D9.4 FIRST YEAR DISSEMINATION REPORT

Report

Project title	**Collaborative Recommendations and Adaptive Control for Personalised Energy Saving**
Project acronym	**enCOMPASS**
Project call	**EE-07-2016-2017 Behavioural change toward energy efficiency through ICT**
Work Package	**WP9**
Lead Partner	**NABU**
Contributing Partner(s)	**all (PMI, SHF, NABU, WVT, SES, CERTH, NHRF, SUPSI, SMOB, KAL, KTU, GRA, PDX)**
Security classification	**PU (Public)**
Contractual delivery date	**31 October 2017**
Actual delivery date	**31 October 2017**
Version	**1.0**
Reviewers	**WVT** **EIPCM**

History of changes

Version	Date	Comments	Main Authors
0.1	11/09/2017	DDP was produced	Danny Püschel, Sebastian Scholz (NABU)
0.2	15/09/2017	POLIMI contribution added	Sergio Herrera, Piero Fraternali
0.3	16/09/2017	NABU contribution added, SHF contributions incorporated	Sebastian Scholz, Danny Püschel (NABU)
0.31	12/10/2017	SMOB contribution added	Luigi Caldararu (SMOB)
0.4	19/10/2017	Partners contribution added	Sebastian Scholz, Danny Püschel (NABU)
0.5	20/10/2017	Partners contribution added, EIPCM contribution added	Sebastian Scholz, Danny Püschel (NABU), Stefanos Chelidonis (EIPCM)
0.6	23/10/2017	POLIMI contribution added	Mauro Brivio (PMI)
0.7	23/10/2017	GRA contribution added	Balász Hidasi (GRA)
0.8	24/10/2017	POLIMIO contribution added, EIPCM contribution added	Mauro Brivio (PMI), Stefanos Chelidonis (EIPCM)
0.9	24/10/2017	WVT contribution added	Kostantinos Arvanitis (WVT)
0.10	25/10/2017	NHRF contribution added	Christiana Siambekou (NHRF)
0.11	26/10/2017	Executive summary added, KPIs added, EIPCM contribution added	Sebastian Scholz (NABU), Stefanos Chelidonis (EIPCM)
0.12	27/10/2017	History of changes updated	Stefanos Chelidonis (EIPCM)
0.13	27/10/2017	Internal review	Jasminko Novak (EIPCM) Stefanos Chelidonis (EIPCM)
0.14	30/10/2017	Internal review	Kostantinos Arvanitis (WVT)
1.0	30/10/2017	Final Version	NABU

Disclaimer

This document contains confidential information in the form of the enCOMPASS project findings, work and products and its use is strictly regulated by the enCOMPASS Consortium Agreement and by Contract no. 723059.

Neither the enCOMPASS Consortium nor any of its officers, employees or agents shall be responsible or liable in negligence or otherwise howsoever in respect of any inaccuracy or omission herein.

The contents of this document are the sole responsibility of the enCOMPASS consortium and can in no way be taken to reflect the views of the European Union.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 723059.

TABLE OF CONTENTS

Executive Summary 6
1 Introduction 7
2 Coordinated Image and Dissemination Materials 8
2.1 enCOMPASS Identity and Logos 8
2.2 Banners 8
2.3 Templates 9
2.3.1 enCOMPASS Presentations 9
2.3.2 enCOMPASS Factsheet 9
2.3.3 enCOMPASS Flyer 9
3 Communication and Dissemination at the International Level 10
3.1 Online Channels 10
3.1.1 enCOMPASS Website 10
3.1.2 enCOMPASS Newsletters 10
3.1.3 Social Media Channels: Twitter @enCompassH2020 11
3.1.4 Social Media Channels: LinkedIn & SlideShare 13
3.1.5 Social Media Channels: NABU-Netz.de and Facebook 14
3.2 Partners' Channels 14
3.3 Press Releases 18
3.4 Scientific Publications 18
3.5 Networking and Outreach Activities 19
3.5.1 Workshops and Special Events 19
3.5.2 Liaisons and Information Sharing 20
4 Communication and Dissemination in the Pilots 20
4.1 German Pilot 20
4.2 Greek Pilot 21
4.3 Swiss Pilot 23
5 Dissemination Activities 24
5.1 Conferences and events 24
5.2 Outreach workshops for user involvement 25
6 Assessment of the Communications Strategy 27
6.1 enCOMPASS Dissemination and Communication Strategy 27
6.2 Assessment of Dissemination Goals 29
6.3 Implement an effective communication and dissemination strategy for the project 31

6.4 Assessment of Dissemination in the pilots 31
6.4.1 SHF 31
6.4.2 WVT 31
6.4.3 SUPSI 32
6.5 Assessment of Dissemination in international context 32
7 Conclusion and Future Actions 32

EXECUTIVE SUMMARY

This deliverable D9.4 contains the first year dissemination report for the enCOMPASS project on the preliminary communication and dissemination actions. It represents the fourth deliverable of the work package 9 *Communication and Dissemination* (WP9). WP9 defines and implements the communication and dissemination strategy of the project, disseminates results through the web, social media and other online and offline channels, at local level and at the international level and organizes events about the project. It also provides communication activities to support engagement of end-user communities and the enCOMPASS ecosystem. Finally it presents articles to scientific conferences for publishing project results and cross-fertilizes enCOMPASS results with relevant H2020 EE, ICT and Collective Awareness (CAPS) projects.

This document describes the communication and dissemination actions performed during first year of the project. This includes an update on the image and dissemination materials (section 2), the communication and dissemination at the international level (section 3) via online channels (section 3.1), through partners' channels (section 3.2) and traditional media such as press releases (section 3.3). It also reports on scientific publications (section 3.4) and networking and outreach activities (section 3.5). Communication and dissemination about the pilots at the local level is reported in section 4, while disseminations activities such as events, conferences and outreach workshops are reported in section 5. According to the *Dissemination and Communication Plan* (D9.2) the first year activities are assessed in section 5, whereas conclusions and an outlook on next steps are given in section 7.

Overall, this *First Year Dissemination Report* includes both a more detailed account of the main results already reported in the D1.2 Progress report, as well as an update on the progress after the end of the initial phase 1 of the *Dissemination and Communication Plan* that ended at m9, and started the second, strategic phase of the dissemination and communication, that will continue up to m24.

1 INTRODUCTION

This deliverable describes the actions performed in the implementation of the enCOMPASS communication and dissemination strategy and the communications tools used within the first year of the project. The deliverable is part of the activity of WP9. It includes the results of the active tasks of WP9:

- T9.1 Communication strategy and plan: for the initial definition of the project communication strategy (see D9.2) 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 deliverable is organized as follows: In section 2, records on usage and dissemination of the communication and dissemination material, such as the project logo, banners, and templates, can be found. As part of a comprehensive online and offline dissemination strategy, all used channels also need to be monitored and documented. In section 3, online channels of the project, and partners' own channels that were used to communication and disseminate project results and activities, are recorded, as well as traditional offline channels, such as press releases, scientific publications, and networking and outreach activities.

As pilot projects in Greece, Switzerland and Germany play a major role in enCOMPASS, section 4 is dedicated to the communication and dissemination in the pilots, followed by an overview of overall dissemination activities (section 5). Last, but not least, the dissemination is assessed in accordance with the stated communication and dissemination strategy (see D9.2), which leads to the conclusions and outlook of future actions in section 7.

2 COORDINATED IMAGE AND DISSEMINATION MATERIALS

In this section, we summarize the coordinated image and dissemination materials produced to support project communication and dissemination. More details on the communication and dissemination materials have been provided in D9.3 Dissemination tools and materials.

2.1 ENCOMPASS IDENTITY AND LOGOS

The project identity and logos have been and finalized and reported in D9.3. The visual identity has proven appropriate and we have made no changes since the submission of D9.3.

2.2 BANNERS

A default project banner has been created (see *Figure 1*). Besides the logo of the EC and of the project, the banner includes the payoff text: “Less Energy, Smarter Living”.

Figure 1: default enCOMPASS project banner

The banner has been used to support the visual identity of the LinkedIn project account (https://www.linkedin.com/in/encompass-project-470423142/). More ad-hoc banners will be added to address specific events and communication actions. Further banners will be created when the FUNERGY game visual identity is finalized and the game ready to be released to the public. Figure 2 represents an initial graphic design of the characters that will populate the banners and animations of the FUNERGY energy saving game.

Figure 2: draft graphical concept of the Funergy banners

2.3 TEMPLATES

2.3.1 enCOMPASS Presentations

The structure, the aims and the availability of our official project presentation (template and project overview slide pack) has been reported in D9.3. The presentation is also downloadable from the website: http://www.encompass-project.eu/wp-content/uploads/2017/04/enCompass_presentation.pdf

The project presentation has been used for the following purposes:

- SCIENTIFIC
  - The preparation of a poster for the EGBL conference in Gratz (Oct 5 2017), where the preliminary concept of the Funergy game has been presented and discussed with an audience of researchers, game specialists and school teachers.
  - Presentation of the project at the kickoff and second Plenary Meetings of the PENNY H2020 project (on Oct 13 2016 and on Sept 18-19 2017, respectively), where POLIMI is a partner. The project will consider using the technical results of enCOMPASS for experimentation and empirical assessment of behavioral change methodologies driven by ICT and games.
- BUSINESS
  - Presentation of the project at the premises of Qurrent (Amsterdam Oct 4th 2017, a utility company in the Netherlands. Qurrent has an energy consumers community in place and will evaluate the gamification approach of enCOMPASS to engage customers in novel activities.
  - Production of a presentation at the European Utility Week (Amsterdam Oct 4th), where the target was the broad audience of utility professionals and researchers. In this event, the results of a previous project on water awareness were presented and linked to the methodology of enCOMPASS to explain the project approach to behavioural change).
  - Early presentation of the project objectives during the European Utility Week 2016 in Barcelona where connections with Build Up EU where established
  - In Depth presentation of the project during European Utility Week 2017 in Amsterdam, during Hub Session for IoT (Polimi), and on the WVT booth where WVT demonstrated the "smartwatt" services and both WVT and CERTH introduced the "energy of everything platform"
- EDUCATION
  - First test of the presentation with local schools (an initial meeting with school teacher and pupils was held in the Presentazione Residence building of Politecnico di Milano in the Como Campus on Sept 29, as part of a broader collaboration on the topic of water and energy sustainability). The goal was to understand how to communicate the objectives of the project in a simple way adapted to school kids in the age range of 10-13 years.

2.3.2 enCOMPASS Factsheet

The factsheet is an easy document to briefly explain the enCOMPASS project. It contains some basic information about the project, the partners, the goals and the way to reach them. The factsheet is downloadable from the project website: http://www.encompass-project.eu/wp-content/uploads/2017/04/enCOMPASS-factsheet.pdf

There were no changes in the factsheet. A revision of the factsheet is planned for the time when main project results will become available, especially after the deployment of the enCOMPASS platform in the pilot sites.

2.3.3 enCOMPASS Flyer

The enCOMPASS flyer acts as the project's "identification card" addressing a more general target audience. It functions as one of the most common and quickest communication tools to let people know about the

project activities, its aims, its implementation methodology and its impact on people's behavior. It has been designed to easily show and explain all the project phases, to give relevance to the methodology applied and the results obtained. The flyer is released both in electronic and in paper form according to the different uses and needs of the project partners. In its electronic form, it is made available on the project website (http://www.encompass-project.eu/wp-content/uploads/2017/04/20170428-encompass-18x18-WEB-EDITION.pdf) and on SlideShare (https://www.slideshare.net/encompassH2020/encompass-project-flyer) .

There were no changes in the flyer. The electronic flyer has been used on all occasions where the presentation was used to refer the audience to the essential facts about the project.

3 COMMUNICATION AND DISSEMINATION AT THE INTERNATIONAL LEVEL

The communication and dissemination of the enCOMPASS project activities and results takes place via a range of communication channels, in line with the communication and dissemination strategy defined in D9.2. This includes 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 first year. The presentation of individual channels only looks at the points that have changed since their description in D9.3 Dissemination materials and tools.

3.1 ONLINE CHANNELS

3.1.1 enCOMPASS Website

The enCOMPASS website (http://www.encompass-project.eu) is the main overall source of information for the project activities and achievements. It provides a brief, but impactful description of the project and of its main activities. The website has been designed based on the same visual identity and style as the other communication materials. The results achieved by the enCOMPASS website with respect to the KPIs defined in the communications and dissemination strategy (described in D9.2) are given in Table 1.

The website uptake was slower than expected in Phase 1, but it consolidated between M10-M12 so that the KPI goal for Phase 1 has now been reached and overcome. Such a growth rate of the number of visitors accessing the website in these few months suggests that the targets for Phase 2 will be reached as planned. Note that the targets for Phase2 are intended by M24, thus the ;12

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	M12 achieved
number of unique visitors to the website (based on Google Analytics)	500	52	2.500	616
number of multimedia downloads (website)	100	11	200	155

3.1.2 enCOMPASS Newsletters

The enCOMPASS project newsletter informs twice a year about 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. In the first year, two issues of the newsletter have been successfully released, reaching over 30.000 recipients (Table 2), greatly exceeding the original targets both for Phase 1 and for Phase. This was possible due to the chosen distribution strategy, which employed both the project specific

channels (website, social channels etc.) and the existing online channels of the partners to spread the newsletter in a coordinated effort.

Table 2: KPI-Check for enCOMPASS Newsletters

KPIs for communication and dissemination	Phase 1 (M1-M9) targets	Phase 1 targets achieved	Phase 2 (M9-M24) targets	M12 achieved
number of recipients of the enCOMPASS newsletter	2.000	37.264	3.000	37.264

3.1.3 Social Media Channels: Twitter @enCompassH2020

A clearly defined Twitter 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 and used to to facilitate the direct, easy and immediate communication and dissemination of project results and activities to a wide external audience. In order to maximize project visibility, the enCOMPASS Twitter account is also used to share news, information and initiatives related to the broader area of the enCOMPASS project topics and project mission. 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. See Figure 3 for a screenshot of the enCOMPASS Twitter page.

Previous experience has proven that only publishing news on project activities is not a successful strategy for attracting followers on social channels. Instead, channel content needs to provide a value of its own for the users to join as followers. Following this strategy, the enCOMPASS Twitter account 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. The success of this strategy is reflected in the achieved results that not only meet but exceed the established KPI targets (see Table 3 and related explanations below).

The Twitter strategy also aimed at identifying accounts with a broad reach in their existing social networks, in order to exploit network effects. The editorial choice of content published, as well as the establishment of references and direct interactions with existing Twitter multipliers in the area of energy management and related sustainability areas, reflect this objective. This strategy was effectively implemented, as acquired Twitter followers include both individual influencers with a high number of followers, as well as institutional Twitter accounts of renowned institutions and of other projects or energy related initiatives in Europe and worldwide (e.g. NewClimate Institute, European Academy, START2ACT). The project followers come 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 3: Screenshot of the enCOMPASS Twitter page on 23 October 2017

Accordingly, the project's tweets inform with content of interest to our consortium and to all followers. Through this strategy, we are communicating the progress of the project and project related activities to both the audience directly related to our research, as well as to a wide external audience. In this manner, we can also reach a wider range of potential exploitation users for the enCOMPASS platform and applications. At the end of M9 (end of strategy phase 1), the enCOMPASS Twitter account had produced 452 tweets, gained 129 followers and achieved several thousand monthly impressions (e.g. 3.713 impressions for July 2017,), meeting and surpassing the relevant targets defined in D9.2 (see Table 3). Moreover, towards the end of M12, it had produced 653 tweets, gained 168 followers, and achieved 10.300 monthly impressions (for October 2017).

Table 3: KPI check for Twitter on 23 October 2017[1]

KPIs for communication and dissemination	Phase 1 (M1-M9) targets	Results at M9	Phase 2 (M9-M24) targets	Results at M12
Followers of the enCOMPASS Twitter account[2]	-	129	-	**168**
Posts on the enCOMPASS Twitter account	-	452	-	**653**
Direct followers of enCOMPASS social channels[3]	80	181	150	**268**
Posts on enCOMPASS social channels	100	496	200	**699**

In addition to including the enCOMPASS tweet stream, a Twitter aggregator (Twitter Energy News) collecting tweets from related European water projects is also provided on the enCOMPASS website. This webpage automatically aggregates and displays a real time stream of tweets corresponding to a set of predefined topical hashtags. This provides 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

[2] Separate KPI targets for Twitter haven't been defined in D9.2 but the results are given here for better understanding.
[3] This KPI includes both Twitter and LinkedIn (as defined in the communication strategy, D9.2).

also uses this page to identify interesting tweets for further dissemination through the social channels of enCOMPASS.

3.1.4 Social Media Channels: LinkedIn & SlideShare

To communicate project activities and disseminate the results to a professionally oriented audience, we have been posting relevant project news and results to the major LinkedIn group for energy efficiency, the Energy Efficiency Expert group (https://www.linkedin.com/groups/2632450) with 18.000+ members. To post to the group, the enCOMPASS LinkedIn profile has been created and used (https://www.linkedin.com/in/encompass-project-470423142/). Posting to an existing LinkedIn group on energy efficiency was preferred over building a separate LinkedIn group for specifically for enCOMPASS from zero, as that could never reach the scale of an existing major energy efficiency group like Energy Efficiency Expert, during the lifetime of the project.

The enCOMPASS profile on LinkedIn itself has also been used to post news and relevant content directly on the project profile to reach other energy efficiency groups, EU funded projects, professional networks and international energy saving initiatives which may not be members of the Energy Efficiency Expert group, all with the purpose to communicate and disseminate enCOMPASS results (46 posts by M12, on 23 October 2017). As the result of overall posting activity on LinkedIn, the project's LinkedIn profile itself has also gained followers, even if that was not a primary goal (100 followers by M12, on 23 October 2017). All of the described activities were implemented in accordance with the specific communication and dissemination strategy for LinkedIn described in *D9.2 Dissemination and communication strategy*.

Finally, the LinkedIn profile makes available and disseminates enCOMPASS presentations through SlideShare and vice versa (https://www.slideshare.net/encompassH2020/). See Figure 3 for a screenshot of the enCOMPASS profile on LinkedIn, and Figure 6 for a screenshot of the enCOMPASS SlideShare.

Table 4: KPI check for SlideShare

KPIs for communication and dissemination	Phase 1 (M1-M9) targets	Phase 1 targets achieved	Phase 2 (M9-M24) targets	M12 achieved
Presentations published on SlideShare	2	2	10	7

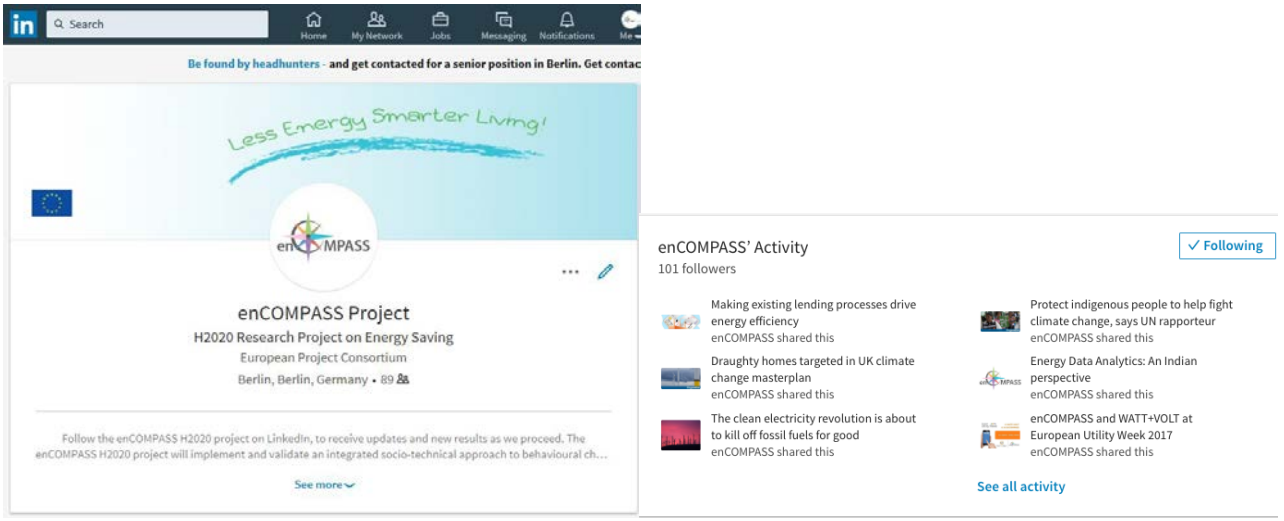

Figure 3: Screenshot of the LinkedIn enCOMPASS profile page on 27 October 2017

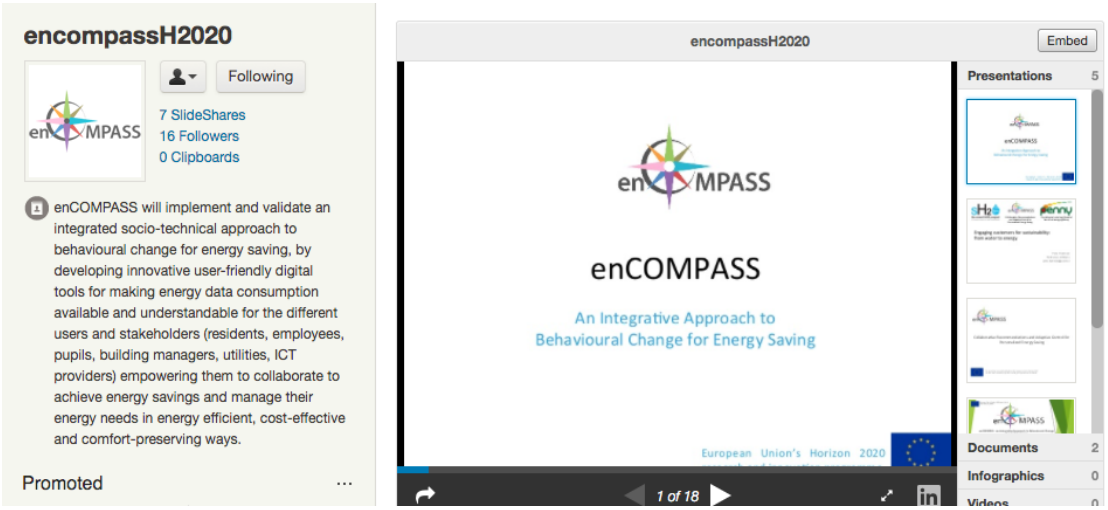

Figure 4: Screenshot of the enCOMPASS SlideShare on 23 October 2017

3.1.5 Social Media Channels: NABU-Netz.de and Facebook

NABU has got a tool named NABU-Netz.de which is a social network tool especially for NABU members and those interested in the work of NABU to discuss specific topics and to organize volunteering. Being a grassroots environmental organization NABU includes a number of its local groups, who 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. 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 summary, with the performed actions on the different social channels the project was able to succesfully meet the established KPI targets for the enCOMPASS social community members (Table 5). It is worth noting, 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: on Twitter alone, the project has been continuously reaching several thousands impressions (views), peaking at over 10.000 impressions in October 2017 (as reported in section 3.1.3).

Table 5: 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	M12 achieved
number of enCOMPASS social community members reached (cumulative)	300	704	1.000	824

3.2 Partners' Channels

Part of the dissemination strategy is 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. During first year of the project most partners channels have been used to ensure the visibility of the enCOMPASS project, the project news, and the project newsletter. Table 6 provides an overview of the actually used partner's channels until month 12.

Table 6: Partners channels used to disseminate the enCOMPASS project

Partner	Channel type	Channel
PMI /FPM	Website	Website Politecnico di Milano: www.polimi.it Website Polo territorial di Como – Politecnico di Milano: www.polo-como.polimi.it Website Fondazione Politecnico di Milano: www.fondazionepolitecnico.it Ensured visibility to enCOMPASS news, tweets and posts on Facebook Channel
	Social Media	Facebook Channel Politecnico di Milano: www.facebook.com/polimi/ Facebook Channel Fondazione Politecnico di Milano: www.facebook.com/Fondazione.Politecnico. di.Milano Twitter Account Politecnico di Milano https://twitter.com/polimi Twitter Account Fondazione Politecnico di Milano https://twitter.com/FondaPoliMi Ensured visibility to enCOMPASS newsletter, website, and kick-off and plenary meeting.
EKT/NHRF	Website (http://www.ekt.gr/)	Ensured visibility to enCOMPASS project
	Press Releases	http://www.ekt.gr/el/press-releases (in Greek) http://www.ekt.gr/en/press-releases (in English)
	Magazine "Innovation Research & Technology" Print & ebook	Four issues per year, circulation: 5.000 recipients, 32.000 e-recepients http://www.ekt.gr/el/magazine http://www.ekt.gr/en/magazine
	Newsletter	eNewsletter "Ερευνα & Καινοτομία"/"Research & Innovation" (in Greek) http://www.ekt.gr/el/enewsletter Circulation: 32.000 recipients
	Social Media	Facebook account https://www.facebook.com/EKTgr Ensured visibility to enCOMPASS project, newsletter and website Twitter account https://twitter.com/EKTgr Ensured visibility to enCOMPASS project, newsletter and website and retweet about European Utility Week 2017 (EUW 2017)
NABU	Website	Website of NABU e.V. www.nabu.de

		Ensured visibility to enCOMPASS project, newsletter and website
	Print Magazine Naturschutz Heute	Four issues per year, circulation: 355.000
	Newsletter	Weekly; 27.000 subscribers Monthly environmental policy specific Ensured visibility to enCOMPASS project, newsletter and website
	Social Media	Facebook: https://www.facebook.com/Naturschutzbund/# Twitter account: https://twitter.com/nabu_de and https://twitter.com/nabu_Klima Ensured visibility to enCOMPASS project, newsletter and website NABU-Netz: Social media for NABU-Members and alike Ensured visibility to enCOMPASS project
EIPCM	Website	Website http://eipcm.org/ and project-specific website http://eipcm.org/project/encompass/ Ensured visibility to enCOMPASS project
	Social media	Twitter account: https://twitter.com/eipcm Ensured visibility to enCOMPASS project
SUPSI	Websites	Websites of IDSIA and ISAAC (institutes of SUPSI); Website of SUPSI http://www.idsia.ch http://isaac.supsi.ch http://www.supsi.ch Ensured visibility to enCOMPASS newsletter and website
	Social media	SUPSI Facebook account https://www.facebook.com/supsi.ch/ Ensured visibility to enCOMPASS newsletter and website
	TV / Radio	Cantonal TV and radio channels (RSI,TeleTicino), local newspapers (Il corriere del Ticino, La Regione) Disseminated enCOMPASS kick-off press release, included enCOMPASS contents whenever possible in articles and interviews
CERTH	Website	Website: http://www.certh.gr/B43848A3.en.aspx Ensured visibility to enCOMPASS newsletter and website
	Press Releases	Press Releases http://www.certh.gr/3D7F7F73.en.aspx Ensured visibility to enCOMPASS project
	Social Media	CERTH Facebook account CERTH YouTube account Twitter account https://twitter.com/CERTHellas LinkedIn account https://www.linkedin.com/company/certh

		Ensured visibility to enCOMPASS project
WVT	Website	Website: https://watt-volt.gr/ Ensured visibility to enCOMPASS project
	Press Releases	Several media list that the company participates www.energypress.gr Ensured visibility to enCOMPASS project
	Social Media	https://www.facebook.com/wattandvolt/ https://twitter.com/wattandvolt https://www.linkedin.com/company/watt-volt Ensured visibility to enCOMPASS project
	Newsletter	WATT+VOLT employees newsletter 200+ recipients Ensured visibility to enCOMPASS project
SES	Website	SES website http://www.ses.ch Ensured visibility to enCOMPASS project
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 Ensured visibility to enCOMPASS project
	Social media	LinkedIn account https://www.linkedin.com/company-beta/15162509/ Twitter account https://twitter.com/avansales Ensured visibility to enCOMPASS project
PDX	Website	Paradox Engineering's website: http://www.pdxeng.ch , Ensured visibility to enCOMPASS in the 'Smart Energy' page
	Social media	LinkedIn: https://www.linkedin.com/company/paradox-engineering Ensured visibility to enCOMPASS project
	Press Releases and other	Disseminated enCOMPASS kick-off press release, included enCOMPASS contents whenever possible in articles and interviews, sync with MinebeaMitsumi EU press dedicated website

SFH	Website	Website of Stadtwerk Haßfurt GmbH http://stadtwerkhassfurt.de Ensured visibility to enCOMPASS project
	Social media	Facebook Site of Stadtwerk Haßfurt GmbH https://www.facebook.com/Stadtwerk-Ha%C3%9Ffurt-GmbH-212446665475480 Ensured visibility to enCOMPASS project
	Press Releases	Disseminated enCOMPASS kick-off press release, included enCOMPASS contents whenever possible in articles and interviews
KTU	Website	Website of KTU www.ktu.edu Ensured visibility to enCOMPASS project
	Social media	Facebook site of the School of Economics and Business, KTU: https://www.facebook.com/ktuekonomika/?fref=ts Ensured visibility to enCOMPASS project
KAL	Social media	Company's page https://www.facebook.com/KaleidosGames/ Personal page of Spartaco Albertarelli https://www.facebook.com/spartaco.albertarelli.game.designer/ Ensured visibility to enCOMPASS project

As table 6 shows a comprehensive broad variety of media channels already has been used to disseminate project content such as updates to the project, news, the newsletter, results, events, and reports of interest of partners contexts.

3.3 Press Releases

The project issues regularly press releases, both by the consortium as a whole, as well as by individual partners. A basic press kit has been 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). Table 7 gives the KPI targets and achievements for the first project year.

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	M12 achieved
number of press releases delivered to traditional media (cumulative)	6	7	6	8

3.4 Scientific Publications

The following publications have been produced and published in the first year of the project.

- "enCOMPASS – an Integrative Approach to Behavioural Change for Energy Saving", Piero Fraternali, Sergio Herrera, Jasminko Novak, Mark Melenhorst, Dimitrios Tzovaras, Stelios Kinidis, Andrea Emilio

Rizzoli, Francesca Cellina. Published in Global Internet of Things Summit (GIoTS) 2017 Proceedings, CICG, Geneva, June 2017.

- "DROP and FUNERGY – Two Gamified Learning Projects for Water and Energy Conservation", Spartaco Albertarelli, Piero Fraternali, Jasminko Novak, Andrea-Emilio Rizzoli and Cristina Rottondi, published in ECGBL 11th European Conference on Games Based Learning 5 – 6 October 2017, Graz, Austria
- "Machine learning based occupancy detection via the use of smart meters", T. Vafeiadis, S. Zikos, G. Stavropoulos, D. Ioannidis, S. Krinidis, D. Tzovaras and K. Moustakas, published in International Conference on Energy Science and Electrical Engineering (ICESEE'17), 20-22 October, 2017, Budapest, Hungary.

These publications describe the initial concept of the project and the preliminary design of the Funergy energy saving game. More publications are planned after the first project results become available in the pilots.

3.5 NETWORKING AND OUTREACH ACTIVITIES

Planned networking activities, particularly events, workshops and collaboration with other projects and enCOMPASS liaisons, are used to disseminate scientific and project findings, and to enable project partners to network. Section 3.5.1 gives an overview of workshops and special events, section 3.5.2 of liaisons and information sharing focused on the scientific part of the results. The outreach workshops to the users are described in section 5.2.**Workshops and Special Events**

The following workshops and special events have been organized:

- Organization of and participation to the Workshop "***Energy Efficient solutions based on IoT* (*EESIoT)"* 2017**, (June 8, International Conference Centre of Geneva (CICG) -in conjunction with Global IoT Summit 2017[4]).
  The workshop provided a forum of discussion between different stakeholders, researchers, industries etc, in order to present the most recent advances in the area of ICT based Energy Efficiency solutions.The objective of was to exchange and disseminate knowledge and results on state-of-the-art solutions, research findings and projects on energy saving and energy efficiency facilitated through novel ICT systems and applications, i.e. to inform about the design and development of novel energy efficient solutions. This included user engagement and behavioural change that can be achieved by increasing the overall awareness of consumers regarding the main causes of energy consumption, the impact on the environment as well as the potential for energy and cost savings and providing the proper motives for changing their daily lifestyle in a way that better quality of life will be achieved. It also promoted the collaboration and mutual exchange of experiences among the EU projects in the last EE-07 and EE-10 calls.
- Organization and participation to the **Hub session - Big Data & Analytics - Data to Reinvent the Customer Journey, at the European Utility Week 2017,** in Amsterdam, Oct 4, 2017[5].
  The session addressed the following questions and themes
  - At the EUW 2017 a lot of viable solutions are presented, why are references of large-scale deployments still sparse?
  - Are households ready for ICT for energy efficacy – is the interest broad enough to justify investment decisions from utilities / ESCOs / etc.?

[4] https://sites.grenadine.co/sites/iot/fr/iot-week-2017/schedule/842/GIoTS+Workshop+on+Energy+Efficient+Solutions+based+on+IoT+-+EESIoT+2017+I

[5] http://programme2017.european-utility-week.com/presentation/introduction-chairperson-9

- Are efficiency gains as expected?
- Is national/EU regulation prepared to support market uptake?
- What are the next tools / functionalities / services we may expect?

3.5.2 Liaisons and Information Sharing

After the organization of the "*Energy Efficient solutions based on IoT* (*EESIoT)"* 2017 workshop a group of co-organizers has been established as a result of a networking activity, composed of the following projects and coordinators:

- Antonio Skarmeta ENTROPY consortium,
- George Boultadakis CHARGED consortium,
- Sébastien Poulain GreenPlay consortium,
- Piero Fraternali enCompass consortium,
- Miquel Casals EnerGAware consortium,
- Johannes Reichl PEAKapp consortium,
- Giorgos Mylonas GAIA consortium.

These projects have federated in order to exchange results and maximize impact and dissemination of EE activities.

Furthermore, has enCOMPASS joined the Common Dissemination Booster cluster lead by the PEAKapp project. Within the cluster common communications and dissemination activities shall be pooled for maximizing impact, and supported by the new CDB support measures of the European Commission.

4 COMMUNICATION AND DISSEMINATION IN THE PILOTS

At the local level the information about the enCOMPASS pilots and their activities is communicated and disseminated to support participant recruitement 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.

4.1 GERMAN PILOT

In Hassfurt the first communication activity has been done at the 2nd Energy-Forum in June 2017. At the event, the project was publicly presented to the visiting citizens, with the intention to attract their attention to the recruitment of the intervention group. The feedback was positive and some participants could be won immediately.

Furthermore, in the local magazine "Tag&Nacht" an annunciation (see Figure 5) is taken out quarterly to communicate about the project and its goals. Households shall be encouraged to take part, as well.

SMART HOME

Sie sind technikbegeistert und wollen Energie einsparen? Dann nutzen Sie Ihre Chance und nehmen Sie an einer Studie der EU teil! Zur Unterstützung erhalten Sie ein Smart-Home-System KOSTENLOS.

RABBITHOME PRO

Über Tablet oder Smartphone die Heizung höherstellen, damit es schön warm ist, wenn man nach Hause kommt oder kontrollieren, wie viel und wo Strom verbraucht wird: Ein Smart-Home-System kann das. Voraussetzung dafür ist ein sogenannter intelligenter Zähler, der im Haßfurter Versorgungsgebiet in jedem Haushalt installiert wurde. Diesen Vorteil will die EU jetzt nutzen und mithilfe des Stadtwerks herausbekommen, ob und wie viel Energie man durch diese Smart-Home-Systeme einsparen kann.

Dafür suchen wir hundert technikaffine Teilnehmer, die in ihrem Haushalt Energie einsparen wollen – wobei die Installation und Nutzung sehr einfach und bedienerfreundlich ist. Ziel des Forschungsprojekts ist es, eine webbasierte Anwendung zu entwickeln, die dem Nutzer wertvolle Tipps zum Energiesparen gibt und ihn auf Energiefresser aufmerksam macht. Wer ein Teil dieser Studie werden will, kann sich bei Alexander Derra melden. Zur Unterstützung gibt es ein Smart-Home-System im Wert von 320 Euro kostenlos.

100

Smart-Home-Systeme stehen für das Forschungsprojekt zur Verfügung. Wer mitmachen will, meldet sich bitte bei Alexander Derra unter Telefon (0 95 21) 94 94-15, E-Mail: alexander.derra@stwhas.de

Alexander Derra vom Stadtwerk

Figure 5: Quarterly annunciation in local magazine "Tag&Nacht", Hassfurt

Local authorities, namely the management of town hall Hassfurt and the directorship of the school of Nassachtal, were contacted to secure their support and involvement in the enCOMPASS project. On the 28th and 29th of September three public workshops were held. The main objective of the workshops was to gather user feedback on the preliminary design of the enCOMPASS App. They were designed to fit for the different user classes. Tangentially the participants of the workshops should mention that the work for enCOMPASS is being made and to make people talk about it to gain more feedback from the public.

Also, the general manager of SHF presented the project and its goals at the VKU Congress of public services, Berlin in September 2017 to gain attention among experts. There will be made more arrangements to increase public relations in the next months to start the recruitment campaign (e.g. highlight at SHF-Homepage, leaflets, handouts, etc.).

4.2 Greek Pilot

WVT Activities communicating the project took place in both WVT Headquarters in Athens and the WVT Retail Store in Thessaloniki, with presentations and workshops. Both buildings and occupants are serving the encompass project pilot buildings.

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 5th 2017. The company's retail store is used to spread out the news regarding the enCOMPASS pilots in Thessaloniki.

Mr. Konstantinos Arvanitis the Development Manager of WATT+VOLT presented the enCOMPASS project during the Internet of Things conference 2017 at Marousi Plaza "Connecting the Dots: A Comprehensive Guide for Successful Enterprise IoT Projects", http://iotconference.boussiasconferences.gr/ and http://iotconference.boussiasconferences.gr/default.asp?pid=12&la=1&SpeakerID=6

Figure 6: enCOMPASS Presentation during "The IoT conference"

On February 16th and 17th 2017, the enCOMPASS partners joined together during the Thessaloniki Plenary meeting. During the Meeting the enCOMPASS Executive Board visited IEK Delta Headquarters Building in Thessaloniki. The building is chosen among WATT+VOLT's customer portfolio to serve the encompass project as the School Building for the Greek Pilot cases. WATT+VOLT is the energy supplier to the IEK DELTA buildings.

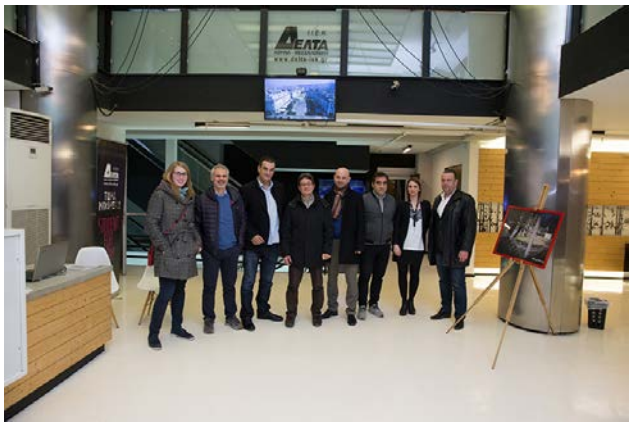

Figure 7: enCOMPASS executive Board during the Delta School Visit building in Thessaloniki

DELTA school is educating over 1.500 students to become energy professionals. During the IEK DELTA visit several opportunities for collaboration came up, regarding the encompass project the teachers and the students.

WVT also communicated the enCOMPASS project, using press release on the ka-business magazine in the business and money sector published from 10 October 2017 in Thessaloniki.

Figure 8: enCOMPASS Press Release in ka-business.gr magazine

Meanwhile the organizers of the 13rd Forum of Innovation and Development "Digital Business" requested for a detailed enCOMPASS presentation during the conference that will take place in Thessaloniki on 4/11/2017.

The first year dissemination action for the Greek Library pilot in EKT, took place on June 12th 2017, where EKT/NHRF organized the infoday "Open Science key issues and future prospects", http://www.encompass-project.eu/encompass-at-the-open-science-key-issues-and-future-prospects-infoday/. The event provided a forum for the discussion and exchange of ideas and best practices between the key stakeholders in the transition to the open science/ open access paradigm, the Greek researcher Stelios Krinidis (CERTH), member of Encompass research group, talked about his experience on Linked Open Data & Data Management in the energy sector.

4.3 Swiss Pilot

In the Swiss pilot the first communication activities have been mostly preparatory, as the official launch of the project to the population will start with the recruitment campaign scheduled in fall 2017. Communication has been therefore mostly aimed at the local authorities, namely the municipality of Gambarogno and the Management of the Schools of Gambarogno to secure their support and involvement in the enCOMPASS project.

A first glimpse into the enCOMPASS was anyway delivered in a neighborhood assembly held in Contone on February 21st 2017, already organized by the municipality of Gambarogno for other reasons. During the event, the new utility company SES was presented to the population and enCOMPASS was briefly presented. In the meantime SES has started to prepare a leaflet which will be sent to all households in Contone (see Figure) which is the district of Gambarogno where the monitored households are located.

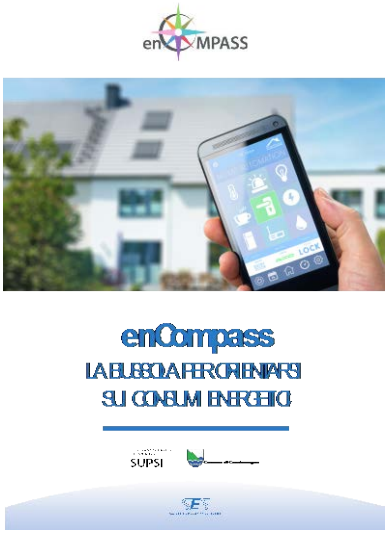

Figure 9. The enCOMPASS leaflet first page for the Swiss pilot.

On the 28th of September three public workshops were held. The main objective of the workshops were to gather user feedback on the preliminary design of the enCOMPASS App and they are aimed at the three different user classes, employees of the public building, the school teachers, and the general public, but these workshops will be indirectly a sign that enCOMPASS is being active as they will be soon followed by the launch of the recruitment campaign (for details on workshop results see D2.2 Final requirements).

5 Dissemination Activities

This section gives an overview of a participation of members of the project consortium at conferences or events to network and communicate about the enCOMPASS project.

5.1 Conferences and events

Part of the dissemination strategy is to attend conferences, workshops and other events to network and to present project results. Table 8 shows an overview of conferences attended by members of the enCOMPASS consortium.

Table 8: List of conferences attended by project members.

Conference	Place and Date	Partners Attending
19. Network Conference on digital information	Berlin, Germany. June 12th 2017	NABU
ECGBL 2017: 11th European Conference on Game Based Learning	Graz, Austria, October 4th – 5th 2017	EIPCM
D-A-CH+ Conference on Energy Informatics	Lugano, Switzerland, October 5th – 6th 2017	SUPSI
International Conference on Energy Science and Electrical Engineering	Budapest, Hungry, October 20th – 22nd 2017	CERTH

Furthermore members of the enCOMPASS consortium attended additional events listed in table 9 (industry events, scientific events etc.), for networking or presenting project activities and results.

Table 9: List of other events attended by project members

Event	Place and Date	Partners Attending
European Utility Week 2016	Barcelona, Spain 15th – 17th November 2016	WVT
Quarterly Meeting "Gebäude-Allianz"	Berlin, Germany, February 22nd 2017	NABU
E-World 2017: Energy and Water	Essen, Germany, April 28th 2017	SHF
Play Day 2017	May 27th, 2017	KALEIDOS / POLIMI
2nd Energy Forum	Hassfurt, Germany, June 23rd 2017	SHF
1st Global IoT Summit: Workshop on Energy Efficient Solutions Based on IoTEESIoT	Geneva, Switzerland, August 6th - 9th 2017	SUPSI
ACM RecSys 2017 Workshop: Recommender Systems for Citizens	Como, Italy, August 27th 2017	GRAVITY
Open Science: key issues and future prospects, Infoday	Athens, Greece, June 12th, 2017	EKT/CERTH
Internet of Things conference 2017	Athens, Greece June 26th 2017	WVT
European utility week 2017, Amsterdam, Netherlands	Amsterdam, Netherlands, October, 3rd – 4th 2017	WVT,POLIMI,CERTH

5.2 OUTREACH WORKSHOPS FOR USER INVOLVEMENT

The outreach workshops for the enCOMPASS project were the first step in involving users. They took place in Greece, Switzerland and Germany, aiming at discussing relevance and adaptation needs to specific national contexts. Ten workshops in total were performed, in which the project's objectives, results and methods were presented to interested utilities, smart home providers, municipal decision makers, social innovators, and the public, with at least three per site where we have envisioned pilot activities. All workshops have served to analyze requirements, and discuss intermediate versions and ongoing results with end users (see deliverable *D2.2 Final requirements and use cases*).

Each workshop lasted about an hour to an hour and a half, during which we presented to participants a general introduction to the project, an overview of the workshop's purpose, as well as a roadmap, and introductory questions about their attitude towards saving energy. The introductory questions were then followed by the actual presentation of the enCOMPASS mockups, shown in the context of user scenarios and interspersed with questions on the mockups, at regular intervals. These questions aimed to uncover the energy saving needs of participants in their respective contexts, potential problems with the mockups, as well as new directions with the functionality of the enCOMPASS app. Workshops ended with a concluding discussion among participants, coordinated by the workshop facilitator (for more details see deliverable *D2.2 Final requirements*).

In most cases, follow up interviews with building managers followed the workshops. These interviews lasted about half an hour, during which we showed the building managers different aspects of the Energy Efficiency Exploration Console for Building Managers, on a working prototype, and explored their needs regarding the console and its monitoring features.

The workshops, as well as the sessions with building managers, took place as follows:

Greece

- Representatives of households: The workshop took place at the meeting room of the WVT retail store in Thessaloniki. Participants were customers of WVT, of different ages and educational background, and representing varying household makeup. Out of the eight participants, six were male and two were female, and with an estimated age of 25-65. Out of the eight participants, one male was also the building manager, who then stayed on for his interview.
- Office workers at WVT: The workshop took place at a meeting room of the WVT headquarters in Athens. Participants were employees of WVT. Out of the five participants, three were male and two were female, and with an estimated age of 30-50. Out of the five participants, one male and one female were also building managers, who then stayed on for their interview.
- Office workers at NHRF: The workshop took place at a meeting room of the NHRF in Athens. Participants were employees of the NHRF. Out of the seven participants, four were male and three were female, and with an estimated age of 30-60. Out of the seven participants, one male was also the building manager, who then stayed on for his interview.
- Students and teachers at Delta College: Two workshops took place in classrooms of Delta College in Thessaloniki. Six participants in one workshop were students of the school, with an estimated age of 20-25 (four female, two male). Five female participants in the other workshop were teachers of the school, with an estimated age of 30-50. An interview with two male building managers (estimated age 45-55) followed the workshops.

Switzerland

- Office employees: The workshop took place at a meeting room of the town hall in Magadino. Out of the five participants, two were male and three were female, and with an estimated age of 35-50.
- School personnel (teachers and headmaster): The workshop took place at a meeting room of the elementary school building in Quartino. Out of the five participants, one was male and four were female, and with an estimated age of 25-50.
- Citizens: The workshop took place at a meeting room of the town hall in Magadino. Out of the ten participants, nine were male and one was female, and with an estimated age of 40-65.

Germany

- Representatives of households: The requirements workshop with citizens from Haßfurt took place at the premises of Stadtwerk Haßfurt. Out of the eleven participants, eight were male and three were female, and with an estimated age of 30-65. Participants came from different educational backgrounds. We recruited them from a pool of attendees of an energy forum for local citizens, hosted by SHF in June.
- School staff: The workshop in Haßfurt with school staff from the primary school Nassachtal took place at SHF premises. Out of the three participants, two were female teachers, with an estimated age of 30-40, and one was the building manager (male), with an estimated age of 40-50. The two teachers act as ambassadors for the project, as they are both interested in saving energy and teaching sustainable practices, and inform their colleagues about the ideas and plans of enCOMPASS. The building manager stayed on for his interview.
- Public building staff: The workshop took place at SHF premises. Out of the three participants (all male and with an estimated age of 40-60), two work in the civil service center, and one is managing the event space. The event space manager was interested in the console for building managers, assuming

that the event space can connect to enCOMPASS (this will be checked by SHF, as their electricity supply is handled separately). He stayed on for the building manager interview.

6 ASSESSMENT OF THE COMMUNICATIONS STRATEGY

In this section we evaluate the overall results and impact of the performed communication and dissemination actions and if our strategy is efficient, effective and coherent. We will repeat this assessment at periodic time instants, each time we release a new dissemination report.

6.1 enCOMPASS DISSEMINATION AND COMMUNICATION STRATEGY

enCOMPASS is a project centered on an integrated socio-technical approach to behavioral change for Energy savings. As this approach directly address the human and social role in energy savings, dissemination and communication is a key component. The communication strategy sets the targets for the message to be communicated and it also takes care of both effectiveness and the right balance of technical and general purpose information to be disseminated, depending on the target audience. An overview of the communication and dissemination strategy (already introduced in D9.2) is shown in Table 10.

Table 10: 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: • Households • Teachers and pupils at schools • Building managers, employees and visitors of public buildings	New knowledge provided in an organized way	• 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	• 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	• 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 students and young researchers)	Scientific activities in a collaborative space where formal and informal teams and networks promote sharing of best practices and experiences	• Datasets and scientific papers documenting the research made in the project • Participation in international conferences • Social media channels	State-of-the-art progress through sharing of scientific knowledge and 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	• 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	• 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	• enCOMPASS intranet and shared calendar • enCOMPASS cloud repositories • enCOMPASS mailing list	Effective collaboration between partners

In the initial phase the communication and dissemination strategy has been about preparing the initial dissemination materials, setting up the main communication and dissemination channels and building an initial awareness about the project in the different target groups. First activities were focused on building a visual identity (i.e., logo, style sheets) to harmonize communication both internally among the consortium, and externally to the general public and the scientific community. The public, and in particular the wider reach of the target groups in the pilots (households, teachers and pupils, building managers, employees and visitors of public buildings) has been addressed via a comprehensive set of channels. The target has been to inform about energy management and enCOMPASS-approach and solutions.

The engagement in enCOMPASS pilots and the use of behavioral change apps are project inherent. The enCOMPASS website (see Section 3.1.1) acts as an attractive showroom providing insights, documenting project progress and promoting events that provide the opportunity to get in touch with the enCOMPASS community, same as the enCOMPASS-newsletter (see section 3.1.2) and social media channels (see section 3.1.3 and 3.1.4). The latter are key components for the success of the enCOMPASS-project, and also for reaching very divers target groups such as users, citizens, PAs, environmental activists, stakeholder organizations, schools, and SMEs. These stakeholders, who are external to the project, are reached by means of different social media channels (Twitter, LinkedIn, Facebook and NABU-Netz). The direct social community activated by the project reached 824 members by M12 (see section 3), but the overall reach has been even

higher: with more than 32.000 people reached by the newsletter distribution and over 10.000 monthly impressions on Twitter.

The traditional communication channels such as press releases (see section 3.3) have also been regularly used to reach the public as well as to inform stakeholders, both at local and at european and international level. For the scientific community datasets and papers are being provided.. Last but not least internal project communication is ensured through an intranet, a shared calendar, cloud repositories and mailing lists to guarantee effective collaboration.

The described approach ensures effective spreading of project news, providing information on the vision and on opportunities for adoption, ultimately reinforcing the energy saving message of enCOMPASS. This will be accompanied enCOMPASS applications that are being developed for engagement in the pilots. To further engage the stakeholders and reach out to a younger and family-oriented target group, a game is also being developed which combines a digital mobile game with a traditional card game (FUNERGY).

6.2 Assessment of Dissemination Goals

As defined in the communication and dissemination strategy in D9.2, 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 enCOMPASS apps)
- Consortium Internal Work pages (enCOMPASS wiki)

As already anticipated in the previous sections reporting on the results of the different types of activities on the different channels, the defined strategy was successfully implemented and all the defined goals were reached. Table 11 gives an overview of those communication and dissemination goals quantified in KPIs, as defined in *D9.2 Communication and Dissemination Plan*. The results for the first phase (M1 – M9) have already been reported in the *Progress Report (D1.2),* delivered at M10. For the sake of completeness, table 11 includes the communication and dissemination targets as well as the achievements both for phase1 (ending at m9) as well as targets for the second phase of the project (M9-M24) and the results achieved so far (at M12). As can be seen from the table all goals for this period as measured by the KPIs have been met.

Table 11: KPIs for communication and dissemination

KPIs for communication and dissemination	Phase 1 (M1-M9) targets	Phase 1 targets achieved	Phase 2 (M9-M24) targets	M12 achieved
Presence at public events	1	5	3	14
Citizen and stakeholder engagement workshops/meetings	4	6	4	17
Communications with public authorities/public building managers	3	8	6	16
Communications with environmental NGOs	3	3	6	3
Communication with utilities and technology providers	3	14	6	14
Number of events organized for external audiences	1	2	4	2
Number of events attended representing the project	2	5	4	14
Citizen, school pupils, PAs and stakeholder communications reach	100	32.250	40.000	32.310
enCOMPASS social community members	300	704	1.000	824
Reach of the extended enCOMPASS social community	-	-	10.000	10.300
Number of scientific publications in peer-review journals	-	-	4	0
Number of scientific publications in peer-review international conferences and workshops	1	1	7	3
Number of special sessions/workshops at international conferences	-	1	1	1
Number of press releases delivered to traditional media	6	7	6	8
Number of unique visitors to the website (based on Google Analytics)	500	52	2.500	616
Number of multimedia material downloads (website)	100	11	200	155
Number of recipients of the enCOMPASS newsletter	2.000	37.264	3.000	37.264
Number of direct followers of enCOMPASS social channels	80	181	150	268
Number of posts on direct enCOMPASS social channels	100	496	200	699

6.3 IMPLEMENT AN EFFECTIVE COMMUNICATION AND DISSEMINATION STRATEGY FOR THE PROJECT

The communication and dissemination plan, released at month 6, was a synergic approach of all partners. The plan included the description of planned actions and use of the project's dissemination tools, to be implemented during project activities.

In accordance with the plan, we communicated and disseminated the project at the international level through online channels: a website, a newsletter, Twitter, LinkedIn/Slideshare, Facebook, NABU-Netz.de (a social network tool especially for members of NABU, one of the consortium partners, to discuss specific topics and to organize volunteering), all partners' channels, press releases and scientific publications

First three scientific publications were published and presented at conferences and workshop papers (see sections 3.4, 3.5.1 and 5.1). Furthermore, at the international level, we also communicated and disseminated the project through networking and outreach activities, such as workshops and special events, as well as liaisons and information sharing (see section 3.5.2). Additionally, communication and dissemination took place in the outreach workshops of the project, for requirements, in Greece, Switzerland and Germany (see section 5.2).

The strategy (laid out in *D9.2 Dissemination and communication strategy*) was effectively implemented and guided the communication and dissemination of the project's activities and results to the international scientific community, practitioners, policy makers and citizens. All partners were involved in communication and dissemination, with specific tasks assigned to local partners in the three pilots, to address the needs and interests of local contexts. Moreover, we tailored all the communication and dissemination activities to the target audiences, accounting for differences between the pilots, as well as the diverse interests of the different target audiences. Finally, we designed the communication and dissemination plan to be flexible and adaptive to additional information and project results as they unfold over the course of the project. All KPI targets for the period covered by this report (M12) have been met (see Table 11).

6.4 ASSESSMENT OF DISSEMINATION IN THE PILOTS

6.4.1 SHF

The project activities were disseminated at several open councils, 2nd Energy-Forum and in the local magazine "Tag&Nacht". Furthermore, policy makers were advised of the projects goals and the need of public consent. So far, the feedback is always positive and people start talking about it among themselves. SHF is gaining more participants for the pilot continuously.

In general, it is too early to assess the overall impact of the dissemination and communication activities at the local level as the official launch of the enCOMPASS platform has not yet taken place, but the results of the activities performed so far are already encouraging. Four workshops for user and stakeholder engagements were performed in the first project year, three of which were aimed at collecting user feedback on the developed enCOMPASS application concept and functionalities (see D2.2), while one aimed at raising more general project awareness and interest in the participation in the pilots (Haßfurt Energy Forum for Citizens in June 2016). As a result of these activities, 85 citizens already explicitly expressed interest in participating the enCOMPASS pilot in Haßfurt (the target for the recruitment is 100 participants per pilot).

6.4.2 WVT

It is too early to assess the impact of the dissemination and communication activities at the local level as the official launch of the enCOMPASS platform has not yet taken place. However, the results of the first activities are encouraging: as four user workshops were successfully organized and performed with representatives of

households users, schools, employees from the municipal administration and the building managers at all local pilot sites in Athens and Thessaloniki. Beyond giving useful input for the requirements analysis, the participants in the workshops also voiced their interest in participating in the pilot. Hence, all the required local actors for initiating the Greek pilot and the participant recruitment have been successfully activated and are collaborating in the project. The full participant recruitment campaign will follow up as planned (see D7.1).

6.4.3 SUPSI

It is too early to assess the impact of the dissemination and communication activities at the local level as the official launch of the enCOMPASS platform has not yet taken place. However, the results of the first activities are encouraging, as three user workshops were successfully organized and performed with representatives of households users, schools, employees from the municipal administration and the building managers. Beyond giving useful input for the requirements analysis, the participants in the workshops also voiced their interest in participating in the pilot. Thus all the required local institutions for initiating the Swiss pilot and the participant recruitment have been successfully activated and are collaborating in the project. The full participant recruitment campaign will follow up as planned (see D7.1).

6.5 Assessment of Dissemination in International Context

Dissemination at the international level has taken place mostly through the online channels, including the enCOMPASS website (http://www.encompass-project.eu/), the project newsletter, social networks such as Twitter, and LinkedIn and SlideShare accounts, through the publication of scientific papers and the attendance of international conferences by members of the project. Furthermore with NABU-Netz and the NABU-Facebook-Account a specific community is reached and project content is disseminated.

As depicted in Table 11 all related KPIs were reached. To point out but a few: the newsletter was successfully distributed with a reach of over 32.000 people and the initial follower basis on the social channels has been successfully built up, resulting in a high number of monthly impressions, peaking at 10.000 impressions for October 2017. First three scientific publications have been published, one workshop session at a conference organized, 14 events were attended by members of the consortium representing the project and 17 workshops/meetings with different types of audiences (including citizens, public administrations, building managers etc.) have been performed.

7 Conclusion and Future Actions

In this deliverable we have reported the communication and dissemination activities we have implemented during the first year of the project. Such activities have been organized along the following directions:

- Set up of a coherent and structured visual identity.
- Deployment of a website for the project to provide a “safe harbor” where all the relevant project info can be easily searched, accessed and retrieved.
- Management of various social media channels, with different targets and different communication styles: from the broadcast, terse and compact style of “tweets” on Twitter, to more articulated discussions on the LinkedIn portal, and NABU-Netz.
- Dissemination on traditional media, from local press, to radio interviews.

- Scientific dissemination, delivering a set of contributions to international conferences and also to scientific journals, including the dissemination of the slide presentations on the social media SlideShare
- Presentation of the project at different events, including scientific conferences, industry events and citizen and stakeholder workshps.

Thus the initial phase for project awareness building has been successfully completed and this report provides the basis for our future activities. In accordance with the dissemination strategy, the strategic phase has recently started to create a more targeted engagement with the reference audience, from citizens, utilities, smart home providers, to public bodies and other multipliers. Already at the beginning of this phase, a series of workshops in each of the pilots (Greece, Germany, Switzerland) has presented the project to citizens in the pilots, receiving relevant feedback.

Next actions include the preparation of first demonstrators, such as videos and further material, on the enCOMPASS approach (with a “showing better than telling” approach) to be spread on different enCOMPASS channels, in order to further expand the existing audience base. Furthermore, the local and global communities are addressed, to show first pilot results and information on the pilots, spread also by presenting the project’s objectives, results and methods to interested utilities, smart home providers, municipal decision makers, social innovators, and the public. The recruitment campaigns for the pilots will be fully developed and the deployment of the enCOMPASS applications will guide the local impact in the pilots.

Finally, the scale phase will be initiated to maximize target industry and social awareness on enCOMPASS. A more detailed exploitation strategy to access other sustainability challenges and post project exploitation scenarios will be developed.

Assessing the quantifiable communication and dissemination goals the in D9.2 outline strategy is giving the right guideline for good communication. Most targets have already been overachieved in phase one until month 9 and progress in phase 2 has been very good already at month 12. It is promising, that the reach of citizen, school pupils, PAs and stakeholder communications has been an order of magnitude higher than targeted. The same goes for the reach of the newsletter as well as the monthly impressions achieved on the social channels. Such results suggest that a lot of the potential of the available channels is already being well exploited for effective communication and dissemination of the project.

Therefore the plan for phase two laid out in D9.2 will be continued as planned with no changes required (see *D9.2 Dissemination and Communication Plan*).