



RINNO PROJECT

Report

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

Deliverable 8.3: Dissemination & Communication Plans (Final Version)

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

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Revision History

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1.2	Antonia Egli	24 October, 2022	Complete draft
1.3	Antonia Egli	11 November, 2022	Edits and comments
1.4	Theo Lynn	14 November, 2022	Draft for internal review
1.5	Antonia Egli	14 November, 2022	Draft for peer-review
1.6	Theo Lynn Antonia Egli	30 November	Final edits and comments

Executive Summary

This document is a report on RINNO Dissemination & Communication Plans (Final Version) and is Deliverable D8.3 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/>.

The purpose of this document is to update the revised Dissemination & Communication Plan (D8.2) produced in November 2021 with a detailed dissemination and communication plan from M30 to M48. To avoid repetition, this review should be read in conjunction with D8.1, D8.2, and subsequent reports on performance to date (D8.6).

The report is organised as follows. Section 1 introduces the report. Section 2 presents the dissemination activities planned from M30 to M48. Section 3 provides an overview of concertation activities planned from M30 to M48 and is followed by concluding remarks in Section 4, including a summarising dissemination and communication calendar.

It should be noted that this updated dissemination plan and the set of activities outlined in this document are subject to change. This will provide the project with a flexible approach to the most relevant routes to dissemination and considers potential limitations outside the consortium's control that may arise in the future. Any proposed changes are subject to approval by the RINNO Executive Board.

Table of Contents

Document Information	2
Revision History.....	2
Executive Summary	3
Table of Contents	4
List of Figures	5
List of Tables.....	5
List of Abbreviations.....	5
1 Introduction	6
2 Action Plan from M30 to M48.....	7
2.1 Marketing Collateral	9
2.2 Academic Dissemination	10
2.2.1 Participation at a Scholarly Conference, Workshop or Other Events	10
2.2.2 Organisation of a Scholarly Conference, Workshop or other Networking Events	17
2.2.3 Scholarly Publications	18
2.3 Event Marketing and Trade Publications	22
2.4 Digital Marketing	23
2.4.1 Website.....	23
2.4.2 Newsletters and Mailing Lists	26
2.4.3 Social Media.....	26
2.5 Media and PR Mentions	27
2.6 Other Dissemination Activities	27
3 Concertation	29
4 Conclusion.....	32

List of Figures

Figure 1 RINNO Deep Renovation Infographics.....	9
Figure 2 RINNO Website Redesign.....	24
Figure 3 Affinity Categories (Left) & In-Market Segments (Right), Status M1-M29	26

List of Tables

Table 1. RINNO KPIs and Cumulative Targets for M48	7
Table 2 Digital Marketing Collateral Y3	9
Table 3 List of Scholarly Events Participated in Y1 & Y2.....	10
Table 4 List of Target Scholarly Events from M30 to M48	17
Table 5 Workshops Organised by RINNO in Y1 & Y2	17
Table 6 RINNO Scholarly Events Y3 & Y4.....	18
Table 7 Publications in Y1 & Y2.....	18
Table 8. Scholarly Publications Expected in Y3.....	20
Table 9 List of Target Outlets for Trade Publications	22
Table 10 List of Target Trade Events from M19 to M30	23
Table 11 List of Forthcoming Blogs	24
Table 12 Media & PR Output Y3	27
Table 13 RINNO Project Collaborative Web Pages.....	28
Table 14 RINNO Concertation KPIs and Cumulative Targets for M30.....	29
Table 15 EAB Meeting Attendees (10 th May 2021)	30
Table 16 EAB Meeting Attendees (30 th March 2022).....	30
Table 17 List of Target EU Projects for Concertation Activities.....	30
Table 18 List of Planned Concertation Activities from M19 to M30.....	31
Table 19 RINNO dissemination and communications calendar for M19 to M30	32
Table 20. RINNO Projection of M48 Performance Expectation as at M13	32

List of Abbreviations

D8.1.....	Deliverable 8.1
D8.2.....	Deliverable 8.2
D8.3.....	Deliverable 8.3
D8.6.....	Deliverable 8.6
GDPR.....	General Data Protection Regulation
KPI.....	Key Performance Indicator
M1	Month 1 (project initiation), June 2020
M30	Month 30, November 2022
M48.....	Month 48 (project completion), May 2024
Y1.....	Year 1, June 1 2020 – May 31 2021
Y2.....	Year 2, June 1 2021 – May 31 2022
Y3.....	Year 3, June 1 2022 – May 31 2023

1 Introduction

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

The RINNO project proactively disseminated and promoted its progress and results to the public, scientific audiences, and stakeholders from M1 to M30. However, many of the activities envisaged for the first 30 months of the project were adversely impacted by restrictions put in place following the spread of COVID-19. This was particularly the case for the organisation of and participation at physical conferences, workshops, and other face-to-face dissemination opportunities. Targets for digital activities such as the website, social media, newsletters, and media mentions, however, are largely met or will be met by the end of the project.

Because of the COVID-19 pandemic, a major part of the dissemination strategy for the first half of the project consisted of digital activities. The focus during this period was first placed on establishing the project's dissemination and communications infrastructure and building initial awareness surrounding the project's goals and activities. The focus then shifted towards optimising its communications channels such as the website, which was redesigned in Y2. The second half of the RINNO project will continue to pursue these goals, but now prioritises communicating major milestones and case studies as deep renovation solutions are tested and implemented. Over the course of the first two project years, RINNO partners contributed to 17 blogs and participated in five academic lectures and seminars, two stakeholder briefings, four academic conferences, six workshops, and four podcasts; 22 media mentions were received in Ireland, the UK, and Greece. Between M1 and M30, the RINNO website attracted 8,672 unique visitors (96.36% of the M48 target, i.e., 9,000 unique users) and RINNO social media profiles attracted 851 followers.

2 Action Plan from M30 to M48

The focus of the dissemination and communication activities undertaken by RINNO partners from M30 to M48 continues to lie on building brand awareness and relationships with target stakeholder groups, in addition to more commercialisation-oriented activities as the project enters its final phase. Given the constraints on physical events due to COVID-19, in particular trade events, a specific emphasis will be placed on industry and policymaker engagement in Y3. Reflecting this, RINNO partners will focus on promoting RINNO at exhibitions and trade shows, and in trade publications. The consortium is committed to maintaining and building contacts with media specialised in green construction, renovation, and the circular economy to target them with press releases.

As reported in D8.6, the project achieved or was close to meeting several original dissemination and communication targets. This was particularly the case for digital KPIs (e.g., number of website visitors) as they were not negatively impacted by COVID-19. Considering this progress, RINNO now pursues stretch targets for M48 as presented in [Table 1](#). Three new KPIs were added to help guide and monitor dissemination performance: scholarly publications reads/views, digital flyer downloads, and other stakeholder engagement. These are included below with corresponding M30 and adjusted M48 targets, as well as the actual M30 KPIs. All original M48 targets can be viewed in [Table 20](#).

Table 1. RINNO KPIs and Cumulative Targets for M48

Activity	KPI	Actual M30	Target M30	Target M48
Participation in Scholarly Events	Attendance and participation at relevant scholarly national or international conferences, workshops, or other networking events	20	20	30
Organisation of Scholarly Events	Organisation of relevant scholarly national or international conferences, workshops, or other networking events	4	6	8
Book Chapters and Journal Publications	Publications in books or peer-reviewed journals	7	3	6
Conference Proceedings	Presentation at relevant national or international scientific conferences with proceedings	5	4	6
Journal and Conference publications reads/views/downloads	Number of reads/views and downloads of journal and conference publications ¹	4,293	1,500	2,000
Trade Publications	Publications in trade publications during the lifetime of the project	0	4	12

Participation in Trade Events	Participation in non-scholarly national or international industry/trade conferences, exhibitions, fairs, or events	14	20	30
Flyer Distribution	Number of flyers distributed	0	800	1,000
	Number of flyers downloaded ¹	2,235	1,500	2,000
IP Briefings	Number of F2F meetings	0	4	20
	Number of IP Briefings sent	0	50	100
Website	Number of unique visitors	8,672	9,000	12,000
	Duration of visits	00:01:53 avg. session duration	2 min for 30% of users	2 min for 30% of users
	Downloads/views of any material (incl. social dissemination)	7,524	5,000	6,000
Newsletter	Mailing list	153	400	600
	Number of newsletters sent	12	8	16
	Open rate	26.8%	20%	20%
Social Media	Number of followers	851	800	1000
	Number of downloads/views	1,850	3,600	3,600
Media	Number of press releases issued	13	8	10
	Number of mentions in specialist and mainstream media	22	30	30
Videos/Podcasts	Number of videos, podcasts, and other multimedia (incl. demonstrations, presentations, and interviews)	19 videos 4 podcasts	15	20
Collaborative Web Pages	Collaboration to existing entries, creation of new entries	6	5	5
Survey/Focus Group Participation	Number of participants	243	300	350
Other stakeholder engagement (meetings, training, etc.)	Number of stakeholders attending meetings, training, and other activities. ¹	30	70	100
Open Access Book	PDFs sent	0	1,500	2,500
	Number of downloads	0	5,000	10,000

¹ New KPI. Not listed in D8.1

2.1 Marketing Collateral

Each RINNO partner was set a specific target of distributing 60 promotional flyers each by M30 to help RINNO achieve 80% of the M48 target. This, however, was not fulfilled and will continue to be pursued in Y3. In addition, tracking codes have been added to the website to capture digital flyer downloads. To this end, we have added an additional KPI to capture digital flyer distribution.

A revised version of the project flyer – localised in eight languages - is currently being reviewed by the RINNO consortium and must be disseminated at events as soon as feedback is finalised. As indicated in D8.2, four infographics on deep renovation and related topics (see Figure 1) were created and disseminated via social media and the website.

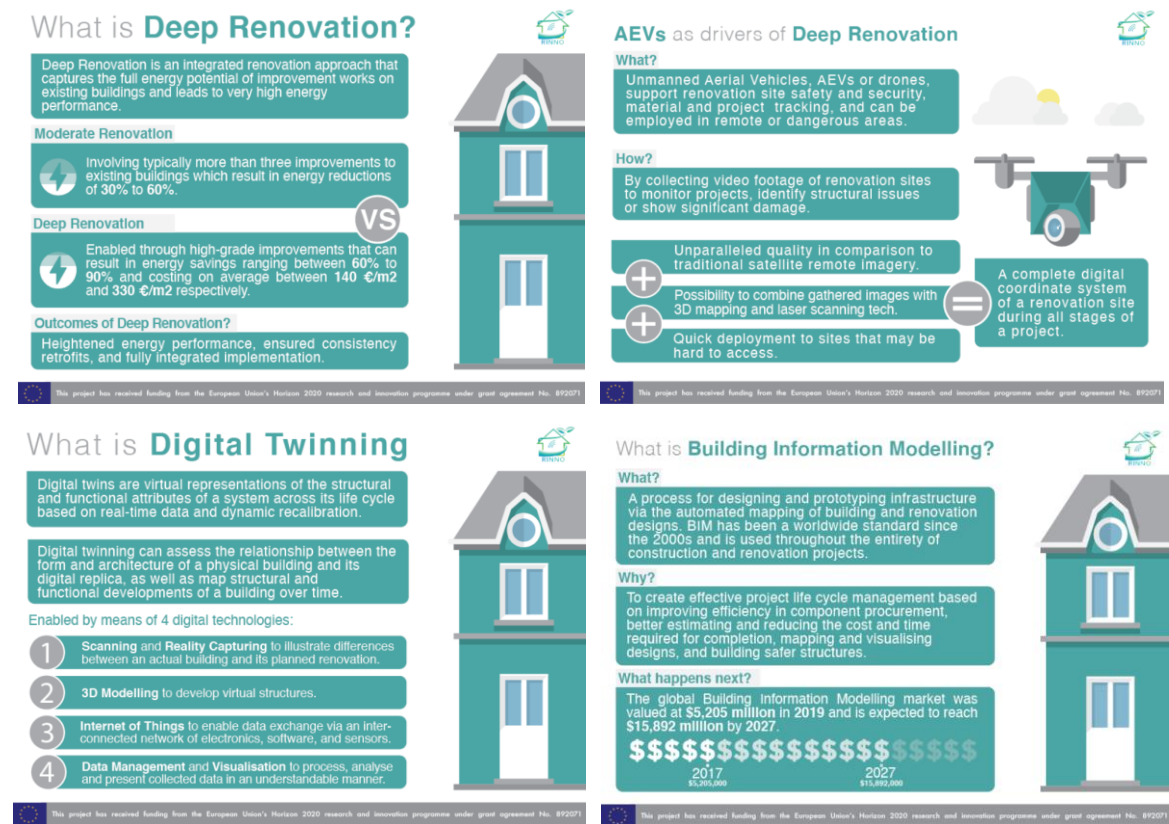


Figure 1 RINNO Deep Renovation Infographics

Additional digital collateral will be designed in Y3 and is listed in Table 2. Publication of these activities, in combination with those listed in the remainder of this report, will allow the consortium to reach the targets set for M48.

Table 2 Digital Marketing Collateral Y3

Partner	Activity	Details/Title
DCU	Market briefing	“Deep Renovation and Digital Technologies to Support the Renovation Lifecycle”
DCU	Technical paper	“Open Renovation Platforms: Case Studies & Learnings from H2020”
DCU	Market briefing	“Drivers & Barriers of Circular Economy Principles for Building Renovation”

DCU	Tech Spotlight	Individual technology flyers, possible to be compiled into one brochure. Individual consortium partners will be asked for help in localisation.
DCU	Case study	Case study on Residence Sarrazins (Lille, France) pilot site
DCU	Case study	Case study on Piraeus Str (Moschato-Tavros, Greece) pilot site
DCU	Case study	Case study on Rajszew (Masovia Voivodship, Poland) pilot site
DCU	Case study	Case study on Danish pilot site, TBC
DCU	Video	Full pilot site overview

2.2 Academic Dissemination

2.2.1 Participation at a Scholarly Conference, Workshop, or Other Events

KPIs for participation at a scholarly conference, workshop, or other events were adversely impacted by the combination of the early stage of the project and the COVID-19 pandemic. Nevertheless, the revised target to participate in 20 scholarly events (including peer-reviewed scholarly conferences and other events such as mini-conferences, workshops, trade events, and seminar series) was met with five academic lectures and seminars, two stakeholder briefings, four academic conferences, six workshops, and three trade events attended. Table 3 delivers an overview of these events, while Table 4 provides an indicative list of target scholarly events to potentially be attended by consortium members in Y3 to meet target KPIs for M48. More events will be identified for Y4 as events and dates are communicated, and, in due course, this list is subject to change.

Table 3 List of Scholarly Events Participated in Y1 & Y2

1	Title	TRANSFORM Smart Cities
	Event Dates	02/10/2021
	Location	Zoom, Dublin City University
	Type of Event	Academic lectures and seminars
	Presentation Type	PowerPoint plus Q&A
	Title of Presentation	TRANSFORM Smart Cities, CIRCE general and project specific presentations
	Authors	CIRCE
	URL	https://iidb.ie/transform-smart-cities-communities/
	Type of Audience	Civil society and industry
	Audience Size	79
	Presenters	David Zambrana (CIRCE), Leon Nielsen (CIRCE)
2	Title	TRANSFORM Circular Economy
	Event Dates	03/01/2021
	Location	Zoom, Dublin City University
	Type of Event	Academic lectures and seminars
	Presentation Type	PowerPoint plus Q&A
	Title of Presentation	Circular Economy in Build Environment: The RINNO Project

Authors	REGENERA
URL	https://iidb.ie/transform-series/transform-the-circular-economy/
Type of Audience	Civil society and industry
Audience Size	55
Presenters	Victor Fabregat Tena (REGENERA) and Beatriz Castro Granados (REGENERA)
3	Title
	SDG4B Affordable and Clean Energy
Event Dates	02/12/2020
Location	Zoom, Dublin City University
Type of Event	Academic lectures and seminars
Presentation Type	PowerPoint plus Q&A
Title of Presentation	SDG4B Affordable and Clean Energy
Authors	EGC
URL	https://youtu.be/yxO4IIVSadM
Type of Audience	Civil society and industry
Audience Size	N/A
Presenters	Stephen Krabsen (EGC)
4	Title
	TRANSFORM
Event Dates	08/02/2021
Location	Zoom, Dublin City University
Type of Event	Academic lectures and seminars
Presentation Type	PowerPoint plus Q&A
Title of Presentation	OnDijon & Smart Cities
Authors	Bouygues Construction
URL	https://www.youtube.com/watch?v=ACuyEZW2UYA
Type of Audience	Academic, civil society and industry
Audience Size	79
Presenters	Ramy Ssad (Bouygues Construction)
5	Title
	ICDS 2021
Event Dates	12/07/2021
Location	Zoom, IARIA
Type of Event	Academic lectures and seminars
Presentation Type	Academic conference panel discussion
Title of Presentation	Digital Twins: A 360° Tour of Life Cycle and Applications on Built Environments
Authors	UNN
URL	https://www.youtube.com/watch?v=erTcLlcwWYU

Type of Audience	Academic
Audience Size	25
Presenters	Mohamad Kassem (UNN)
6 Title	
Event Dates	22/10/2022
Location	London, UK
Type of Event	Stakeholder briefing
Presentation Type	Presentation
Title of Presentation	IIDB Overview of Research (incl. overview of RINNO)
Authors	DCU
URL	N/A
Type of Audience	Industry
Audience Size	4
Presenters	Theo Lynn (DCU)
7 Title	
Event Dates	12/10/2022
Location	DCU, Ireland
Type of Event	Stakeholder briefing
Presentation Type	Presentation
Title of Presentation	Digital Economy & Society
Authors	DCU
URL	N/A
Type of Audience	Scientific
Audience Size	16
Presenters	Theo Lynn (DCU)
8 Title	ICDS 2021
Event Dates	18-22/07/2021
Location	Zoom
Type of Event	Academic conference
Presentation Type	Conference research presentation
Title of Presentation	RINNO: Transforming Deep Renovation Through An Open Renovation Platform
Authors	O. Doukari (UNN), T. Lynn (DCU), P. Rosati (DCU), A. Egli (DCU), S. Krinidis (HPHI), K. Angelakoglou (HPHI), V. Sougkakis (HPHI), D. Tzovras (HPHI), M. Kassem (UNN), D. Greenwood (UNN)
URL	N/A
Type of Audience	Academic

	Audience Size	25
	Presenters	Omar Doukari (UNN)
9	Title	Forum Termomodernizacja 2022
	Event Dates	05/10/2022
	Location	Warsaw
	Type of Event	Academic conference
	Presentation Type	Conference research presentation
	Title of Presentation	N/A
	Authors	Adrian Chmielewski (NAPE)
	URL	https://zae.org.pl/forum-termomodernizacja-2022/
	Type of Audience	Energy Auditors, energy efficiency experts, politicians
	Audience Size	150
	Presenters	Adrian Chmielewski (NAPE)
10	Title	AI for Society for Good
	Event Dates	21/09/2022
	Location	DCU, Ireland
	Type of Event	Workshop
	Presentation Type	PowerPoint presentation
	Title of Presentation	RINNO: Transforming Deep Renovation Through An Open Renovation Platform
	Authors	DCU
	URL	N/A
	Type of Audience	Scientific
	Audience Size	26
	Presenters	Theo Lynn (DCU)
11	Title	IIDB Lab Session
	Event Dates	12/10/2022
	Location	DCU, Ireland
	Type of Event	Workshop
	Presentation Type	PowerPoint presentation
	Title of Presentation	N/A
	Authors	DCU
	URL	N/A
	Type of Audience	Scholarly
	Audience Size	15
	Presenters	Theo Lynn (DCU)

12	Title	INTEMA.building – Demonstration of a new dynamic energy analysis tool for building energy simulation
	Event Dates	16/12/2021
	Location	Online
	Type of Event	Workshop
	Presentation Type	PowerPoint presentation
	Title of Presentation	INTEMA.building – Demonstration of a new dynamic energy analysis tool for building energy simulation
	Authors	Nikolaos Nikolopoulos, Petros Iliadis
	URL	N/A
	Type of Audience	Industry
	Audience Size	N/A
	Presenters	Nikolaos Nikolopoulos (HPHI), Petros Iliadis (HPHI)
13	Title	INTEMA.building-VERIFY: Demonstration of two software tools for the dynamic energy analysis and the LCA/LCC analysis of buildings
	Event Dates	14/04/2022
	Location	Online
	Type of Event	Workshop
	Presentation Type	PowerPoint presentation
	Title of Presentation	INTEMA.building-VERIFY: Demonstration of two software tools for the dynamic energy analysis and the LCA/LCC analysis of buildings
	Authors	Nikolaos Nikolopoulos, Vasileios Sougkakis, Petros Iliadis, Ioannis Mamounakis
	URL	N/A
	Type of Audience	Industry
	Audience Size	N/A
	Presenters	Nikolaos Nikolopoulos (HPHI), Vasileios Sougkakis (HPHI), Petros Iliadis (HPHI), Ioannis Mamounakis (HPHI)
14	Title	Green AI
	Event Dates	08/11/2022
	Location	DCU Glasnevin Campus
	Type of Event	Workshop
	Presentation Type	PowerPoint presentation
	Title of Presentation	RINNO: Transforming Deep Renovation Through An Open Renovation Platform
	Authors	DCU
	URL	N/A
	Type of Audience	Academic
	Audience Size	17

Presenters	Theo Lynn (DCU)
15 Title	Sustainable Places 2022
Event Dates	6-9/9/22
Location	Nice (France)
Type of Event	Workshop
Presentation Type	PowerPoint presentation
Title of Presentation	-
Authors	RINA-C
URL	https://www.sustainableplaces.eu
Type of Audience	EU project experts, technical personnel, policy makers
Audience Size	100
Presenters	Ing. Celina Solari
16 Title	European Sustainable Energy Week - networking village
Event Dates	26-30/9/22
Location	Brussels
Type of Event	Trade event
Presentation Type	Pitch
Title of Presentation	-
Authors	RINA-C
URL	https://sustainable-energy-week.ec.europa.eu/networking_en
Type of Audience	Policy makers, scientific community, general public
Audience Size	1,000
Presenters	Giorgia Spigiantini
17 Title	ENLIT Europe
Event Dates	29/11-1/12/22
Location	Frankfurt, Germany
Type of Event	Trade event
Presentation Type	Conference stand
Title of Presentation	-
Authors	RINA-C
URL	https://www.enlit-europe.com/
Type of Audience	Policy makers, scientific community, general public
Audience Size	N/A
Presenters	-
18 Title	ECOMONDO-The green technology expo
Event Dates	8-11/11/22

Location	Rimini, Italy
Type of Event	Trade event
Presentation Type	Stand
Title of Presentation	-
Authors	RINA-C
URL	https://www.ecomondo.com/
Type of Audience	Policy makers, scientific community, general public
Audience Size	N/A
Presenters	-
19 Title	Energy Efficiency in Buildings Conference
Event Dates	28/6/22
Location	Athens, Greece
Type of Event	Academic conference
Presentation Type	Conference research presentation
Title of Presentation	-
Authors	CERTH
URL	https://www.energyefficiencyconference.gr/buildings/
Type of Audience	Energy managers and energy auditors, Energy efficiency experts (architects, engineers), facility managers, operations managers, environmental and sustainable energy consultants/directors
Audience Size	>200
Presenters	Nikolaos Nikolopoulos
20 Title	AIAI / AIBMG 2022 - 18th International Conference on Artificial Intelligence Applications and Innovations
Event Dates	17-20/6/22
Location	Crete, Greece
Type of Event	Academic conference
Presentation Type	Conference research presentation
Title of Presentation	-
Authors	CERTH
URL	https://ifipaiai.org/2022/
Type of Audience	Experts in digital technologies
Audience Size	>100
Presenters	Andreas Seitaridis

Table 4 List of Target Scholarly Events from M30 to M48

Partner	Conference and Location	Country	Date	Month
CIRCE	6th International Conference on Sustainable Development and Green Buildings	China	29-31 Mar 2024	M46
CERTH	12 th International Conference on Smart Cities and Green ICT systems	Czech Republic	26-28 Apr 2023 (Position Paper Submission: 19 Jan 2023)	M35
CERTH	2023 ISPIM Innovation Conference - "Innovation & Circular Economy"	Slovenia	4-7 Jun 2023 (Outline submission 3 Feb 2023)	M37
DCU	Conference of the IS4CE (International Society for Circular Economy)	TBC	TBC	TBC
DCU	Pacific Asia Conference on Information Systems (PACIS)	TBC	TBC	TBC
DCU	International Conference on Future Tech 2023	Online	9 Jun 2023 (Paper submission 10 Apr 2023)	M37
NAPE	Forum Termomodernizacja	Warsaw	Oct 2023	M41

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

During the first half of the project, four workshops were organised by RINNO consortium partners. These are listed in Table 5.

Table 5 Workshops Organised by RINNO in Y1 & Y2

1	Title	TRANSFORM Smart Cities and Communities - Virtual Mini-Conference
	Event Dates	08-12/02/2021
	Location	Online
	Type of Event	Academic lecture and seminar series
	Type of Audience	Students and industry
	Audience Size	86
	Organisers	Theo Lynn, Pierangelo Rosati (DCU)
2	Title	TRANSFORM Circular Economy - Virtual Mini-Conference
	Event Dates	01-05/03/2021
	Location	Online
	Type of Event	Academic lecture and seminar series
	Type of Audience	Students and industry
	Audience Size	88
	Organisers	Theo Lynn, Pierangelo Rosati (DCU)
3	Title	RINNO x ENVISION

Event Dates	23/03/2022
Location	Online
Type of Event	Workshop
Type of Audience	Academic, civil society and industry
Audience Size	N/A
Organisers	Pierangelo Rosati (DCU) and ENVISION project representatives
4 Title	RINNO Workshop
Event Dates	01/09/2022
Location	Slagelse, Denmark
Type of Event	Workshop
Type of Audience	Representatives from social housing company, technicians and administrators, and consultants/advisors
Audience Size	10
Organisers	Elsebeth Terkelsen (EGC)

The RINNO consortium will further organise or co-organise two academic workshops specifically on RINNO technologies by M48. DCU has agreed to host one workshop on adoption and barriers to deep renovation in January 2023. In addition, discussions are under way to co-organise at least one more workshop with other EU-funded projects (see *Conclusion*). Committing to these four workshops, which are listed in Table 6, will allow the project consortium to meet M48 targets.

Table 6 RINNO Scholarly Events Y3 & Y4

Partner	Description	Focus	Timing
HPHI/CERTH	Academic workshop	RINNO Technologies: Digital Twins & Novel Renovation Mapping Techniques	Y3
HPHI/CERTH	Academic workshop	RINNO Technologies: Life Cycle Analyses for Renovation Processes	Y4
DCU	Academic workshop	Adoption and barriers to deep renovation	M32, Y3
DCU	Academic workshop	Spotlight on EU-funded projects	Y4

2.2.3 Scholarly Publications

Five conference proceedings and seven journal publications were published and promoted during the first two years of the RINNO project. These are listed in Table 7. Four further journal submissions are in review and the open access book is in press, of which all will likely be published in Y3. These are listed in Table 8.

Table 7 Publications in Y1 & Y2

1 Title	RINNO: Towards an open renovation platform for integrated design and delivery of deep renovation projects
Type	Peer Reviewed Journal

Outlet	Sustainability
Status	Published
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)
2	Title
	Smart Readiness Indicator evaluation and cost estimation of smart retrofitting scenarios - A Comparative Case-Study in European Residential Buildings
Type	Peer Reviewed Journal
Outlet	Sustainable Cities and Society
Status	Published
Editors	Vasilis Apostolopoulos, Paraskevi Giourka, Georgios Martinopoulos, Komninos Angelakoglou, Konstantinos Kourtzanidis Nikos Nikolopoulos
3	Title
	Circular Economy in the European Construction Sector: A Review of Strategies for Implementation in Building Renovation
Type	Peer Reviewed Journal
Outlet	Energies
Status	Published
Authors	Fundacion CIRCE (Sáez-de-Guinoa, A.; Zambrana-Vasquez, D.; Fernández, V.; Bartolomé, C.)
4	Title
	RINNO: Transforming Deep Renovation Through An Open Renovation Platform
Type	Conference Proceeding
Outlet	ICDS 2021
Status	Published
Authors	O. Doukari, T. Lynn, P. Rosati, A. Egli, S. Krinidis, K. Angelakoglou, V. Sougkakis, D. Tzovras, M. Kassem, D. Greenwood
5	Title
	An innovative software platform for efficient energy, environmental and cost planning in buildings retrofitting
Type	Conference Proceeding
Outlet	AIAI / AIBMG 2022 - 18th International Conference on Artificial Intelligence Applications and Innovations
Status	Published
Authors	Ioannis Mamounakis, Petros Iliadis, Andreas Seitaridis, Nikolaos Tagkoulis, Evaggelos Bellos, Christos Papalexis, Vasileios Sougakis, Nikolaos Nikolopoulos
6	Title
	RINNO: Innovative processes, methods and tools for the deep energy retrofit of buildings. The Greek case study of Tavros (In Greek)
Type	Conference Proceeding
Outlet	Energy Efficiency in Buildings Conference
Status	Published
Authors	Nikolaos Nikolopoulos, Dimitris Pallantzas
7	Title
	The efficient generation of 4D BIM construction schedules: a case study of the Nanterre 2 CESI Project in France

	Type	Peer Reviewed Journal
	Outlet	Frontiers in Built Environment Journal
	Status	Published
	Authors	Omar Doukari, Boubacar Seck, and David Greenwood (UNN)
8	Title	The Creation of Construction Schedules in 4D BIM: A Comparison of Conventional and Automated Approaches
	Type	Peer Reviewed Journal
	Outlet	Buildings Journal
	Status	Published
	Authors	Omar Doukari, Boubacar Seck, and David Greenwood (UNN)
9	Title	Ontology-based hazard knowledge representation and identification for deep refurbishment projects
	Type	Conference Proceeding
	Outlet	Transforming Construction with Reality Capture (TCRC) Conference
	Status	Published
	Authors	Omar Doukari, James Wakefield, Pablo Martinez, Mohamad Kassem (UNN)
10	Title	Ontology-based hazard knowledge representation and identification for deep refurbishment projects
	Type	Conference Proceeding
	Outlet	Transforming Construction with Reality Capture (TCRC) Conference
	Status	Published
	Authors	Omar Doukari, James Wakefield, Pablo Martinez, Mohamad Kassem (UNN)
11	Title	Holistic renovation of a multi-family building in Greece based on dynamic simulation analysis
	Type	Peer Reviewed Journal
	Outlet	Journal of Cleaner Production
	Status	Published
	Authors	Evangelos Bellos, Petros Iliadis, Christos Papalexis, Renos Rotas, Ioannis Mamounakis, Vasileios Sougkakis, Nikos Nikolopoulos, Elias Kosmatopoulos
12	Title	Dynamic investigation of a centralized and decentralized storage systems for a district heating network
	Type	Peer Reviewed Journal
	Outlet	Journal of Energy Storage
	Status	Published
	Authors	Evangelos Bellos, Petros Iliadis, Christos Papalexis, Renos Rotas, Nikos Nikolopoulos, Elias Kosmatopoulos, Christian Halmdienst

Table 8. Scholarly Publications Expected in Y3

1	Title	Antecedents and barriers to energy saving technology adoption by architecture and construction firms
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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	In press
Editors	Theo Lynn (DCU), Pierangelo Rosati (DCU), Stelios Krinidis (CERTH), Mohammed Kassem (UNN), Jennifer Kennedy (DCU)
3	Title An analysis of the drivers and barriers of Circular Economy Principles for Building Renovation
Type	Peer Reviewed Journal
Outlet	Buildings
Status	WIP
Authors	Victor Fernandez (CIRCE), Aitana Saez de Guinoa (CIRCE), David Zambrana (CIRCE) and Leon Nielsen (CIRCE)
4	Title A Review of Key Performance Indicators for Building Renovation Projects
Type	Peer Reviewed Journal
Outlet	Buildings
Status	WIP
Authors	Aitana Saez de Guinoa (CIRCE), David Zambrana (CIRCE) Cristina Verde (CIRCE) and Leon Nielsen (CIRCE)
5	Title An integrated life cycle assessment (LCA) and life cycle costing (LCC) approach towards sustainable building renovation via a dynamic online tool
Type	Peer Reviewed Journal
Outlet	Applied Energy
Status	To be submitted (approval pending by the RINNO Consortium)
Authors	Vasilis Apostolopoulos, Ioannis Mamounakis, Andreas Seitaridis, Nikolaos Tagkoulis, Dimitrios-Sotirios Kourkoumpas, Petros Iliadis, Komninos Angelakoglou, Nikolaos Nikolopoulos

In addition to the KPIs for the open access book, the consortium has agreed to add a KPI to capture the performance of scholarly publications including views from external websites. For example, in M30, MDPI report 1,442 full text views of “RINNO: Towards an Open Renovation Platform for Integrated Design and Delivery of Deep Renovation Projects” from their website.

2.2.4 Open Access Book

The open access book entitled “Disrupting Building: Digitalisation and the Transformation of Deep Renovation” was submitted to Palgrave Macmillan as part of the Palgrave Studies

in Digital Business & Enabling Technologies in May 2022, with final revisions submitted in November 2022. The book is currently in press and will be published according to the publisher's timeline in Y3.

2.3 Event Marketing and Trade Publications

Until the completion of the project in M48, a significant focus will be placed on the publication of at least twelve articles related to RINNO in trade publications. These publications include journals and magazines. Following consultation with consortium partners, target outlets include, but are not limited to those listed in Table 9.

Table 9 List of Target Outlets for Trade Publications

Partner	Name	Country	Target Audience	URL
UNN	Engineering & Technology – Circular Economy	UK	Energy Solutions & Construction Technology Providers; Construction Companies.	https://eandt.theiet.org/tags/circular-economy
PINK	Making It: UNIDO's quarterly magazine	Austria	Energy Solutions & Construction Technology Providers; Construction Companies; Sustainable Architects.	https://www.unido.org/resources-publications-flagship-publications/making-it-unidos-quarterly-magazine
DCU	Green Building & Design	US	Sustainable Architect; Construction Companies; Building contractors.	https://gbdmagazine.com/
UNN	Green Building Magazine	UK	Energy Solutions & Construction Technology Providers; Construction Companies; Sustainable Architects.	https://www.greenbuildingpress.co.uk/
DCU	Sustainable Architecture & Building Magazine	Canada	Sustainable Architect; Construction Companies; Building contractors, Sustainable Architects; Building owners.	https://sabmagazine.com/
EGC	The Danish HVAC magazine	Denmark	HVAC Solution Providers; Construction Companies, Building contractors.	https://www.techmedia.dk/fagmedier/hvac-magasinet
HPHI	LIFO	Greece	Building owners; General public.	https://www.lifo.gr/
Bouygues	Actu Environment	France	Energy Solutions & Construction Technology Providers; Construction Companies; Sustainable Architects.	https://www.actu-environnement.com/
Bouygues	Le Moniteur	France	Energy Solutions & Construction Technology Providers; Construction	https://www.lemoniteur.fr/

			Companies; Sustainable Architects.	
EGC	Heat Pumping Technologies	Sweden	Energy Solutions & Construction Technology Providers specialised in refrigerants, heat pump systems, electric storage, and solar photovoltaics	https://heatpumpingtechnologies.org/the-magazine/instruction-for-authors/
HPHI	Walls & Ceilings	USA	Interior or exterior wall and ceiling contractors, architects, manufacturers, suppliers or distributors	https://www.wconline.com/contactus
DCU	Connected World	USA	Energy Solutions & Construction Technology Providers (Currently accepting new partnerships and radio guests)	https://connectedworld.com/

RINNO consortium members attended 11 trade events during the first two years of the project. As such, RINNO's ambitious target to attend 20 non-scholarly events by M30 was not fulfilled, but is well on its way. This is due to lingering restrictions brought about by COVID-19 regarding the face-to-face participation at events. Target trade events identified by partners in Y3 are listed in Table 10 – this list will be updated with the emerging event schedules in Q1 of 2023.

Table 10 List of Target Trade Events Y3

Partner	Event	Country	Date	Month
Bouygues	MIPIM 2023	France	14-17 Mar 2023	M34
Regenera	REBUILD Expo	Spain	28-30 Mar 2023	M34
Regenera	CONGRESO ITE+3R	Spain	TBC	TBC
RINA	Sustainable Places 2022	TBC	TBC	TBC
Regenera	Congreso Edificios Energía Casi Nula (EECN)	TBC	TBC	TBC
HPHI	NZEB Roadshow	Greece	TBC	TBC
RINA	ECOMONDO	Italy	7-10 Nov 2023	M42
DCU	Climate Change: Fundamentals and Regenerative Solutions	Online	22 Mar 2023	M34
DCU	Greta Thunberg in conversation with Naomi Klein (by The Guardian Live)	Online	8 Dec 2023	M31

2.4 Digital Marketing

2.4.1 Website

Over the summer of Y2, the RINNO website was redesigned to incorporate a more user-friendly experience, increase accessibility to its most recent content, and improve usability. The new homepage is shown in Figure 2. Both functional and non-functional user testing

was conducted with target audience members and the website design, navigation, and ease of use improved in an iterative process.

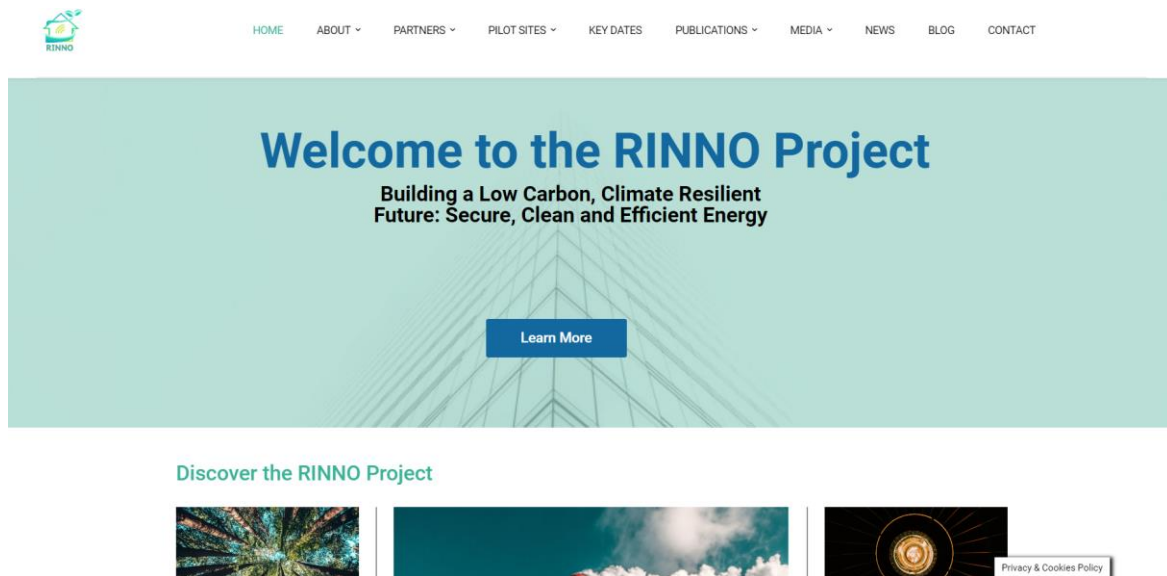


Figure 2 RINNO Website Redesign

The number of blogs published on the website was upheld in line with project goals consistently throughout Y1 and Y2. The project is committed to maintaining this target until M48 and aims to rely more heavily on partner organisations and guest blogs from related EU projects e.g., RENOZEB, POCITYF, PLUG-N-HARVEST, etc. Case studies from successful past renovation projects will also serve as a source of content. Forthcoming blogs include, but are not limited to, those listed in Table 11. Overall, M30 targets for website traffic have been exceeded – as such, the project consortium will continue to publish relevant content covering project milestones via the website to drive traffic until project completion in M48.

Table 11 List of Forthcoming Blogs

Partner/Project	Topic
Motivian	The role of blockchain and smart contracts in building renovation
REGENERA	The ESCO approach to financing building renovation
PLUG-N-HARVEST	Concertation guest blog
REGENERA	Review of Building Regulations for Deep Renovation
DCU	Determinants of sensorsnet adoption
CERTH	RINNO IT tools: Towards a holistic approach in deep renovation of buildings
RENOZEB	Concertation guest blog
CERTH	The RINNO approach to facilitating Building Renovation Passports
CIRCE	Key Performance Indicators for Building Renovation Projects
POCITYF	Concertation guest blog
CIRCE	RINNO Renovation & Assessment Toolbox
RINA	RINNO Pilot Deployment Plan

BIM Coordinators Summit 2022 (Guest Blog)	Rethinking Data Governance to Drive Data Value with BIM
DCU	Barriers & Drivers of Energy Saving Adoption
DCU (Guest Blog)	Exploring the Long-Term Impact of COVID-19 on the Climate Discourse

As well as the additional collateral described above, the project is committed to publishing more multimedia elements, i.e., podcasts and videos, the latest of which was published as a ‘Casugol 60s Session’ video on the barriers and challenges to deep renovation in M30.

Website traffic is aimed to increase to the revised M48 target of 12,000 visitors and an average dwell time for 2 minutes for 30% of users. As the traffic on the RINNO website increased significantly in Y2, we continue to implement advanced peer benchmark and audience analysis, including affinity categories and in-market segments. Affinity categories and in-market segments provide information about the search interests of the users who have visited the RINNO website across Google Display Network. As reported in [Figure 3](#), most users landing on the RINNO website come from the target audience outlined in D8.1. Affinity categories and in-market segments will be monitored continuously to ensure that dissemination and communication efforts remain effective.

Affinity Category (reach) ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	1,161 % of Total: 17.07% (6,802)	1,122 % of Total: 15.09% (7,435)	1,673 % of Total: 15.12% (11,062)
1. Lifestyles & Hobbies/Green Living Enthusiasts	666 (3.84%)	630 (3.81%)	1,021 (3.93%)
2. Shoppers/Value Shoppers	572 (3.29%)	548 (3.22%)	900 (3.47%)
3. Media & Entertainment/Movie Lovers	557 (3.21%)	530 (3.21%)	898 (3.46%)
4. Travel/Travel Buffs	550 (3.17%)	524 (3.17%)	856 (3.30%)
5. Travel/Business Travelers	542 (3.12%)	518 (3.14%)	854 (3.29%)
6. Beauty & Wellness/Frequently Visits Salons	537 (3.09%)	505 (3.06%)	798 (3.07%)
7. Lifestyles & Hobbies/Business Professionals	488 (2.81%)	474 (2.97%)	677 (2.61%)
8. Sports & Fitness/Health & Fitness Buffs	487 (2.80%)	467 (2.83%)	699 (2.69%)
9. Banking & Finance/Avid Investors	471 (2.71%)	450 (2.72%)	702 (2.70%)
10. Lifestyles & Hobbies/Art & Theater Aficionados	471 (2.71%)	446 (2.70%)	721 (2.78%)

In-Market Segment	Acquisition		
	Users	New Users	Sessions
	975 <small>% of Total: 14.22% (6,802)</small>	944 <small>% of Total: 12.70% (7,435)</small>	1,472 <small>% of Total: 13.21% (11,062)</small>
1. Software/Business & Productivity Software	267 (4.24%)	251 (4.29%)	483 (4.84%)
2. Education/Post-Secondary Education	173 (2.75%)	167 (2.85%)	295 (2.96%)
3. Business Services/Advertising & Marketing Services	155 (2.46%)	144 (2.46%)	307 (3.08%)
4. Financial Services/Investment Services	144 (2.29%)	139 (2.38%)	200 (2.01%)
5. Real Estate/Residential Properties	134 (2.13%)	128 (2.19%)	222 (2.23%)
6. Business Services/Business Technology/Enterprise Software/Collaboration & Conferencing Tools	130 (2.06%)	121 (2.07%)	223 (2.24%)
7. Employment	123 (1.95%)	119 (2.03%)	182 (1.82%)
8. Travel/Hotels & Accommodations	123 (1.95%)	119 (2.03%)	180 (1.80%)
9. Business Services/Business Financial Services	121 (1.92%)	116 (1.98%)	186 (1.86%)
10. Employment/Career Consulting Services	116 (1.84%)	109 (1.86%)	182 (1.82%)

Figure 3 Affinity Categories (Left) & In-Market Segments (Right), Status M1-M29

2.4.2 Newsletters and Mailing Lists

The newsletter mailing list currently comprises 154 subscribers from academia and industry. Regular newsletters will continue to be issued quarterly to the growing subscriber list. A key focus from M30 to M48 will be to increase subscription rates per partner network, as building a substantial targeted opt-in audience is critical in supporting commercialisation activities in the latter stages of the project.

Mailing list growth in Y1 and Y2 was impacted by GDPR restrictions within the EU and issues in producing content due to the COVID-19 pandemic. However, as the project generates more actionable deliverables and case studies, we anticipate greater growth in subscription rates. Notwithstanding this, the following actions will be taken to increase the mailing list subscribers:

- Each partner will be tasked with adding 50 subscribers by the end of the project.
- LinkedIn and Google Ads will be implemented to support traffic to RINNO web pages communicating major public deliverables and case studies.
- Weekly organic posts on Facebook, Twitter, and LinkedIn will call the RINNO community on social media to subscribe to the newsletter mailing list.
- Industry-specific networks, such as Construo and Build Up, will be regularly engaged as content disseminators and their platforms used to communicate project deliverables and the option of signing up to the newsletter.

2.4.3 Social Media

Social media performance surpassed expectations in exceeding the original M48 target by M18 – this, amongst other exceeded targets, was the reason M48 targets were stretched. As of now, social media follower counts fulfil slightly more than half of the revised target set for M48. Research outputs, as they are published, are consequently made available on SlideShare and ResearchGate to continue to drive views and downloads from the scholarly audience. This metric, which currently, does not meet the M30 target, will increase

substantially in Y3 as research outputs are published and added to these social media pages. The release of marketing briefings and additional collaterals will equally contribute to increasing social media downloads and engagement on LinkedIn and Twitter from M30 onwards – these are listed in Table 2.

As described in Section 2.4.2, paid social media content will additionally support the project as of Y3. This will take the form of sponsored posts on LinkedIn promoting project outputs, such as blog articles, videos, podcast episodes, and research. Content will be presented to project stakeholders, while calls for collaboration are e broadcast to Horizon 2020 projects.

2.5 Media and PR Mentions

Although the M48 target for disseminated press releases has been reached, additional work is required to exceed the M48 target for media mentions. We anticipate that further material – as listed in Table 12 – will be published in relation to completed research (ongoing), the publication of the Open Access book, and the closing of the project. This is independent of articles in trade media discussed above.

Table 12 Media & PR Output Y3

Partner	Description	Focus	Timing
DCU	Press release	Publication of open access book ‘Disrupting Building: Digitalisation and the Transformation of Deep Renovation’	Upon publication, Y3
HPHI/CERTH	Press release	Completion of Moschato-Tavros (Greece) pilot site	Upon deployment of pilot site
NAPE	Press release	Completion of Rajszew, Masovia Voivodship (Poland) pilot site	Upon deployment of pilot site
Lille Métropole Habitat	Press release	Completion of Lille (France) pilot site	Upon deployment of pilot site
EGC	Press release	Announcement of Denmark pilot site	Upon pilot site location confirmation

2.6 Other Dissemination Activities

Other dissemination activities include engagement with industry through primary research and interviews, and collaborative pieces such as blogs, shared web pages, and podcasts. In Y1 and Y2 of the project, five such shared web pages have been created (as listed in Table 13) – the partnerships on which these are based will continue to publish content throughout the second half of the project. Such activities build awareness surrounding the project as well as help drive outputs and inform commercialisation strategies. DCU has completed a significant multi-stakeholder survey on the determinants of sensors network adoption and use by construction companies for residential buildings. This involved engagement with at least 130 stakeholders.

Table 13 RINNO Project Collaborative Web Pages

1	Source	Build Up
	Title	RINNO Project - We need your help on our survey!
	Web Link	https://www.buildup.eu/en/explore/links/rinno-project-we-need-your-help-our-survey
	Audience	Energy efficiency in buildings community
	Publication Date	17.02.21
2	Source	Build Up
	Title	Transforming Energy Efficiency in European Building Stock through Technology-Enabled Deep Energy Renovation
	Web Link	https://www.buildup.eu/en/explore/links/transforming-energy-efficiency-european-building-stock-through-technology-enabled-deep
	Audience	Energy efficiency in buildings community
	Publication Date	19.05.21
3	Source	Build Up
	Title	The EU Tech Chamber on Smart Cities: Retrofitting Existing Buildings a Key Challenge in Green Tech Development
	Web Link	https://www.buildup.eu/en/news/eu-tech-chamber-smart-cities-retrofitting-existing-buildings-key-challenge-green-tech
	Audience	Energy efficiency in buildings community
	Publication Date	31.08.21
4	Source	LPRC - La Palma Research Centre
	Title	RINNO
	Web Link	https://macaronight.eu/rinno/
	Audience	LPRC - La Palma Research Centre audiences
	Publication Date	07.09.21
5	Source	CASUGOL
	Title	60s Session x Antonia Egli
	Web Link	https://casugol.com/60s/
	Audience	Industry and academia
	Publication Date	07.11.2022
5	Source	EU Blockchain Observatory & Forum
	Title	RINNO (Initiative Map)
	Web Link	https://www.eublockchainforum.eu/initiative-map/item/rinno-0
	Audience	Industry and academia
	Publication Date	28.11.2022

RINNO partners engage with a wide range of stakeholders directly and indirectly about the project, including stakeholder meetings regarding pilot projects, training etc. To capture this, an additional KPI has been added to include other stakeholder engagement achieved.

3 Concertation

As initially outlined in D8.1, the overall aims and priorities of RINNO's concertation activities are:

1. To establish synergies with relevant EU projects that relate to RINNO's core domains.
2. To collaborate successfully with other EU projects.
3. To engage with international standardisation organisations with a view to contributing to the furtherance of standards.
4. To communicate successfully with the wider stakeholder community.

Table 14 provides a summary of the status of concertation KPIs as outlined in D8.1 alongside M30 and M48 cumulative targets.

Table 14 RINNO Concertation KPIs and Cumulative Targets for M30

Activity	KPI	Actual M30	Target M30	Target M48 (D8.1)
Research Collaboration with other Projects	Number of projects with whom there are joint acknowledgements of outputs	1	2	3
Formal Concertation Activities	Number of formal concertation activities (e.g., meetings, workshops, demonstrations as per above)	4	8	12
Informal Concertation Activities	Number of information concertation activities (e.g., online meetings and informal discussions with stakeholders as per above)	2	4	6
Position Papers/Whitepapers	Position paper	1	1	1
Policy Making and Standard Setting Activities	Contributions to policy making and standard setting activities	0	1	2
External Advisory Board Meetings	Number of EAB Meetings	2	2	4

3.1 External Advisory Board Meeting

Two External Advisory Board (EAB) meetings took place in Y1 and Y2 of the project. These were attended by 16 (Table 15) and 8 (Table 16) board and consortium members

respectively. During Q1 of Y3, DCU aims to schedule a third meeting with the project's External Advisory Board.

Table 15 EAB Meeting Attendees (10th May 2021)

Company	Name
RINA	Francesco Roncallo
CERTH	Stelios Krinidis Nikolaos Nikolopoulos Vasileios Sougkakis
DCU	Pierangelo Rosati Antonia Egli
Aarhus University	Kasper Lynge
ACR	Maria Ibañez Puy
ARC NEST PC	Maria Kaltsa
Amsterdam University of Applied Sciences	Willem van Winden
C40	Irene Skoula
EURAC Research	Daniel Herrera Gutierrez Avellanosa
McKeon Group	Tomás Mac Eoin
Minted	Michael Raab
Urbanvolt	Graham Deane
Wexford County Council	Michael Drea

Table 16 EAB Meeting Attendees (30th March 2022)

Company	Name
RINA	Arianna Amati
CERTH	Vasileios Sougkakis
DCU	Pierangelo Rosati
Aarhus University	Kasper Lynge
ARC NEST PC	Maria Kaltsa
C40	Irene Skoula
TNO	Sebastian Rizal
McKeon Group	Tomás Mac Eoin

3.2 Future Concertation Strategy

A major focus of remaining concertation activities takes form in identifying other EU projects related to RINNO willing to undertake collaborative research and/or coordinate dissemination activities. Table 17 provides a list of target projects that have been identified for concertation activities from M30 onwards.

Table 17 List of Target EU Projects for Concertation Activities

RINNO PARTNER	Project	Call for Proposal	URL	Start/End Dates
HPII	Outphit	H2020-LC-SC3-EE-2020-1	https://outphit.eu/	2020-09-01 to 2023-08-31
Bouygues	INFINITE	H2020-NMBP-ST-IND-2020-singlestage	https://infinitebuildingrenovation.eu/	2020-09-01 to 2025-04-30
Bouygues/CERTH	RESPONSE	H2020-LC-SC3-2020-EC-ES-SCC	https://h2020response.eu/	2020-10-01 to 2025-09-30
CERTH	PLUG-N-HARVEST	H2020-EEB-2017	https://www.plug-n-harvest.eu/	2021-09-01 to 2024-08-31

RINNO PARTNER	Project	Call for Proposal	URL	Start/End Dates
CERTH/ECG	POCITYF	H2020-LC-SC3-2019-ES-SCC	https://pocityf.eu/	2019-10-01 to 2024-09-30
CERTH	NESOI	H2020-LC-SC3-2019-ES-SCC	https://nesoi.eu/	2019-10-01 to 2023-09-30
CERTH	PRECEPT	H2020-NMBP-ST-IND-2020-singlestage	https://www.precept-project.eu/	2020-10-01 to 2023-09-30
REGENERA	VPP4ISLANDS	H2020-LC-SC3-2020-EC-ES-SCC	https://vpp4islands.eu/	2020-10-01 to 2024-03-31

As mentioned in Section 2.1.2., DCU has agreed to host one workshop on adoption and barriers to deep renovation in January 2023. The workshop will feature contributions from other EU projects related to RINNO.

Following an initial contact with partners of different EU consortia, several informal concertation activities are planned for Y3. Table 18 provides an indicative list.

Table 18 List of Planned Concertation Activities from M19 to M30

RINNO Partner	Project	Type of Activity
REGENERA	AmBIENCE	Podcast
	PLUG-N-HARVEST	Concertation Guest Blog
UNN	BIM4EEB	Podcast
DCU	TBC	Collaborative Workshop
	RENOZEB	Concertation Guest Blog
RINA	ENVISION	Collaborative Workshop
DCU	CONSTRUO	Guest blog and shared content on social media
VTT	BIM4EEB	Podcast
	POCITYF	Concertation Guest Blog

4 Conclusion

This report provides an update on planned dissemination and communication activities for the RINNO project for M30 to M48. It complements the initial Dissemination & Communication Plans (D8.1 and D8.2) produced in Y1 and Y2. Table 19 summarises the dissemination and communications calendar for Y3.

Table 19 RINNO dissemination and communications calendar for M19 to M30

Activity	Month							
	30	31	32	33	34	35	36	37
Flyer Localisation								
Flyer Distribution								
Technology Briefing								
Market Briefing								
Participation at Trade Event								
Organisation of a Scholarly Event								
Scholarly Publications								
Participation at Scholarly Events								
Trade Publications								
Blogs, Podcasts and Other Multimedia								
Newsletters								
Social Media								
Media Announcements								
Stakeholder Engagement								
Release of Public Deliverables								
Analytics								

Because most initial dissemination targets outlined in D8.1 were achieved or exceeded, stretch targets were set for M48 in Y2. The initial M48 targets and the stretch targets (that are currently being used to measure project success) are presented side-by-side in Table 20. The overall project targets and their completion status is shown in Table 1.

Table 20. RINNO Projection of M48 Performance Expectation as at M30

Activity	KPI	Actual	Target M48 (D8.1)	Target M48 (stretch)
Participation in Scholarly Events	Attendance and participation at relevant scholarly national or international conferences, workshops or other networking events	20	30	30

Organisation of Scholarly Events	Organisation of relevant scholarly national or international conferences, workshops or other networking events	4	6	8
Book Chapters and Journal Publications	Publications in books or peer-reviewed journals	7	4	6
Conference Proceedings	Presentation at relevant national or international scientific conferences with proceedings	5	4	6
Journal and Conference publications reads/views/downloads	Number of reads/views and downloads of journal and conference publications ²	4,293	n/a	2,000
Trade Publications	Publications in trade publications during the lifetime of the project	0	12	12
Participation in Trade Events	Participation in non-scholarly national or international industry/trade conferences, exhibitions, fairs or events	14	30	30
Flyer Distribution	Number of flyers distributed	0	1,000	1,000
	Number of flyer downloads ²	2,235	n/a	2,000
IP Briefings	Number of F2F meetings	0	20	20
	Number of IP Briefings sent	0	100	100
Website	Number of unique visitors	8,672	9,000	12,000
	Duration of visits	00:01:53 avg. session duration	2 min for 30% of users	2 min for 30% of users
	Downloads/views of any material (incl. social dissemination)	7,524	2,000	6,000

² New KPI. Not listed in D8.1

Newsletter	Mailing list	153	600	600
	Number of newsletters sent	12	7	16
	Open rate	26.8%	20%	20%
Social Media	Number of followers	851	500	1,000
	Number of downloads/views	1,850	3,600	3,600
Media	Number of press releases issued	13	9	10
	Number of mentions in specialist and mainstream media	22	20	30
Videos/Podcasts	Number of videos, podcasts and other multimedia (incl. demonstrations, presentations and interviews)	19 videos 4 podcasts	12	20
Collaborative Web Pages	Collaboration to existing entries, creation of new entries	6	5	5
Survey/Focus Group Participation	Number of participants	243	300	350
Other stakeholder engagement (meetings, training etc)	Number of stakeholders attending meetings, training, and other activities ²	30	70	100
Open Access Book	PDFs sent	0	2500	2,500
	Number of downloads	0	10,000	10,000

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 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/>



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