



Self-Assessment Towards Optimization of Building Energy

Deliverable 8.4

Periodic Digital Dissemination Activities Report

Deliverable Lead: Core Innovation

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EXECUTIVE SUMMARY

The present document constitutes Deliverable 8.4 *Periodic Digital Dissemination Activities Report* in the framework of WP8 - *Market Actors Engagement through Communication and Dissemination*, regarding the T8.3 *Outreach at EU level through effective use of Media and Online channels*.

The document details the communication and dissemination channels and activities the project has launched and used so far, as well as the participation in events and other actions for an efficient dissemination. Considering that the report covers the period from month 3 to month 6, the activities are not expected to be dramatically different than those already reported in the previous deliverables. The focus has been given to the launch and maintenance of the platforms and tools designed by the third month of the project.

1. Deliverable description

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 many activities described in the current report, in accordance with Task 8.3. *Outreach at EU level through effective use of Media and Online channels.*

The outline of the deliverable is as follows:

- **Chapter 1** is an introduction to the 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 communication tools used for the promotion of SATO outcomes.
- **Chapter 4** gives an overview of the dissemination activities done so far.
- **Chapter 5** presents the engagement measurement and the related KPIs.
- **Chapter 6** presents the upcoming steps and actions based on the overall strategy.

2. Communication and Dissemination Strategy

The timeline for the dissemination activities is structured in four main phases according to the AIDA model (Attention, Interest, Desire and Action), as shown in Figure 1. It is a model used by a wide spectrum of organisations and is suitable for attracting and building relation with stakeholders. The stages the D&C strategy will follow are described in detail in the D8.1 *Dissemination and Communication Plan, including project identity.*

The project is currently operating in the **Awareness/Initial Phase** till M9, where 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.

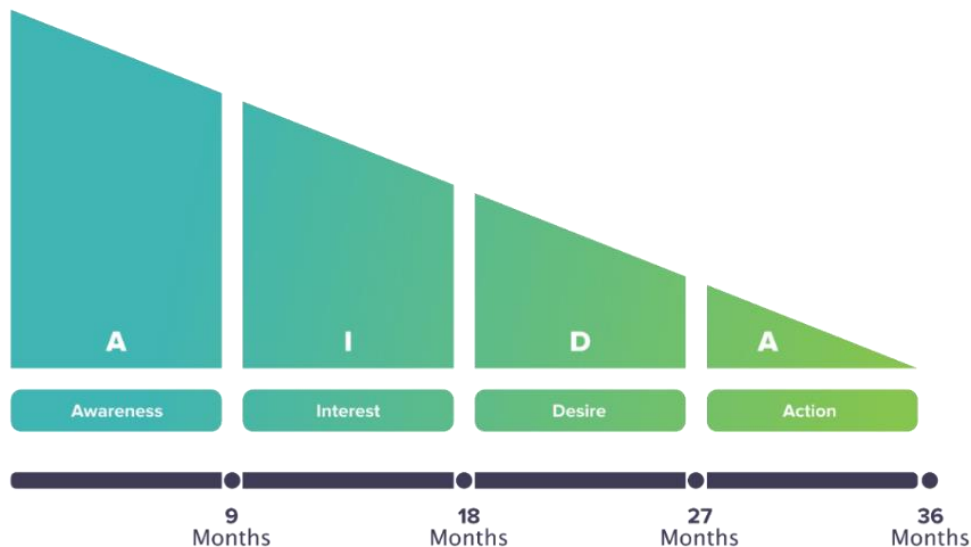


Figure 1 AIDA model

The targeted stakeholders and audiences are analysed in the D8.1 *Dissemination and Communication Plan, including project identity* and include the consumers, grid operators, energy retailers,

policymakers, medium and large-sized corporation/ real estate owners and residential owners/users among others.

Based on that strategy, the following activities and actions have already been launched:

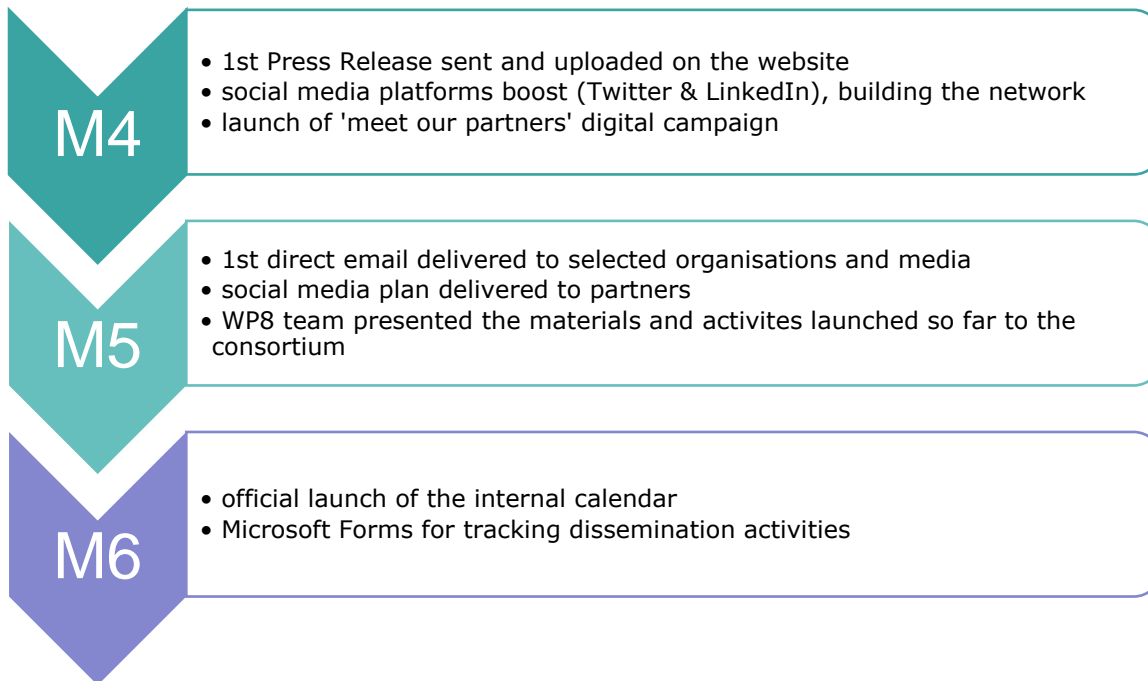


Figure 2 Activities launched M3-M6

3. C&D Material and channels

3.1. Website

The project website was designed by CORE and officially launched in M3 (November 2020). It is hosted at <https://www.sato-project.eu/>. The detailed analysis of the website can be found in the submitted deliverable D8.3 *Project Web and Social Media Presence*.

3.1.1. Current design and content

The website is the main access point for all the project information. It contains information about the consortium, the project objectives and technologies to be developed, as well as the project news and the communication material. The design has been implemented according to the visual identity of the project, focusing on user's experience principles with interactive elements.

All website content has been carefully curated to provide the information in a simple way, able to be accessed by diverse stakeholders and audiences. More technical-oriented information can be found in some pages such as "the project" page, and more input will be added as the project evolves. The current project design and content are shown in the Annex.

The following sections can be found in the current edition on M6:

- **Home:** provides an overview of the project, including the technologies to be developed and the Facts and Figures.
- **The Project:** provides information on the SATO platform, the services and the pilots, including all the 3D visual elements designed to translate the project into a comprehensive visual language.
- **Objectives:** demonstrates the objectives and innovations of the project.
- **Consortium:** presents the Consortium and the 3rd parties.

- **Resources:** includes news & press releases, communication material and project deliverables, and a call-to-action button to subscribe to the Newsletter list. This page is updated regularly with the events and project materials.

3.1.2. Website analytics

To keep track of the data, both Squarespace analytics and Google analytics platforms are being used. The following data analysis highlights the most crucial indicators of the website performance. It is important to underline that as the project evolves and more content is added on the website, more website visitors will be monitored. Following the Communication and Dissemination strategy, multiple audiences and targeted stakeholders have been triggered to visit the website and engage with the content.

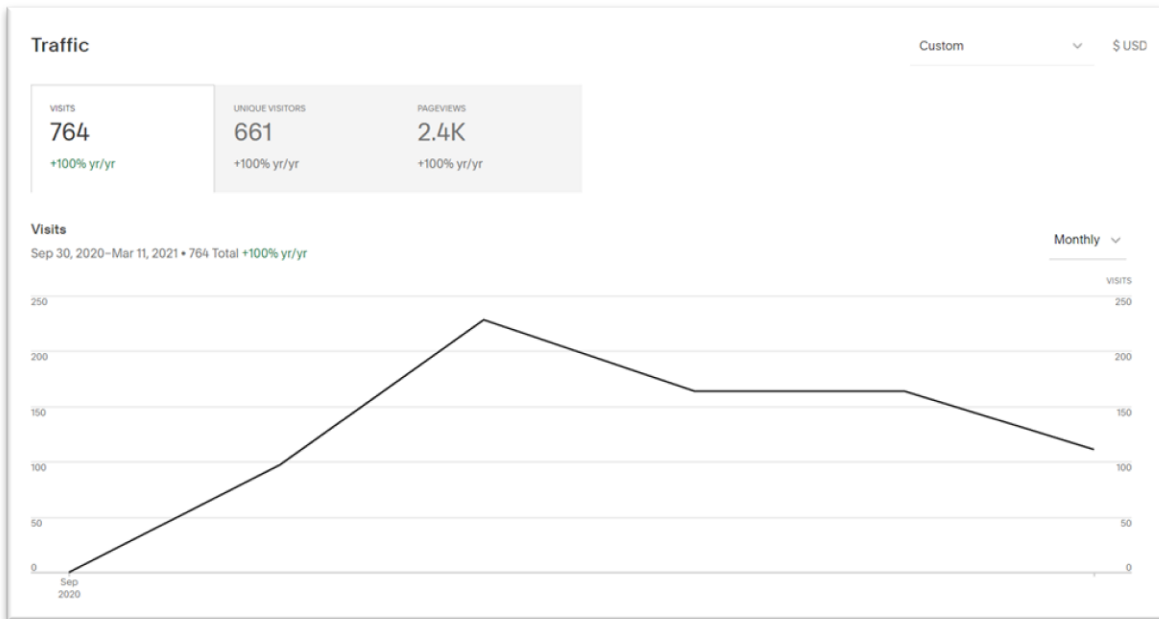


Figure 3 Website analytics | Visits

The data show 661 unique visitors reached the website in 3 months (M3-M6), hitting to minimum 2 pages in average rate, as presented in Figure 3. Comparing the data of unique visitors and visitors seems that most of the visitors are new. What is more, 14% of the total traffic came directly from the social media (LinkedIn and Twitter). Most visitors come from European countries. Portugal and Greece lead the hits, and UK, Italy, Spain and Germany come after.

3.2. Social media accounts

3.2.1. Content

Social media accounts are used to raise awareness and interest among targeted stakeholders and the general public. Different social media profiles and online communities have been targeted according to SATO project topics: energy efficiency, buildings, energy systems and appliances, digital transformation etc. CORE is responsible to oversee project's social media activities; manages social media accounts and their performance and replies to direct messages. So far, two social media accounts have been incorporated to the C&D activities: Twitter and LinkedIn. Partners have been encouraged to share content on their own communication channels, and tag SATO or other beneficiaries whenever possible. The detailed structure of the social media can be found in the submitted deliverable D8.3 *Project Web and Social Media Presence*.

Each social media post includes the following: a simple and short text, related images or videos, the appropriate keywords, selected hashtags and a call-to-action link. Additionally, mentions of partners and other EU organisations help to increase the visibility and reach to the account.

Campaigns

The 1st social media campaign was the 'Meet our partners', where each week one selected partners was introduced. The content was mainly focusing on partners' role and contribution to the project. Alike all posts, the campaign had a call-to-action button driving the users to the website (Consortium's page). The following Figure 4 gives an example of such a post.

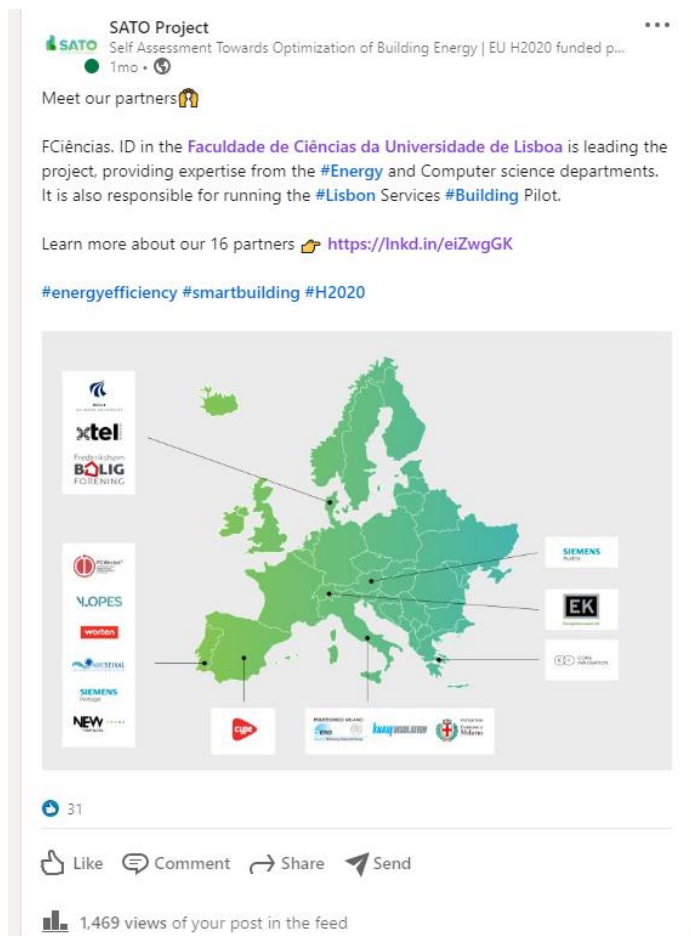


Figure 4 Example of social media post

Social media plan

As an attempt to involve and engage all partners to content contribution and exchange of news, a detailed Social media plan was delivered. The document has important information for the different social media accounts SATO holds, the partners' accounts, and the recommended hashtags and mentions. The guide includes a plan showing the responsibility of each partner to provide content in a certain month.

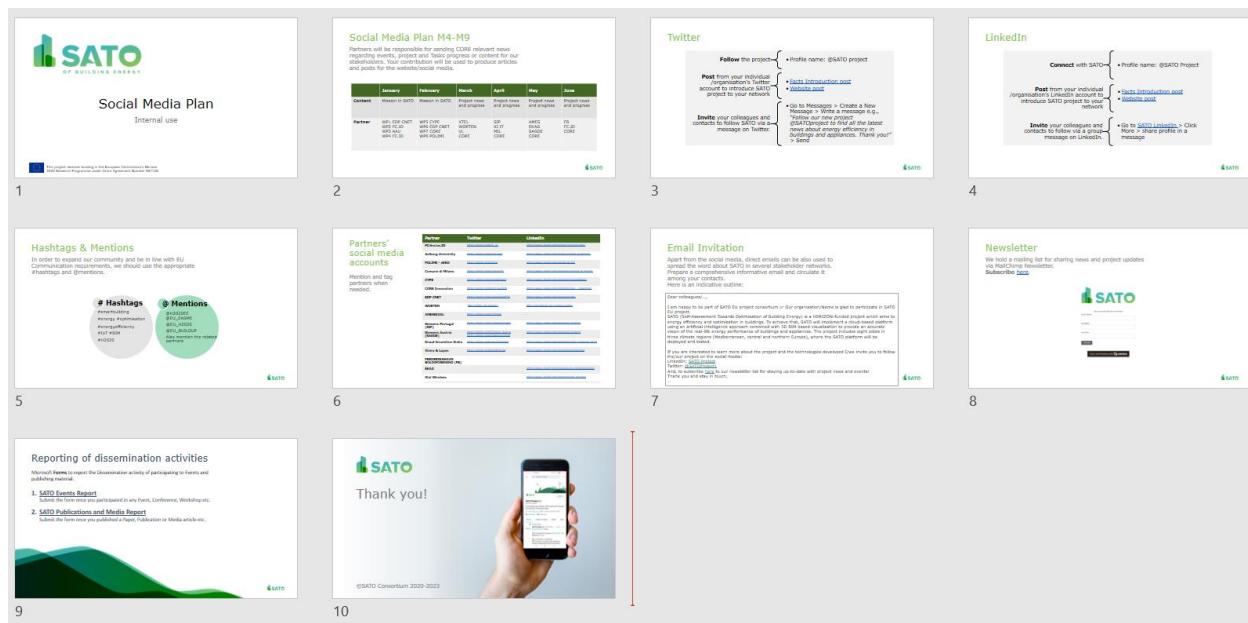


Figure 5 Overview of social media plan

3.2.2. Twitter

Twitter has been proved as a useful media to connect with other EU projects and initiatives, while reaching users from all over Europe and beyond. Its design makes it simple to re-tweet and post project-related news, articles and general information.



Figure 6 SATO Twitter account

SATO’s Twitter account (@SATOproject1) is active from M3 of the project. The twitter feed is updated regularly and makes use of the visual identity. A list of partner organisations’ twitter accounts has been harvested and will continue to be used to amplify the reach. The account has 97 followers and 21 tweets so far. Twitter is also keen to connect with targeted audiences such as the owners or residents of housing blocks, people living in residential blocks or working in complex services buildings.

FEB 2021 SUMMARY	
Tweets	Tweet Impressions
7	3,457
Profile visits	Mentions
502	1
New followers	
30	

Figure 7 Twitter Analytics example

Having a view at the example of February analytics in Figure 7, a successful performance is monitored. In only a month, SATO profile had 502 profile visits and 3,457 impressions. Comparing with other EU projects' performance, these analytics are quite satisfying.

3.2.3. LinkedIn

LinkedIn as a social network is ideal for connecting with various users, from the academics to the industry stakeholders and technology actors. To gain the first connections and build a network, users by the consortium's organisations and other related ones have been reached, as well as people from EU institutions and projects.

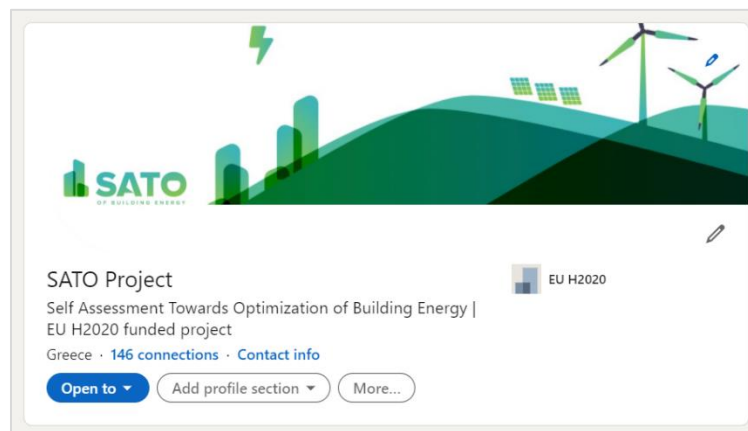


Figure 8 SATO LinkedIn account

As illustrated in the Figure 8, SATO has 146 connections so far: quite satisfying too, surpassing the initial KPIs set. The audience varies and engages a lot with the content and the posts. Some examples of the professions of the audience:

- Project managers
- Researchers and students from European universities, technical schools
- Stakeholders from technological companies and digital transformation enablers
- Energy providers and grid operators
- Software developers and technicians
- People working in EU organisations, such as the BUILD UP, and sister projects.

What is more, the overall LinkedIn activity showcases the successful penetration to the targeted audiences. For example, as shown in Figure 4, a single post has attracted over 1,400 people. As the project continues and the awareness increases, more and more people will get to interact and engage with the project online.

3.3. Newsletter

Newsletters share updates about SATO and highlight milestones, outcomes, and upcoming events. The issues are sent using the Mailchimp platform. The Newsletter list has currently 34 people subscribed.

Taking under consideration the GDPR Privacy Policy, partners avoid sharing the newsletter directly with their mailing list and most of them integrate it in their organisation's newsletter. Due to COVID-19 outbreak, this online activity will be quite helpful to communicate the project and its first steps.

The 1st Newsletter was sent in March the 19th 2020, hosting the 'coordinator's note' among other topics (see also Figure 9).

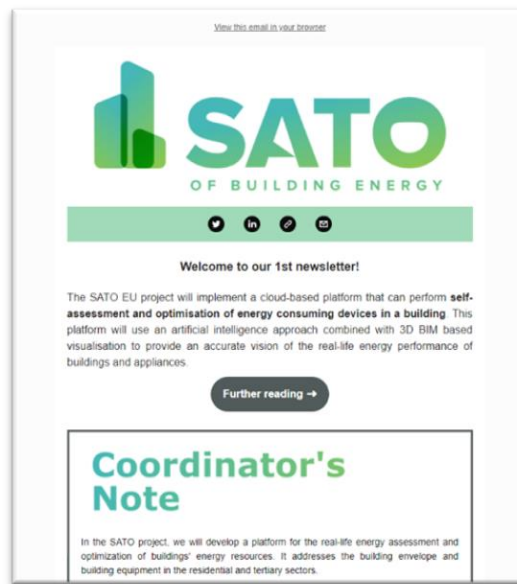


Figure 9 Section of the 1st Newsletter

3.4. Press Release

Publication of periodic press releases to local, national and international media, contributes 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.

The 1st Press Release was delivered after the Kick-off meeting, to officially communicate the start of the project. It was sent to all project partners and to selected media and organisations and was uploaded to the social media. All Press Releases already sent can be found on the website.

The Press Release was further delivered to selected media and stakeholders. The following Figure 11 shows an example of these direct emails presenting the project to a selected audience. The 1st Press Release was shared via the social media accounts and was hosted on partners' websites (e.g. KNAUF Insulation).



Figure 10 1st Press Release

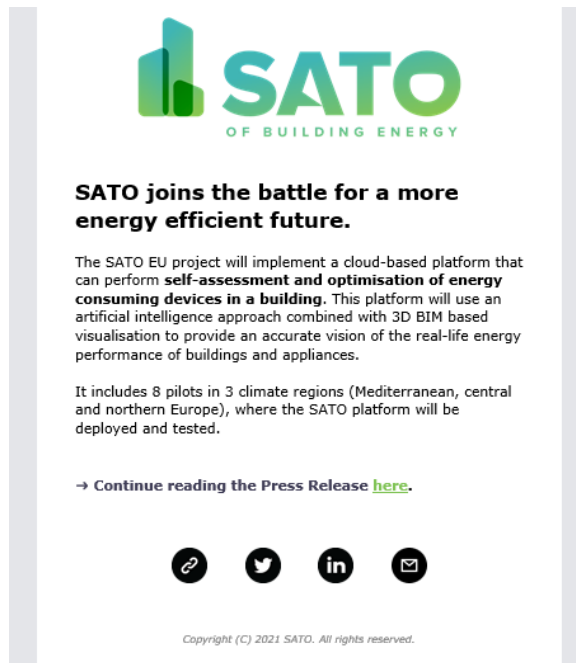


Figure 11 Example of direct email

4. Communication and Dissemination Activities

The planning of communication and dissemination activities has been structured since M1 and the details of the foreseen actions are reported in T8.1 *Dissemination and Communication Plan, including project identity*. The project is in early stage, however, lots of activities have already been initiated by the consortium. All partners keep a record of C&D activities for evaluation and monitoring purposes through **Microsoft Form** provided, in which each partner archives his/her participation in events or reports about published papers, publication and media articles. Hence, information related to event participations (e.g. event title, date, participants and organisers) and publications (e.g. title, description, link) are collected by the partners and monitored in an efficient way.

Figure 12 Sections of the 2 Microsoft Forms

Once the first project results will be available, partners are encouraged to publish them in peer-reviewed journals and working paper series to ensure broad visibility to the scientific community. SATO consortium members are expected to publish papers through appropriate open access schemes. To ensure that SATO methodologies and key results are shared across a variety of disciplines involved and to reach out specifically to the scientific community and the industry actors the dissemination involves different activities (participation in conferences, workshops, meetings with policy makers,..).

In parallel, Partners will take part in communication events to inform and reach out to society and show the benefits of research to multiple audiences.

4.1. Participation in external conferences, events and meetings

All partners contribute to the identification of event opportunities in which they should participate, such as events organised by the European Commission, international conferences and workshops in SATO-related fields (energy efficiency, buildings and appliances energy-related streams). The academic partners will participate to conferences to create visibility for the topic in different disciplinary and academic fields.

The following Table 1 presents the events that SATO partners have participated so far. Due to COVID-19 pandemic the majority of events have been shifted to digital events while others re-scheduled their initial dates, leading the consortium to search for online event opportunities. SATO partners are expected to participate to more events and conferences the following months, as soon as the first project results will be available.

Table 1 Event participations until M6

Partner	Name of event	Date	Type of event	Description of Activity	Coverage
POLIMI	Presentation to high school students	04/11/2020	Online event	During a lecture for high school students, Prof. Pagliano introduced the SATO project to the audience	Italy/ national
	Launch Master RIDEF2.0 XVI edition	16/11/2020	Online event	During the launch of the XVI edition of the Master RIDEF2.0 (Politecnico di Milano), Prof. Pagliano introduced the SATO project to the audience	Italy/ national
	MEET me TONIGHT - Notte dei Ricercatori	28/11/2020	Online event	The event aimed to make science and the work of scientists familiar to the general public. Prof. Pagliano presented the SATO project during the talk. Video recording here .	Italy/ national
FC.ID	Presentation to the Data Science MSc students from the Faculty of Sciences of the University of Lisbon	11/12/2020	Online event	Talk given by Professor Pedro Ferreira. The event aimed at presenting the project, highlighting challenges in buildings energy management and possible contributions from Data Science.	Portugal/ National
	Seminar given in the Instituto Dom Luiz (Faculty of Sciences, University of Lisbon) energy transition series.	13/11/2010	Online event (live on Facebook)	Seminar by Professors Pedro Ferreira and Guilherme Graça. Discussion on "Using AI for Self Assessment Towards Optimization of Building Energy"	Portugal/ International

Throughout the entire project, the Partners will organise meetings which will have as target audience policy makers, in order to maximise results' impact, discuss the outcomes of the project and policy feedback into EPBD and the Ecodesign Directive/Energy Labelling Regulation. The following Table 2 shows the meeting with policy makers which have already been organised.

Table 2 Events dedicated to policymakers

POLIMI	Presentation to Eng. G. Zavatta President of AMAT (Mobility and Environmental Agency of Milan) and Eng. M. Ojan, Head of Environmental Transition AMAT	30/12/2020	Online event	Prof. Pagliano presented the results of the previous project EU-GUGLE in which PoliMi and the Municipality of Milan were involved and introduced the new project SATO.	Italy/ national
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What is more, an internal calendar was launched to provide an online place for exchanging event opportunities, upcoming conferences and project-related webinars. To have an all-in-one platform experience, the calendar of SATO's repository was used (see also Figure 13).

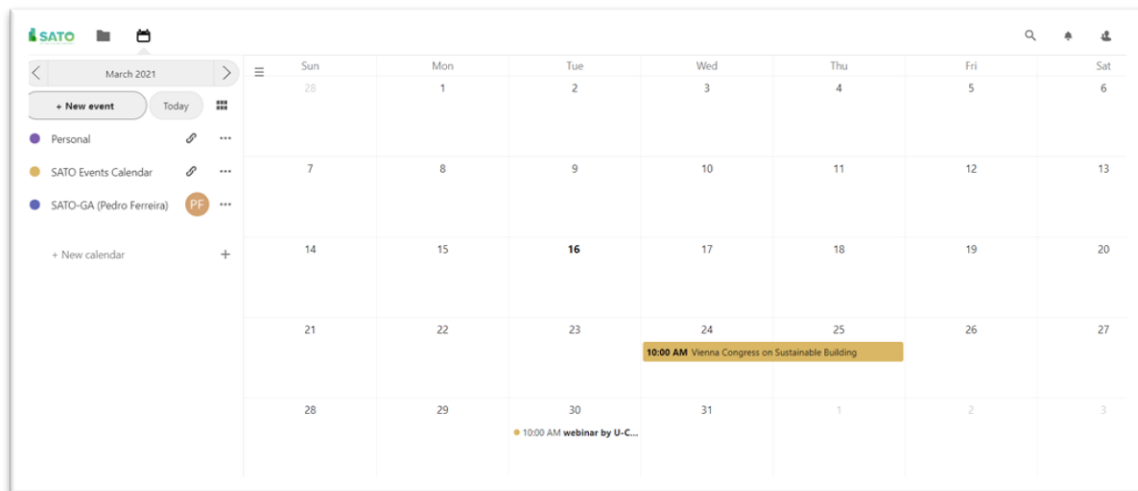


Figure 13 Internal calendar

4.2. Publications and media articles

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. More details and a tentative journals list can be found in the D8.1. *Dissemination and Communication Plan, including project identity.*

In accordance with T8.3 *Outreach at EU level through effective use of Media and Online channels*, partners are further encouraged to promote the project through Media networks, online newspapers and magazines, both online and offline, and in local, national and EU-level. For example, AMESEIXAL has published in November 2020 an article about SATO on the Boletim Municipal do Seixal, a bi-monthly

newspaper printed in 78000 copies and distributed free of charge to Seixal population. The upcoming months, more articles will be published, communicating the project using the communication materials and the 1st press release. Project partners are also responsible for national and local media engagement, using their contacts to promote the project to the national and local targets.

4.3. Clustering and cross-dissemination

The Build Up organisation (the European Portal for Energy Efficiency in Buildings) hosted SATO in its website. The page can be accessed [here](#). SATO has further contacted the organisation to host the project to the upcoming Newsletter issues.

Since the majority of the materials have launched and are ready to be used, the upcoming months more and more dissemination actions will be addressed.

5. Engagement Measurement

In order to estimate the effectiveness of all communication and dissemination activities undertaken and their impact, some indicators have been set up. An update of D8.1. *Dissemination and Communication Plan, including project identity* KPIs version has been made to better measure the impact of all the digital dissemination activities and keep a track of the yearly performance. The initial KPIs were allocated to specific reporting periods.

Table 3 KPIs assessment

Communication element	Indicator	Status M6	Target number			Action Plan
			M18	M30	M36	
Website	No of unique visitors	661	1000	1400	1600	Promote the website in social media, cross promotion with other projects, include links to newsletters
	No of Stakeholders signed up to receive email updates	34	35	45	50	Attract stakeholders to subscriber for receiving emails with project achievements and results
Brochure, Info-packs and/ or factsheets	No of copies printed or downloads from SATO website	20	300 distributed by the end of the project			Distribution via participation to events, digital distribution via the website
Social media accounts	No of connections on LinkedIn	146	120	200	250	Keep social media accounts active by

	No of followers on Twitter	97	120	200	250	regular posting and monitoring
	No of views on YouTube in total	-	-	100	200	
Video	No of videos produced	-	At least 4 by the end of the project			Encourage partners to create video for pilots, create explainer video
Publications	No of submitted scientific papers/ articles	-	>5 peer-reviewed conference publications >5 publications published in international journals			Encourage partners to publish papers in peer-reviewed and indexed journals, search for scientific channels for dissemination
Attendance of events	No of conferences and events participated	3	3	6	12	Find events, contact organisers, identify further industrial fairs of interest (online due to COVID-19)
International workshops, final conference	Number of attendees	-	30	-	130	>30 attendees at the conference workshops (at least two, one in the first year, one in the last year) A final conference (M31-M32) with >100 attendees
Clustering with related EU projects	No of synergies	-	>3 relevant projects for clustering and creation of a letter of collaborative intents by the end of year 1			Identify relevant projects and liaise with them

6. Next period roadmap

M7-M8

- boost social media performance including synergies with sister projects
- content website updates, increase the number of visitors
- create and deliver the general presentation in ppt format

M8-M11

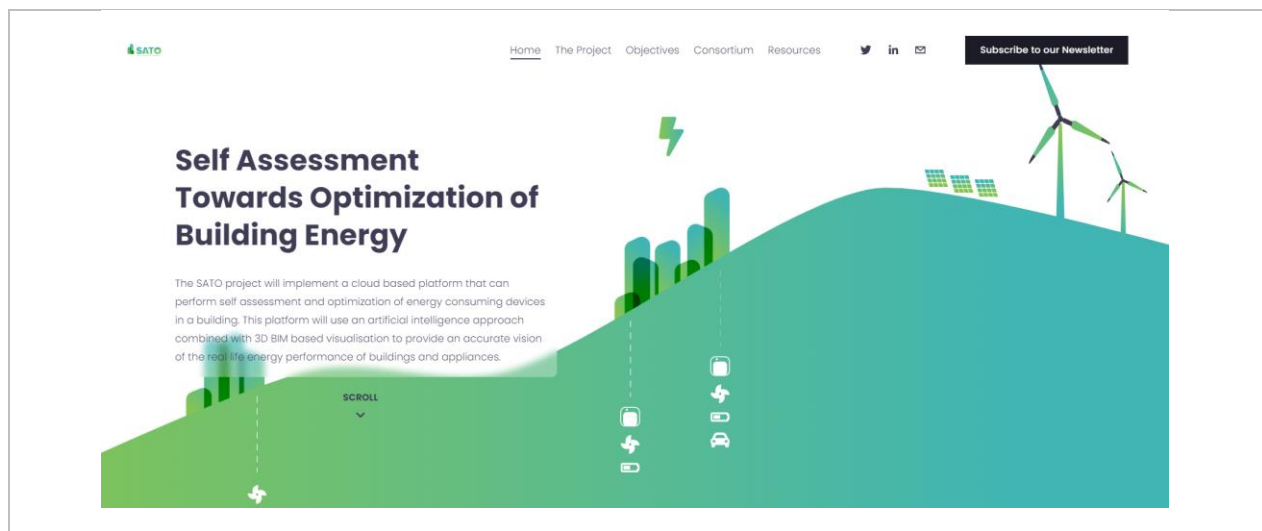
- get prepared for the strategic phase of Interest / 1st Intermediate Phase (M10-M18)
- 2nd Press Release sent
- YouTube launch
- deliver a table with upcoming event opportunities to all partners, encourage them to participate

M12

- grow newsletter subscriptions
- monitor 1st year activities and performance

7. Annex

The current section presents the status of SATO website at M6.



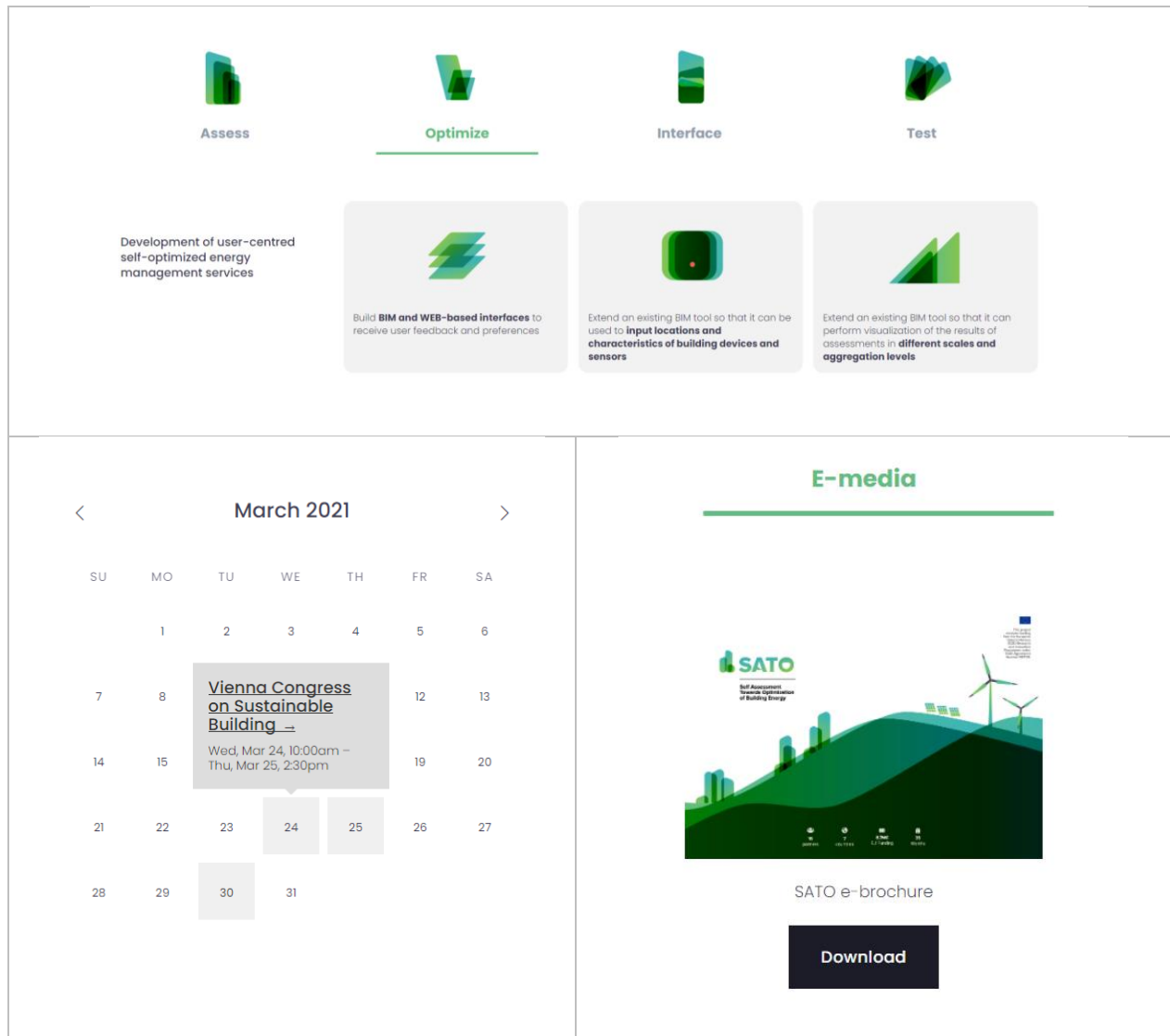


Figure 14 Current website design