Funded by
the European Union

HORIZON-CL5-2022-D4-02

EUROPEAN COMMISSION

European Climate, Infrastructure and Environment Executive Agency

Grant agreement no. 101123238

VELIXIA
BUILDINGS AS ACTIVE UTILITY NODES

Smart Grid-Efficient Interactive Buildings

Deliverable D7.3

Dissemination, and Communication Report

Project acronym	EVELIXIA
Full title	Smart Grid-Efficient Interactive Buildings
Grant agreement number	101123238
Topic identifier	HORIZON-CL5-2022-D4-02-04
Call	HORIZON-CL5-2022-D4-02
Funding scheme	HORIZON Innovation Actions
Project duration	48 months (1 October 2023 – 30 September 2027)
Coordinator	ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS (CERTH)
Consortium partners	CERTH, RINA-C, CEA, CIRCE, UBE, HAEE, IESRD, UNIGE, SOLVUS, R2M, EI-JKU, FHB, EEE, EG, ÖE, PINK, TUCN, DEER, TN, ENTECH, SDEF, EGC, KB, AF, Sustain, NEOGRID, MPODOSAKEIO, DHCP, HEDNO, BER, MEISA, ITG, NTTDATA, TUAS, NEOY, HES-SO
Website	https://www.evelixia-project.eu/
Cordis	https://cordis.europa.eu/project/id/101123238

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ACKNOWLEDGMENT

This project has received funding from the European Union's Horizon Europe Framework Programme for Research and Innovation under grant agreement no 101123238. ***Disclaimer:*** *The European Commission is not responsible for any use made of the information contained herein. The content does not necessarily reflect the opinion of the European Commission.*

Deliverable D7.3

Dissemination, and Communication Report

Deliverable number	D7.3
Deliverable name	Dissemination, and Communication Report
Lead beneficiary	RINA-C
Description	First version of Dissemination, and Communication Report
WP	WP7
Related task(s)	T7.1
Type	Report
Dissemination level	Public
Delivery date	30.09.2024
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Document history

Version	Date	Author
V0.1 – first draft	12/09/2024	RINA-C
V0.2 – review	25/09/2024	EI-JKU
V0.3 - review	25/09/2024	NTTDATA on behalf of MEISA
V0.4 - review	25/09/2024	CERTH
V1 – consolidated draft	26/09/2024	RINA-C
2nd review	27/09/2024	CERTH
V2 – final draft	30/09/2024	RINA-C
Final deliverable submission	30/09/2024	CERTH

EXECUTIVE SUMMARY

EVELIXIA aims to support the continuous integration of intermittent Distributed Energy Resources (DERs) throughout energy networks. This initiative aims to convert buildings into Active Utility Nodes (BAUNs) capable of generating and storing power (including gas, electricity, and heating/cooling). These nodes are equipped to balance fluctuations in demand, utilizing advanced forecasting methods, in an automated manner. This approach ensures that economic, comfort, health, and cultural heritage considerations remain uncompromised.

The document presented is Deliverable D7.3, titled "Dissemination and Communication Report," produced under Work Package 7. It provides an overview of activities completed by M12 and places a particular emphasis on website design, as the design has been implemented since it serves as a vital tool throughout the entire EVELIXIA project for communicating objectives, disseminating results, and sharing news and events.

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1 INTRODUCTION

This deliverable, titled "Dissemination and Communication Report," is a public document developed within the framework of WP7, "EVELIXIA's open, people-centric innovation ecosystem for maximizing its impact and geographical reach."
Its purpose is to detail the activities completed by M12. As such, it can be considered as an extension of D7.1 and D7.11, which were already submitted in April 2024.
Indeed, D7.1 delineated the initial phases of outreach, engagement, and promotion, crucial for driving awareness, fostering collaborations, and ensuring the successful implementation of EVELIXIA's innovative solutions.
On the other hand, D7.11 detailed the conception, execution, and launch of the EVELIXIA website, which is regarded as the project's primary communication platform. The website effectively conveys the project's identity to diverse, non-technical audiences, disseminates project outcomes, and offers direct access to public documents.

The document is divided into chapters, listed as follows:

- Chapter 1: Introduction
- Chapter 2: Objectives
- Chapter 3: Website Implementation and Newsletter
- Chapter 4: Social media platforms updates
- Chapter 5: Collaboration with Sister Projects
- Chapter 6: Compliance with Art. 17 GA
- Chapter 7: Supplementary information
- Chapter 8: Conclusion

RINA Consulting (RINA-C) launched the website in April 2024, and it receives regular updates. The EVELIXIA social media channels are overseen by RINA-C throughout the duration of the project.

2 OBJECTIVES

Defining key communication objectives is a fundamental step in developing a comprehensive communication and dissemination plan, as well as in establishing an effective promotional strategy. Within EVELIXIA's communication and dissemination tactics, the primary objectives, which have been defined are as follows:

- Developing an appealing visual identity and public image for the EVELIXIA project, ensuring continuous updates on the website.
- Communicating the project's main impacts to both specialized and general audiences, highlighting the competitive advantages of the project's innovative technologies to specific target audiences.
- Supporting the dissemination of results to the public and translating scientific and technical results into accessible messages for public outreach, understandable by non-technical audiences.
- Producing interactive and valuable content for stakeholders, continually enhancing it throughout the project's development to attract attention, expand the audience, and maintain engagement.

2.1 Key Messages

The Consortium of EVELIXIA has identified five key messages at the beginning of the project, which are listed as follows:

- Transform buildings from static and isolated structures into dynamic and active utility nodes within the energy system.
- Pave the way for seamless integration and optimization of intermittent Distributed Energy Resources (DERs) across all energy networks.
- Improve grid interaction by enhancing the relationship between buildings and infrastructure through the adoption of smart technologies for optimized energy use, providing significant value for building owners, users, operators, and utilities.
- Make buildings crucial for energy integration and balance by fortifying the grid and enhancing energy balance, thus increasing the use of distributed renewable energy sources and energy-intensive devices.

- Demonstrate the concept of Buildings as Active Utility Nodes (BAUNs) in seven pilot sites across Europe, ensuring no compromises on economy, comfort, health, or cultural heritage.

2.2 Target group

The target group identified for EVELIXIA at the beginning could be listed as follows:

- System Operators – Utilities and Associations: DSOs, DNOs, aggregators, energy companies, heating/cooling distributors, ESCOs.
- Stakeholders in the energy sector: energy providers, appliance and EV manufacturers, battery storage, system providers/integrators, ICT companies.
- Building Industries: building professionals, ESCOs, SME contractors, and construction companies.
- Building end-users: building users, tenants, consumers, owners and facility managers, energy auditors, cooperatives.
- Policy Enablers and EC initiatives: Energy Agencies, policymakers, regulators, local/regional/national governments, public authorities, and standardization bodies.
- Scientific Community: RTOs, researchers and Academia, scientific journals, committees, and other working groups in research fields related to the EVELIXIA work.
- General public: NGOs, civil society, mainstream media, and citizens.

3 WEBSITE IMPLEMENTATION AND NEWSLETTER

As already mentioned in D7.11, the project website serves as the central platform for communication and information sharing, providing access to project materials, photos, and public documents. Through frequent updates and result dissemination, the website will gradually enhance the project's visibility and engage both technical and non-technical audiences across social media platforms. By consolidating resources, the EVELIXIA website presents project advancements in an accessible format, and it is designed for compatibility across various devices, as well as it is managed by RINA-C in collaboration with Consortium members.

3.1 Website objectives

The EVELIXIA website is accessible on http://www.evelixia-project.eu, and is designed by RINA-C with WIX program, which makes it compatible with a large number of devices, browsers, and screen sizes.

The EVELIXIA website has revealed to be useful during these months as it presents the project to technical e non-technical audience.

At the same time, the website is fundamental as it:

- Disseminate project updates and events to potentially connect with other projects and stakeholders.
- Enable stakeholders to join the EVELIXIA community.

3.2 Website structure

Since M6 (April 2024), the website has been updated and its design has been implemented. The original website structure has been maintained, as the figure below shows:

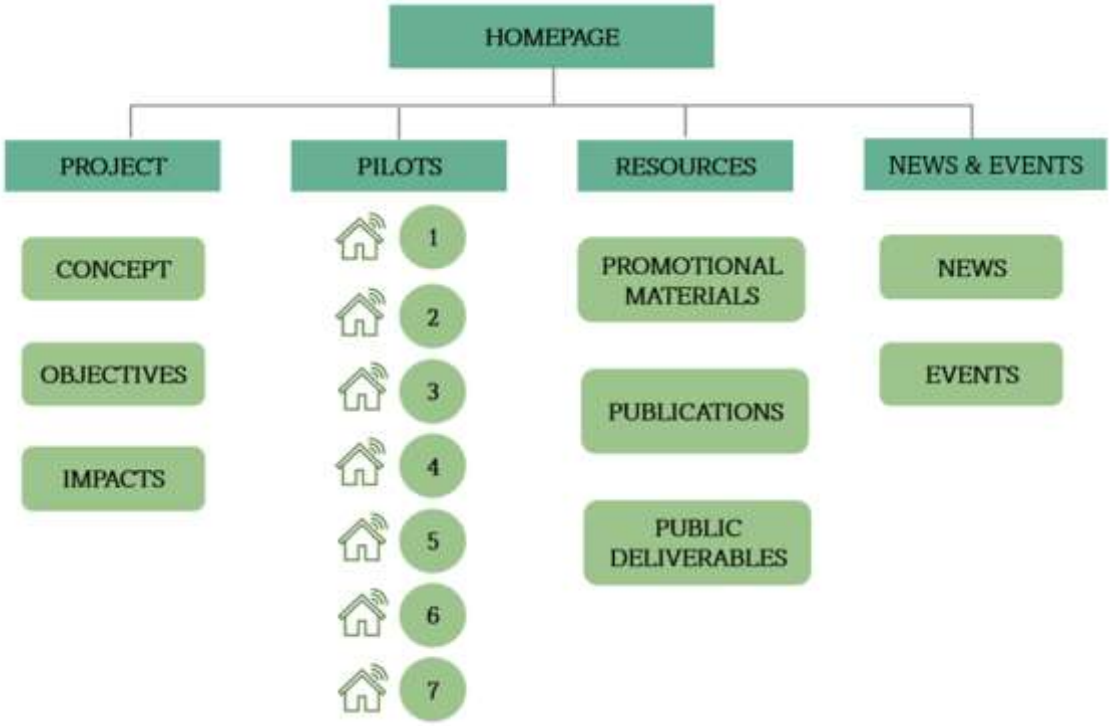


Figure 1: Website structure

Nevertheless, all the website sections have been revised by RINA-C to make it more appealing.

3.2.1 EVELIXIA Homepage Section

The homepage is structured in a highly intuitive manner, making navigation easy. Users can easily access the Project, Pilots, Resources and News and Events sections by clicking the icons.

The homepage also indicates to the user some of the main aspects of the project, such as:

- The number of partners.
- The number of participating countries.
- The number of pilots.
- Duration of the project.
- Partners tracking map and logos.

Figure 2: EVELIXIA Homepage

Figure 3: Partners tracking map and logos

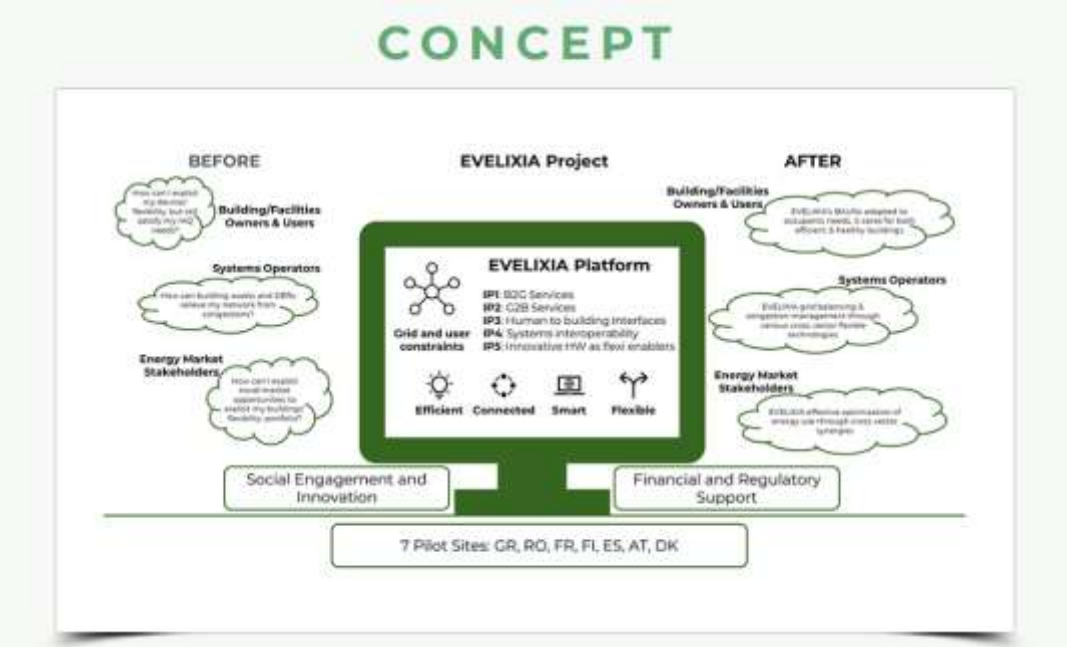
Figure 4: Newsletter subscription

At M8, the first EVELIXIA Newsletter was published on the website, about which the community was informed through a LinkedIn post.

Figure 5: EVELIXIA First Newsletter

3.2.2 EVELIXIA Project Section

In this section, visitors can explore details about the project. Here, a concise overview of EVELIXIA is provided to aid visitors in understanding the project's purpose.



EVELIXIA project aims to realize **Buildings as Active Utility Nodes** (BAUNs), rendering the EU Building stock as:

Energy efficient.

Connected, by facilitating a two-way communication between the grid and the occupants, capitalizing on flexible technologies.

Smart, by utilizing analytics supported by sensors and controls to co-optimize efficiency, flexibility, and occupant preferences.

Flexible, reducing, shifting, or modulating energy use according to occupant needs, while considering utility signals.

Figure 6: EVELIXIA Concept

To help users navigate more easily between the website sections (Project, Pilots, Resources and News and Events) a menu has been added as the figure below shows:

Figure 7: EVELIXIA Menu

3.2.3 EVELIXIA Pilots Section

For demonstration, evaluation, and assessment purposes, EVELIXIA will test, monitor, and validate its technologies across seven distinct but complementary real-life pilot sites located in Greece, Romania, France, Finland, Spain, Austria, and

Denmark. The website includes clickable links for each country, directing users to the respective pilot sub-sections. This enhances interactivity and simplifies navigation for visitors within the pilot section.

Figure 8: Austrian pilot site

Figure 9: Romanian pilot site

Figure 10: French pilot site

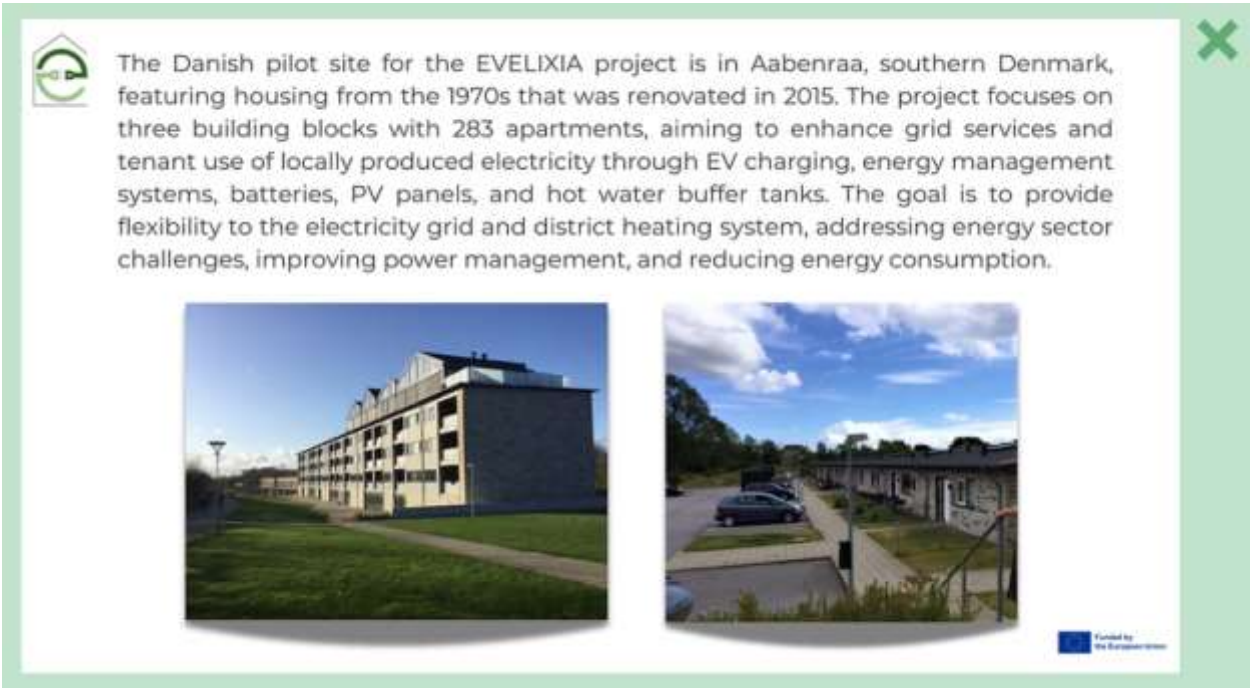


Figure 11: Danish pilot site

Figure 12: Greek pilot site

Figure 13: Spanish pilot site

Figure 14: Finnish pilot site

3.2.4 EVELIXIA Resources Section

This section underwent a drastic change as the figure shows, making it more visually appealing:

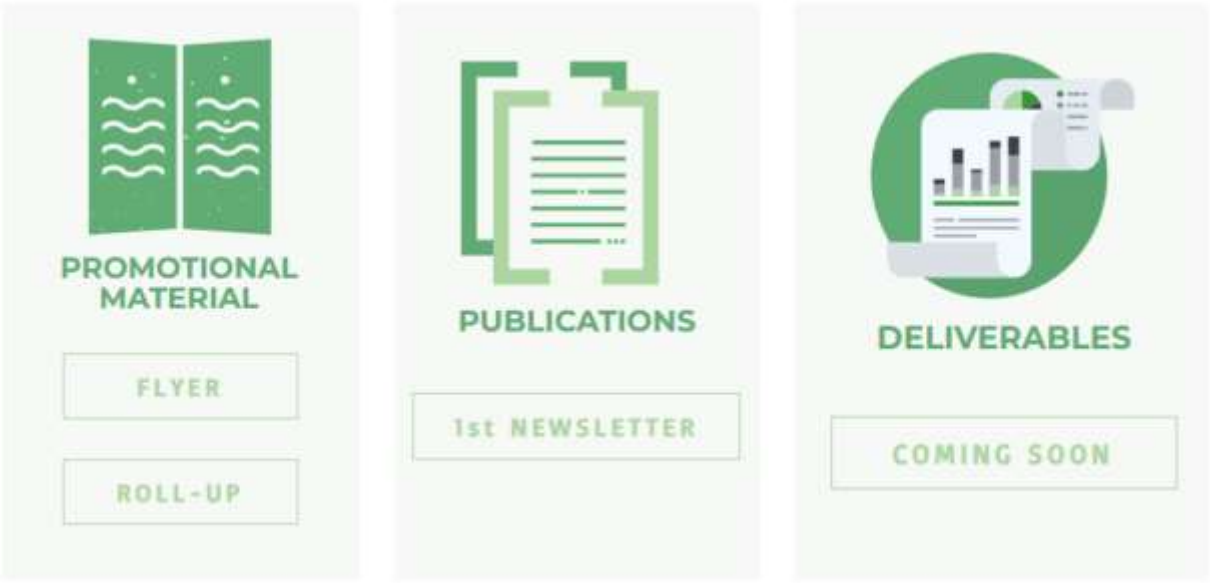


Figure 15: EVELIXIA Resources

3.2.5 EVELIXIA News and Events Section

This section has been added to directly disseminate the latest information to the EVELIXIA audience and visitors. Specifically, the News and Events section is linked to the LinkedIn channel, displaying all the project posts.

Figure 16:EVELIXIA News and Events

4 SOCIAL MEDIA PLATFORMS UPDATES

Developing a social media strategy is crucial due to the widespread use of these platforms among policymakers, industry stakeholders, and the public, driven by the demand for rapid information dissemination. Social media allows for immediate interaction and real-time communication.

RINA-C has planned to use the EVELIXIA website and LinkedIn as primary channels for communication, dissemination, and engagement, with X and YouTube serving as supplementary platforms.

4.1 X Channel

Figure 17: X channel

Due to delays in launching the X profile, this social media channel has only been active in the past few months. As a result, the X profile currently contains only 2 updates and has 2 followers. For this reason, it is currently not possible to analyse data related to engagement rate, shares, reactions and do so on. In the coming months, there is a plan to increase content publication in order to boost stakeholder engagement through this channel as well.

4.2 YouTube Channel

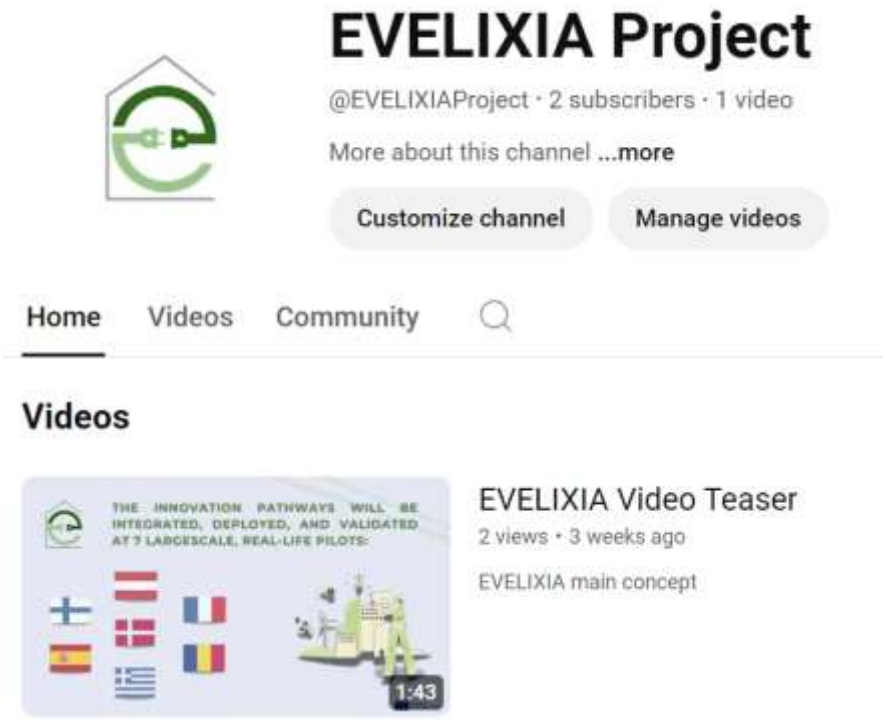


Figure 18:YouTube channel

Regarding the YouTube channel, during the first year of the project RINA-C produced an introductory video to present the EVELIXIA project and its concept to the community. The video has been shared on both YouTube and LinkedIn but currently has only 2 views, with no likes or comments. Similar to the X channel, it is not possible to retrieve and analyse meaningful data from this platform at this time due to the low engagement.

4.3 LinkedIn Channel

Since the creation of its LinkedIn profile, EVELIXIA has published a total of 8 posts, as outlined in Table 1. These posts have been strategically created to engage the audience, raise awareness about the project's goals, and share key developments. Each post aims to strengthen the project's online presence and foster connections with relevant stakeholders.

Table 1: LinkedIn Publications

Date	Short description	Link
07/02/2024	Project kick off	Link
14/03/2024	Repost	Link
14/03/2024	Repost	Link
23/04/2024	First General Assembly	Link
08/05/2024	Workshop in Strem	Link
13/05/2024	Invite to subscribe to the newsletter	Link
17/05/2024	EVELIXIA Main concept video	Link
04/06/2024	First newsletter	Link

Analytics for period M1-M12

From its launch, EVELIXIA's LinkedIn page has gained 153 followers and made 8 updates. Impressions, clicks, reactions and other metrics are summarized in the table below.

Table 2: LinkedIn Analytics for period M1-M12

Metrics	Data
Followers	153
Updates	8
Impressions	9.283
Clicks	945
Reactions	240
Shares	9
Engagement rate average per month	9.95%

5 COLLABORATION WITH SISTER PROJECTS

Collaborations with sister projects are very important in research projects, as they make research easier, more effective, and more impactful and, at the same time they are useful for:

- Sharing ideas: it is a matter of fact that working together brings different viewpoints and ideas, leading to new discoveries.
- Learning opportunities: researchers can learn from each other, improving their skills and knowledge.
- Increasing visibility, which makes projects get more attention.
- Combining efforts can make a research project more powerful and influential.

In May 2024, EVELIXIA project has been contacted by the WeForming project to discuss potential synergies among the two projects and to establish strong collaborations.

6 COMPLIANCE WITH ART.17 GA

Grant recipients must ensure that all project-related communications, such as media appearances, conferences, and distributing brochures or posters, acknowledge EU support. This includes displaying the European flag emblem and mentioning the funding received. Likewise, any equipment, infrastructure, or project outcomes funded by the grant should also recognize the EU's support.

Figure 19: EU flag emblem

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them."

Figure 20: Disclaimer

7 SUPPLEMENTARY INFORMATION

7.1 Website visits tracking systems

Tracking website visits is crucial for effectively managing a project website and assessing the success of communication strategies. WIX's tracking tool is particularly useful as it collects anonymous data to monitor website performance and user behavior.

7.2 Updates

The EVELIXIA project website will be regularly updated to accurately reflect the project's ongoing progress. These updates will continue throughout the entire duration of the project until its completion.

8 CONCLUSION

The EVELIXIA project is a pioneering initiative dedicated to transforming buildings into Active Utility Nodes (BAUNs) capable of efficiently managing and integrating intermittent Distributed Energy Resources (DERs). This approach not only ensures a balanced energy supply but also maintains economic viability, comfort, health, and the preservation of cultural heritage.

Deliverable D7.3, "Dissemination and Communication Report," outlines the extensive outreach and communication activities undertaken by M12. The establishment and continuous enhancement of the EVELIXIA website has played a critical role in engaging diverse audiences, from technical experts to the general public, and disseminating the project's results effectively.

The EVELIXIA project's objectives are clear and focused on creating a robust public image, communicating the project's impacts, and translating technical results into accessible messages. These efforts are supported by strategic social media engagement and collaborations with sister projects, enhancing the project's visibility and impact.

As EVELIXIA moves forward, the regular updates and dynamic content on the project website, along with proactive communication strategies, will ensure sustained engagement and awareness. By transforming buildings into dynamic energy nodes, EVELIXIA aims to pave the way for a more resilient and integrated energy future, demonstrating the potential of smart technologies in optimizing energy use and promoting the widespread adoption of renewable energy sources.