



Co-funded by the European Community Horizon 2020 Program

Project Title:

ORganizational Behaviour improvement for Energy Efficient administrative public offices



OrbEEt

Grant Agreement No: 649753

Collaborative Project

D5.2 Annual dissemination & communication activities report (1st version)

Deliverable No.	D5.2
Workpackage	WP5 Dissemination and Exploitation
Task	T5.2 Dissemination & Communication Activities
Lead beneficiary	Solintel M&P
Authors	Javier Royo (SOL), David Lanceta (SOL), Jon Martinez (SOL), Wilfrid Utz (BOC), Stella Doukianou (COVUNI), Konstantinos Tsatsakis (HYPERTECH), Desislava Todorova (BAL), Alexander Vodenicharov (BAL), Gerald Wagenhofer (BHOe), Peter Kolominsky-Rabas (UKER), Shixuan Zhang (UKER), Arkaitz Gobantes (ARA), Ivan Iskrenov (Pernik), Christos Malavazos (GRINDROP)
Delivery date	29/02/2016
Status	Released
File Name	D5.2 Annual dissemination & communication activities report (1st version)

Dissemination level

PU	Public, fully open, e.g. web	X
CO	Confidential, restricted under conditions set out in Model Grant Agreement	
CI	Classified, information as referred to in Commission Decision 2001/844/EC.	

Deliverable administration			
No & name	D5.2 Annual dissemination & communication activities report (1st version)		
Status	Released	Due	M12
		Date	2016-02-29
Author(s)	Javier Royo (SOL), David Lanceta (SOL), Jon Martinez (SOL), Wilfrid Utz (BOC), Stella Doukianou (COVUNI), Konstantinos Tsatsakis (HYPERTECH), Desislava Todorova (BAL), Alexander Vodenicharov (BAL), Gerald Wagenhofer (BHOe), Peter Kolominsky-Rabas (UKER), Shixuan Zhang (UKER), Arkaitz Gobantes (ARA), Ivan Iskrenov (Pernik), Christos Malavazos (GRINDROP)		
Description of the related task and the deliverable in the DoA	<p>This task will contact and engage all project stakeholders and target audiences toward promoting project results, the concept and the advantages of the envisaged innovation. Specific attention will be paid to informing the society and general public via a well-structured communication campaign delivering targeted messages through various channels, with emphasis on establishing relations with popular social media influencers, journalists and web bloggers, toward increased visibility and outreach of project impact and the role of EC Contribution and Support towards the promotion of Research and Innovation in Europe.</p> <p>The OrbEEt Project consortium will contribute, upon invitation by the EASME, to common information and dissemination activities to increase synergies between, and the visibility of H2020 supported actions.</p>		
Comments			
V	Date	Authors	Description
0	2015-01-17 2015-02-12	All	Contributions to the deliverable
0.1	2015-02-13	SOL jm	Checked and released to the Partners for internal QA
0.2	2015-02-13	SOL jm	Checked and released to the STC for internal QA.
1	2015-02-29	SOL jm	Submission to the EC.

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1. INTRODUCTION

1.1 Scope of the deliverable

This deliverable D5.2 “Annual dissemination & communication activities report” notifies the implementation of the dissemination activities over the first 12 months of OrbEEt project. The objective of this deliverable is to update the dissemination work that has been performed in the first year of the project.

1.2 Contributions of partners

The consortium has been contributing to dissemination activities and will continue doing so during the whole project according to the dissemination plan presented.

The participants will work and participate in the different dissemination activities as planned in the D.5.1 “Dissemination & communication plan and material (1st version)” report, as well as, setting up and updating the final schedule of the different activities in future versions of the “Dissemination & communication plan” (D5.5, D5.6 and D5.7).

It is expected to have all partners committed to proactively communicate and disseminate contents related to the project by exploiting their normal relevant communication channels in order to reach the largest Europe-wide audience.

1.3 Baseline

This deliverable works from the baseline document D.5.1 “Dissemination & communication plan and material (1st version)” submitted in month 6 (August 2015), which acts as the first version of dissemination planning and includes dissemination material and activities performed in the first six months of the project.

1.4 Relations to other activities

In the OrbEEt project it is of main importance the dissemination of the results that are being obtained along the project development and the interaction with the cluster stakeholders.

2. DISSEMINATION & COMMUNICATION ACTIVITIES

2.1 Promotional Content and Dissemination Material

The following section lists the dissemination material already prepared to be used as part of the OrbEEt dissemination activities:

- OrbEEt logo. The first version was created during the OrbEEt proposal preparation. The consortium has updated it in order to have a more appealing brand.
- OrbEEt leaflet, which provides an overview of the project with its main goals.
- OrbEEt poster to be used in workshops, conferences and other events.
- OrbEEt newsletters. Two newsletters have been released in the first year.

The explanation of the dissemination material is widely described in Deliverable 5.5.

2.2 Project Website

The OrbEEt website is one of the project's main dissemination tools which is being updated on a regular basis. The current version of the OrbEEt website follows the project's graphic identity and presents a project overview, including objectives, project partners and the activities proposed within OrbEEt.

The website was launched in June 2015, is continuously being subjected to constant improvement and enhancement such as news, links, public deliverables, etc. The address of the official project webpage is <http://www.orbeet.eu>.

During the course of the project, the structure and especially the content of the OrbEEt website will be modified, updated with news as they unfold, downloads, etc. Currently, OrbEEt homepage appears as shown in the following figure.



Figure 1 OrbEEt Website Homepage

The top side of the website presents the main menu items including the basic functionalities of the site. The different menu items are:

- Home: Description of the project.
- Partners: Project partners details: logo, profile, address and website.
- Pilot Buildings: The four pilot buildings description and photographs.
- Objectives: The main three objectives of the project.
- Internal: A link for accessing to an internal workspace.
- Newsletter: Links to see and download project newsletters.
- Download: Public deliverables and project poster.
- Events: Already held events and upcoming ones.
- Contact: Project Coordinators details and online inquiry form.

Several project partners have put the link of the OrbEEt website along with a brief presentation of the project on their websites and Facebook pages.

2.3 Social Media

2.3.1 LinkedIn

The LinkedIn group was created by the end of the first semester of project implementation. The LinkedIn group introduces the opportunity to strengthen OrbEEt connections with like-minded individuals and stakeholders. Through sharing news and promoting upcoming events OrbEEt consortium gets direct feedback from the audience. It is regularly updated with news around the project and the ongoing activities thus putting OrbEEt ideas and relevant information regularly in front of the stakeholders. <https://es.linkedin.com/in/orbeet-project-a21739100>

2.3.2 Facebook

Facebook account for the project was opened by the end of the sixth month of project execution. The interested parties and stakeholders receive regular updates for the news related to OrbEEt. Increased interest towards project's ideas and goals are observed in the second semester of its execution. Having a Facebook page eases the inter-project's networking and facilitates the exchange of ideas and useful experience between the partners. The address of the OrbEEt Facebook page is: <https://www.facebook.com/orbeet2018/?fref=photo>

2.3.3 Twitter

The twitter account created for the OrbEEt project plays a significant role in the networking activities performed between the four projects approved by the European Commission – TRIBE, GrenPLAY and EnerGAware. The account is actively used and regularly updated with news around OrbEEt project. The address of the OrbEEt Twitter account is https://twitter.com/OrbEEt_Project?lang=es

2.4 Liason and Participation in Fora & Thematic Events

One of the most important disseminations will be achieved through presentations in international conferences, congresses and exhibitions fairs. They are efficient ways to announce and present OrbEEt project and its specific results to a wide audience. Attending selected events will allow the consortium to create awareness and attract potential

stakeholders. In the first year of the project, the main events OrbEET partners have participated are:

Forth European Congress of BHOE

Event: 4th European Congress of BHOE

Date: 8th and 9th October 2015

Place: Vienna Hofburg

https://www.iiconservation.org/sites/default/files/news/attachments/6304-programm_en_150930_1850_13454.pdf

The 4th European Congress on the Use, Management and Conservation of Buildings of Historical Value was held in accordance with the provisions on the Austrian Eco-Label for Green Meetings. Already promoting a responsible and sustainable approach to the environment and the resources in BHO mission statement, BHO is also seeking to walk the talk on sustainability: “The Burghaupmannschaft Österreich ensures the sustainable conservation of Austria’s cultural heritage”.

OrbEET project was presented during the 4th European Congress on the use, management and conservation of buildings of historical value – born in the past, used today, preserved for the future. The theme of the first day of the conference was “Planning and implementing Appropriate Use and Representation of Historic Buildings – International Experiences” and of the second day - “Planning and implementing Appropriate Use and Representation of Historic Buildings – An Organizational Perspective” where BHOE introduced OrbEET project.



Figure 2 OrbEET presented at 4th European Congress of BHOE

Third Conferencia “Cidades Inteligentes – Cidades do Futuro” Workshop

Event: 3^a Conferencia “Cidades Inteligentes – Cidades do Futuro” Workshop

Date: 03/December/2015

Place: FÓRUM PICOAS, Lisbon, Portugal

<http://lisboaenova.org/pt/conferencias/2015/item/3178-conferencia-cidades-inteligentes-cidades-do-futuro-02-12-2015>

A smart city stands on a desire for collaborative mobilization of citizens, local authorities and businesses around sustainable integrated urban projects that use new technologies and innovation for people to seek answers to the problems currently affecting the city: climate change, mobility, resource scarcity, economic inequalities and social exclusion.

Every day, worldwide, develop strategies and smart cities projects aimed at new visions and solutions. These projects, built on information and communication technologies and, essentially, the Internet of things, promote new paradigms for sustainable urban development and unique opportunities for value creation.

The information and the amount of available data flow has had a giant growth and form new assets either the city or its businesses and citizens, allowing its transformation into usable information that can foster the development and creation of new opportunities business and employment, from start-ups to the existing ones.

In this context Lisboa E-Nova promotes its 3rd Conference "SMART CITIES - FUTURE CITIES" this time greater emphasis on the economic competitiveness of cities, integrating issues related to innovation and entrepreneurship and also the demonstration of European projects innovative with high potential for applicability and impact on cities in energy and environmental terms.

The target audience of the event were entrepreneurs, technicians and specialists in the fields of energy, environment and telecommunications and ICTs, policymakers, members of the public administration, students and other participants interested in the field of smart cities. More than 200 experts participated on the main event.

Since the attendees were mainly belonging to PT experts, the focus was on the good practices towards the implementation of Horizon 2020 projects. The presentation was mainly focused on the dissemination of ORBEET concept and ideas while also the delivery of project timeplan, as an initial activity towards the dissemination of the project. The head of DG connect along with EC experts participated at the main event, while also partners from other projects had the chance to discuss the implementation of innovative ideas in practice.



Figure 3 Hypertech presentation of OrbEEt in Lisbon, Portugal

2.5 Press releases

This section presents the press release issued during the first year of OrbEEt execution.

IMMObilien FOKUS heritage. ImmoFOKUS is a bilingual Austrian magazine for sustainable real estate. In the article “Bewahren und betreiben” Mr. Gerald Wagenhofer talks about the historical buildings and the challenges they are facing and the different approaches they demand. Brief introduction of OrbEEt was given by Gerald Wagenhofer (http://issuu.com/fokusmedia/docs/heritage15_immofokus_web).

2.6 OrbEEt Workshops

By the end of the first year of the project execution two pilot workshops were organized.

Local Workshops

Two local workshops were performed in order the consortium partners to receive a better idea of the pilots. The aim of these workshops is to communicate the technical measures that have to be taken among the partners during the execution of the project and to give a better idea for the possible difficulties that might appear.

The first local workshop took place in the Interdisciplinary Centre for Health Technology Assessment (HTA) and Public Health (IZPH) in Erlangen, Germany (27th October, 2015). The project partners took closer look at the pilot’s equipment, the heating and electrical system and the building itself. They were introduced to the activities that take place in the facility.

The second local workshop envisioned for the first year of the project took place in the Imperial Palace Innsbruck, Austria (17-18th October, 2015). The project partners performed an on-site inspection of the pilot sites considering HVAC, electrical systems and business processes. Mr. Hauser, the responsible person for Hofburg Innsbruck from the Federal Office for Protection of Monuments, took part in the session about the equipment installation plan for the pilots.

ADONIS BPM Training Sessions

Three training sessions with pilot partners were held at the end of the second semester and led by BOC. BOC aimed at introducing the pilot’s partners to the ADONIS BPM system in order to provide information about the ongoing working processes on each site in order to establish the basis for the creation of the second part of Deliverable 2.1 “Pilot Audits & Pilot Site Operational Rating”. The sessions were run on a bilateral basis (BOC and individual pilot partner) to better structure a workable plan and timeline for each pilot.

During the consortium meeting in Innsbruck, BOC prepared a ADONIS working session to synchronize BPM works of the four project pilots.

Pilot Sites Training Workshops

Main purpose of these workshops is to increase end-user’s understanding of OrbEEt’s concept by providing visual support to the ideas and objectives of the project having in mind that the ability to see is generally more appealing than simply listening. The dissemination materials that will be used in the demo-events provide tangible evidence that supports project’s ideas.

One workshop was held at the end of January 2016 (M11) in Asparrena Townhall to present the core and main objectives of the project, the steps that have already been done and the planning for 2016. The workshop served to raise the awareness of the end-users in this pilot.

In Erlangen, FAU partner provides a monthly report of the project status to all the staff in IZPH.

In the plan for the second year (Deliverable 5.5) at least two training sessions for pilot stakeholders are envisioned. One training kit is expected to be provided to support the workshops and it will be translated into three languages – from English to Bulgarian, German and Spanish - in order to be better accepted by the end-users.

2.7 Related Projects and Working Groups

Networking between OrbEEt, TRIPE, Greenplay and EnerGAware

Being part of the same Horizon 2020 call the four projects – OrbEEt, TRIPE, Greenplay and EnerGAware – are collaborating towards raising the public awareness of Energy Efficiency activities and measures. The last networking meeting for 2015 was held on Wednesday 18.11 2015. A teleconference was initiated by Thierry Descoqs – responsible for EnerGAware project. All of the projects responsible attended the conference call. During the meeting the following topics were discussed:

- List of events for 2016
- Possible synergies
- Preparation of joint leaflet that will include an overview of what we are doing
- Joint budget for dissemination that will cover travel and meetings expenses
- Integration of the projects logos in the websites
- Improvement of the social network activities

Information about the rest of the projects can be found on the websites of each project along with relevant links and dissemination materials.

EEbers Expert Community Platform

OrbEEt is taking part in the EEbers Expert Community Platform since February 2016. This platform is funded by the European Commission focuses on clustering projects' results/activities within the Information Communication and Technologies (ICT) in the Energy Efficiency Buildings (EeB) domain. The aim of EEbers (<http://eebers.eu/>) is to achieve higher impacts from the results of the different Research & Development projects undertaken within the European context.

OrbEEt will share the public project contents and related events with the Expert Community and allow its distribution through EEbers Expert Community Website. OrbEEt will also receive information about workshops, events, and technologies related to ICT in the EeB field, and directly promoted by EEbers Expert Community.

3. CONCLUSIONS

The current report explains the dissemination and communication activities carried out in the first year of the project. All the consortium partners provided support to widely spread OrbEEt objectives and results.

The produced dissemination and communication material is composed by the project website, a new logo, leaflet, poster, and two newsletters. The explanation of the dissemination material is widely described in Deliverable 5.5.

OrbEEt project framework has been presented in two events held in Vienna (4th European Congress of BHOE) and Lisbon (3^a Conferencia “Cidades Inteligentes – Cidades do Futuro” Workshop).

OrbEEt has a wide presence in social media and a press release was published in “IMMOFOKUS” Austrian magazine.

Two pilot workshops were carried out in IZPH (Erlange, October 2015) and in Imperial Palace Innsbruck (Innsbruck, February 2016). In Asparrena a workshop was performed (January 2016) in order to present project objectives, progress and Use Cases to the pilot participants.

OrbEEt has participated in a networking meeting with the projects within the same Horizon 2020 call and is taking part in the EEbers Expert Community Platform.