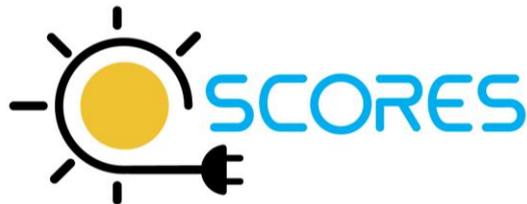




H2020 - EEB - 2017 - 766464 – SCORES

Self Consumption Of Renewable Energy by hybrid Storage systems



D 9.2 Communication and Dissemination Plan

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Approved by	Coordinator (on behalf of General Assembly)	30.4.2018



Distribution list

External		TNO	
European Commission		Archive	1x

Change log

Issue	Date	Pages	Remark / changes	Page
1	13/04/2018	29	First issue	All
2	30/4/2018	34	Second issue	All

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1 Background

The SCORES project aim is to develop and demonstrate in the field a building energy system including new compact hybrid storage technologies that optimizes supply, storage and demand of electricity and heat in residential buildings, increasing self-consumption of local renewable energy in residential buildings at the lowest cost. Combination and optimization of multi-energy generation, storage and consumption of local renewable energy (electricity and heat) brings new sources of flexibility to the grid and gives options for tradability and economic benefits, enabling reliable operation with a positive business case in Europe's building stock. SCORES optimizes self-consumption of renewable energy and defers investments in the energy grid.

This deliverable D9.2 "Communication and Dissemination Plan" presents communication and dissemination strategy for the SCORES project. This report constitutes the first issue of Communication and Dissemination Plan in the framework of the SCORES project, dedicated to task T9.1 "Dissemination and Communication" under the work package WP9 "Dissemination and Exploitation of Results". The update of the plan will be done every year, and finally at the end of the project it will result to the deliverable D9.6 "Report on policy workshops and awareness campaign". This document was compiled by FENIX and all partners provided their contributions, especially in the frame of dissemination events and activities planned within the project.

This document has also been reviewed by the partners within the SCORES program before publication.

2 References

2.1 *Applicable Documents*

	Document	Reference	Issue
AD-01	SCORES Grant Agreement	No. 766464	
AD-02	SCORES Consortium Agreement	No. 0100308813	

2.2 *Reference Documents*

N/A.



3 Terms, definitions and abbreviated terms

D	Deliverable
EC	European Commission
EE	Energy Efficiency
EEB	Energy Efficient Buildings
ECTP	European Construction Technology Platform
EPBD	Energy Performance of Buildings Directive
ESCO	Energy Service Company
EU	European Union
GDPR	General Data Protection regulation
HVAC	Heating Ventilation Air Conditioning
LCA	Life Cycle Analysis
M	Month
R&D	Research and Development
RP	Report
WP	Work Package



4 Executive summary

The objective of the Communication and Dissemination Plan is to identify and organize the activities planned in order to promote the commercial exploitation of the project's results and the widest dissemination of knowledge from the SCORES project. The Plan is expanded in two directions: towards the marketing activities in order to enhance the commercial potential of the technology and towards the notification of project results in the scientific, EC and general R&D sector. This document summarizes the consortium's strategy and concrete actions to disseminate and communicate the results generated by the SCORES project. Moreover, information related to the Communication and Dissemination Plan aiming to raise the public awareness on the project results and to demonstrate to the potential end-users the advantages of the new products/technologies, is presented. The Plan sets out what dissemination activities has already been achieved, and provides an outline of what is planned till the end of the Project. This report is dependent also on the deliverable D9.3 „Data Management Plan” which identifies the results that should be subject of dissemination and exploitation and analyses the main data uses, users and explore the restrictions related to IPR according with the Consortium Agreement.

An overview of dissemination opportunities were identified through traditional channels such as event attendance and organization (e.g. conferences, seminars, workshops, fairs, etc.), project publications (e.g. brochures, posters, press releases as well as conference papers, articles in professional journals, etc.) and project presentations, complemented also by online activities based around the project website, newsletter, and through the main social network profiles. The dissemination activities were designed to target the key audiences and stakeholders and to maximize awareness of the SCORES project and its results.



Figure 1: SCORES dissemination purpose

5 Obligation to disseminate the project results

As stated in SCORES Grant Agreement article 29, unless it goes against their legitimate interests, each beneficiary must - as soon as possible - disseminate its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications.

A beneficiary that intends to disseminate its results must give advance notice to the other beneficiaries of - unless agreed otherwise - at least 45 days, together with sufficient information on the results it will disseminate.

Any other beneficiary may object within - unless agreed otherwise - 30 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests.

If a beneficiary intends not to protect its results, it may - under certain conditions - need to formally notify the Commission before dissemination takes place.

Each beneficiary must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results.

In particular, it must:

- (a) as soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications;

Moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.

- (b) ensure open access to the deposited publication — via the repository — at the latest:
 - (i) on publication, if an electronic version is available for free via the publisher, or
 - (ii) within six months of publication (twelve months for publications in the social sciences and humanities) in any other case.
- (c) ensure open access — via the repository — to the bibliographic metadata that identify the deposited publication.

The bibliographic metadata must be in a standard format and must include all of the following:

- the terms “European Union (EU)” and “Horizon 2020”;
- the name of the action, acronym and grant number;
- the publication date, and length of embargo period if applicable, and
- a persistent identifier.

6 Communication and dissemination strategy

One of the main goals of WP9 is to reach the widest dissemination of the results generated by the SCORES project and raise public awareness on the energy storage technologies for building energy retrofitting that targets residential buildings. In this framework, a strong communication strategy was set up in order to make the most of reaching the target impact. The whole SCORES consortium committed to perform dissemination activities and



proactively look for dissemination opportunities. Communication activities aim at creating a common project visual identity and public image, to raise basic interest in the proposed technology and processes, to provide an up-to-date information about the project, translate the scientific/technical results into messages that can be read by wide public.

Dissemination actions will be carried out in three main phases:

1) Establishing interactions with relevant stakeholders and related projects

Specific dissemination and communication activities will be developed in order to strengthen the cooperation with the main stakeholder communities involved in the complex supply chain of the SCORES project, both at EU and member state level. These communities consist of a wide variety of players, such as the EC, policymakers, professional representatives, public authorities, sectorial and industry associations, educational institutions and society in general, thus dissemination activities might be tailored in function of the considered stakeholder. Moreover, a link with other relevant EU co-funded projects will be established in order to improve the cooperation among EEB, Smart Cities and EE projects by exchanging information, sharing methodologies and avoiding overlapping between the projects. Attracting industrial stakeholders is invaluable in this respect, because the future replication and market penetration of the SCORES technology will depend on them. Conferences, workshops, seminars and clustering events will be organized to target a wide stakeholders' audience. SCORES will gain feedback on on-going/foreseen development activities, inputs related to research findings, existing tools, best practices and market, and input on future regulations and policies. This huge category of stakeholders includes building owners, facility managers, European and international associations, architects' associations, construction companies, etc. as well as national and regional Energy Agencies, European Construction Technology Platform and Energy Efficient Buildings European Initiative, technology providers and other intermediaries, such as the National Contact Points and the Energy Enterprise Network. Moreover, the SCORES project will also foresee the engagement of end users to help the consortium in defining the market needs and giving feedback on the developed tools (private clients, key users, ESCO companies). Last but not least, dissemination and communication activities will also target the engagement of facilitators, with the final aim of offering to clients the advantage of the developed systems, policy makers and public procurers (promoters, local authorities and National/Regional public).

2) Looking for dialogue with institutions towards the unlocking of current barriers, and raising social acceptance

Effective link with institutions will be established through lobbying activities with governmental and public authorities at the various levels (at European, national as well as regional/local level). Dialogue with relevant EU and national institutions will be favoured by tailored dissemination activities in order to create a solid technical expertise to unlock the potential current legislative barriers that might hinder the future utilization of the demonstrated SCORES hybrid storage system. Measures to raise the social acceptance of the SCORES technology will be developed in order to ensure the socio-economic acceptance by market participants and end-users. For this purpose, the social context will be addressed through effective dissemination and communication activities, such as questionnaires to assess end-users specific needs and evaluate their perception. Besides, the SCORES project will foresee the creation of a dedicated video, which will present the project's objectives and results. Moreover, dissemination events like workshops and conferences will be organized during and at the end of the project in order to raise the





awareness of the project and its impacts among a diversified audience, including local population, building owners, public authorities, associations, etc. To ensure the replication of the concept beyond the project, the safety of the developed technology, as well as the comparable costs with the current state of the art and the reduction of potential burdens related to the installation phase of the compact SCORES system, will be promoted towards the potential end-users in order to increase acceptance among them.

3) Outreaching the scientific community and professionals

A special attention will be paid to all players involved in the transfer of the acquired knowledge and in the future market deployment. For this purpose, training activities will be organized in order to ensure the correct training of those professional figures involved in the demonstration of the developed technology, from the design and production to the application and installation. Dedicated courses and webinars, as well as seminars directly held at the demo sites, will be organized. Moreover, communication activities will target the scientific community through the organization of workshops and through the publication of the main achievements of the project in scientific and technical journals with high impact.

6.1 Target audience and stakeholders

The main focus for all dissemination activities will be on the energy efficiency and CO₂ savings, HVAC sector, energy storage and the building sector in general. Target groups are all players involved in construction industry and renovation projects:

- Public authorities (local, municipal authorities granting building permits)
- Investors (financial institutions, bankers, project developers)
- Service providers (engineers, construction companies, ESCOs)
- Industry/Manufacturers (HVAC systems' manufacturers/providers, installers)
- Civil society/End-users (building managers, public buildings owners, homeowners, architects and architects' associations, sector and industry associations, housing associations, potential early users)
- Standardization/certification bodies
- Experts (ECTP experts and EEB experts, waste management agencies, other EU funded research project partners, researchers in the field)

The role of the target groups will be to give feedback on on-going and foreseen development activities, bring useful inputs related to research findings, existing tools, best practices and market evolution, to help to define the market needs.

A stakeholder can be anyone who has an interest in the project or is affected by its outcomes. Stakeholders for SCORES project were identified and assessed in terms of their interest in the project and the importance for its success and further dissemination.

Communication efforts will be spread among the whole sector: home owner/end user (reduced energy bills, improved wellbeing), building managers (reduced energy bills, reduced maintenance cost), ESCOs/energy providers (new channels for additional customer facing services), municipalities, HVAC installation professionals (increased competence and competitiveness), policy makers (reduced energy demand), National and Regional Energy Agencies, European Construction Technology Platform, etc.



6.2 Key messages

Key messages that the SCORES project wants to give to the targeted audience and stakeholders were defined, following the communication principles as shown on the graphic below. Key messages were agreed between partners and will be demonstrated through the project website, brochure, flyer, poster, newsletter, video, etc.

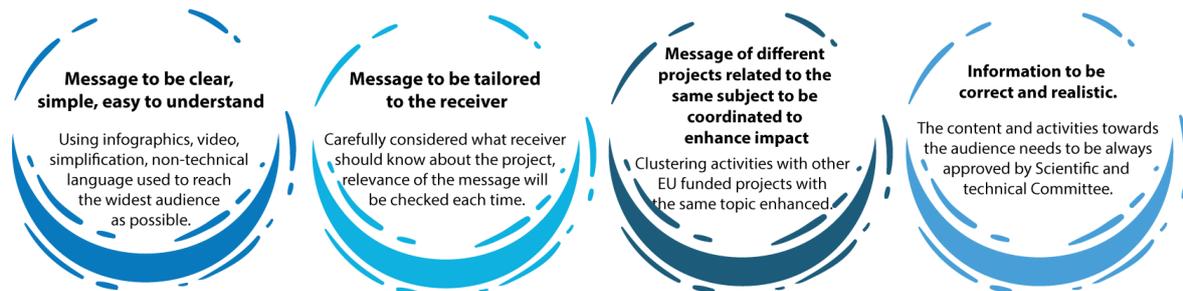


Figure 2: SCORES Key messages

6.3 Tools

Dissemination activities will be targeted both nationally and internationally. The tools that will be used for dissemination are the following:

- Publications (scientific, technical and economical journals, popular magazines, newspapers)
- Conferences, congresses, workshops, seminars, forums participation
- Fairs, exhibitions participation
- Public workshops, webinars organization
- Press releases
- Internet (project website, social network profiles, thematic portals)
- Links to other projects, clustering activities
- Common visual identity, logo, brochure, poster, project presentation
- Video production (project promo videos, videos from the events, training videos)
- E-newsletters, info graphics
- Gadgets for promotion
- Training sessions, etc.

6.4 Commitment of project partners

SCORES partners involved in dissemination will proactively participate in communication and dissemination activities related to the Project by exploiting their communication channels to reach the widest audience performed in a structured way, and all these activities will be tracked in this report and its updates. Each dissemination activity will be carried out by the partner who is the most expert in the specific area. For the tracking of the actions executed by SCORES partners, a set of tools for collection of inputs in regards to performed and planned activities has been developed:

Table 1: Partner's roles and responsibilities in SCORES dissemination

#	Partner's short name	WP9 effort	Main roles and responsibilities
1	TNO	8	Project coordinator - liaison with other H2020 projects, project promotion at national and international level, using company communication channels, technical publications in journals, providing feedback on dissemination and communication activities, support project networking.
2	AEE	2	Leader of demo in Northern Europe, definition, system simulation - project promotion at national and international level, using company communication channels, technical publications in journals, fairs and conferences participation, support to training activities, providing inputs about demo progress.
3	EDF	2	Leader of demo in France, System design, modelling, testing and evaluation - project promotion at national and international level, using company communication channels, technical publications in journals, fairs and exhibition participation, policy workshop organization, support to training activities.
4	RINA-C	2	Modelling and evaluation of the system added value and business opportunities, analysis of the battery interaction with the local environment, assessment of safety aspects, - project promotion at national and international level, fairs, exhibition, conferences participation, technical publications in journals, support in the final project workshop and conference organization, support to training activities.
5	FENIX	19	Dissemination and exploitation leader - supporting partners, Communication and Dissemination Plan creation and update, creation and maintenance of the project website, data management leader, project promotion at national and international level, final project conference organization, video creation, e-newsletter, social media campaign, fairs, exhibitions, conferences participation, publications, press releases, support to training activities.
6	König Metal	0.5	Development of technical and economical manufacturing of heat storage subsystem - project promotion at national and international level, fairs participation, using company communication channels, support project networking.
7	IPS	8	Enhancement of energy conversion technology, simulation, optimization, evaluation - project promotion at national and international level, support project networking, clustering activities, support in the final project workshop and conference organization, leader of training activities, technical publications in journals, conferences participation.
8	FORSEE POWER	0.5	Selecting the EV battery source, designing and building 2 battery cabinets for demonstrators - providing inputs for promo material and web about demo progress, project promotion at national and international level, using company communication channels, support project networking.

9	HELIOPAC	0.5	Enhance the coupling of long term storage with domestic hot water, design and dimension of demo site systems, installation, analysis - project promotion at national and international level, using company communication channels, support project networking.
10	CAMPA	0.5	Bringing two new heat solutions to higher level (PCM and Joule effect) - project promotion at national and international level, using company communication channels, support project networking.
11	SIEMENS	0.5	Designing, engineering and installation of BEMs, engineering and production of the convertor cabinets - project promotion at national and international level, fairs, using company communication channels, support project networking.
12	SALZBURG	0.5	Demo provider - project promotion at national and international level, fairs, using company communication channels, support project networking.

6.5 Evaluation

Dissemination activities are targeted and can be more or less successful. To find out if the dissemination strategy was well chosen and well implemented, it is important to build an evaluation component into all major dissemination activities to monitor the quality and to see if they have achieved their aims. Some key performance indicators have been defined as the table below shows.

Table 2: SCORES success Key Performance Indicators

Channel	Creation/Start	Description	Success indicator (end of Project)
Project website	M3	Public website providing all relevant project information (project objectives, partners, public deliverables, publications, press releases, news and events, promo materials, social network profiles links, newsletter subscription).	> 20 000 views > 5 000 users
Promo material	M6	Project brochure, roll-up poster, project presentation, updated based on the project development.	> 500 downloads > 3 000 printing
Social media campaign	M3	LinkedIn, Facebook, Twitter, YouTube.	> 500 followers in total > 5 000 impressions
Promo video	Towards the end of project	Graphical video will be created at the beginning of project. When the system is developed interview with key partners will take place in order to create project promo video.	> 500 views
e-Newsletter	M12	An e-mail newsletter will be created and distributed at six-month intervals to identified stakeholders and subscribers.	> 300 subscribers+downloads



Training activities	Towards the end of project	Courses and training materials will be provided in order to share and transfer the know-how to the relevant stakeholder communities.	> 6 training sessions > 50 attendees
Publication	M3	Consortium partners will publish (according to the IPR protection strategy) the results in the scientific literature, dedicated journals and magazines in the field of energy efficient buildings, HVAC and retrofitting international level. Open Access to peer-reviewed scientific publications will be provided.	> 5 scientific papers submitted > 5 articles in magazines published
Events organization	Towards the end of project	Policy workshop and final project conference.	> 1 public workshop > 1 final conference > 150 participants
Events participation	M3	Project presentation in a number of national and international conferences, fairs, seminars, workshops, etc.	> 5 conferences > 5 fairs > 2 workshops
Clustering activities	M6	Clustering activities with other European related projects and the related European and National Technology Platforms, associations (ECTP, ECCREDI, FIEC).	> 2 cluster events participation > 1 cluster event organization/co-organization
Thematic portals	M6	Liaison and promotion of the Project on relevant thematic portals (BuildUp) and other relevant news and community portals.	> 5 press releases on portals > 2 000 views

7 Project identity and public image

Visual and graphic point of view allows an easier identification for the public as well as an easier visibility to obtain a branding for the SCORES project during the dissemination activities as shown in the following section.

7.1 Project logo

SCORES logo was created by FENIX already at the proposal stage in order to define a project identity, so clearly to identify any kind of internal or public document. The logo represents renewable energy connecting the symbol of sun and electricity together with the initial letter of SCORES. Project logo can be used in the following cases:

- in all documents developed under the framework of the SCORES project; in documents to be submitted to the EC (e.g. deliverables)
- in PowerPoint presentations to be used for communication and dissemination activities to be carried out by each participant under the framework of the project; in all promo material
- in SCORES website, and in websites of the Participants with a link to the project website





Figure 4: SCORES logo its applications

Logo manual has been developed in order to help partners correctly use the logo. SCORES logo must be positioned in its own clear space away from design elements such as text and images. This will allow maximum stand out of the logo. The clear zone for each signature is calculated by using the letter S. Keeping always a clear space, SCORES logo should be used at the same height than the rest of the logos.



Figure 5: SCORES logo clear zone and relation to other logos

The logo is composed of three colors: Black, Blue, and Dark Yellow. The palette is shown in the figure below.





Full color



	RGB: 40/42/42 CMYK: 75/68/67/90
	RGB: 238/193/48 CMYK: 7/22/94/0
	RGB: 1/173/239 CMYK: 69/14/0/0

Black and white



	RGB: 0/0/0 CMYK: 75/68/67/90
	RGB: 153/153/153 CMYK: 43/35/35/1
	RGB: 117/117/117 CMYK: 55/47/46/12

Figure 6: SCORES logo colour palette



Figure 7: SCORES partners' logos

As stated in the SCORES Grant Agreement and article 27.3 Information on EU funding applications for protection of results (including patent applications) filed by or on behalf of a beneficiary must - unless the Commission requests or agrees otherwise or unless it is impossible - include the following:

“The project leading to this application has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 766464”.



Figure 8: EU logo

7.2 Project dissemination material

FENIX designed promo material in English at M6 to support partners in dissemination events and raise awareness about the project, specifically one page project description, brochure, roll up poster and presentation. This promo material will be updated minimum twice per project duration in order to provide readers the latest information and news about SCORES. At month M6 1100 pieces of brochures were printed and distributed among the project partners to encourage their dissemination. More details about SCORES dissemination material can be found in deliverable D9.4 “Brochure, rollup poster, project presentation design”.





The slide features the SCORES logo at the top left. The main title is "Self Consumption Of Renewable Energy by hybrid Storage systems". Below the title, a blue box contains text: "SCORES combines and optimizes the multi-energy generation, storage and consumption of local renewable energy (electricity and heat) and grid supply, bringing new sources of flexibility to the grid, and enabling reliable operation with a positive business case in Europe's building stock. SCORES is a gamechanger in the European energy transition towards a zero-energy built environment." A QR code is located below this text. At the bottom left, there is a small European Union logo and text: "The project leading to this application has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 764664." On the right side, there is a "DEMONSTRATION" section, an "IMPACT" section, a "PARTNERS" section listing TNO, RIF, EDF, CAMPA, SIEMENS, heliopac, SALZBURG, KONIG METALL, and FORSEE POWER, and a "PROJECT COORDINATOR" section listing Dr. Christophe Hoegaerts, TNO, and contact information. Social media icons for LinkedIn, YouTube, Facebook, and Twitter are at the bottom right.

Figure 9: SCORES one page project presentation

The brochure is divided into several sections. On the left, "OVERALL CONCEPT" explains the hybrid system. "PROJECT OBJECTIVES" lists goals like increasing local renewable energy generation and reducing CO2 emissions. "BARRIERS" and "SOLUTIONS" sections discuss challenges like intermittent renewable energy and how the system addresses them. The "HYBRID SYSTEM" diagram shows the flow of electricity and heat between the grid, storage, and building. A central diagram illustrates the system's components: solar panels, wind turbine, battery storage, heat storage, and a building. "DEMONSTRATION" details the project's scope across different climate and energy system configurations. "PARTNERS" lists the same set of companies as in Figure 9. "PROJECT COORDINATOR" information is repeated. The "IMPACT" section discusses the broader economic and environmental benefits. The SCORES logo and project title are at the bottom right. A QR code and EU funding acknowledgment are also present.

Figure 10: SCORES brochure design





The figure displays a series of 14 presentation slides for the SCORES project, arranged in a grid. The slides cover the following topics:

- SCORES project presentation:** Includes event name, location, date, presenter name, and company.
- SCORES PROJECT:** Overview of the project, including 12 Partners, 9 Work Packages, Budget 40M, and 48 Months.
- OVERALL CONCEPT:** Explains the hybrid system combining effective and efficient solutions that harvest electricity and heat from the sun, store electricity, convert electricity into heat, store heat, and manage the energy flows in the building.
- OBJECTIVES:** Focuses on demonstrating the integration, optimization, and operation of a building energy system.
- PURPOSE:** Lists goals such as Competitive Industry, Grid stability, Energy Independence, CO₂ reduction, Job Creation, and More renewables.
- GOALS:** A list of specific project goals, including developing a methodology, choosing heating with solar thermal, optimizing performance, and demonstrating energy management systems.
- DEMONSTRATION:** Shows the demonstration of the integrated hybrid energy system in two real buildings in Northern Europe (Austria) and a building in Southern Europe (France).
- HYBRID SYSTEM CONCEPT:** Compares two configurations: 'Configuratie A' (Connected to electric heating grid) and 'Configuratie B' (Based on electric heating), both demonstrated in Dorn in Austria and Dorn in France.
- PARTNERS:** A network diagram showing various partners like CAMPA, RINA, FORSEE, and THO.
- CONTACT INFO:** Provides contact details for Christophe Hoepferle, including phone number and email, along with social media links.
- THANK YOU FOR ATTENTION!**: A closing slide with presenter name and company details.

Figure 11: SCORES project presentation





Figure 12: SCORES roll up poster





7.3 Project website

The SCORES website is considered in WP9 as one of the key elements for communication. The website is hosted by FENIX though domain scores-project.eu. The design was developed by FENIX with the collaboration of the consortium. Website was designed considering display on different devices such as desktop, mobile or tablet. The information included on the project website is likely to be valuable even after the project has finished. Therefore, the consortium aims at ensuring that the website will continue to exist after the project funding has finished (minimum 2 years).



Figure 13: SCORES website





The website was designed to quickly address the key questions that external visitors to the website are expected to have:

- What is the project about?
- Who is participating in the project?
- What additional details are available?
- Whom to contact for more information?

The website has only a public section as the private documents related to the SCORES project are shared within the Sharepoint provided by TNO. The public section contains:

- General information about the aim of the project, demosites, impact,
- Project partners' details,
- List of news and events,
- All public material that will be generated by the project,
- Twitter feed online,
- Gallery with photos from project meetings, events,
- Newsletter subscription,
- Contact information,
- EU emblem and information on EU funding,
- Disclaimer excluding Commission responsibility.

Website cookies policy and google analytics tracking were also implemented (number of visitors, users, sessions, countries, languages, downloads, etc.). Short term improvements to the website are mainly: update of the website content based on project progress annually (and on demand when it is necessary), project video implementation. More information about the project website is in the deliverable D9.1 "Project website".

8 Videos

One of the key methods for the effective product dissemination is the creation and publication of videos. FENIX with in-house video production will lead the videos creation for SCORES project. One promo video, one graphical video and few small videos from the demo sites are planned. Graphical video will be created around month M12 in order to support dissemination activities from the beginning of the project. The promo video is planned to be designed towards the end of the project when technology is fully developed and tested at demo sites. It will include interviews, photos, filming, graphics, music and voice over. The main aim of the videos will be introducing the SCORES project to a wide public audience (project introduction, main objectives, innovation, design, demo versions, advantages, use, and contact info). The video presentation is meant to follow the successive introduction to the strategies regarding the "WWW campaigns": social media, workshops, web advertising in general. The videos will be then implemented into the SCORES project website, uploaded on YouTube channel and shared on social profiles, portals, among partners, presented during events, etc.

9 E-Newsletter and press release

E-newsletter will be designed by FENIX with technical contribution of project partners, the first release is planned at M12 and then every 6 months. Each partner will share the





newsletter among their contacts. The newsletter will be actively sent to the SCORES subscribers and also published on social network profiles, project website, thematic portals, etc. Minimum two press releases per year will be published by project partners. Newsletter subscription will follow General Data Protection Regulation (GDPR) regarding the protection of personal data. The GDPR entered into force on 24 May 2016 and it will directly apply in all EU Member States starting on 25 May 2018.

10 Social media campaign

In order to raise public awareness about the SCORES project, these social network profiles were evaluated as the most suitable and created at month M1 – LinkedIn, Twitter and Facebook. The links are already added into the project website, and are updated with posts on weekly basis by FENIX based on the partners’ contribution (updates about the project progress, photos from dissemination activities – fairs, conferences, workshops, etc.) or with the info related to the project topic. At month M6 the statistics are: Facebook 7 likes and 116 impressions, Twitter 45 followers and 2809 impressions, LinkedIn 24 followers and 7044 impressions.

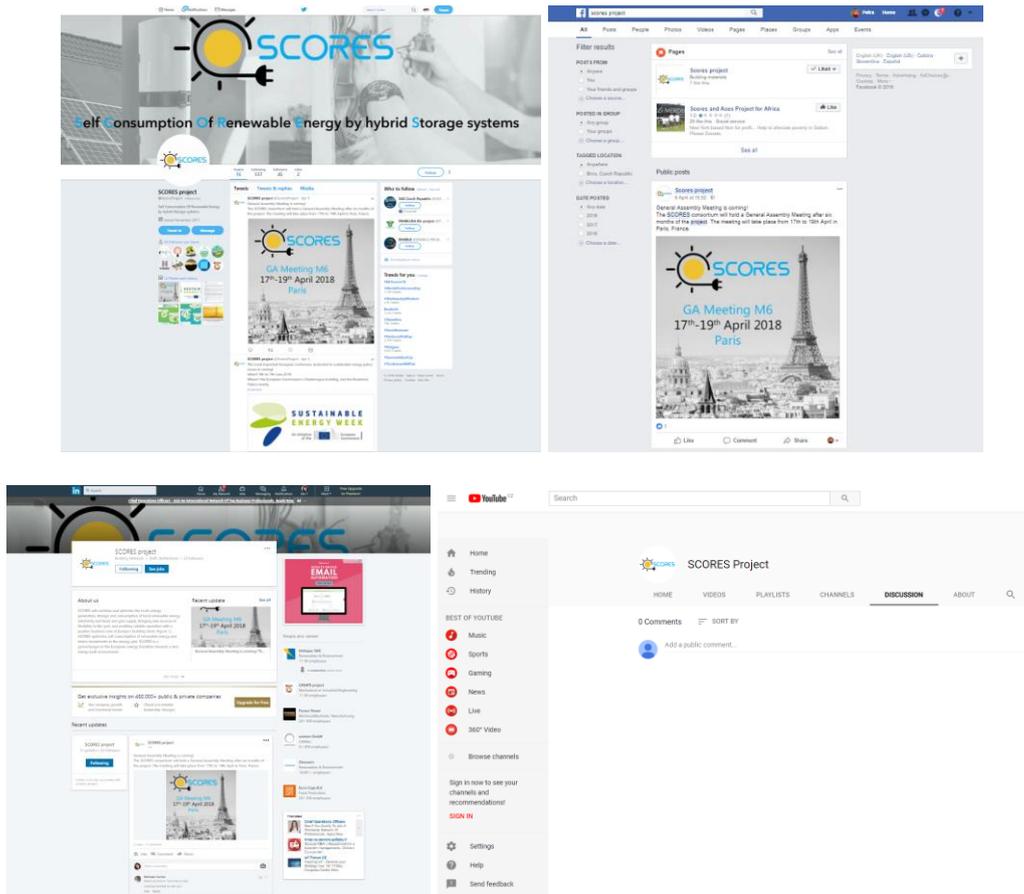


Figure 14: SCORES social network profiles



11 Publications

As stated in Article 29.2 each beneficiary must ensure open access (free of charge online access for any user) to all peer reviewed scientific publications relating to its results.

In particular, it must:

- (a) as soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications;

Moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.

- (b) ensure open access to the deposited publication — via the repository — at the latest:
 - (i) on publication, if an electronic version is available for free via the publisher, or
 - (ii) within six months of publication (twelve months for publications in the social sciences and humanities) in any other case.
- (c) ensure open access — via the repository — to the bibliographic metadata that identify the deposited publication.

The bibliographic metadata must be in a standard format and must include all of the following:

- the terms “European Union (EU)” and “Horizon 2020”;
- the name of the action, acronym and grant number;
- the publication date, and length of embargo period if applicable;
- a persistent identifier.

Partners are going to publish articles about the SCORES project in popularized and technical magazines. Other publications are planned in the thematic portals (e.g. BuildUp), Projects magazine, Horizon 2020 Projects, Horizon - The EU Research and Innovation magazine. Project partners will publish the results also in the scientific literature and dedicated journals. SCORES publications will be made accessible through either the Green Open Access or Gold Access model in accordance with H2020 guidelines on Open Access.

11.1 Green open access

The green open access is also called self-archiving and means that the published article or the final peer-reviewed manuscript is archived by the researcher in an online repository before, after or alongside its publication. Access to this article is often delayed (embargo period). Publishers recoup their investment by selling subscriptions and charging pay-per-download/view fees during this period during an exclusivity period. This model is promoted alongside the “Gold” route by the open access community of researchers and librarians, and is often preferred.

11.2 Gold open access

This type of open access is sometimes called open access publishing, or author pays publishing and means that a publication is immediately provided in open access mode by the scientific publisher. Associate costs are shifted from readers to the university or research institute to which the researcher is affiliated, or to the funding agency supporting the



research. This model is usually the one promoted by the community of well-established scientific publishers in the business.

11.3 Press releases

SCORES project is going to publish two press releases per year about the project important milestones and achievements. First press release – general project overview was shared through project partners' channels and posted on BuildUp portal.



Self-Consumption Of Renewable Energy by hybrid Storage systems

The SCORES project is a newly launched research project supported by the European Commission under the Horizon 2020 programme for Research and Innovation (Call H2020-EEB-2017, Project No. 766464) with a duration of 48 months. The project consortium consists of twelve partners from seven European countries and has a strong industrial character (three SMEs and six LEs), complemented by one university and two research and technology organizations, including TNO.

Tradability and economic benefits

The main aim of the SCORES project is to develop and demonstrate a building energy system including new compact hybrid storage technologies, that optimizes supply, storage and demand of electricity and heat in residential buildings, increasing self-consumption of local renewable energy in residential buildings at the lowest cost and deferring investments in the energy grid.

Combination and optimization of multi-energy generation, storage, and consumption of local renewable energy (electricity and heat) bring new sources of flexibility to the grid and give options for tradability and economic benefits, enabling reliable operation with a positive business case in Europe's building stock.

Real building demonstrations

Impact of the SCORES system will be a broad assessment covering various economical levels like individual homeowners, housing companies, grid owners, energy companies and governments, ecological issues and also the security of supply /reduced European dependence on fossil fuels originating from unstable countries from across the globe. Within this impact assessment, a first evaluation is performed of two demonstrations. Demonstration of the integrated hybrid energy system will take place in two real buildings representative of different climate and energy system configurations for three cases, in Central Europe (Austria) with and without a heat grid, and in Middle/Southern Europe (France) without a heat grid.

During November 8th-10th 2017, TNO, coordinator of the SCORES project, hosted the kick-off meeting in Brussels. Partners aimed to discuss how the objectives can be achieved and how the expectations can be met with respect to the intended project outcome.

Project partners

SCORES is coordinated by [TNO](#) and will be run in cooperation with 11 European partners: [AEE-INTEC](#), [EDF](#), [RINA](#), [SIEMENS](#), [KONIG METALL](#), [ISTITUTO POLITECNICO DE SETUBAL](#), [FORSEE POWER](#), [HELIO PAC](#), [CAMP A](#), [FENIX TNT](#), and [SALZBURG AG](#).

Notes for editors:

"The project leading to this application has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No. 766464."

Press and media enquiries can be directed to:

Coordinator: [Ir. Christophe Hoegaerts](#), christophe.hoegaerts@tno.nl, +31 (0)65 354 98 16
Dissemination & Exploitation manager: petra.colantonio@fenixtnt.cz, +420 732 822 538

Figure 15: SCORES first press release (with instructions for partners spreading)



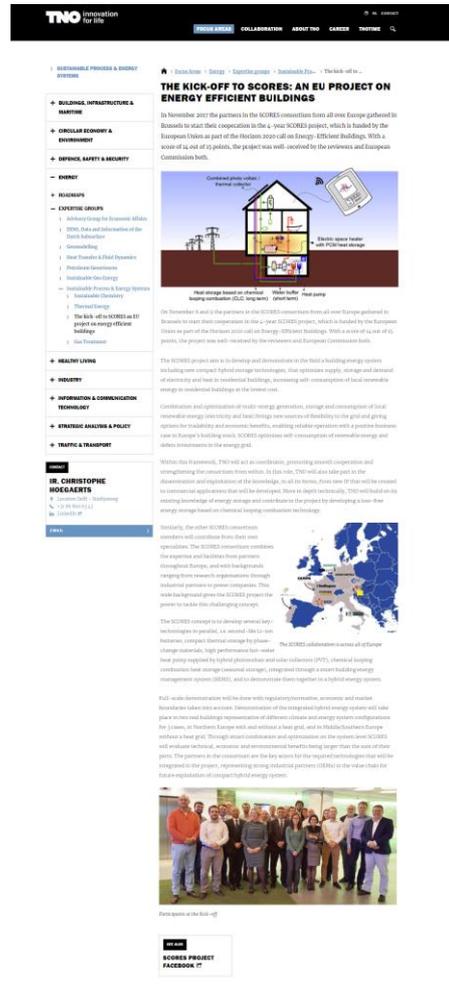
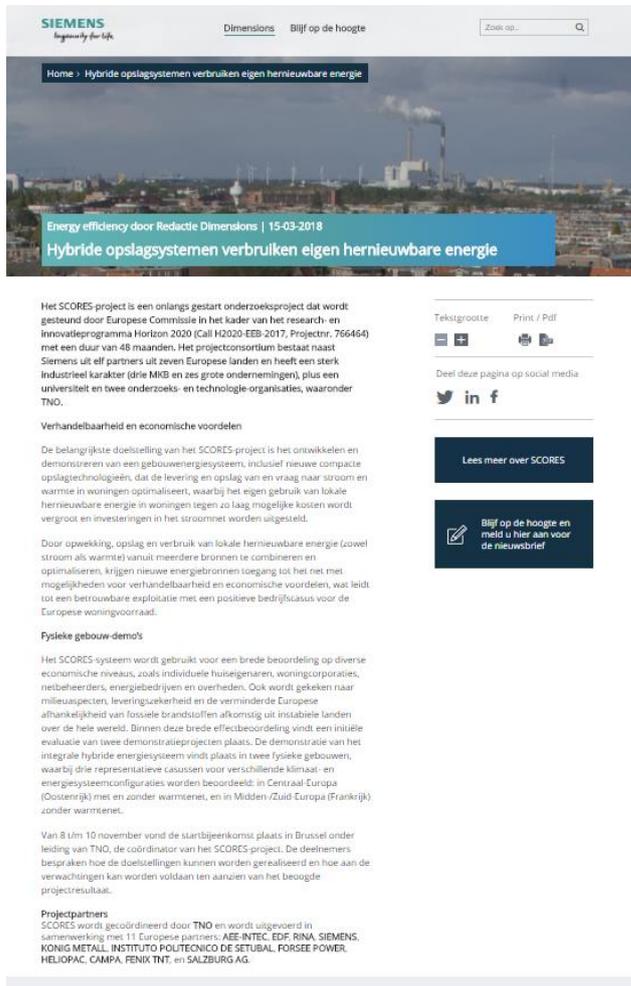


Figure 16: SCORES press release by Siemens and TNO

12 Events organisation

One policy workshop will be organized by EDF (supported by RINA-C and IPS) in order to ensure that the new technologies are going to be considered by policymakers, involving representative cities, industries and EU officials in Brussels (promoting the results of the Project and making the link with EU policies such as RINA-C and electricity market regulation).

Final conference will be organized by FENIX (supported by RINA-C and IPS) close to the demo site retrofitted within the project, so as to have a showcase of the proposed technical solutions applied in a real case, targeting industries, ESCO companies, energy providers, associations, public authorities and municipalities, public procurers, national contact point and wide public. Targeted audience of both events is around 100 participants.





13 Events presentation

Conference presentations will be addressed to scientific interest groups and policy makers. The following conferences are in the focus of the consortium: CIB International Conference on Smart and Sustainable Built Environments, International Symposium on LCA and Construction, GreenBuild International Conference and Expo, etc.

To improve the interaction between industry and society and to find potential clients the following fairs are of special interest: Interbau, International Trade Fair for Building, Renovation and Energy Savings Expo, etc.

14 Cluster activities

Project partners will seek collaboration also with other H2020 projects that could complement activities and provide synergies enhancing dissemination.

14.1 Cluster workshop within Sustainable Places

At month M8 cluster workshop within the Sustainable Places conference (June 2018, Aix-les Bains, France) will be organized in cooperation with other projects focused on thermal storage topic (CREATE, HYBUILD, TESE2B, E2VENT). SCORES project will be presented by TNO.

15 Liaison with EU communities

Project partners are going to get in contact with relevant European communities involving potentially interested stakeholders, including the European technology platforms and Public Private Partnership as ECTP, the E2B initiative, the BuildUP initiative, etc.

16 Training activities

Training activities, exploiting instructions, processes and tools developed in the framework of the SCORES project will be performed and distributed to a wider community of professionals, relevant for the production, design, application and installation. Supporting activities will include videos, seminars, webinars and courses. Two training demo site seminars will be organized by IPS supported by FENIX, RINA-C, EDF and AEE.



17 List of publications

At month M6 SCORES partners have identified prospective journals and magazines in which they are going to publish the CORES project results. At this stage the list is quite short but every six months it will be updated and extended with new publications planned and performed.

Table 3: Table 1: List of publications

Table 1: List of publications														
Publication title	Link	Publication type	DOI	ISSN or eSSN	Authors	Periodical name/ Publisher	Number, Date	Place	Relevant pages	Public & private participation	Peer/ review	Open access	Partner	Status
Title of the article	Website link if applicable	(paper in conference, article in journal, thesis, etc.)	Digital Object Identifier	Number	Full names of the authors	Or equivalent	of journal	of publication	of article	YES/NO	YES/NO	YES (green, gold)/NO	As in GA	(Performed/Planned)
Demonstration of a hybrid storage system in connection to a district heating system (tentative title)	TBC	Paper in conference	TBC	TBC	Rebekka K18:52ol I, Wim van Helden, ...	IRES2020 or IRES2021, Düsseldorf, Germany	TBC	TBC	TBC	TBC	TBC	TBC	AEE	Planned
TBC	http://www.projects magazine.eu.com/	Publication in magazine	TBC	TBC	TBC	Projects Magazine	2019	TBC	TBC	TBC	TBC	TBC	FENIX	Planned
TBC	http://www.europeanenergyinnovation.eu/Publications	Publication in magazine	TBC	TBC	TBC	European Energy Innovation	2020	TBC	TBC	TBC	TBC	TBC	FENIX	Planned

18 List of dissemination events and activities performed and planned

At month M6, SCORES partners have identified prospective dissemination events they are going to participate and present SCORES project mainly for the upcoming year. At this stage, the list is quite short but every six months it will be updated and extended with new events and activities planned and performed.

Table 4: Table 2a: list of dissemination events and activities

Table 2a: List of dissemination events and activities										
Type of event/activity	Link	Event/activity title	Objective	Date	Place	Partner contribution	Countries addressed	Target audience, size	Partner/s	Status
Conference, fair, workshop, social media, website, newsletter, etc.	Website link if applicable	Official title of the event/activity description	Reason why participated/organized event/performed activity	Date of the event/activity performed	Place of the event/activity	(speech, ppt, poster, brochure, stand, etc.)	National / International	Scientific community, industry, HVAC, ESCOs, etc.	As in GA	(Performed/Planned)
Seminar	http://adai2016.wixsite.com/pcms4buildings	PCM4Buildings	To disseminate the project	14-15 June 2018	Coimbra, Portugal	Speech, ppt	National	Scientific community, project designers	IPS	Planned
Workshop	http://www.tesse2b.eu/	Second TESSe2b Workshop	To disseminate the project, clustering	25 April 2018	Paphos, Cyprus	Speech, ppt	International	Scientific community, project designers	IPS	Planned
Workshop	TBC	Third TESSe2b Workshop	To disseminate the project, clustering	October 2018	Barcelona, Spain	Speech, ppt	International	Scientific community, project designers	IPS	Planned
Conference	TBC	TESS2b Conference	To disseminate the project, clustering	November 2018	Athens, Greece	Speech, ppt	International	TBC	IPS	Planned
Conference	https://www.ises.org/webinars/354	International Renewable Energy Storage Conference	To disseminate the project	TBC	TBC	Speech, ppt	International	Scientific community	AEE	Planned



Conference	https://www.eusew.eu/	EU sustainable energy week	Promotional material distribution	4 - 8 June 2018	Brussels, Belgium	Brochure	International	Public authorities, energy agencies, industry associations, businesses, civil society organisations, media, city councils, European institutions, private companies and research organisations, citizen groups and NGOs	RINA-C	Planned
Conference	http://www.4dh.eu/call-for-abstracts	4th international conference on Smart Energy Systems and 4th Generation District Heating	Promotional material distribution	13 - 14 November 2018	Aalborg, Denmark	Brochure	International	Scientific and industrial players	RINA-C	Planned
Conference	http://www.dubrovnik2017.sdewes.org/	3rd south east European conference on sustainable development of energy, water and environment systems	Promotional material distribution	June 30 - July 4 2018	Novi Sad	Brochure	International	Scientific and industrial players	RINA-C	Planned
Press release	https://dimensions.siemens.nl/energy-efficiency/scores/	Hybride opslag systemen verbruiken eigen hernieuwbare energie	To disseminate the project	15 March 2018	Real-time magazine, NL	Article	National	Wide public, industry	Siemens	Performed
Press release	https://www.tno.nl/en/focus-areas/energy	The Kick off to SCORES: An EU project on energy efficient buildings	To disseminate the project	January 2018	TNO website, NL	Article	International	Wide public, industry	TNO	Performed





	/expertise-groups/sustainable-process-energy-systems/the-kick-off-to-scores-an-eu-project-on-energy-efficient-buildings/									
Workshop (cluster)	http://www.sustainableplaces.eu/	TBC	Organization of cluster workshop with CREATE, E2VENT, TESS2B, HYBUILD within Sustainable Places conference	June 2018	Aix-les Bains, France	Speech, ppt, rollup, brochure	International	Scientific community, industry, other EU projects	FENIX/TNO	Planned
Fair	https://www.bvv.cz/stavebnivestice/brno/?utm_source=073%20-%20Stavebn%C3%AD%20veletrhy%20-%20search&utm_medium=cpc&utm_campaign=Search&utm_content=04_2018&gclid=EAlaQoBChMltzmr32gIV4p3tCh1tnwQJEAAAY	IBF - International Building Fair Brno	To disseminate the project, interact with industry	25 - 28 April 2018	Brno, Czech Republic	Stand - brochure, rollup	International	Industry	FENIX	Performed



	ASAAEgIE0vD BwE									
Workshop	TBC	E2VENT projekt aneb H2020 v praxi	To disseminate the project, clustering	30 May 2018	Prague, Czech republic	roll up and brochure in poster panel exhibition	National	Scientific community, industry, NCP, universities, policy makers, other EU and national projects	FENIX	Planned
Workshop	TBC	Jak naložit se stavebním odpadem	To disseminate the project	20 September 2018	Prague, Czech republic	roll up and brochure in poster panel exhibition	National	Scientific community, industry, universities, policy makers, other EU and national projects	FENIX	Planned
Conference	http://infrastructure.ectp.org/news-events/news-detail/next-ectp-conference-planned-on-13-14-november-2018-save-the-date/	8th ECTP conference	To disseminate the project	13 - 14 November 2018	Brussels, Belgium	Brochure	International	Scientific community, industry, other EU projects, policy makers, ECTP members	FENIX	Planned
Fair	https://www.bvv.cz/stavebnivletrhybrno/?utm_source=073%20-%20Stavebn%C3%AD%20veletrhy%20-%20search&u	IBF - International Building Fair Brno	To disseminate the project, interact with industry	April 2019, April 2020, April 2021	Brno, Czech Republic	Stand - brochure, rollup	International	Industry	FENIX	Planned





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Press release	TBC	SCORES project	To disseminate the project	May 2018	ECTP website, BE	Article	International	Scientific community, industry, other EU projects, policy makers, ECTP members	FENIX	Planned
Press release	Waiting for approval to publish	SCORES project	To disseminate the project	June 2018	BuildUp portal	Article	International	Scientific community, industry, other EU projects, policy makers	FENIX	Performed
Promotion through EU Agenda channel	TBC	SCORES project	Promotion project newsletter, videos, press releases, events through EU Agenda channel	July 2018	EU Agenda	Article	International	Scientific community, industry, other EU projects, policy makers	FENIX	Planned
e-Newsletter	TBC	First M12, Release every 6 month	To disseminate the project	October 2018	Sharing through project website, partners channels, social media	e-Newsletter	International	Wide public, industry, scientific community	FENIX	Planned





Social media campaign	https://twitter.com/ScoresProject https://www.facebook.com/scoresproject/ https://www.linkedin.com/company/18325932/ https://www.youtube.com/channel/UCdGq18dy8Et2xyQGoEToYxA/featured	Facebook, Twitter, LinkedIn, YouTube	To disseminate the project	Created in November 2018, updated weekly	Social network profiles	Social network profiles creation and update	International	Wide public	FENIX	Performed/ongoing
Graphical video	TBC	SCORES project video, subtitles to the SCORES partner's languages	To disseminate the project	October 2018	Sharing through project website, partners channels, social media, during events	Video creation and promotion campaign	International	Wide public	FENIX	Planned
Complex video	TBC	SCORES project video, subtitles to the SCORES partner's languages	To disseminate the project	2019/2020	Sharing through project website, partners channels, social media, during events	Video creation and promotion campaign, camera filming, interview with project partners	International	Wide public	FENIX	Planned





19 Conclusion

This report describes the first release of the Communication and Dissemination Plan and strategy, the definition of the target groups, dissemination channels, partners' roles and responsibilities, and the dissemination and communication actions already identified, performed and planned for the SCORES project. Dissemination activities are going to be undertaken at national, international and EU level by all SCORES partners from the beginning of the project to its very end. The activities will be tracked and the plan will be updated every year.

