



## D 9.6 FINAL DISSEMINATION REPORT

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## EXECUTIVE SUMMARY

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The deliverable D9.6 contains the third-year dissemination report for the enCOMPASS project. D9.6 is the final outcome of WP9: “Communication and Dissemination”, which defines and implements the communication and dissemination strategy, publishes results through the web, social media and other channels at local level and at the international level, and organizes events about the project. It also describes the activities to support the end-user communities and the enCOMPASS ecosystem. Finally, it summarizes the articles published in scientific conferences.

This document describes the communication and dissemination actions performed during third year of the project and extends on and updates the work presented in D9.4 and D9.5. The dissemination is assessed in accordance with the plan developed in the project’s communication and dissemination strategy (see D9.2).

This deliverable is organized as follows:

- Section 1: Summarizes the work done on previous WP9 deliverables and introduces the highlights of the D9.6. It also briefly describes the communication strategy followed during the project.
- Section 2: Presents the most recent dissemination material and describes the specific events for which it was created and the different target audiences.
- Section 3: Describe the international dissemination efforts and tools (project website, the newsletters, the social media channels, etc.) and presents the relevant KPI’s for international dissemination.
- Section 4: Presents the local dissemination efforts conducted at the pilots, including the activities that involved the participants of the projects such as the communication of the monthly winner, the activities conducted at schools and in public buildings.
- Section 5: Describes communication activities that took place during the participation of the project in the European Utility Week 2019 (EUW), which served at the final International Event of enCOMPASS.
- Section 6: Summarizes the relevant dissemination and communication KPIs.
- Section 7: Draws the conclusion about the communication and dissemination efforts and results.

# 1 INTRODUCTION

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This deliverable describes the actions performed in the implementation of the enCOMPASS communication and dissemination strategy and the communications tools used in the third year of the project. The deliverable includes the results of the active tasks of WP9:

- T9.1 Communication strategy and plan: for the initial definition of the project communication strategy and the continuous monitoring of the communication and dissemination activities' effectiveness.
- T9.2 Dissemination material and tools: for the construction of the project's visual identity and the dissemination material as well as the project communication and dissemination through different channels.
- T9.3 Dissemination events: for the promotion of the project's results through workshops and conferences during the project lifetime, both at the local level and at the international level.

The Final Dissemination and Communication Report identifies the key dissemination and communication outputs of the project, and the support to the exploitation actions described on D8.6: "Final Exploitation Plan". The report includes all channels used during of the project and the overall outreach metrics. In addition, it provides a complete list of relevant events, conferences, scientific and non-scientific publications made by project partners.

The ambitious communication and dissemination plan, described in D9.2: "Dissemination and communication strategy", presented a series of communications strategies and tactics that were employed to reach out target stakeholders groups, from leveraging social media to disseminating key information via a regular newsletter, as well as sharing the enCOMPASS information in a timely manner at relevant externally organized events.

The Final Communication and Dissemination Report D9.6:

- Provides updates about modifications in promotional material,
- Highlights several key achievements of the project publicity and dissemination posts on social channels,
- Describes the project's final dissemination and communication event in EUW2019 (MS19),
- Presents the total project visibility lifecycle, and the good practices and the actions taken to make the project results available and visible to a wider audience throughout the enCOMPASS project lifecycle.

Finally, the D9.6 describes the overall project engagement, communication and dissemination achievements. The success of the communication and dissemination activities, and the public outreach measurements of the enCOMPASS project, which has significantly exceeded expectations.

## 1.1 DISSEMINATION AND COMMUNICATION LIFECYCLE

The enCOMPASS communication strategy took form during the kick-off meeting in Como in Late November 2016, where it was agreed to use a catchy slogan telling the enCompass approach in one sentence: "**Less energy Smarter Living**", which accompanied every communication, dissemination and exploitation action and material.





Figure 1 enCOMPASS moto and graphic placement

Figure 2 illustrates the communication channels mix, with the effort needed and the projected impact on the project visibility.



Figure 2 impact - effort communication matrix

The Communication and Dissemination methodology and strategy used was the A.I.D.A. marketing strategy<sup>1</sup> illustrated in Figure 3. The communication and dissemination approach implemented the full A.I.D.A strategy to:

- increase the project **AWARENESS**,
- maintain the audience **INTEREST**,
- disseminate the project results, applications and games, creating the stakeholders **DESIRE**
- engage the end users to take **ACTION** in the project ecosystem.

<sup>1</sup> [https://en.wikipedia.org/wiki/AIDA\\_\(marketing\)](https://en.wikipedia.org/wiki/AIDA_(marketing))

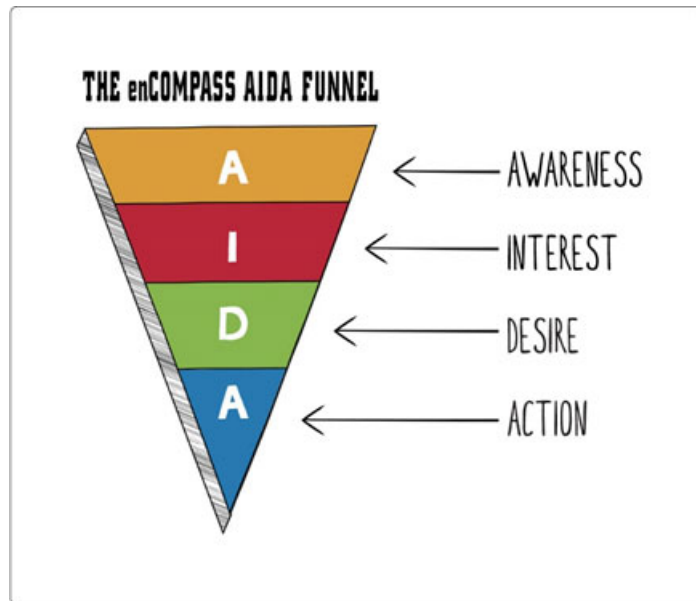


Figure 3 AIDA marketing FUNNEL

WATT+VOLT was the leader of Work Package WP9 “Communication and Dissemination”, yet all partners shared in the responsibility for dissemination and had a time and budget allocated to this WP. WP9 received input from all other WPs and supported the partners in developing content and material for the enCOMPASS dissemination channels and usable by partners in their own channels.

The project engagement, communication and dissemination progress was monitored and when actions were required the coordination and execution process followed the procedure illustrated on Figure 4.

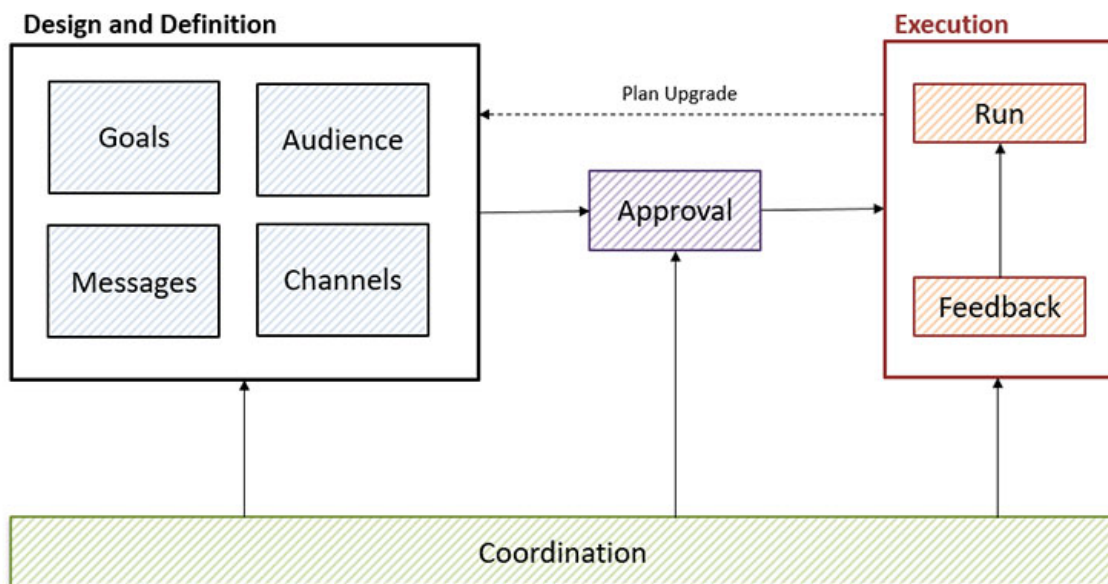



Figure 4 Communication and Dissemination Lifecycle Monitoring

## 2 NEW DISSEMINATION MATERIAL

This section presents the dissemination material produced during the third year of the projects. The material was produced for different audiences from scientific community members to families and school students. One video was produced by students of one of the schools visited during the project.


### 2.1 POSTERS

On September 26<sup>th</sup> and 27<sup>th</sup> of 2019, enCOMPASS participated in the DACH+ Energy Informatics Conference in Salzburg, Austria. During the conference besides the paper presentations, the project presented 2 posters and a demonstration session. The first poster presented the enCOMPASS approach and the impact produced by applying gamification and persuasive visualizations on the Awareness Application.



**Politecnico di Milano**

**Il Dipartimento di Elettronica,  
Informazione e Bioingegneria**



### enCOMPASS: demonstrating the impact of gamification and persuasive visualizations for energy saving

Piero Fraternali, Sergio Luis Herrera Gonzalez  
{piero.fraternali, sergioluis.herrera}@polimi.it

**ABSTRACT**

In this demo we present the enCOMPASS energy awareness app. The app is designed to turn the raw data of smart meter and sensors, installed at the premises of the consumers, into tools for behavioral change and customer relationship management. Sensed data are presented to the user in multiple visualizations, exploited to disaggregate consumption into end-uses, estimate user activity and comfort levels, and ultimately deliver contextual and personalized energy saving recommendations.

**INTRODUCTION**

Energy is a limited resource, most of the current methods to generate it have a direct impact in the environment, therefore it should be used efficiently to minimize the negative effects. To effectively create awareness in energy consumers they need to be presented with a reliable measure of the impact of their consumption habits and be informed about the alternatives they have so they can have long-lasting behavioural changes. Combining Internet of Things technologies like smart-meters and persuasive technologies has been increasingly researched as they are powerful tools for providing user with feedback about their consumption and engage them into energy saving activities, but in order to create an effective behavioural change platform it should be designed around the users' needs and comfort, and provide recommendations tailored for the user and his context.

**ENCOMPASS**


enCOMPASS is EU funded project under the Horizon 2020 programme, which aims at implementing and validating an integrated socio-technical approach to behavioural change for energy saving by developing innovative tools to make energy consumption data available and understandable for different type of users like residential consumers, school pupils and public building employees, empowering them to collaborate in order to achieve energy savings and manage their energy needs in efficient, cost-effective and comfort-preserving ways. Using smart meters and sensors, which include temperature, humidity and luminance, the project integrates the user consumption and indoor climate with user-centered visualisations in a gamified mobile app.

**THE AWARENESS APPLICATION**

The enCOMPASS Awareness Application is designed to improve engagement and to provide users with general and personalized energy saving tips. The gamification aspects of the platform consist on awarding points and badges for executing actions available in the different thematic areas of the app, and for actual energy saving. The "Energy Saving" area focuses on the actual energy saved by users, they are encouraged to set a saving goal every month and monitor their progress periodically (a). The comparative baseline for the goals is the total energy consumed on the same month of the previous year, such information has been collected and provided to the platform by the utility companies participating in the pilots. Users can visualize the impact of their consumption through visuals metaphors (b) to help users relate energy savings to things which are important to them like money, the environment or the competition. The "Learning" area focuses on energy efficiency education, the "Tips" section provides generic energy saving tips and personal recommendations (c), generated by a machine learning algorithm that uses energy consumption, sensor data, and user profile information to select suitable tips. In the "Achievement" area, users can monitor their achievement progress and their position on the monthly and overall leaderboards (d).



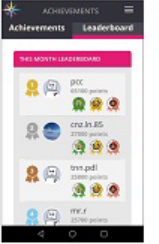
a)



b)



c)



d)

**CONCLUSIONS AND FUTURE WORK**

The enCOMPASS platform has been deployed to 3 pilot sites in Switzerland, Germany and Greece, each pilot consists of around 100 participating households and at least one public building and one school. The intervention period, which duration is 12 months, is currently ongoing. The evaluation of the platform impact will consist on measuring the energy consumption reduction during the intervention period. The first analysis results suggest a 10 to 12 % consumption reduction for the residential consumers that participate in the project in comparison with the control group.

**Acknowledgements**

The enCOMPASS (grant n. 723059) project funded by the EU H2020 Programme.

Figure 5 enCOMPASS poster for DACH+ Conference

The second poster focused on showing the concepts of the FUNERGY card game and its digital extension, presenting the types of cards and the learning concepts behind each of them. The digital extension and the mechanics of the trivia game are also described. And finally, the gameplay that connects both the application and the card game was demonstrated and the participants of the conference had the chance to play a round of FUNERGY.



**Politecnico di Milano**

**Il Dipartimento di Elettronica,  
Informazione e Bioingegneria**



## Funergy: a hybrid game for energy awareness

Piero Fraternali, Sergio Luis Herrera Gonzalez and Spartaco Albertarelli  
{piero.fraternali,sergioluis.herrera}@polimi.it, spartaco.albertarelli@gmail.com

**ABSTRACT**

**In this demo we present FUNERGY, a hybrid game, consisting of a card game enhanced with a digital mobile application. FUNERGY aims at promoting energy knowledge and awareness in children and their family, integrating best practices of board and digital game design. Attendees will play a round with the game designers and learn the principles at the base of the construction and evaluation of the game.**

**THE CARDS**

There are 4 type of cards each with a specific purpose in the game.

- **The Energy Scale Cards:** Represent the European Energy Scale, subdivided in 7 categories each with a specific color and letter. These card are used as score cards, the points are represented by a piggy bank illustration.



- **The Funergy Cards:** Are a series of cards with numbers from 1 to 7, they are illustrated with images of energy saving activities.



- **The Negative Cards:** Are a series of cards without any number, they are illustrated with old inefficient appliances.



- **The enCompass Cards:** Are cards with the enCompass project logo and a QR code. They are wildcard that can be used to substitute any number and are used to interact with the application.



**THE APP**

Funergy is a quiz game that challenges the players with energy related questions. There are 3 levels of difficulty: as the player improves, the questions become harder.

There are 2 modes in the digital game:

- **Decode a Card:** When the players use a wildcard in the card game, they must use the app to decode the QR code on the card, and answer the quiz shown by the app.
- **Single Player:** The player receives a series of questions; as the game progress, the difficulty level will increase if the user answer correctly or decrease otherwise.

On the Quiz screen, the app presents the quiz and the 2 possible answers, a badge with a number on the top right corner of the screen represents the players current level, when the player levels up or down a pop-up will notify about the change and the badge number will be updated.

The application gives feedback to the players whether the answer was right or wrong. On the feedback screen, the players can read an explanation about the topic of the question, which helps them understand why they were right or wrong; the explanation is short but precise, to be easy understandable and to avoid interruptions in the play.



**THE GAMEPLAY**

The game is divided into seven rounds, one round for every Energy Scale Level. The game begins with the G level and finishes when players reach the A level. At the beginning of the game, the seven decks of the Energy Scale cards are placed on the table, as score points, then each player receives seven cards from the playing deck, the rest of the cards are put at the center of the table as the drawing deck. The objective of the players is to form a combination of cards numbered from 1 to 7, discarding as soon as possible all the "negative" cards and exploiting wild cards. The player in turn draws from the deck and exchanges a card with another player, to complete the hand. If she completes the combination, she closes the round, picks up the scale cards of the current level, keeps the card with the highest score, and distributes the other cards, with lower values, to the other players. When the player closes the round using wildcards, she scans the QR code on the card and receives a quiz; if the answer is correct, the player keeps the card for herself; otherwise, she must "donate" it to another player. At the end of the 7 rounds, all players reveal their score showing the scale cards received during the game and adding 3 points for every wildcard in their possession. The winner is the player with the highest score.

**CONCLUSIONS AND FUTURE WORK**

Funergy is currently under evaluation in an experiment supported by the behavioral research on the determinants of energy consumption; the field test involves 89 classes of 10 primary and first intermediate schools in Italy and Switzerland. A total of 1500 children, from 6 to 14 years old, with their families have been engaged; 480 children more have been recruited as a control group. The evaluation stage is currently ongoing and a significant increase in energy awareness in children and families is expected.

**Acknowledgements**

This work has been supported by the enCOMPASS (grant n. 723059) and PENNY (grant n. 723791) projects, funded by the EU H2020 Programme.

Figure 6 FUNERGY poster for the DACH+ Conference

## 2.2 FLYERS

On May 25<sup>th</sup> 2019 Spartaco Albertareli (KAL) represented the enCOMPASS project at the GiocaMi Fair in Milan. The fair focused on promoting board games to prevent social isolation in young children and help them to develop social skills. FUNERGY was presented as a game that promotes energy awareness and energy efficiency in children and families. A Flyer was created to deliver the information about the enCompass project and FUNERGY, and later reused for other game related fairs and events.



Figure 7 Flyer FUNERGY and enCOMPASS for game related events

The project participated as exhibitor during the European Utility Week 2019 in Paris, where a new version of the enCOMPASS flyer was introduced for delivering an overview of the project to the booth visitors (Figure 8). The flyer was produced by WATT+VOLT.

## 2.3 FUNERGY VIDEO

On December 2018, The intermediate school “Emilio e Pia Prandoni” was visited by the research group of Politecnico di Milano as part of the dissemination activities, during the visit professor Piero Fraternali talked to the students of the 5th grade about the importance of saving energy and the impact that energy consumption has on the environment, after the talk the students had the opportunity to play FUNERGY with the game creator Spartaco Albertareli (KAL) and received a copy of the game to play at home with friends and family.

On April 2019, the students published a video about FUNERGY and the enCOMPASS project, in which they talk about the project and their experience with the game, the video was produced as part of the “Research week” and it is publicly available on the school’s YouTube channel (Figure 9): <https://www.youtube.com/watch?v=ijxfL-ZK724>



Figure 8 Flyer enCOMPASS for EUW2019



Figure 9 FUNERGY Video produced by students of the Prandoni School (Italy)

## 2.4 ENCOMPASS PRESENTATION AND VIDEO

For the EUW2019, a new version of the enCOMPASS presentation and video were created, both were on display in the project stand inside the EU Project Zone, they were intended to deliver concise information about the enCOMPASS approach and its results, and to attract potential partners.

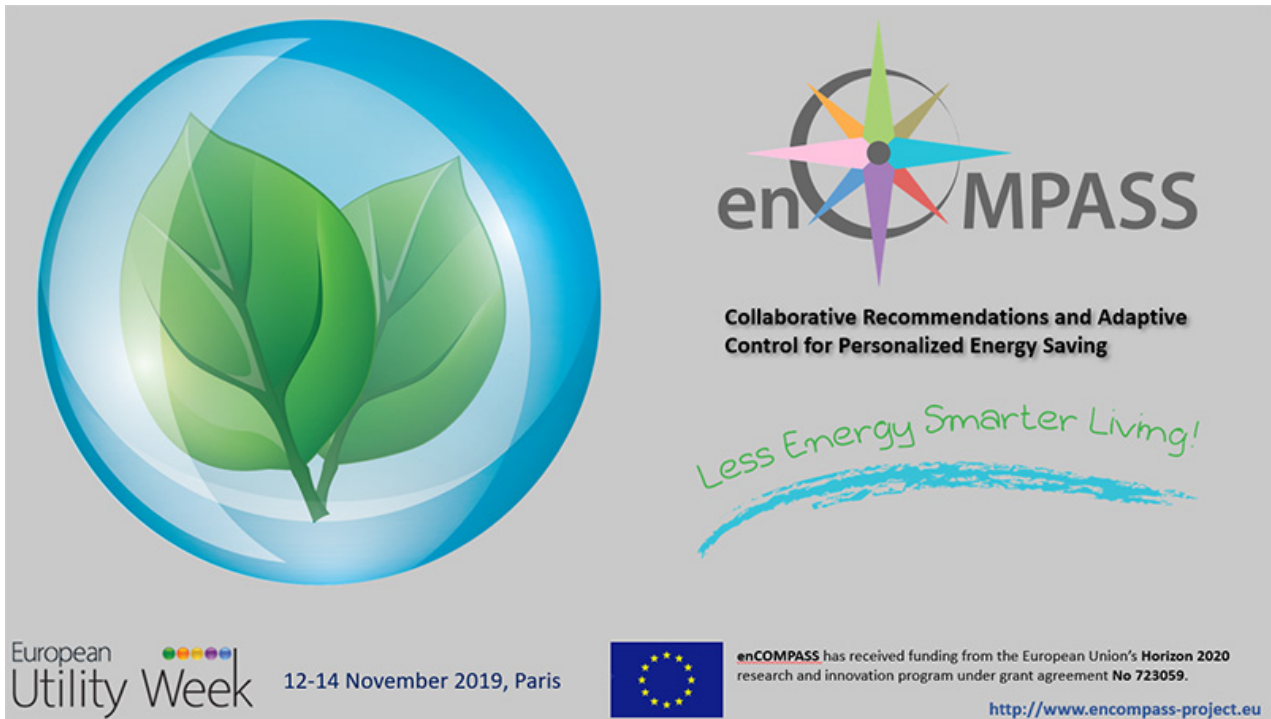


Figure 10 enCOMPASS presentation during the EUW2019

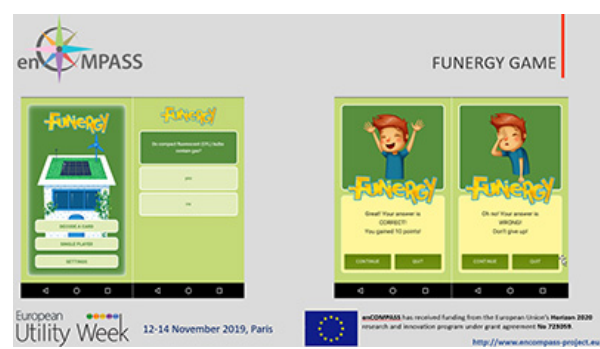
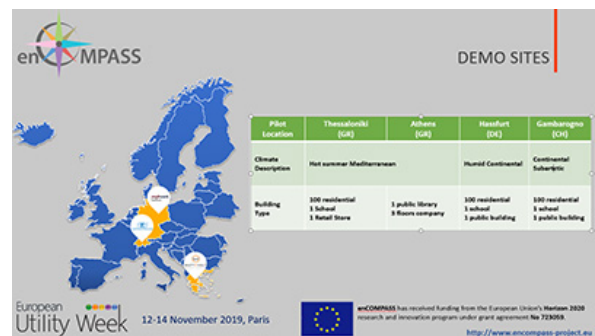
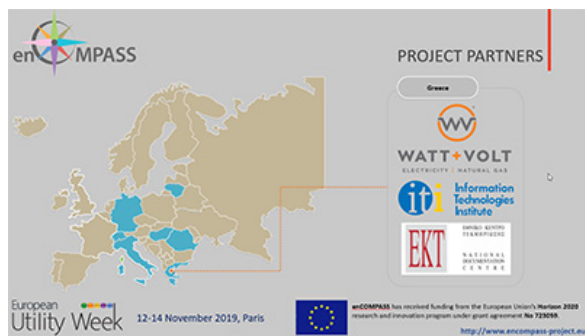


Figure 11 Selected presentation slides for the EUW2019

### 3 COMMUNICATION AND DISSEMINATION AT INTERNATIONAL LEVEL

The communication and dissemination of the enCOMPASS project activities and results took place across a range of communication channels, in line with the communication and dissemination strategy defined in D9.2. The channels include the project website, newsletters, social channels, press and partners' channels. In this section, we review the different dissemination and the communication channels and report on the activities and results achieved in the third year.

#### 3.1 ONLINE CHANNELS

##### 3.1.1 enCOMPASS website

The encompass website (<http://www.encompass-project.eu/>) has been the main source of information about the project and its achievements. It provides a brief project overview, a description of the pilots and of the consortium, and introduces the events and activities of the project; besides that it hosts all the public deliverables that have been delivered and approved and all the accepted and published scientific publications that have been produced during the project. It also hosts all the newsletters that have been released.

The results achieved by the enCOMPASS website with respect to the KPIs defined in the communications and dissemination strategy are given in Table 1.

Table 1 KPI-Check for Website

KPIs for communication And dissemination	Phase 1 (M1-M9) Targets	Phase 1 targets achieved	Phase 2 (M9-M24) targets	Phase 2 (M9-M24) targets achieved	Phase 3 (M24-M36) targets	Phase 3 (M24-M36) targets achieved	Total
Number of unique visitors to the website (based on Google Analytics)	500	52	2.500	2.799	3.200	2803	5.602
Number of multimedia downloads (website)	100	11	200	574	400	318	892

Figure 12 illustrates the peak points of the website traffic which coincide with the publication of the newsletters of the project, the reach of the newsletter will be detailed in section next section.

Finally, the enCOMPASS project participation in the EUW2019 in Paris between 12-14 November 2019, gave a new international impact onto the website traffic as well as the social media references, as depicted on Figure 13.

##### 3.1.2 enCOMPASS newsletters

The enCOMPASS project newsletter is published on-line twice every year (the total number of issues is six) and describes the activities and achievements of the project to the social community as well as the general public. The form and structure of the newsletter have been outlined in D9.2 & D9.3.

During the third year, two issues of the newsletter have been successfully released, reaching over 380.000 recipients (Table 2), greatly exceeding the original target for Phase 3.

This was possible due to the chosen distribution strategy, which employed both the project specific channels (pilots, NABU mailing lists, NHRF/EKT mailing lists, website, social channels etc.) and the existing



online channels of the partners to spread the newsletter in a coordinated effort. The total number of recipients of the enCOMPASS newsletter reached 701.244 during the project’s lifecycle.

Table 2 Mailing list recipients’ analysis during M24-M36

KPIs for communication and dissemination enCOMPASS Newsletter recipients	Phase 3 (M24-M36)	No of Newsletters (M24-M36)	Total Newsletter Recipients
Number of recipients of the enCOMPASS newsletter NABU mailing list	157.808	2	315.616
Number of recipients of the enCOMPASS newsletter NHRF/EKT (GR Public Building Pilot)	30.517	2	61.034
Number of recipients of the enCOMPASS newsletter WVT mailing list (GR Public Building Pilot)	270	2	540
Number of recipients of the enCOMPASS newsletter GR Pilot Households	160	2	320
Number of recipients of the enCOMPASS newsletter (all students) GR Delta School Pilot	3.202	2	6.404
Number of recipients of the enCOMPASS newsletter School CH Pilot	81	2	162
Number of recipients of the enCOMPASS newsletter Public Building CH Pilot	15	2	30
Number of recipients of the enCOMPASS newsletter Households CH Pilot	63	2	126
Number of recipients of the enCOMPASS newsletter Schools DE Pilot	183	2	366
Number of recipients of the enCOMPASS newsletter Public Building DE Pilot	8	2	16
Number of recipients of the enCOMPASS newsletter Households DE Pilot	98	2	196
<b>Total Number of Recipients:</b>			<b>384.810</b>

Table 3 KPI-Check for enCOMPASS Newsletters

KPIs for communication and dissemination	Phase 1 (M1-M9) Targets	Phase 1 targets achieved	Phase 2 (M9-M24) targets	Phase 2 (M9-M24) targets achieved	Phase 3 (M24-M36) targets	Phase 3 (M24-M36) targets achieved	Total
Number of recipients of the enCOMPASS newsletter	2.000	37.264	3.000	279.170	3.000	384.810	701.244

### 3.1.3 Social media channels: Twitter @enCompassH2020

A clearly defined social media strategy has been set up to maximize the message and communication of the enCOMPASS project and described in [D9.2 Dissemination and communication strategy](#). The enCOMPASS Twitter account ([@enCompassH2020](#)) has been created already during the project kickoff in November 2016, and used to facilitate the direct, easy and immediate communication and dissemination of project activities to a wide external audience.

Project related tweets pertain to key milestones achieved, available public deliverables, upcoming project events, contributions to external events and publications, and any other supporting dissemination material.

In order to maximize project visibility, the enCOMPASS Twitter account is not only used to share news, information and initiatives related to the broader area of the enCOMPASS project topics and project mission, as described in detail in D9.4, it also disseminates content and news coming from broader project-

related topics such as, among others: energy efficiency, behavioral change for energy saving, pro-environmental behavior, smart-home, gamification, visualizations of energy consumption, energy saving tools and integrated energy management. In this way, we created a communication channel that provides direct informational value to an audience relevant to the project’s areas of impact and interest.

Furthermore, the social media strategy aimed at identifying accounts with a broad reach in their existing social networks, in order to exploit the project network effects. An important part of the strategy was to join with more Horizon2020 projects exploring and promoting sustainable and energy efficient ways of living.

During the final year of enCOMPASS, the base of followers and key multipliers has been growing. The projects final dissemination event in the EUW2019 increased the total social network users, with followers coming from a wide range of energy related areas: businesses, NGOs, research institutes, global and local news publishers in the areas of energy, environment and sustainability, environmental/energy activists and opinion makers, scientific and educational resources.

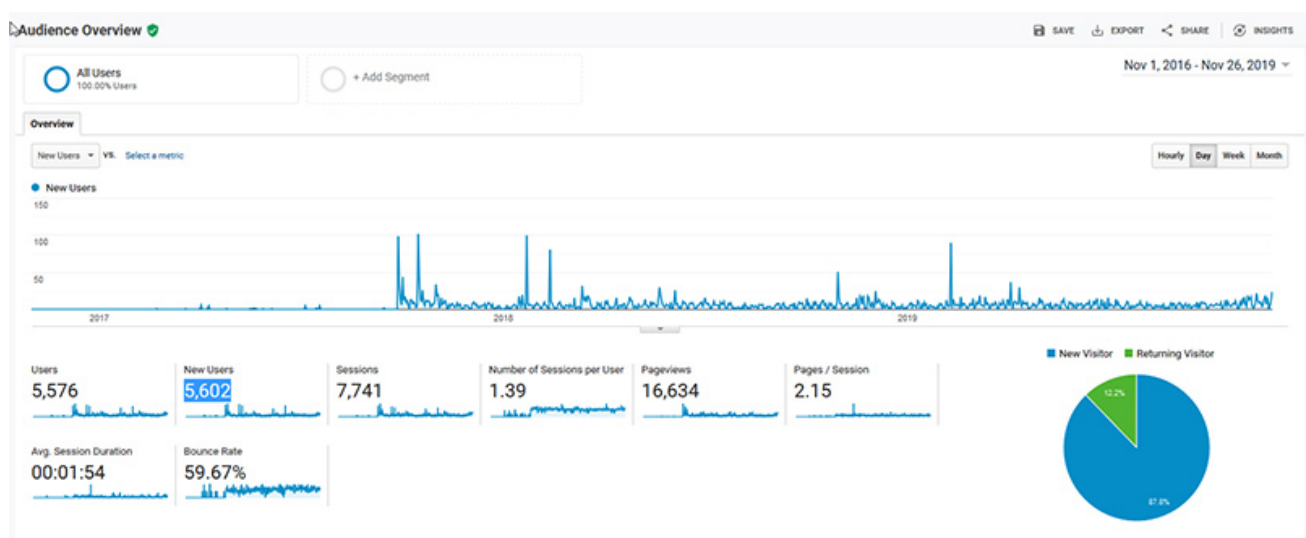


Figure 12 enCOMPASS website Google Analytics Report for new users

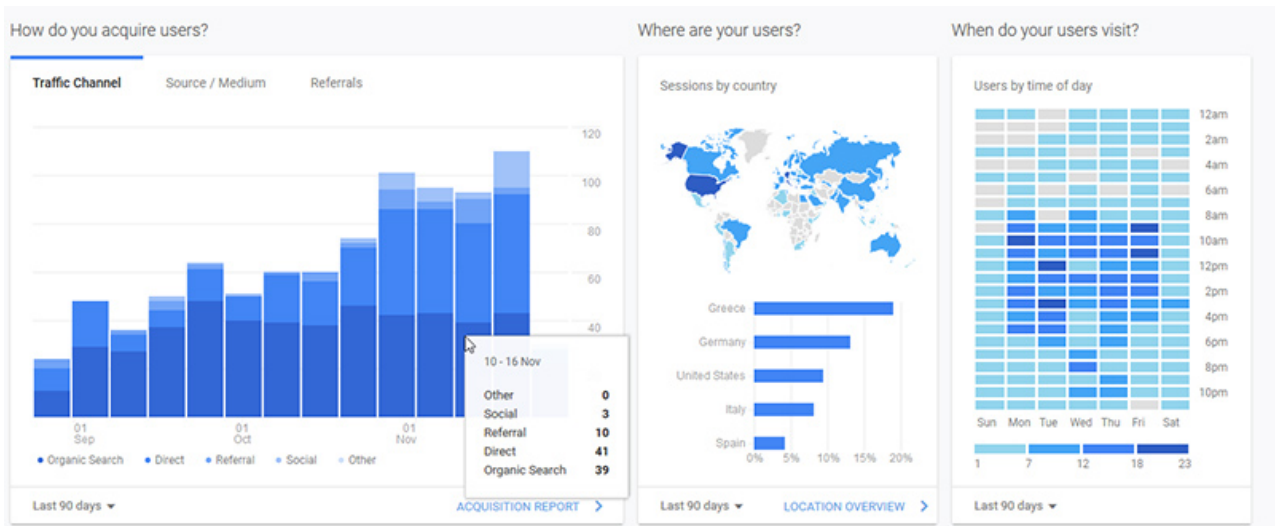


Figure 13 The website international traffic and social media references

An Horizon 2020 project

Less energy, smarter living!

project consortium pilots project materials contact newsletters twitter energy news

MAY 2019

English Italian German Greek

## Back to school – how enCOMPASS even involving society’s youngest members

Dear Colleagues,

Welcome to the 5th newsletter of the European H2020 project enCOMPASS (Collaborative Recommendations and Adaptive Control for Personalized Energy Saving). We are working on developing digital systems and applications that make energy saving effective and easy to do for citizens, schools, building managers and utilities. In particular, we are investigating how this can happen in ways that are not only effective but also fun and uncompromising of users’ comfort.

Since the release of the [second version of the enCOMPASS platform](#) and end-user applications for energy saving, users in the household pilots (in Germany, Switzerland and Greece) are now getting personalized recommendations and tips on how to even more effectively change their behavior to save more energy, while in the German pilot they can even have some

**LATEST NEWS**

- enCOMPASS Project final International event at the European Utility Week 2019
- enCOMPASS Plenary Meeting, Athens 29th March
- enCOMPASS Plenary Meeting, Thessaloniki 28th March

**TWEETS**

Sorry, no Tweets were found.

Figure 14 Screenshot of the enCOMPASS Newsletters for 2019

Some of the more prominent enCOMPASS followers are EU Environment (The official account for EU Commission Directorate-General for Environment, ~80.000 followers), EU Climate Action (The official account of the EU Directorate-General for Climate Action, ~58.000 followers) and Team4Nature (UK based environmental organization that promotes sustainable communities, ~104.000 followers).

The success of this strategy is reflected in the achieved results that exceed the established KPI targets. By month 36 (end of strategy phase 3), the enCOMPASS Twitter account had produced 1.237 tweets, gained 602 followers and achieved a total of more than 125.000 impressions, until 25/11/2019 thus meeting and greatly surpassing the relevant targets defined in D9.2.

Finally, the social media strategy was enhanced by using the partners channels to broadcast the encompass story told in the project’s official channels. The broadcasting publicity was a great multiplier factor of the successful project’s communication and dissemination efforts (Figure 16).

Table 4 KPI check for Twitter on 25 November 2019

KPIs for communication and dissemination	Phase 1 (M1-M9) Targets	Phase 1 targets achieved	Phase 2 (M9-M24) Targets	Phase 2 (M9-M24) targets achieved	Phase 3 (M24-M36) targets	Phase 3 (M24-M36) targets achieved	Total
Followers of the enCOMPASS Twitter account (cumulative)	80	129	200	452	300+	602	602
Partners social media broadcasts <sup>2</sup>	-	-	-	-	-	131.475	131.475



Figure 15 Screenshot of the enCOMPASS Twitter page on 18 November 2019

### 3.1.4 Social media channels: LinkedIn & SlideShare

To communicate project activities and disseminate the results to a wider professionally oriented audience, an enCOMPASS LinkedIn account has been created <https://www.linkedin.com/in/encompass-project-470423142/>.

<sup>2</sup> The partners broadcasting channels where not measured during D9.4 and D9.5

The profile has been used to spread project-related updates, news and activities, as well as to publish articles and news related to energy efficiency, resources consumption behaviour and sustainability. An important part of enCOMPASS' strategy was to directly connect to energy and sustainability experts on LinkedIn, thus gradually increasing the number of direct connections.

The success of these efforts is reflected in the growing number of LinkedIn connections that reached 839 during the third project year (Figure 17). Additionally, to position enCOMPASS better in the energy sustainability LinkedIn expert community, relevant news, inspiring project results and updates have been published to major LinkedIn groups for energy efficiency: the Energy Efficiency Expert group (<https://www.linkedin.com/groups/2632450>) with 19.000+ members and the "H2020 ENERGY Research" R&D, Innovation in Energy Efficiency, Renewables, Cleantech group (<https://www.linkedin.com/groups/4435311/>) with 9.000+ members. This way the core enCOMPASS messages and news were reaching not only the project account's direct LinkedIn connections, but a far larger audience of experts, industry leaders and policy makers in the field of energy sustainability.



Figure 16 Broadcasting encompass social Media from partners channels

The LinkedIn profile also makes available and disseminates enCOMPASS presentations through SlideShare (<https://www.slideshare.net/encompassH2020/>) (Figure 18). These presentations offer detailed information about the enCOMPASS project's mission and goals, and provide extensive overviews over project results, research activities and papers conducted through the project. Table 5 gives an overview over the number of published presentations on Slideshare and LinkedIn:

Table 5 KPI check for LinkedIn & Slideshare

KPIs for communication and dissemination	Phase 1 (M1-M9) targets	Phase 1 targets achieved	Phase 2 (M9-M24) targets	Phase 2 (M9-M24) targets achieved	Phase 3 (M24-M36) targets	Phase 3 (M24-M36) targets achieved	Total
Presentations published on LinkedIn and Slideshare (cumulative)	2	2	10	12	20+	32	32
LinkedIn social community members (cumulative)	-	181	-	620	-	839	839

Finally, the enCOMPASS project website <http://www.encompass-project.eu/> is broadcasting the social media posts of the official project social media channel, and the social network channels are broadcasting the project website news. The enCOMPASS website itself gives each visitor the ability to share the news among the major social media channels.

The combined social media communication and dissemination efforts on enCOMPASS Twitter and LinkedIn accounts over the entire project period has resulted in meeting and by far exceeding the KPIs foreseen in D9.2. The combined number of posts on the enCOMPASS social channels is 1.968 (1230 Twitter, 738 LinkedIn) as of month 36, while the target set in D 9.2 was 550.

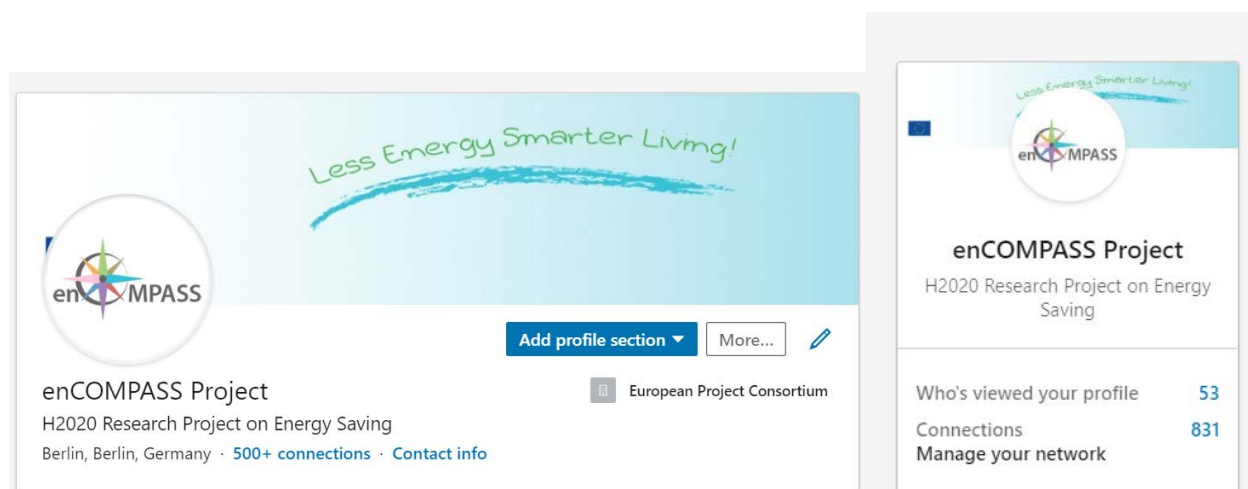


Figure 17 Screenshot of the LinkedIn enCOMPASS profile page on 13 November 2019

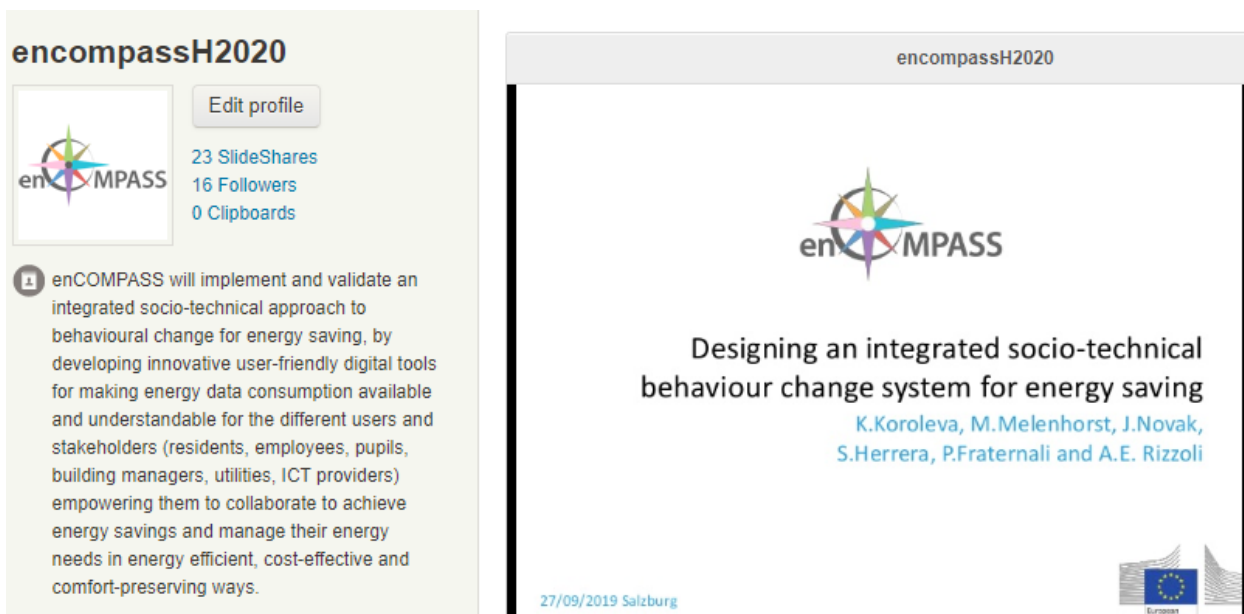


Figure 18 Screenshot of the enCOMPASS SlideShare on 18 November 2019

### 3.1.5 Social media channels: NABU-Netz.de and Facebook

NABU owns a tool called NABU-Netz.de which is a social network tool especially available for NABU members and persons interested in the work of NABU which is used to discuss specific topics and to organize volunteering actions. Being a grassroots environmental organization NABU includes a number of its local groups, which as well as the volunteers are organized in the NABU-Netz.

NABU-Netz provides space for discussions and communication for all members and non-members alike. Within NABU-Netz an engagement group with the subject “energy saving” is established. This group is used to disseminate project results to incentivize further energy savings.

Additionally, the NABU Facebook page (<https://www.facebook.com/Naturschutzbund>) is used to communicate major project activities and disseminate main results as they become available to a broader audience.

In conclusion, with the performed actions on the different social channels the project was able to successfully meet the established KPI targets for the enCOMPASS social community members (Table 6). It is important to notice that while this KPI considers only the direct followers and engagements on the different social channels, the overall reach of the activity on enCOMPASS social channels has been much higher.

The number of enCOMPASS social community members reached 256.319 during the third year and 261.912 overall.

Table 6 KPI-Check of enCOMPASS social community members (reach of all enCOMPASS social channels)

KPIs for communication and dissemination	Phase 1 (M1-M9) targets	Phase 1 targets achieved	Phase 2 (M9-M24) targets	Phase 2 (M9-M24) targets achieved	Phase 3 (M24-M36) targets	Phase 3 (M24-M36) targets achieved	Total
enCOMPASS Twitter followers (cumulative)	80	129	200	452	300+	602	602
LinkedIn social	-	181	-	620	-	839	839

community members (cumulative)							
Partners social media broadcasts <sup>3</sup>	-	-	-	-	-	131.475	131.475
Number of encompass social community members reached	300	704	1.000	4.889	3.000+	123.403	128.996
<b>TOTAL</b>	<b>380</b>	<b>1.014</b>	<b>1.200</b>	<b>5.961</b>	<b>3.300+</b>	<b>256.319</b>	<b>261.912</b>

## 3.2 PARTNERS' CHANNELS

A core part of the dissemination strategy was not only establishing new channels and communities, but also using existing channels from all partners to reinforce the communication effort. In the communication strategy (D9.2) all available partners channels are listed in table 10 and updated in D9.4 (1<sup>st</sup> Year Dissemination Report). During third year of the project, the same comprehensive broad variety of partners' channels has been used to ensure the visibility of the enCOMPASS project by disseminating project content such as updates to the project, news, the newsletter, results, events, and reports of interest of partners contexts.

### 3.2.1 Press Releases

The project issues regularly press releases, both by the consortium as well as by individual partners. Table 7 provides the KPI targets and achievements for the third project year and overall. The total uploads of presentations and documents on the encompass press releases delivered to traditional media (cumulative) reached 29 for the three years of the project.

#### List of press releases during M25-M36

- WATT+VOLT T.I.F 2019 Participation, energy press: <https://energypress.gr/news/h-wattvolt-fotise-gia-4i-synehi-hronia-ti-deth>
- FUNERGY: insegnare ai bambini l'efficienza energetica giocando, <https://www.tomshw.it/culturapop/FUNERGY-insegnare-ai-bambini-lefficienza-energetica-giocando/>
- Saranno i giochi a salvare il mondo?, <https://www.goblins.net/articoli/saranno-goblin-FUNERGY>
- FUNERGY: Intervista a Spartaco Albertarelli, <https://www.balenaludens.it/2019/FUNERGY-intervista-a-spartaco-albertarelli/>
- Interviste da PLAY 2019: Da Vektorace a FUNERGY con Spartaco Albertarelli, <https://www.youtube.com/watch?v=E9aiDL-W18Q>
- FUNERGY: insegnare ai bambini l'efficienza energetica giocando, <http://247.libero.it/focus/46073821/1/FUNERGY-insegnare-ai-bambini-l-efficienza-energetica-giocando/>
- Proiectul enCOMPASS H2020, <https://pr2advertising.ro/proiectul-encompass-h2020/>
- CE a lansat o competiție menită să promoveze viitorii inovatori, <http://www.romaniaregional.ro/2016/08/12/ce-a-lansat-o-competitie-menita-sa-promoveze-viitorii-inovatori/>
- Nabu, Summer 2019 Newspaper, <https://www.nabu.de/imperia/md/content/nabude/nh/190726-nabu-naturschutz-heute-sommer-2019.pdf>
- Στην Ελλάδα εκπρόσωποι του έργου enCOMPASS για την εξοικονόμηση ενέργειας, <http://www.ekt.gr/el/news/23090>

<sup>3</sup> The partners broadcasting channels where not measured during D9.4 and D9.5



- enCOMPASS Project in EUW2019, <https://www.european-utility-week.com/exhibitors/encompass-1#/>
- enCOMPASS Project final International event at the European Utility Week 2019, <http://www.encompass-project.eu/encompass-project-final-international-event-at-the-european-utility-week-2019/>
- Il progetto H2020 enCOMPASS al traguardo: tre anni di lavoro sulla sostenibilità dei consumi energetici,
- Ambiente: gli strumenti per ridurre i consumi energetici
- Έτοιμη η νέα έκδοση της πλατφόρμας enCOMPASS για την εξοικονόμηση ενέργειας, <https://energypress.gr/news/etoimi-i-nea-ekdosi-tis-platformas-encompass-gia-tin-exoikonomisi-energeias>
- È possibile ridurre i consumi energetici degli edifici senza fare sacrifici? Arrivato alla conclusione il progetto europeo enCOMPASS, to be release on November 30<sup>th</sup>2019, it will be sent to local newspapers in the Ticino Regions such as La Regione, Corriere del Ticino e 20 Minuti and online new portals such as Ticinonline e Ticinonews. The draft of the content can be found [here](#).
- Bis zu 20% weniger Energieverbrauch an deutschen Schulen durch die Nutzung der enCOMPASS-App zum Energiesparen, [http://eipcm2019.eipcm.org/wp-content/uploads/2019/09/Pressemitteilung\\_encompass\\_Ergebnisse.pdf](http://eipcm2019.eipcm.org/wp-content/uploads/2019/09/Pressemitteilung_encompass_Ergebnisse.pdf)

Highlights of the encompass press releases and video interview are illustrated on Figure 19.

Table 7 KPI-Check of the Press releases

KPIs for communication and dissemination	Phase 1 (M1-M9) targets	Phase 1 targets achieved	Phase 2 (M9-M24) targets	Phase 2 (M9-M24) targets achieved	Phase 3 (M24-M36) targets	Phase 3 (M24-M36) Targets achieved	Total
Number of press releases delivered to traditional media	6	7	6	19	1	17	43

Press Releases Audience Reach highlights	Print Readers	Web Readers	Pdf downloads	Total
NABU Newspaper summer 2019 edition	432.000	6.000	2.000	440.000
NHRF/EKT Press Releases	-	30.517	-	30.517
EUW participation (EUW website EU projects ZONE)	-	18.000	-	18.000
Delta School Press Releases	-	3.202	-	3.202
Partners Channels Press Releases	-	50.000+	-	50.000
			Grand Total:	541.719



**Στην Ελλάδα εκπρόσωποι του έργου enCOMPASS για την εξοικονόμηση ενέργειας**

Τα μέλη της κοινοπραξίας ενανθώθησαν στη εγκατάσταση του Εθνικού Κέντρου Τεκμηρίωσης και ενημερώθηκαν για τη χρήση της πλατφόρμας υποδομής για την εξοικονόμηση ενέργειας.



04.04.2019 [Επιστήμη](#) [Έρευνα](#) [Καινοτομία](#) [Τεχνολογία](#)

Μερίμνη επίσκεψη στη Θεσσαλονίκη και την Αθήνα πραγματοποιήσαν εκπρόσωποι των μερών της κοινοπραξίας του έργου enCOMPASS στις 28-29 Μαρτίου 2019, κατά τη διάρκεια της οποίας πραγματοποιήθηκαν οι προγραμματισμένες συνεδρίες της ετήσιας συνόδου ολομέλειας του έργου. Το enCOMPASS επιδιώκει να ενισχύσει την ευσυνείδηση των πολιτών σε θέματα εξοικονόμησης ενέργειας, μέσα από την ανάπτυξη καινοτόμων και φιλικών προς τον χρήστη ψηφιακών εργαλείων. Το έργο χρηματοδοτείται από τον Ορίζοντα 2020, το πρόγραμμα πλαίσιο της ΕΕ για την έρευνα και την καινοτομία. Σημειώνεται ότι στο έργο συμμετέχουν από ελληνικής πλευράς, το Εθνικό Κέντρο Τεκμηρίωσης (ΕΚΤ), το Ινστιτούτο Τεχνολογικών Πληροφορικής και Επικοινωνιών του ΕΚΕΤΑ, καθώς και η εταιρεία Watt & Volt.



Figure 19 enCOMPASS selected press releases and video interview

**3.2.2 Scientific Publications**

Scientific publications and workshops in conferences have been a major scientific dissemination tool for enCOMPASS, the respective KPI-assessment presented in Table 8 shows that the project has successfully published its results to the scientific community.

The following articles have been published or submitted and accepted for publication during M25-M36:

- "Exploitation of the European Research Projects Aiming to Achieve a Behavior Change for Energy Saving Through Innovative IT Solutions", Launonen, H.; Tisov, A.; Germini, A.M.; Olivadese, R.; Koroleva, K.; Lukasik, M.; Malamou, A.; Arabsolgar, D.; Zacharis, E.; Garbi, A. Multidisciplinary Digital Publishing Institute Proceedings (Vol. 20, No. 1, p. 13)
- "Exploring gamified persuasive system design for energy saving", Böckle, M., Novak, J., Bick, M., Journal of Enterprise Information Management.
- "Designing an integrated socio-technical behaviour change system for energy-saving" Ksenia Koroleva, Mark Melenhorst, Jasminko Novak, Sergio Luis Herrera, Piero Fraternali and Andrea-

- Emilio Rizzoli, The 8th DACH+ Conference on Energy Informatics, September 26 – 27 2019, Salzburg, Austria
- "Determinants of Energy Saving: Evidence from a Vocational School in Greece" Dumciuviene, D.; Cibinskiene, A.; Andrijauskiene, M. *Energies* 2019, 12, 3647.
  - "The Virtual Developer: Integrating Code Generation and Manual Development with Conflict Resolution" Carlo Bernaschina and Emanuele Falzone, Piero Fraternali, Sergio Luis Herrera *ACM Transactions on Software Engineering and Methodology (TOSEM)*, Vol.28, Number 4, September 2019
  - "An augmented reality game for energy awareness" Piero Fraternali & Sergio Luis Herrera 12th International Conference on Computer Vision Systems, September 23 – 25 2019, Thessaloniki, Greece
  - "Visualizing and gamifying resource consumption data: lessons learned, challenges and a research agenda for the future" Piero Fraternali, Francesca Cellina, Sergio Luis Herrera, Mark Melenhorst, Jasminko Novak, Chiara Pasini, Cristina Rottondi and Andrea Emilio Rizzoli The 8th DACH+ Conference on Energy Informatics, September 26 – 27 2019, Salzburg, Austria
  - "enCOMPASS, demonstrating the impact of gamification and persuasive visualizations for energy saving" Piero Fraternali & Sergio Luis Herrera. The 8th DACH+ Conference on Energy Informatics, September 26 – 27 2019, Salzburg, Austria.
  - "FUNERGY, a hybrid game for energy awareness" Piero Fraternali & Sergio Luis Herrera. The 8th DACH+ Conference on Energy Informatics, September 26 – 27 2019, Salzburg, Austria
  - "Model Driven Development of Gamified Applications" Piero Fraternali & Sergio Luis Herrera *Journal of Web Engineering*, 2019.
  - "A Dynamic Convergence Algorithm for Thermal Comfort Modelling" Dimara, C. Timplalexis, S. Krinidis and D. Tzovaras 12th International Conference on Computer Vision Systems, September 23 – 25 2019, Thessaloniki, Greece
  - "Thermal Comfort Metabolic Rate and Clothing Inference" Timplalexis, A. Dimara, S. Krinidis and D. Tzovaras 12th International Conference on Computer Vision Systems, September 23 – 25 2019, Thessaloniki, Greece
  - "Energy consumption patterns of residential users: A Study in Greece" Karananos, A. Dimara, K. Arvanitis, C. Timplalexis, S. Krinidis and D. Tzovaras 12th International Conference on Computer Vision Systems, September 23 – 25 2019, Thessaloniki, Greece
  - "Anomaly Detection in Smart Meters" T. Vafeiadis, A. Alexiadis, V. Dimaridou, S. Krinidis, K. Kitsikoudis, L. Makris, D. Davidović, D. Ioannidis and D. Tzovaras 14th Conference of Slovenian Electric Power Engineers CIGRE-CIRED
  - "Thermal Comfort and Visual Comfort Inference for Residential Users" Timplalexis, A. Dimara, S. Krinidis and D. Tzovaras *Research & Development in Material Science Journal*
  - "Metabolic Rate and Clothing Estimation for Thermal Comfort Inference" Timplalexis, A. Dimara, S. Krinidis and D. Tzovaras *Research & Development in Material Science Journal*
  - "Indoor and Outdoor Temperature Impact on Residential Consumption - A Study in Greece" Timplalexis, A. Dimara, S. Krinidis and D. Tzovaras *Research & Development in Material Science Journal*
  - "Inferring occupancy from smart meter data by utilizing machine learning techniques" T. Vafeiadis, G. Stavropoulos, S. Zikos, D. Ioannidis, S. Krinidis, D. Tzovaras, K. Moustakas *Energy Efficiency Springer Journal*
  - "Sustainable energy consumption in public buildings: the significance of occupants' behaviour", Cibinskiene, Akvile; Dumciuviene, Daiva; Andrijauskiene, Meda. 6th Academy of International Business Central Eastern European chapter annual conference (AIB-CEE 2019), September 2019.

Table 8 KPI-Check of the scientific publications

KPIs for communication and dissemination	Phase 1 (M1-M9) targets	Phase 1 targets achieved	Phase 2 (M10-M24) targets	Phase 2 targets achieved	Phase 3 (M24-M36) targets	Phase 3 (M24-M36) Targets achieved	Total
Number of scientific publications in peer-review journals	-	-	4	1	3	7	8
Number of scientific publications in peer-review international conferences and workshops	1	1	7	11	7	12	24

### 3.3 NETWORKING AND OUTREACH ACTIVITIES

During the enCOMPASS Project third year, several workshops with end-users and for scientific communities took place, in which joint dissemination and discussions with other HORIZON 2020 projects happened. The following events are the major enCOMPASS events, that the consortium partners attended or organized.

#### List of outreach and scientific events during M25-M36:

- WATT+VOLT Participation as utility exhibitor in 82th Thessaloniki International Fair, <https://www.thessalonikifair.gr/en>
- PMI, SUPSI ,EIPCM, The 8th DACH+ Conference on Energy Informatics, Salzburg, Austria, September 26-27, 2019, enCOMPASS Workshop, <https://2019.energy-informatics.eu/>
- WVT, CERTH, PMI, KTU 12th International Conference on Computer Vision Systems | 23-25 Sept 2019 | Thessaloniki, Greece, enCOMPASS workshop, <https://icvs2019.org/>
- European Utility Week 2019, 12 – 14 November Paris Expo , <https://www.european-utility-week.com/>, the event will be detailed on section 5: Final Project Dissemination event.
- KAL, exhibiting in Game Fair, <http://gcomegiocare.it>



Figure 20 enCOMPASS participation in DACH+ conference



Figure 21 enCOMPASS participation in ICVS2019 conference



*Figure 22 enCOMPASS in AIB-CEE 2019: 6th Academy of International Business Central Eastern European chapter annual conference*



Figure 23 FUNERGY, by KALEIDOS exhibition in game fair in Italy

## 4 COMMUNICATION AND DISSEMINATION IN THE PILOTS

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At the local level the information about the enCOMPASS pilots and their activities has been communicated and disseminated according to a strategy developed for the duration of the project. Most of the effort has been done at the beginning of the project, in order to support participant recruitment and engagement. Information about the pilots has been communicated, through local newspapers and disseminated through institutional stakeholders. Business collaborations and participation of partners in scientific and economic forums also communicated and disseminated the enCOMPASS project at the local level.

Once the participants were recruited, the communication shifted its direction, focusing on maintaining the engagement of the users. Periodic newsletters have been issued monthly in order to communicate the monthly winners of the savings competitions and direct communications have been maintained with the schools and the public building managers to monitor the progress of the project.

In the following paragraphs we detail some specific actions performed at the local level.

### 4.1 GERMAN PILOT

In the first year, communication began in June 2017 via the 2nd Energy Forum. There the project was published and presented to the citizens. An advertisement was also published in the local magazine "Tag & Nacht". In September of the first year, three public workshops were also held to raise awareness of the project and gain feedback on the use and design of the enCompass app. The participants of the workshops were encouraged to talk about the energy issues and the work enCompass is doing to solve it to other citizens.

Local authorities, namely the management of town hall at Hassfurt and the directorship of the school of Nassachtal, were contacted to secure their support and involvement in the enCOMPASS project. Also, the general manager of SHF presented the project and its goals to the VKU Congress for public services in Berlin in September 2017.

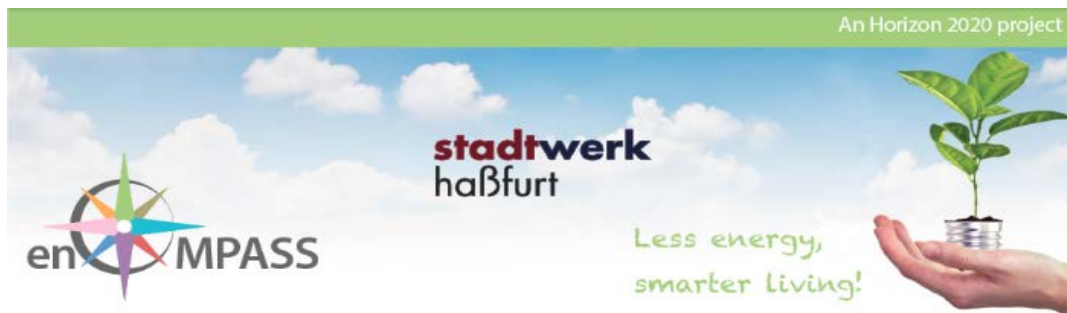
The continuous communication with the participants, during all the project phases, to respond to questions, problems and comments around the topic enCompass and the Smart-Home systems ran over an established email ticket system. To this ticket system ([ticket@stwhas.de](mailto:ticket@stwhas.de)), all participants were able to contact SHF individually with their own e-mail address and were then supported and advised by the staff.

In order to set up the Smart-Home systems, SHF has contacted all participants individually by telephone, in compliance with the DSGVO (basic data protection regulation), in order to be able to arrange personal appointments. The participants were also able to contact SHF by telephone afterwards and were supported and advised accordingly.

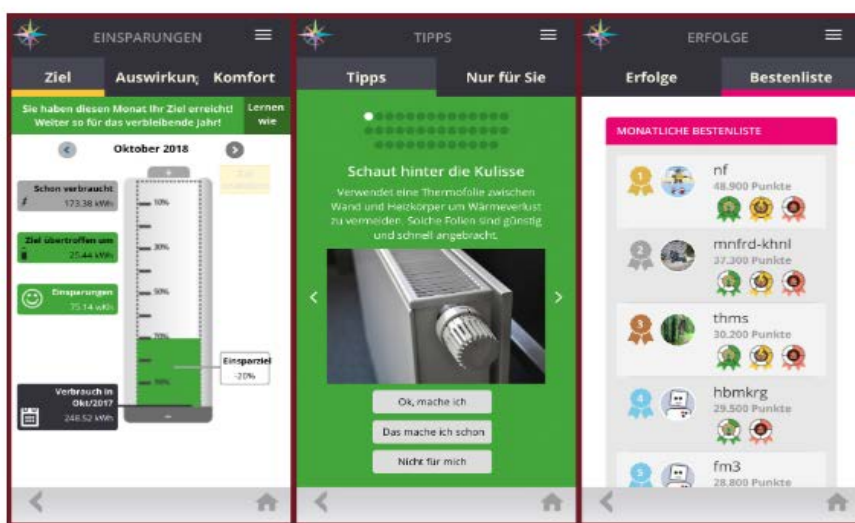
Starting in October 2018, the monthly newsletters, surveys, studies and monthly winners were sent to the individual participants via Mailchimp. Further news such as updates, performance and app problems or requests to fill in the questionnaires and participate in the final draw were also communicated via Mailchimp. The opening rate of the individual e-mails was between 70 and 80 percent.

The final awards for the continuous project participation will be communicated, after the project closure, using this communication channel and the local newspaper.





**Ihre Meinung zur enCOMPASS App ist uns wichtig!**



Liebe/r enCOMPASS-Teilnehmer/in,

*Figure 24 SHF's enCOMPASS Newsletter design*

## 4.2 GREEK PILOT

During the whole project lifecycle, from November 2016 until November 2019 a high communication reach was widely spread to all Greek Pilot users utilizing various communication channels. The user engagement and the user motivation reached out using all the enCOMPASS publicity materials, channels and awards. The final awards and prizes will be communicated, after the project closure.

### 4.2.1 Watt+Volt Retail Store in Thessaloniki

In Thessaloniki the communication of the enCOMPASS project was first done during the press release of the WATT+VOLT retail store opening in Thessaloniki in May 5<sup>th</sup>, 2017. During the projects project the Retail Store visitors were able to inform about the enCOMPASS approach.

In July 2018 the enCOMPASS project poster was installed in the Retail Store premises for further users' engagement.

In November of 2018 the enCOMPASS applications were installed on the Retail Store Tablets where the visitors and the personnel had the chance to monitor the store's consumption, their energy efficiency goals, and their approach towards the pilot's environmental comfort.

In December of 2018 the FUNERGY Game took its place in the Retail Store show room and was fully introduced by the Retail Store personnel to about 1.000 monthly visitors.

In March of 2019 a consortium pilot visits and a demonstration of the pilot were settled to the WATT+VOLT Thessaloniki Retail Store. A mass publicity via the project's website and the social media followed up the consortium visit. <http://www.encompass-project.eu/encompass-meeting/>



Figure 25 FUNERGY Placement in WATT+VOLT Retail Store Thessaloniki

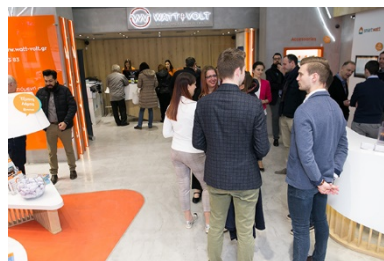


Figure 26 WVT Retail Store Visit

#### 4.2.2 Delta school in Thessaloniki

The communication and user's engagement for the Delta School started on February 2017, the school user engagement strategy was decided after the plenary meeting in Delta School.

During 2018 and 2019 there were 2 workshops engaging more students and professors, spreading the enCOMPASS approach on the schools and the project's digital tools progress.

In January of 2019 the FUNERGY game was presented to the school, where the most students learn about the board game and its digital extension.

During March 2019 the enCOMPASS consortium visited the school pilot building in Thessaloniki, a dissemination event happened enhancing the total user engagement.

<http://www.encompass-project.eu/encompass-meeting/>



Figure 27 Delta School Visit

#### 4.2.3 Watt+Volt HQ's in Athens

The communication and user engagement for WVT headquarters in Athens Started after the project's kick off meeting in November 2016, a full presentation of the project was made to more than 150 WATT+VOLT employees.

The project progress was disseminated every 6 months using the internal company newsletter, with more than 260 recipients. The communication material was the enCOMPASS newsletter, as well as the encompass website newsfeed page.

In March 2019 the enCOMPASS consortium visited the WATT+VOLT headquarters in Athens, where the pilot building was demonstrated. <http://www.encompass-project.eu/encompass-plenary-meeting-athens-29th-march/>

#### 4.2.4 NHRF/EKT in Athens

The starting date of communication and dissemination of the enCOMPASS project in NHRF/EKT in Athens was on June of 2017.

Further user engagement and communication of the project results happened during the 2 user engagement workshops and project's presentations that took place in the NHRF on 2018 and 2019.

Moreover, in March 2019 the enCOMPASS Partners visited the NHRF/EKT pilot building where the enCOMPASS approach was demonstrated in the pilot building. <http://www.encompass-project.eu/encompass-plenary-meeting-athens-29th-march/>

The consortium pilot visit to NHRF/EKT was followed up by publicity using the NHRF news web channel.

<http://www.ekt.gr/el/news/23090>

### 4.3 SWISS PILOT

In the first year, the communication activities were organized in order to raise the necessary awareness among the local population to launch the recruitment of the project participants. At first, direct contacts with the municipality of Gambarogno and the Management of the Schools of Gambarogno was made in order to secure their support and involvement in the enCOMPASS project.

In February 2017 a neighborhood assembly was held in Contone presenting the project concept and in March 2017 a general invitation to the whole population has been sent out. By the end of April 2017, the participants had been recruited and this phase of the communication strategy of the pilot was closed.

From that moment on, the communication has been restructured in order to be personalized and bidirectional, between the project participants and the pilot leader SUPSI. For this purpose, a Mailchimp<sup>4</sup> set of mailing lists has been set up, with separate mailing lists according to the participant roles: one for the households, one for the schools and one for the public buildings. Note that only teachers were receiving the mails, not the children.

Over the whole duration of the project intervention, from June 2018 until October 2019 monthly newsletters have been sent to all participants, with an average open rate greater than 80% for households and nearing 100% for schools, while the open rate for public buildings has been rather low, approaching 20%.

The communication channel has also been used to request the users to fill in the periodic questionnaires. The final awards and prizes will be communicated, after the project closure, using this communication channel.

## 5 FINAL INTERNATIONAL DISSEMINATION EVENT

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enCOMPASS had its final dissemination event and workshop on the European Utility Week 2019 in Paris from 12<sup>th</sup> to the 14<sup>th</sup> of November. The event attracts the key players in the Energy Utility Market across Europe, over 800 exhibiting companies for a total audience of 18.000 international energy professionals.

enCOMPASS participated as part of the EU Funded Projects Zone Programme, along with other 35 EU Commission projects focused on deployment of renewable sources of energy, decentralization of energy generation, increasing digitalisation of energy systems and digital development such as smart grids, smart metering, digital control for home and buildings, electric vehicles and artificial intelligence to impact and innovate on several aspects of European energy market.

The enCOMPASS booth during the EUW2019 was full of visitors where the Project Partners demonstrated the project approach, its achievements, and the sensors infrastructures and tools used during the project (Figure 28).

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<sup>4</sup> <http://www.mailchimp.com> is a marketing platform with free plans for mailing lists with a limited number of participants.



Figure 28 The EUW2019 EU Projects Zone



Figure 29 The enCOMPASS Booth, during EUW2019



*Figure 30 The enCOMPASS project partners during the EUW2019*

Also, the FUNERGY game made impressions to all visitors who had the chance to play the game, and to learn about the educational concepts behind the cards and the digital game extension from the game creator Spartaco Albertareli (KAL). The visitor's feedback confirmed once again the added value of production of FUNERGY to support the enCOMPASS project objectives.

Konstantinos Arvanitis, the enCOMPASS Impact director, had the chance to discuss with Mrs. Graziana Lonero, the European Commission Communication Officer, regarding the communication, stakeholder's engagement of enCOMPASS, and the publicity tactics that the project implemented. The EC Officer informed that the project was already highly visible, reaching a wide audience target.



Figure 31 FUNERGY placement during EUW2019

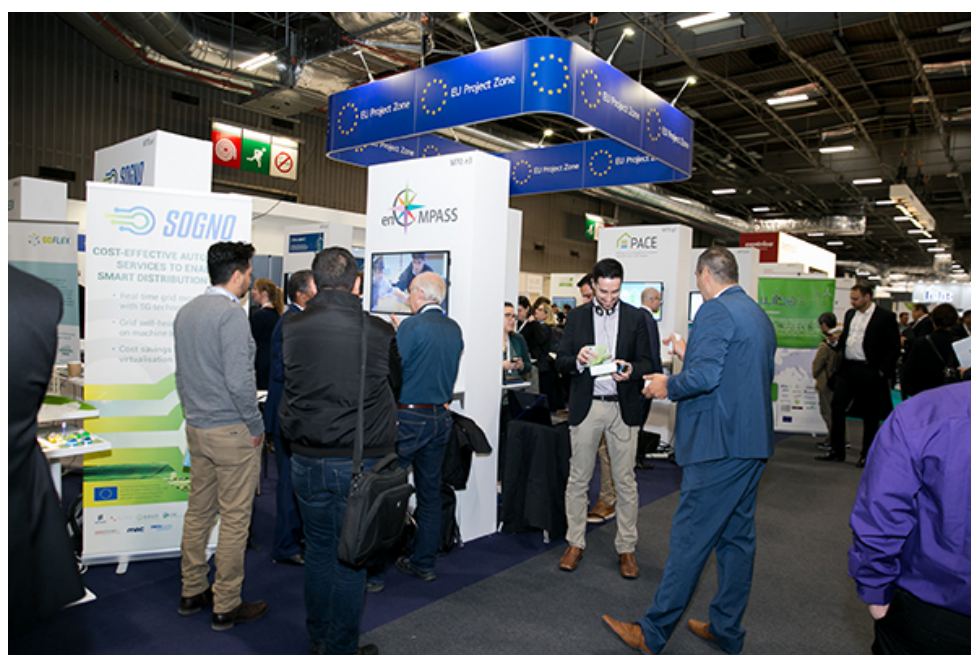


Figure 32 FUNERGY demonstration during the EUW2019

Mr. Nikolaos Chatziargyriou, the Chairman of ETIP SNET (European Commission Technology & Innovation Platforms for Smart Networks for Energy Transition), visited the enCOMPASS stand and discussed the project practices towards the EU energy transition strategy, as well as the possible future replication of the project's sensor and automation infrastructure.



Figure 33 The chairman of ETIP SNET visit to the enCOMPASS stand during EUW2019

Piero Fraternali, from Politecnico di Milano, presented the enCOMPASS approach and results during the EU Project Hub Sessions on November 13<sup>th</sup>, during the session the approach of enCOMPASS to energy savings was discussed and the highlights of the project were presented to the audience.



Figure 34 Piero Fraternali, from Politecnico di Milano, presenting enCOMPASS during the European Utility Week

After the presentation a panel discussion forum took place as part of the “Digitalising the energy sector the greening by design paradigm” session, the topic of the discussion was the different approaches to involve consumer in the digitalisation of the energy services and how the design process should adapt in the near future.





Figure 35 Piero Fraternali, during the panel discussion forum in EUW2019

The project’s visibility, the overall visitor’s interest, the outcomes of the discussions panel and the stakeholder’s engagement results during the EUW2019 for the enCOMPASS project were outstanding.

## 6 FINAL DISSEMINATION OVERVIEW

### 6.1 ASSESSMENT OF COMMUNICATION AND DISSEMINATION KPI’S

Reporting on the results of the different types of activities on the different channels, the enCOMPASS project’s communication and dissemination strategy was more than successfully implemented during the final project’s year, and during the whole project’s lifecycle with outstanding and outreaching results.

Table 9 represents the communication and dissemination goals quantified in KPIs, as defined in the Communication and Dissemination Plan.

Table 9 KPI-Check

KPIs for communication and dissemination	Phase 1 (M1-M9) Targets	Phase 1 Targets achieved	Phase 2 (M9-M24) Targets	Phase 2 (M9-M24) targets achieved	Phase 3 (M24-M36) targets	Phase 3 (M24-M36) targets achieved	Total achieved
Presence at public events	1	5	3	35	6	11	51
Citizen and stakeholder engagement workshops/ meetings	4	6	4	24	2	5	35
Communications with public authorities/public building	3	8	6	18	9	35*	61

managers							
Communications with environmental NGOs	3	3	6	16	9	16*	35
Communication with utilities and technology providers	3	14	6	77	9	122*	213
Number of events organized for external audiences	1	2	4	4	5	6	12
Number of events attended representing the project	2	5	4	35	6	14	54
Citizen, school pupils, PAs and stakeholder communications reach	100	32.250	40.000	386.546	500.000	541.719	960.515
enCOMPASS social community members	380	1.014	1.200	.5961	3.300+	256.886	263.861
Reach of the extended enCOMPASS social community	-	-	10.000	21.622	20.000	30.000*	51.622
Number of scientific publications in peer-review journals	-	-	4	1	8	8	9
Number of scientific publications in peer-review international conferences and workshops	1	1	7	11	10	11	23
Number of special sessions/workshops at international conferences	-	1	1	1	3	7	9
Number of press releases delivered to traditional media	6	7	6	19	15	17	43
Number of unique visitors to the website (based on Google Analytics)	500	52	2.500	2.799	3.200	5.602	5.602
Number of multimedia material downloads (website)	100	11	200	574	400	292	877
Number of recipients of the enCOMPASS newsletter	2.000	37.264	3.000	279.170	4.000	384.810	701.244
Number of direct	80	181	150	1.072	220	1.441	2.694

followers of enCOMPASS social channels							
Number of posts on direct enCOMPASS social channels	100	496	200	1.813	250	1.968	4.277

The total communication and dissemination project goals were fully exceeded as Table 10 indicates. The numbers are confirmed by the wide audience with which we manage to discuss during the EUW2019. The visitors already knew the project's goals and motto, the project's logo, the project's story and of course the FUNERGY game.

*Table 10 The total project goals VS the actual and outreach publicity achieved.*

<b>KPIs for communication and dissemination</b>	<b>Total Project Targets</b>	<b>Total Achieved</b>	<b>Times target outreached</b>
Presence at public events	10	51	5,10
Citizen and stakeholder engagement workshops/ meetings	10	35	3,50
Communications with public authorities/public building managers	18	61	3,39
Communications with environmental NGOs	18	35	1,94
Communication with utilities and technology providers	18	213	11,83
Number of events organized for external audiences	10	12	1,20
Number of events attended representing the project	12	54	4,50
Citizen, school pupils, PAs and stakeholder communications reach	540.100	960.515	1,78
enCOMPASS social community members	4.880	263.861	54,07
Reach of the extended enCOMPASS social community	30.000	51.622	1,72
Number of scientific publications in peer-review journals	12	9	0,75
Number of scientific publications in peer-review international conferences and workshops	18	23	1,28
Number of special sessions/workshops at international conferences	4	9	2,25
Number of press releases delivered to traditional media	27	42	1,56
Number of unique visitors to the website (based on Google Analytics)	6.200	5.602	0,90
Number of multimedia material downloads (website)	700	877	1,25
Number of recipients of the enCOMPASS newsletter	9.000	701.244	77,92
Number of direct followers of enCOMPASS social channels	450	2.694	5,99
Number of posts on direct enCOMPASS social channels	550	4.277	7,78

## 7 CONCLUSION

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The enCOMPASS project during the three years of duration used a wide variety of communication and dissemination tools and released material in several multimedia and traditional formats as described in this final dissemination report. The project has followed the designed strategy (D9.2) that included the use of a uniform brand identity and publicity methodologies, successfully implemented by all partners.

The materials produced by the project and the various events planned over the three years allowed reaching the key stakeholders, the target groups and the specialized targeted audience of science communicators.

These materials were used at international conferences where key stakeholder audiences were informed of the project and its achievements. The audience could interact directly with the full enCOMPASS ecosystem (applications, demonstrators and games produced) during the project's lifecycle.

The efforts for the communication and dissemination of enCOMPASS will continue as the partners will be using the tools after the end of the project's contract for further enCOMPASS commercialization.