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PLURAL

H2020-NMBP-ST-IND-2018-2020- GA 958218

PLUG-AND-USE RENOVATION WITH ADAPTABLE LIGHTWEIGHT SYSTEMS

D9.3 Dissemination and Communication plan

Version: 0.1

	Name	Date
Prepared by	Filip Fišer (FENIX TNT)	24/03/2021
Reviewed by WP leader	Petra Colantonio (FENIX TNT)	24/03/2021
Reviewed and approved by	Consortium Steering Committee	30/03/2021

Distribution list

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Terms, definitions and abbreviated terms

GA	Grant agreement
EEB	Energy-Efficiency in Buildings
ESCO	Energy Service Companies
EC	European Commission
ECTP	European Construction Technology Platform
HVAC	Heating, ventilation, and air conditioning
WP	Work Package
D	Deliverable

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1.   Executive summary

This document deliverable D9.3 "Initial Communication and Dissemination Plan" presents the PLURAL project communication and dissemination strategy and is designed as an internal practical guide for project partners for engaging with communication and dissemination. The present document constitutes the first issue of the Communication and Dissemination Plan in the framework of the PLURAL project, dedicated to Task 9.1 "Dissemination and Communication" under the work package WP9 "WP9 Dissemination, Communication and Training". The update of this Plan will be done on a yearly basis, shared with partners and finally at the end of project will result to D9.5 "Awareness campaign report".

2.   Introduction

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 PLURAL project. The Plan expands 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 PLURAL 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 have already been achieved and provides an outline of what is planned till the end of the Project. Dissemination opportunities are 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.

By the time this plan is being developed, the coronavirus pandemic is still impeding the traditional dissemination opportunities. Events are being postponed and cancelled and the future is still highly uncertain. This is why the PLURAL project will put an emphasis to the online dissemination activities based around the project website, newsletter and through the social media profiles. The plan also takes the webinar format into account, as a possibility of replacing physical dissemination events. Overall, the consortium does not foresee significant negative impact of the covid-19 situation upon the project visibility and awareness. The dissemination activities are sepcifically designed to target the key audiences and stakeholders and to maximize awareness of the PLURAL project and its results (Figure 1).

FIGURE 1: PLURAL DISSEMINATION PURPOSE

3. Obligation to disseminate the Project Results

As stated in the PLURAL 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.

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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 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.

4. Communication and Dissemination Strategy

Dissemination of project results will aim to raise interest among relevant stakeholders from the construction sector, including contractors, installers, real-estate developers, manufacturers, designers, etc (detailed description about target groups. Exploitation-oriented dissemination will enable knowledge transfer for the project innovative solutions, as well as promotion of the benefits that these solutions can provide. One of the main goals of WP9 is to reach the widest dissemination of the results generated by the project. A strong communication strategy was set up in order to make the most of reaching the target impact. The whole PLURAL 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 up-to-date information about the project, translate the scientific/technical results into messages that can be read by wide public. By the time this plan is being developed, the coronavirus pandemic is still impeding the traditional dissemination opportunities. Events are being postponed and cancelled and the future is still highly uncertain. This is why the PLURAL project will put an emphasis to the online dissemination activities based around the project website, newsletter, and through the social media profiles. The plan also takes the webinar format into account, as a possibility of replacing physical dissemination events. The Consortium does not foresse significant negative impact of the covid-19 situation upon the project visibility and awareness.

The dissemination strategy consists of the following steps:

- Generation of high-value data and information on technological developments for high-quality communication tools with the objective to inform stakeholder groups and to generate interest in the potential replication of the activities.
- Use of the developed tools to communicate with all the relevant stakeholder groups at different stages of technology development and to adjust communication activities and tools on the basis of the role covered by each stakeholder group in the commercialization and replication of products and services.
- Engagement of the selected target groups to support the uptake of technologies.

Dissemination actions will be carried out in three main phases:

1) **Interactions with relevant stakeholders and cluster projects**

Specific dissemination and communication activities will be developed in order to strengthen the cooperation with the main stakeholder communities (both at EU and member state level): EC, policy makers, professional representatives, public authorities, sectorial and industry associations, educational institutions and society in general, thus dissemination activities will 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 projects by exchanging information, sharing methodologies, co-organizing events and avoiding overlapping between the projects. Attracting industrial stakeholders is invaluable, because the future replication and market penetration of the project´s technology will depend on them. Conferences, workshops, fairs, seminars and clustering events will be organized and participated by the PLURAL project to target a wide stakeholders' audience. The project will gain feedback on ongoing development activities, inputs related to research findings, existing tools, best practices and market, and input on future regulations and policies. This category of stakeholders includes building owners, facility managers, associations, architects and designers, construction companies, energy agencies, European Construction Technology Platform, technology providers, National Contact Points, Energy Enterprise Network, etc.

2) **Raising social acceptance and unlocking of current barriers**

Link with institutions will be established through lobbying with governmental and public authorities at the various levels (European, national, regional). Dialogue with relevant EU and national institutions will be established 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 technology. The social acceptance in form of dedicated questionnaires will be discussed with market players and end-users.

3) **Interacting with scientific community and professionals**

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These are players involved in the transfer of the acquired knowledge and in the future market deployment. Training activities will be organized through dedicated courses and workshops, supported by E-Platform and handbook. Moreover, dissemination activities will target the scientific community through the organization of workshops, participation to conferences and through the publication of the main achievements of the project in scientific and technical journals with high impact.

4.1   Target audience and Stakeholders

The main focus for all dissemination activities is on the construction sector in general, including the energy-efficiency in buildings (EEB) communities, contractors, installers, real-estate developers, manufacturers, designers, etc. The following target groups have been identified:

- Experts from EEB value chain: Industries, universities and research institutions, architects, National and regional Energy Agencies, EEB European Initiative, etc.
- End-users/potential customers: Facade manufacturers and providers, installers, private and public building owners and managers (residential), Energy Service Companies (ESCOs), etc.
- Facilitators: European Commission (EC), policymakers, financial institutions, standardization and certification bodies, urban planners, district administrative bodies, municipal authorities, European Construction Technology Platform (ECTP), etc.
- Other: Architects, designers, associations, etc.

4.2   Key Messages

Key messages that the PLURAL 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, promo materials, newsletter, video, etc.
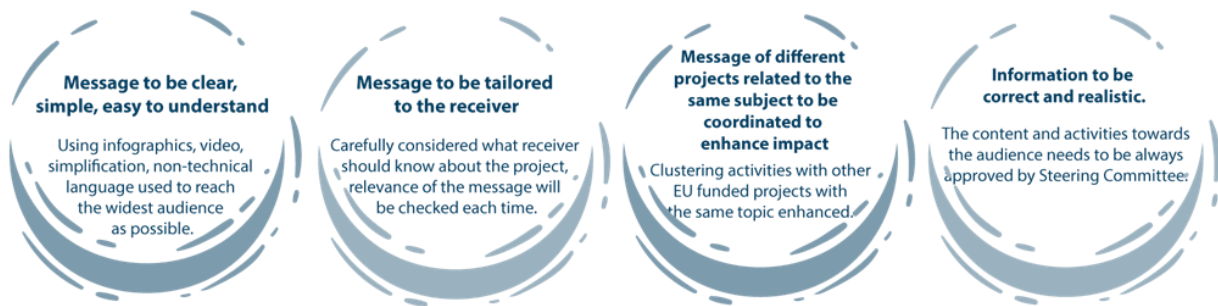

Message to be clear, simple, easy to understand
Using infographics, video, simplification, non-technical language used to reach the widest audience as possible.

Message to be tailored to the receiver
Carefully considered what receiver should know about the project, relevance of the message will be checked each time.

Message of different projects related to the same subject to be coordinated to enhance impact
Clustering activities with other EU funded projects with the same topic enhanced.

Information to be correct and realistic.
The content and activities towards the audience needs to be always approved by Steering Committee.

FIGURE 2: PLURAL KEY MESSAGES

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4.3   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

- Webinars

- Public workshops

- Press releases

- Digital (project website, social media profiles, thematic portals, online ads will also be considered)

- 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, infographics

- Gadgets for promotion

4.4   Commitment of project partners

PLURAL 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 has the highest expertise in the specific area. For the tracking of the actions executed by PLURAL partners, a set of tools for collection of inputs regarding performed and planned activities have been developed:

- List of scientific publications - Table 1

- List of dissemination events and activities - Table 2a

- Detailed description of events already performed - Table 2b

Each partner is required to provide updated information about dissemination events and activities performed and planned by his organization every six months. Partners need to provide to the dissemination leader (FENIX) proofs about events participation (photos, agendas, presentations, videos, etc.) and detailed information about the events (date, place, target audience, size of audience, type of dissemination such as

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ppt, brochure, poster, booth, etc.). Project partners are also requested to provide updates about the project progress and achievements in order for the PLURAL website and promo material to be kept up to date.

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, cost of	Partner/s	Status
Title of the article	Website link if applicable	(paper in conference, article in journal, books/monographs, chapters in books, 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)

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 and size	Partner/s	Status
Conference, fair, workshop, social media, website, thematic portal, press release, 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, ESCOs, etc.	As in GA	(Performed/ Planned)

Table 2b: Proof of events already performed	
Event title	
Attachments (agenda, photos, pictures, videos, ppt, etc.)	

FIGURE 3: TEMPLATES FOR DISSEMINATION ACTIVITIES, EVENTS AND PUBLICATIONS TRACKING

4.5   Evaluation

Dissemination activities are targeted and can be evaluated whether they are successful or not. 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.

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Dissemination activity	Description	KPI (end of the project)
Project website	Created in M3, a place for storing, sharing and downloading public documents related to the project. The project website will be kept alive and maintained for at least 2 years after the project ends. **Creation, maintenance and update by FENIX.**	> 30 000 views > 3 000 users
Social media campaign	Created in M1, weekly posts, namely Twitter, LinkedIn, Instagram and YouTube channel. **Maintenance and update by FENIX**, all partners' content contribution.	> 1 000 followers > 100 000 impressions
Project brochure, roll-up, and presentation	Designed in M5, general public information about the project. Approximately three updates of the promo materials planned within the project. The brochures will be available for the attendees of the dissemination events, the roll-up will serve as the visual representation of the project, and presentation will support speakers. **Design and update by FENIX.**	> 4 000 distribution of copies
Newsletter	Distributed among the relevant stakeholders every six months (starting at M7). It will include the updates, findings, and outcomes of the researches performed under the project as well as other interesting information about the project. **Design and campaign by FENIX**, all partners: content contribution.	> 500 subscribers and downloads
Videos	In the beginning of the project, a graphical video illustrating the project objectives, demos, partners, and social impact will be created. Towards the end of project, the video including interviews with key partners, filming from demo sites, and voice over will be produced. **Design and development by FENIX.**	> 1 000 views in total
Publications	Articles in dedicated scientific journals and magazines in the field of energy efficient buildings, sustainability, retrofitting, energy storage, Heating, ventilation, and air conditioning (HVAC), construction sector. Press releases in the thematic portals. **All partners** under leadership of FENIX.	> 5 articles published > 10 press releases

Training activities	Workshop and dedicated courses explaining the manufacturing, processes, products development, use, features, installation, maintenance. E-platform and Best practice renovation handbook, handbook for certification, industrialization, installation creation. **NTUA, CVUT, ITEC and FENIX**	> 3 training courses > 150 participants
Cluster activities	Clustering activities with other European related projects and related European and National Technology Platforms, associations such as ECTP, ECCREDI, and FIEC). **Mainly FENIX**, all partners' contribution with their EU projects.	> 3 cluster events participated > 1 cluster event organised > 5 common activities (e. g. website, newsletter, …)
Organization of public workshops	Three public workshops will be organized towards the end of the project close to the demo sites involving representative cities, industries, end-users, EU officials. **Organization by FENIX**, supported by all partners (potential speakers, promotion).	> 3 public workshops / webinar organization > 200 participants in total
Participation at exhibitions, fairs, seminars, workshops, or conferences	Presentation and exhibition of the project at various types of events. The purpose is to spread awareness about the project and disseminate the project's results as well as to get a feedback from industry and research community. **All partners.**	> 30 events participated

5.   Project identity and public image

Objectives of the project identity are:

- To develop a design structure that would accommodate standard project identity elements, a variable visual identity in various uses, and be able to convey thematic information when needed.
- To allow an immediate recognition of the PLURAL project thanks to standardized communication templates meant for external audiences.
- To develop specific guidelines and structures related to the project such as a definite set of colors and/or typography. These guidelines should be applied to templates that are easy to adapt, to understand and to use by the project partners.

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5.1 Project logo and logo manual

Initial task for the dissemination material design is logo development. The logo has been created by FENIX in vector resolution at the beginning of the project in order to define a distinguishable project identity. The logo was intended to be simple and recognizable. While designing the logo, it was important to keep in mind that it reflects the actual branding trends, so that the design is up to date during the whole project lifecycle. The target audience must identify the logo at a first glance, therefore the logo should be easy to remember, and it must clearly reflect the aim of the project.

Plural is a European project that aims to develop a palette of versatile, adaptable, scalable, off-site prefabricated Plug-and-Use kits. The symbol in the logo - a simplified image of a house (building) represents a renovated facade, which is doubled - that is a link to the project name - PLURAL. The chosen typeface is strong and modern to go along with the intended progressivity of the developed solution.

For the purpose of the project, two basic versions of the PLURAL logo were created. The **main logo** is oriented vertically.

FIGURE 4: PLURAL MAIN LOGO

The **horizontal version** of the logo is used on the PLURAL website due to height limitations.

FIGURE 5: PLURAL HORIZONTAL LOGO

The PLURAL color palette contains the following colors: Turquoise, Grey, Blue, White and Black.

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FIGURE 6: PLURAL COLOR PALETTE

It is important to follow and respect the project visual identity in order to maximize the impact on the audience. For this reason, a logo manual has been created, outlining the graphical identity guidelines (master brand logo, color palette, typography, file formats,).
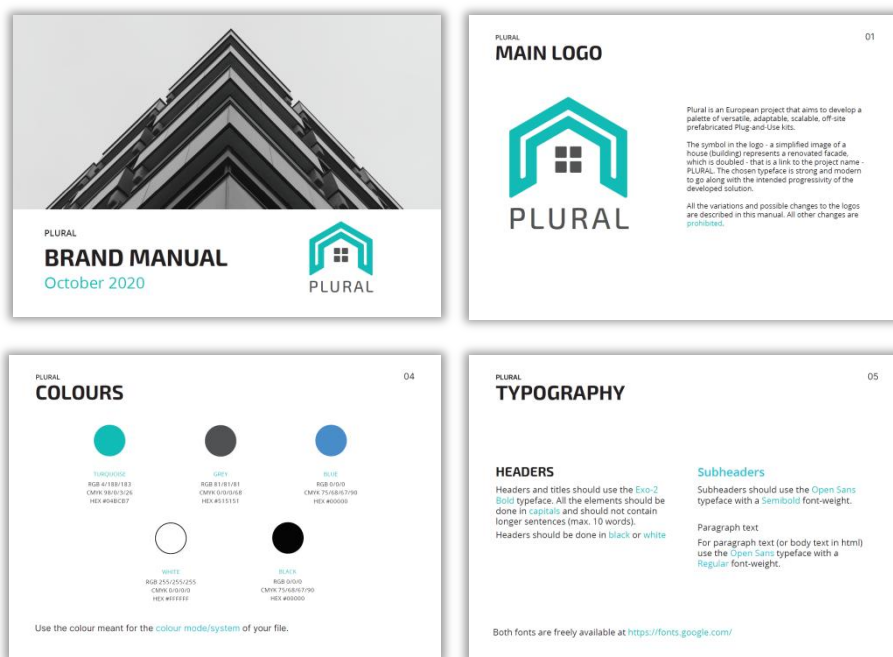
FIGURE 7: PLURAL LOGO MANUAL

The Project logo can be used in the following cases:

- In all documents developed under the framework of the PLURAL project; including documents to be submitted to the EC (e.g. deliverables);

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- In project presentations and in dissemination material to be used for communication and dissemination activities carried out by each project participant under the framework of the project;

- On the PLURAL website, social media and on websites of the project participants with a link to the project website.

Logos and logo manual are stored on the project website: http://www.plural-renovation.eu/documents/promo-materials/logos

As stated in the PLURAL 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:

"This project has received funding from the European Union's Horizon 2020 research and innovation

FIGURE 8: EU LOGO

programmed under grant agreement No 958218".

5.2   Project website

The PLURAL website is considered as one of the key elements for communication. The website is hosted by FENIX though domain plural-renovation.eu. The design was developed by FENIX with the collaboration of the consortium. Website was designed in month M3 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).

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FIGURE 9: PLURAL WEBSITE

The website has been designed by FENIX and the main aim is to quickly address the key questions that external visitors to the website are expected to have:

- What is the project about?

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

The website itself contains following information:

- general information about the project and demo sites,
- partners' details,
- list of news and events,
- all public material that is generated by the project,
- links to social network profiles, twitter feed online,
- newsletter subscription,
- contact information,
- Videos and gallery.

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".

5.3 Dissemination material

FENIX designed the promo materials from month M1 to M5 to support partners in dissemination events and raise awareness about the project, specifically a leaflet, roll-up poster, set of social media templates and a PowerPoint presentation. This promo material will be updated minimum three times per project duration in order to provide readers the latest information and news about PLURAL. More details about PLURAL dissemination material can be found in deliverable D9.2 "Promo material".

The material is available on the project website (https://www.plural-renovation.eu/documents/promo-materials)
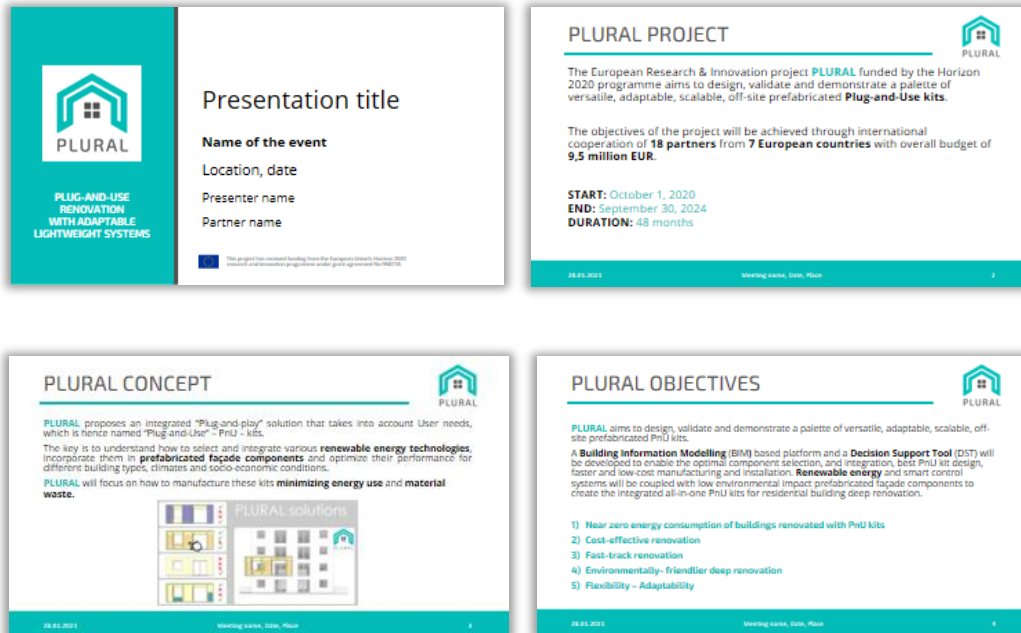
FIGURE 10: ROLL-UP POSTER

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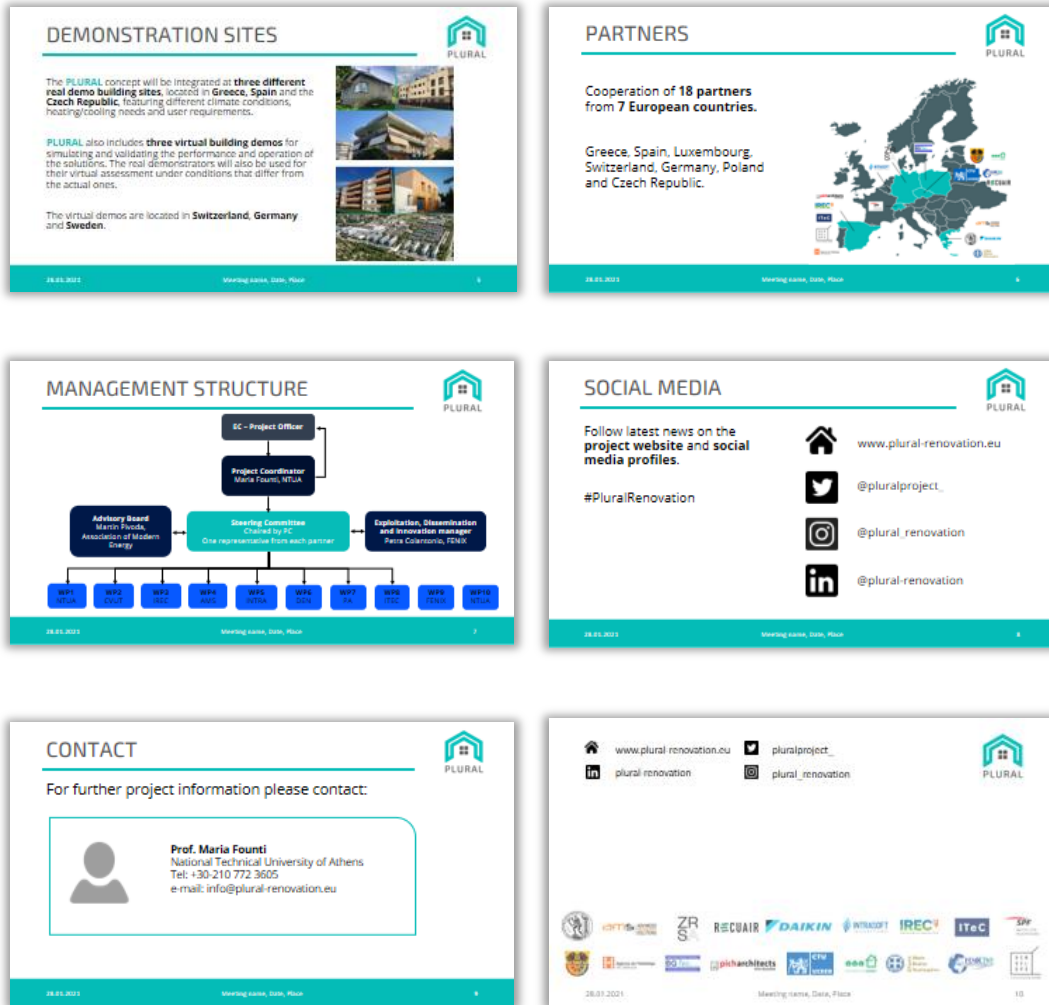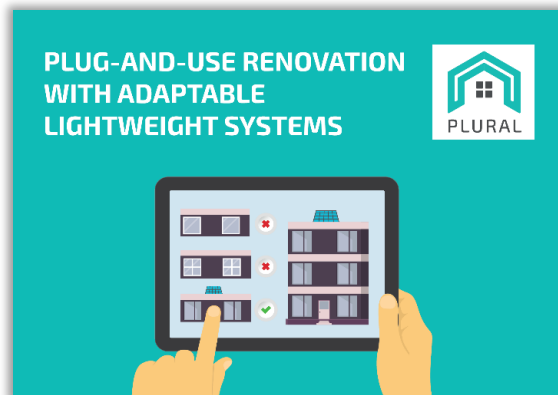
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FIGURE 11: PROJECT PRESENTATION

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FIGURE 12: LEAFLET

FIGURE 13: SOCIAL MEDIA TEMPLATES (LANDSCAPE + HORIZONTAL)

6. Videos

One of the key methods for the effective dissemination is the creation and publication of videos. Video is the most popular format in online marketing as of 2021. FENIX with in-house video production will lead the videos creation for PLURAL project. Two promo videos and few short videos from the demo sites are planned. Graphical video will be created in M8. The final promo video is planned to be designed towards the end of the project when the 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 PLURAL 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 "online campaigns": social media, workshops, web advertising
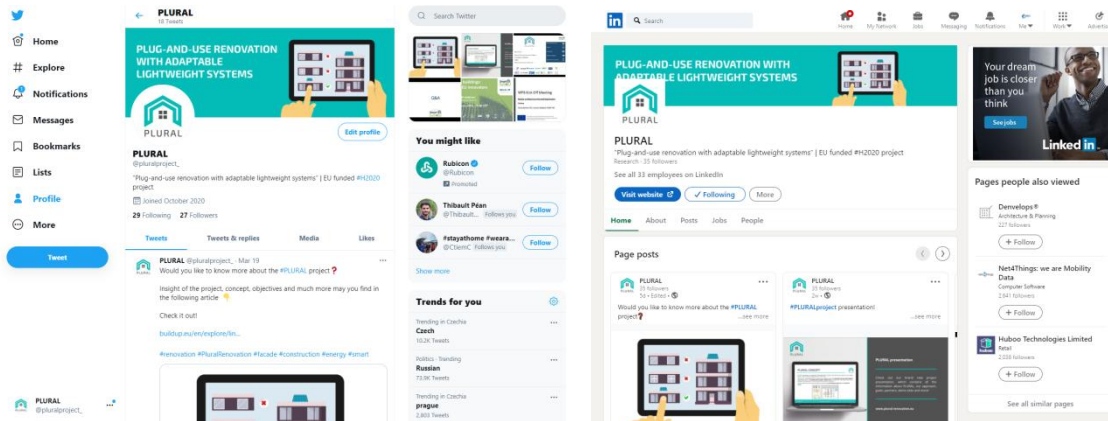
in general. The videos will be then implemented into the PLURAL project website, uploaded on YouTube channel, and shared on social profiles, thematic portals, among partners, presented during events, etc.

7.   Newsletter

Newsletter will be designed by FENIX with technical contribution of project partners, the first release is planned at M7 and the future releases will be published every 6 months. Each partner will share the newsletter among their contacts. The newsletter will be directly sent to the PLURAL subscribers who subscribed through the project website and published on social media profiles, project website, thematic portals, etc. The PLURAL project has developed its own Privacy policy (https://www.plural-renovation.eu/privacy-policy) and the newsletter subscription follows General Data Protection Regulation (GDPR) regarding the protection of personal data.

8.   Social media campaign

In order to raise public awareness about the PLURAL project, these social network profiles were evaluated as the most suitable and created at month M1 – LinkedIn, Twitter and Instagram. A YouTube channel will be created when the first videos will be created. The links are already added into the project website, and the profiles are being updated with posts on weekly basis by FENIX based on the partners' contribution (general information about the project, updates about the project progress, photos from dissemination activities, infographics, and news from the related field).

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 958218

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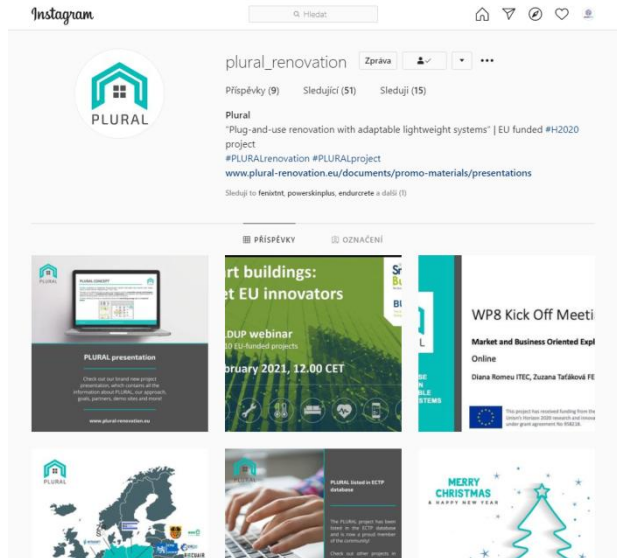Submission date: 30/03/2021
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FIGURE 14: PLURAL SOCIAL MEDIA PROFILES

At month M6 the statistics are: 107 followers in total and 7000 impressions. As the project progresses, paid ad campaigns will be considered to boost the most important posts in order to reach the maximum amount of target audiences. Public workshop invitation, crucial project progress reports and other milestones will be considered for paid ads campaigns.

9.   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.

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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 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 PLURAL project in popularized and technical magazines. Other publications are planned in the thematic portals (e.g., BuildUp, EUAgenda, Construction21), EDMA Project repository journal, EU Research, Horizon Magazine and European Energy Innovation magazine. Project partners will publish the results also in the scientific literature and dedicated journals. PLURAL publications will be made accessible through either the Green Open Access or Gold Access model in accordance with H2020 guidelines on Open Access. The generated data will be stored on the project website and in the Zenodo repository (the website will be kept alive for minimum 2 years after the project end).

9.1   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.

9.2   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.

10. Press releases

PLURAL project is going to publish press releases about the project important milestones and achievements. First set of press releases about the project kick-off was shared through project partners' channels, PLURAL website and social media profiles.
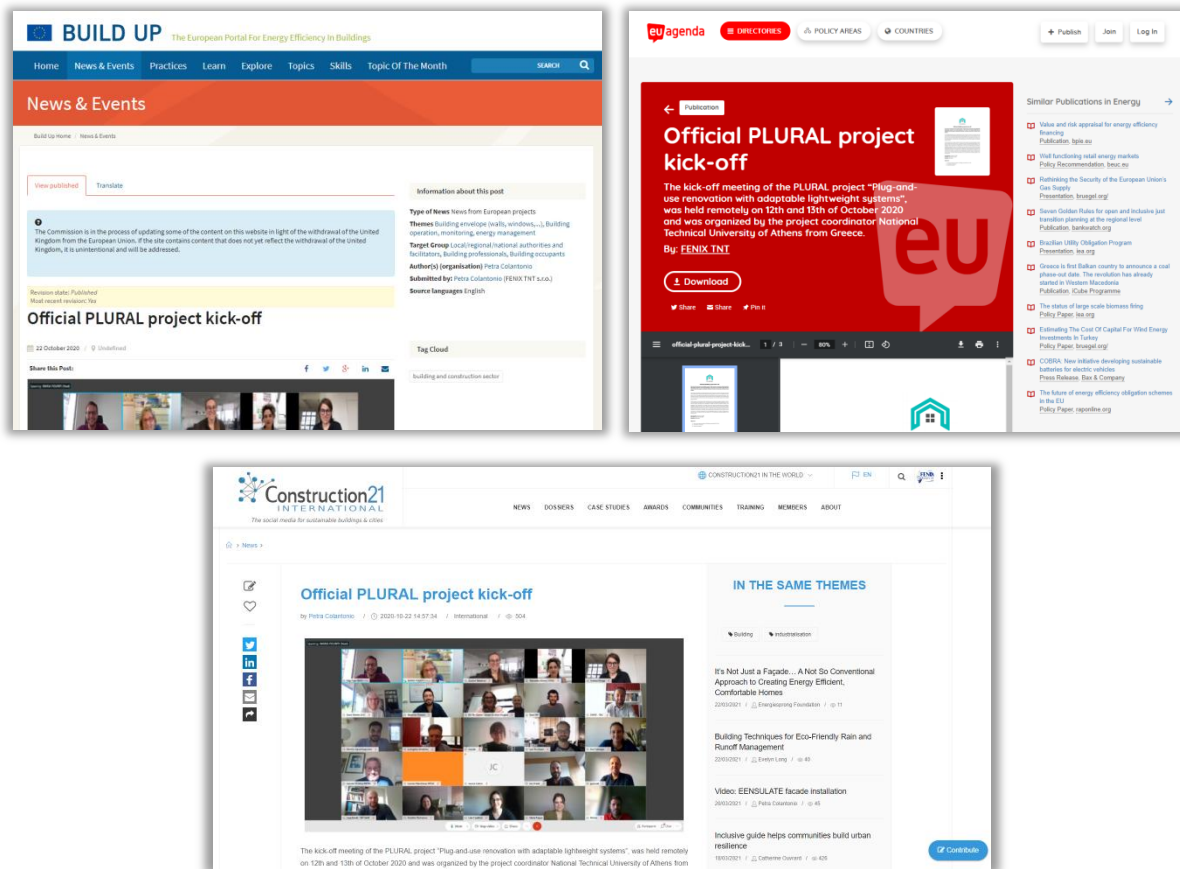

FIGURE 15: PLURAL PRESS RELEASES

11. Events organization

Three public workshops of the project will be organized with the aim to promote the technology generated during the project as well as to connect EU officials, representative cities, industries, identified stakeholder segments to the project outcomes. A workshop will be organized close to a demonstration site in order to show the tentative project outcomes, technology and application in the real environment.

12. Events participation

To spread awareness about the project to the public, and to attract potential customers or investors, the project will be presented and exhibited at various fairs, expos, exhibitions, webinars, workshops, and seminars. Those events in focus:

- BAU fair in Munich (world´s leading building trade fair for materials, system, and architecture, 250,000 visitors from 45 countries),
- BUDMA fair in Poland (International construction and architecture fair/46,000 professionals from over 40 countries)
- International Building Fair in Brno/Urbis Smart Cities Expo (43'223 visitors from 20 countries)
- KLIMAHOUSE in Italy - trade fair and congress for energy efficiently and sustained building/more than 35.000 visitors
- FORPASIV - trade fair for low-energy, passive and zero-energy buildings in Czech Republic/ more than 25.000 visitors
- Facade Construction trade fair Germany
- Energy Storage Europe/Germany
- Façade conference Portugal
- Advanced Building Skins conference Switzerland
- International conference on Renovation Italy
- World Sustainable Energy Days conference in Austria
- Sustainable Places conference
- Green Week conference in Brussels

13. Cluster activities

Project partners will seek collaboration with other H2020 projects that could complement activities and provide synergies enhancing dissemination. By month M6, one cluster partnership has already been established. The initiative is called "SmartBuilt4EU" and is chaired by ECTP. The participating projects are:, SRI, TABEDE, Interconnect, B-LOG, PHOENIX, PLURAL, domOS, 4RinEU, Chess Setup, etc... One cluster event has already been organized – a "Smart Buildings: Meet EU innovators" webinar has taken place at the end of M5, which was hosted by the BUILD UP portal and PLURAL project was pitched during the event along with other projects listed above.

FIGURE 16: CLUSTER EVENTS

14. 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 BuildUP initiative, SmartBuilt4EU H2020, EnLit H2020 Projects Zone, etc..
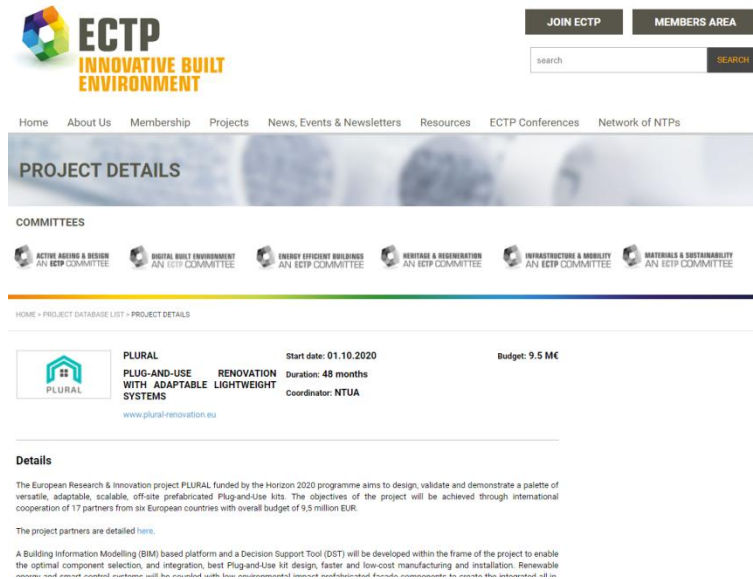

FIGURE 17: PLURAL LISTED IN THE ECTP DATABASE

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15. 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, cost of	Partner/s	Status
Title of the article	Website link if applicable	(paper in conference, article in journal, books/monographs, chapters in books, 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)
TBC	TBC	Publication in magazine	TBC	TBC	TBC	EU Research magazine	Spring 2022	Online + Offline (whole EU)	TBC	NO	NO	YES	FENIX	Planned
TBC	TBC	Publication in magazine	TBC	TBC	TBC	European Energy Innovation Magazine	Autumn 2021	Online	TBC	NO	NO	YES	FENIX	Planned
TBC	TBC	Publication in magazine	TBC	TBC	TBC	EDMA Project Repository Journal	Spring 2022	Online	TBC	NO	NO	YES	FENIX	Planned
TBC	TBC	Publication in magazine	TBC	TBC	TBC	Energy Manager magazine	Spring 2022	Online	TBC	NO	NO	YES	FENIX	Planned

FIGURE 18: LIST OF PLANNED PUBLICATIONS

16. List of dissemination events and activities

PLURAL partners have identified prospective dissemination events they are going to participate and present PLURAL project mainly for the upcoming year. At this stage, there are several events and activities that the project partners already participated in. The list will be updated and extended with new events and activities regularly, at least twice a year.

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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 and size	Partner*	Status
Conference, fair, workshop, social media, website, thematic portal, press release, 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)
Press release - EUAgenda	https://euagenda.eu/publications/official-plural-project-kick-off	Offical PLURAL Project kick-off	Raising awareness about the PLURAL project	October 2020	online	publishing press release	International	EU Research community, wide public	FEN	Performed
Press release - Build Up	https://www.buildup.eu/en/news/official-plural-project-kick	Offical PLURAL Project kick-off	Raising awareness about the PLURAL project	October 2020	online	publishing press release	International	EU Research community, wide public	FEN	Performed
Press release - Construction21	https://www.construction21.org/articles/h/official-plural-project-kick-off.html	Offical PLURAL Project kick-off	Raising awareness about the PLURAL project	October 2020	online	publishing press release	International	EU Research community, wide public	FEN	Performed
ECTP database	http://www.ectp.org/project-database-list/project-details/plug-and-use-renovation-with-adaptable-lightweight-systems/	PLURAL	Raising awareness about the PLURAL project	October 2020	online	putting PLURAL to the ECTP database	International	EU Research community, wide public	FEN	Performed
Webinar	https://www.buildup.eu/en/events/webinar-smart-buildings-meet-eu-innovators	Smart buildings: meet EU innovators	Raising awareness about the PLURAL project	25 February 2021	online	presentation	International	EU Research community, wide public	NTUA	Performed
Social Media - LinkedIn, Twitter	https://www.linkedin.com/feed/update/urn:li:activity:6721702193390465024 https://twitter.com/pluralproject_/status/1315936012233830400/photo/1	Kick off Meeting	To disseminate project	October 2020	online	post on socials	International	EU Research community, wide public	NTUA	Performed
Social Media - LinkedIn, Twitter	https://www.linkedin.com/feed/update/urn:li:activity:6739886426445369344 https://twitter.com/pluralproject_/status/1334120499866181633/photo/1	Project introduction	To disseminate project	December 2020	online	post on socials	International	EU Research community, wide public	NTUA	Performed
Social Media - LinkedIn, Twitter	https://www.linkedin.com/feed/update/urn:li:activity:6742757948193292288 https://twitter.com/pluralproject_/status/1336992038580068353/photo/1	Demonstration sites introduction	To disseminate project	December 2020	online	post on socials	International	EU Research community, wide public	NTUA	Performed
Social Media - LinkedIn, Twitter	https://www.linkedin.com/feed/update/urn:li:activity:6753285903843647488 https://twitter.com/pluralproject_/status/1347519997648773121/photo/1	Plural listed to ECTP-CEU project database	To disseminate project	January 2021	online	post on socials	International	EU Research community, wide public	NTUA	Performed
Social Media - LinkedIn, Twitter	https://www.linkedin.com/company/69194507/admin/ https://twitter.com/pluralproject_/status/1352548402207354887/photo/1	Plural partners	To disseminate project	January 2021	online	post on socials	International	EU Research community, wide public	NTUA	Performed
Social Media - LinkedIn, Twitter	https://www.linkedin.com/feed/update/urn:li:activity:6763454696469340160 https://twitter.com/pluralproject_/status/1357687802125770760/photo/1	Exploitation kick off meeting	To disseminate project	February 2021	online	post on socials	International	EU Research community, wide public	NTUA	Performed
Social Media - LinkedIn, Twitter	https://twitter.com/pluralproject_	Plural presentation	To disseminate project	March 2021	online	post on socials	International	EU Research community, wide public	NTUA	Performed
Social Media - LinkedIn, Twitter	https://www.linkedin.com/feed/update/urn:li:activity:6778638306872705024	Plural overview article	To disseminate project	March 2021	online	post on socials	International	Eu Research community, wide public	Build UP	Performed
Press release - AHC private website	not available (private website)	Offical PLURAL Project kick-off	Raising awareness about the PLURAL project	October 2020	online	Private publishing press release	National	AHC workers (400PAX)	AHC	Performed
Fair	https://smartbuildingexpo.it/en/	Smart Building Expo 2021	To raise awareness about the project	November 2021	Fierra Milano, Italy	TBC	International	Industry	TBC	Planned
Fair	https://smartbuildingsshow.com/	Smart Building Show London 2021	To raise awareness about the project	October 2021	London, UK	TBC	International	Industry	TBC	Planned
Fair	https://www.enlit-europe.com/euw	Enlit Europe	To raise awareness about the project	December 2021	Milan, Italy	TBC	International	Industry, policy makers	TBC	Planned

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Type	Link	Event	Purpose	Date	Location	Description	Level	Target	Partner	Status
Trade Show	https://buildexpogreece.com	BUILD EXPO Greece	To raise awareness about the project	15-17 of October 2021	Athens, Greece	TBC	International	Industry, policy makers	AMS	Planned
Exhibition	https://www.xenia.gr/en/exhibition/product-categories/construction-decoration-energy-automation/	xenia	To raise awareness about the project	27-29 of November 2021	Athens, Greece	TBC	International	Industry, Policy makers	AMS	Planned
Exhibition	https://climatherm.gr/	Clima Therm Energy	To raise awareness about the project	25-27 of February 2022	Athens, Greece	TBC	International	Industry, policy makers	AMS	Planned
Social media post	https://www.linkedin.com/feed/update/urn:li:activity:6732246092051689474	Offical PLURAL Project kick-off	Raising awareness about the PLURAL project	October 2020	Online	publishing press release	International	EU Research community, wide public	Itec	Performed
Website	https://itec.cat/infoitec/sostenibilitat/llancament-oficial-del-projecte-plural/	Offical PLURAL Project kick-off	Raising awareness about the PLURAL project	October 2020	online	publishing press release	International	EU Research community, wide public	Itec	Performed
Social media post	https://www.facebook.com/169600929841730/posts/2079030495565421/?d=n	Offical PLURAL Project kick-off	Raising awareness about the PLURAL project	October 2020	online	publishing press release	International	EU Research community, wide public	Itec	Performed
Social media post	https://twitter.com/ITeC_es/status/1326486689238355968	Offical PLURAL Project kick-off	Raising awareness about the PLURAL project	October 2020	online	publishing press release	International	EU Research community, wide public	Itec	Performed
Social media post	https://twitter.com/ITeC_cat/status/1326486982986518528	Offical PLURAL Project kick-off	Raising awareness about the PLURAL project	October 2020	online	publishing press release	International	EU Research community, wide public	Itec	Performed
website	http://www.vvv.gov.gr/index.php/evropaika-programmata	Description of PLURAL	Raising awareness about the PLURAL project	October 2020	online	Description	National	wide public	VVV	Performed
press release	https://www.vimaonline.gr/20/article/44086/energeiaki-anavathmisi-tis-stegi-yperilikon-varis-voulas-vouliagmenis-	Description of PLURAL	Raising awareness about the PLURAL project	March 2021	online	Description	National	wide public	VVV	Performed
press release	https://www.xtypos.gr/	Description of PLURAL	Raising awareness about the PLURAL project	March 2021	online	Description	National	wide public	VVV	Performed
press release	https://anattica.gr	Description of PLURAL	Raising awareness about the PLURAL project	March 2021	online	Description	National	wide public	VVV	Performed
press release	https://atticatoday.gr/dimoi/varis-voulas-vouliagmenis/2470/se-ekseliksi-simantiko-ergo-energeiakis-anavathmisis-tis-koinonikis-domis-stegi-yperilikon-tou-dimou-varis-voylas-vouliagmenis	Description of PLURAL	Raising awareness about the PLURAL project	March 2021	online	Description	National	wide public	VVV	Performed
press release	https://3vita.gr/energeiaki-anavathmisi-stegi-yperilikwn-52178?fbclid=IwAR0z-eawDkoykTFuGDOA8EtGkmoCSFizbQ3vL46OxxqZ2f3OgCTPhPQDEeE	Description of PLURAL	Raising awareness about the PLURAL project	March 2021	online	Description	National	wide public	VVV	Performed
press release	http://www.notiareport.gr/item/9086-anavathmizei-stegh-uperiiikvn.html	Description of PLURAL	Raising awareness about the PLURAL project	March 2021	online	Description	National	wide public	VVV	Performed
thematic portal	https://kedke.gr/anavathmizetai-energeiaka-i-stegi-yperilikon-tou-dimou-varis-voulas-vouliagmenis/?fbclid=IwAR0z-eawDkoykTFuGDOA8EtGkmoCSFizbQ3vL46OxxqZ2f3OgCTPhPQDEeE	Description of PLURAL	Raising awareness about the PLURAL project	March 2021	online	Description	International	wide public	VVV	Performed
Exhibition	http://www.verde-tec.gr/el/readText.asp?textID=527	4th International Exhibition Verde.tec for Environmental Technologies	Raising awareness about the PLURAL project	May 2021	Athens	Stand, videos, brochures, poster	International	Industry, policy makers, EU Research community, wide public	VVV	Planned

FIGURE 19: LIST OF DISSEMINATION EVENTS AND ACTIVITIES

17. 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 PLURAL project. Due to the coronavirus pandemic, almost no physical events were taking place during the first six months of the project. Hopefully, from the year 2021 onwards the situation will get better, otherwise the dissemination events will be limited to online events, such as webinars. Dissemination activities are going to be undertaken at national, international and EU level by all PLURAL partners from the beginning of the project to its very end. The activities will be tracked, and the plan will be updated every year.