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DR-BOB

DELIVERABLE: D6.3 COMMUNICATION & DISSEMINATION
PLANNING & EXECUTION

Authors: Tracey Crosbie and Ethan Lumb

Project Consortium



Deliverable Administration & Summary			
D6.3 Communication & Dissemination Planning & Execution			
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Author(s)	Tracey Crosbie and Ethan Lumb Teesside University		
Editor	Tracey Crosbie Teesside University		
DoA	<p>Task 6.1 Communication and dissemination planning and execution This task will:</p> <ul style="list-style-type: none"> • Establish a communication and dissemination plan; • Implement the plan and monitor its progress. <p>The communication and dissemination plan identifies and organises the activities to be performed in order to promote the project's results with the widest dissemination of knowledge from the project. Communication and dissemination are horizontal activities and concentrate on disseminating the results of the project itself to a wide range of existing or potential stakeholders. The plan is regularly updated along the progress of exploitation planning in WP2, to reflect priority stakeholders, business and market trends.</p>		
	<p>D6.3 Communication & Dissemination Planning & Execution This deliverable will present the Communication and Dissemination plan that identifies, organises and defines the management and promotion of project results. The actual implementation of the plan will be reported in yearly periodic reports. The Communication and Dissemination plan is updated at m24 to match with the strategy delivered in the interim exploitation plan (D2.5).</p>		
Contribution of partners	<p>Teesside University as WP6 leader is the main editor of this report. All partners reviewed the current report to ensure its comprehensiveness. In addition all partners are contributing to the wider tasks in WP6 "Dissemination and Communication". Their contributions include reviewing the marketing materials developed, and writing blogs for the DR-BOB public web portal as part of Task 6.1. All partners are also contributing to the identification of and contribution to targeted dissemination activities and for constantly monitoring and screening relevant new members for the dissemination network to be developed as part of T6.2.</p>		
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Date	Authors	Description	
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26/07/16	Tracey Crosbie Teesside University	A review and restructure of the table of contents and rewrite of the text.	
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EXECUTIVE SUMMARY

This report presents the communication and dissemination plan for the DR-BOB project. This plan identifies, organises and defines the management and promotion of project objectives and results. The aim of the DR-BOB project is to demonstrate the economic and environmental benefits of demand response in blocks of buildings for the different key actors required to bring it to market. Therefore the dissemination strategy employed builds on the market analysis conducted in the early stages of the project (D2.1) to ensure a focus on the relevant stakeholders. This analysis is informed by an **Energy Expert Group (EEG)** formed by high level business leaders of Energy supply, distribution and services companies from the pilot countries in the UK, FR, and IT in the initial stages of the project.

The idea underpinning the dissemination strategy (see table below) is to take key external stakeholders through a three stage process of awareness, understanding and action: So that ultimately relevant stakeholders are applying the DR-BOB solution for demand response in blocks of buildings.

Dissemination Strategy

Stage	Purpose	Communication media
Stage 1. Dissemination for awareness (Month 1-24)	In the first instance, the purpose of the DR-BOB dissemination plan is to make the general public, relevant external organisations, stakeholders and potential users of the DR-BOB outputs aware of the project and its aims and its objectives.	Project public web portal Project video Social Media Press Release Leaflets Posters
Stage 2. Dissemination for understanding (Month 6- 24)	Within the wide target audience to which the dissemination for awareness activities is targeted, there is a narrower set that will be able to directly benefit from the project in significant ways. For this group, an important function of the dissemination plan is to provide a deeper understanding of the DR-BOB project's work.	Project public web portal Social Media Press Release Visualisation tool Academic conferences & journal publications Industrial exhibitions, conferences & trade press Demonstration cases -- visits, webinars, conferences
Stage 3. Dissemination for action (Month 24-36)	For a further sub-set of the DR-BOB stakeholders, it is intended that their adoption of the applications and approaches resulting from the project will lead to an increase in both DR in blocks of buildings and energy efficiency and associated benefits. This group will be equipped with the skills, knowledge and understanding of the DR-BOB project in order to achieve real change and uptake of the DR-BOB demand response technical solution.	Project public web portal Social Media Visualisation tool Demonstration cases- visits, webinars, conferences Industrial exhibitions & conferences & trade press Final project brochure & event – advertising the market and service offers developed in the exploitation plan

The stakeholder analysis conducted in the early phases of the DR-BOB project identified both primary and secondary stakeholders in the value chain required for demand response in blocks of buildings.

- The Primary stakeholders (those with high influence and power with respect to Demand Response) include TSO/DSO/Retailer, Aggregator, BMS & equipment manufacturer, Building owner/manager, and Policymakers.
- The Secondary Stakeholders (those without high power/interest but still playing an important role) include ESCOs, Building Designers, Builder / Developer.

Following market analysis the stakeholders are focused on the following during each stage of the dissemination strategy.

- Stage 1, dissemination for awareness, will include both primary and secondary stakeholders in demand response as well as the scientific community, Industry and Technology platforms, agencies and associations
- Stage 2, dissemination for understanding, is on the primary stakeholders as well as the scientific community and Industry and Technology platforms, agencies and associations.
- Stage 3, dissemination for action, will be on a subset of the primary stakeholders with the ability to implement the DR-BOB demand response solution.

In the first 6 months of the project the main focus of the dissemination actions will be on stage 1 of the dissemination strategy i.e. dissemination for awareness.

During the next 18 months of the project it is anticipated that project partners will continue with stage 1. However, as more of the work is completed, project partners will move towards stage 2 of the dissemination strategy i.e. dissemination for understanding.

In the final twelve months of the project it is expected that with a subset of the primary stakeholders the project partners move towards Stage 3 of the dissemination strategy i.e. dissemination for action, in which the focus will be on those stakeholders with the ability to implement the DR-BOB demand response solution.

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ACRONYMS

BMS	Building Management system
DR	Demand Response
ESCO	Energy Service Company
DR-BOB	Demand Response in Blocks of Buildings
DSO	Distribution Service Operator
ICT	Information Communication Technology
TSO	Transmission Service Operator

1 INTRODUCTION

1.1 AIMS AND OBJECTIVES

This deliverable presents the communication and dissemination plan which identifies, organises and defines the management and promotion of the DR-BOB project objectives results. The implementation of the plan will be reported in the periodic reporting of the project.

The aim of the DR-BOB project is to demonstrate the economic and environmental benefits of demand response in blocks of buildings for the general public and the different key actors required to bring it to market. Therefore the dissemination strategy employed builds on the market analysis conducted in the early stages of the project. This ensures that the dissemination strategy focuses on stakeholders relevant to the exploitation of the projects outcomes.

The project dissemination and awareness activities planned will:

- Widely disseminate the goals and outcomes of the DR-BOB project to relevant stakeholders generating a broad awareness;
- Facilitate the replication across Europe of best practices as identified through the elaboration of the various pilots in the course of the project;
- Prepare the grounding for an early use and exploitation of the DR-BOB solution after completion of the project.

1.2 TARGET AUDIENCE

This report may be used to inform other projects' dissemination plans. However its primary target audiences are the DR-BOB Project Officer, the Reviewers of the project appointed by the European Commission and the DR-BOB consortium members.

1.3 RELATIONS TO OTHER ACTIVITIES IN THE PROJECT

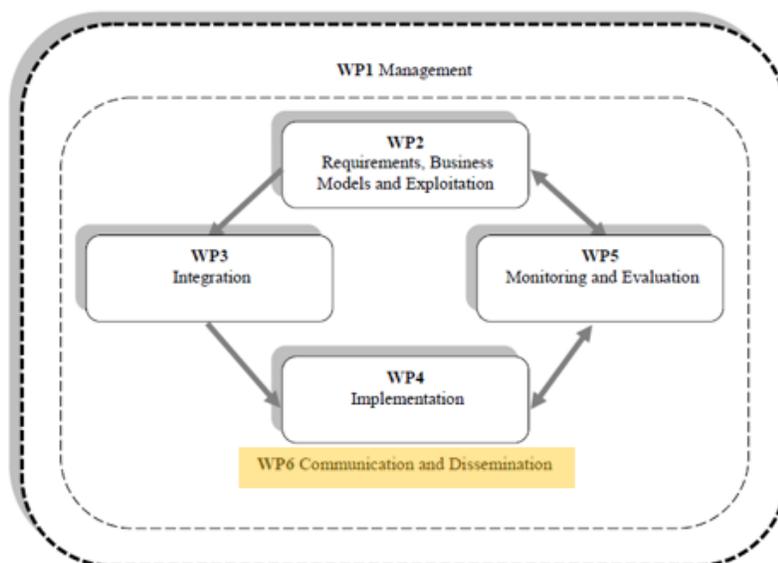


Figure 1. DRBOB Project Work packages

Figure 1 illustrates the wider activities in the DR-BOB project.

The development and execution of the dissemination strategy is supported by the following Tasks in WP 6. Communication and dissemination:

- T6.1 'Public web portal and project promotional materials'
- T6.2 'Development of a dissemination network'
- T6.4 'Project Stakeholder dissemination and exploitation events'

At the time of writing the output of Task 6.1 and Task 6.2 is described in the following deliverables:

- D6.1 'Public web portal and project promotional materials'
- D6.2 'Development of a dissemination network'

The following work to be conducted in Task 6.4 will be delivered at the end of the project:

- D6.4 'Project Stakeholder dissemination and exploitation events'. Four workshops, one at each of the pilot sites, with key stakeholders. A specific aim is to attract participants from EU countries not represented in the DR-BOB consortium.
- D6.5 Final project event: This will involve a half a day public dissemination event. It will be held at the end of the project in order to present to a large audience the final DR-BOB efforts and results and to kick off the implementation of the exploitation plan, delivered in D2.5.
- D6.6 Final project Brochure: This will consist of an attractive and concise document highlighting the main conclusions from the project.

The communication and dissemination strategic planning is informed by the following work in WP2 'Requirements, business models and exploitation'.

- The market and stakeholder analysis conducted in Task 2.1 'Market and stakeholder analysis and needs' informed the focus of the dissemination strategy and delivered in month three of the project in D2.1 'The market and stakeholder analysis.'
- Energy Expert Group (EEG) formed by high level business leaders of Energy supply, distribution and services companies from the pilot countries in the UK, FR, and IT. That will contribute to the business models and exploitation planning activities. They can also be considered as first clients and promoters of the project.
- The exploitation strategy to be developed in Task 2.5 'Management of exploitable results, IPR protection/agreement and exploitation planning'. The dissemination strategy will be updated in line with the exploitation strategy delivered in the interim exploitation plan in month 24 of the project.

The latter stage of the dissemination strategy will also be informed by the work conducted in WP5 Monitoring and Evaluation. In particular the output of Task 5.6 Comparing results from demo sites and drawing lessons for future pilots.

1.4 REPORT STRUCTURE

- Chapter 2 presents an overview of the dissemination strategy and timeline and outlines the dissemination media and channels used in the project.
- Chapter 3 provides an overview of the Key Performance Indicators (KPIs) used to monitor the implementation of the dissemination strategy.
- Chapter 4 presents the DR-BOB project dissemination guidelines.

2 DISSEMINATION STRATEGY

2.1 FROM AWARENESS TO UNDERSTANDING TO ACTION

The dissemination strategy in the DR-BOB project is presented in the Table 1 below. The idea is to take key external stakeholders through a three stage process of awareness to understanding and ultimately to point where they are applying the DR-BOB solution for demand response in blocks of buildings each of which will employ different combinations project communication media.

Table 1. Dissemination Strategy

Stage	Purpose	Communication media
Stage 1. Dissemination for awareness (Month 1-24)	In the first instance, the purpose of the DR-BOB dissemination plan is to make the general public, relevant external organisations, stakeholders and potential users of the DR-BOB outputs aware of the project and its aims and its objectives.	Project public web portal Project video Social Media Press Release Leaflets Posters
Stage 2. Dissemination for understanding (Month 6- 24)	Within the wide target audience to which the dissemination for awareness activities is targeted, there is a narrower set that will be able to directly benefit from the project in significant ways. For this group, an important function of the dissemination plan is to provide a deeper understanding of the DR-BOB project's work.	Project public web portal Social Media Press Release Visualisation tool Academic conferences & journal publications Industrial exhibitions, conferences & trade press¹ Demonstration cases -- visits, webinars, conferences
Stage 3. Dissemination for action (Month 24-36)	For a further sub-set of the DR-BOB stakeholders, it is intended that their adoption of the applications and approaches resulting from the project will lead to an increase in both DR in blocks of buildings and energy efficiency and associated benefits. This group will be equipped with the skills, knowledge and understanding of the DR-BOB project in order to achieve real change and uptake of the DR-BOB demand response technical solution.	Project public web portal Social Media Visualisation tool Demonstration cases- visits, webinars, conferences Industrial exhibitions & conferences & trade press Final project brochure & event – advertising the market and service offers developed in the exploitation plan

¹ Magazines and newspapers both on and offline that are published and written for a particular industry.

2.2 STAKEHOLDER FOCUS

The stakeholder analysis conducted in the early phases of the DR-BOB project identified both primary and secondary stakeholders in the value chain required for demand response in blocks of buildings².

- The Primary stakeholders (those with high influence and power with respect to DR) include TSO/DSO/Retailer, Aggregator, BMS & equipment manufacturer, Building owner/manager, and Policymakers.
- The Secondary Stakeholders (those without high power/interest but still playing an important role) include ESCOs, Building Designers, Builder / Developer.

Following the market analysis the following stakeholders are focused on during each stage of the dissemination strategy.

- Stage 1, dissemination for awareness, will include both primary and secondary stakeholders in demand response as well as the scientific community, Industry and Technology platforms, agencies and associations and the general public.
- Stage 2, dissemination for understanding, is on the primary stakeholders as well as the scientific community and Industry and Technology platforms, agencies and associations.
- Stage 3, dissemination for action, will be on a subset of the primary stakeholders with the ability to implement the DR-BOB demand response solution.

The benefits of the DR-BOB project for the different stakeholders are listed in Table 2 below.

Table 2. The benefits the DR-BOB project offers to different stakeholders

Key target groups for dissemination	Benefits from DR-BOB
BMS & equipment manufacturers	New business models. Inform the development of improved products/solutions.
TSO/DSO/Retailer/Aggregator	Knowledge about DR existing and future potential demand response products and markets. Develop improved products/solutions. New business models. DR-BOB DR energy management solution to enable the realisation of the benefits of shaving/shifting peak demand to alleviate grid stress.
Building owner/manager	Method for assessing TRL levels required to participate in demand response energy management solution at any given site. Understand and exploit the DR-BOB solution in their current and future buildings for demand response energy savings and comfort.
European and National Policy makers	Increase the understanding of the potential benefits of demand response in blocks of building and environment to be supported by appropriate regulations and removal of barriers.

• ² See DR-BOB Deliverable D2.1 'The market and stakeholder analysis.

General public	Promote behavioural change and awareness that can contribute to an increased understanding of and willingness to take part in demand response and energy efficiency programs.
Academia, scientific community	Understanding of the potential of DR in blocks of buildings of buildings Understanding of the regulatory and technical barriers and enables in demand response in blocks Data from the pilot sites for secondary analysis
Technology platforms, agencies and associations	Facilitate communication / promote networking Collect feedback on DR market needs

2.3 DISSEMINATION TIMELINE

In the first 6 months of the project the main focus of the dissemination actions is on stage 1 of the dissemination strategy (i.e. dissemination for awareness). During the next 18 months of the project it is anticipated that project partners continue with stage 1, but as more of the work is completed, they move towards stage 2 of the dissemination strategy (i.e. dissemination for understanding). While in the final twelve months of the project it is expected that, with a subset of the primary stakeholders, project partners move towards stage 3 of the dissemination strategy (i.e. dissemination for action) with practical material for exploitation/replication. The focus is on those stakeholders with the ability to implement the DR-BOB demand response solutions.

The proposed dissemination timeline through stage 1 to stage 3 of the dissemination strategy follows that of the project timeline. As such it is in line with the project dissemination milestones (see Table 3) and the delivery dates of the projects 14 public deliverables (see Table 4).

Table 3. WP6 Milestones

Milestone Number	Milestone Name	Delivery Date	Description
MS10	Initial public web portal	M1	Initial public web portal up and running
MS11	Initial communication and dissemination plan	M6	Initial communication and dissemination plan validated
MS12	Updated communication and dissemination plan	M24	Updated communication and dissemination to match with the strategy from the interim exploitation plan

Table 4. Table of public deliverables

Deliverable	Deliverable Name	Delivery Date
D2.1	Market and Stakeholders Analysis	M3
D2.2	Demonstration Scenarios	M6
D1.3	Data Management Plan	M6
D6.1	Public Web Portal and Project Promotional Material	M6
D6.3	Communication and Dissemination Plan	M6
D4.1	Implementation Strategies	M16
D5.1	Monitoring and Validation Strategies	M19

D4.2	Installation Reports	M19
D6.4	Stakeholder Dissemination and Exploitation Events	M30
D4.3	Evaluation Data	M31
D5.2	Evaluation of Demonstration Sites	M33
D5.3	Guidelines for Future Pilots	M34
D6.5	Final Project Event	M36
D6.6	Final Project Brochure	M36

2.4 COMMUNICATION MEDIA & CHANNELS

Numerous communication channels and media are being used to disseminate the work of the DR-BOB project throughout its lifetime as detailed in Table 5. Different combinations of appropriate channels will be used to target the different types of stakeholders at each stage of the dissemination plan as indicated in Table 1.

Table 5. Overview of the dissemination media and channels

Channel /Media	Description
Dissemination network	<p>The DR-BOB dissemination network was initiated in first months of the project. It consists of a list of the contact details of relevant stakeholders. It is gradually being expanded as the project progresses using a snowball approach based on contacts supplied by the stakeholders within the pilot studies and project partners' growing networks.</p> <p>The subscribers receive targeted dissemination material from the project (public reports, invites to workshops conferences etc.).</p> <p>Selected members are also being asked to provide inputs for the project activities (through surveys, peer-reviews of deliverables, or participation to workshops etc.).</p> <p>The dissemination network, at the time of writing this report, has 52 members. All network members have been contacted and provided with information relating to the DR-BOB project. The network is described in D6.2 Development of a dissemination network.</p>
DR-BOB public web portal	<p>The project public web portal (www.dr-bob.eu/) is the main dissemination channel within the DR-BOB consortiums communications strategy for the dissemination of the project objectives, achievements and results. As such a dedicated DR-BOB project web portal was setup within the first month of the project. It is the project's main gateway to the outside world, providing detailed information on DR-BOB objectives, partners, technical solutions, results, publications, pilots and success stories. The DR-BOB public web portal is further described in D6.1 Public web portal and project promotional materials.</p>
Presentations at industrial & academic exhibitions & conferences.	<p>DR-BOB will be represented in a number of conferences/tradeshows, with a deliberate focus on buildings & industry-oriented events, using the DR-BOB consortium partners' project exhibition booths in order to mutualise costs.</p>

	Industry oriented events	ECOBUILD, London; Living Future conference; Green energy for towns and cities; Energy Cities annual event; Smart Cities conferences such as Innovative City Convention (Nice), International Smart Cities Conference (SC2), International Forum Smart Grids for Smart Cities (SG4SC); Smart City World Expo (Barcelona); Annual Smart Grid summit; European Utility Week BATIMAT (Paris); MIPIM (Cannes); AGRION; SAME; Smart Energy Expo; FIRE; Italian Energy Summit.
	Research oriented events	Sustainable Places ; CIB World Building conference ; ICT Conference; CISBAT ; CONVR; SMARTGift; Behaviour, Energy & Climate Change Conference; Universities Power Engineering Conference; Adaptbuild
Technology platforms, agencies, associations	<p>The following platforms will be used as intermediates for a widespread communication (and will support dissemination activities at the same time):</p> <ul style="list-style-type: none"> • International Energy Agency (IEA) - Dune Works coordinates Task 24 ‘Closing the Loop - Behaviour Change in DSM, From Theory to Policies and Practice’ and Task 25 ‘new business models and value propositions for energy efficiency and conservation’; R2M is linked to Annex 67 ‘Energy Flexible Building’ so will present outcomes of DR-BOB project when appropriate. • SEDC – Smart Energy Demand Coalition - SIEMENS is an executive member • ECTP - European Construction built environment and energy efficient buildings Technology Platform (merging of the former European Construction Technology Platform & Energy Efficient Buildings Association) – ECTP Secretariat is managed by CSTB • Smart Grids ETP - SIEMENS is in the Steering Committee • Smart Cities EIP - SIEMENS is in the High Level Group (Roland Busch) – SIEMENS (Pedro Pires de Miranda) and CSTB (Dr. Alain Zarli) in the SHERPA group • Smart Building Alliance for Smart Cities. CSTB and SIEMENS are members. One goal of this alliance is to define a “smart-grid ready” specification and certification for buildings. • ICT ETPs: NESSI, ARTEMIS, NEM • ETSI M2M (European Telecommunication Standards Institute):GridPocket participate to ETSI working groups <p>Also the project updates will be relayed through the following associations of innovative territories: Green digital charter, EuroCities network, ENOLL.</p>	
Scientific publications	<p>Both European and national journals will be targeted by joint authored papers from the project consortium. At the time of writing two journal articles are in press:</p> <ul style="list-style-type: none"> • Tracey Crosbie, Michael Short, Muneeb Dawood, Richard Charlesworth (in press) Demand response in blocks of buildings: opportunities and requirements, <i>Entrepreneurship and Sustainability Issues</i> • Tracey Crosbie, Vladimir Vukovic, Michael Short, Nashwan Dawood, Richard Charlesworth and Paul Brodrick. Future demand response services for blocks of buildings <i>Energy Procedia</i> <p>Other relevant journals that will be targeted include: Applied Energy and Sustainable Cities and Societies, Energy Policy and Utilities Policy.</p>	
Stakeholder engagement events	<p>Four stakeholder engagement events will be held, one in each pilot location. The objective of these workshops will be to discuss specific research results and receive input and comments from outside the project, as well as to trigger new research projects and generate exploitation/ replication opportunities the project case studies in other locations.</p>	

	<p>In addition a final project event focused on commercial organisations will be organised to promote the final outcomes of the project and support their exploitation and business plans: If possible it will be collocated with a major industrial Energy summit/exhibition (e.g. European Utility Week).</p> <p>These events will be organised by the work of Task 6.4. They will be delivered before month 36 of the project and described in the following project Deliverable reports;</p> <ul style="list-style-type: none"> • D6.4 'Project Stakeholder dissemination and exploitation events'. • D6.5 'Final project event.'
One-to-one	Strategically important target organisations, such as key clients and product / service providers, will receive information on a one-to-one basis through personal visits and emailing. For example, Servelect as an Energy Auditor and ESCO will promote DR BOB to its clients.
Press media and blog articles	The project launch as well as specific events during the course of the project will be accompanied by media outreach if appropriate and blog articles both on project partners established social media feeds (see below & section 2.3.1) as well as the DR-BOB project web portal.
DR-BOB partners' websites, social media feeds and newsletters	<p>Notable social media feeds include:</p> <p>TeesRep portal, hosted by Teesside University, is a portal for the public dissemination of peer reviewed scientific publications and research reports. All journal articles, conferences papers arising from the project are hosted on TeesRep</p> <p>ResearchGate, technical public reports journal articles and conferences papers arising from the project will also be uploaded to Research Gate: A social networking site for scientists and researchers to share papers, ask and answer questions, and find collaborators.</p> <p>LinkedIn is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally</p> <p>Viadeo is one of the leading figures in professional social networking. With 40 million members worldwide It is number one professional social network in France, the company was built around the desire to allow professionals to develop their network.</p> <p>Also see overview of partners social media feeds in Table 6</p>

DR-BOB partners' official existing social media feeds will be used, through internal PR and communication departments, to relay DR-BOB news and updates. Available Social Media feeds per organisation are listed in the table below.

Table 6. Overview of Partners' Social Media Feeds

Partner	TU	CSTB	Siemens	R2M	NBK	GP	DW	FP	SERV	TUCN
Blog	✓								✓	
Newsletter	✓	✓			✓		✓		✓	✓
Twitter	✓		✓		✓	✓	✓	✓		
LinkedIn	✓	✓		✓	✓	✓	✓	✓	✓	
Website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
ResearchGate	✓	✓								✓
YouTube/	✓				✓				✓	✓
Viadeo					✓					

3 DISSEMINATION PERFORMANCE MONITORING

3.1 KEY PERFORMANCE INDICATORS

KPIs to measure the dissemination performance are summarised in Table 7 below.

Table 7. Dissemination KPIs

KPI	Stakeholders addressed	1 st Year Target	2 nd Year Target	3 rd Year Target	Cumulative Target
N° of unique visitors to the public web portal	All groups	300 At m6 = 375	300	400	1000
N° of blogs on the DR-BOB public web portal	All groups	6 At m6 = 4	6	10	22
No articles in DR-BOB consortiums' newsletters	All groups	6 At m6 = 4	6	6	18
N° of press releases	All groups	1 At m6 = 0	2	4	7
N° of Scientific & policy conferences and workshops at which partners will promote DR-BOB	Academia/ scientific community - Research groups, other H2020 projects and initiatives	2 At m6 = 4	3	3	8
N° of industrial exhibitions, conferences & workshops at which partners will promote DR-BOB	Energy industry (i.e. TSO DSO Retailer Aggregator), Building owners/ managers BMS & equipment manufacturers Technology platforms, agencies and associations	2 At m6 = 3	5	5	12
N° of DR-BOB dissemination workshops and events- i.e. events ran by the DR-BOB project partners to disseminate the objectives /findings of the project.	Energy industry- TSO DSO Retailer Aggregator Building owners/ managers BMS & equipment manufacturers Technology platforms, agencies and associations	1 At m6 = 1	1	4	6
N° of Conference papers written	Academia/ scientific community	2 At m6 = 3	2	4	8

	Technology platforms, agencies and associations				
N° of submitted Journal papers	Academia/scientific community	1 At m6 = 2	2	2	5
N° of stakeholder interviews	Energy industry - TSO DSO Retailer Aggregator Building owners/ managers BMS & equipment manufacturers	40 At m6 = TBC	0	0	40
N° of EU companies involved in the supply chain for demand response in blocks of buildings engaged with	Energy industry - TSO DSO Retailer Aggregator Building owners/ managers BMS & equipment manufacturers	500 At m6 = 87	500	1000	2000
N° of subscribers to the dissemination network	All groups	50 At m6 = 110	50	100	200
N° of countries engaged with outside of those in which the consortium members are situated.	Academia/ scientific community, Energy industry Technology platforms agencies and associations	2 At m6 = 6	4	4	10
N° of peer reviews by experts external to the DR-BOB project team.	Academia/ scientific community Energy industry	5 At m6 = 4	3	6	14

3.2 MONITORING DISSEMINATION

The dissemination manager is in charge of monitoring the progress of the dissemination activities against the KPI targets in Table 7 and informing the consortium of that progress.

The consortium members are responsible for recording their dissemination actions and reporting them to the dissemination manager.

3.2.1 RECORDING DISSEMINATION ACTIVITIES

The Project Collaboration platform includes a form for partners to record their dissemination and communication activities called an Activities Log. It records the dates, location of dissemination events, a description of the event, the participants involved, the different countries that were addressed, along with the size and type of the audience. It is each partner organisations responsibility to record their dissemination activities on the activities log.

3.2.2 KPI MONITORING IN OTHER TASKS

3.2.2.1 *Subscribers to the dissemination network*

The dissemination network is managed as part of T6.2 and records kept on a Google form developed for the purpose (see Deliverable D6.2 'Development of a dissemination network' for more details).

3.2.2.2 *Web statistics*

A statistical analyser (module included in the web portal content management system) counts the number of visitors hourly, daily and monthly by domain. The geographical area of visitors is recorded alongside audience analysis of the behaviour of the site visitors, and also what type of device they used to access the site (PC, Phone etc.) (See section 2.2.3 in Deliverable D6.1 for details).

3.2.2.3 *Web updates*

The number of blogs posted to the DR-BOB website is recorded as part of the management of the website in T6.1 (see section 2.4 in Deliverable D6.1 for details).

4 DISSEMINATION GUIDELINES & TOOLKIT

4.1 VISUAL IDENTITY OF DR-BOB PROJECT



Figure 2. Project Logo

The DR-BOB logo is the primary identifier which is used on all materials and communications issued by members of the DR-BOB consortium (see Figure 2). This gives a clear and memorable brand and visual identity to all of the work arising from the project.

To ensure a common visual identity for both deliverables and presentations arising from the project templates for both have been developed and are available to partners on the DR-BOB Collaboration platform (see Figure 3). For full details of the project brand, see Chapter 3 of D1.1 Project management guidelines.

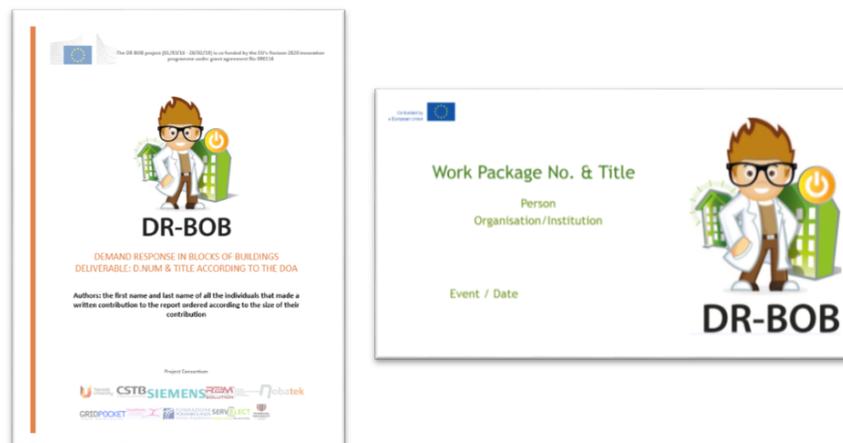


Figure 3. DRBOB Project templates

Following the European Commission guidelines all media issued by DR-BOB consortium include the EU emblem and acknowledgement see Figure 4.



“The DR BOB project (01/03/16 - 28/02/19) is co-funded by the EU’s Horizon 2020 innovation programme under grant agreement No 696114”

Figure 4. Acknowledgement

4.2 VALIDATION OF DOCUMENTS

Table 8. Dissemination Validation Process

Document type	Validation process
Web article	Send for validation to the project coordinator, and the dissemination manager, at least 2 working days before the publication. If no reply, the article is considered validated.
Press release	Send for validation to all partners, at least 5 working days before publication. If no reply, the press release is considered validated.
Conference paper Academic Journal article / Trade press article	Send for validation to all partners, at least 10 working days before submission. If no reply, the conference/journal paper is considered validated.
PowerPoint presentation	Send for validation to the project coordinator, the dissemination manager, at least 2 working days before the presentation. If no reply, the PowerPoint presentation is considered validated.
Any other material (e.g. video etc.)	Send for validation to all partners, at least 10 working days before publication. If no reply, the material is considered validated.

4.3 DISSEMINATION TOOLKIT

A dissemination toolkit is developed as part of T6.1 ‘Public web portal and project promotional materials’. It consists of the following.

- **A promotional video** which is a three minute animation describing the project’s objectives and expected impact;
- **Two project leaflets** designed for different target audiences that are graphically eye catching and concisely describe the project;
- **A project roll-up poster** to be used at industrial exhibitions and fairs, academic conferences, demos and site visits;
- **A project Twitter account** to advertise dissemination activities as they occur and enable interested stakeholders follow the projects progression;
- **A project visualisation** tool to graphically communicate the DR-BOB demand response solution for blocks of buildings.

This dissemination toolkit is fully described in Deliverable D6.1 ‘Public web portal and project promotional materials.’

Here it is useful to note that the key element of the dissemination toolkit in terms of stages two and three of the dissemination strategy is the visualisation tool which will greatly aid us in helping stakeholders gain a deeper understanding of what DR-BOB can offer them. It is intended that this tool will support the communications within the consortium in the first instance as part of the work of WP2 and WP3. It will then be fine-tuned to support communications with the stakeholders at the four pilot sites in WP4 and WP 5. A finalised version will be used for wider dissemination and made accessible via the DR-BOB public web portal as part of the work of WP6.

5 CONCLUSIONS

5.1 CONTRIBUTION TO OVERALL PICTURE

This report presents the communication and dissemination plan for the DR-BOB project. This plan identifies, organises and defines the management and promotion of project objectives and results. As such the dissemination and communication strategy is integral to meeting the overall aim of the project: Namely to demonstrate the economic and environmental benefits of demand response in blocks of buildings for the different key actors required to bring it to market.

5.2 IMPACT ON OTHER WPS AND TASKS

The dissemination strategy presented in this report plays a supporting role in:

- Identifying stakeholder requirements (WP2);
- Development of demonstration scenarios (WP2);
- Running the demonstrations at the pilot sites (WP5);
- Implementation of the exploitation strategy (WP2).