



## **Self Assessment Towards Optimization of Building Energy**

Deliverable 8.1

### **Dissemination and Communication Plan, including project identity**

Deliverable Lead: CORE INNOVATION

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## Beneficiaries

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AAU	AALBORG UNIVERSITET
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CYPE	CYPE SOFT SL
CORE	CORE INNOVATION AND TECHNOLOGY OE
XTEL	XTEL WIRELESS APS
VL	VIEIRA & LOPES LDA
EDP CNET	CNET CENTRE FOR NEW ENERGY TECHNOLOGIES SA
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## EXECUTIVE SUMMARY

The present document constitutes Deliverable *D8.1* “Dissemination and Communication Plan” (D&C Plan) in the framework of *WP8* “Market Actors Engagement through Communication and Dissemination”, regarding *Task 8.1* “Communication and Dissemination Plan”.

This D&C Plan aims to lay out the strategy to be followed by project partners in order to communicate the project’s results to the audience, ranging from specialized stakeholders (industrial and scientific) and investors, to the media and to the wider public. This report summarizes the strategy of the consortium to (1) raise public awareness and generate scientific interest, (2) directly involve stakeholders that could help bridging the gap between the SATO concept and its market application, and last but not least, (3) maximise the impact of the project.

The document also details the communication and dissemination channels that the project will employ, as well as specific tools and activities such as the visual identity, communication materials, participation in events and other actions.



## 1. Introduction

The SATO project will develop a state-of-the-art building energy assessment and optimization platform (SATO management platform) with the integration of cloud-based data managing and computing resources with 3D Building Information Modelling (BIM) tools, IoT sensors and devices at the building level. This platform will be a building self-assessment enabler that uses IoT sensors and actuators that seamlessly integrate with traditional BMS systems and current smart home/smart device systems.

The project will develop and demonstrate solutions that, independently of the building type, can provide Internet-of-Things (IoT) capabilities to new and legacy energy devices that are integrated into the SATO management platform which will increase the smartness of buildings, allowing them to provide energy services, energy efficiency, indoor comfort, and energy flexibility.

The project will also create a mobile application that combines building equipment control and information services into user interaction services. These allow all users, regardless of their educational background, preferences, or income, to interact with their homes and service buildings. This app-based interface will be able to meet occupant preferences, display measured energy consumption of devices, and monitor indoor environment conditions, thereby creating a user-centred version of the control and information services.

CORE is leading the Communication activities of the project, coordinating and supervising all the respective endeavours. Moreover, all partners will contribute to the dissemination and communication tasks according to their role, by means of sharing input about their progress, participating in events, organizing workshops, publishing papers, and disseminating SATO results.

Before setting up the D&C Strategy, it is important to analyse Communication and Dissemination definitions, two core concepts that the current document and WP8 deal with.

### Communication

“Communication on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.”<sup>1</sup>

Thus, communication activities include all the actions that aim to make the project visible, recognisable, and credible, to deliver its impact and benefits to society and promote it in a wider audience.

### Dissemination

“The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.” Dissemination focuses on transferring knowledge and results available for others to use. All the communication efforts have a positive impact in the dissemination of the project and its results. Additionally, aiming at taking advantage of SATO results and generated knowledge, dissemination activities include the publication of scientific papers in journals as well as participation in conferences and major events relevant to the project’s objectives. An important aspect of this kind of actions is their long-term effect and significant impact after the completion of the project.

## 1.1. Deliverable Overview

The present deliverable has been prepared by CORE with input from the SATO partners, to lay out the project’s approach to communication and dissemination during the project. In particular, POLIMI has contributed to the definition of the Dissemination plan, in particular its relation to the activities of Task

<sup>1</sup> Source: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/glossary>

8.4. The D&C Plan will be followed by other reports during the project's lifetime that will also describe implementation of Dissemination and Communication activities.

The outline of this deliverable is as follows:

- **Chapter 1** is an introduction to the project and deliverable.
- **Chapter 2** describes the overall communication and dissemination strategy of the project, outlining the objectives, impact assessment (quantitative and qualitative indicators), dissemination management, target groups and audiences which define the specific dissemination and communication activities.
- **Chapter 3** presents the internal communication campaign.
- **Chapter 4** presents the communication tools that will be used to promote SATO outcomes.
- **Chapter 5** presents the dissemination actions that will demonstrate SATO results.
- **Chapter 6** presents the upcoming steps and actions based on the overall strategy.

## 2. Communication and Dissemination Strategy

### 2.1. Objectives

Communication aims at reaching the following goals:

- To raise public awareness about the project, its expected results and impact within defined target groups
- To make the project a valid source of information
- To create synergies and exchange experience with projects and groups active in the field, to join efforts and maximize common potential.

Dissemination aims at reaching the following goals:

- To create public awareness and generate scientific interest
- To directly involve stakeholders that could help bridging the gap between the SATO concept and its market application
- To maximise the impacts of the project achievements
- To disseminate the fundamental knowledge, the methodologies and technologies developed and tested during the project
- To facilitate cooperation with other projects

### 2.2. Timeline

The timeline for the dissemination activities is structured in four main phases according to the AIDA model (Awareness, Interest, Desire and Action). It is a model used by a wide spectrum of organisations and is suitable for attracting and building relation with stakeholders. The stages that D&C strategy will follow are:

#### *Awareness / Initial Phase / M1-M9*

**Build Awareness and Attract the audience:** In this period, which covers the first year of the project, communication efforts focus on building awareness for SATO, making the project visible and recognisable, sharing its objectives, values, and technological innovation(s). Channels such as the website and social media accounts are the key tools to start building a network and reaching the first stakeholders.

### **Interest / 1<sup>st</sup> Intermediate Phase / M10-M18**

**Create interest in the target audience to know more about the project:** This phase will focus on raising the Interest after having reached awareness in the initial phase. Towards the end of the first year of the project (July 2021), SATO will start to produce the first results, while developing and testing its technologies. Thus, dissemination actions will augment in collaboration with the partners and more people will get to know the project. Consequently, more people will search for it and be interested in learning more about its activities. Publications and scientific papers to journals will be targeted as desired actions, since researchers and scientific communities will also increase the interest in SATO. Project results will be presented in conferences, with the support and contribution of the consortium, according to partners' field of expertise and interest. Communication actions will continue leveraging the potentials of social media, website, and newsletters. Partnering with other projects is another important pursue during this phase.

### **Desire / 2<sup>nd</sup> Intermediate Phase / M19-M27**

**Desire of the target audience to know more about the project and its results:** This phase will focus on further engagement of the targeted audiences with the project. As the project results will evolve their dissemination will be pursued through events and publications, creating additional interest in the developments achieved in SATO. Informing target markets about the technological breakthroughs and business benefits of SATO is also an important part of this phase that works as a preparatory stage for the final mature phase. Social media, website, and newsletters will continue to be important channels for the project's communication activities while partnering with other projects will also remain an important activity in this phase.

### **Action / Mature - Final Phase / M28-M36**

**Action for the interested audiences to get involved:** This phase will focus on maximizing target market and industry awareness regarding the SATO platform and its exploitable products. Since it is the final phase of the project, all the results will be disseminated through the aforementioned channels. Communication and dissemination efforts will be centred towards supporting the project sustainability and its effective exploitation as well as preparing for its market replication. All the efforts made in the previous phases will be leveraged in this final stage.

Time dimension is a core element for setting up an efficient strategy in the AIDA framework. Communication and dissemination activities will be scheduled in accordance with the respective progress achieved in the project. In other words, actions vary during the project, and the dissemination activities are more intense and valuable when the project has already produced results. The AIDA model with its four stages and their relationship with the time frame of SATO is presented below.

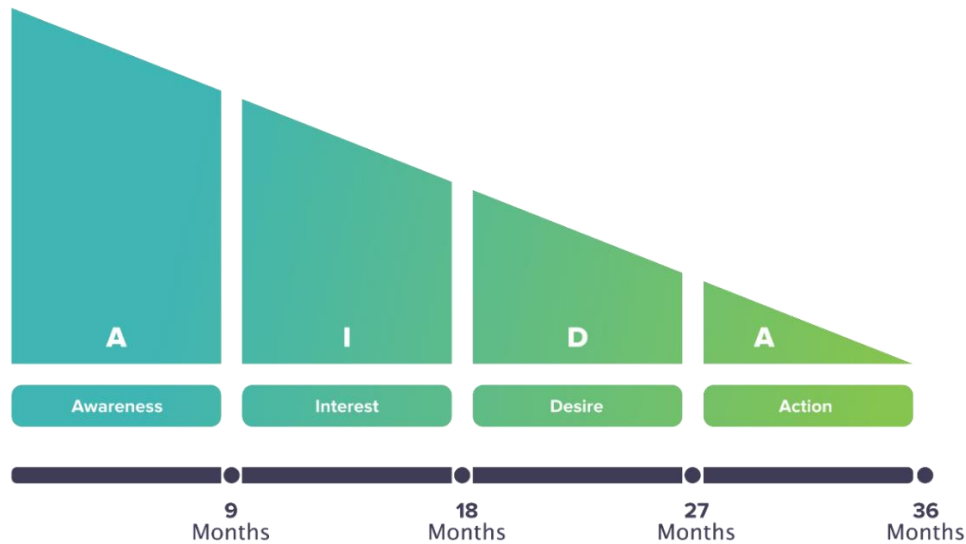


Figure 1: AIDA Model

### 2.3. Target Audiences/Stakeholders

The overall goal is to approach target audiences and stakeholders, addressing the right people at the right time to maximise the project's impact. Each communication activity will be tailored to the specific group and the particular message to be conveyed. The first step to achieve this goal is to identify the target groups. The following different groups have been identified as the main target audiences of SATO:

- Consumers (building owners and occupants)
- Grid operators (Transmission System Operators (TSOs), Distribution System Operations (DSOs), retailers, aggregators, Balance Response Parties (BRPs))
- Policymakers
- Medium and large-sized corporation/ real estate owners - growing enterprises that are forced by always stricter regulations
- Building industry: building construction companies, building designers and appliance manufacturers, architects and managers
- Municipalities
- Residential owners/users
- General Public and Media
- SATO Consortium and Advisory Board
- SMEs and start-ups

The consortium will implement continuous communication with the identified stakeholders. Keeping the various stakeholders informed as the project progresses is critical to the project's success and sound stakeholder management. Stakeholders and target audiences will be approached through:

- Website
- Social Media accounts
- Newsletters/ Press Releases
- Webinars/ Workshops
- Conferences/ Events

- Scientific/ Technical publications
- Articles
- Deliverables
- Communication material
- Internal Communication via emails/ calls

## 2.4. Impact Assessment

By implementing SATO's D&C Plan we expect to communicate relevant outcomes to each of the target groups, as well as to attract their interest and generate engagement that will increase the overall impact of the project.

For the purposes of evaluation of SATO activities, quantitative indicators and associated metrics were set up where applicable. Numerical targets have been setup to assess and monitor the project impact. The proposed metrics can be categorised as:

- Quantitative indicators such as Key Performance Indicators (KPIs) and online metrics; and
- Qualitative indicators such as the promotion of a proactive community, press coverage and long-term influence.

These targets will be periodically reviewed by the whole Consortium.

### 2.4.1. Quantitative indicators

Measure	Indicators	Target number
Project website	Stakeholders that sign up to receive email updates on project achievements and results	> 20 by the end of Year 1 > 50 by the end of the project
Scientific publications	Produce an adequate number of high-quality scientific publications	>5 peer-reviewed conference publications >5 publications published in international journals
Clustering with related European projects	Identify relevant projects and liaise with them	>2 relevant projects for clustering and creation of a letter of collaborative intents by the end of year 1
Events	Brokerage events and professional body conferences and seminars	>3 international events
International workshops, final conference	Gather a certain number of attendees	>30 attendees at the conference workshops (at least two, one in the second year, one in the last year)

		>100 attendees at the final conference
Info-packs and/ or factsheets	Produce a certain number of Info-packs and/ or factsheets	>300 copies printed or downloads from the SATO website
Videos and multimedia	Videos produced about SATO published in Youtube	4 videos related to the project
Trade fairs and workshops	Participate in a certain number of fairs/ workshops	>1 participation per year to industrial trade fairs
Newsletters	Creation and distribution of newsletters	2 issues per year (the 1st one in M6)
Press Releases	Creation and promotion of newsletters	1 every 6 months
Social media	LinkedIn and twitter community	200 members by the end of the project

### 2.4.2. Qualitative indicators

In addition to the indicators presented in the previous section, there are other positive impacts that cannot be easily quantified. Thus, to measure these impacts, the dissemination plan we will use the following qualitative indicators:

#### *Proactive online community*

Social networks dissemination efforts will ensure an interesting outcome in terms of discussions, feedback and content sharing and engagement.

#### *Press/media coverage*

Distribution of press releases and publication of articles are geared to achieve press/media coverage about the project.

#### *Long-term influence*

In some cases, the impact takes longer than just an immediate reaction. Therefore, it is expected that the "seed" scattered at the beginning will be "harvested" later. These cases will also be considered when monitoring the impact of the project.

## 2.5. Dissemination Management

### 2.5.1. Responsibilities Distribution

According to the Grant Agreement (Article 29.1) "Unless it goes against their legitimate interests, each beneficiary must 'disseminate' its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium)". Therefore, all possible opportunities should be pursued by individual partners or on collective basis, through joint appearance by more than one partner, to spread SATO results in the scientific community and general public.

CORE will coordinate and supervise all the dissemination activities. On the other hand, all partners of the consortium will contribute to dissemination tasks, according to their role and using all available tools and channels (for instance participating and giving presentations at conferences, workshops, publishing papers, networking, attending to fairs and showcases where technical achievements and prototypes can be shown to stakeholders, etc.).

### 2.5.2. Policy and Rules (Open Access)

As pointed out in Grant Agreement, SATO's dissemination activities are closely linked with the intellectual property rights protection and confidentiality (Articles 23a and 36, respectively). There is a need for an excellent understanding between academia and industrial partners in order to achieve a successful exploitation of SATO outputs.

Regarding the digital research data generated in the project, according to Article 29.3, the beneficiaries should deposit, in a research data repository, the data needed to validate the results, as specified in the data management plan (D9.2).

#### Open Access

Each beneficiary should ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results.

The bibliographic metadata will be in a standard format and should include the following:

- the terms 'European Union (EU)' and 'Horizon 2020',
- the name of the action, acronym and grant number,
- the publication date, and length of embargo period if applicable
- a persistent identifier

According to Article 29.4, unless the Commission requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) should:

(a) display the EU emblem

(b) include the following text:

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 957128".

According to the article 29.5, any dissemination of results must indicate that it reflects only the author's view and that the Commission is not responsible for any use that may be made of the information it contains: "This [insert type of activity] reflects only the author's views and the Commission is not responsible for any use that may be made of the information contained therein"

Finally, in addition to the acknowledgement to the EU, all dissemination materials will include:

- SATO logo
- Name and Acronym of the project
- Website link

## 3. Internal communication campaign

In addition to the external communication campaign, the project will also implement an internal communication campaign. The role of this campaign is to set a solid internal communication strategy within the consortium, in order to create as many dissemination channels as possible. It will be much more efficient if the communication material created is distributed by all partners to as many channels as possible, as opposed to only using our main distribution channels. Information should come from as

many sources as possible. In that way, we will expand our distribution base. Approaches to achieve these goals include:

### **Newsletters/ Press Releases**

Due to GDPR restrictions regarding email campaigns, a big email database cannot be created to send out SATO's newsletters. Each partner will be responsible to distribute project's newsletters to their own stakeholder database. Sharing press releases of the project by all partners can also be useful to strengthen our external campaign.

### **Social media**

All partners should follow the social media accounts of the project (Twitter and LinkedIn). In addition, ideally, all partner's network contacts should also follow the SATO project. This could be achieved via a group message *"Follow SATO project on LinkedIn/ Twitter and stay informed about our recent news and updates! Thank you!"*. What is more, partners should be sharing at least one post of the project per month. In that way, we will expand our social networks community and spread the word faster about the project.

### **Presentations**

When partners participate in meetings/ events outside the project, they should try to include in their organisation's presentation, a small brief about SATO, whenever possible.

## **4. Communication tools**

Below are listed and described the communication and marketing materials that will be used to promote and disseminate SATO project to stakeholders and the general public as well as the channels used to achieve this promotion.

### **4.1. Project Identity (logotype)**

The development of a visual identity and a project logo ensures the consistency of the project outputs and makes it easily recognisable. A brainstorming took place to find an appropriate concept for the project logo. For this, the key aspects of the project were considered. The role of logo is to be unique, stand from the crowd and create symbolic and brain semiotic processes that correlate with the project's core elements. For its selection, partners were asked to vote which one of the four versions they preferred (see figures below).





Figure 2: Logo 1



Figure 3: Logo 2



Figure 4: Logo 3



Figure 5: Logo 4

Voting was active for three days and all 16 partners of the Consortium participated. We used Google forms to set up the voting. Below, you can see the results of the voting. Logo number 2 was selected to represent the project.

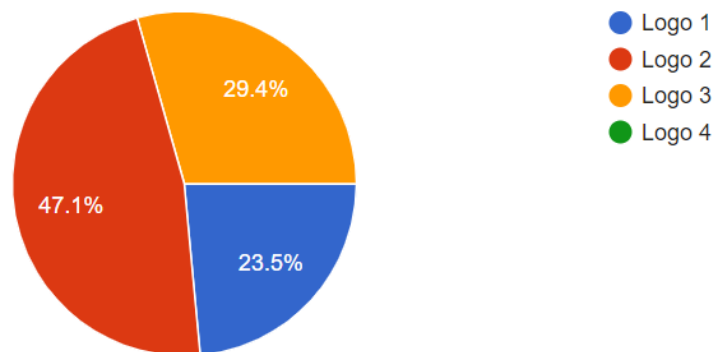


Figure 6: Voting results

#### 4.1.1. Logotype Design

The SATO logotype was designed based on the typeface “Proxima Nova”, while altering the letters A and O, to convey the main aspects of the project. The horizontal line that forms the letter A resembles the acute angles of a bolt shape, referencing the notion of energy. On the other hand, the letter O references the idea of a building and a minimal representation of smart IoT devices.

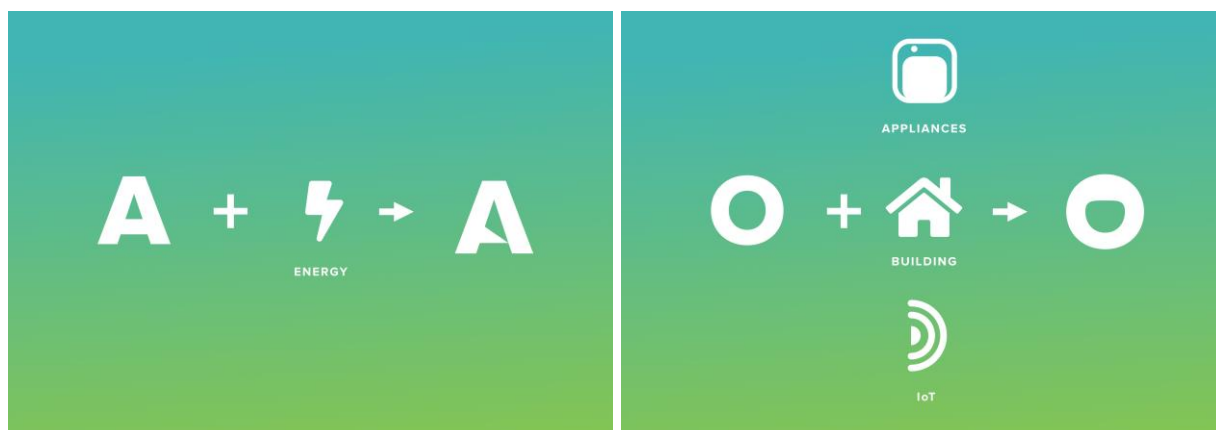


Figure 7: Logotype design

#### 4.1.2. Logomark design

The logomark design draws inspiration from the idea of green buildings. The superimposed layers of the buildings signify the equally superimposed modular architecture with a multi-layered structure of the project’s platform.



Figure 8: Logomark design

#### 4.1.3. Logo Styles

Only one style of the logo will be deployed. This design is adaptable to different screen and paper sizes as well as different background colours, dark or light.



Figure 9: The SATO logo

A logo without tagline was also created which can be scaled down (for use in header, footer, etc.) (Figure 10). Further, an integrated form of the logo, along with the EU flag and the text of acknowledgement has been created in order to be used in presentations of the project outside the Consortium (see its three versions in Figure 11).



Figure 10: Logo without tagline



Figure 11: Integrated logo

#### 4.1.4. Colour Scheme

The colour scheme consists mainly of a gradient between the colours Kelly-Green and Cyan. Cyan hues are used to denote the technological innovations that SATO will achieve, while the Kelly-Green tones allude to the beneficial environmental impact of the project.

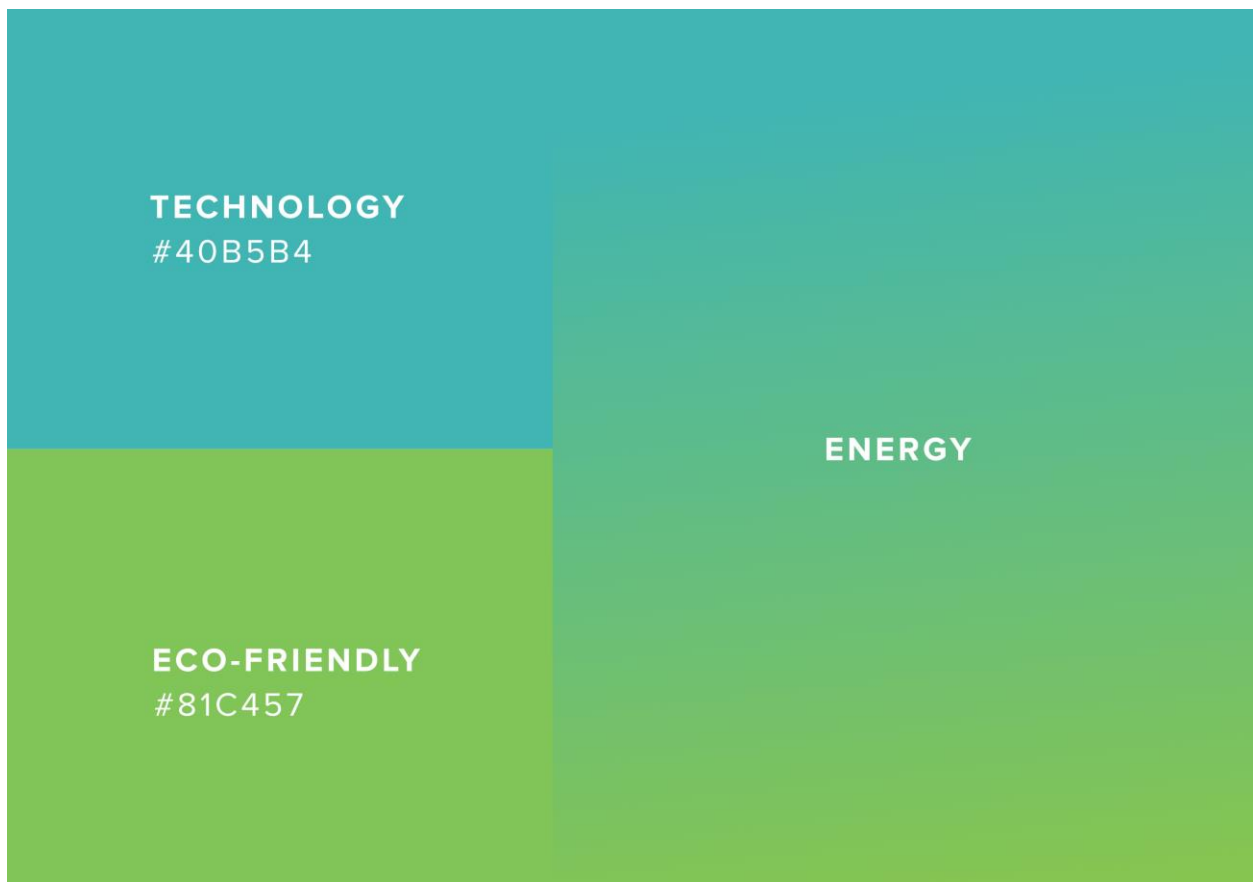


Figure 12: Main colour choices

Two supplementary colours are also included in the colour scheme, to anticipate for instances when an accent colour or a darker background colour are needed.



Figure 13: Supplementary colours

#### 4.1.5. Communication Materials

Communication materials (brochure, banner and poster) were designed on M2 of the project and are available for download in the SATO website. Due to COVID-19 and the difficulty to have physical presence in conferences, the project partners decided to focus more on digital forms of communication material. Another reason for focusing on digital material is better scalability (easy of update) and environmental impact. The project is however aware that printed information is still the principal instrument for informing specific groups of stakeholders (e.g., participants to fairs, conferences and workshops) and therefore printed versions were created as well. Communication materials are presented in greater detail in *D8.2 Project brochure, posters, roll-up, and infographics*.

Depending on the needs that may arise, other modalities could be deployed, such as electronic factsheets, delegates packs at conferences or other events, other types of gadgets. Such decisions will be taken when details of participation to events are worked out and an executive planning for those is being elaborated.

The templates of the existing material can be found in Annex I.

## 4.2. Newsletter and Press Releases

Communication efforts include keeping the SATO consortium, its community and other organisations and Media, and the EC informed of its current activity and progress. For this purpose, email campaigns based on Newsletters and Press Releases can be very effective means of communication.

### 4.2.1. Newsletters

Newsletters share updates about SATO and highlight milestones, outcomes, and upcoming events. Taking under consideration the GDPR Privacy Policy, partners may avoid sharing the newsletter directly with their mailing list and most of them will integrate it in their organisation's newsletter. The newsletters will be issued using the MailChimp platform. The ability to subscribe to the project's newsletters has already been included in the website.

### 4.2.2. Press releases

Publication of periodic Press releases (coinciding with major project meetings and events) to local, national and international media, contributes as well to the communication strategy. Press releases can present SATO project to a wider audience through magazines or e-press, being published when there is progress to be reported, or when a project's main event is about to be organised. They are shared the same way as newsletters through the website and social media accounts. Their purpose is to engage Media (traditional or digital) and target groups with project's achievements and milestones.

## 4.3. Channels

### 4.3.1. Website

There is no doubt that the first step to establish a strong online presence is to create a modern and edgy website that represents the values of the projects. CORE created the website, hosted at <http://www.sato-project.eu>, trying to make it interactive and UX-based, in accordance with SATO visual identity. The website is responsive to user's browser and devices.

The website will be constantly updated with all relevant project information for the public, including information of the project, public documents with the possibility of downloads (brochures, working papers, presentations, reports, etc.), news and events (workshops, seminars, conferences etc.), newsletter and press releases published, and information about the consortium (including links to partners' websites). The following sections have been added in its 1st edition on M3:

- **Home:** provides an overview of the project
- **The Project:** provides more information on the SATO platform, the services and the pilots
- **Objectives:** demonstrates the objectives and innovations of the project
- **Consortium:** demonstrates the Consortium
- **Resources:** includes news & press releases, communication material and project deliverables



Figure 14: Website main sections

There is also link of the website with the social media accounts of the project, the email and a subscription form to the project's newsletter.

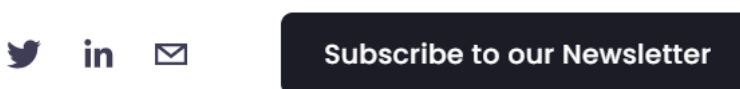


Figure 15: Link to social media, email & newsletters

More detailed description of the website can be found in *D8.3 Project Web and Social Media Presence*.

### 4.3.2. Social Media

The website will be complemented by an intense social media strategy, making usage of different social networks (LinkedIn, Twitter and YouTube). The existing social network channels of the consortium partners will be exploited to enhance the dissemination of project activities and results towards the target audiences.

We have already created a [LinkedIn](#) and a [Twitter](#) account, to serve the purposes of the project. What is more, a Google account ([sato.project.eu@gmail.com](mailto:sato.project.eu@gmail.com)) has been already created for the managing of the SATO social media and a Youtube account will be activated in which the videos of the project will be uploaded.

We will seek to create a community around SATO by offering original content and of quality, valuable for each audience.

We need to feed the social media with content aiming:

- To raise awareness about SATO
- To inspire and spotlight process industry and the academia's work

- To inform about SATO's innovative work
- To create knowledge bridges with other projects
- To share industry knowledge and relevant news

In order to be able to provide our audience with interesting content, a **Social Media Plan** will be delivered to the consortium, engaging partners to send us their input with news from the sector or their work on the field. The content should include both text and visual elements.

More detailed description of the project's social media can be found in *D8.3 Project Web and Social Media Presence*.

## 5. Dissemination actions

### 5.1. Publications

Partners will publish project activities and results in different scientific journals. In all these activities, POLIMI is the leader partner and all partners should contribute. Target audience for all the following publications are scientific and industrial communities.

To support open access dissemination the European Commission is launching a new publishing platform, called [Open Research Europe](#). The Consortium will explore this opportunity in order to publish the results in full compliance with open access policies.

The following channels and working groups will be investigated to maximise the dissemination of results and create a network between different researchers and institutions:

- [SATO Research gate page](#)
- [IEA EBC - Annex 81 - Data-Driven Smart Buildings](#)
- [IEA EBC - Annex 82 - Energy Flexible Buildings Towards Resilient Low Carbon Energy Systems](#)
- [IEA EBC - Annex 83 - Positive Energy Districts](#)
- [IEA EBC - Annex 84 - Demand Management of Buildings in Thermal Networks](#)
- [EERA Joint Programme on Smart Cities](#)

Besides, the following tools offered by the European Commission will be considered:

- [Horizon Magazine](#)
- [Project stories](#)
- [Research\\*EU results magazine](#)
- Research\*EU focus magazine
- [Newsletters published by the European Commission](#)

Table 1 shows indicative scientific and technical journals and related media that have already been identified for publication in different SATO-related topics. The plan is to have two publications in 2022 and three in 2023 in international journals.

**Table 1: Indicative journal publications**

Journal	Topic	Open access	Impact factor
Applied Energy	Energy conversion and conservation, energy resources, energy processes, mitigation	Gold	8.848

	of environmental pollutants, sustainable energy		
European Journal of Operational Research	Operational research (OR), decision making	Gold	4.213
IEEE Power and Energy Magazine	Electric power industry	-	4.093
Energy and Environmental Sciences	Energy conversion and storage, alternative fuel technologies, environmental science	Gold	33.250
Renewable and Sustainable Energy Reviews	Renewable and sustainable energy	Gold	12.110
Energy and Buildings	Energy use in buildings	Gold	4.867
Energy Efficiency Journal	Energy efficiency, energy savings, energy consumption, energy sufficiency, energy transition	-	1.810

Publications will be produced for academic and industrial conferences as well. In Table 2, there is a list of indicative conferences, suitable for disseminating SATO results. The plan is to have two peer-reviewed conference publications in 2022 and three in 2023.

**Table 2: Indicative conference publications**

Conference	Topic
ACM Buildsys conference	Built environments
Climate Resilient Cities Energy Efficiency & Renewables in the Digital Era	Energy efficiency and the use of renewables in the built environment
International Conference on Efficiency, Cost, Optimization, Simulation and Environmental Impact of Energy Systems	Performance, economics, and environmental impact of various energy systems
International Symposium on Automation and Robotics in Construction	Information Modelling and Management, Automation and Robotics, Data Sensing, Computing, and Visualization, education, Human Resources and Environment, Lean, Logistics, Prefabrication, and Modularization, New application fields of construction robots and machines, Future construction production



Sustainable Places Conference	Circular economy, digital twins, BIPV, local energy communities, sustainable digital infrastructure
Clima (REHVA) Conference	Heating, Ventilating and Air-Conditioning (HVAC)
ESCO Europe 201x	Modern technologies and practices in scientific computing and visualization
IEEE International Workshop on Practical Issues in Building Sensor	Building Sensor Network Applications
Network Applications (IEEE SenseApp)	Practical Issues in Building Sensor Network Applications
Cleantech 201x	Agriculture & food, enabling technologies, energy & power, materials & chemicals, resources & environment, transportation & logistics
CEBIT 201x	Digital transformation
International Smart Grid Congress and Fair 201X	Expo showcasing cutting-edge technologies and products related to smart grid and smart communities
EAI Intl Conf. on Smart Grid Inspired Future Technologies 201X	Electric grid for Smart Cities
Energy 201X/ Hannover Messe	Automation, Motion & Drives, Compressed Air & Vacuum, Digital Ecosystems, Energy Solutions, Engineered Parts & Solutions, Future Hub, Global Business & Markets
Int. Conf. on Sustainability in Energy and Buildings (SEB'1X)	Sustainable design of buildings, neighbourhoods and cities, optimisation and modelling techniques, smart energy systems for smart cities, green information communications technology, solar, wind, wave and other RE topics
ECTP-E2BA- Eracobuild Conference	Research and Development activities, RDI, future business opportunities
International Conference on Improving Energy Efficiency in Commercial Buildings (IEECB)	Energy Efficiency in Commercial Buildings
European Council for an Energy Efficient Economy Summer Study 202x	Energy efficiency
International Passiv Haus Conference	Future sustainability

## 5.2. Events and conferences

Dissemination activities of SATO might be affected by the current situation caused by COVID-19 in Europe. More specifically physical participation in events, workshops and conferences cannot be easily planned as most of the events get cancelled or postponed for now.

However, the Consortium has created an indicative list of workshops which will be organised addressing different target audience. In case the sanitary emergency will continue these might be held online or transformed into webinars.

**Table 3: Indicative workshops**

Workshop	Target Group	Date	Reference	Leader partner	Partners involved
Machine Learning for Building self Assessment and Optimization (MLBAO 21)	Research community, Advisory Board members	2021	TBA	FC.ID	TBA
TBA	Appliance manufacture, Advisory Board members	2022	TBA	SONAE	TBA
TBA	HVAC manufacture, Advisory Board members	2022	Options: - REHVA CLIMA 2022 - Eurovent Association - Eurovent Certita	VL	TBA
TBA	Energy operators, Advisory Board members	TBA	TBA	EDP-CNET	TBA

Examples of conferences which can host the workshops are:

- ACM Buildsys Conference (International Conference on Systems for Energy-Efficient Buildings, Cities, and Transportation), 2022
- 14th REHVA World Congress CLIMA 2022, Rotterdam, The Netherlands, 15-18/05/2022, <https://clima2022.nl/>

In addition to the channels defined in the SATO communication plan, the workshops can be promoted by:

- Submitting the event on the [Commission's Research & Innovation website](#)
- Submitting the event on the [CORDIS website](#)

Target audiences for the events demonstrated in the following table (Table 4) are: Research community, innovators in the energy sector, power generators, IPPs, utilities, grid operators, energy companies,

retailers, energy markets, energy traders, commercial and industrial energy users, digital experts, programme designers, practitioners, policymakers.

**Table 4: Other events and fairs**

Name of Event	Date	Location	Reference	Leader partner	Partners involved
European Utility Week	30/11-02/12/2021	Milan, Italy	<a href="https://www.enlit-europe.com/euw">https://www.enlit-europe.com/euw</a>	FC.ID, EDP, CNET	POLIMI, CYPE, AMES, MIL
European Utility Week	2022, 2023	TBA	<a href="https://www.enlit-europe.com/euw">https://www.enlit-europe.com/euw</a>	FC.ID, EDP, CNET	POLIMI, CYPE, AMES, MIL
BIM World - smart data	23-24/06/2021	Paris, France	<a href="https://bim-w.com/en">https://bim-w.com/en</a>	CYPE	TBA
IoT solutions World Congress	5-7/10/2021	Barcelona, Spain	<a href="https://www.iotsworldcongress.com/">https://www.iotsworldcongress.com/</a>	FC.ID	TBA
Swissbau 2022	18-21/01/2022	Basel, Switzerland	<a href="https://www.swissbau.ch/">https://www.swissbau.ch/</a>	EKAG	TBA
eceee (european council for an energy efficient economy) events	TBA	TBA	<a href="https://www.eceee.org/">https://www.eceee.org/</a>	POLIMI	TBA

POLIMI, AMESEIXAL and MIL will also be leading, throughout the entire project, **meetings** which will have as target audience policy makers, in order to discuss the results of the project and policy feedback into EPBD and the Ecodesign Directive/Energy Labelling Regulation. What is more, similar meetings will occur in order to demonstrate how the SATO Platform contributes to upgrading the smart readiness of buildings.

A series of **webinars** focused on the project innovations will be given in 2022 and 2023, targeting start-ups and operators in the energy field. The contributions of the different partners will be detailed along the project. The possibility to use BUILD UP - The European Portal for Energy Efficiency in Buildings will be explored.

The **final conference** of the project will take place in 2023, involving all partners, with leading partners POLIMI, FC.ID, SONAE, CYPE and EDP CNET. Target groups will be:

- Grid operators (TSO and DSO, e.g., Enel X)
- Regulators (e.g., RAP: Regulatory Assistance Project)
- Research organizations
- Advisory Board
- Energy sector market

Furthermore, POLIMI will explore the possibility to report SATO progress and developments in research and innovation also through the following channels:

- Headlines on the [Commission's Research & Innovation website](#): On this website suitable stories to be published on the site are selected on a daily basis
- [CORDIS Wire](#): It provides registered users with a simple interface to publish articles on the CORDIS website's News and Events service. All articles are moderated by CORDIS editors before publication.

Last but not least, in order to improve and maximise access to and re-use of research data generated by SATO project an Open Research Data Pilot (ORDP) will be delivered. The reference deliverable is D8.6 - SATO inputs to EU policy (EPBD, Ecodesign Directive and Energy Labelling Regulation) which will provide a report on how the SATO assessment results might influence EU policy on energy assessment of buildings and appliances.

### 5.3. EU Clustering Projects

Three European projects with similar topic will be identified within the first year to maximize the results of communication and dissemination activities, exchange technical information and fulfil the European Commission's expectation of an integrated collaborative approach. In particular, projects belonging to the following topics will be analysed:

- LC-SC3-B4E-10-2020 - Self-assessment and self-optimisation of buildings and appliances for a better energy performance
- LC-SC3-EE-5-2018-2019-2020 - Next-generation of Energy Performance Assessment and Certification

The channels which we plan to use in order to identify more are:

- [CORDIS](#)
- [Innovation Radar](#)
- [Horizon Results Platform](#)
- [Horizon Dashboard](#)

## 6. Next Steps

The first immediate step is to put this plan into action. Below, is a list with the upcoming actions for the 1<sup>st</sup> year of the project:

- Enrichment of the website with news, events, project material, communication material, results etc
- Building-up the project's social media presence, the connections and interrelations between social media accounts and the project website, as well as a to create a community-base and public engagement
- Daily posting on social media
- Creation of the social media calendar and distribution to the partners
- Participation in events
- Creation and promotion of the first newsletter
- Creation of the first press release
- Launch of Teams Calendar tool
- Cross dissemination and collaboration with similar projects

7. Annex I

**SATO**  
Self Assessment Towards Optimization of Building Energy

This project receives funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement Number 957128.

16 partners  
7 countries  
8,7M€ EU Funding  
36 Months

SATO

**SATO**

SATO will implement a **cloud-based platform** that can perform self-assessment and optimization of energy consuming devices in a building. This platform will use an artificial intelligence approach combined with 3D BIM based visualization to provide an accurate vision of the real-life **energy performance of buildings and appliances.**

**SATO will develop**

- A state-of-the-art building energy assessment and optimization platform
- Solutions that, independently of the building type, can provide Internet-of-Things (IoT) capabilities
- A mobile application that combines building equipment control and information services into user interaction services

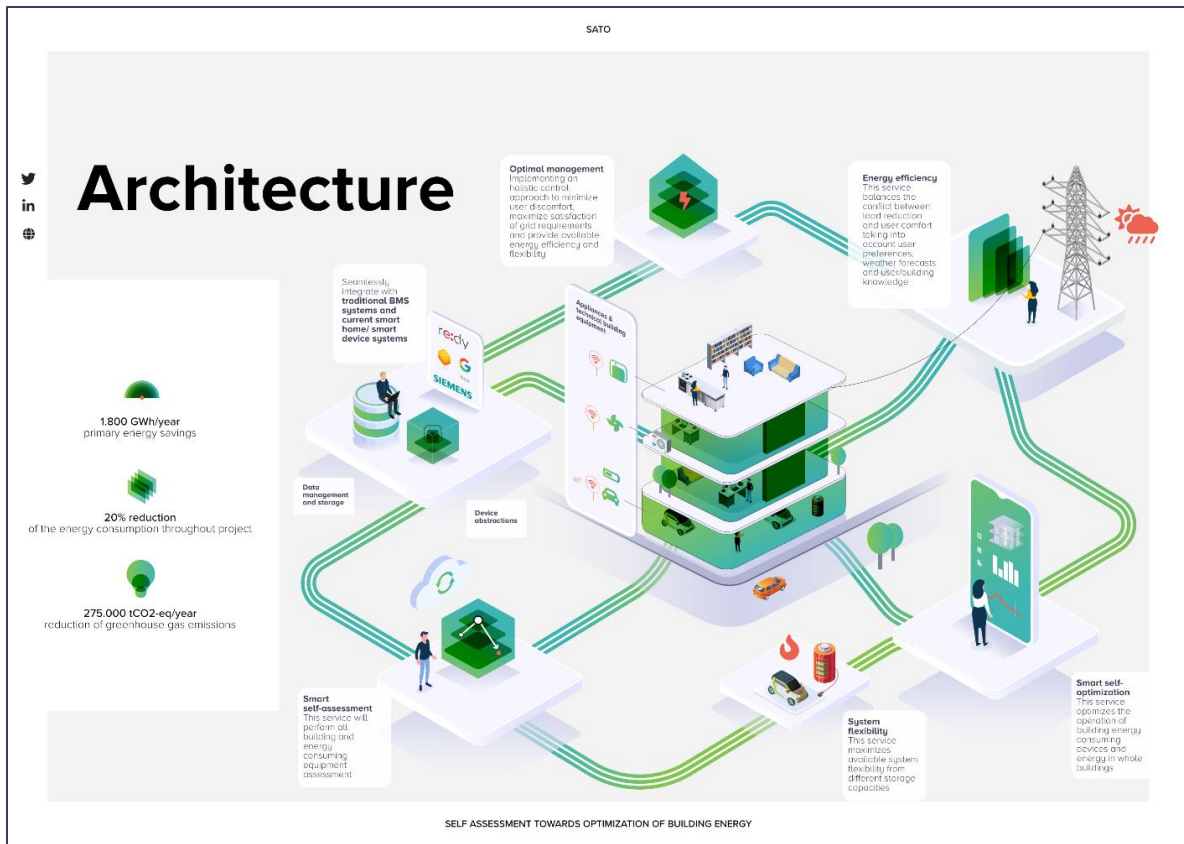
**Pilots**

The project includes 8 pilots in 3 climate regions

- Mediterranean
- Central
- Northern Europe

where the SATO platform will be deployed and tested.

SELF ASSESSMENT TOWARDS OPTIMIZATION OF BUILDING ENERGY



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Politecnico Milano  
 Aalborg University  
 Siemens  
 Knauf Insulation  
 and many others.

Figure 16: SATO e-brochure

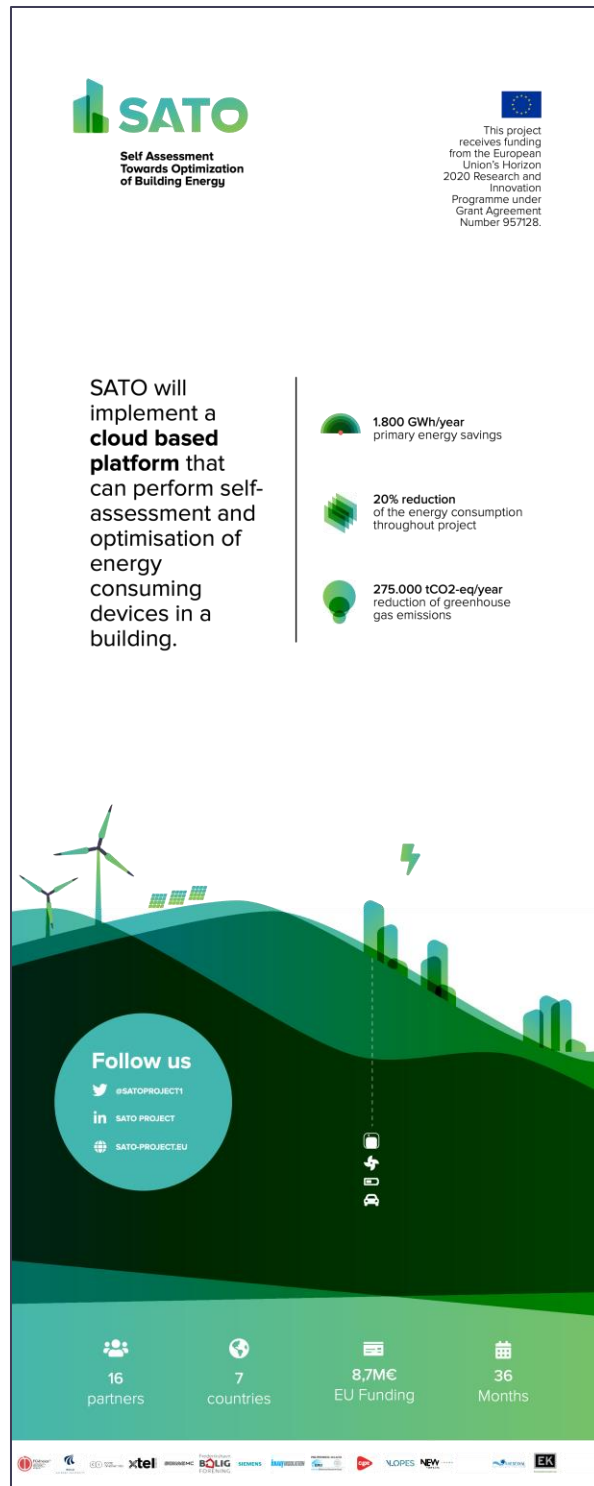


Figure 17: SATO Banner



Figure 18: SATO Poster





Figure 19: Brochure - Poster completely unfolded