



RINNO PROJECT

Report

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

Deliverable 8.2: Dissemination & Communication Plans (V2)

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

Theo Lynn
Pierangelo Rosati
Antonia Egli

November 2021



Document Information

Title:	Dissemination & Communication Plans (V2)
Author(s):	Theo Lynn (DCU), Pierangelo Rosati (DCU), Antonia Egli (DCU)
Editor(s):	Theo Lynn (DCU), Pierangelo Rosati (DCU)
Reviewed By:	CIRCE, EGC
Document Nature:	REPORT
Date:	30/11/2021
Dissemination Level:	Public
Status:	WIP
Copyright:	All rights reserved by the authors and the RINNO consortium

Revision History

Version	Editor(s)	Date	Change Log
1.1	Pierangelo Rosati	9 November 2021	Initial structure, formatting, and content
1.2	Pierangelo Rosati	18 November 2021	Complete draft
1.3	Theo Lynn	18 November 2021	Edits and comments
1.4	Pierangelo Rosati	19 November 2021	Draft for internal review
1.5	Theo Lynn	19 November 2021	Edits and comments
1.6	Pierangelo Rosati	19 November 2021	Draft for peer-review
1.7	Elsebeth Terkelsen (ECG) and Leon Nielsen (CIRCE)	22 November 2021	Internal RINNO QA & Feedback

Version	Editor(s)	Date	Change Log
1.8	Pierangelo Rosati	27 November 2021	Edits and comments
1.9	Antonia Egli	28 November 2021	Update M18 metrics and edits
1.10	Pierangelo Rosati	29 November 2021	Final draft

Executive Summary

This document is a report on RINNO Dissemination & Communication Plans (V2) and is Deliverable D8.2 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 initial Dissemination & Communication Plan (D8.1) produced in August 2020 with a detailed dissemination and communication plan from M19 to M30. To avoid repetition, this review should be read in conjunction with D8.1 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 M19 to M30. Section 3 provides an overview of planned concertation activities and is followed by concluding remarks in Section 4 including a summary dissemination and communication calendar and revised targets for M48.

It should be noted however that this updated dissemination plan and the set of activities outlined in this document are subject to change to provide the project with a flexible approach to determine the most relevant routes to dissemination, and taking into account 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

<i>Document Information</i>	2
<i>Revision History</i>	2
<i>Executive Summary</i>	4
<i>Table of Contents</i>	5
<i>List of Figures</i>	6
<i>List of Tables</i>	6
<i>List of Abbreviations</i>	6
1 Introduction	7
2 Action Plan from M19 to M30	8
2.1 Marketing Collateral	11
2.2 Academic Dissemination	11
2.2.1 Participation at a Scholarly Conference, Workshop or Other Events	11
2.2.2 Organisation of a Scholarly Conference, Workshop or other Networking Events	12
2.2.3 Scholarly Publications	12
2.3 Event Marketing and Trade Publications	14
2.4 Digital Marketing	15
2.4.1 Website.....	15
2.4.2 Newsletters and Mailing Lists.....	17
2.4.3 Social Media	17
2.5 Media and PR Mentions	17
2.6 Other Dissemination Activities	17
3 Concertation	19
4 Conclusion	22

List of Figures

Figure 1 Affinity Categories (Right) and In-Market Segments (left), Status M18..... 17

List of Tables

Table 1. RINNO KPIs and Cumulative Targets for M30	8
Table 2 List of Target Scholarly Events from M19 to M30	11
Table 3. Selected Scholarly Publications Expected by M30	12
Table 4 List of Target Outlets for Trade Publications	14
Table 5 List of Target Trade Events from M19 to M30	15
Table 6 List of Forthcoming Blogs from M19 to M30.....	16
Table 7 RINNO Concertation KPIs and Cumulative Targets for M30	19
Table 8 List of Target EU Projects for Concertation Activities	20
Table 9 List of Planned Concertation Activities from M19 to M30.....	21
Table 10 RINNO dissemination and communications calendar for M19 to M30.....	22
Table 11. RINNO Projection of M48 Performance Expectation as at M13	22

List of Abbreviations

D8.1.....	Deliverable 8.1
D8.6.....	Deliverable 8.6
GDPR.....	General Data Protection Regulation
KPI.....	Key Performance Indicator
M1	Month 1 (project initiation), June 2020
M3	Month 3, August 2020
M12.....	Month 12, May 2021
M18.....	Month 18, November 2021
M19.....	Month 19, December 2021
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

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 from M1 to M18. Many of the activities envisaged for the first 18 months of the project were adversely impacted by restrictions put in place as a result of COVID19. This was particularly the case for the organisation of and participation at physical conferences and workshops, and other face-to-face dissemination activities. A detailed report of Dissemination and Communication activities completed by M12 was provided in D8.6. Targets for digital activities such as the website, social media, newsletters, and media mentions have all been met or exceeded. As society re-opens, international travel becomes possible again, and more research outputs become available, the RINNO consortium are confident of exceeding dissemination and engagement KPIs.

Given the COVID19 pandemic, digital dissemination was a major part of the dissemination strategy for the first 18 months of the project. The focus during this period was establishing the project's dissemination and communications infrastructure and building initial awareness of the project. This will remain the focus of the dissemination and communications activities from M18 to M30 reflecting the status of activities in other work packages. RINNO partners contributed 14 blogs and participated in six webinars and two podcasts; 22 media mentions were received in Ireland, the UK, and Greece. In Y1, the RINNO website attracted over 4,499 unique visitors (50% of the M48 target) and the RINNO social media profiles attracted 572 followers therefore exceeding the initial expectations in terms of performance. Furthermore, a mailing list of targeted stakeholders was established, cleaned, and has now grown to 139 subscribers. Website dwell time and newsletter open rates are currently exceeding targets and will likely improve as more research outputs become available.

2 Action Plan from M19 to M30

The focus of the dissemination and communication activities undertaken by RINNO partners from M19 to M30 will continue to be on building brand awareness and relationships with target stakeholder groups in anticipation of more focussed commercialisation-oriented activities from M30 to M48. In addition, as more research and technical outputs become available between M19 and M30, effort will be invested to disseminate these results widely. Given the constraints on physical events due to COVID19, and in particular trade events, a specific emphasis will be placed on trade engagement in the next 12 months. Reflecting this, RINNO partners will focus on promoting RINNO at industry and scholarly events and workshops, exhibitions, and trade shows. 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 has achieved or is close to meeting a number of the original dissemination and communication targets (as per D8.1) already. This is particularly the case for digital KPIs (e.g. number of website visitors and social media followers) as they were not negatively impacted by COVID19. In light of this early progress, RINNO partners have decided to set more ambitious targets for M30 (Table 1) and to pursue stretched targets for M48 as presented in Section 3. As mentioned in Section 1, three new KPIs have been added to help guide and monitor dissemination performance, namely scholarly publications reads/views, digital flyer downloads, and other stakeholder engagement. These are included in the table below with corresponding M30 and original M48 targets as presented in D8.1.

Table 1. RINNO KPIs and Cumulative Targets for M30

Activity	KPI	Actual M18	Target M30	Target M48 (D8.1)
Participation in Scholarly Events	Attendance and participation at relevant scholarly national or international conferences, workshops or other networking events	5	20	30
Organisation of Scholarly Events	Organisation of relevant scholarly national or international conferences, workshops or other networking events	4	6	6
Book Chapters and Journal Publications	Publications in books or peer-reviewed journals	1	3	4
Conference Proceedings	Presentation at relevant national or international	1	4	4

	scientific conferences with proceedings			
Journal and Conference publications reads/views/downloads	Number of reads/views and downloads of journal and conference publications ¹	1,190	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	9	20	30
Flyer Distribution	Number of flyers distributed	0	800	1,000
	Number of flyers downloaded ¹	1,438	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	4,499	9,000	9,000
	Duration of visits	2m 18s	2 min for 30% of users	2 min for 30% of users
	Downloads/views of any material (incl. social dissemination)	3,229	5,000	2,000
Newsletter	Mailing List	139	400	600
	Number of newsletters sent	6	8	7
	Open Rate	32%	20%	20%
Social Media	Number of Followers	572	800	500
	Number of Downloads/Views	669	2,000	3,600
Media	Number of press releases issued	12	8	9
	Number of mentions in specialist and mainstream media	22	30	20
Videos/Podcasts	Number of videos, podcasts and other multimedia (incl. demonstrations,	9 videos 2 podcasts	15	12

¹ New KPI. Not listed in D8.1

	presentations and interviews)			
Collaborative Web Pages	Collaboration to existing entries, creation of new entries	4	5	5
Survey/Focus Group Participation	Number of participants	88	300	350
Other stakeholder engagement (meetings, training etc)	Number of stakeholders attending meetings, training, and other activities. ¹	12	70	100
Open Access Book	PDFs sent	0	1,500	2500
	Number of downloads	0	5,000	10,000

2.1 Marketing Collateral

With the return of face-to-face meetings and events in 2022, significant progress is expected with regards to flyers distribution at physical events where possible. Each RINNO partner will be set a specific target of distributing 60 promotional flyers each by M30 therefore helping RINNO achieve 80% of the M48 target. In addition, tracking codes have been included into the website to capture digital downloads of flyers. To this end, we have added an additional KPI to capture digital flyer distribution. Furthermore, a revised version of the project flyer is currently being reviewed by the RINNO consortium and will be released in M19. Once the redesign has been completed, the flyer will be localised in eight different languages by M20 to maximise international dissemination. Additional digital collateral will be designed including:

- Market briefings on Deep Renovation and Digital Technologies to Support the Renovation Lifecycle (3);
- Infographics on deep renovation and related topics (4); and
- 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).

2.2 Academic Dissemination

2.2.1 Participation at a Scholarly Conference, Workshop or Other Events

As mentioned previously, KPIs for participation at a scholarly conference, workshop or other events have been adversely impacted by the combination of the early stage of the project and COVID19. By M30, our target is to participate in 15 scholarly events including peer-reviewed scholarly conferences, and other events such as mini-conferences and seminar series. Table 2 provides an indicative list of target scholarly events. More events will be identified in due course this list may be subject to change.

Table 2 List of Target Scholarly Events from M19 to M30

Partner	Conference and Location	Country	Date	Month
UNN	EduBIM2021	France	1-2 Dec 2021	M19
DCU	HICSS 2022: Hawaii International Conference on System Sciences	USA-Virtual	3-7 Jan 2022	M20
CIRCE	6th International Conference on Sustainable Development and Green Buildings	China – Virtual	18-20 Mar 2022	M22
DCU	20 th International Conference on eSociety	Portugal	12-14 Mar 2022	M22
CERTH	11th International Conference on Smart Cities and Green ICT systems	Virtual	27-29 Apr 2022	M24
CERTH	2022 ISPIM Innovation Conference - "Innovating in a Digital World"	Denmark	5-8 Jun 2022	M25

DCU	16th International Conference on Circular Economy and Sustainability	UK – Virtual	27-28 Jun 2022	M25
UNN	16th International Conference on Advances in Green Building Construction Engineering and Applications	Denmark	19-20 Jul 2022	M26
UNN/RINA	2022 European Conference on Computing in Construction	Greece	24-26 Jul 2022	M26
DCU	Pacific Asia Conference on Information Systems (PACIS) 2022	Taiwan/ Australia – Virtual	5-9 Jul 2022	M26
CERTH	SET 2022 - 19th International Conference on Sustainable Energy Technologies	Turkey - Virtual	16-18 Aug 2022	M27
CERTH	2022 Building Simulation conference	TBC	Sept 2022	M28

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

The RINNO consortium will organise or co-organise two academic workshops specifically on RINNO technologies by M30. DCU has agreed to host one workshop on adoption and barriers to deep renovation in May 2022 (M24). In addition, discussions are under way to co-organise at least one more workshop with other EU-funded projects (see Section 4).

2.2.3 Scholarly Publications

Four scholarly publications are anticipated during the period M19 to M30. These are listed in Table 3. This list is not exhaustive. In addition to the KPIs for the open access book, we have added an additional KPI to capture the performance of scholarly publications including views, reads and downloads from external websites. For example, at the time of writing, MDPI report 912 full text views of “RINNO: Towards an Open Renovation Platform for Integrated Design and Delivery of Deep Renovation Projects” from their website.

Table 3. Selected Scholarly Publications Expected by M30

1	Title	Exploring the Determinants of Sensors Network Adoption by Construction Companies for Residential Buildings
	Type	Peer Reviewed Journal
	Outlet	Construction Management and Economics
	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	WIP
	Editors	Theo Lynn (DCU), Pierangelo Rosati (DCU), Stelios Krinidis (CERTH), Mohammed Kassem (UNN)

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)

2.3 Event Marketing and Trade Publications

From M19 to M30, a significant focus will be the publication of at least four articles related to RINNO in trade publications including journals and magazines. Following consultation with consortium partners, target outlets include but are not limited to the following (Table 4).

Table 4 List of Target Outlets for Trade Publications

Name	Country	Target Audience	URL
Engineering & Technology – Circular Economy	United Kingdom	Energy Solutions & Construction Technology Providers; Construction Companies.	https://eandt.theiet.org/tags/circular-economy
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
Green Building & Design	United States	Sustainable Architect; Construction Companies; Building contractors.	https://gbdmagazine.com/
Green Building Magazine	United Kingdom	Energy Solutions & Construction Technology Providers; Construction Companies; Sustainable Architects.	https://www.greenbuildingpress.co.uk/
Sustainable Architecture & Building Magazine	Canada	Sustainable Architect; Construction Companies; Building contractors, Sustainable Architects; Building owners.	https://sabmagazine.com/
The Danish HVAC magazine	Denmark	HVAC Solution Providers; Construction Companies, Building contractors.	https://www.techmedia.dk/fagmedier/hvac-magasinet
LIFO	Greece	Building owners; General public.	https://www.lifo.gr/
Actu Environment	France	Energy Solutions & Construction Technology Providers; Construction Companies; Sustainable Architects.	https://www.actu-environnement.com/
Le Moniteur	France	Energy Solutions & Construction Technology Providers; Construction Companies; Sustainable Architects.	https://www.lemoniteur.fr/

In addition, RINNO has set an ambitious target with regard to the attendance of non-scholarly event. In fact, the project aims to increase the number of events from 6 to 20 by M30. The impact of such participation is highly dependent on COVID19 resumption of face-to-face participation at events. The target list of trade events identified by partners are listed in **Error! Reference source not found..**

Table 5 List of Target Trade Events from M19 to M30

Partner	Conference and Location	Country	Date	Month
Bouygues	CEA Ideaslab "Zero Carbon district" 2021	France	8 Dec 2021	M19
RINA	ENLIT Europe	Italy	30 Nov-2 Dec 2021	M19
CIRCE	Construye2020 Workshop	Spain	Dec 2021	M19
Bouygues	MIPIIM 2022	France	15-18 Mar 2022	M22
Motivian	INDELEX-SMART HOME Expo	Greece	15-18 Apr 2022	M23
Regenera	REBUILD Expo	Spain	20-22 Sept 2022	M28
Regenera	CONGRESO ITE+3R	Spain	Oct 2022	M29
RINA	Sustainable Places 2022	TBC	Oct 2022	M29
Regenera	Congreso Edificios Energía Casi Nula (EECN)	Spain	Nov 2022	M30
HPHI	NZEB Roadshow	Greece	Nov 2022	M30
RINA	ECOMONDO	Italy	8-11 Nov 2022	M30

2.4 Digital Marketing

2.4.1 Website

In June 2021, Google made a significant change to the search algorithm to incorporate Core Web Vitals. The RINNO website has been designated Mobile First and therefore it required minor changes to the website. These primarily involved:

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

We are currently redesigning the home page and different landing pages to increase accessibility to most recent content, and to improve usability. The redesign will be completed by M19. In M20, we will complete a round of usability testing with members of our target audience. This testing will include both functional and non-functional tests (e.g., five second and first impression tests) to ensure that the website is easy to use and navigate, and clearly communicates what the main objectives and the current status of the project. In M13, we started implementing the structured data on the site to increase discoverability and

the likelihood of zero-click results through the addition of breadcrumbs, FAQ schema, and support for voice search. This task is still ongoing and will be completed by M20. The structured data will also be reviewed periodically to ensure that they are in line with the latest requirements from search engines.

In D8.1., RINNO committed to publish at least one blog per month and we have done it consistently since M3. The project is committed to maintain this target in M19 to M30 from internal sources complemented by guest blogs from related EU projects e.g. RENOZEB, POCITYF, PLUG-N-HARVEST etc. Forthcoming blogs include, but are not limited to, the ones listed in Table 6.

Table 6 List of Forthcoming Blogs from M19 to M30

Partner/ Project	Topic	Month
Motivian	The role of blockchain and smart contracts in building renovation	M19
Regenera	The ESCO approach to financing building renovation	M20
PLUG-N-HARVEST	Concertation Guest Blog	M21
Regenera	Review of Building Regulations for Deep Renovation	M22
DCU	Determinants of sensorsnet adoption	M23
CERTH	RINNO IT tools: Towards a holistic approach in deep renovation of buildings	M24
RENOZEB	Concertation Guest Blog	M25
CERTH	The RINNO approach to facilitating Building Renovation Passports	M26
CIRCE	Key Performance Indicators for Building Renovation Projects	M27
POCITYF	Concertation Guest Blog	M28
CIRCE	RINNO Renovation & Assessment Toolbox	M29
RINA	RINNO Pilot Deployment Plan	M30

As well as the additional collateral described in 2.1 above, the project is committed to publish at least one other multimedia element per month e.g. podcasts, video, infographics etc.

Our target is to increase our website traffic to 9,000 visitors by M30 thus achieving the M48 target. We will continue to target an average dwell time for 2 minutes for 30% of users. As the traffic on the RINNO website increased, we were also able 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 1, most users arriving on the RINNO website come from our target audience as outlined in D8.1. Affinity categories and in-market segments will be monitored constantly from M19 to M30 to ensure that our dissemination and communication efforts remain effective in attracting the target audience as outlined in D8.1.

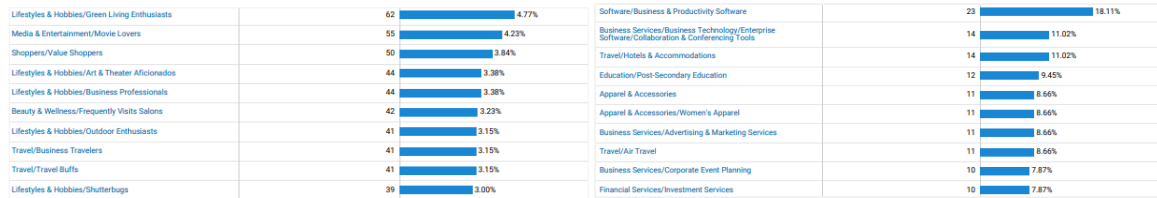


Figure 1 Affinity Categories (Right) and In-Market Segments (left), Status M18

2.4.2 Newsletters and Mailing Lists

Regular newsletters will continue to be issued at least quarterly to the growing subscriber lists. A key focus from M19 to M30 will be to increase subscription through specific list building activities, and targeted engagement with the academic and the business communities. Our target is to double the subscription list to 400 by the end of M30 while maintaining GDPR compliance. Building a substantial targeted opt-in audience is critical in supporting commercialisation activities in the latter stages of the project.

2.4.3 Social Media

Social media performance has surpassed expectations having exceeded the M48 target in terms of social media followers by M18. From M12, we have started building the project's audience on SlideShare and collaborative web pages. This will remain a focus until M30 as more research outputs becomes available. Similar attention will be paid to ResearchGate; scholarly publications will be added to the RINNO project as they become available thus driving views and downloads from the scholarly audience. The release of marketing briefings and additional collaterals will contribute to increased social media downloads and engagement on LinkedIn and Twitter. Our goal for M30 is to exceed the M48 target (500) by 60% while increasing the social media views and downloads from 607 to 2,000.

2.5 Media and PR Mentions

We anticipate a further two press releases to be issued by M30 related to published research and events, and the publication of the Open Access book. As a result of this effort, we expect to exceed the M48 target for media mentions (20) by M30, ahead of schedule. This is independent of articles in trade media discussed above.

2.6 Other Dissemination Activities

Other dissemination activities include engagement with industry through primary research and interviews. Such activities build awareness of the project as well as help drive outputs and inform commercialisation strategies. DCU is rolling out a significant multi-stakeholder survey on the determinants of sensors network adoption and use by construction companies for residential buildings. This will involve engagement with at least 130 stakeholders.

RINNO partners do and will 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 capture other stakeholder engagement.

3 Concertation

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

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

Table 7 provides a summary of the current status of concertation KPIs as initially outlined in D8.1 alongside M30 and M48 cumulative targets.

Table 7 RINNO Concertation KPIs and Cumulative Targets for M30

Activity	KPI	Actual M18	Target M30	Target M48 (D8.1)
Research Collaboration with other Projects	Number of projects with whom there are joint acknowledgements of outputs	0	2	3
Formal Concertation Activities	Number of formal concertation activities (e.g. meetings, workshops, demonstrations as per above)	1	8	12
Informal Concertation Activities	Number of information concertation activities (e.g. online meetings and informal discussions with stakeholders as per above)	0	4	6
Position Papers/Whitepapers	Position paper per cluster where such clusters are active and can be identified	0	1	1 per cluster
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	1	2	4

A major focus of the concertation activities so far was identifying other EU projects related to RINNO that are willing to undertake collaborative research and/or coordinate

dissemination activities. Table 8 provides a list of target projects that have been identified for concertation activities from M19 to M30.

Table 8 List of Target EU Projects for Concertation Activities

RINNO PARTNER	Project	Call for Proposal	URL	Start/End Dates
VTT	BIM4EEB	H2020-NMBP-EEB-2018	https://www.bim4eeb-project.eu/	2019-01-01 to 2022-06-30
HPHI	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
DCU	AmBIENCe	H2020-LC-SC3-EE-2018	http://ambience-project.eu/	2019-06-01 to 2021-11-30
Bouygues	ENERGY MATCHING	H2020-EEB-2017	https://www.energymatching.eu/	2017-10-01 to 2022-07-31
CERTH	PLUG-N-HARVEST	H2020-EEB-2017	https://www.plug-n-harvest.eu/	2021-09-01 to 2024-08-31
CERTH	IRIS	H2020-SU-DS-2020	https://irissmartcities.eu/	2018-05-01 to 2021-04-30
CERTH/ECG	POCITYF	H2020-LC-SC3-2019-ES-SCC	https://pocityf.eu/	2019-10-01 to 2024-09-30
CERTH	RENNAISSANCE	H2020-LC-SC3-2018-ES-SCC	https://www.renaissance-h2020.eu/	2019-05-01 to 2022-10-31
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

RINNO PARTNER	Project	Call for Proposal	URL	Start/End Dates
				2024-03-31
RINA	ENVISION	H2020-EEB-2017	https://www.energy-envision.eu/	2017-10-01 to 2022-03-31
RINA	RENOZEB	H2020-EEB-2017	https://renozeb.eu/	2017-10-01 to 2022-09-30
DCU	BIM4REN	H2020-NMBP-EEB-2018	https://bim4ren.eu/	2018-10-01 to 2022-09-30

As mentioned in Section 2.2.2, DCU has agreed to host one workshop on adoption and barriers to deep renovation in May 2022 (M24). The workshop will feature contributions from other EU projects related to RINNO. In addition, discussions are under way with the ENVISION project to co-organise one more workshop by M30.

Following an initial contact with partners of different EU consortia, a number of informal concertation activities are planned from M19 to M30. Table 9 provides an indicative list.

Table 9 List of Planned Concertation Activities from M19 to M30

RINNO Partner	Project	Type of Activity	Month
Regenera	AmBIENCE	Podcast	M19
	PLUG-N-HARVEST	Concertation Guest Blog	M21
UNN	BIM4EEB	Podcast	M22
DCU	TBC	Collaborative Workshop	M24
	RENOZEB	Concertation Guest Blog	M25
RINA	ENVISION	Collaborative Workshop	M26
VTT	BIM4EEB	Podcast	M27
	POCITYF	Concertation Guest Blog	M28

4 Conclusion

This report provides an update on planned dissemination and communication activities for the RINNO project for M19 to M30. It complements the initial Dissemination & Communication Plan (D8.1) produced in August 2020. Table 10 below summarises the dissemination and communications calendar for M19 to M30.

Table 10 RINNO dissemination and communications calendar for M19 to M30

Activity	Month											
	19	20	21	22	23	24	25	26	27	28	29	30
Flyer Revision												
Flyer Localisation												
Flyer Distribution												
Market Briefings, Infographics and Other Collateral												
Participation at Scholarly Event												
Organisation of a Scholarly Event												
Scholarly Publications												
Participation at Trade Events												
Trade Publications												
Website Design and Usability Testing												
Website SEO Review and Optimisation												
Blogs, Podcasts and Other Multimedia												
Newsletters												
Social Media												
Media Announcements												
Stakeholder Engagement												
Release of Public Deliverables (once approved)												
Analytics												
Report on Dissemination and Activities												

A number of the initial dissemination targets outlined in D8.1 have been achieved or exceeded already. In light of this early progress, stretch targets have been set for M48. The initial M48 targets and the proposed stretched targets are presented side-by-side Table 11.

Table 11. RINNO Projection of M48 Performance Expectation as at M13

Activity	KPI	Target M48 (D8.1)	Target M48 (stretched)
Participation in Scholarly Events	Attendance and participation at relevant scholarly national or international conferences, workshops or other networking events	30	30
Organisation of Scholarly Events	Organisation of relevant scholarly national or international conferences, workshops or other networking events	6	8

Book Chapters and Journal Publications	Publications in books or peer-reviewed journals	4	6
Conference Proceedings	Presentation at relevant national or international scientific conferences with proceedings	4	6
Journal and Conference publications reads/views/downloads	Number of reads/views and downloads of journal and conference publications ²	n/a	2,000
Trade Publications	Publications in trade publications during the lifetime of the project	12	12
Participation in Trade Events	Participation in non-scholarly national or international industry/trade conferences, exhibitions, fairs or events	30	30
Flyer Distribution	Number of flyers distributed	1,000	1,000
	Number of flyers downloads ²	n/a	2,000
IP Briefings	Number of F2F meetings	20	20
	Number of IP Briefings sent	100	100
Website	Number of unique visitors	9,000	12,000
	Duration of visits	2 min for 30% of users	2 min for 30% of users
	Downloads/views of any material (incl. social dissemination)	2,000	6,000
Newsletter	Mailing List	600	600
	Number of newsletters sent	7	16
	Open Rate	20%	20%
Social Media	Number of Followers	500	1,000
	Number of Downloads/Views	3,600	3,600
Media	Number of press releases issued	9	10
	Number of mentions in specialist and mainstream media	20	30
Videos/Podcasts	Number of videos, podcasts and other multimedia (incl. demonstrations, presentations and interviews)	12	20
Collaborative Web Pages	Collaboration to existing entries, creation of new entries	5	5
Survey/Focus Group Participation	Number of participants	350	350
Other stakeholder engagement (meetings, training etc)	Number of stakeholders attending meetings, training, and other activities ²	n/a	100
Open Access Book	PDFs sent	2500	2,500
	Number of downloads	10,000	10,000

² New KPI. Not listed in D8.1

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/>



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 892071