



DISSEMINATION AND COMMUNICATION STRATEGY

A strategy for project success

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EXECUTIVE SUMMARY

This deliverable describes the communication and dissemination strategy of the enCOMPASS project. The strategy is set up to effectively support the communication and dissemination of the project's activities and results to the international scientific community, practitioners, policy makers and citizens. The deliverable also maps out communication and dissemination objectives, and the plan how to pursue them. The communication and dissemination plan provides a description of the specific activities for outreach and the dissemination of the results and knowledge generated in the enCOMPASS project, for the various audiences. All partners will be involved in communication and dissemination, with specific tasks assigned to local partners in the three pilots, in order to address the needs and interests of local contexts. All the communication and dissemination activities will be tailored to the target audiences, accounting for differences between the pilots as well as the diverse interests of the different target audiences.

Stakeholders and the public will engage in enCOMPASS pilots and have the chance to use behavioural change apps. The community of developers will be reached through the publication of source code and documentation in public repositories. To strengthen the link with the enCOMPASS social community, social media (such as Twitter and LinkedIn) will be activated and linked to the project's website. Newsletters, too, will contribute in this direction. Relevant events and publications addressing innovation in the field of energy management, smart homes, data integration and behavioural change have been identified as targets for the scientific dissemination of enCOMPASS. Furthermore, the construction of liaisons and information sharing with other ICT and EE projects will be a major goal. These liaisons will leverage relationships already well established by the partners. The deliverable also provides a detailed description of the conferences and workshops enCOMPASS plans to participate in.

1 INTRODUCTION

The communication and dissemination plan provides a description of the specific activities for outreach and the dissemination of the results and knowledge generated in the enCOMPASS project, for the various audiences. All partners will be involved in communication and dissemination, with specific tasks assigned to local partners in the three pilots, in order to address the needs and interests of local contexts for effectively reaching local stakeholders and communities. The communication section of the overall plan will define the various actions and channels for the effective communication of the project. All these activities will be tailored to the target audiences, accounting for differences between the pilots as well as the diverse interests of the different target audiences.

The plan is intended as an outline of the strategy and approach to be implemented in the project, which includes main target groups, specific actions and main channels. It is designed to be flexible and adaptive, and will be influenced by additional information and project results as they unfold over the course of the project. Table 1 lists the elements of the communication and dissemination strategy of enCOMPASS, as anticipated in the Grant Agreement, beginning with the various audiences to whom we wish to aim our messages and products, the main types of information they are interested in, the most appropriate channels for bringing this across and the value of this information to the audience.

Table 1: Elements of the communication and dissemination strategy of the enCOMPASS project

Target audience	Message	Channel	Value to target
The public, in particular the wider reach of target groups in the pilots: <ul style="list-style-type: none"> Households Teachers and pupils at schools Building managers, employees and visitors of public buildings 	New knowledge provided in an organized way	<ul style="list-style-type: none"> The web Newsletters Articles and interviews with mass media Social media channels Press releases Press offices of project partners Engagement in enCOMPASS pilots Use of behavioural change apps 	Learning about energy management and enCOMPASS approach and solutions
Stakeholders at the local level	Application of enCOMPASS approach and solutions to energy management at local and interregional level	<ul style="list-style-type: none"> enCOMPASS workshops Press releases Technical reports Demonstration of enCOMPASS solutions 	Benefits of enCOMPASS solutions for local policy-making and integrated energy management
Stakeholders at the European and international levels (e.g. policy-makers, practitioners, business partners, NGOs)	Decision analytical approaches of enCOMPASS in energy management	<ul style="list-style-type: none"> Press releases Technical reports Demonstration of enCOMPASS solutions 	Benefits of enCOMPASS approach for policy-making and integrated energy management
The EU H2020 community and the international scientific community (including	Scientific activities in a collaborative space where formal and informal teams and	<ul style="list-style-type: none"> Datasets and scientific papers documenting the research made in the project 	State-of-the-art progress through sharing of scientific knowledge and

students and young researchers)	networks promote sharing of best practices and experiences	<ul style="list-style-type: none"> • Participation in international conferences • Social media channels 	synergies through cross-project cooperation
Social community	A thriving social community of users, consisting of citizens, PAs, environmental activists, stakeholder organizations, schools, utilities and SMEs, increases engagement	<ul style="list-style-type: none"> • Information through the enCOMPASS portal, newsletters and online social networks • Integration of existing SN platforms (such as Facebook, Twitter, LinkedIn etc.) with the enCOMPASS portal and existing communication tools of NABU partner 	Connecting the enCOMPASS social community with existing social channels of the partners triggers network effects in propagating enCOMPASS results and experiences
Developers community	Sharing of state-of-the-art practices, data sets and source code	<ul style="list-style-type: none"> • Publication of source code • Documentation in public repositories • Technical reports • Data sets 	State-of-the-art progress through sharing of technical knowledge
Consortium	Sharing internal knowledge and news	<ul style="list-style-type: none"> • enCOMPASS intranet and shared calendar • enCOMPASS cloud repositories • enCOMPASS mailing list 	Effective collaboration between partners

2 COMMUNICATION AND DISSEMINATION OVERVIEW

In this section, we lay out the planned communication and dissemination strategy, listing the relevant communication and dissemination goals and mapping out the communication and dissemination plan. We also present the communication and dissemination activities for all project years, with relevant events and key checkpoints and milestones, as well as events and conferences (including enCOMPASS workshops) of potential interest to partners.

2.1 COMMUNICATION AND DISSEMINATION GOALS

The main communication and dissemination goals are the following:

- Implement an effective communication and dissemination strategy for the project
- Implement effective communication channels to the project's stakeholders, scientific community and broader audiences
- Create communication and dissemination materials and establish a project website
- Communicate the project activities and disseminate the project outputs to the various stakeholders and local communities of the three pilot countries (Switzerland, Germany and Greece)
- Communicate the project activities, disseminate the project outputs at the international level and support know-how transfer at this level, exploiting the various scientific and business networks of the project partners, conferences and social media channels

Dissemination is articulated through a roadmap that will build a strong online presence and use it as one-stop-shop for the:

- Scientific community (publication of project public deliverables, datasets, and research papers)
- Social community (information through enCOMPASS portal, newsletters, online social networks)
- Developers community (publication of source code and documentation in public repositories)
- General public and stakeholders (engagement in enCOMPASS pilots, use of behavioural change apps)
- Consortium Internal Work pages (enCOMPASS wiki)

2.2 COMMUNICATION AND DISSEMINATION PLAN

A list of the dissemination events planned for the enCOMPASS project lifetime is shown in Table 3. Some activities are organized in occurrence of specific events, both at the local level, e.g. at the Berliner Energietage, Germany's leading conference on Energy Efficiency, and at the international level, during conferences such as the ICT Conference organized every two years.

The communication and dissemination at the international level will focus on the scientific community, the social community, the community of developers, the broad public, and stakeholders.

Materials appropriate for all audiences have been designed, adhering to look-and-feel and communication standards, including logo, colour scheme, stylesheets, and slogans (see D9.3 Dissemination tools and materials). The adherence to these standards aims to ensure consistent presentation. Targeting a wide audience (including the broad public), newsletters will be published twice per year. The goal is for the newsletters to raise interest in the social and technical achievements and inform the social community about enCOMPASS initiatives. An editorial team will collect commitments for contributions, follow the editing workflow and select materials. Directly readable on the public website, newsletters will complement traditional materials for distribution at events and conferences (brochures, flyers, promotional videos, project presentations). The initial versions of these materials are documented in D9.3 Dissemination tools and materials. They will be updated throughout the project, and the final update will be provided in M36 (MS18).

Communication and dissemination to policy-makers and practitioners will also be supported by attendance and participation at corresponding professional, expert group and committee meetings and other events. Exchange of information and experiences with related European projects will be supported through participation in H2020 consultation meetings and networking events.

At the local level, activities are targeted at the different stakeholders and local communities of the three pilots (Switzerland, Germany and Greece). The local project partners will tailor and adapt the project dissemination materials to local needs (including translation in the local language if needed), to ensure effective communication. Furthermore, the local networks of the project partners will be used to most effectively reach the various stakeholders and local communities.

For the communication directed towards the broader public, additional activities are planned. Selected social media channels, such as Twitter and LinkedIn, are used to update about project news and outcomes, and to aggregate and share a broad scope of information about different topics that relate to the challenges of energy management. Details about the social media channels can be found in section 3.1.

Further details of the communication and dissemination plan and associated activities for individual communication channels are presented in the following sections.

Table 2: Primary enCOMPASS communication and dissemination objectives, activities, deliverables and checkpoints

Phase	Objective	Activities	Communication and dissemination deliverables	Communication and dissemination checkpoints
Phase 1: Initial awareness phase (m1-m9)	Define dissemination strategy and plan. Create initial project awareness in general public, stakeholder groups and researchers.	Logo validation; Project website; Event, literature, research source identification; Press release; Project leaflet; Mailing campaign; Initial selection of events for attendance and communication	m6 D9.1 Project website m6 D9.2 Dissemination and communication strategy m6 D9.3 Dissemination tools and materials	m6 MS3 Dissemination and communication plan m7 First project newsletter published
Phase 2: Strategic phase (m9-m24)	Create a more targeted engagement with the reference audience, from citizens, utilities, smart home provider, to public bodies & social innovators.	Three workshops presenting the project to citizens in the pilots, and receiving relevant feedback; Prepare demos, videos and materials on enCOMPASS approach (with a “showing better than telling” approach); Exploit local and global communities to start showing first pilot results; Information campaign actions for the pilots; Three workshops presenting the project’s objectives, results and methods to interested utilities, smart home providers, municipal decision-makers, social innovators, and the public	m12 D9.4 First year dissemination report m24 D9.5 Second year dissemination report	m11 Communication for pilot households recruitment commencing m12 Second project newsletter published m16 Communication for pilot households recruitment concluding m19 Third project newsletter published m21 Communication for pilot schools and public buildings recruitment concluding m24 Fourth project newsletter published
Phase 3: Scale up phase (m24-m36)	Maximize target industry and social awareness on enCOMPASS.	Industry dissemination through SME partners, industry	m36 D9.6 Final dissemination report	m30 Fifth project newsletter published

	Develop exploitation strategy to access other sustainability challenges and post-project exploitation scenarios.	fairs and conferences; Large scale communications to the citizens by the NGOs, participation in popular sustainability events; Interaction with social innovation, gaming and school communities (CHEST, CAPS, Global Game Jam16, etc.) for transfer to other challenges/contexts		<p>m36 MS18 Release of the final update of dissemination material</p> <p>m36 MS19 Final enCOMPASS workshop</p> <p>m36 Sixth project newsletter published</p>
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Table 3: Tentative plan of enCOMPASS main communication and dissemination events

	2017	2018	2019
January		Innovation Hub Barcelona: Customer visits, seminars and events (starting Jan 2018).	CES 2019: Consumer Technology Association, Las Vegas, USA
February			
March	E-world 2017: Energy and Water, Essen, Germany		
April		ACM CHI 2018 Conference on Human Factors in Computing Systems, Montréal, Canada	
May		LFI 2018: Lightfair International, Chicago, USA REMOO 2018 International ENERGY Conference & Workshop	REMOO 2019: International ENERGY Conference & Worksho
June	2nd Energy-Forum, Hassfurt, Germany 1st 2017 GLOBAL IoT SUMMIT: Workshop on	IST 2018: The International Sustainability Transitions Conference ieMSs 2018: The International	

	Energy Efficient solutions based on IoTEESIoT 2017, Geneva, Switzerland	Environmental Modelling & Software Society, Fort Collins, Colorado, USA	
July		UIC 2018: IEEE International Conference on Ubiquitous Intelligence and Computing	UIC 2019: IEEE International Conference on Ubiquitous Intelligence and Computing
August		EUSIPCO 2018: European Signal Processing Conference	European Signal Processing Conference (EUSIPCO) 2019
September	Quarterly event of the “Gebäude-Allianz” (Association of industrial and environmental organisations), Berlin, Germany	ICT4S 2018: The international conference on ICT for Sustainability AIAI 2018: International Conference on Artificial Intelligence Applications and Innovations EFEA 2018: International Symposium on Environment Friendly Energies & Applications Behave 2018: European conference on behaviour and energy efficiency	AIAI 2019: International Conference on Artificial Intelligence Applications and Innovations EFEA 2019: International Symposium on Environment Friendly Energies & Applications
October	European utility week 2017, Amsterdam, Netherlands ECGBL 2017: 11th European Conference on Games Based Learning, Graz, Austria CENTRIC 2017: International Conference on Advances in Human-oriented and Personalized Mechanisms, Technologies, and Services, - Athens, Greece D-A-CH+ Conference on Energy Informatics, Lugano , Switzerland	European utility week 2018 ECGBL 2018: 12th European Conference on Games Based Learning CENTRIC 2018: International Conference on Advances in Human-oriented and Personalized Mechanisms, Technologies, and Services	CENTRIC 2019: International Conference on Advances in Human-oriented and Personalized Mechanisms, Technologies, and Services
November	Enterprise Europe Network - Sector Group Intelligent		

	Energy meeting , Málaga, Spain Kopernikus-Projects Industrial partners meeting, Germany		
December		IEEE Big Data Congress 2018, ShangHai, China	IEEE Big Data Congress 2019

Table 4: enCOMPASS KPIs for communication and dissemination

KPIs for communication and dissemination	Phase 1 m1-m9	Phase 2 m9-m24	Phase 3 m24-m36	Overall
Presence at public events	1	3	6	10
Citizen and stakeholder engagement workshops/meetings	4	4	2	10
Communications with public authorities/public building managers	3	6	9	18
Communications with environmental NGOs	3	6	9	18
Communication with utilities and technology providers	3	6	9	18
Number of events organized for external audiences	1	4	5	10
Number of events attended representing the project	2	4	6	12
Citizen, school pupils, PAs and stakeholder communications reach	100	40.000	500.000	500.000+
enCOMPASS social community members	300	1.000	1.700	3.000+
Reach of the extended enCOMPASS social community	-	10.000	20.000	30.000
Number of scientific publications in peer-review journals	-	4	8	12
Number of scientific publications in peer-review international conferences and workshops	1	7	10	18
Number of special sessions/workshops at international conferences	-	1	3	4
Number of press releases delivered to traditional media	6	6	15	27
Number of unique visitors to the website (based on Google Analytics)	500	2.500	3.000	6.000
Number of multimedia material downloads (website)	100	200	400	700
Number of recipients of the	2.000	3.000	4.000	9.000

enCOMPASS newsletter				
Number of direct followers of enCOMPASS social channels	80	150	220	450
Number of posts on direct enCOMPASS social channels	100	200	250	550

2.3 COMMUNICATION TEAM

A team of project members dedicated to the implementation of the established communication and dissemination plan has been appointed. It consists of at least one representative from each of the partner organizations that are communication and dissemination task leaders (see Table 5) and are responsible for effective communication and dissemination of project results through the defined channels. The communication team is coordinated by the WP9 work package leader. Specific functions assigned to the enCOMPASS communication team include:

- Promotion of enCOMPASS events, e.g. by publicizing them on the project website
- Requesting/suggesting new communication and dissemination materials and/or needs and ensuring partners deliver materials needed in a timely way
- Contributing to the population of the public website (new content, relevant events, news, links, etc.)
- Coordinating the production and distribution of press releases
- Organizing, where needed, the involvement of external actors in the project's communications and dissemination activities.

Table 5: Contact persons for the enCOMPASS communication and dissemination activities

Communication and dissemination task	Partner	Contact person
Communication and dissemination strategy	EIPCM	Stefanos Chelidonis, Isabel Micheel
Communication material	PMI	Mara Tumiati
Website	PMI	Sergio Herrera
Social channels	EIPCM	Stefanos Chelidonis, Maja Novak
Press releases	WVT	Konstantinos Arvanitis, Elena Pantelaki
Newsletter	NABU	Judith Sengespeik
Dissemination events	NABU	Sebastian Scholz, Danny Pueschel, NABU-event-Team
Communication and dissemination in German pilot	SHF	Felix Zoesch
Communication and dissemination in Greek pilot	WVT	Konstantinos Arvanitis, Elena Pantelaki
Communication and dissemination in Swiss pilot	SES	Lorenzo Francioni

3 COMMUNICATION AND DISSEMINATION AT THE INTERNATIONAL LEVEL

In this section, we describe plans for communication and dissemination at the international level, via the project's website, newsletters, social media channels, the press, and partners' channels. We also describe the planned activities of the communication team.

3.1 ONLINE CHANNELS

3.1.1 Website

The enCOMPASS website (<http://www.encompass-project.eu/>) provides a brief but impactful description of the project and of its activities. It is meant to be a tool for communication, which helps promoting the project goals and results beyond the project's own community, in a way that it is understood by non-specialists. Language used is simple, clear and straightforward, trying to limit the use of European project jargon as much as possible and in any case to use it in very specific cases.

The main target is therefore the whole possible audience of our project, meaning that it can be easily used and understood by the EC, public stakeholders, and the project end users such as families, pupils at schools and civil servants in public buildings.

All information about the project can be found in the different website sections: home page, consortium, pilots, project materials, contacts, and Twitter energy news.

Sections are updated reporting relevant initiatives and events in which enCOMPASS has contributed and has participated. It is also updated after important project achievements and project news.

Different types of information will be found under the different sections of the website but always with the general aim of providing easy and understandable information for the man in the street. A brief overview (not exhaustive) of the information and the target addressed, is reported as follows:

Table 6: Overview of website information and target audiences

Type of information	Target audience	Goal
Project deliverables	Policy makers, regional/national authorities, European Commission	To inform about project achievements and progress
Project materials	All target audiences described in Table 1	To inform about the project through the communication and dissemination materials
Pilot results	All target audiences described in Table 1	To inform about the concrete results of the enCOMPASS methodology in the three selected geographical areas
Scientific papers	Scientific communities, European Commission, other national/international projects	To inform about new applied research achievements

Participation in national/international events	Policy makers, regional/national authorities, European Commission	To inform about project cross-fertilization, contamination with other initiatives, actions at different level
News about consortium meeting	All target audiences described in Table 1	To inform about project advancement
Twitter energy news	All target audiences described in Table 1	To inform the target audiences and enable them to share news and information related to the broader area of the enCOMPASS project topics and project mission, and other initiatives on energy saving

Access to the website will be continuously monitored through Google Analytics, in terms of the total number of views, the percentage of new or returning visitors, and the location of the visitors, to measure the interest of the project.

During phase I of the project (M1 – M9), the objective will be to create a small user base, among consortium partners and the scientific community, of 500 users accessing the site. Multimedia materials for download will be published on the website with the aim to reach 100 downloads during the first nine months of the project.

For phase II (M9 – M24), as result of the publication of scientific material and the release of the application prototype, the objective is to increase the website user base to reach 2.500 users. During this period, 200 additional downloads of multimedia materials will be targeted.

Finally, for phase III (M24 – M36), as the project reaches maturity and all the dissemination strategies are deployed, it is expected that the user base of the site reaches 3.000 users and 400 downloads of multimedia material during this period.

The website is documented in detail in D9.1 Project website and D9.3 Dissemination tools and materials.

3.1.2 Newsletters

The project newsletter will be sent out twice per year to raise interest in the social and technical achievements and to inform the social community as well as the general public about enCOMPASS initiatives. The newsletter will also be available on the project's website (<http://www.encompass-project.eu/>).

To address a broad target group, from experts to the general public, the content of the newsletter needs to vary from specialist expertise to stimulating emotions. The content will be provided by enCOMPASS partners, compiled and revised by the newsletter editors, and confirmed by the communications director (WVT).

There are three main sections foreseen, which can be adapted based on current project context or a specific occasion:

- Highlights from the project, e.g.

- latest validation and scientific results
- latest platform developments
- News, e.g.
 - about the pilot projects, on the specific approach, the expected outcomes and an outlook on what is coming up in the pilots
 - mirroring news from the website (with links to it)
- Service, e.g.
 - scientific background to the project approach (with a link to relevant journals and publications)
 - tips for saving energy (with a link to the project website's section with the collection of energy saving actions)
 - upcoming events
 - links to partners and other relevant projects

The content will be matched to the progress of the enCOMPASS project and is therefore flexible. It can be adapted depending on project stage, availability and type of new results.

To ensure seamless delivery appropriate newsletter software will be used by the partner responsible for the newsletter (either Mailchimp¹ or professional versions such as Newstroll², etc.).

3.1.3 Twitter

The enCOMPASS Twitter account ([@enCompassH2020](https://twitter.com/enCompassH2020)) has been set up for easy, immediate communication of project results and activities, and for sharing news and information related to the broader area of the enCOMPASS project topics and project mission (Figure 1).

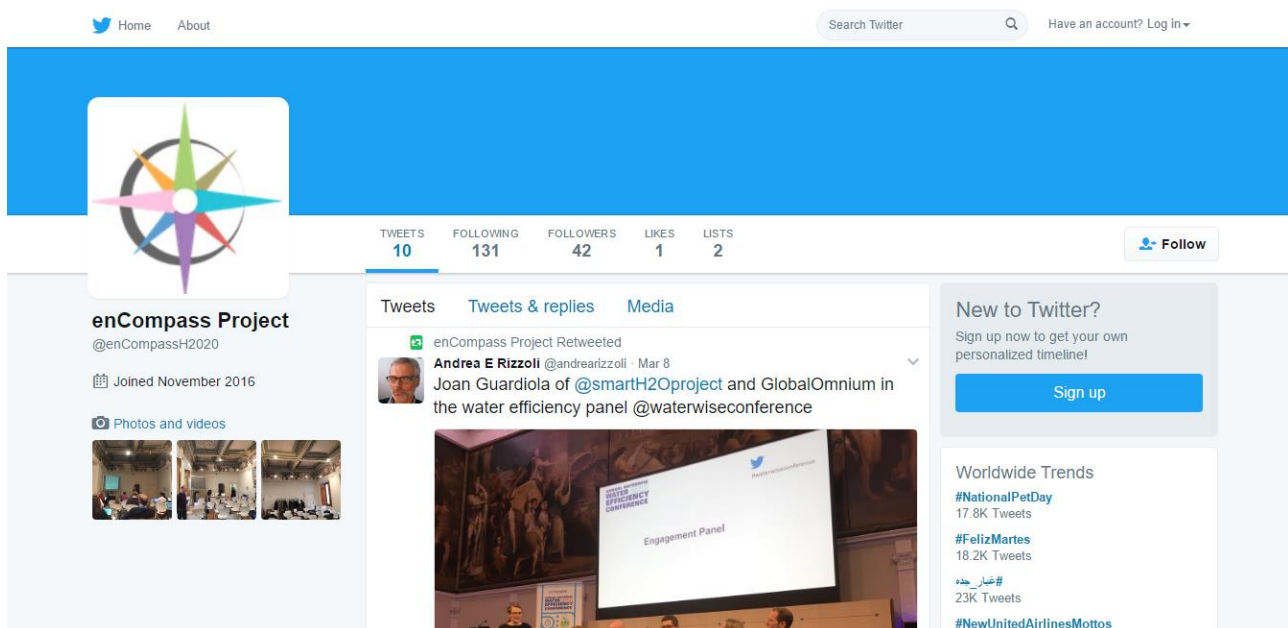


Figure 1: Screenshot of the enCOMPASS Twitter account

Previous experience has proven that only publishing news on project activities is not a successful strategy for attracting followers on social channels. Instead, the channel's content needs to provide a value of its own for the users to join as followers. Following this editorial strategy, the enCOMPASS Twitter account will

¹ MailChimp email marketing platform: <https://mailchimp.com/>

² Newstroll newsletter management: <http://www.newstroll.de/>

publish both project-related news as well as other thematically-related tweets that generate value for the enCOMPASS target groups and that can attract followers. Topics that will be disseminated include, among others: energy efficiency, behavioural change for energy saving, pro-environmental behaviour, smart home, gamification, visualisations of energy consumption, energy saving tools, integrated energy management.

Besides including the enCOMPASS tweet stream on the project website, an additional Twitter aggregator (Twitter Energy News) collecting tweets from related European water projects will also be provided on the enCOMPASS website. This webpage will automatically aggregate and display a real-time stream of tweets corresponding to a set of predefined topical hashtags. This shall provide an easy overview of Twitter activity and news from energy-related European projects as a resource available to the enCOMPASS target groups. The enCOMPASS communications team will also use this page for identifying interesting tweets to be disseminated further also through the enCOMPASS social channels.

Table 7 depicts the target number of Twitter followers to be reached in different stages of the project. The target numbers reflect the multiplier strategy of enCOMPASS communications on social channels that aims at attracting followers (both individual and institutional) which already have high numbers of followers themselves - and thus allow us to effectively multiply the reach of the enCOMPASS account itself by several orders of magnitude.

Table 7: Targeted number of Twitter followers

Target	M9	M24	M36
Number of followers (cumulative)	80	200	300+

3.1.4 LinkedIn and SlideShare

To communicate project activities and disseminate the results to a professionally-oriented audience, relevant project news and results will be posted in the major existing energy efficiency groups on LinkedIn. For this purpose, a LinkedIn profile for enCOMPASS will be created (<https://www.linkedin.com/in/encompass-project-470423142/>). This profile will be used to post the enCOMPASS news in the existing groups. It is a highly effective route, as groups with large numbers of members (10.000+) already exist on the topics related to enCOMPASS. These groups are essentially an available audience, ready for project communication. Creating a LinkedIn profile was thus preferred over building from zero a separate LinkedIn group for enCOMPASS, as that could never reach the scale of the existing major energy efficiency groups during the life of the project. Posts about the enCOMPASS project will be generated whenever new results from the project are available, but at least with a monthly frequency. Below is a screenshot of [Energy Efficiency Expert](#), one of the main groups intended for the communication and dissemination of the enCOMPASS activities and results:

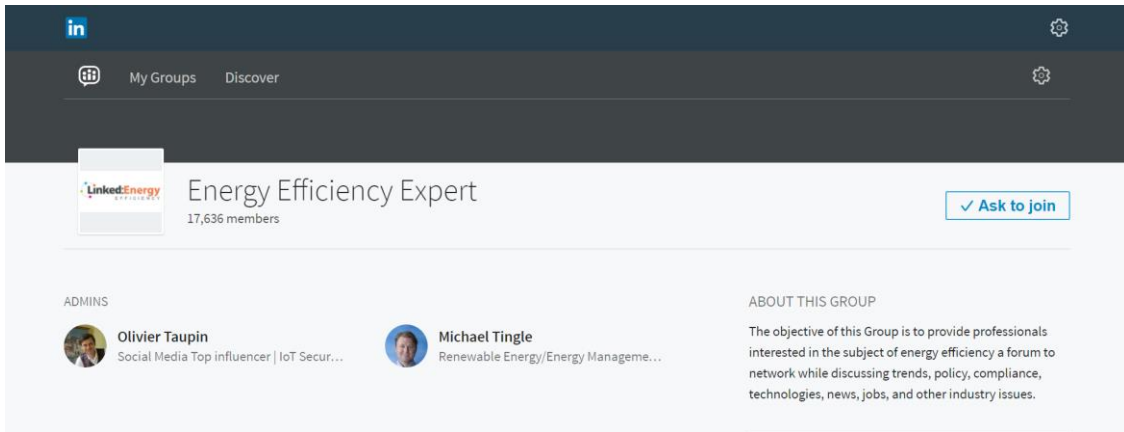


Figure 2: Screenshot of the Energy Efficiency Expert group on LinkedIn to be used for enCOMPASS

The enCOMPASS LinkedIn profile will also be used to make available and disseminate enCOMPASS presentations through Slideshare and vice versa (<https://www.slideshare.net/encompassH2020/>):

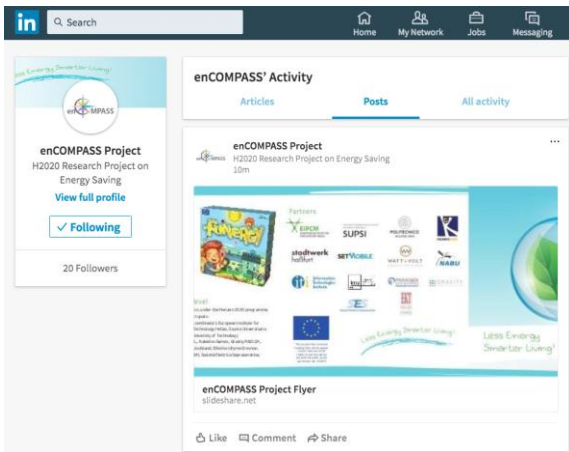


Figure 4: LinkedIn account screenshot

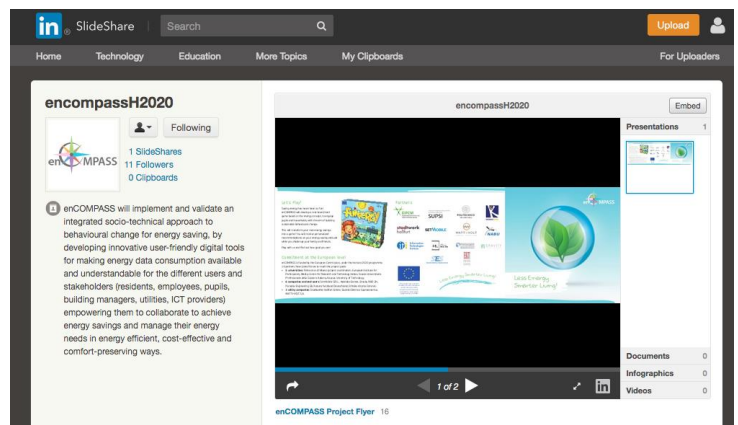


Figure 3: enCOMPASS Slideshare screenshot

Table 8: Targeted number of Slideshare presentations

Target	M9	M24	M36
Number of published presentations	2	10	20+

3.1.5 NABU-Netz.de and Facebook

NABU-Netz.de is a social network tool especially for NABU members to discuss specific topics and to organize volunteering. NABU is a nature conservation organization with about 2.000 local NABU groups and about 37.000 volunteers working for nature in their spare time. The local groups as well as the volunteers are organized in the NABU-Netz. In addition, NABU-Netz provides space for discussions and communication for all members and non-members alike. The main communication channels within NABU-Netz are groups. There are three different kinds of NABU-Netz groups and the reach of the groups depends on their status. Open groups reach all visitors of the NABU-Netz website. The second type reaches only members of the NABU-Netz. The third type is a closed group within the NABU-Netz. These groups are designed to discuss and comment specific issues and to share documents as well as pictures.

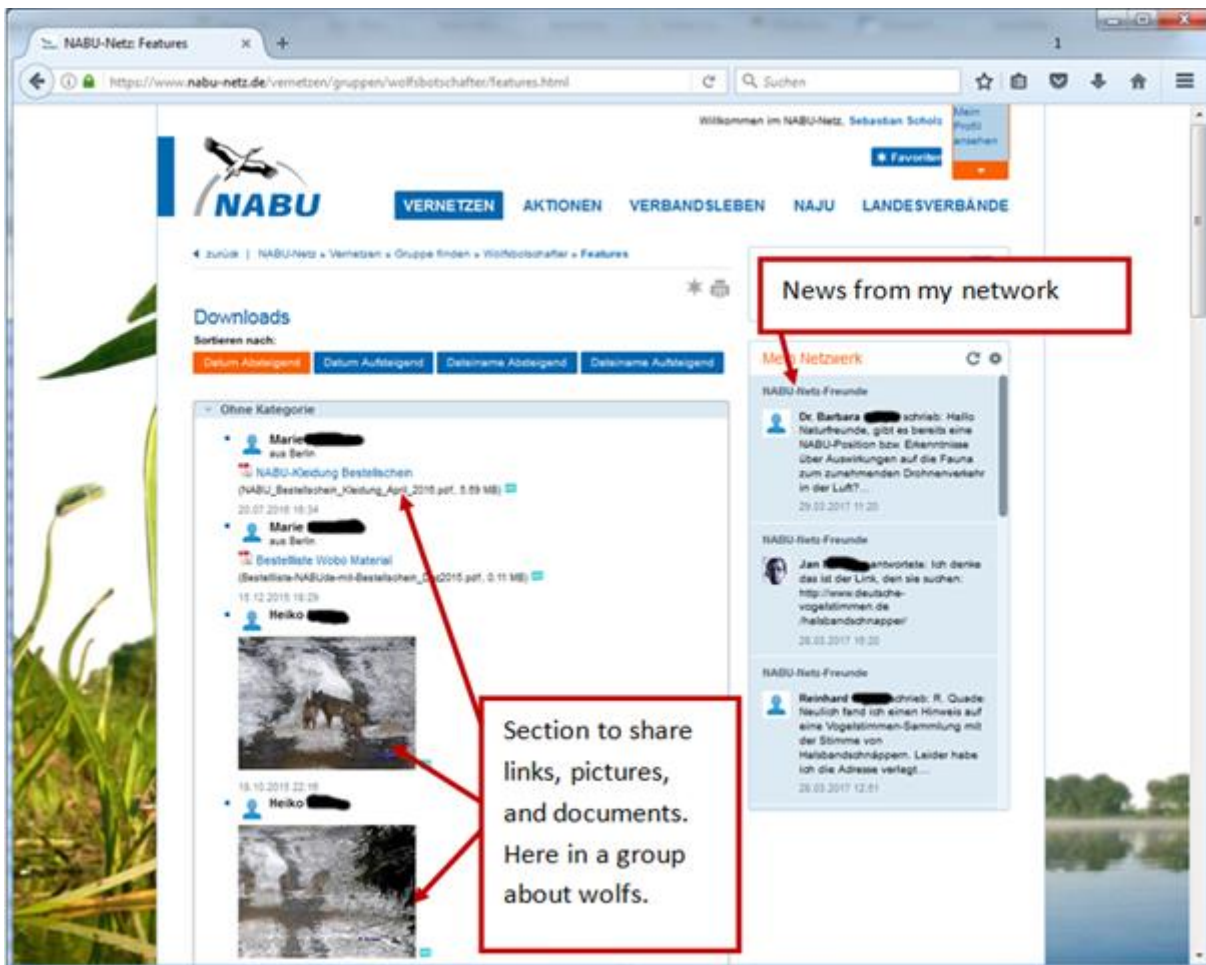


Figure 5: Screenshot of a group within NABU-Netz

Within NABU-Netz an engagement group with the subject “energy saving” is established. This group will be used to disseminate project results to incentivize further energy savings. Discussions on energy savings will start with the goal to create new ideas, which then could be incorporated into the project. In addition to the discussions within the NABU-Netz group, we will post about the enCOMPASS project in the NABU open group whenever an important milestone or result is reached, but at least once quarterly.

Finally, the NABU Facebook page (<https://www.facebook.com/Naturschutzbund>) will be used to communicate major project activities and disseminate main results as they become available to a broader audience, at least once quarterly.



Figure 6: Screenshot of the NABU Facebook page (<https://www.facebook.com/Naturschutzbund>)

Table 9: Targeted reach of the NABU-Netz.de and NABU Facebook enCOMPASS channels

Target	M9	M24	M36
Community members reached (cumulative)	300	1.300	3000+

3.2 PARTNERS' CHANNELS

Existing communication channels of the project partners and associated links to their networks and communities will be used to disseminate and reinforce the communication effort. Table 10 below provides an overview of the communication channels of partners. Public project deliverables, such as project reports, working papers, articles, and other documents will be published or made available through open access channels such as the enCOMPASS website and the websites of the project partners. Public updates about the progress of the project will be reported on the enCOMPASS website as well as those of project partners. Significant news will also be published through social media channels, which will be managed by EIPCM. Project coordinator, PMI, and, as needed, all other partners, will provide written updates to EIPCM for publishing on the social channels. All partners will use their regional and national channels to communicate results, events and reports of interest in their own contexts.

Table 10: Overview of communication and dissemination channels of enCOMPASS partners

Partner	Channel type	Channel
PMI	Online channels	<p>Slideshare site(s) of PMI https://www.slideshare.net/ Social Media FB Twitter Instagram (requires permission from Communication Office) http://www.polimi.it/ https://www.facebook.com/polimi/ https://twitter.com/polimi https://www.youtube.com/user/polimi POLIMI YouTube channel (requires permission from Communication Office) POLIMI/DEIB YouTube channel FPM newsletter, FPM Twitter @FondaPoliMi FPM website: www.fondazionepolitecnico.it FPM FB page: https://www.facebook.com/Fondazione.Politecnico.di.Milano</p>
	Press office	Press office of the department of Electronics Information, and Bioengineering of PMI
EKT/NHRF	Website	Εθνικό Κέντρο Τεκμηρίωσης/ΕΙΕ http://www.ekt.gr National Documentation Centre/NHRF http://www.ekt.gr/en
	Press Releases	http://www.ekt.gr/el/press-releases (in Greek) http://www.ekt.gr/en/press-releases (in English)
	eNewsletter	eNewsletter "Έρευνα & Καινοτομία"/"Research & Innovation" (in Greek) http://www.ekt.gr/el/enewsletter Circulation: 32,000 recipients
	Print Magazine "Innovation Research & Technology"	Four issues per year, circulation: 5,000 recipients http://www.ekt.gr/el/magazine http://www.ekt.gr/en/magazine
	Social Media	<ul style="list-style-type: none"> Facebook account https://www.facebook.com/EKTgr Twitter account https://twitter.com/EKTgr YouTube Account https://www.youtube.com/user/ektgr LinkedIn account https://www.linkedin.com/company/ektgr
NABU	Website	Website of NABU e.V. www.nabu.de Regional websites of 15 federal NABU organisations
	Press Releases	Press releases https://www.nabu.de/presse/
	Print Magazine Naturschutz Heute	Four issues per year, circulation: 355.000

	Newsletter	Weekly; 27.000 subscribers Monthly environmental policy specific
	Social Media	Facebook: https://www.facebook.com/Naturschutzbund/# Twitter: @nabu_de / @nabu_Klima / @nabu_presse Instagram: @nabu NABU-Netz: Social media for NABU-Members
EIPCM	Website	<ul style="list-style-type: none"> News site of European Institute for Participatory Media http://eipcm.org/newsfeed/
	Social media	<ul style="list-style-type: none"> Twitter channel of EIPCM (@eipcm)
SUPSI	Social media	<ul style="list-style-type: none"> SUPSI Facebook account https://www.facebook.com/supsi.ch/ Facebook account of the Department of Innovative Technologies SUPSI - DTI Facebook account of the Department for Environment Constructions and Design https://www.facebook.com/supsi.dacd/?fref=ts
	Press office	Press offices of <ul style="list-style-type: none"> SUPSI SUPSI - Department of Innovative Technologies (DTI) SUPSI - Department for Environment Constructions and Design (DACD)
	Websites	Websites of IDSIA and ISAAC (institutes of SUPSI); Website of SUPSI http://www.idsia.ch http://isaac.supsi.ch http://www.supsi.ch
CERTH	Website	News site of European Institute for Participatory Media http://www.certh.gr/B43848A3.en.aspx
	Press Releases	Press Releases http://www.certh.gr/3D7F7F73.en.aspx
	Newsletters	Newsletters http://www.certh.gr/FC60F832.en.aspx
	Social Media	<ul style="list-style-type: none"> Facebook account Twitter account https://twitter.com/CERTHellas YouTube account LinkedIn account https://www.linkedin.com/company/certh
WVT	Website	https://watt-volt.gr/company_news
	Social Media	https://www.facebook.com/wattandvolt/ https://twitter.com/wattandvolt https://www.linkedin.com/company/watt-volt
	bill statement "communication section"	WATT+VOLT Bill Statement

SES	Website	SES own website http://www.ses.ch
	Press releases	http://www.ses.ch/l/archivio-news.html
	Bulletins, printed materials, magazines	SESamo: a printed bulletin periodically sent (2 issues/year) to all SES customers (65'000 copies) Elettricità: a periodic magazine sent to all electricity consumers of Canton Ticino (180'000 copies)
	Newsletter	Electronic mailing for 8'000 SES customers
GRA	Website	Website of Gravity R&D www.yusp.com , http://www.yusp.com/blog/
	Social media	Twitter: https://twitter.com/Gravityrd Facebook: https://www.facebook.com/gravityrd https://www.facebook.com/GravityYusp LinkedIn: https://www.linkedin.com/company-beta/581376/
SMOB	Websites	Website of Set Mobile http://www.setmobile.ro Website of SmarterWater - IT solution for water utilities http://www.smarth2o.ro
	Social media	LinkedIn account https://www.linkedin.com/company-beta/15162509/ Twitter account https://twitter.com/avansales
PDX	Website	Website of Paradox Engineering SA – www.pdxeng.ch
	Press office	Internal PR team
	Press office	Minebea EU press dedicated website www.minebea-newsroom.com
	Social media	LinkedIn account - www.linkedin.com/company/paradox-engineering
SFH	Website	Website of Stadtwerk Haßfurt GmbH http://stadtwerkhaassfurt.de
	Social media	Facebook Site of Stadtwerk Haßfurt GmbH https://www.facebook.com/Stadtwerk-Ha%C3%9Ffurt-GmbH-212446665475480
KTU	Website	Website of KTU www.ktu.edu
	Social media	Facebook site of the School of Economics and Business, KTU: https://www.facebook.com/ktuekonomika/?fref=ts
KAL	Social media	Company's page https://www.facebook.com/KaleidosGames/ Personal page of Spartaco Albertarelli https://www.facebook.com/spartaco.albertarelli.game.designer/

3.3 PRESS RELEASES

The project will regularly issue press releases. The press releases will be issued by both the consortium as a whole, as well as by the individual partners as needed. A basic press kit will be provided as part of the developed package of dissemination materials and made available through the project website, and will be periodically updated as the project proceeds (every 3-6 months). Partners who are hosting an event or running a newsworthy activity will prepare a press release regarding the event/activity. The press releases will be included on the project website and circulated in partner networks. For the description of the press kit, see D9.3.

3.4 SCIENTIFIC PUBLICATIONS

Journals and conferences that are addressing innovation in the field of energy management, smart homes, data integration, behavioural change and related topics, will be the target outlets for scientific dissemination of the results of enCOMPASS project. Scientific publications based on project methodologies, processes and results will be published as open access whenever possible (gold open access) or in a self-serving mode (green open access) on partner websites and research collaboration platforms (when the length of the embargo period is acceptable).

3.4.1 Journals

Journal papers will present the most significant project results at the highest scientific standards and disseminate them to a scientific audience. As they typically involve long time-to-publish periods, these publications will focus on substantial, matured and empirically-verified project results and are thus more likely to appear towards the end of the project. A selection of relevant target journals is given in Table 11.

Table 11: Relevant target journals for the enCOMPASS scientific dissemination strategy

Topic	Journal
Behavioural change and ICT	<ul style="list-style-type: none"> • Complexity • Computers and Human Behaviour • Energy Research & Social Science • Environmental Innovation and Societal Transitions • Environmental Modelling & Software Journal • Environmental Research Letters • Environmental Science and Technology Letters • European Journal of Information Systems • i-Com Journal of Interactive Media • IEEE Society&Technology • IEEE transactions on Sustainable Energy • Information and Management • International Environmental Science and Policy • International Journal of Human-Computer Studies • International Journal of Smart Grid & Clean Energy • Journal of Community & Applied Social Psychology • Journal of Environmental Psychology • Journal of Information Technology • Technological Forecasting & Social Change • The Integrated Assessment Journal

Energy and built environment	<ul style="list-style-type: none"> • Building and Environment • Building Simulation • Energy and Building • Energy Conversion and Management • Energy Efficiency • IBPSA Journal of Building Performance Simulation • International Journal of Sustainable Built Environment • Nature Climate Change • Sustainable Cities and Society
Internet of Things and ambient intelligence	<ul style="list-style-type: none"> • ACM Transactions on sensor networks • Springer Activity Recognition in Pervasive Intelligent Environments • Springer Personal and Ubiquitous computing
Recommender systems	<ul style="list-style-type: none"> • ACM Transactions on Intelligent Systems and Technology • ACM Transactions on Interactive Intelligent Systems • Expert Systems with Applications

3.4.2 Conferences

Conference papers will present fresh interim project results of appropriate scientific quality in a timely manner, in order to disseminate them as quickly as possible in the scientific community. Conferences relevant to contributions from enCOMPASS partners include, in alphabetical order:

- ACM CHI Conference on Human Factors in Computing Systems
- ACM Conference on Computer-Supported Cooperative Work and Social Computing
- ACM Conference on Intelligent User Interfaces
- ACM Conference on User Modelling, Adaptation and Personalization
- ACM International Conference on Future Energy Systems
- ACM International Conference on Web Search and Data Mining
- ACM Recommender Systems Conference
- Behaviour, Energy and Climate Change Conference -- BECC
- Collective Intelligence Conference
- Environmental Modelling and Software Society conference
- European Conference on Behaviour and Energy Efficiency - Behave
- European Conference on Information Systems (ECIS)
- ICT for Sustainability Conference - ICT4S
- IEEE International Conference on Social Computing and Networking
- IFIP International Conference on Human-Computer Interaction (INTERACT)
- Information Visualisation - iV
- International Conference on Complexity-Based Analytics and Policies for Social Good - CAPS
- International Conference on Energy Efficiency in Commercial Buildings - IE ECB,
- International Conference on Energy Efficiency in Domestic Appliances and Lighting – EEDAL
- International Conference on Information Systems (ICIS)
- International Conference on Smart Cities, Automation & Intelligent Computing Systems
- International Conference on System Simulation in Buildings – SSB
- International Conference on Virtual Worlds and Games for Serious Applications: VS-Games
- International Joint Conference on Ambient Intelligence
- Sustainable Built Environment Conference

3.4.3 Workshop papers

Workshop papers aim at sharing interim project results, which may not be yet substantial enough for a full conference publication but present a promising basis for timely dissemination and for being developed further through interaction with workshop attendees. In that way, they also represent a valuable feedback loop from the scientific and professional community back into the project. Workshops relevant to contributions from enCOMPASS partners include e.g.:

- IEEE Workshop on Energy Efficient solutions based on IoT (EESIoT)
- Change-IT workshop on Technology-supported Sustainable Behaviour Change
- International Workshop on Energy Management for Sustainable Internet-of-Things and Cloud Computing
- International Workshop on Artificially Intelligent Smart Societies
- International Workshop on Smart Cities Systems Engineering
- Workshop on Smart Cities and Intelligent Agents (SCIA)
- International Workshop on Energy Conservation Technologies
- International Energy Workshop (IEW) on energy modelling

3.5 NETWORKING AND OUTREACH ACTIVITIES

Planned networking activities, particularly events, workshops and collaboration with other projects and enCOMPASS liaisons, will disseminate scientific and project findings, and enable project partners to network. Partners will regularly share information on the events and workshops they will be attending, to monitor the progress of networking activities and the dissemination of results.

3.5.1 Workshops and Special Events

Outreach workshops will present the project's objectives, results and methods to interested utilities, smart home providers, municipal decision-makers, social innovators, and the public. Several different types of workshops are planned:

- **6 workshops** to analyse requirements and discuss intermediate system designs with end-users. These workshops will be 2 per site where pilot activities are envisioned: 3 will take place in the 1st year (tentatively in September 2017) and 3 in the 2nd year of the project.
- **1 workshop** or special session in the same location as a larger event (international conference, such as ieMSs or ICT4S) will be organized to showcase results of the project. The respective conference will be selected during a later project phase based on e.g. conference scope, date and place.
- **2 sessions** at industry events will also take place, e.g. at the European utility week, or at the International ENERGY Conference and Workshop (REMOO). The respective industry events will be selected during later project phases based on e.g. event scope, date and place.
- **The enCOMPASS final dissemination event**, organized by the enCOMPASS consortium, will take place in the 3rd project year, in the context of one of the major events organized by NABU. European media will be contacted and invited. Currently we are discussing different options for the final dissemination event. Since energy efficiency is a tool of climate protection, one possibility is to associate the final event with a climate protection event. NABU will organize the event closely to its EU work and communication. European media, (EU) politicians from the project countries, policy-makers, researchers, NGOs, local governments, and citizens will be contacted and invited.

3.5.2 Liaisons and Information Sharing

To further promote the activities of the enCOMPASS project, enCOMPASS will make use of links to other projects through its partners. In addition, informal liaisons and information sharing through the existing contacts and related projects of the consortium partners will support the wider diffusion of the project activities of enCOMPASS. Examples of such collaboration are provided below in Table 12. Findings of the enCOMPASS project will be shared through these collaborative efforts. Finally, enCOMPASS partners will collaborate and coordinate activities with related projects.

Table 12: Examples of liaisons and information sharing among enCOMPASS partners

Liaisons and information sharing	enCOMPASS beneficiary
Smarth2O social community on water consumption behavioural change, http://www.smarth2o-fp7.eu/	SUPSI, EIPCM, PMI
SocialPower - a community-based game and smartphone app to reduce electricity consumptions in households http://www.socialpower.ch/	SUPSI
Integrated Assessment Modeling Consortium (IAMC), http://www.globalchange.umd.edu/iamc/ which generates scenarios and models for the Intergovernmental Panel on Climate Change (IPCC).	PMI
EIT Knowledge and Innovation Communities http://eit.europa.eu/activities/innovation-communities	PMI
Città dell'Energia/Energie Stadt, which issues energy label for cities, checking their activities regarding energy saving at all levels/in all sectors, http://www.cittadellenergia.ch	SUPSI
TicinoEnergia Governmental Association promoting energy saving and renewable energies http://www.ticinoenergia.ch/	SUPSI
Precourt Center for Energy Efficiency at Stanford University, https://peec.stanford.edu/	PMI
Pusch, La Fondation suisse pour la pratique environnementale, http://www.pusch.ch/	SUPSI
Swiss Competence Centre for Energy Efficiency in Buildings, http://www.energho.ch	SUPSI
The 2000 Watt society, http://www.2000watt.ch/fuer-mich/lebensmodelle	SUPSI
Open source and participatory GIS initiatives: GeoForAll, http://www.geoforall.org/ , Network of Labs, GeoForAll UrbanScience CityAnalytics Network, http://wiki.osgeo.org/wiki/GeoForAll_UrbanScience_CityAnalytics , and OSGeo, http://www.osgeo.org/	PMI
Buildup community http://www.buildup.eu , the European portal for energy efficiency in buildings	WVT
MakingSense (making-sense.eu), a project on the Collective Awareness Platform (CAPS)	EIPCM
DecarboNet (decarbonet.eu), a project on the Collective Awareness Platform (CAPS)	EIPCM
Model Predictive Control and Innovative System Integration of GEOTABS;-) in Hybrid Low Grade Thermal Energy Systems - Hybrid MPC GEOTABS	PMI
Planheat - Integrated tool for empowering public authorities in the development of sustainable plans for low carbon heating and cooling, http://planheat.eu/	PMI
CHEETAH - Changing Energy Efficiency Technology Adoption in Households	PMI
Innova MicroSolar - Innovative Micro Solar Heat and Power System for Domestic and	PMI

Small Business Residential Buildings	
HotMaps - Heating and Cooling: Open Source Tool for Mapping and Planning of Energy Systems, https://www.e-think.ac.at/hotmaps/	PMI
LOWUP - LOW valued energy sources UPgrading for buildings and industry uses, http://lowup-h2020.eu/	PMI
PENNY - Psychological, social and financial barriers to energy efficiency	PMI
MultiPACK - Demonstration of the next generation standardised integrated cooling and heating packages for commercial and public buildings based on environment-friendly carbon dioxide vapour compression cycles	PMI
THERMOS -Thermal Energy Resource Modelling and Optimisation System)	PMI
MOBISTYLE MOtivating end-users Behavioral change by combined ICT based tools and modular Information services on energy use, indoor environment, health and lifestyle, http://www.mobistyle-project.eu/en/mobistyle/project/mobistyle-concept	PMI
CONSEED - CONSUMER Energy Efficiency Decision Making, http://www.conseedproject.eu/	PMI
German Association of Local Utilities	SHF
Trianel Group (European Association of local energy utilities)	SHF
Association of German Cities	SHF
Greek Energy Traders and Suppliers Association	WVT

Further collaboration is possible with existing stakeholder groups, such as the ManagEnergy network, <http://www.managenergy.net>, a European initiative that allows simultaneous sharing of ideas and case studies, and the promotion of projects in the field of energy.

4 COMMUNICATION AND DISSEMINATION IN THE PILOTS

Planned communication and dissemination activities at the local level of the pilots will engage pilot participants. Furthermore, the enCOMPASS project will be communicated through local newspapers and disseminated through institutional stakeholders. Business collaborations and participation of partners in scientific and economic forums will also further communication and dissemination of the enCOMPASS project at the local level.

4.1 GERMAN PILOT

The target audiences of communication and dissemination activities in the context of the German pilot are households, children attending the local school in the city of Hassfurt, civil servants (employees) and local decision-makers working at the municipal building “Altes Rathaus”. Some of these activities are:

- SHF has already placed articles on the introduction of enCOMPASS into the local newspapers (Hassfurter Tagblatt, Wochenpost and Wochenpost am Sonntag with a combined circulation of more than 75.000 copies) and the SHF customer magazine (circulation of approximately 14.000 copies).
- SHF has initialized a raffle in the customer magazine and on Facebook to find participants and make the project go viral.
- Presentation of the enCOMPASS project on the 2nd Energy Forum in Hassfurt, to take place on the 23rd of June 2017, with approximately 200 stakeholders from the energy sector
- SHF will organize two citizen workshops that will both promote the project and support the requirements analysis cycle.

- Prizes and rewards to stimulate participation will be offered. This will be communicated through the SHF customer magazine (accompanied by mailings and direct phone communication with selected participants/winners).

Furthermore, SHF will communicate the enCOMPASS project to its 10.000 customers in the municipality of Hassfurt and beyond, via local newspapers and its customer magazine. It will also disseminate the project results through the various relevant stakeholder organisations it is participating in, like the German Association of Local Utilities (with more than 1.400 local energy suppliers), the Trianel Group (European Association of local energy utilities), or the Association of German Cities (consisting of approximately 3.500 German cities and local state government organisations). Additionally, SHF will seek to exploit the project results in its business collaborations (e.g. with Greenpeace Energy). Last, but not least, SHF will communicate the enCOMPASS project in the various scientific and economic forums it participates in, e.g. the E-World congress or EUROFORUM seminars and events, as well as in the annual Energy Forum in Hassfurt, where enCOMPASS progress and results will be continuously presented.

4.2 GREEK PILOT

The target audiences of communication and dissemination activities in the context of the Greek pilot are:

- Households in Thessaloniki
- Students, parents and teachers at the IEK DELTA school in Thessaloniki, which is in a strategic partnership with WVT
- Customers of WVT at the company's new flagship retail store in Thessaloniki

Some of these activities are:

- IEK DELTA presentations of enCOMPASS will engage 1.500 students.
- A sensors installation laboratory and lectures in the school building will also engage IEK DELTA students and inform them about the enCOMPASS project.
- WVT will communicate to 100 selected households their involvement in the enCOMPASS pilot.
- A media press conference regarding the first WVT flagship store opening in Thessaloniki, is planned for the 3rd of May 2017.
- On occasion of the store opening, Mr Konstantinos Arvanitis will give interviews to several media, during which the enCOMPASS project will also be communicated.
- WVT's flagship store will engage new customers to take advantage of the enCOMPASS approach.

Furthermore, WVT will communicate the enCOMPASS project using the utility bill information sector, making public the project to at least 30.000 customers. WVT will also communicate the project via local newspapers and its customer magazine, and disseminate the project results through the various relevant stakeholder organisations it is participating in. Additionally, WVT will seek to exploit the project results in its business collaborations. Last, but not least, WVT will communicate the enCOMPASS project in the various scientific and economic forums it participates in, where enCOMPASS progress and results will be continuously presented.

4.3 SWISS PILOT

Communication and dissemination activities regarding the enCOMPASS project will be performed both at the local level, in the pilot municipality involved in the pilot (Municipality of Gambarogno, fraction of Contone) and at the whole cantonal level.

Besides the communication of the launch of the project (November 2016) on SUPSI websites (with cantonal-level resonance), a first activity at the local level was already performed in February 2017, when the project was introduced during a neighbourhood assembly organized by the Municipality of Gambarogno, in the Contone neighbourhood. At the event, SES presented goals and highlighted the opportunity for the community to actively engage in the project.

Next communication activities are planned for the start of recruitment of participating households, from September 2017. In that period, a descriptive flyer presenting enCOMPASS and its advantages to the population will be sent by SES to all the households in Contone. The flyer will mention prizes, remark that participation is voluntary and invite all the interested households to communicate to SES their willingness to become engaged in the project. At the same time, SUPSI, SES and Gambarogno Municipality websites and Facebook pages will publish the flyer, with news giving it high visibility. Then, as described in D7.1 "Pilot baseline and action plan", direct communications will be sent to a selection of households in the Contone area, with the aim of personally inviting them to enter the project – with different communications and timing, according to the intervention and control group.

Once recruitment activities are concluded, a final press release will be produced, and sent to local media. We also plan to organise radio and TV communications. All the material produced by the press release, radio and TV passages will be amplified by publication on websites and social networks, through SUPSI, SES and Municipality of Gambarogno official channels. During the experiment, direct contacts will be taken with the participants, according to the needs of the project. Communication with the general public will be made at the end of the project, with the aim of presenting results. To this purpose, a local event will be organized in Gambarogno/Contone, targeting the local community directly engaged in the project. In parallel, a final press release will be produced, and communications on the local radio and TV channels will be organized. Such a final material will also be amplified by publication on SUPSI, SES and Municipality of Gambarogno websites and Facebook pages. Furthermore, they will be presented in the SES publication distributed to all the customers every four months (in SES bulletin).

Finally, results of the project will also be presented in the biannual magazine by the Canton Ticino utility companies, which targets all the households of the Canton.