



D7.1 Dissemination & communication plan



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DELIVERABLE 7.1

Dissemination and Communication Plan

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Executive Summary

The present deliverable D7.1, named Dissemination and Communication Plan and part of WP7, establishes a guideline about strategies, and work-flows for partners to follow when developing the activities related to communication in order to reach our target stakeholders and show them the benefits of the easySRI, and to ensure that easySRI outcomes are widely distributed to the appropriate target communities, at appropriate times, via appropriate channels in a fashion that can contribute to the sustainable use of its results.

The overall objective of this strategy is to maximise the impact of the project's activities and results among relevant stakeholders by leveraging consortium multiplier networks and sustained interaction with key stakeholders.

The deliverable has been developed following the Communication and GDPR rules of the European Climate Infrastructure and Environment Executive Agency, taking into account that Communication is an important part of EU-funded projects. LIFE programme beneficiaries have a number of obligatory and recommended communication requirements, which will be addressed by the actions described in this document.

The deliverable describes in a non-exhaustive way how the project will approach communication to different target audiences, as well as the main channels and tools that will support this approach.

It should be noted that this document could be revised and updated during the project's lifetime in order to incorporate potential changes and amendments if needed.

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List of Acronyms and Abbreviations

Term	Description
EPC	Energy Performance Certificate
WP	Work Package
EC	European Commission
ESCO	Energy Services Company
D.X.X	Deliverable X.X.
SRI	Smart readiness indicator

1 Introduction

1.1 Scope and objectives of the deliverable

The LIFE easySRI Dissemination and communication plan presents a common strategy for communicating and disseminating the activities of easySRI to ensure that the results of the project are widely distributed to the appropriate target communities, at the appropriate times, through the appropriate channels, so that they can contribute to the sustainable use of its results.

The overall objective of this strategy is to maximise the impact of project activities and results among relevant stakeholders in the cooperation dialogues, taking advantage of the consortium's multiplier networks and sustained interaction with key stakeholders.

This plan formulated by SGS at the start of the project defines the project's overall strategy, target groups, channels, responsibilities and timelines and includes a Visual Identity, which can be found in the section "3.3.1. easySRI style", to convey a familiar and consistent image of the project for both intra-consortium and external communication.

As mentioned before, the plan could be revised and updated during the project's lifetime in order to incorporate potential changes and amendments if needed. Special consideration will be given to the collaboration with the other Work Packages in order to ensure a smooth information flow from data collection and assessment, to evaluation. The internal communication tools will ensure a smooth collaboration, coordination and information exchange among the partners.

The main objectives of this dissemination and communication plan are:

- Promote activities and facilitate the exchange of knowledge between the main stakeholders in the area of regular energy classification of buildings, based on their operational performance, policy makers, industry, research community and business
- Disseminate information on the easySRI project and its main results
- To communicate and facilitate new and better connections between different consortia by making use of the existing network and framework built around other European funded projects with the same or similar objectives (in LIFE programme, H2020 programme...)
- To highlight the interaction with relevant European and non-European research initiatives in terms of improving the actual energy performance of buildings in EU Member States
- To inform and work with transnational project actors to offer and facilitate learning and development of the results and value brought by the project outcome and the processes used in the action
- To achieve a high visibility of the project and promotion of an active interaction with key stakeholders to build project familiarity and raise awareness among stakeholders
- Providing the wider public with advance notice of possible future plans and actions, it also strengthens collaboration links with partners and helps to establish and reinforce a wider networking activity

Ensuring that:

- The project outputs will be fully exploited in the most effective manner
- The knowledge gained through the project, and more generally the information generated by the project, can be made available to all interested organisations
- The elements of excellence of the project can be reused and replicated in other projects, becoming a benchmark and triggering new developments in the field and beyond
- The project reaches decision-makers to contribute toward improving future policies
- The benefits that the project's outcomes will bring to society (services, employment, economy) are well pointed out.

1.2 Structure of the deliverable

D7.1- Dissemination and Communication Plan is structured according to the following sections:

Section 2 easySRI dissemination strategy includes objectives of the dissemination strategy, phases of the dissemination, the dissemination target audiences and their involvement, the presentations at academic conferences or workshops, articles or scientific publications, and the rules for the use of the LIFE logo & funding statement and the Disclaimer.

Section 3 describes the project communication strategy and internal communication tools with reference to the easySRI sharepoint as collaborative space. It also includes external communication tools and easySRI style and communication channels, and the evaluation, monitoring and communication activities.

Section 4 provides an overview of the timeline of activities.

1.3 Relation to Other Tasks and Deliverables

D7.1 Dissemination and Communication Plan aims to establish the guidelines to be followed throughout the life of the project in terms of promotion and dissemination of the project. This plan sets out the activities to be carried out during the project and in the framework of the use of its results.

This plan is applicable to all the partners, as it establishes the guide on how they should carry out the external communication about the project (it can be attending conferences, making posts in their social networks, publishing news), as well as the explanation of the different tools they can find to carry out the internal communication among the partners of the project (mailing lists, Sharepoint, etc.).

This deliverable is directly related to Task 7.1, as it is the main result obtained from this task, and consequently it is related to task task 7.2., as it engages project partners in the communication and dissemination activities planned in the current Plan of dissemination and communication. In this sense, D7.1. sets the guidelines to be followed by task 7.2. and all the activities arising from it.

Finally, it is important to point out that this deliverable is also linked to all the WP, in the sense that all the partners must inform about the progress made in their respective WP in order to promote the results of the project. The social networks and the project website will be updated as the project develops, and for that, it is necessary that the partners inform the Communication leaders of each of their progress, so that they can make the relevant promotion.

Furthermore, as will be stressed throughout the document, it is important that the project is well promoted, and for this reason partners are encouraged to attend events or conferences where they can raise awareness of the project. In this sense, they can refer to this communication plan in order to see the events with a possible interest (section 2.5).

In addition, every easySRI publication or promotion, regardless of the WP to which it belongs, must comply with the rules set out in this communication package.

WP leaders may contact the communication and dissemination leaders when they wish to increase the visibility of certain results or promote a workshop or event for wider dissemination.

2 Dissemination Strategy

2.1 Objectives of the dissemination

The project pursues ambitious goals regarding its strategic dissemination activities, being flexible and multi-faceted. Next to using dissemination tools like a website and a twitter channel, further means of dissemination will be adopted to make these as engaging and innovative as possible in the given time and framework (e.g. workshops, videos, questionnaires, etc.). Throughout the duration of the project, individual dissemination activities will be adapted to meet the easySRI general dissemination objectives and will be as diverse as possible to maximize outreach.

The objective of the dissemination strategy is to identify and organize the activities to be performed to maximize the influence/impact of the project, and to promote commercial and secondary exploitation possibilities of the project results. To ensure the widest possible dissemination of the project and to increase its impact and outreach, easySRI dissemination objectives have been set according to four goals:

- Define channels for dissemination and communication;
- Schedule and deployment of dissemination and communication events, activities, workshops;
- Exploring exploitation and commercialization potential for easySRI solution;
- Facilitating the replication of easySRI services and ensuring post-project sustainability

2.2 Phases of the dissemination

The easySRI dissemination focus and efforts have been divided into three phases: General awareness and reputation, Engagement and Communication impact, which will be analysed in the table below.

Table 1. Phases of the dissemination

Phase 1 (M0-M12)- General awareness and reputation:
<p>In this phase, it is crucial to inform our target audiences about the project's scope and objectives and showcase the competences of the consortium to meet those objectives.</p> <p>This deliverable, together with the results produced in task 7.2 Communication & Dissemination Activities & Material (visual identity of the project, dissemination objectives, target audiences...etc.), will establish the identity of the project and what is intended to be communicated. With a coherent image in all outputs and communications resulting from the project.</p> <p>On this project identity, easySRI's presence in social media such as Twitter, LinkedIn, or Youtube will be created, and the established identity and image will be respected in each publication. It will always appear with the corresponding logos, the Commission disclaimer and the other requirements mentioned throughout this deliverable. The channels to be used will also be adapted to the target audiences to be reached.</p> <p>The focus during this first phase will be on establishing a common project identity, raising awareness and interest regarding the project's expected results.</p> <p>Target audiences include: Building Services Industry (Engineers, Assessors, Designers, ESCOs, SME contractors, Construction companies etc.), including mainly SRT Product Manufacturers and SRT installers that can deploy the easySRI framework and improve the envisioned services, as they will be the main clients of the foreseen EasySRI Platform; Policy making bodies and Governance (Regional, National and International policy makers and public authorities) that can act as catalysts for smart readiness assessment and deliver methodologies and technical specifications for evaluating smartness and energy performance of the</p>

buildings; Building end-users (Building users/owners/managers) who are the main users of the EasySRI Platform and thus beneficiaries of the easySRI services.

Furthermore, the online presence will allow to create opportunities for collaboration with other (EU) research projects and open the door for future collaborations with the industry.

Additional dissemination material/activities that support dissemination of the work done in easySRI such as brochure, poster and presentations will be developed. All these dissemination materials will be distributed to be used by the entire project consortium.

Dissemination tools established to the easySRI project are, but are not limited to:

- project page on the partners' website,
- Social networks; (e.g. Twitter, LinkedIn, YouTube, Facebook)
- Digital media; Powerpoint slide pack,
- Printed media; flyer, poster or banner,
- Events; Media & First Responder conferences, Technical and Industry events,
- Publications; press releases, papers, other publications
- SME institutions and organizations.

Phase 2 (M13-M24) – Engagement:

After positioning the easySRI project and creating general awareness, the focus in phase 2 will shift more to actively involving interested parties in the consortium's work. The consortium will reach out to those parties and communities that have expressed their interest in the aims and/or challenges of the easySRI project and the general topic Smart Readiness of Buildings Assessment.

Again, the focus of these activities will lie in engaging with SMEs and building professionals, now in order to involve them directly in easySRI activities. This involvement will include interaction with the first tangible project outcomes that should be available by this time. The consortium will explore various formats of interaction such as collaborative testing sessions and - if feasible - participatory solution finding (e.g. workshops, hackathons, co-design and collaborative development). The objectives of this engagement are the continuous improvement of the easySRI project through discussions on the need for the general topic Smart Readiness of Buildings assessment; gathering new insights that help to improve the work done in easySRI and related initiatives; and creating a network of 'ambassadors' that support to disseminate the easySRI framework, composed by the stakeholders.

Phase 3 (M25-M36) - Communication impact:

After building up a reputation and a network of communities (phase 1) and engaging deeper with these communities (phase 2), the focus will be on promoting the final exploitable results and business models developed, creating the preconditions in order to stimulate broader scalability/replication and engage new end-users and wider audiences.

The focus of these activities (from M25 to M36) will be to leverage the exploitation potential of the easySRI outcomes by promoting the benefits of using the easySRI services in appropriate key stakeholders.

It is foreseen that parts of our engaged audience during the first two phases will function as 'ambassadors' or multipliers of the project outcomes, thereby creating impact within their own communities.

Furthermore, the results of the project will be presented at conferences continuously throughout the project duration (while results presentations are likely to take place primarily in phase three of the project). In addition, an easySRI workshop on the final topic is planned.

Considering building technology and product developers are affected by the legislation on energy efficiency and smart readiness of buildings for their future product development pathways, easySRI can open new markets to building systems technology providers and suppliers, as well as foster innovative approaches on their technologies.

All this is to aid to guarantee the project's greatest impact on stakeholders outside the current consortium in order to maximize exploitation potential and facilitate the transformation of the market for smart buildings.

2.3 Target audiences

The main objective of the dissemination strategy is to inform, reach out to society and show the benefits of the research being carried out within the framework of the project. This approach should be communicated to the general public and to the media, who may actively contribute to communication activities by informing society about the impact of the project's results.

Among the general public, a key group of interest for the communication activities is the stakeholders. A high visibility of the project and promotion of an active interaction with key stakeholders are necessary elements to build project awareness and ensure success.

As noted above, it is very crucial to promote the project's results to stakeholders outside the project partnership to ensure that:

- the project outputs will be fully exploited in the most effective manner, i.e. the scaling-up of the demonstrated solutions will be facilitated.
- the knowledge gained through the project, and more generally the information generated by the project, can be made available to all interested organisations
- elements of excellence of easySRI can be reused and replicated in other projects, becoming a reference point triggering further developments in the field and beyond
- the benefits that the project's outcomes will bring to society are well pointed out.

easySRI has already established communication with key stakeholders that showed their interest by signing letters of support. In particular, easySRI has reached out to:

European Agencies and Business Network that can promote innovation in the local construction, boost the transformation into smart buildings and strengthen companies in enhancing their services, such as:

- EURADA
- ENERO
- Ecoplus

In addition, **policy makers and regional councils or bodies** that can act as smartness and energy efficiency instigators and help overcome barriers and promote sustainable development, boost the exploitation of project's results and the realization of the long-term impact have been engaged such as:

- The state office of Salzburg for energy industry and consulting
- Local energy agency of Gorenjska (LEAG)
- Green Building Council Italia
- The Technical Chamber of Cyprus

Building professionals that can act as collaborators and catalysts for service delivery play a significant role in the growing building and renovation market and can help improve easySRI products and services, such as:

- OIB,
- buildingSMART,
- Strabag
- Negawatt.

In particular Strabag and Negawatt have expressed their interest in utilising their available customers for testing the easySRI web platform and provided some use cases in Austria and Greece respectively for that.

The abovementioned stakeholders belong to the different categories of stakeholders that the project aims for dissemination and exploitation. In particular, those groups will receive easySRI dissemination material e.g. newsletter, flyers, brochures and will be communicated with the project's deliverables.

Efforts will be made to include them as well in the training activities and workshops designed under T6.3.

2.4 Involvement of each target group

The table below summarizes the identified key target groups to be addressed by the project and the appropriate measures to implement for the involvement of each target group to foster the dissemination of the project results:

Table 2. Key messages

Target group	Key Message to disseminate	Objective of engagement
Building end-user (Building users/owners/managers)	Raise awareness about the benefits of smart buildings, in particular from an energy perspective providing support for the planning of SRT and RES installation when renovating building	The consortium will involve them in the validation and experimentation of the easySRI web platform to test the platform for future market exploitation
Building Services Industry (Engineers, Assessors, Designers, ESCOs, SME contractors, Construction companies, SRT Product Manufacturers and SRT installers, etc...)	Raise awareness of the benefits resulting from the inclusion of their products and services in the easySRI platform catalogue to increase customers and to promote and sell their products through the platform.	Creation of a preliminary easySRI catalogue of products and services. Making the easySRI platform a bridge between SRT and RES suppliers and customers.
Policy making bodies and Governance (Regional, National and International policy makers and public authorities)	Raise awareness about the benefit of SRI adoption to implement a Common European Efficiency Strategy, which guarantees real added value to the country's system	Generate reports on different assessment methods to be demonstrated through easySRI use cases and engage PM to facilitate the implementation of SRI-related regulation in MSs.

2.5 Presentations at academic conferences and workshops

With the aim of promoting activities and facilitating knowledge exchange between key stakeholders in the field of periodic energy rating of buildings, partners will, according to guidelines on how they should carry out external communication activities, attend high-level academic conferences and workshops organised by national, European and international organisations involving and/or representing the energy efficiency research communities, and scientific fora dealing with the topic of improving technical, economic and environmental approaches to sustainable building design and operation through EPC dynamics.

easySRI partners will participate in local (national), European and international conferences, industry fairs and exhibitions to publicise easySRI activities and expected results and disseminate relevant developments and results. Partners will focus on promoting the project results at key industrial events attracting a large number of stakeholders in the sectors of interest (energy efficiency, building performance improvement, regular energy

rating of Dynamic Energy Performance Certified (EPC) buildings, IoT, etc.), aiming to maximise the effect of direct interaction with stakeholders.

In addition, attendance at relevant events will also benefit easySRI by having continuous updates on specific aspects of the building energy efficiency sector.

The following table provides an indicative list of some of the relevant events identified by the partners, where the easySRI presentation could take place. Dissemination through these events will be customised according to the main target audience of easySRI (Building Industry, Scientific Public Administrations, etc.), but will also ensure a wide dissemination among sectors and stakeholders.

Table 3- Indicative list of easySRI relevant events and conferences

Events/Conferences /Webinars	Date/location
BIM World	5-6 April, 2023. Paris, France
World Sustainable Energy Days	28 February- 3 March 2023. Wels, Austria
SBE23	22-24 March. Thessaloniki, Greece
Berliner Energietage	3-5 May 2023. Online
Berliner Energietage	22-23 May 2023. Berlin
Smart Building Conference (SBC)	31 January 2023. Barcelona, Spain
IoT Solutions World Congress	31 January - 2 February 2023. Barcelona, Spain
8th Annual Global Conference on Energy Efficiency	6-8 June 2023. Paris, France
IoT World Forum 2023	7-8 June 2023. London, United Kingdom
E-World energy & water Essen	23-25 May 2023. Essen, Germany
Embedded world 2023 DIGITAL	14-16 March 2023. Nuremberg, Germany
EU Sustainable Energy week	20-22 June 2023. Hybrid and Brussels, Belgium.
RealTime Conference	To be confirmed
European BIM Summit	Date to be confirmed. Barcelona, Spain

Attendance at conference presentations will be encouraged, although the cost and frequency of conference attendance should be commensurate with the size and resources of the project. This list will be continuously updated, expanded and communicated to all easySRI partners to plan participation in upcoming events, and it can be found also in the Consortium Sharepoint.

2.6 Articles or Scientific publications

The results of the easySRI will be organized into key themes, to develop a total of 10 articles or scientific papers at the end of the project. These products will cover theoretical, conceptual and methodological issues and key results.

Partners will be encouraged to produce both scientific publications and articles, and the results will be published on the project website. Partners will have to register their publications and articles in the project's Sharepoint, under "Scientific Publications".

For registration, the partner will be asked a few questions about the type of publication or article. This should include the link to the article or publication, name of the authors, type of publication, name of the journal (if any), whether it has undergone a peer review process, and whether it is available in open access.

2.7 LIFE logo & funding statement

According to the CINEA rules, Communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the LIFE flag and funding statement "Co-funded by the European Union" (translated into local languages, where appropriate). The LIFE logo can be found in the Communication and GDPR rules section of the CINEA webpage¹.



Figure 1- Life Logo

The logo colours are:

- Blue: #004494; C 100, M 80, Y 0, K 0; R 0, G 68, B 148
- Yellow: #ffed00; C 0, M 0, Y 100, K 0; R 255, G 237, B 0

2.8 Disclaimer

Along with the logo mentioned above, the following disclaimer must be included:

“Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.”

¹ [Communication and GDPR rules](#)

3 Communication strategy

3.1 easySRI Communication strategy

The communication strategy will focus on informing and demonstrating the societal and economic benefits generated by the project to a wide range of audiences outside the core project target groups. Through Task 7.2 project partners will be engaged in the communication and dissemination activities planned in the present Deliverable: participation at networking events, including networking with other LIFE projects, preparation and circulation of newsletters, press releases at different media, specialised articles at targeted media and journals, participation at exhibitions and fairs.

The Project communication strategy includes dissemination materials for partners' use when carrying out dissemination and communication activities, which will be explained below, such as: Project flyer, posters template, PowerPoint templates, Word templates, half-year newsletters and brochures, all publicly downloadable and distributed to stakeholders.

In addition, each partner will establish a webpage on their existing website, dedicated to the project, following a pre-defined instruction, and in order to gain even more visibility and to have a reference website, DEMO Consultants will additionally create a specific website for the project. More details can be found in the 3.3.2 Communication Channels Section.

Three social media accounts (LinkedIn, Twitter and YouTube) have been launched and will be maintained by DMO throughout the duration of the project, facilitating the creation of novel connections and synergies with multipliers in the field, EU channels and other projects.

As part of this task, dissemination and communication actions will be performed by all partners, under DMO's supervision and following the guidelines and strategy provided in the current Dissemination and Communication Plan.

Training sessions and workshops will also be organized by consortium partners as possible in their countries (either physically or virtually), aiming to gather feedback from stakeholders (≥ 10 stakeholders/per workshop), concerning potential improvements of the platform. In general, all partners assume responsibility to maximise the visibility of the project and convey its findings and outputs to the relevant stakeholders relying on their strong outreach capacity.

Upon completion of the project, a final publishable report will be prepared, presenting the key results, main lessons learnt, and recommendations for the future. The final publication will be professionally designed, attractive and tailored to the target group.

3.2 Internal Communication tools

It aims at improving the communication among partners, with the European Commission and to provide skills to the partners to collaborate in the external communication.

The specific objectives of internal communication are:

- Systematize the communication between the partners, especially between the coordinator and the rest of the beneficiaries, for the correct management and execution of the project.
- Keep partners informed about common actions to do and administrative obligations (reports, signature of documents, etc.), financial, monitoring and evaluation.

The activities and tools foreseen are:

- easySRI SharePoint to be used as project management and document management and teamwork
- easySRI E-mailing Lists

- Communication team (SGS and DMO): to support communication activities that partners should accomplish.
- General Assemblies: to share objectives, budget, schedule, scope, outcomes, impacts, etc.
- Internal meetings: to provide partners with appropriate skills and tools for communicating and developing the project.
- Communication guidelines: the current Deliverable 7.1 Dissemination & Communication plan and the D1.1 Project Management Plan, which will explain explaining procedures, tools, settings, etc.

3.2.1 easySRI SharePoint as Collaborative Space

To ensure an efficient project management, the consortium has set up an online repository server, hosted by DEMO Consultants, which will be used to store and exchange all documents, providing access to all project's members.

SharePoint is a web-based collaborative platform for project management that integrates within Microsoft Office. Over the course of the project, easySRI SharePoint will be used to store and exchange documents and information. All partners are kindly requested to store documents such as reports, presentations, minutes, and agenda in a designated folder within SharePoint.

The contents will be continuously updated and extended during the project. This is a restricted website which can be accessed only by the consortium partners and EC officials with login credentials. Each registered user can add, modify and delete content in the categories they have access to.

The Sharepoint includes the possibility of managing the partners' dissemination activities, by means of two folders: Dissemination Activities and Scientific Publications, where the partners can register their own Dissemination and Dissemination activities throughout the life of the Project and the coordinator can visualize and balance the collected data.

The repository can be accessed at the following location: <https://www.easysri.org/SitePages/Home.aspx>

An easySRI SharePoint Manual has been created by DEMO Consultants and can be found in the Sharepoint itself.

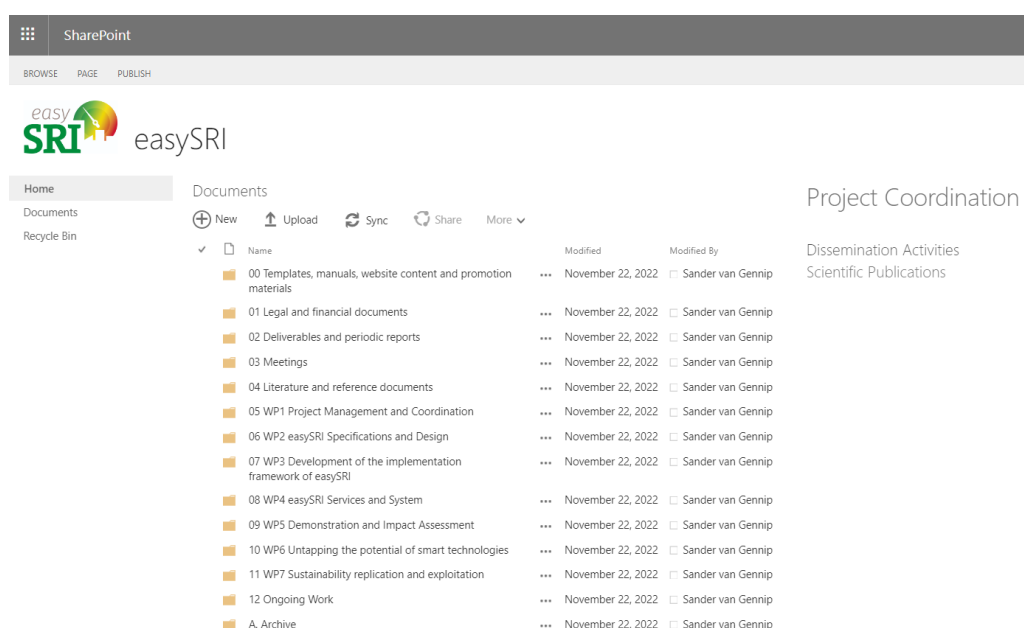


Figure 2- easySRI Sharepoint

3.2.2 easySRI E-mailing lists

For the purposes of smooth collaboration and communication among partners, particular e-mailing lists have been created for each WP including the involved consortium members as well as a general mailing list for all partners. Members of each list can be updated through the lifetime of the project, when needed.

3.3 External Communication tools

DEMO Consultant is in charge of the production of a diverse set of dissemination tools, both online and offline, that are the main instruments for easySRI partners for a successful implementation of communication actions.

3.3.1 easySRI style

It is essential that a common style is previously established for both the graphic elements and the text, which unifies certain criteria, regardless of the tools to be used in external communication.

easySRI Style is composed for the design and writing of project documents. It includes the graphic elements and their application rules. Its purpose is to ensure coherence in the application of the image of the Project and in the writing of texts and documents.

easySRI visual identity

Corporate design style of the easySRI project is produced for all kinds of documents and presentations that will come out of project activities. The purpose of corporate design style is project branding. It establishes an identity that provides recognition and conjures up a positive image. EasySRI corporate design style contains a logo, colour, style and images.

The easySRI colour scheme is green, yellow, orange, red and grey. The easySRI logo contains the name of the project. In addition to the logo, an image about the project has been created in two formats. Both the logo and the images should be part of all documents produced by the project.



Figure 3- easySRI Logo



Figure 4- easySRI theme image header



Figure 5-easySRI theme image normal

easySRI Corporate typography

Typography plays an important role in communicating an overall tone and quality. A careful use of typography reinforces and ensures clarity and harmony in all easySRI communications. A personalized font for the documents has been selected for the texts: Calibri, size:10.

easySRI Documents Formats and Templates

The easySRI project has a set of templates that will be used for the main output documents of the project. These templates are available in the consortium's Sharepoint so that they can be used by all partners. Different templates have been and will be developed such as:

- Deliverable Report
- Management Report
- Management Report Costs
- Meeting Minutes
- Peer Review
- Plenary Meeting Agenda
- Power point
- Poster template
- Newsletter templates

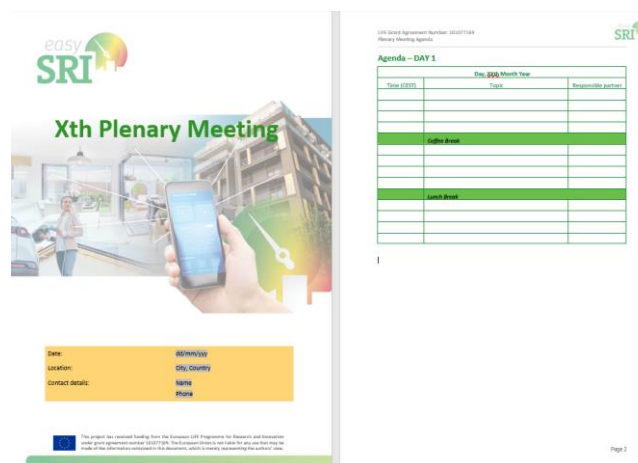


Figure 6- Plenary Meeting Agenda template



The figure shows a two-page template for a Management Report. The left page is the cover, featuring the 'easy SRI' logo, a photograph of a modern building, and a hand holding a smartphone. The right page is the form, containing fields for project details and a table for work packages.

Project Details:

- Project Acronym: easySRI
- Project Full Title: Improving and demonstrating the potential of SRI
- Grant Agreement: 101077169
- Project Duration: 36 months (01/11/2022 - 31/10/2025)

MANAGEMENT REPORT MISC - Misc

Work Package: [Click and drag to select WP1: Work Package Name]

Task: [Click and drag to select WP1: Task Name]

Date of latest version of Annex I against which the assessment will be made: [Click and drag to select WP1: Date]

Actual Progress Report: [Click and drag to select WP1: Actual Progress Report]

File Name: [Click and drag to select WP1: File Name]

Period Covered: [Click and drag to select WP1: Period Covered]

Due Date: [Click and drag to select WP1: Due Date]

Submission Date: [Click and drag to select WP1: Submission Date]

Lead Beneficiary: [Click and drag to select WP1: Lead Beneficiary]

Dissemination Level:

- Public: ☐
- Confidential, only for members of the Consortium (excluding the Commission services): ☐

Page 2

Figure 7- Management Report template



Figure 8- Power Point template

3.3.2 Communication channels

easySRI web presence

According to CINEA requirements, all LIFE projects must have an Internet presence (usually dedicated web pages as part of an existing website or, in justified cases, a stand-alone website). It must contain the project objectives, actions, progress and results, as well as the LIFE logo.

The consortium decided to opt for a Dedicated project page on the beneficiaries' websites, but in order to gain even more visibility and to have a reference website, DEMO Consultants will additionally create a specific website for the project which will be available at the following link: <https://www.easysri.eu/>

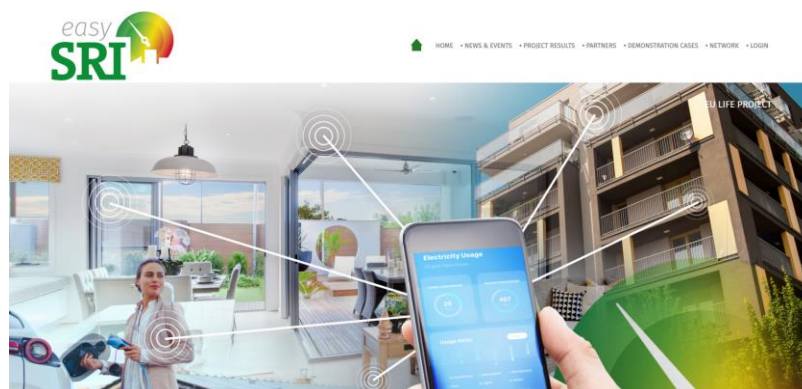


Figure 9- Specific website

More information on the creation of the Dedicated project page on the beneficiaries' websites can be found in D7.2 of the project.

The website will be online within 6 months of the start of the project and should be updated regularly, and it will be kept online for 5 years after the project ends.

easySRI Social Media

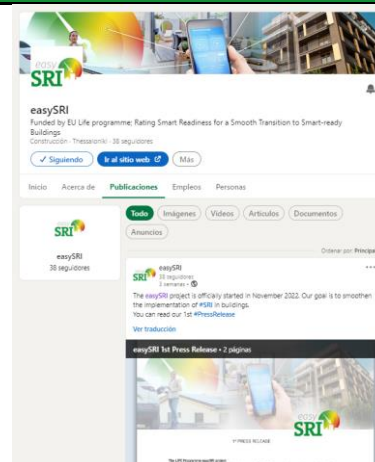
easySRI aims to have a strong social media presence, enhancing its outreach to target audiences and the general public and ensuring active interaction with them. To ensure maximum usability and to take full advantage of the networks already developed by easySRI's social media partners, attention has been given to the social media that the partners have been regularly and successfully using to communicate and interact with their customers and other stakeholders. The following social media accounts have been activated for easySRI:

LinkedIn



<https://www.linkedin.com/company/easysri/>

LinkedIn is the world's largest professional network with 300 million connections. LinkedIn has evolved to become on the most important and most prevalent resources for professional networking available. The easySRI page on LinkedIn has been created. The main goal of this page is to share and exchange information and knowledge.

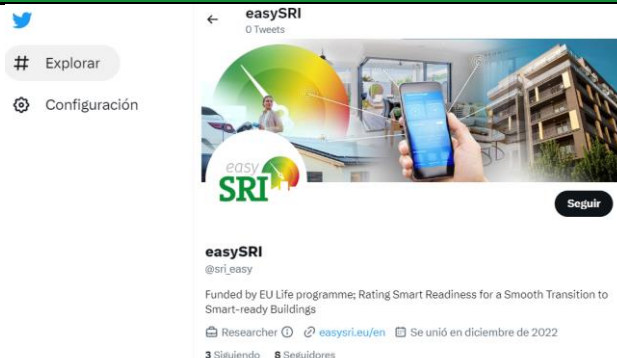


Twitter



https://twitter.com/sri_easy

It is the most popular micro-blogging site and represents the opportunity to reach people from all over the world with interests related to the project.



YouTube



<https://www.youtube.com/@easysri2022>

YouTube is a video sharing service where users can watch, like, share, comment and upload their own videos. The video service can be accessed on PCs, laptops, tablets and via mobile phones. This channel will be used to share developed outputs of the project.



These social media accounts will be maintained by DMO throughout the duration of the project, facilitating the creation of novel connections and synergies with multipliers in the field, EU channels and other projects.

Following the Communication and GDPR rules provided by CINEA, posts must use the following **hashtags**:

- General: #LIFEprogramme #LIFEproject #LIFEprojects
- Climate and energy: #ClimateNeutralEU #CleanEnergyEU #EU2050 #EnergyTransition

In addition, the recommendations given by CINEA for the use of social media will be taken into account².

The consortium also will share news and stories about easySRI project with CINEA through their social media channels in Twitter, Facebook, LinkedIn and Instagram.

Emails will be sent to CINEA-COMMUNICATION-LIFE@ec.europa.eu to inform them about the project news or to provide any material the consortium may have (press releases, photos, videos, graphics, etc.).

Finally, the project will join the #LIFEAmplifier³ campaign, with the aim of promoting the project on their social networks and helping us to reach a wider audience.

easySRI E-Newsletter

There will be a regular easySRI newsletter to aid communication and outreach with stakeholders and the easySRI community. The newsletter will be published every 6 months, starting with M6. The newsletter will be in English and will be sent to identified experts and interested individuals who subscribe to it via the project website, members/representatives of the media, etc.

During the 3 years of the project a bi-annual newsletter will be sent out to provide the interested public with brief periodic updates on the progress of the project. The newsletter should be brief, to be effective, with links to the relevant original source and with a picture image for each article. Partners should be involved in the preparation of the newsletter, providing news about their activity in the project, brief updates on the project, main results, upcoming events, other relevant activities, as well as photographs.

Each partner will share its contact database to reach the relevant targets.

The responsible partner of creating the newsletter will be DMO with the support of all the consortium and specially by SGS.

easySRI Poster and Roller banner

One poster and one roller banner will be designed containing basic information about the project, including the logo and the guidelines established by CINEA regarding communication and Dissemination. Both will be available for all project partners.

They are aimed at all local, national and international stakeholders interested in the project's themes, as well as the themes of the project, as well as the general public at different levels.

easySRI Project Brochure

easySRI will provide a range of materials for non-academic audiences, including a project brochure detailing easySRI's objectives, methodology, etc. A special effort will be made to present complex ideas in an accessible, yet authoritative manner. The brochure will be available in electronic format on the easySRI website and in the Sharepoint.

The responsible partner of creating the brochure will be DEMO Consultant.

² [Social Media guidelines for LIFE projects](#)

³ [#LIFEAmplifiers campaign information](#)

easySRI Project flyer

One flyer, one-page A4, one side colour printing, will be developed for the project. Its objective is to present easySRI vision, project partners and aims. The material should make the project appealing and increase its visibility at local and European levels, firstly to the policy makers of local authorities and all the stakeholders. It will be widely distributed for the whole project lifecycle. The flyer will be available in both digital and hard copy. Target group: including benefits for each target group to be distributed at face-to-face meetings, technical workshops and industry events.

The responsible partner of creating the brochure will be DEMO Consultant, and the partners will print the flyers.

easySRI Press releases

Press releases about the easySRI project activities and developments will be produced and distributed for publication among national/regional/EU press to further promote the project focusing on both broad audiences and more specific stakeholders. Apart from specific project activities the topics covered may include opinions/interviews of experts within and without the partner organizations, attracting media attention on relevant topics. All press releases will also be available on the easySRI project website as well as social media channels.

At least 1 press release per year about the project will be produced.

IN January 2023, the first press release of the project was launched and distributed to all consortium partners in order to hand it out among all their networks. It was also published on the project social media:

https://www.linkedin.com/posts/easysri_easysri-1st-press-release-activity-7026466174259363840-j-0W?utm_source=share&utm_medium=member_desktop



Figure 10-1st Press release

3.4 Evaluation, Monitoring Communication activities

The purpose of the evaluation is to determine whether the communication activities meet the objectives.

All communication activities will be subject of a regular follow-up, so that the results can be evaluated and integrated within the communication strategy and that adjustments can be made if necessary.

To ensure a high-quality communication strategy execution, the project has an overall evaluation strategy to ensure the above-mentioned quality, however a separate monitoring focused on communication activities is vital as the impact of those activities contribute to the successful implementation of the project. It is important that this evaluation is carried out on a continuous basis to ensure:

- An effective impact assessment and update or redefinition of communication activities.
- Ensure the quality of the communication activities carried out.
- Monitoring can be broken down into sub-sections.
- Performance measurement
- Impact
- Reporting
- Monitoring and assessment

Following the 3 phases of the dissemination and communication strategy outlined in the section 2.2 of this Deliverable, the following table shows the methods and indicators (quantitative and qualitative) to monitor and evaluate the outreach and coverage of the communication and dissemination activities and results, to be updated as part of WP7 activities:

Table 4- Indicators for Communication activities

Method/ Indicator	Phase 1 (M1-M12)	Phase 2 (M13-M24)	Phase 3 (M25-M36)
Number of visits to project page on the beneficiaries' websites	500	1000	4000
Accumulated number of followers on social media	200	300	500
Accumulated number of dissemination material distributed	100	300	800
Accumulated number of participants in Networking events and workshops	15	30	100
Accumulated number of articles or scientific papers published	2	6	10

4 Timeline of activities



easySRI	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36
Dedicated project page on the beneficiaries' websites																																				
Newsletter																																				
Press releases																																				
Social media																																				
Poster templates																																				
Project brochures																																				
Flyers																																				
Scientific publications or articles																																				
Presentations at academic Conferences																																				
Project workshops																																				
Videos																																				

5 Conclusions

The Dissemination and Communication plan provides the easySRI project with a solid framework, roadmap and practical toolkit that will help to disseminate project results and activities. The easySRI partners will use this document as an initial strategy which could be further updated and developed as dissemination materials and specific strategies are evaluated for their reach, effectiveness in targeting particular stakeholders and alignment with project objectives and stakeholder interests.

Having defined the list of target stakeholders and the appropriate channels to reach them, the future dissemination and communications activities will aim to further increase the interest of stakeholders in the project and further promote the results of the easySRI to the selected target groups.

Finally, it should be noted that this deliverable acts as a living document and could be updated within the project's lifetime in case of changes and/or amendments within the next 3 years. The document can be used by all partners as a reference manual to the defined project management practices.

6 References

- [1]. https://cinea.ec.europa.eu/programmes/life/communication-and-gdpr-rules_en#life-logo--funding-statement
- [2]. https://cinea.ec.europa.eu/programmes/life/communication-and-gdpr-rules_en#social-media---lifeamplifiers
- [3]. https://cinea.ec.europa.eu/system/files/2022-04/CINEA-Social-media-for-beneficiaries_LIFE%202022.pdf
- [4]. https://cinea.ec.europa.eu/news-events/news/make-your-voice-heard-become-lifeamplifier-2023-02-08_en
- [5]. GRANT AGREEMENT Project 101077169 - LIFE21-CET-SMARTREADY-easySRI

Improving and demonstrating the potential of SRI



<https://www.easvsri.eu/en/>



<https://www.linkedin.com/company/easvsri>



https://twitter.com/sri_easv



<https://www.youtube.com/@easvsri2022>



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