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Project Title:

## **ORganizational Behaviour improvement for Energy Efficient administrative public offices**



### **OrbEEt**

**Grant Agreement No: 649753**

**Collaborative Project**

#### **Public Summary**

Deliverable No.	<b>D5.7 Dissemination &amp; communication plan and material (4th version)</b>
Workpackage	<b>WP5 Dissemination and Exploitation</b>
Task	<b>T5.1 Dissemination, communication and data gathering &amp; management planification</b>
Lead beneficiary	<b>Balkanika</b>
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File Name	<b>D5.7 Dissemination &amp; communication plan and material (4th version)</b>

# 1. EXECUTIVE SUMMARY

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Deliverable 5.7 is part of Working Package 5 which deals with means and measures for promoting the OrbEEt project and popularizing and disseminating its results and achievements.

The current document outlines the general plan for communication and dissemination activities for the M30-M36 period. This is achieved by detailing target groups, the relevant channels they can be reached through and the key messages to be delivered in order to achieve the project's projected communication and dissemination objectives. Thus by providing guidance and direction for OrbEEt communication with external stakeholders, a unified approach across the entire consortium is ensured.

More specifically, we are following the DCP template as defined in previous versions of this deliverable. Thus, the structure and content of the document is designed to present a complete overview of subject.

- Chapter 2 set the introduction to the dissemination and communication plan of the project. It outlines the scope of the deliverable, discusses the importance of dissemination and points out the partners' contribution in the preparation of the document.
- Chapter 3 provides an overview of the OrbEEt dissemination and communication objectives along with an update on the promotional material. OrbEEt target group are diligently defined and the web presence status of the project is revised.
- Chapter 4 is dedicated to the communication channels and opportunities of OrbEEt where we are updating the list of dissemination and communication channels to be considered as options for the dissemination of project activities
- Chapter 5 deals with the detailed planning for the dissemination and communication activities to be performed for the M30-M36 period.
- Chapter 6 summarizes what has been discussed so far and offers, additionally, a concise summary of the up-to-date achievements in communication and dissemination activities.

Additionally, an annex is provided where some of the promotional contents have been placed in order to enhance the semantic flow of the document.

## 2. CONCLUSIONS

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The dissemination plan is a working document that reflects the approach and activities outlined in the project's Description of the Action as part of the dissemination activities to be performed in the project. It is enriched by the input and achievements of all partners and is reviewed and updated at regular intervals (every six months). This is the final version of the OrbEEt dissemination plan for the last 6-month period of the project.

### 2.1 Summary of achievements

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Deliverable 5.7 Dissemination and Communication Plan and material is issued at the end of OrbEEt project execution and describes the list of dissemination and communication activities to be performed by the project partners at the end of the project period.

The analysis takes into account:

- The early versions of OrbEEt Dissemination and Communication Plan
- The list of dissemination objectives set at the beginning of the project period
- The results of the project in terms of Dissemination and Communication
- The need to massively disseminate the project outcomes to a wider audience

Towards this direction, we highlight the importance of this last version of the D5.7 Dissemination and Communication Plan. Special focus is delivered about the demonstration of project activities, the presentation of project results in publications and the development of the promotional material that will ensure the long term dissemination of project outcomes. All consortium partners participated at the selection of possible activities to be performed in the last 6-month period of the project. The detailed presentation of OrbEEt project dissemination and communication activities will be presented in D5.9 Annual dissemination and communication activities report.

### 3. ACRONYMS AND TERMS

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ARA .....	Asparrena Municipality
BAL.....	Balkanika Energy
BHOe.....	Burghauptmannschaft Österreich
BOC.....	BOC Group
COVUNI .....	Coventry University
DoA.....	Description of Assignment
DCP.....	Dissemination and Communication Plan
eDEC .....	enhanced Display Energy Certificates
GUI.....	Graphical User Interface
HYP.....	HYPERTECH
IML.....	Information Management Layer
KPI .....	Key Performance Indicator
M30 .....	Month 30
M36 .....	Month 36
RGB.....	Red Green Blue
SEOR.....	Systemic & Enhanced Operational Rating
SOL .....	Solintel
TRC .....	Translational Research Centre
UKER .....	Friedrich-Alexander-Universität Erlangen Nürnberg
WP.....	Working Package