RINNO

RINNO PROJECT
Report

Transforming energy efficiency in European building stock through technology-enabled deep energy renovation

Deliverable 8.6: Report on RINNO Dissemination Activities

Work Package 8: Dissemination, Exploitation, Promotion & Knowledge Transfer

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May 2021

Document Information

Title:	Report on RINNO Dissemination Activities
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Editor(s):	Theo Lynn (DCU), Pierangelo Rosati (DCU)
Reviewed By:	CERTH & CIRCE
Document Nature:	REPORT
Date:	31/05/2021
Dissemination Level:	Public
Status:	Final report
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Revision History

Version	Editor(s)	Date	Change Log
1.1	Antonia Egli	29 April 2021	Initial structure, formatting, and content
1.2	Pierangelo Rosati, Antonia Egli	4 May 2021	Updated content, added to dos
1.3	Antonia Egli	5 May 2021	Updated content
1.4	Theo Lynn	15 May 2021	Updated structure, content, and formatting. Added to dos.
1.5	David Zambrana, Stelios Krinidis	17 May 2021	Internal RINNO QA & Feedback
1.6	Antonia Egli	25 May 2021	Updated content

Version	Editor(s)	Date	Change Log
1.7	Theo Lynn, Pierangelo Rosati, Antonia Egli	28 May 2021	Final draft

Executive Summary

This document is a report on RINNO Dissemination Activities and is Deliverable D8.6 of the RINNO project, an Innovation Action project supported by the European Union Horizon 2020 programme under Grant Agreement Number 892071. Full information on this project, including the contents of this deliverable, is available online at https://rinno-h2020.eu/.

This purpose of this document is:

•   to report on actions taken and impact achieved regarding dissemination and communication activities from June 2020 to May 2021 (Y1),
•   to update the initial Dissemination Plan (D8.1) produced in August 2020 (M3) and
•   to outline a dissemination strategy for June 2021 to May 2022 (Y2).

The report is organised as follows. Section 1 introduces the report. Section 2 provides an overview of the overall progress of WP8 in Y1, as well as detailed descriptions of all actions taken by the consortium members in this period. Section 3 presents the dissemination activities planned for Y2. Section 4 presents our concluding remarks.

Overall, the RINNO partners consider the project dissemination performance on targets given during the early stage of the project and the impact of restrictions due to the ongoing COVID19 pandemic. This particularly relates to face-to-face dissemination activities such as hosting workshops, distributing flyers at events, and attending academic or industry conferences. Many of these activities were cancelled, postponed or moved online. Targets for RINNO's web presence, social media, newsletters, and media mentions have all been met or exceeded. As society and travel open again in the second half of 2021 and research outputs become available in Y2, the RINNO consortium are confident of exceeding dissemination and engagement KPIs.

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1 Introduction

The objectives of the dissemination task are to raise awareness, engage stakeholders, and promote the project and its achievements and knowledge generated as outlined in D8.1.

The RINNO project proactively disseminated and promoted its progress and results to the general public, scientific audiences, and stakeholders in Y1. Many of the activities envisaged for Y1 in the RINNO plan were adversely impacted by restrictions put in place as a result of COVID19, particularly in relation to the organisation of and participation at conferences and workshops. As shown in Table 1, targets for RINNO's web presence, social media, newsletters, and media mentions have all been met or exceeded. As society and travel opens up again in the second half of 2021 and research outputs become available in Y2, the RINNO consortium are confident of exceeding dissemination and engagement KPIs.

Given the pandemic, digital dissemination continued to be a major part of the dissemination strategy. RINNO partners contributed 10 blogs and participated in 4 webinars and a podcast; 14 media mentions were received in Ireland, the UK, and Greece. In Y1, the RINNO website attracted over 2,600 unique visitors (26% of the M48 target) and thus exceeded expectations in terms of performance. The project achieved strong growth in social media, achieving 87% of the M48 follower target by M12. Similarly, a database of targeted stakeholders was established, cleaned, and has now grown to 127 relevant subscribed contacts. Website dwell time and newsletter open rates exceeded targets.

Table 1 summarises the KPIs achieved at M12 in relation to the targets set for the end of the project (M48).

Table 1. Current Dissemination Performance

Activity	KPI	Actual M12	Target M48
Participation in Scholarly Events	Attendance and participation at relevant scholarly national or international conferences, workshops or other networking events	4	30
Organisation of Scholarly Events	Organisation of relevant scholarly national or international conferences, workshops or other networking events	2	6
Book Chapters and Journal Publications	Publications in books or peer-reviewed journals	1	4
Conference Proceedings	Presentation at relevant national or international scientific conferences with proceedings	0	4
Trade Publications	Publications in trade publications during the lifetime of the project	0	12
Participation in Trade Events	Participation in non-scholarly national or international industry/trade conferences, exhibitions, fairs or other events	6	30
Flyer Distribution	Number of flyers distributed	0	1,000
IP Briefings	Number of F2F Meeting	0	20
	Number of IP Briefings sent	0	100
Website	Number of unique visitors	2,694	9,000
	Duration of visits	2m 12s	2 min for 30% of users
	Downloads/views of any material (incl. social dissemination)	734	2,000
Newsletter	Mailing List	127	600
	Number of newsletters sent	4	7
	Open Rate	27%	20%
Social Media	Number of Followers	438	500
	Number of Downloads/Views	607	3,600
Media	Number of press releases issued	5	9
	Number of mentions in specialist and mainstream media	14	20
Videos/Podcasts	Number of videos, podcasts and other multimedia (incl. demonstrations, presentations and interviews)	5	12

Collaborative Web Pages	Collaboration to existing entries, creation of new entries	1	5
Survey/Focus Group Participation	Number of participants	88	350
Open Access Book	PDFs sent	0	2500
	Number of downloads	0	10,000

2 Dissemination & Communication Activities in Year 1

This section presents dissemination and communication activities executed in the first year of the project. It is organised as per Section 4 of the RINNO Dissemination & Communication Plan (D8.1) i.e., marketing collateral, academic dissemination, event marketing, digital marketing, media and PR.

2.1 Marketing Collateral

A Brand Style Guide was developed in M3. In D8.1, RINNO committed to designing and preparing a wide range of marketing collateral in line with the Brand Style Guide as per Table 2 below. All collateral has been designed and made available to partners in a digital format via Microsoft Teams and, where appropriate, publicly via the website.

Table 2. RINNO Marketing Collateral Tools

Collateral	Description	Status
Fact Sheet	An EU H2020 fact sheet describing the project and outlining features and benefits. The factsheet follows the EU guidelines in respect of the template, fonts and size.	Complete
Flyer	A professionally printed A3 flyer describing the project, its use cases and outlining features and benefits.	Complete
Poster	A professionally printed AO overview poster summarizing consortium members, motivations, use cases, architecture and benefits.	Complete
PowerPoint Presentation	A PowerPoint template and stock presentation. This includes an overview slide on the project, Horizon 2020 programme, consortium members, motivation/problem statement, use cases, architecture, benefits, timelines, and contact details.	Complete
Roll Up Stand	A professional designed roll up stand for use at conferences, meetings and presentations.	Complete
Video	A professionally produced 3-5-minute video conveying the core message of RINNO in lay language.	Complete
Templates	RINNO document templates, including PowerPoint, Word, and Poster.	Complete

Media Elements	A zip file of all approved RINNO graphics, logos, designs and other original artwork including any original collateral and guidelines for use.	Complete

RINNO flyers are now available in eight languages – English, German, Italian, Danish, Greek, Spanish, French and Polish.

Figure 1. RINNO flyers are available in eight European languages.

2.2 Academic Dissemination

As per the project proposal and D8.1, each academic partner is required to organise at least one scholarly conference, workshop or similar dissemination or networking event. In addition to these six events, a target of four book chapters or peer-reviewed journals has been set.

Notwithstanding this, DCU co-organised two virtual mini-conferences – TRANSFORM Smart Cities and Communities[1] and TRANSFORM Circular Economy[2] – that were co-branded with RINNO and featured RINNO partners.

2.2.1 Participation at a Scholarly Conference, Workshop or other Networking Events

Due to the early stage of the project, few scientific deliverables, and COVID19 restrictions, academic partners did not participate in scientific conferences or workshops in Y1. As COVID19 restrictions ease in the second half of 2021 and deliverables become available in Y2, we anticipate significant progress in associated event marketing deliverables.

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[1] https://iidb.ie/transform-smart-cities-communities/
[2] https://iidb.ie/transform-series/transform-the-circular-economy/

Figure 2. SDG4B Online Event Banner

Notwithstanding this, four RINNO partners presented at three online events organised by DCU primarily targeting students and faculty but also attended by industry and members of the general public. In December 2020, Stephen Krabsen of European Green Cities presented on Zero Energy Communities as part of the SDG4B (Sustainable Development Goals for Business) seminar series. David Zambrana and Leon Nielsen of CIRCE presented with Dirk Ahlers, Senior Researcher & Project Manager at CityxChange at NTNU, on RINNO and related smart city projects at TRANSFORM Smart Cities in February 2021. This week-long event also featured Ramy Saad of Bouygues Construction presenting the OnDijon smart city project and RINNO. In March 2021, Victor Fabregat Tena and Beatriz Castro Granados of REGENERA presented on the circular economy in the built environment at TRANSFORM Circular Economy.

Table 3. Participation at a Scholarly Conference, Workshop or other Networking Events

1	Event
Event dates	02/12/2020
Location	Zoom, online, Dublin City University
Type of event	Seminar / Webinar
Presentation Type	PowerPoint plus Q&A
Title of presentation	Towards Zero Energy Communities
URL/DOI	https://youtu.be/yxO4IlVSadM
Type of audience	Academic, civil society and industry
Size of Audience	25

	Presenter(s)	Stephen Krabsen (EGC)
2	**Event**	
	Event dates	10/02/2021
	Location	Zoom, online, Dublin City University
	Type of event	Seminar / webinar
	Presentation type	PowerPoint plus Q&A
	Title of presentation	Sustainable Cities & Communities
	URL/DOI	https://iidb.ie/transform-smart-cities-communities/
	Type of audience	Academic, civil society and industry
	Size of Audience	79
	Presenter(s)	David Zambrana (CIRCE), Leon Nielsen (CIRCE), and Dirk Ahlers (NTNU)
3	**Event**	
	Event dates	08/02/2021
	Location	Zoom, online, Dublin City University
	Type of event	Seminar / webinar
	Presentation type	PowerPoint plus Q&A
	Title of presentation	OnDijon & Smart Cities
	URL/DOI	https://iidb.ie/transform-smart-cities-communities/
	Type of audience	Academic, civil society and industry
	Size of Audience	79
	Presenter(s)	Ramy Saad (Bouygues Construction)
4	**Event**	
	Event dates	01/03/2021
	Location	Zoom, online, Dublin City University
	Type of event	Seminar / webinar
	Presentation type	PowerPoint plus Q&A
	Title of presentation	Circular Economy in the Built Environment: The RINNO Project
	URL/DOI	https://iidb.ie/transform-series/transform-the-circular-economy/
	Type of audience	Academic, civil society and industry
	Size of Audience	88
	Presenter(s)	Victor Fabregat Tena (REGENERA) and Beatriz Castro Granados (REGENERA)

2.2.2 Organisation of a Scholarly Conference, Workshop or other Networking Events

As discussed, RINNO co-organised and co-branded two mini-conferences as part of a wider series of online mini-conferences. Each mini-conference was delivered online via Zoom over a week featuring 2-3 speakers per day from 1:00-2:30pm. The first, TRANSFORM Smart Cities & Communities, took place from the 8-12 February and featured 16 speakers from local government (Wexford County Council, Belfast City Council), voluntary, social and community organisations (.IE, Ludgate, IRISS), higher education (DCU, University of the Basque Country), and industry (Acquis BI, Bouygues, CIRCE, Hello Lamp Post, Pavegen, and Meridien). Approximately 86 participants (152 registrations) attended with 36% from outside higher education. The second, TRANSFORM Circular Economy, featured eight speakers from higher education (University of Birmingham, DCU) and industry (Green Look, Host in Ireland, Journey Partners, REGENERA, Up Think Work). Approximately 88 participants (177 registrations) attended with 12% outside of higher education.

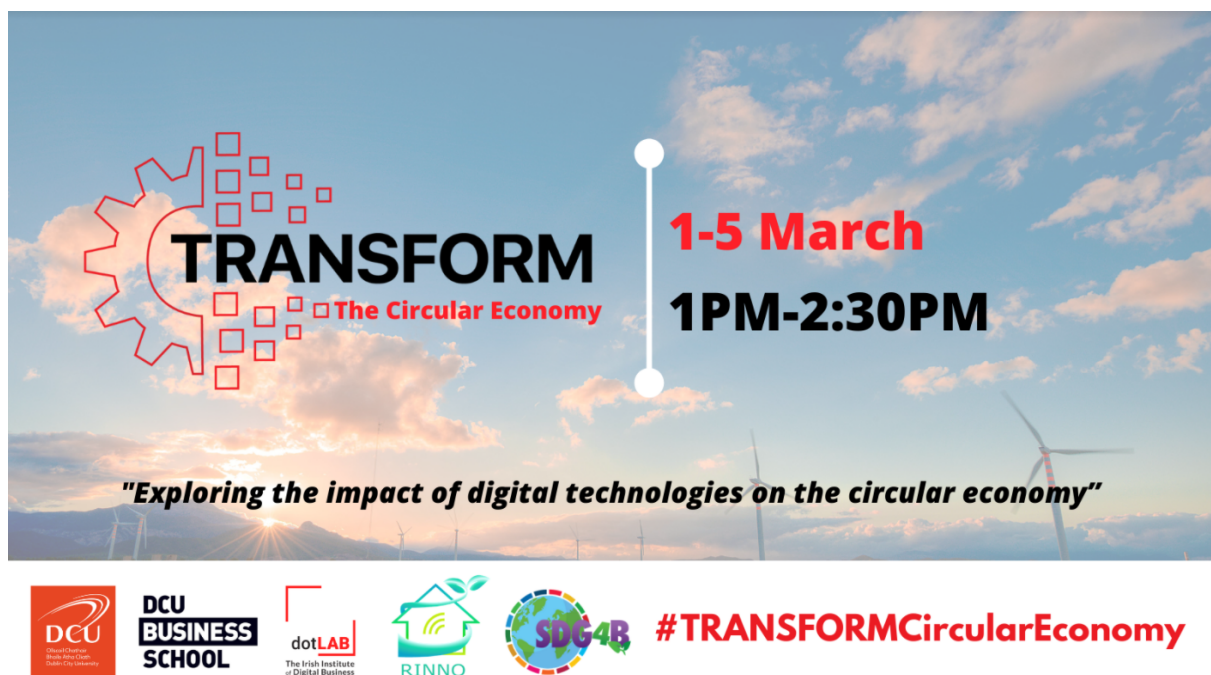
Figure 3. TRANSFORM: The Circular Economy Event Banner

While the mini-conferences targeted students and academics, the programme featured speakers from multiple stakeholder groups and was attended by academia, industry, and the general public. All presentations were recorded and distributed through DCU. RINNO-specific presentations were made available through the RINNO website and SlideShare.

Table 4. Events Organised and Co-Branded by RINNO

1	Event	TRANSFORM Smart Cities & Communities
	Event dates	08-12/02/2021
	Location	Zoom, online, Dublin City University
	Type of event	Mini-conference
	URL/DOI	https://iidb.ie/transform-smart-cities-communities/
	Type of audience	Academic, civil society and industry
	No. of Speakers	16
	Event registrations	152
	Event attendance	86
	RINNO Partners	DCU, CIRCE, Bouygues
2	Event	TRANSFORM The Circular Economy
	Event dates	01-05/03/2021
	Location	Zoom, online, Dublin City University
	Type of event	Mini-Conference
	URL/DOI	https://iidb.ie/transform-series/transform-the-circular-economy/
	Type of audience	Academic, civil society and industry
	No. of Speakers	8
	Event registrations	177
	Event attendance	88
	RINNO Partners	DCU, REGENERA

2.2.3 Scholarly Publications

One scholarly publication was completed in Y1, namely a position paper entitled "RINNO: Towards an open renovation platform for integrated design and delivery of deep renovation projects." This was co-authored by RINNO partners and published in the peer-reviewed journal Sustainability. A version of this paper has furthermore been submitted for presentation at the International Conference on the Digital Society 2021.

1	Title	RINNO: Towards an open renovation platform for integrated design and delivery of deep renovation projects
	Type	Peer Reviewed Journal
	Outlet	Sustainability
	Open Access	Gold Open Access
	Status	Published - https://www.mdpi.com/2071-1050/13/11/6018
	Authors	Theo Lynn (DCU), Pierangelo Rosati (DCU), Antonia Egli (DCU), Stelios Krinidis (CERTH), Komninos Angelakoglou (CERTH), Vasileios Sougkakis (CERTH), Dimitrios Tzovaras (CERTH), Mohamad Kassem (UNN), and Omar Doukari (UNN)

The proposal for an open access book entitled "Disrupting Building: Digitalisation and the Transformation of Deep Renovation" has been submitted to Palgrave Macmillan to be published as part of the Palgrave Studies in Digital Business & Enabling Technologies.

2.3   Event Marketing and Trade Publications

While RINNO partners have committed to presenting the project, its activities and the consortium at events in construction, retrofitting, ICT, building management, and other fields related to the project, due to COVID19 restrictions and limitations placed on the industry in general, this activity has been curtailed in Y1. A number of events scheduled for 2020 and early 2021 were either cancelled (e.g. Glasstec, Vivatech etc). were postponed (e.g., BIM World) or moved online (e.g., Creative Construction Conference). Virtual events significantly reduced opportunities for engagement and information dissemination. It is anticipated that significant progress will be made on these KPIs as social distancing measures are eased in the second half of 2021.

Notwithstanding this, RINNO attended and participated in a number of non-academic events and activities in Y1. Where appropriate, blogs were published on each event.

Table 5. RINNO Participation in Non-Scholarly Events

1	**Event**	**Dublin Climate Dialogues**
	Event Date	28/05/2021
	Type of Event	Industry
	Location	Academic, high-level political representatives, civil society and industry
	Size	60+ speakers
	Type of Audience	Scientific, business, industry
	Key Presenters	John Kerry, U.S. Special Presidential Envoy for Climate, Dr Fatih Birol, Executive Director, International Energy Agency, Damilola Ogunbiyi, Chief Executive Officer and Special Representative of The UN Secretary-General for Sustainable Energy for All, Co-Chair of UN-Energy, Enrico Letta, Leader of Italian Democratic Party and Former Prime Minister of Italy, Pascal Lamy, President of The Paris Peace Forum and Brunswick Europe Chair, Former Director-General, World Trade Organization, Mary Robinson, Adjunct Professor for Climate Justice in Trinity College Dublin Pat Cox, Former President of The European Parliament
	Partner	DCU
2	**Event**	**Horizon Europe Launch in Ireland**
	Event Date	25/03/2021
	Type of Event	Launch event
	Location	Academic, policymakers, civil society and industry

	Size	2,000+ attendees
	Type of Audience	Scientific
	Key Presenters	Mariya Gabriel, European Commissioner for Innovation, Research, Culture, Education and Youth, Simon Harris, Irish Minister for Further and Higher Education, Research, Innovation and Science, Peter Brown, Irish Research Council, Dr Geraldine Canny, Irish Universities Association, Mark Ferguson, Science Foundation Ireland, Jill Leonard, Enterprise Ireland
	Partner	DCU
3	**Event**	**BITCI Low Carbon Pledge Launch in Ireland**
	Event Date	05/03/2021
	Type of Event	Launch event
	Location	Online
	Size	100+ attendees
	Type of Audience	Industry
	Key Presenters	Eamon Ryan, Minister for Climate Action, Communication Networks and Transport Gill Higgins, Head of Sustainability, Dawn Meats Group Andrew Flynn, General Manager, Janssen Pharmaceutical Sciences Sarah Dempsey, Head of Sustainability Communications & Partnerships, AIB Tomás Sercovich, CEO, Business in the Community Ireland,
	Partner	DCU
4	**Event**	**Creative Approaches to Sustainable Building**
	Event Date	04/03/2021
	Type of Event	Industry
	Location	Online
	Size	200+ attendees
	Type of Audience	Science and industry experts (i.e., architects, specifiers, construction professionals, developers and other experts in sustainable construction & building)
	Key Presenters	Ciaran O'Connor, President of RIAI and State Architect at OPW Dr Josef Treml, Head of Advantage Austria Ireland Rainer Strauch, MD and CTO at CREE Buildings Dr Karin Stieldorf, Vienna University of Technology Walter Kreisel, CEO at neoom group Marina Curto, Programme Executive at SEAI Peter Cox, CEO at Carrig Conservation International Ulrike Rabmer-Koller, CEO at Rabmer Group Andreas Simmer, MD at Internorm Windows & Doors UK and Ireland Giorgia Tzar, Association Manager at International Passive House Association
	Partner	DCU
5	**Event**	**Book Launch: 'Ireland and the Climate Crisis'**

	Event Date	December 9th, 2020
	Type of Event	Launch event
	Location	Online
	Size	100+ attendees
	Type of Audience	Academic, civil society and industry
	Key Presenters	Professor Daire Keogh, President of Dublin City University, Eamon Ryan, Minister for Environment, Climate, Communications and Transport, Dr Tara Shine, Director of Change by Degrees, Mark Foley, CEO of Eirgrid
	Partner	DCU
6	**Event**	**Demand Response in the EU: Market Perspectives and Business Opportunities**
	Event Date	November 19th, 2020
	Type of Event	Webinar
	Location	Online
	Size	100+ attendees
	Type of Audience	Academic, civil society and industry
	Key Presenters	Apostolos Tsolakis, CERTH, Antonios Marinopoulos, JRC, Christopher Kuhl, Sales Director KIWI – US & Canada, Christopher Kuhl, Sales Director KIWI – US & Canada, Stephan Marty, Chief Commercial Officer KIWI, Dawn Lonergan, Carr Communications
	Partner	CERTH

2.4   Digital Marketing

2.4.1   Website Development and Maintenance

The RINNO website is a central component of the digital marketing strategy and showed strong initial performance in Y1. From M1 to M12, a total of 4,171 sessions were recorded in Google Analytics, 2,694 of which were unique visitors. As such, this exceeds the target set in the project proposal (i.e., 1,200 unique users) and represents 26% of the M48 target.

Figure 4 below shows the website's performance from M1 to M12. The traffic pattern indicates a stable performance with heavier peaks in August 2020, September 2020, April 2021 and May 2021.
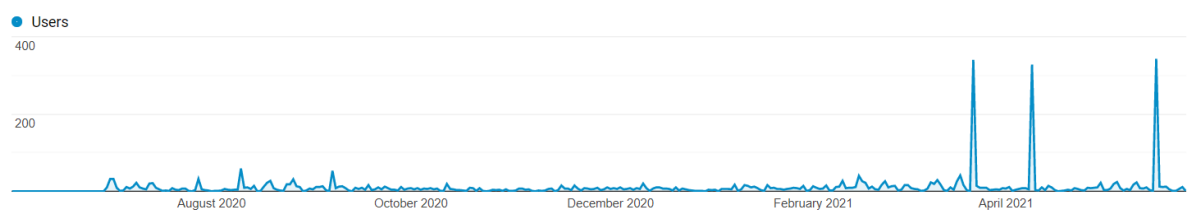
Figure 4. RINNO Website Traffic Y1 (Google Analytics)

Most of the website's visitors in Y1 came from the US (15.78%), Ireland (11.26%), Greece (7.85%) and the UK (5.97%).

	Country	Users	% Users
1.	United States	426	15.78%
2.	Ireland	304	11.26%
3.	Greece	212	7.85%
4.	United Kingdom	161	5.97%
5.	Spain	131	4.85%
6.	Italy	97	3.59%
7.	China	82	3.04%
8.	France	80	2.96%
9.	Poland	66	2.45%
10.	India	61	2.26%

Figure 5. RINNO's Website Visitors Geo Location, M1-M12

Organic search was the main source of incoming traffic (45.6%), followed by direct (38.7%) and social (9.2%). 6.3% of traffic was generated from referrals from third party sites including media mentions or partners.

Top Channels

- Organic Search
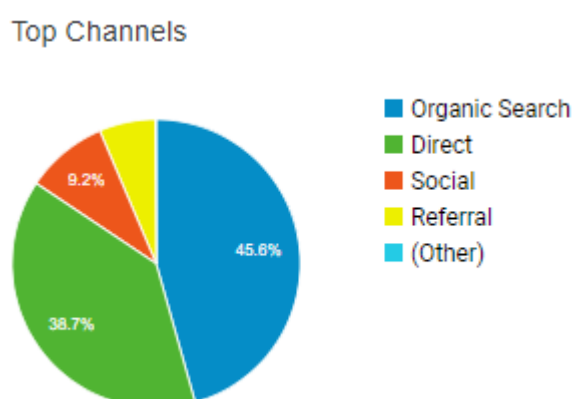- Direct
- Social
- Referral
- (Other)

Figure 6. RINNO Traffic Acquisition (Y1)

The website is optimised for search engines and regular crawl diagnostics are run on Moz and Google Search Console to evaluate its performance. The website has been designated Mobile First and passes the Mobile Friendliness performance tests. Two pages

out of 88 have minor text sizing and clickable element issues. The website has a current Core Web Vitals score of 85 (from a possible 100). Additional actions are being put in place to increase this score to 90 or above and improve the overall page experience and website performance (see 3.4.1 below). In Y1, the website has achieved a Domain Authority of 25 which is better than average for a site of this size and stage of development.

As well as marketing collateral, deliverables, the website is updated regularly with regular blogs on the project, events that RINNO partners attend, and relevant topics. To date, 10 blogs have been published by four partners.

Table 6. RINNO Blogs

1	Title	**RINNO partners discuss motivations, innovative technologies and project milestones**
	Type	Blog
	Authors	DCU
	URL	https://rinno-h2020.eu/rinno-partner-interview/
2	Title	**Demand Response in the EU: Market Perspectives and Business Opportunities**
	Type	Blog
	Authors	DCU
	URL	https://rinno-h2020.eu/demand-response-in-the-eu-market-perspectives-and-business-opportunities/
3	Title	**Book Launch: 'Ireland and the Climate Crisis'**
	Type	Blog
	Authors	DCU
	URL	https://rinno-h2020.eu/ireland-and-the-climate-crisis/
4	Title	**European Green Cities: Leading State of The Art Tech Transformation in Greece, Denmark and Poland through RINNO**
	Type	Blog
	Authors	EGC
	URL	https://rinno-h2020.eu/european-green-cities-leading-state-of-the-art-tech-transformation-in-greece-denmark-and-poland-through-rinno/
5	Title	**Nearly Zero Energy Buildings (nZEB): Passive House Standards Can Help Meet nZEB Requirements**
	Type	Blog
	Authors	HPHI
	URL	https://rinno-h2020.eu/nearly-zero-energy-buildings-nzeb-passive-house-standards-can-help-meet-nzeb-requirements/
6	Title	**GlassTech and How Can it Contribute to Energy Efficiency in Construction**
	Type	Blog
	Authors	GREENSTRUCT

	URL	https://rinno-h2020.eu/glasstech-and-how-can-it-contribute-to-energy-efficiency-in-construction/
7	**Title**	**Creative Approaches to Sustainable Building**
	Type	Blog
	Authors	DCU
	URL	https://rinno-h2020.eu/creative-approaches-to-sustainable-building/
8	**Title**	**From Horizon 2020 To Horizon Europe: What Researchers Need to Know**
	Type	Blog
	Authors	DCU
	URL	https://rinno-h2020.eu/european-green-cities-leading-state-of-the-art-tech-transformation-in-greece-denmark-and-poland-through-rinno/
9	**Title**	**The BITCI Low Carbon Pledge**
	Type	Blog
	Authors	DCU
	URL	https://rinno-h2020.eu/from-horizon-2020-to-horizon-europe-what-researchers-need-to-know/
10	**Title**	**Climate Change: Why What We're Currently Doing Is Not Enough**
	Type	Blog
	Authors	DCU
	URL	https://rinno-h2020.eu/climate-change-why-what-were-currently-doing-is-not-enough/

The blogs are supplemented with multimedia deliverables including project videos, recordings of partner presentations, and podcasts. To date, five multimedia pieces featuring five partners have been published.

Table 7. RINNO Multimedia

1	**Title**	**Introducing the RINNO Project**
	Type	Video
	Presenters	DCU
	URL	https://www.youtube.com/watch?t=4&v=Fz0PEpTN-vM&feature=emb_imp_woyt
2	**Title**	**Circular Economy in the Built Environment: The RINNO Project**
	Type	Video
	Presenters	Fabregat Tena and Beatriz Castro Granados (REGENERA)
	URL	https://www.youtube.com/watch?v=mkjvNOC-SCo
3	**Title**	**SDG4B Sustainable Cities & Communities**
	Type	Video
	Presenters	Leon Nielsen (CIRCE), David Zambrana (CIRCE), and Dirk Ahlers (NTNU)
	URL	https://www.youtube.com/watch?v=EQmbReKrY_Y

4	Title	SDG4B Affordable and Clean Energy, with Stephan Krabsen, Development Consultant at European Green Cities ApS (02/12/2020)
	Type	Video
	Presenters	Stephan Krabsen (EGC)
	URL	https://www.youtube.com/watch?v=3ijHrEOyInM&t=2s
5	Title	Sustainability & The Circular Economy in Construction How the RINNO project aims to improve efficiency and reduce emissions
	Type	Podcast
	Presenters	Patrick Haughey (DCU/Audiobrand), Joseph Kilroy (The Chartered Institute of Building), and Mohamad Kassem (Northumbria University)
	URL	Spotify: https://open.spotify.com/episode/0kJJ9A3l4pihK8Ar6i8hyc?si=mJ_WAmkUQ7SzV06zRGloxA Apple Podcasts: https://podcasts.apple.com/ie/podcast/dotlab-radio/id1489743755#episodeGuid=Buzzsprout-4996808 Buzzsprout: https://www.buzzsprout.com/718803/4996808-sustainability-and-the-circular-economy-in-construction-how-the-rinno-project-aims-to-improve-efficiency-and-reduce-emissions

More than 700 downloads of deliverables, flyers and fact sheets were recorded in Y1, 35% of the M48 target.

2.4.2 Newsletter and Mailing List

The project issued regular newsletters containing project news and updates to its subscribers. The mailing list currently consists of 127 subscribers (25% of M48 target) as of May 2021. The email addresses are captured through the website sign up forms. Table 8 below summarises newsletter performance in Year 1. The emailing list is fully GDPR-compliant and is monitored to ensure compliance is maintained. The average Open Rate is 27%, 7% higher than the target open rate.

Table 8. RINNO Email Marketing Performance

	Newsletter #1	Newsletter #2	Newsletter #3	Newsletter #4
Date	03/09/2020	18/12/2020	26/02/2021	26/03/2021
List Size	304	118	120	127
Open Rate (%)	98.30%	31.50%	26.50%	27%
Click Through Rate (%)	1.97%	2.70%	3.50%	0%

2.4.3 Social Media

The project's social media accounts have been active throughout Y1 and are updated regularly to increase visibility and build public awareness. As of M12, RINNO has more than 400 followers (80% of M48 target) across all platforms, including members of a general audience, the scientific community and industry. Shared media downloads are

currently at 607 considering YouTube and LinkedIn views and podcast streams. As discussed previously, as more project results are available, we anticipate downloads/views via social channels to increase and in particular via ResearchGate, LinkedIn, and SlideShare.

Table 9. RINNO Social Media Performance

Social Media Metric	M12 (May 2021)
Twitter Followers	357
Twitter Tweets	419
Facebook Likes	9
LinkedIn Followers	71
LinkedIn Views	96
YouTube Videos	4
YouTube Views	440
SlideShare Files	3
SlideShare Views	133
Podcast streams	71
ResearchGate Followers	NA (Y2)[3]

2.5 Media and PR

Media attention during COVID19 was a significant challenge. In total, five press releases were issued (see Table 10) garnering 14 media mentions in Y1 (70% of M48 target). As more scientific results, IP outputs and deliverables are issued, we anticipate significantly more media announcements and resulting coverage.

Table 10. RINNO Press Releases

1	Title	New research at DCU to tackle energy efficiency in European housing
	Date of issue	29/06/2020
	Authors	DCU
	URL	https://rinno-h2020.eu/press-release-dcu/
2	Title	Northumbria partners in €4.8m EU housing energy efficiency project
	Date of issue	08/07/2020
	Authors	UNN
	URL	https://rinno-h2020.eu/press-release-unn/
3	Title	The Hellenic Institute of Passive Building, Partner in a European project € 4.8 million to address the energy efficiency of housing in Europe

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[3] The ResearchGate presence is not planned until Y2 as publications become available.

	Date of issue	01/07/2020
	Authors	HPHI
	URL	https://rinno-h2020.eu/project-launch-the-hellenic-institute-of-passive-building-press-release-english/
4	Title	CIRCE PARTICIPATES IN A EUROPEAN PROJECT OF 4.8 MILLION EUROS TO ADDRESS ENERGY EFFICIENCY IN EUROPEAN HOMES
	Date of issue	01/07/2020
	Authors	CIRCE
	URL	https://rinno-h2020.eu/project-launch-circe-english/
5	Title	NAPE will participate in an EU project worth 4.8 million euro to support the pace and scale of energy efficiency improvement in EU residential buildings through new technologies and business models.
	Date of issue	06/07/2020
	Authors	NAPE
	URL	https://rinno-h2020.eu/project-launch-nape-press-release-english/

Table 11. RINNO Media Mentions

1	Source	Silicon Republic
	Title	DCU to help research ultra-efficient buildings as part of €4.8m EU project
	Web Link	https://www.siliconrepublic.com/machines/dcu-ultra-efficient-buildings-rinno
	Type of Audience	industry
	Date	29/06/2020
	Estimated Monthly Traffic	380,000
2	Source	Irish Tech News
	Title	New research at DCU to tackle energy efficiency in European housing
	Web Link	https://irishtechnews.ie/research-dcu-energy-efficiency-european-housing/
	Type of Audience	Industry
	Date	29/06/2020
	Estimated Monthly Traffic	86 000
3	Source	Engineers Ireland
	Title	DCU research project to tackle energy efficiency in European housing
	Web Link	https://www.engineersireland.ie/Engineers-Journal/News/dcu-research-project-to-tackle-energy-efficiency-in-european-housing
	Type of Audience	Industry
	Date	29/06/2020

	Estimated Monthly Traffic	N/A
4	**Source**	**Ecozen**
	Title	RINNO: Φιλόδοξο ευρωπαϊκό πρόγραμμα για την ενεργειακή απόδοση κτιρίων
	Web Link	https://ecozen.gr/2020/07/rinno-filodoxo-eyropaiko-programma-tin-energeiaki-apodosi-ktirion/
	Type of Audience	Industry
	Date	01/07/2020
	Estimated Monthly Traffic	53 000
5	**Source**	**Energy Press**
	Title	EE: Εργο 4,8 εκατ. για εξοικονόμηση ενέργειας στα σπίτια
	Web Link	https://energypress.gr/news/ee-ergo-48-ekat-gia-exoikonomisi-energeias-sta-spitia
	Type of Audience	Industry
	Date	01/07/2020
	Estimated Monthly Traffic	430 000
6	**Source**	**Euro 2day**
	Title	EE: Εργο 4,8 εκατ. για εξοικονόμηση ενέργειας στα σπίτια
	Web Link	https://www.euro2day.gr/news/economy/article/2030867/ee-ergo-48-ekat-gia-exoikonomhsh-energeias-sta-spi.html
	Type of Audience	General
	Date	01/07/2020
	Estimated Monthly Traffic	2 000 000
7	**Source**	**B2Green**
	Title	Το Ελληνικό Ινστιτούτο Παθητικού Κτιρίου, Εταίρος σε ευρωπαϊκό έργο €4.8 εκ. ευρώ για την αντιμετώπιση της ενεργειακής απόδοσης της κατοικίας στην Ευρώπη
	Web Link	https://www.b2green.gr/el/post/81696/
	Type of Audience	Industry
	Date	01/07/2020
	Estimated Monthly Traffic	152 000
8	**Source**	**Ecopress**
	Title	Το Ελληνικό Ινστιτούτο Παθητικού Κτιρίου σε ευρωπαϊκό πρόγραμμα ενεργειακής απόδοσης κατοικίας
	Web Link	https://ecopress.gr/to-elliniko-institouto-pathitikou-ktiriou-se-evropaiko-programma-energiakis-apodosis-katikias/
	Type of Audience	Industry
	Date	02/07/2020

	Estimated Monthly Traffic	96 000
9	**Source**	**World Energy News**
	Title	Συμμετοχή του Ε.Ι.ΠΑ.Κ σε ευρωπαϊκό έργο 4.8 εκατομμυρίων ευρώ - Η λειτουργία του RINNO
	Web Link	https://worldenergynews.gr/index.php?id=46965
	Type of Audience	Industry
	Date	01/07/2020
	Estimated Monthly Traffic	N/A
10	**Source**	**PBC Today**
	Title	Northumbria joins €4.8m EU housing energy efficiency project
	Web Link	https://www.pbctoday.co.uk/news/energy-news/eu-housing-energy-efficiency/79076/
	Type of Audience	Industry
	Date	10/07/2020
	Estimated Monthly Traffic	75 000
11	**Source**	**Business Leader**
	Title	NORTHUMBRIA PARTNERS IN €4.8M EU HOUSING ENERGY EFFICIENCY PROJECT
	Web Link	https://www.businessleader.co.uk/northumbria-partners-in-e4-8m-eu-housing-energy-efficiency-project/94209/
	Type of Audience	General
	Date	10/07/2020
	Estimated Monthly Traffic	65 000
12	**Source**	**Business in the News**
	Title	Northumbria partners in €4.8m EU housing energy efficiency project
	Web Link	https://businessinthenews.co.uk/2020/07/19/northumbria-partners-in-e4-8m-eu-housing-energy-efficiency-project/
	Type of Audience	General
	Date	19/07/2020
	Estimated Monthly Traffic	N/A
13	**Source**	**Construction Magazine**
	Title	Northumbria partners in €4.8m EU housing energy efficiency project
	Web Link	https://constructionmaguk.co.uk/northumbria-partners-in-e4-8m-eu-housing-energy-efficiency-project/
	Type of Audience	Industry

	Date	09/07/2020
	Estimated Monthly Traffic	N/A
14	**Source**	**Building Specifier**
	Title	€4.8 MILLION EUROPEAN RENOVATION PROJECT
	Web Link	https://buildingspecifier.com/e4-8-million-european-renovation-project/
	Type of Audience	Industry
	Date	09/07/2020
	Estimated Monthly Traffic	N/A

2.6 Other Dissemination Activities

Other dissemination activities included engagement with industry through primary research and interviews. As part of T1.1, RINA completed a survey on stakeholder requirements. 82 responses were received with 64 full completions. A further 24 stakeholders were interviewed as part of preliminary DCU primary research on determinants of adoption and use of deep renovation and related technologies. These included interviews with informants from the architectural, construction and associated technologies including Best Systems, CHP, the Irish Construction Industry Federation, Drone Deploy, DCU Exoskeleton Initiative, GagaMuller, Glenveagh Properties, International Powered Access Federation, McKeon Group, PTS, UMI3D Fab Lab, UMI3D Fab Lab, ViaTechnik, Wexford County Council, amongst others.

It should be noted that KPIs related to IP Briefings are post-deliverable KPIs anticipated in Y3 and Y4. KPIs related to open access books will commence in Y2.

3 Action Plan for Year 2

The action plan for the dissemination of the RINNO project is ongoing and subject to revision. The focus for the second year will be supporting exploitation activities and communicating the produced research and technical outputs. The consortium will maintain contacts with media specialised in green construction and renovation, the circular economy and use case domains to target them with press releases. The project will also enhance its presence at industry events and workshops, exhibitions, and trade shows. The following cumulative KPIs have been set for Y2.

Table 12. RINNO KPIs and Cumulative Targets for M24

Activity	KPI	Actual M12	Cumulative Target M24	Target M48
Participation in Scholarly Events	Attendance and participation at relevant scholarly national or international conferences, workshops or other networking events	4	9	30
Organisation of Scholarly Events	Organisation of relevant scholarly national or international conferences, workshops or other networking events	2	4	6
Book Chapters and Journal Publications	Publications in books or peer-reviewed journals	1	2	4
Conference Proceedings	Presentation at relevant national or international scientific conferences with proceedings	0	2	4
Trade Publications	Publications in trade publications during the lifetime of the project	0	3	12
Participation in Trade Events	Participation in non-scholarly national or international industry/trade conferences, exhibitions, fairs or events	6	15	30
Flyer Distribution	Number of flyers distributed	0	680	1,000
IP Briefings	Number of F2F meetings	0	4	20
	Number of IP Briefings sent	0	0	100
Website	Number of unique visitors	2,694	2,694	9,000

			2 min for 30% of users	2 min for 30% of users
	Duration of visits	2m 12s	2 min for 30% of users	2 min for 30% of users
	Downloads/views of any material (incl. social dissemination)	734	1,750	2,000
Newsletter	Mailing List	127	300	600
	Number of newsletters sent	4	8	7
	Open Rate	27%	20%	20%
Social Media	Number of Followers	438	550	500
	Number of Downloads/Views	607	1,200	3,600
Media	Number of press releases issued	5	7	9
	Number of mentions in specialist and mainstream media	14	20	20
Videos/Podcasts	Number of videos, podcasts and other multimedia (incl. demonstrations, presentations and interviews)	5	12	12
Collaborative Web Pages	Collaboration to existing entries, creation of new entries	1	3	5
Survey/Focus Group Participation	Number of participants	88	218	350
Open Access Book	PDFs sent	0	0	2500
	Number of downloads	0	0	10,000

3.1 Marketing Collateral

As society comes out of lockdown and face-to-face meetings resume, significant progress is expected with regards to distribution of physical flyers where possible. Each partner will be set a specific target of distributing 50 promotional flyers each which should help RINNO achieve 68% of the M48 target. In addition, tracking codes will be embedded in digital flyers to capture digital distribution of flyers.

Existing collateral will be reviewed and updated in line with refinements from project results and outputs. Additional digital collateral will be designed including:

- Market briefings on Deep Renovation and Digital Technologies to Support the Renovation Lifecycle (2)
- Infographics on deep renovation and related topics (4)

- Technical paper on open renovation platforms (1)

The addition of these collateral will contribute to raising awareness of the project, related deliverables, and associated KPIs (downloads/views etc). Our target is to achieve in excess of 87.5% of the M48 target by the end of M24.

3.2   Academic Dissemination

3.2.1   Participation at a Scholarly Conference, Workshop or other Networking Events

As discussed, KPIs for participation at a scholarly conference, workshop or other networking events was adversely impacted by the combination of the early stage of the project and COVID19. In Y2, our target is to participate in six scholarly events including peer-reviewed conferences and other events such as mini-conferences and seminar series. The following events are targeted, although this list may be subject to change:

- International Conference on the Digital Society 2021 [July 2021] – Paper Submitted.
- EC3: European Council for Computing in Construction summer school [July 2021]
- ATC2021: USENIX Annual Technical Conference [July 2021]
- IEEE PIMRC 2021: IEEE International Symposium on Personal, Indoor and Mobile Radio Communications [September 2021]
- ICGBTS 2021: International Conference on Green Building Technologies and Simulation [October 2021]
- CIB W78: International Council for Research and Innovation in Building and Construction [October 2021]
- IEEE PES ISGT EUROPE 2021: Innovative Smart Grid Technologies [October 2021]
- ISNCC 2021: International Symposium on Networks, Computers and Communications [October/November 2021]
- ISARC: International Symposium on Automation and Robotics in Construction [November 2021]
- HICSS 2022: Hawaii International Conference on System Sciences [January 2022]
- Smartgreens 2022: 11th International Conference on Smart Cities and Green ICT systems [April 2022]
- ICSDGB 2022: 6th International Conference on Sustainable Development and Green Buildings [March 2022]
- 20th eSociety Conference [March 2022]
- ICAGBCEA 2022: International Conference on Advances in Green Building Construction Engineering and Applications [June 2022]

- ICCES 2022: 16. International Conference on Circular Economy and Sustainability [June 2022]
- SET 2022: 19th International Conference on Sustainable Energy Technologies [August 2022]
- BS2022: Building Simulation conference [date to be confirmed]

Participation in the above conferences will contribute to KPIs for conference participation and publications in proceedings.

In addition to the above events, RINNO will participate in at least three events organised by higher education institutions for both scholarly and industry audiences including:

- SDG4B seminar series
- TRANSFORM mini-conference series
- Green Building Initiative webinars
- Green Building Institute trainings
- Center for Alternative Technology Green Renovation workshops
- Urban Green Council online courses
- Yestermorrow

3.2.2 Organisation of a Scholarly Conference, Workshop or other Networking Events

The RINNO consortium will organise or co-organise one academic workshop specifically on RINNO technologies in Y2. Date and place are to be confirmed.

In addition, RINNO will co-organise at least one mini-conference in Y2 with DCU.

3.2.3 Scholarly Publications

The scholarly publications (proposals) in Table 13 have been submitted or published or are expected to be submitted for publication Y2. This list is not exhaustive.

Table 13. Selected Scholarly Publications Expected in Y2

1	Title	Understanding the Determinants of Deep Renovation Adoption for Residential Buildings
	Type	Peer Reviewed Journal
	Outlet	TBC
	Status	WIP
	Authors	Theo Lynn (DCU), Pierangelo Rosati (DCU), Antonia Egli (DCU)
2	Title	Disrupting Building: Digitalisation and the Transformation of Deep Renovation
	Type	Open Access Book

Outlet	Palgrave Macmillan
Status	Proposal under review
Editors	Theo Lynn (DCU), Pierangelo Rosati (DCU), Stelios Krinidis (CERTH), Mohammed Kassem (UNN)

3.3 Event Marketing and Trade Publications

In Y2, a significant focus will be the publication of at least three articles related to RINNO in trade publications including journals and magazines. Target publications include but are not limited to the following publications:

1. Engineering & Technology – Circular Economy
2. UNIDO's Making It
3. Green Building & Design
4. Green Building Magazine
5. Sustainable Architecture & Building Magazine

In addition, RINNO has set a target of tripling the number of non-scholarly event in which the project participates increasing the number of events from 5 to 15. The impact of such participation is highly dependent on COVID19 resumption of face-to-face participation at events.

3.4 Digital Marketing

3.4.1 Website

In June 2021, Google will make a significant change to the search algorithm incorporate Core Web Vitals. As the RINNO website has been designated Mobile First, this will require minor changes to the website to move it from its current score (85) to 90-100. This primarily involves:

- Removing unused CSS
- Minimising main thread work
- Add explicit attributes to images
- Fixing page-specific mobile usability issues

In Y2, as more publications emerge from the project, we intend to redesign the home page and landing pages to increase accessibility. We intend to publish at least one blog per month and at least one other multimedia element per month in addition to the planned collateral discussed in 3.1. These will be supplemented with a series of market briefings commencing in Y2.

In M18, we will complete a round of usability including five second and first impression tests to provide insights from the public on updating the website. We will increase the structured data on the site to increase the likelihood of search discovery and zero click results through the addition of breadcrumbs, FAQ schema, and support for voice search.

Our target is to increase traffic by at least 20% (3000 visitors) thus achieving cumulative traffic of 5,322 by M24, roughly 60% of the M48 target. We will continue to target an average dwell time for 2 minutes for 30% of users. In Y2, as traffic increases, more advanced peer benchmark and audience analysis can be conducted including affinity categories and in-market segments. These should align with the target audience profiles outlined in D8.1.

3.4.2   Newsletters and Mailing Lists

The email marketing metrics are on track and regular newsletters will continue to be issued at least quarterly to the growing subscriber lists. Additional efforts will be made to increase subscription through targeted engagement with the academic and scholarly community. Our target is to double the subscription list to 300 by the end of Y2 while maintaining GDPR compliance.

3.4.3   Social Media

Social media performance is exceeding expectations having achieved more than 80% of the M48 target in Y1. In Y2, we commence building the project's audience on SlideShare and collaborative web pages. In this category, one web page introducing the RINNO project has already been published on Build Up, a key online reference portal for energy efficiency in buildings in Europe. As scholarly publications are published, these will be added to ResearchGate thus driving views and downloads with scholarly audiences. The additional collateral discussed in 3.1 above will contribute to increased social media downloads on LinkedIn and Twitter. Our goal for Y2 is to exceed the M48 target (500) by 10% while increasing the social media views and downloads from 607 to 1,200.

3.5   Media and PR Mentions

We anticipate a further two press releases to be issued in Y2 related to published research and events. As a result of this effort, we expect to meet the M48 target for media mentions (20) in Y2, ahead of schedule. This is independent of articles in trade media.

3.6   Other Dissemination Activities

Other dissemination activities included engagement with industry through primary research and interviews. DCU is rolling out a significant multi-stakeholder survey on determinants of deep renovation adoption in residential dwellings in Y2 supplemented by interviews. This will involve engagement with at least 130 stakeholders.

4 Conclusion

This report provides an overview of the dissemination actions and results achieved by the RINNO consortium in the first year of the project. It also outlines a set of dissemination activities for Y2; however, these are subject to alteration. The table below outlines our current expectation with respect to project dissemination KPIs. Based on Y1 performance and plans for Y2, we are confident of meeting the M48 Dissemination KPIs set out for the project in the proposal and subsequent Dissemination Plan (D8.1) agreed with the Commission.

Table 14. RINNO Projection of M48 Performance Expectation as at M13

Activity	KPI	Target M48	Expectation
Participation in Scholarly Events	Attendance and participation at relevant scholarly national or international conferences, workshops or other networking events	30	MEET
Organisation of Scholarly Events	Organisation of relevant scholarly national or international conferences, workshops or other networking events	6	EXCEED
Book Chapters and Journal Publications	Publications in books or peer-reviewed journals	4	MEET
Conference Proceedings	Presentation at relevant national or international scientific conferences with proceedings	4	MEET
Trade Publications	Publications in trade publications during the lifetime of the project	12	MEET
Participation in Trade Events	Participation in non-scholarly national or international industry/trade conferences, exhibitions, fairs or events	30	MEET
Flyer Distribution	Number of flyers distributed	1,000	MEET
IP Briefings	Number of F2F meetings	20	MEET
	Number of IP Briefings sent	100	MEET
Website	Number of unique visitors	9,000	EXCEED
	Duration of visits	2 min for 30% of users	MEET
	Downloads/views of any material (incl. social dissemination)	2,000	EXCEED
Newsletter	Mailing List	600	MEET
	Number of newsletters sent	7	EXCEED
	Open Rate	20%	EXCEED
Social Media	Number of Followers	500	EXCEED

	Number of Downloads/Views	3,600	MEET
Media	Number of press releases issued	9	EXCEED
	Number of mentions in specialist and mainstream media	20	EXCEED
Videos/Podcasts	Number of videos, podcasts and other multimedia (incl. demonstrations, presentations and interviews)	12	EXCEED
Collaborative Web Pages	Collaboration to existing entries, creation of new entries	5	MEET
Survey/Focus Group Participation	Number of participants	350	EXCEED
Open Access Book	PDFs sent	2500	MEET
	Number of downloads	10,000	MEET

ABOUT RINNO

RINNO is a four-year EU-funded research project that aspires to deliver greener, bio-based, less energy- intensive from a life cycle perspective and easily applicable building renovation elements and energy systems that will reduce the time and cost required for deep energy renovation, while improving the building energy performance. Its ultimate goal is to develop, validate and demonstrate an operational interface with augmented intelligence and an occupant-centered approach that will streamline and facilitate the whole lifecycle of building renovation.

For more information, please visit **https://rinno-h2020.eu/**