to meet relevant stakeholders.

5.1.3 Synergies with other European projects

The EnRiMa project DoW foresees establishing synergies with other projects dealing with energy management, energy savings and similar initiatives, including EU FP7 projects, in line with EnRiMa activities and objectives. MCC, in agreement with the DC, select the most interesting projects with which to establish links and plan, whenever possible, cooperation activities.

The CORDIS Website of the European Commission is regularly monitored in order to keep up-to-date with the latest news and events, including those from other projects. Once projects with cooperation potential have been identified, the possible formats in which cooperation might take will be explored with the final objective being to increase the visibility and raise awareness about both projects, but the EnRiMa project in particular.

Links to the Websites of other relevant projects are regularly added to the EnRiMa Website, and other projects are asked to include links to EnRiMa on their Websites. In addition, mutual promotion of participation in related events is explored on an ad hoc basis. A few projects, which are aligned with EnRiMa's

topics, have been identified so far and possible cooperation established with those. For example, these are ICT4E2B Forum, IREEN, SportE2, E3SoHo, Energy Warden, and TIBUCON. Collaboration with these projects proved to be very successful for the gathering of many interesting participants from the stakeholder community and also for sharing organisation costs. This collaboration will continue also in the future and will mainly consist in the co-participation in events and co-organisation of dedicated sessions, where all the projects can present common results and developments in the energy efficiency and ICT area.

5.1.4 The role of scientific publications

Scientific articles in international, peer-reviewed journals, such as *Applied Energy*, *Computational Management Science*, *Energy Economics*, *Energy Policy*, and *IEEE Transactions on Power Systems*, illustrate the state-of-the-art extension to research in areas such as energy modelling, optimisation, and time-series analysis that will result from the EnRiMa project. Although the EnRiMa work is applied to real buildings, it is underpinned by methodological enhancements or novel use of existing theory. Consequently, such articles will be primarily of interest to other scientists and researchers, although some journals such as *Energy Policy* also include targeted stakeholders such as policymakers and NGOs among their readership.

Scientific publications based on energy-flow modelling and stochastic optimisation in high-impact, refereed journals will be important in demonstrating the state-of-the-art research undertaken in this project. Due to its multi-disciplinary nature, the publications will have impact in a range of fields, e.g., energy systems (WP2), time-series analysis and scenario generation (WP3), stochastic optimisation (WP4), ICT systems (WP5), and energy policy (WP7).

To date, scientific articles arising from the following deliverables have been submitted:

1. Deliverable D2.2 (operational module of the DSS), *Applied Energy*
2. Deliverable D3.2 (scenario generation), *Computational Management Science*
3. Deliverable D4.2 (strategic module of the DSS), *Computational Management Science*

Furthermore, articles arising from the following deliverables are being revised and will be submitted within the next two months:

1. Deliverable D3.1 (time-series analysis), *Energy Economics*
2. Deliverable D3.2 (energy trends and drivers), *Energy Policy*

Other articles on a more detailed strategic model (related to Deliverable D4.2) and implementation of the GUI (related to Deliverable D5.1) are in progress for submission to *IEEE Transactions on Power Systems* and a computer science

journal, respectively. Additional articles on stochastic optimisation, ICT systems, and energy policy are foreseen in operational research, computer science, and energy-related journals. Overall, the scientific articles will exceed the target of at least eight set forth in the DoW (page 48). Furthermore, presentation of preliminary versions of the articles at international conferences (already discussed in Section 5.1.2) will disseminate the approach and findings among not only academics but also potential users of the DSS such as policymakers and industry stakeholders.

5.1.5 The role of trade and policy publications

Complementing the scientific articles are those that will appear in trade and policy journals. These articles focus less on the methodology and more on the insights. Moreover, their readership is a different group of stakeholders: potential users of the DSS, e.g., building managers and operators, policymakers, e.g., at the EU level or national/local energy agencies, and members of industry, e.g., those working for power distribution companies or consulting firms. Indeed, given interest in more active management of energy systems in response to policy changes and market uncertainties, each of these stakeholders could benefit from the insights provided by the EnRiMa DSS. For example, these benefits could be due to direct use of the DSS to reduce energy consumption, policy analysis via the DSS in order to investigate how energy consumption may be affected by various government regulations, and provision of services to end-users by intermediaries, i.e., power companies, consulting firms, software developers, etc.

As the EnRiMa project shifts its focus more towards application of the DSS to the test sites, trade and policy articles will become more important. We envisage using outlets such as the IAEE's *Economics of Energy and Environmental Policy*, the *IEEE Spectrum*, and the INFORMS *OR/MS Today, HLK (Heating-Ventilation-Cooling), DYNA magazine*, and others, to disseminate our findings among such targeted stakeholders. All of these publications have a strong following among industry professionals and policymakers.

In the upcoming months, the following trade and policy articles will be ready for submission:

1. Energy-flow modelling and operational module insights for the HLK (Heating-Ventilation-Cooling) journal, which is read by engineers and building operators
2. Calibration of operational module for the DYNA journal, which is published by the Spanish Federation of Regional Associations of Engineers

Subsequently, trade and policy articles on model validation, implementation of the GUI, and policy insights will also be prepared. In particular, insights from the

implementation of the DSS at actual test sites will be highly relevant for the targeted stakeholders. Using the aforementioned list of outlets, we will tailor trade and policy articles starting in early 2013 as the validation phase is fully under way.

5.2 Dissemination actions

MCC has planned actions, which are directed at informing the stakeholders and the target groups in one-way communication. The main objective is to raise interest and awareness about energy efficiency issues and EnRiMa's role in the discussion by providing general and selected information.

5.2.1 Written content distribution

The electronic distribution of content reaches directly all stakeholders included in the project mailing list managed by MCC. Subscription to this list is possible also through the registration facility available on EnRiMa's homepage. This is the case for short news items and non-scientific articles (distributed via email and available for download from the Website) or quick updates (via social media tools).

Another channel used by MCC to distribute the produced material to the target stakeholder groups is the media channel. Media electronically receive material in the form of press releases, short news items or articles ready for publication or for internal revision of the editors. The same material is also available on the dedicated area of the EnRiMa Website or shared through the social media pages.

The main addressees of press releases are the media that are, thus, informed about the development and updates and can eventually decide to include the information in their publication, magazine or newspaper. The number of media contacted depends on the content of the press release produced and include both generalized and specialised journalists at local, national, or European levels.

Whenever a press release is produced, MCC makes all efforts in conveying this to as many media contacts as possible and making follow-up calls to make sure that the content reached the right person that could be interested in it. The final scope of press releases is indeed to be published on media outlets like national and local newspapers and magazines, or energy newsletter or broadcast in the news.

Often, press releases are accompanied by related graphs, charts, photographs, and a short CV of the person eventually quoted, useful for a journalist. The press releases are also published on the EnRiMa Website in the dedicated area and downloadable as PDF document.

Naturally, the eventual publication of information in magazines, newspapers and the press in general mainly depends on the editor's willingness. However, all

project partners will make use of their press office media contacts in order to maximise the visibility of the distributed press releases.

Up to August 2012, the EnRiMa contact repository includes about 200 media organisations, among general media, publications specialised in energy efficiency issues and freelance science communicators, from 19 different European countries. This activity developed by MCC is aimed at facilitating the involvement of media all along the project development. Media and journalists are contacted on monthly basis to explore possibilities of interviews and article publications in collaboration with the partner involved.

When it comes to short news items, these are mainly addressed to other contacts included in the mailing list (contacts collected by the partners or self-registered visitors of the Website), such as members of the scientific research community, potential users (local governments, agencies in charge of housing and public space, the commercial building sector or energy suppliers and distributors); building operators, engineers, architects, builders, businesses and industries, associations, chambers of commerce, related networks of organisations, other similar initiatives, NGOs, local authorities, administrations, representations, policymakers, and ultimately the energy consumers.

As for non-scientific articles, again the main addressees are the editors of magazines and publications, both online and offline able to understand the interest in the topic and having an interest in sharing it largely to the wider community of their readers. The media are in this case the first direct receivers of the content in view of circulating it largely to the target stakeholders. The media addressed are mainly specialized ones who deal with energy related or research topics. The non-scientific articles are also accessible on EnRiMa Website to the visitors or the Website and announced on the social media pages to the large community of followers.

In order to have the highest dissemination impact, press releases, non-scientific articles, and short news are published on both the EnRiMa Website and via other online/offline channels (such as specialised Websites, energy-efficiency communities and networks, related groups, social media and targeted media).

5.2.2 Project Website updates

MCC is in charge of regularly updating the contents of the EnRiMa Website since the end of the year 2010 (www.enrima-project.eu) until the end of the project. In addition, the Website will be online and maintained for two years following the end of the project. All pages are updated frequently, but the most dynamic section is the Newsroom.

Figure 1 - Screenshot of the EnRiMa homepage

5.2.3 Social media updates

The primary objective of these tools remains to inform people about the project and its objectives as well as to spread information about on-going events more widely at different levels and to different target audiences. Therefore, on a weekly basis, both accounts are updated with short news items regarding participation of EnRiMa project partners to events, significant project developments, energy-efficiency policy developments and other related project achievements or events.

MCC is in charge of maintaining the Facebook and Twitter pages and all project partners have been invited to subscribe to them and to post links and short pieces of information whenever they consider it useful. This ensures that visibility of the EnRiMa Website is extended also to their network of contacts and organisations. Indeed, when posting on Facebook and Twitter links to the EnRiMa Website, MCC has monitored an increase in the number of visits to the specific pages linked. Through the social media, EnRiMa news items can reach a wider public and can be shared among larger communities in the energy efficiency area. Examples of users that EnRiMa follows where EnRiMa news items circulate are: Sustainable cities collective, Energy Efficiency Magazine, Energie-Fachberater, CEI, ECEEE, EuroACE, Energy Union, Ahorra Energia, Ministère du Développement Durable, The Green Grid, U4Energy, International Energy

Agency, Energy Efficiency in Industrial Process, etc. Among the contacts that "shared" and re-twit the EnRiMa news items are: EUSEW, Solar Design, Sustainable Energy for all, Digital Agenda for Europe. This allows reaching the different target stakeholder groups in a direct way. (See details at Table 8.5)

Social media have also a great impact and reveal to be of support especially for the organisation of conferences and events since they can reach larger audience and strengthen the project's promotion throughout the web. Thanks to keywords and short messages, Twitter turns out to be a relevant tool to attract other actors (especially private companies and industrial associations) in the sector of energy efficiency.

5.3 Summary of communication and dissemination actions

Table 3 summarises the actions designated to address each target stakeholder group and the media.

Actions / Target stakeholder groups	Communication					Dissemination				
	DSS information sessions	Presentations at conferences and seminars	Events co-organized with other EU projects	Scientific publications	Trade / policy publications	Press releases	Non-scientific articles	Short news	Website updates	Social media updates
Potential EnRiMa DSS users	X	X	X		X		X	X	X	
Policymakers, local authorities, administrators	X	X	X	X	X		X	X	X	
Industry associations, NGOs	X	X	X		X		X	X	X	X
Other EU-funded projects in the E2B area			X				X	X	X	X
Members of the scientific and research community		X	X	X			X	X	X	X
Media and journalists						X	X	X	X	X

Table 3 – Summary of communication and dissemination actions per target stakeholder group

6 Impact and feedback analysis

This section describes how MCC intends to measure the impact of the communication and dissemination activities and how they will gather feedback from the target stakeholder groups. A set of impact indicators has been established in order to estimate the visibility achieved by EnRiMa and, thus, evaluate the effectiveness of the dissemination and communication activities. The analysis of the collected data is essential to evaluating the level of interest of target stakeholder groups and understanding how this can be improved. Feedback gathering and analysis is essential for not only fine tuning the communication and dissemination activities, but also for ensuring that final project results (i.e., the DSS tool) are tailored to the requirements of potential DSS users and, thus, have a pathway towards commercial exploitation.

6.1 Impact indicators

The impact that the communication and dissemination activities have on the project stakeholders will be assessed through analysis of quantitative and qualitative indicators.

At the beginning of the project, the DC has established the following indicators for measuring the impact of the communication and dissemination activities:

- The number of Website visitors (unique vs. returning) and social media subscribers;
- The number of people attending the conferences and events where a project presentation is made
- The number of people reached electronically and informed about the project initiatives
- The number of conferences, seminars, and workshops that partners attend to present EnRiMa
- The feedback received from the audience taking part in the conferences and events attended
- The level of circulation of information at the European level and locally in individual countries
- The number of leaflets distributed to target stakeholder groups when attending meeting or events
- The number of stakeholders taking part in the DSS information sessions
- The feedback received by the stakeholders taking part in the DSS information sessions
- The number of access of the DSS trial version from the project Website
- The feedback received by the users of the Web-based demo of the DSS
- The circulation of information via other Websites and networks
- The circulation level of scientific publications

While not all such criteria can be tracked quantitatively, partners will keep records of all these activities in order to report as much information as possible about the impact made by EnRiMa and the DSS tool in particular.

6.2 Impact assessment

The main objective of the impact assessment is to evaluate the effectiveness of the communication and dissemination activities put in place and to measure whether the methodology used reaches the purpose of involving the target stakeholder groups. The involvement of target stakeholders can be assessed in terms of knowledge gained, positive perception, interest shown, participation level, circulation of data and sharing of information. For example this was the case the case During the event co-organised by EnRiMa during the EUSEW, where all participants were actively involved in specific discussions around some of the project topics (i.e. the vision of the DSS in terms of design and functionalities; the obstacles towards implementation and adoption of DSS, the economic values of the DSS in relation to pricing and fee typology). The elements that will be measured through the established indicators will give a good overview of the impact reached and of the visibility of the project among the stakeholders community. Those indicators will be useful to eventually adapt the communication strategy, if necessary.

As far as the potential users of the DSS are concerned, the demo Web access indicator will precisely measure the interest of the users towards the tool and will give to the partners valuable feedback to improve the version and to obtain positive outcomes.

Table 4 provides a description of the methodology utilised to measure the impact. The indicators are listed on the left side, while the actions carried out to evaluate the visibility reached and to record stakeholder feedback are included on the right side. These actions foresee the contribution and the involvement of all project partners.

Indicator	Actions
The number of Website visitors and social media subscribers	Use of Google analytics to collect data on the users accesses and time spent on each page
The number of people attending the events where EnRiMa is presented	Keep track of the participants number
The number of people reached electronically and informed about the project initiatives	Keep track of e-mails sent out

Indicator	Actions
The number of conferences, seminars, and workshops that partners attend to present EnRiMa	Monitor the number of events attended
The feedback received from the audience taking part in the conferences and events attended	Keep track of any comment received by the people approaching/or approached by the partners during the events attended that could be useful in the implementation process of the project
The level of circulation of information at the European level and locally in individual countries	Keep track of the distribution of information related to the project (non-scientific articles, short news items, when available)
The number of leaflets distributed to target stakeholder groups when attending meeting or events	Keep track of the number of leaflets distributed
The number of stakeholders taking part in the DSS information sessions	Keep track of the number of participants
The feedback received by the stakeholders taking part in the DSS information sessions	Keep track of feedback received during and/or after the 4 DSS information session implementation (using questionnaires distributed during and after the sessions and, when possible, keep track of oral feedback)
The number of online access of the DSS trial version from EnRiMa Website	Use of Google analytics
The feedback received by the users of the Web-based demo of the DSS	Set up and analyse online survey questionnaires sent to registered users that access the DSS trial version
Circulation of information via other Websites and networks	Monitor the visibility of project information sent out (via press releases, non-scientific articles and short news items) on other Websites
Circulation level of scientific publications and trade and policy publications	Monitor journal Websites for articles accessed and Google Scholar for articles referenced

Table 4 - Impact indicators assessment summary

The following table illustrates how the use of the defined impact indicators covers all target stakeholder groups (Table 5).

Impact indicators / Target stakeholder groups	Website visitors	People contacted and informed	People attending events where EnRiMa is presented	Conferences, seminars and workshops attended (including feedback)	Local level of information circulation in individual countries	Number of leaflets distributed	Stakeholders taking part to DSS information sessions (including their feedback)	DSS trial version access (including user feedback)	Circulation of information via other Websites and networks	Scientific publications	Trade / policy publications
Potential EnRiMa DSS users	X	X	X	X	X	X	X	X	X		X
Policymakers, local authorities, administrators	X	X	X	X	X	X	X	X	X		X
Industry associations, NGOs	X	X	X	X	X	X	X		X		X
Other EU-funded projects in the E2B area	X	X	X	X	X	X			X		
Members of the scientific and research community	X	X	X	X	X	X			X	X	
Media and journalists		X			X	X			X		

Table 5 – Impact indicators for target stakeholder groups

7 Timeline and Action Plan

The present action plan is valid for the period of the project activities from August 2012 until end of March 2014. It includes actions to be executed by MCC and the other scientific partners of the project.

Starting from August 2012, several press releases will be prepared to announce the EnRiMa partners' participation in a series of events under monitoring. Out of the monitored events list (see Section 8.4), as an example, the following are the events where the partners have already confirmed their participation:

- The ECEEE (the European Council for an Energy Efficient Economy) Industrial Summer Study in Arnhem, The Netherlands (11 – 14 September 2012);
- The INFORMS Annual 2012 meeting in Phoenix, AZ, USA (14 – 17 October 2012);
- The 1st World Meeting on Energy Efficiency in Buildings, in Madrid, Spain (21 – 23 November 2012).

At the beginning of the year 2013, according to the events attended during the year, the schedule for the next press releases will be prepared. In addition, in order to boost visibility at national and local levels, press and media offices of all project partners will be involved in the distribution of press releases, according to their geographical and topical relevance.

As for non-scientific articles, written by MCC, the following table, (Table 6) gives clear indications of the timing for the preparation of the next ones and the names of the target stakeholders to be addressed. Furthermore, short news items will be prepared by MCC and published on a weekly basis on the EnRiMa Website with information received from all partners. Short news items will be published to announce event participations (one month before the event, updates both one week and one day before, and then just after the end of the event with the results), project developments, and to inform about relevant achievements in the energy-efficiency sector or related European policies.

The EnRiMa project Website will be regularly updated on a weekly basis, while social media pages will be kept consistent with the content published on the Website. The main partner responsible for its update is MCC with the content provided by the scientific partners.

As described in the D8.3, MCC and the other partners will monitor events and large conference in the energy efficiency area taking place at European and International levels. On a regular basis, during project meetings and conference calls, the partners will plan in advance who is most suitable to participate and hold a presentation of the project.

The scientific partners are also in charge of preparing scientific and trade/policy publications whose timing is planned already for the next months and until the end of the project, according to the main project outcomes.

Table 6 summarises the communication and dissemination actions including the preparation of press releases, articles, presentations at seminars or conferences, organisation of dedicated events and publications in journals or specialised magazines. The responsibility of the actions to be implemented is indicated and the targeted stakeholders are specified. This list is not exhaustive as the participation in conferences and publication of articles may depend on other external factors not related to the partners' willingness and availability. Eventual additional actions shall be decided progressively during the remainder of the project. The selection will be made by consultation with partners and monitoring of the most relevant events in line with EnRiMa's communication and dissemination objectives.

Timing	Action	Responsible partners	Targeted stakeholders
August 2012	Submission of a scientific article on the operational module to Applied Energy	UCL	Members of the scientific and research community
	Submission of a scientific article on scenario generation to Computational Management Science	SINTEF	Members of the scientific and research community
	Submission of a scientific article on the strategic module to Computation Management Science	URJC	Members of the scientific and research community
September 2012	Preparation of the press release for the ECEEE event	MCC	Potential EnRiMa DSS Users, media and journalists
	EnRiMa presentation at the ECEEE Industrial Summer Study in Arnhem, The Netherlands	URJC	Potential EnRiMa DSS users, members of the scientific and research community
	Publication of a trade article in the HLK (Heating-Ventilation-Cooling) journal	CET	Potential DSS users, industry associations and NGOs
	Submission of a scientific article on time-series analysis to Energy Economics	SU	Members of the scientific and research community
October 2012	Preparation of the press release for the INFORMS Annual Meeting	MCC	Potential DSS Users, media and journalists
	EnRiMa presentations at the 2012 INFORMS Annual Meeting in Phoenix, AZ, USA	URJC, SINTEF	Policymakers, local authorities, administrators, industrial associations, NGOs, members of the scientific and research community
	Submission of a scientific article on energy trends and drivers to Energy Policy	SINTEF	Policymakers, local authorities, administrators, and members of the scientific and research community

Timing	Action	Responsible partners	Targeted stakeholders
October 2012	Submission of a paper for IEEE transactions on Power Systems with the detailed deterministic strategic model in D4.2	URJC	Scientific community and researchers
November 2012	Preparation of the press release for the 1st World Meeting on Energy Efficiency in Buildings in Madrid, Spain	MCC	Media and journalists
	EnRiMa presentation at the 1st World Meeting on Energy Efficiency in Buildings, in Madrid, Spain	HCE	Potential EnRiMa DSS users, policymakers, local authorities, administrators, industry associations and NGOs, and other EU-funded projects in the E2B area
	EnRiMa presentation at E-Nova International Congress Sustainable Buildings 2012 in Pinkafeld, Austria	CET	Potential EnRiMa DSS users, policymakers, local authorities, administrators, industry associations and NGOs, and other EU-funded projects in the E2B area
December 2012	Submission of a trade article to DYNA magazine	HCE, TECNALIA-LAB, CET, UCL, URJC	Potential EnRiMa DSS users, industry associations and NGOs, and other EU-funded projects in the E2B area
May 2013	Participation in the Green Week 2013 in Brussels, Belgium	MCC, others TBD	Potential EnRiMa DSS users, industry associations and NGOs, and other EU-funded projects in the E2B area

Timing	Action	Responsible partners	Targeted stakeholders
	Preparation of a non-scientific trade article on the DSS functionalities	MCC, SU, UCL	Media and journalists as a channel to reach all target stakeholder groups: potential EnRiMa DSS users, policymakers, local authorities, administrators, industry associations and NGOs, and other EU-funded projects in the E2B area
June 2013	Presentation at CIRED 2013 - Electricity Distribution for a Sustainable Future Conference, in Stockholm, Sweden	TECNALIA-LAB, UCL, SU, CET	Potential EnRiMa DSS users, policymakers, local authorities, administrators, industry associations and NGOs
	Participation in the European Sustainable Energy Week 2013, in Brussels	MCC, others TBD	Potential EnRiMa DSS users, industry associations and NGOs, and other EU-funded projects in the E2B area
June-October 2013	Organisation of DSS information session in Spain	HCE, Tecnalia, URJC, MCC	Potential EnRiMa DSS users, policymakers, local authorities, administrators, industry associations and NGOs, and other EU-funded projects in the E2B area
	Organisation of DSS information session in Austria	CET, IIASA, MCC	Potential EnRiMa DSS users, policymakers, local authorities, administrators, industry associations and NGOs
November 2013-February 2014	Organisation of DSS information session in Sweden/UK	SU/UCL, MCC	Potential EnRiMa DSS users, policymakers, local authorities, administrators, industry associations and NGOs
	Organisation of DSS information session in Belgium/UK	UCL, SU, MCC	Potential EnRiMa DSS users, policymakers, local authorities, administrators, industry associations and NGOs

Timing	Action	Responsible partners	Targeted stakeholders
February 2014	Preparation of a non-scientific trade/policy article on DSS exploitation	MCC, SU, UCL	Media and journalists as a channel to reach all target stakeholder groups, in particular : potential EnRiMa DSS users and policymakers

Table 6 - Planning of EnRiMa dissemination actions

8 Annexes

This section contains an overview of communication and dissemination actions that took place in the period between October 2010 and August 2012.

8.1 Organised events and synergies with other European projects

The EnRiMa consortium has established synergies with a number of projects, selected according to their relevance in the energy efficiency area, in order to explore collaboration opportunities. Among the different synergies options, specific actions have been carried on, including:

- Web link to EnRiMa Website
- Co-organisation of events and conferences
- Speaking opportunities at other projects' conferences to present EnRiMa

The first synergy has been established with SPORTE2, a research project co-financed by the European Union's 7th Framework Programme for Research and Technological Development under the domain of Information and Communication Technologies and Energy Efficient Buildings. The objective of the SPORTE2 project is to develop energy efficient products and services dedicated to the unique needs and characteristics of sports facilities. The choice of the selection has been based on the partners' expertise, which are, among others, building management systems, smart metering, data and signal processing, optimisation, energy flow simulation tools, green design, energy efficiency and innovation.

In order to create concrete synergy, MCC proposed to SPORTE2 the join participation in the "ICT for Sustainable Homes" event that took place during late October 2011 in Nice, France.

This proposal was immediately welcomed and the coordinator of SPORTE2 invited also other projects to join the programme of the workshop and finally, other four EU funded projects, SportE2, E3SoHo, Energy Warden and TIBUCON.

The organisation of the workshop was chaired by MCC and it led to the realisation of the workshop "Challenges, Opportunities and Lessons Learned from on-going Research Projects" that took place in the "ICT for sustainable Homes" conference and exhibition in Nice, France, on the 24th-25th October 2011. The workshop was an opportunity to present EnRiMa's first results and the developments concerning the DSS systems.

In early February 2012, MCC has then invited the coordinator of ICT4E2B Forum to join forces for the organisation of a workshop within the framework of the EU Sustainable energy week 2012. The coordinator welcomed the idea and

decided to invite also the IREEN project (ICT Roadmap for Energy Efficient Neighbourhoods).

Under the coordination of MCC, the second promotional event of EnRiMa entitled “ICT for Energy Efficiency in Buildings and Communities from Research to Implementation” was thus organised on the 20th June 2012, at the Stockholm Region EU Office in Brussels.

EnRiMa, ICT4E2B Forum and IREEN have thus established cooperation activities and increased the visibility of the theme of energy efficiency in buildings, while sharing organisational costs. Moreover, MCC, on behalf of the EnRiMa consortium, will discuss with the coordinator of the IREEN Coordination Action how to improve visibility for project results and achievements.

Collaboration with these projects (ICT4E2B Forum, IREEN, E3SoHo, Energy Warden and TIBUCON) and others will continue and will mainly consist in the co-participation in events and co-organisation of dedicated sessions, where all the projects can present common results and developments in the energy efficiency and ICT area.

8.2 List of presentations held at conferences and other events

This table records the participation of EnRiMa consortium partners in conferences or other events where a presentation of EnRiMa's work was given.

Event	Place	Dates	Partner	Website/links
12th Conference of the IFIP Working Group 7.6 on Advanced Analytics	Aachen, Germany	August 29-31, 2012	IIASA	http://www.caa-aachen.de/
European Conference on Operational Research (EURO XXV 2012)	Vilnius, Lithuania,	July 8th-11th 2012	UCL	http://www.euro-2012.lt/welcome
EU Sustainable Energy Week	Brussels, Belgium	18-22 June 2012	MCC, IIASA	http://www.eusew.eu/
The 8th International R Users Meeting	Nashville, Tennessee, USA	12-15 June 2012	URJC	http://biostat.mc.vanderbilt.edu/wiki/Main/UseR-2012
GYA General Assembly 2012	Pretoria, South Africa	23 May 2012	URJC	http://www.globalyoungacademy.net/gya-ga-2012-in-south-africa
Austrian Federal Ministry for Transport, Innovation and Technology workshop - Austrian "Building of tomorrow" program	Vienna, Austria	22 May 2012	CET	http://www.hausderzukunft.at/english.htm

Event	Place	Dates	Partner	Website/links
International Conference on Computational Management Science (CMS2012)	London, UK	18-20 April 2012	UCL, SINTEF, URJC	http://cms2012.doc.ic.ac.uk/
Congreso Nacional de Estadística e Investigación Operativa y Jornadas de Estadística Pública	Madrid, Spain	17-20 April 2012	URJC	http://www.seio2012.com/es/
2nd Workshop on the Impact of the Energy-efficient Buildings PPP	Brussels, Belgium	14-15 March 2012	MCC	N/A
E-Nova International Congress Sustainable Buildings 2011	Pinkafeld Campus, Austria	24 - 25 November 2011	CET	http://www.fh-burgenland.at/events/enova2011e.asp
ICT for Sustainable Homes 2011	Nice, France	24 - 25 October 2011	MCC, SINTEF	http://ict-sustainablehomes.org/
ICT Systems and Solutions for Energy Efficiency in Buildings – "ICT4E2B Forum-Application Scenario Workshop"	London, UK	25 May 2011	UCL	http://www.ict4e2b.eu/
Avances tecnológicos para la gestión de la eficiencia energética - Workshop	Oviedo, Spain	24 May 2011	HCE	http://faen.es/nueva/controler.php?id=85&idDetalle=2247&t=3
4th Future Internet Cluster Workshop on "ICT and Sustainability"	Budapest, Hungary	16 May 2011	SU	http://ec.europa.eu/information_society/events/cf/fnc7/item-display.cfm?id=5773
Workshop on the Impact of the Energy-efficient Buildings PPP	Brussels, Belgium	25 – 26 November 2010	MCC, SU, UCL	http://ec.europa.eu/research/industrial_technologies/ppp-in-research_en.html

Table 7 - List of attended events (until August 2012)

8.3 Website and social media developments

The Website was partially renewed and rearranged in late 2011 in order to incorporate the social network links ad to improve its readability. The graphics aspect has also been improved with new colours, new tools and sections. This partial restructuring has brought more visibility to the project's activities and has provided the users with more detailed information about EnRiMa's objectives and developments.

A recent addition to the Website is represented by a section dedicated to the Sankey diagrams, discussing one of the major achievements of the project to date. A first page on the Website introduced the basic concepts of Sankey diagrams to a general audience. An external link to the CET Website provides instead access to a daily archive of Sankey diagrams for one of the EnRiMa test sites.

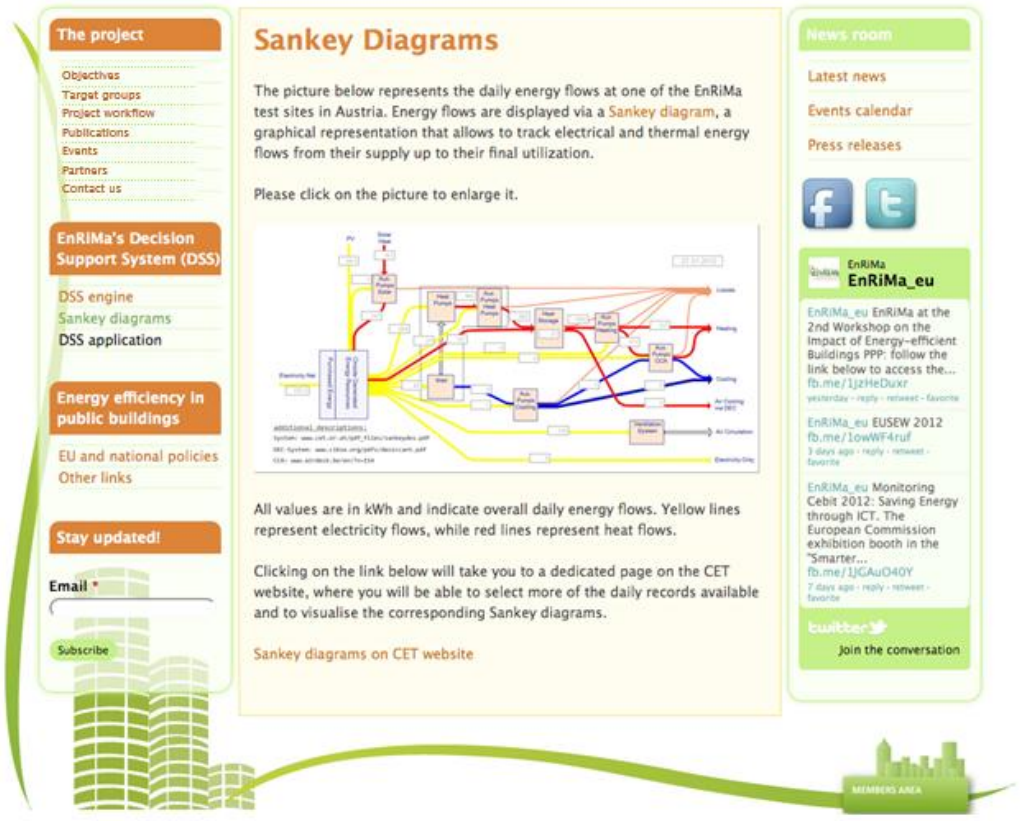

Figure 2 - Sankey diagrams on EnRiMa Website

Another additional part concerns the "Project" section: one subsection has been added and one has been restructured in order to make the navigation easier for the users. The "Publications" subsection has been revised to include a complete list of EnRiMa journal articles, public deliverables and conference proceedings produced by the partners; the "Events" subsection has been created to showcase

presentations made by the partners in organised conferences and other national and international events.

The above-mentioned adjustments create an easier navigation and major consistency within the Website.

Up to August 2012 the EnRiMa's followers on Twitter are about 300, including energy experts, research institutes and business companies (such as SmartGrid, Sustainable EU, SmartCities Platform, BUILDUP_eu, Green Energy Global, IBM Smarter Energy, and The Energy Group).

Facebook provides more specific information about EnRiMa and relevant information about energy efficiency legislation. This tool attracts more individuals linked to the energy sector. Currently, as of August 2012 the page is subscribed by 55 users.

8.4 List of monitored events

The table includes a list of events that are related to the project topics and for which the partners might envisage their participation. This list is a part of a complete one that is stored in the members' area of the Website (going up to October 2014) that is regularly updated. The list includes information on the event titles, locations, dates and Website addresses of events that could be considered as interesting for the project partners to attend. EnRiMa partners periodically examine this list and deliberate about which of these events they could participate in during the project in order to promote its activities and to meet relevant stakeholders. Once this is decided additional information on the specific event are provided to the list, like the abstract submission deadlines and the action list for the attending partner.

Event	Place	Dates	Website/links
The ECEEE (the European Council for an Energy Efficient Economy) Industrial Summer Study 2012	Arnhem, The Netherlands	13 – 14 September 2012	http://www.eceee.org/press/2012/
European Conference on Sustainable Renovation of Buildings	Karlsruhe, Germany	13-14 September 2012 (TBC)	http://etechgermany.com/ECSR_2012.pdf
European Conference in EcoHeat4Cities under the framework of the DHC + technology platform	Brussels, Belgium	9-10 October 2012	http://ecoheat4cities.eu/en/Contacts-Events/Events/
The INFORMS Annual meeting 2012	Phoenix, AZ, USA	14 – 17 October 2012	http://meetings2.informs.org/phoenix2012/
CEP Clean Energy and Passive House Expo 2012	Budapest, Hungary	17-18 October 2012	http://www.cep-expo.de/index.php?L=1&id=7
International Conference for Enhanced Building Operations (12th)	Manchester, UK	23-26 October 2012	http://icebo2012.com/

Event	Place	Dates	Website/links
Renewable UK 2012 Annual Conference and Exhibition	Glasgow, UK	30 Oct - 1 Nov 2012	http://www.renewable-uk.com/events/annual-conference/
RENEXPO¨ South-East Europe 2012	Bucharest, Romania	21 - 23 November 2012	http://www.renexpo-bucharest.com
The 1st World Meeting on Energy Efficiency in Buildings	Madrid, Spain	21 – 23 November 2012	http://www.encuentroeme3.com/
European Conference on Sustainable Renovation of Buildings	To be defined	February 2013	http://etechgermany.com/ECSR_2012.pdf
Egética-Expoenergética 2013 4th edition of the international fair of energy	To be defined	March 2013	http://www.egetica-expoenergetica.com/en
Novabuild, Exhibition for Eco-Construction, Rehabilitation and Sustainable Urbanism	Valencia, Spain (TBC)	March 2013	http://www.novabuild.es/en
South-East European Exhibition and Congress on Energy Efficiency and Renewable Energy	Sofia, Bulgaria (TBC)	March 2013	http://www.eeandres.viaexpo.com/en/exhibition/
World Sustainable Energy Days 2013	Wels, Austria (TBC)	27 February - 1 March 2013	http://www.wsed.at/en/world-sustainable-energy-days/
ENERGYMED Conference Exhibition on Renewable Sources and Energy Efficiency in Mediterranean	To be defined	March 2013	http://www.energymed.it/eng/
Bluebat Efficiency in Building and Sustainable Building Expo	Paris, France	April 2013	http://www.bluebat-expo.com/exhibition/presentation/about-bluebat
Bursa Construction and Living Fair and Congress	Bursa, Turkey	April 2013	http://www.tuyap.com.tr/en/index.php
International Conference on Computational Management Science (CMS2013)	To be defined	April 2013	http://www.univie.ac.at/cms2010/

Event	Place	Dates	Website/links
Congreso Nacional de Estadística e Investigación Operativa y Jornadas de Estadística Pública	Madrid, Spain	April 2013	http://www.seio2012.com/es/
Conference on Energy Economics and Technology (ENERDAY 2013)	To be defined	April 2013	http://tu-dresden.de/die_tu_dresden/fakultaeten/fakultaet_wirtschaftswissenschaften/bwl/ee2/lehrstuhlseiten/ordner_veranstaltungen/ordner_enerday/Enerday%202012/cfp

Table 8 - Short list of monitored events

8.5 Status of impact indicators (August 2012)

This table shows the latest updates in terms of impact reached by the project in relation to the indicators established. The information refers to the period from M1 to M23 and takes into consideration only the indicators that could be adopted in this first period.

Indicator	Result as of August 2012
Number of Website visitors	Between the launch of the Website and August 2012: • 4.099 visits • 2.317 unique visits • Top visitor's countries: Belgium (29%), Italy (15%), Spain (12%), UK (6%), US (5%)
Social media followers and involvement	• Over 300 Twitter followers • Over 550 Tweets • Over 50 retweets from followers (such as EU Smart Cities, Digital Agenda, Rural Energy EU, Standards4RDI, EU Energy Week, Microgenius, StollmeyerEU, etc.) • 55 Facebook subscribers • More than 200 posts on Facebook • Facebook page reaches most EU countries, plus USA, Iran, Azerbaijan, Kazakhstan, Turkey, Belarus and Ukraine • Facebook weekly total reach: 72 users
Number of people attending events where EnRiMa is presented	• Approximately 500 people in total attending at the events where EnRiMa was presented
Number of conferences and seminars attended	• 14 events in total so far (up to August 2012)
Number of people reached electronically	• Press releases and articles have been sent to about 500 contacts included in the media mailing list and 200 selected contacts for the stakeholders' list

Indicator	Result as of August 2012
Circulation of information at the European local level and in individual countries	• 12 press releases have been produced to announce event participations, developments concerning the project and other news related to energy efficiency issues. • After the participation in the ICT for Sustainable Homes event in Nice (24 – 25 October 2011), one non-scientific article (including 2 interviews) was prepared and translated in 3 languages (Italian, English, French). Both press releases and article were sent electronically to the media contacts list (generalised and specialised) of the target European countries (mainly Austria, Belgium, France, Germany, Italy, Norway, Spain, and UK).
Number of leaflets distributed to target stakeholders	• 600 (+ 400) leaflets have been distributed, about 100 leaflets for each partner.
Circulation of information via other Websites and networks	• EnRiMa appears in more than 50 pages from other Websites (Cordiswire, ICT Conference, Nice, EUagenda, Facebook, Twitter, Stockholm University Website, SportE2 Website, E3Soho Website, EC Website, ClusterEcobuild, Energy Warden Website, CET Website, BuildUp, Haus der Zukunft Website, Social Innovation Europe, UCL Website) • More than 150.000 results linked to EnRiMa project on Google search
Circulation level of scientific publications	• 1 article submitted to Energy Policy (D3.2) • 2 articles submitted to Computational Management Science (D2.2 and D3.2)

Table 9 - Status of impact indicators (August 2012)