



*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**

### **Public Summary**

Deliverable No.	<b>D5.6 Dissemination &amp; Communication Plan and Material (3rd Version)</b>
Workpackage	<b>WP5 Disemmination and Exploitation</b>
Task	<b>T5.2 Dissemination &amp; Communication Activities</b>
Lead beneficiary	<b>BALKANIKA</b>



# 1. PUBLISHABLE PUBLIC SUMMARY

This deliverable aims at the analysis of the set targets in the previous version and to what extent they have been fulfilled. Furthermore, it identifies and makes planning for the last year of the project – M25 to M36. The dissemination plan explains how and when the deliverables of the project will be shared with the stakeholders, relevant institutions, organizations and individual.. The dissemination plan activities focus on raising awareness, educating the target audience about the project work and underlining the changes proposed by the project. The dissemination strategy ensures that the project results will be communicated to the target group in an understandable manner and at the right time.

The promotional content and dissemination material includes an OrbEEt logo, a leaflet, a poster and a newsletter.

- The logo is the main graphic identity element and it is and will be used in all graphic material and documents related to the project
- The leaflet is a non-electronic dissemination material to be distributed during conferences, workshops and during general project events. Its main objective is to provide our audiences with an attractive and written project overview with a summary of the main project objectives and characteristics. Briefly



- The main purpose of the poster is to catch the audience attention. The poster has been and will be used in workshops, conferences and other events.



- OrbEEt Newsletters address briefly the state of each partner’s research, contributions and activities linked to the project. It can be downloaded from the project’s website.



In order to develop a good dissemination strategy for the period to follow the dissemination activities that have been performed up to this moment have to be reviewed and analysed.

It can be concluded that the most of the activities envisioned for the first year of the project have been successfully accomplished. Only the goal of creating at least 4 scientific papers has not been achieved due to establishment of the initial framework of the project which will deliver results on a later phase. Then will be more reasonable to create scientific papers.

During the second year almost all of the targets have been reached except creating at least one project fact sheet or brochure. However, that had no impact on the project implementation since the old ones had been used with slight amends. It is important to say that the targeted number of the national press releases about the project has been exceeded by 4.

During the first year other dissemination means had been established, namely the social platforms and the website. During the first two years of the project the website had had low visit rate and therefore has been renewed. The social platforms have been regularly updated and the possible people reached rate of 168 almost met the targeted number of 200 people. More work will be put with regard to these dissemination channels. As for the targeted numbers and groups to be reached it can be concluded that the targets have been met.

Great emphasis has been put on the Pilot Users who require specific strategies and dissemination/awareness plans since they are the most important target for the success of the project. Not only a description of the activities and presentations created is made but also users' feedback is taken and analysed. During the pilot workshops special information and discussion sessions were held in order to target the pilot stakeholders and increase their active acceptance of the pilot activities during the OrbEEt framework validation. One awareness promotional kit was created by BOC together with Balkanika Energy to support the awareness workshops with end users. For better understanding and acceptance and maximum impact they were translated into the three native languages of the end users- Bulgarian, German and Spanish. The kit consists of four Power Point presentations with the following content:

- An overview of the project
- Business frameworks and application scenarios
- The technologies used
- The awareness and expectation from the whole project

**МОДЕЛ НА ВЗАИМОДЕЙСТВИЕ С ЕКИПА НА ORBEEET**

Екип по проект ORBEEET

Екип, отговарящ за пилотната сграда

Екип OrbEEet от пилотната сграда

Потребители от пилотната сграда

ПОДГОТОВКА РАБОТНА ФАЗА ОЦЕНКА

**Първо ниво:**  
Потребители от пилотната сграда -> Екип, отговарящ за пилотната сграда

**Второ ниво:**  
Екип от пилотната сграда -> Екип по проект OrbEEt

**Какво може да бъде докладвано/дискутирано?**

- Всичко, касаещо инструменти, методологии, процеси
- Предложения за подобрения
- Всеки проблем или грешка

**ВНИМАНИЕ** Да се има предвид, че проектът е за изследвания и иновации!

**ORBEEET KONZEPT VORGEHENSWEISE UND ARCHITEKTUR**

ORBEEt verfolgt den Ansatz, auf existierende Standards und Methoden des "Building Operational Rating (OR) aufzubauen und diese entsprechend des Konzepts zu erweitern. Diese Erweiterungen sehen eine "real-time" integration von fein-granularen Energieverbrauchsdaten vor, die eine kontinuierliche Bewertung des OR erlauben.

During the first 24 months of the project there have been altogether 7 workshops organized. In order to get users feedback, so that we can improve our future workshops and track to what extent the workshops reached their goals, a questionnaire was developed and distributed around in the four latest workshops which were mostly dedicated to rising users' awareness. Attention must be paid to the fact that not all people declare high motivation to participate although the number of the people who filled out the forms was small. It can be concluded that work must

continue towards participant's education and training. Emphasis must be made on the importance of the project and how the end users contribute to what goals.

The dissemination activities foreseen for the third year of the project deepen and develop those performed during the first 24 months. Organisation of training workshops and creation of 1 full training kit is planned. Along with these workshops, onsite demonstration events in each pilot site will be performed with evaluation activities. Contacts with 2 additional European projects with the same or similar topic are foreseen. Special focus is delivered on participation in events to present not only the overall concept of the project but also to share the first results coming from the test. The dissemination strategy will be also focused on regular update of the website content and actions on social media. It has to be pointed out that the number of scientific publications promised in the project has been reduced.

A summary of the proposed activities together with targeted numbers for the third year of the project concludes the document:

<b>Dissemination means</b>	<b>Target audience numbers</b>
Web portal and social media presence	2 500
Scientific publications	200
Participation in for a and thematic events	400
OrbEEt training workshops	100
OrbEEt promotional material (leaflet, newsletters)	200
Press releases is specialized magazines	4 000
Press releases in non-specialized/general public newspapers, magazines and web news agencies	8 000