



MOEEBIUS

Modelling Optimization of Energy Efficiency in Buildings for Urban Sustainability

D8.2. MOEEBIUS Dissemination and Communication Plan and Associated Material

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Acronyms & Abbreviations

ALM	ALMENDE B.V.
ASM	ASM – Market Research and Analysis Centre
BELIT	PREDUZECE ZA INFORMACIONE TEHNOLOGIJE I ELEKTRONSKO TRGOVANJE BELIT DOO
CIT	CORK INSTITUTE OF TECHNOLOGY
DCL	Dissemination and Communication Leader
EC	European Commission
EU	European Union
GD	GRINDROP LTD
H2020	Horizon 2020 programme
HYPERTECH	HYPERTECH (CHAIPERTEK) ANONYMOS VIOMICHANIKI EMPORIKI ETAIREIA PLIROFORIKIS KAI NEON TECHNOLOGION
KIWI	KIWI POWER LTD
KPI	Key Performance Indicators
LL	Living Lab
MAFRA	MUNICIPIO DE MAFRA
MOEEBIUS	Modelling Optimization of Energy Efficiency in Buildings for Urban Sustainability
PC	Project Coordinator
SOL	Solintel M&P SL
SQ	INSTITUTO DE SOLDADURA E QUALIDADE
TECNALIA	FUNDACION TECNALIA RESEARCH & INNOVATION
TYNDALL	UNIVERSITY COLLEGE CORK, NATIONAL UNIVERSITY OF IRELAND, CORK
WP	Work Package

1 Executive summary

This Deliverable D8.2 Dissemination and Communication Plan and Associated Material serves as a background and framework document supporting all dissemination and communication activities performed within the project Modelling Optimization of Energy Efficiency in Buildings for Urban Sustainability (MOEEBIUS). Although it provides many general information and provisions valid through the whole duration of the project, the focus is on the activities in the first 18 months of project duration.

Effective dissemination of results is an essential part of every research project. This ensures that the gained knowledge or exploitable foreground can benefit the whole society, and that any duplication of research and development activities is avoided.

Dissemination of project results is not a one-time activity. It will last for the whole project duration. A dissemination strategy document for the MOEEBIUS project has been therefore developed in order to fulfil the above mentioned goals and ensure that all the possible dissemination routes for the obtained results are identified and used during the whole course of the project. This document will be updated in M12, M24, M36 and M42.

The following aspects have been analysed in this report: Dissemination and communication objectives, project target groups, key performance indicators and their evaluation, dissemination channels, scheduled dissemination activities by each partner as well as planned activities for the next months.

This report shall be read after getting acquainted with MOEEBIUS D1.1 Quality Management Plan and D8.1 MOEEBIUS branding, website and social media. All project dissemination materials and documents shall be elaborated in accordance to the guidelines included in this and aforementioned reports. This will ensure the integrity of the project identity and style of MOEEBIUS constantly maintained.

2 Dissemination and communication objectives

The major focus of the MOEEBIUS dissemination framework is to ensure that the project's outcomes (concepts, scientific results, tools, methodologies, results of validation work, problem awareness) are widely disseminated to the appropriate target communities, and that those who can contribute to the development, evaluation, uptake and exploitation of the MOEEBIUS outcomes can be identified and encouraged to participate. To this end, the MOEEBIUS Living Lab is expected to play a significant role, by supporting, among others, knowledge transfer and experience sharing within an Open Innovation and EU Competitiveness Reinforcement Ecosystem.

It should also be mentioned that the objectives of MOEEBIUS dissemination are not limited to passive, a posteriori awareness and acceptance. Instead, dissemination is inherently embedded on many MOEEBIUS activities, from requirements definition to final evaluation, through the utilization of the Living Lab of the project as a means to involve end-users and stakeholders of the project developments in all phases of the project implementation (User-Centered Design / UCD approach). To this end, awareness and social engagement activities towards end-users and occupants in the project's pilot sites, as well as, towards ESCOs and aggregators all around the EU (with emphasis given on the countries participating in the consortium), will comprise a fundamental element of the MOEEBIUS Living Lab. The stakeholders' and pilot occupants' opinion and feedback on the MOEEBIUS overall framework and tools will be continuously monitored during the different phases of the project, supporting the MOEEBIUS user-centered design, through input collected from end-users during workshops and specifically targeted user Fora.

Dissemination is expected to actively support and promote the exploitation and future success of the MOEEBIUS project. Driven by its innovation nature, the MOEEBIUS project is clearly aligned with industry and market trends, and has the potential to impact the market shortly after project completion.

Exploitation is tightly connected to a number of dissemination actions that implicitly and explicitly contribute to the timely exploitation of the MOEEBIUS results, both inside and outside the consortium.

Uptake and use of the MOEEBIUS results will be measured during and after the project execution and is considered as a major success indicator. The adaptability, flexibility and maintainability of the MOEEBIUS Model Repositories, Core Technological Components and End-Users Applications, in combination with the fact that they are mostly based on existing and emerging standards and can be easily integrated in existing building and district management systems and infrastructures, guarantees that the final results can effectively be converted from pilot applications into commercial products at reasonable cost and with low configuration effort.

Communication within MOEEBIUS aims to complement the project's dissemination and exploitation activities, by providing universally understandable information to general public about the project results and increasing the visibility of Horizon 2020 and the project's contribution to meeting the societal challenges of the Framework programme. To this end, the communication strategy of the project is built upon informing and demonstrating towards a wide range of audiences, different than the core target groups of the project, the societal and economic benefits generated by MOEEBIUS, by communicating tangible results and "human" success stories coming from the project validation activities and stimulating positive emotions through the demonstration of social welfare enhancement and social added value generated by the project. Through the exploitation of various mainstream communication channels and the attraction of additional societal groups in the MOEEBIUS tangible results, the consortium will attempt to increase awareness and enhance societal perception on how Research and Innovation can tackle emerging challenges and positively impact the society, while increasing visibility and information flow on the vital role of H2020 and EU funded research in realizing and achieving ambitious EU-wide societal, economic and sustainable growth goals.

Horizontal activities will be implemented towards increasing the outreach of the project results and improving the visibility of H2020 and instruments to support Research and Innovation in the EU. Such communication activities will complement the dissemination activities analysed in the previous section and altogether will attempt to maximize the impact of the project, while familiarizing EU citizens with Horizon 2020 and its impact over the reinforcement of the EU economy and social wellbeing. To this end an integrated communication campaign will be designed and launched by the MOEEBIUS consortium, complementing and being complemented by the project's dissemination activities (as analysed above) and utilizing a variety of instruments and relations to communicate the project's success stories, audio-visual material and comprehensive information packages that will make the project results, along with the overall framework within which it is implemented and funded, more understandable to wide public audience.

2.1 Target groups

The table below presents identified stakeholders of the MOEEBIUS project along with explanation why they are considered as project target groups.

MOEEBIUS target groups		
ESCOs, Facility Management and Maintenance Companies and Aggregators	These are key beneficiary groups of the MOEEBIUS project results. They are positioned at the heart of the project's dissemination/exploitation activities and constitute the main participants and receivers of the MOEEBIUS living lab awareness, engagement and training activities. Their involvement in the project's	

	activities is considered of high importance since they will be the final end-users of the projects results, either for the human-centric energy management at the building level (reinforcing the penetration of Energy Performance Contracting through improved prediction and real-time deviations management), or at the district level (facilitating the effective management of building complexes and enabling accurate peak load predictions, which will, subsequently, enable optimized load shedding/shifting within a human-centric demand response framework)
Building occupants / energy consumers	Key target group of the MOEEBIUS project, since they are directly involved in the project's activities, being the actual consumers of energy in buildings. They will be involved in the MOEEBIUS Living Lab Activities in a two-fold manner, focusing, both, on (i) increasing their awareness and engagement in interaction activities that will allow for the definition of accurate behavioural/ comfort profiles and (ii) the mitigation of concerns about privacy violation and personal data collection.
Public authorities	The public sector, accounts for a significant proportion of the total number of existing buildings in Europe.
European Cleanweb Start-up and SME ecosystem	They will be involved in the open innovation and collaboration process introduced within MOEEBIUS and will be invited to participate in the MOEEBIUS Living Lab activities for co-development of innovative solutions that will further foster EU competitiveness and innovation. Moreover, these actors will also act as beneficiaries of the Core Services implemented during MOEEBIUS (MOEEBIUS PIPE).
Technological Platforms and Professional Associations and Initiatives	Associations targeting the advancement in integration of ICT and Non-ICT systems for Energy Efficiency in Buildings and Districts, along with the promotion of sustainable strategies Smart Cities and Smart Grids (mainly focusing on peak-load management and demand response).
Scientific Community	This target group corresponds to research and academic organisations, scientific journals, Committees, Internet Fora, and other working groups in research fields related to the MOEEBIUS work.
General society	With aim to raise awareness about energy efficiency, new smart technologies as well as possibilities of EU funding and Horizon 2020 programme.

Table 1 MOEEBIUS Target groups

3 Dissemination KPI's – Key Performance Indicators

Once dissemination activities begin, it is essential to consider how evaluate the effect that strategies have on delivering the message to identified target groups. Dissemination is not a one-time activity, so it is a long-term relationship with MOEEBIUS target groups (including end users – Living Lab members etc.) who might provide ongoing feedback to help dissemination strategy to improve messages.

Key Performance Indicators (KPI), also known as KSI (Key Success Indicators) will help MOEEBIUS define and measure progress towards fixed goals for dissemination activities. In this sense KPI's are the measurements to determine dissemination plan success and achievement of the main objective.

Following this, KPIs chosen are listed below:

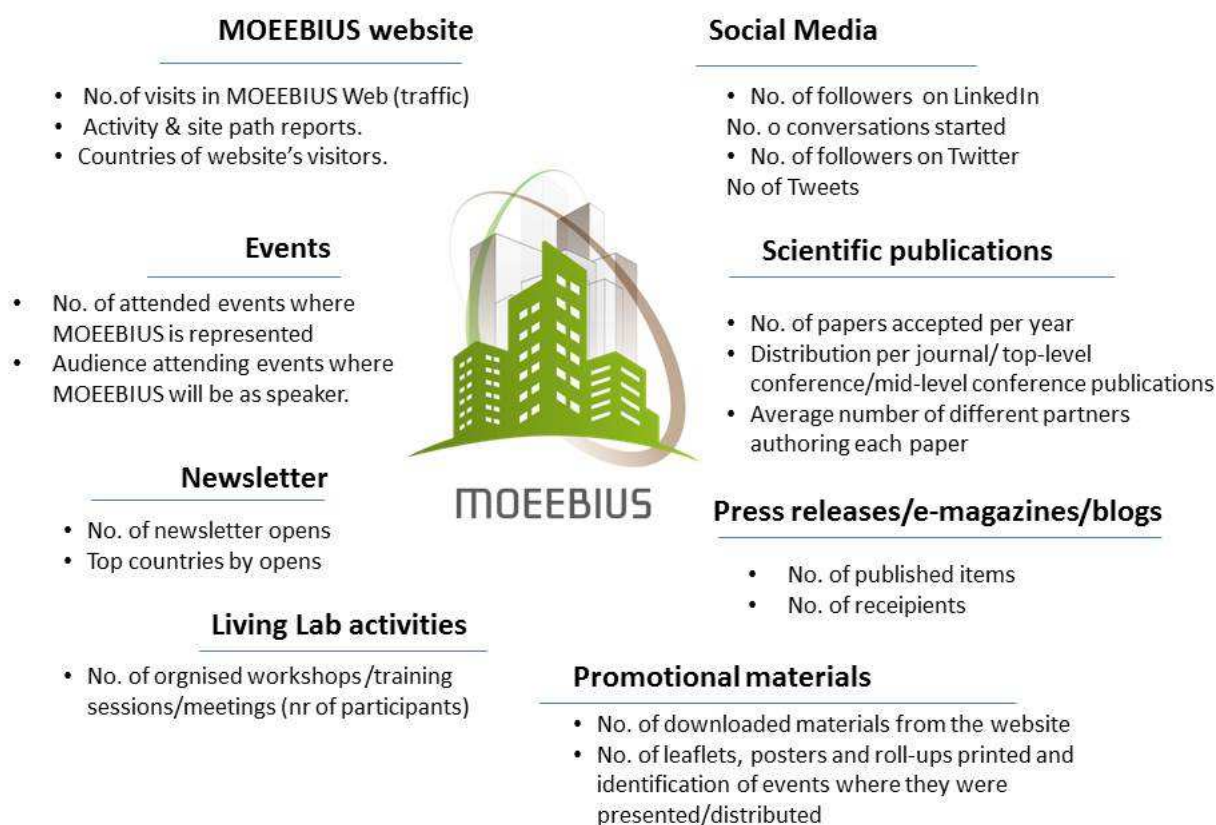


Figure 1 MOEEBIUS KPIs

3.1 Evaluation and monitoring of KPI's

Dissemination activities as mentioned in the beginning of the report will last throughout the whole project duration (42 months) therefore, it is necessary to monitor the dissemination activities, and if necessary, update and change the dissemination strategy.

For this reason a monthly monitoring of these KPI's will be made to reinforce and improve respective dissemination activities. Individual monitoring for each KPI's related with one activity will help MOEEBIUS dissemination plan to detect its errors, evaluate its success of a particular activity and to achieve the final goals. The results of the monitoring will be included in the future dissemination plans (M18, M24, M36, M42).

However when the Dissemination and Communication Leader (DCL) will notice any risks hindering to meet the target KPI within given timeframe all Partners will be notified about this in order to boost dissemination activities.

This evaluation would follow next steps:

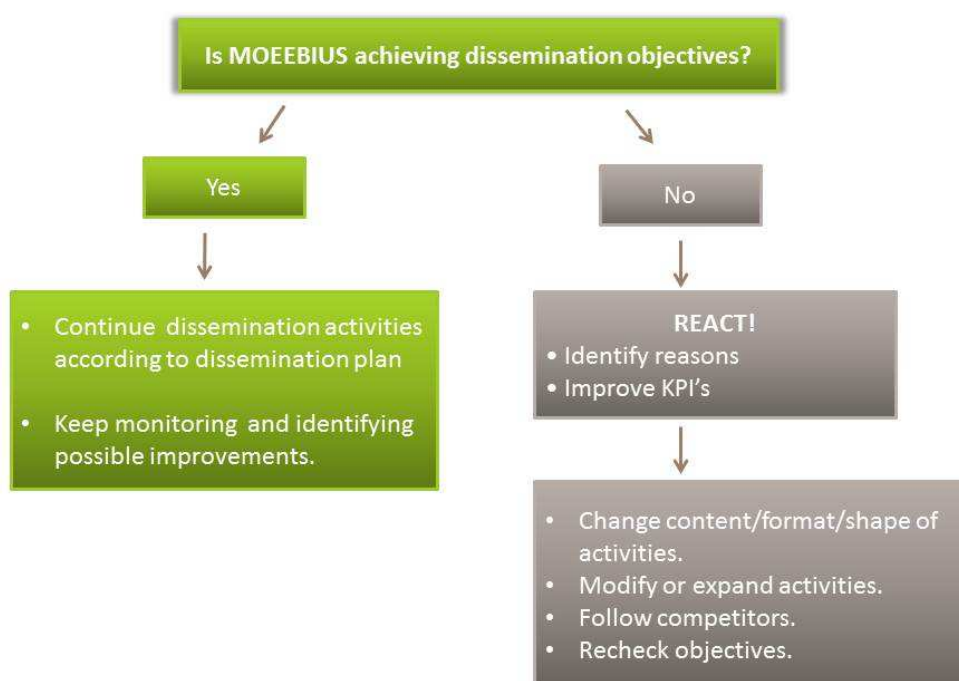


Figure 2 Evaluation of KPI's

Every 3 months DCL will send to all Partners an updated table reporting on MOEEBIUS KPI's performance so that all Partners are aware of the progress of MOEEBIUS dissemination. See Annex 2.

Dissemination activities are to be performed by all project Partners as fulfilling the dissemination and communication objectives is a joint responsibility of all Partners.

3.2 How to measure KPI?

In order to report the periodic information about how KPI are achieved, the following measurement tools have been identified:

- Google Analytics: web analytics solution that provides insights into the website traffic and marketing effectiveness. From this application, MOEEBIUS will be able to measure traffic, countries origin, etc.
- Hootsuite: social media tool to monitor keywords, manage multiple networks as Twitter and LinkedIn. Provides information such as Klout level, followers, etc. Hootsuite allows users to sort their followers by who has the most influence on social networks.
- Twitter and LinkedIn own statistics, from where MOEEBIUS will be able to measure and compare KPI and its success.
- MailChimp - online email marketing solution to manage subscribers, send emails, and track results. Offers integrations with other programs. MailChimp provides detailed statistics on the release of newsletters such as number of opens and top opens by countries.

Additionally, each project Partner will deliver a report of all dissemination activities that have been implemented and all activities that are planned for the next period (as in chapter 5).

3.3 Established KPI's

The Key Performance Indicators and their target values have been determined for the timeframe of M1-M18 of the project duration. Evaluation of KPI's and updated plans will be included in the next version of dissemination plan (M12).



	KPI	Status - M6
Web portal	Design and Development of the project's web site	√
	Regular update of the website content	√
	Visitor's countries	<i>Spain, United Kingdom, Portugal, United States, Greece, Poland, Serbia, China, The Netherlands, Germany, Belgium, France, South Africa, India, Italy, Canada, Russia</i>
	No of unique users by M18 - 2 500,	62
	No. of page views	320
	Average time spent on the webpage	3 min 45 sec
	Establishment of presence on Social Media	√
Presence on social media	Twitter	
	Number of followers by M18 - 150	28
	Tweets – at least 10 a month	27
	LinkedIn	
	Number of MOEEBIUS group members by M18 - 150	39
	Number of conversations started – 5 a month	2
Scientific Publications	At least 4 scientific papers including one paper about the core of the project	-
	<ul style="list-style-type: none"> Proportion of joint publications Average number of different partners authoring each paper 	

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Living Lab Workshops and Demos	Organisation of at least 3 local workshops by M18 <ul style="list-style-type: none"> Nr of attendees in the workshops Nr of follow-up activities resulting from the workshops 	-
MOEEBIUS Training Framework	At least 3 training sessions covering the core of the project and aiming to raise awareness 1 training kit with training material (presentation, booklet)	-
Newsletters	Posting and circulation of at least 3 newsletters issues by M18 <ul style="list-style-type: none"> Number of opens Top opens by country 	-
Promotional and Dissemination Material	At least 1 project fact sheet/brochure <ul style="list-style-type: none"> Downloads of materials at the webpage 	1 project leaflet 1 project brochure 1 roll up
	1 project video <ul style="list-style-type: none"> No of visualisations of the promotional videos on YouTube 	-
Press releases, newsletters, blogs, e-magazines	At least 2 by each Partner by M18	9 (MAFRA, HYPERTECH, ASM. Details in chapter 5.)
Participation in thematic events	No of events attended by Partners at least one event attended by one Partner by M18.	1
	No of participants in case of oral presentations of MOEEBIUS	

Table 2 MOEEBIUS established KPIs for M1-M18

3.4 MOEEBIUS KPIs

In the following sections, MOEEBIUS dissemination channels are described in detail.

3.4.1 Project Web Portal

The Project web portal has been launched in M3. The website is available under the following domain: www.moeebius.eu.

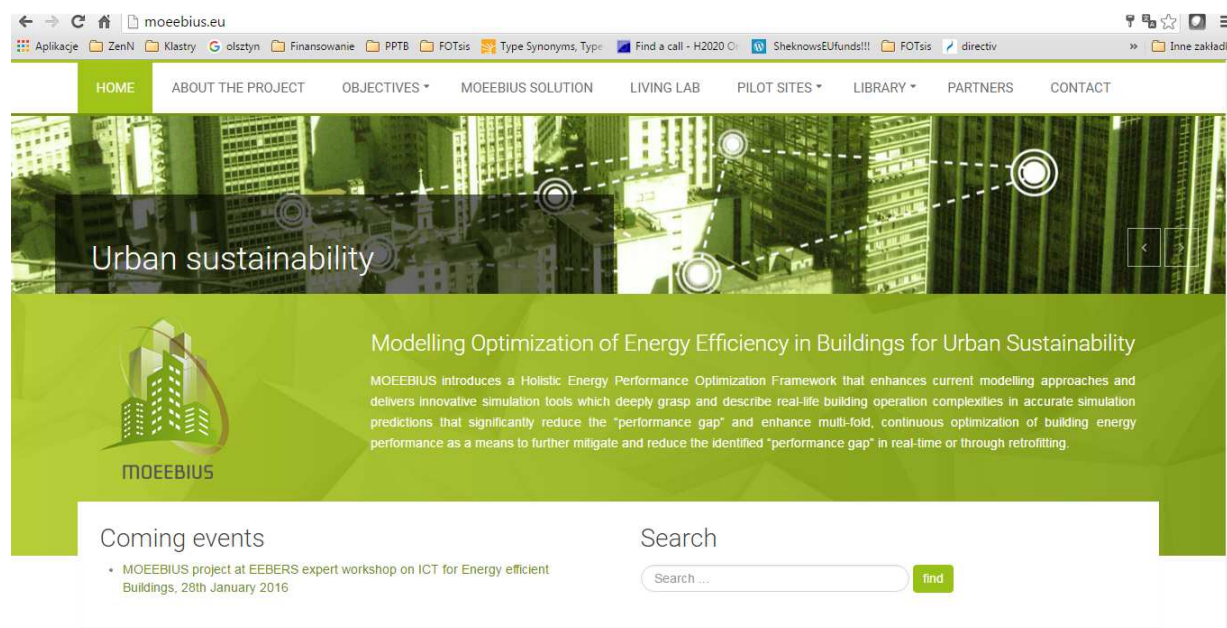


Figure 3 MOEEBIUS website

In addition to providing an internal collaboration platform for the project partners (document and software repositories, associated mailing lists, etc.), it constitutes the main entry point for institutional dissemination of the project.

In order to keep the webpage active and alive, as well as to interest wide audience the webpage will be updated on regular basis. All Partners will deliver news, publications, and articles to be published on MOEEBIUS webpage.

News related to the field of MOEEBIUS will also be published on at the [EEBERS cluster website](#) and shared on MOEEBIUS social media.

The website meets both internal and external needs – using password protection to allow consortium members to share confidential data, while still offering unrestricted public access to more general information.

However, as Consortium Partners expressed the need of another platform where project documents could be stored and worked on by different Partners at the time, it has been decided that Google disc will be used for this purpose.



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Detailed information on website structure and functionalities is available in D8.1 MOEEBIUS branding, website and social media channels.

3.4.2 Social Media

Successful social media activities will additionally help MOEEBIUS increase the amount of traffic that project website receives. Therefore, MOEEBIUS project will use social media as a channel for dissemination of project idea and outcomes. In M3 MOEEBIUS account have been established on Twitter (@MOEEBIUSproject). Up until now 27 tweets have been published and there are 28 followers.



Figure 4 MOEEBIUS twitter account

Additionally, a dedicated group on LinkedIn has been established. LinkedIn is a business-oriented social networking service that gathers professionals representing various industries. It reports more than 400 million acquired users in more than 200 countries and territories. A dedicated MOEEBIUS group has been established on LinkedIn (<https://www.linkedin.com/groups/8466560>). Within the group interested stakeholders will be able to communicate, exchange information and get involved in discussions.

ASM will coordinate and manage twitter account and LinkedIn group, however all project partners will participate in social media dissemination of the project.

Partners are expected to deliver on regular basis news and information on project progress to be disseminated on social media as well as any interesting content and news (please provide URLs) from related projects and other sources relevant to the MOEEBIUS topic. This is required from each Partner in order to meet the established KPI. Each Partner is required to send the DCL at least one news/information a month.

Additionally, all videos developed in the framework of the project will be uploaded on YouTube – a dedicated MOEEBIUS project channel <https://www.youtube.com/channel/UCajFIN8-zMTLDRpANNwgUdQ>.

3.4.3 Press release, e-magazines, blogs

Partners will also publish press releases, articles and information about the project on their institutions' websites, newsletters. Press releases on national level are also expected. Articles on the project will also be published in relevant organisations newsletters such as ECTP, Polish Construction Technology Platform, Spanish Construction Technology Platform, BUILD UP platform.

All partners will send out press releases on their own markets, with mention the MOEEBIUS project and that it is funded by the commission.

"This work is part of the MOEEBIUS project - funded by the European Union's Horizon 2020 research and innovation program under grant agreement No 680517."

Press releases should be done to cover all major deliverables of the project. As DCL, ASM will coordinate the press releases for the deliverables. All partners are expected to contact ASM if they wish to make a press release so as to cross-check if something is already available on the subject.

3.4.4 Scientific Publications and Presentations

Publications in scientific journals and conferences with topics relevant to the research and innovation work will target the scientific communities directly or indirectly in the scope of MOEEBIUS. These activities reinforce the project awareness, allow MOEEBIUS concepts and solutions to leverage other research projects, foster cross-project cooperation and provide a fundamental means of peer reviewing of the scientific approaches of MOEEBIUS. Complementing means such as organization and/or participation in thematic panels, roundtables and special conference sessions, workshop talks, poster presentations and specialized demonstrations at scientific events will also be used.

Examples of scientific journals where scientific publication on MOEEBIUS results could be published:

- Renewable & Sustainable Energy Reviews (Elsevier)
- Applied Energy (Elsevier)
- Energy Policy (Elsevier)
- Energy Efficiency (Springer)
- Energy and Buildings (Elsevier)
- Smart Grid (IEEE)
- Transactions on Sustainable Energy (IEEE)
- Sensors Journal (IEEE)

- Journal of Building Performance Simulation (Taylor & Francis)
- Construction Innovation Information (Emerald)

When planning a publication, it is required to notify the DCL first. All project related papers and presentations made by project members to an audience outside the project consortium must be communicated to the project members (including the DCL and the PM) at least 45 calendar days before the publication, providing a copy of the planned publication. Any objection to the planned publication shall be made in writing to the PM, to the DCL and to the Party or Parties proposing the dissemination within 30 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.

3.4.4.1 Use of EU emblem and financing statement

As MOEEBIUS Partners are the beneficiaries of EU funding, the European Union emblem shall be used in all project dissemination materials/press releases/media contacts to acknowledge the support received under EU programme (High-resolution emblems can be found here: <http://europa.eu/about-eu/basic-information/symbols/flag/>).

The name of the programme (Horizon 2020) shall be used as verbal brand, i.e. references to it will be made without a regulated visual mark or logo.

Basic rules:

- The minimum height of the EU emblem shall be 1 cm.
- The name of the European Union shall be used in conjunction with the name of the programme or fund and it shall be spelled out in full.
- The typeface to be used in conjunction with the EU emblem can be any of the following: Arial, Calibri, Garamond, Trebuchet, Tahoma, Verdana. Italic and underlined variations and the use of font effects are not allowed.
- The positioning of the text in relation to the EU emblem is not prescribed in any particular way but the text should not interfere with the emblem in any way.
- The font size used should be proportionate to the size of the emblem. The colour of the font should be reflex blue (same blue colour as the EU flag), black or white depending on the background.

The following MOEEBIUS statement about EU financing shall be used throughout the whole project duration when communicating about the project:



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 680517.

Both elements: (1) the statement above and (2) EU emblem should be used according to the rules when communicating about the project (in promotional

materials, project templates, project deliverables, project website, social media etc.).

If it would not be possible to include both elements e.g. when publishing articles in magazines (due to lack of space or especially in cases where we have no control of the final publication format or contents) please make sure to at least include the phrase: "the project is co-founded by the European Union".

Disclaimer on scientific publications

Deliverables and scientific publications published in the framework of MOEEBIUS, must additionally include a disclaimer excluding EU responsibility. The following disclaimer to be used:

The content of this report does not reflect the official opinion of the European Union. Responsibility for the information and views expressed in the therein lies entirely with the author(s).

3.4.4.2 Open access to scientific publication

Open Access to scientific publications in H2020 has been described in D1.1 Quality Management Plan. In order to stress the importance of providing Open access to all scientific publication, summary of MOEEBIUS open access publication strategy is presented below.

Partners will provide Open access to all scientific publications (free of charge online access for any user) using Self-archiving ('green' open access). This is, using one or more 'green' Open Access repositories.

In any case, the 'green' Open Access repositories used must be at least accessible from OpenAIRE (<http://www.openaire.eu>) , the repositories listing of the European Commission.

The 'green' open access repositories foreseen are the following:

For publications where TECNALIA participates, TECNALIA Publications (<http://dsp.tecnalia.com>) will be used. TECNALIA Publications is the Institutional Repository of TECNALIA Research & Innovation. TECNALIA Publications' main objective is to collect, preserve and disseminate the intellectual production resulting from the research activity of TECNALIA to generate transferable knowledge and contribute thereby to development and social progress. TECNALIA Publications is accessible form Repositories listings such as European Commission's OpenAIRE) (<http://www.openaire.eu>) and RECOLECTA (Open Science Harvester) which is a platform that gathers all the Spanish scientific repositories in one place and provides services to repository managers, researchers and decision makers. It is also reachable form Google. For publications where THN participates, the University Repository called OHMdok (<https://opus4.kobv.de/opus4-ohm/home>) will be used. The repository is accessible through OpenAIRE.

Other Partners' repositories will be added in future versions of this document.

For publications where TECNALIA, or other partners (that have institutional repositories) do not participate, European Commission's Zenodo (<http://zenodo.org/>) will be used: Zenodo is the "orphan" repository provided by European Commission for this. In the case that one or more partners publish a scientific publication in 'gold' open access journals, are these journals that offer open access against payment from the authors, such publications shall also be self-archived in one of the above listed 'green' open access repositories.

3.4.5 Liaison and Participation in Fora & Thematic Events

In order to raise project awareness, to present the project results and to liaise with potential stakeholders, the MOEEBIUS partners will actively participate in events such as Concertation Meetings, industry and professional initiatives, thematic working groups and "Information Days", along with offline and online events of cleanweb movements.

During the events, Partners will disseminate MOEEBIUS project results by networking and cooperating, holding presentations, organizing stands, distribution project dissemination materials. Additionally, during the events Partners will inform potential stakeholders of MOEEBIUS Living lab and will invite them to participate in the project activities.

Below is a list of yearly conferences to be potentially attended by project partners. Specified events and list of planned events is included in chapter 5.

- EESAP 201x – European Conf. on Energy Efficiency and Sustainability in Architecture and Planning
- Int. Conf. on Sustainability in Energy and Buildings (SEB'1X)
- Int. Conf. on Sustainable Construction Materials and Technologies
- ECTP-E2BA-Eracobuild Conference
- The International Conference on Improving Energy Efficiency in Commercial Buildings – IEECB 201X
- ESCO Europe 201x
- IEEE International Workshop on Practical Issues in Building Sensor Network Applications (IEEE SenseApp)
- Web summit 201x
- Smart Greens Conference
- Cleantech 201x
- Embedded World
- CEBIT 201x
- CIB W78 conference 201x
- World Sustainable Buildings 201x
- Smart City Expo World Congress
- International Association for Housing World Congress
- BIM World

Partners will also liaise and network with other projects and initiatives exchange knowledge and experience organise meetings, attend workshops. Within this context, MOEEBIUS will establish clear synergies with (among others):

- the eeSemantics Wiki (co-coordinated by Hypertech)¹,
- the Open Reference Models Initiative (Hypertech)²,
- the E2B Association (TECNALIA, ASM, THN and SOL)³,
- the European Building Automation Controls Association and European Association of ESCOs (HON, ISQ)⁴,
- the European Construction Technology Platform-ECTP (TECNALIA, ASM, SOL)⁵,
- Polish Construction Technology Platform (ASM)⁶,
- the EPoSS European Technology Platform on Smart Systems Integration [90] (TECNALIA, Tyndall), ⁷
- the European Technology Platform for the Electricity Networks of the Future-SmartGrids (TECNALIA), ⁸
- the European Solar Thermal Technology platform-ESTTP (SOL)⁹,
- the BREEAM Advisory Group (SOL)¹⁰,
- the IEA-DSM Task 24 (Hypertech)¹¹,
- Carbon Trust¹²
- UK's Energy Industries Council (KIWI) ¹³
- eeBERS Platform¹⁴ (SOL)

¹ European Commission, 2016. [Online]. Available:

<https://webgate.ec.europa.eu/fpfis/wikis/display/eeSemantics/Home;jsessionid=C B0C4F16D6170F5AF51365A765408D94?ticket=ST-2531709-V5HvApbi4moXGNJu8dzl0mnQI4IJAr38S3pXqL8icEQ2IYYxjIod675qnUKFPX8l4qi4zb jH0NBPeZzJNaSrcY0-Jj71zxYb8yrD7uziqQDSI9-HlpObX4WGaS5dpjQ>.

² Open Models Initiative, 2016. [Online]. Available: <http://openmodels.org/>.

³ E2B Association, 2016. [Online]. Available: <http://www.e2b-ei.eu/default.php>.

⁴ European Building Automation Controls Association, 2016. [Online]. Available: <http://www.eubac.org/>.

⁵ European Construction Technology Platform, 2016. [Online]. Available: <http://www.ectp.org/>.

⁶ Polish Construction Technology Platform, 2016 [Online] www.pptb.pl

⁷ EPoSS European Technology Platform on Smart Systems Integration, 2016. [Online]. Available: <http://www.smart-systems-integration.org/public>.

⁸ European Technology Platform for the Electricity Networks of the Future-SmartGrids, 2016. [Online]. Available: <http://www.smartgrids.eu>.

⁹ European Solar Thermal Technology platform-ESTTP, 2016. [Online]. Available: <http://www.rhc-platform.org/structure/solar-thermal-technology-panel/>.

¹⁰ BREEAM Advisory Group , 2016. [Online]. Available: <http://www.breeam.org/>.

¹¹ IEA-DSM Task 24 , 2016. [Online]. Available: <http://www.ieadsm.org/ViewTask.aspx?ID=17&Task=24&Sort=0>.

¹² Carbon Trust , 2016. [Online]. Available: <http://www.carbontrust.com>

¹³ UK's Energy Industries Council, 2016. [Online]. Available: <http://www.the-eic.com/>.

¹⁴ EEbers EeBICT Clusters, <http://eebers.eu/post/29/>

Additionally, Partners will establish synergies with other ongoing initiatives, strategic roadmaps and Coordination and Support Actions (e.g. Ready4SmartCities, with the indirect involvement of Hypertech), along with Cleanweb Movements (with GD leading this effort through its involvement in the Digital Shoreditch start-up community activities, complemented by TECNALIA's participation in the KIC Innoenergy, ALM's involvement in Devlab and i3b communities and KIWI's participation in Innovate UK), in order to interact and collaboratively address emerging needs, challenges and opportunities through further promoting the MOEEBIUS high impact framework and results. Synergies with the International Energy research centre (IERC) an industry led organisation focusing primarily on EDM technologies and demonstrators will be explored through Tyndall that already participates in and co-ordinates a number of projects there.

3.4.6 MOEEBIUS International Conference

A MOEEBIUS international conference will be held at month 42 to present the outcomes and conclusions of the project to the European stakeholders. ASM will organize it and all partners will participate.

3.4.7 Newsletters

Project newsletter will be distributed to MOEEBIUS targeted audience every 6 months. The articles will include latest information on project activities, results, events etc. The newsletters will be sent to all MOEEBIUS Living Lab members as well as all interested stakeholders who have signed up to the newsletter through the webpage. The newsletter will also be published on project website as well as disseminated on social media.

Newsletter distribution list consists of 200 contacts covering Partner countries and also European level representatives. The list will be expanded on regular basis.

The newsletter will be sent via MailChimp which is an online email marketing solution to manage subscribers, send emails, and track results. Offers integrations with other programs.¹⁵

The newsletter will be evaluated after the release of 2nd edition (M12). A survey will be designed in order to assess the attractiveness of the newsletter content, quality of articles and information provided.

3.4.8 Living Labs activities

The User-Driven Innovation Methodology and Approach and Agile Development that will be followed by MOEEBIUS will be based on the establishment of the MOEEBIUS Living Lab. The MOEEBIUS Living Lab creation is motivated by the

¹⁵ MailChimp, <http://mailchimp.com/>.

understanding that a Living Lab can provide an excellent environment for experience sharing and exchange towards user-driven open innovation of products and services. The activities to be carried out within the MOEEBIUS Living Lab will be oriented towards fulfilling the following objectives:

- Widely disseminate the project outcomes towards end-users and various stakeholders so as to generate a broad awareness and engagement/involvement in the various project activities.
- Create opportunities for further exploitation and replication of the project results after its official completion.
- Obtain feedback from the end-users and interested stakeholders throughout duration of the project and drive all project developments, so as to directly address critical needs of end-users, building occupants and relevant stakeholders involved in the operation of the MOEEBIUS optimization framework.

Consistently with the increased importance of the pilot sites stakeholder's participation in project activities, specific dissemination means have been designed to reach them and foster awareness and acceptance of pilot activities. This target group presents considerable differences to other groups, due to the

- Lack of technical background in the topics addressed by MOEEBIUS;
- Possible difficulties with English-written promotional materials;
- Possible concerns about personal privacy and disturbance of normal business activities and performance, during the execution of the pilots;
- Dependence on their explicit consent and/or active participation.

Dissemination goals toward this group are very specific and critical to the success of the project and include:

- the promotion of project awareness among the pilot actors,
- the fostering of active acceptance of the pilot activities impacting the actors, including obtaining legal authorizations (regulators, public organizations); collecting necessary information (organizations, owners, facility managers, employees); physical deployment of the pilot (organizations, facility managers, employees) and, pilot realization (organizations, facility managers, occupants); and
- establishment and maintenance of adequate communication channels with all types of pilot actors.

For regulators, policy makers, buildings/ business managers and staff, short executive summaries of the project will be created, including the following items:

- Brief background (European project focused on energy efficiency and greener buildings, very high-level overview of the project objectives).
- Why the actor should get actively involved/authorize in the pilot and what is specifically expected?

- Targeted information (what the actor needs/wants to know about the pilot)

Whenever possible, formal dissemination should be reinforced with previous or parallel informal contacts and face-to-face meetings/presentations, in order to create empathy, fight bureaucracy, proactively clarify questions and establish direct contact points (phone, email).

The approach to occupants is different.

Firstly, it is necessary, for each Pilot, to identify the key groups of occupants and what is needed from them. Direct contacts and follow ups with occupants will be prepared in coordination with pilot partners to avoid any conflicts of interest.

Specific dissemination materials, including flyers or short briefings/presentations about the Pilot, should support these contacts

The project will also setup a dedicated training framework for pilot sites stakeholders. The training activities to be held within the context of MOEEBIUS, play a crucial role in the overall dissemination and exploitation efforts of the project. The Training Activities Strategy of the project aims to reach the targeted stakeholders through a series of training programmes. These may combine different training methodologies, while their contents will be specified according to the stakeholders' types, roles and knowledge levels.

The specific actions in terms of dissemination and communication to be performed at the Living Labs will be in line with the activities to be performed in them and presented in D7.2.

3.4.8.1 *Living lab workshops*

During the project duration 9 targeted living lab dissemination and training workshops will be performed (3 in each pilot site) to

- a) raise awareness, engagement and acceptance of pilot site occupants and stakeholders, including also the preparation and distribution of appropriate material,
- b) involve end users in the requirements definition activities of the project,
- c) training users and contributing to the adoption of the MOEEBIUS concept and operation in the pilot sites of the project,
- d) involving all stakeholders in the evaluation of MOEEBIUS results.

The workshops will be organised by KIWI (UK), ISQ (Portugal) and BEOELEK (Serbia) under the supervision of SOL as Business Innovation Manager and with the support of ASM as Dissemination and Communication Leader.

The Workshops will be held during the second part of the project (after M18) and their exact dates and methodology will be included in future versions from the DCP.

4 Coverage of dissemination activities in reference to target groups

The table below identifies which target groups are related with each activity type. X's represent the core relations, while stars represent secondary but still relevant links.

		Target group					
		End-user	Building occupants and stakeholders	Public authorities	Technological and Cleanweb Communities	Scientific Communities	EU and National Associations PPP Stakeholders
Dissemination means	Web portal and social media presence	X	X	x	X	X	X
	Scientific publications	*			X	X	X
	Participation in fora and thematic events	X			X	X	X
	Liaison with related initiatives	X		x	X	X	X
	Liaison with related projects	*		x	X	X	X
	MOEEBIUS Living Lab Workshops and Demos	X	X		*	*	*
	International Conference	X			X	X	X
	Promotional content	X	X	x	X	X	X
	Training material (on/off line)	X	X		*	*	*

5 Performed and scheduled dissemination activities by each Partner

The table below presents all dissemination activities implemented by project Partners since the beginning of project duration as well as activities planned until M18. Not all activities can be identified (especially those far ahead) therefore, this list shall not be considered as final and will be regularly updated by DCL with information provided by each Partner in order to fulfil established indicators.

Partner	Dissemination activity:	Description of the dissemination activity	Coverage	Place/ date	Target group:	No of targeted audience	Comments/ References
TECNALIA	Workshop, presentation of MOEEBIUS project	Participation in EEBERS expert workshop on ICT for Energy efficient Buildings. The aim of the workshop is to assess the current technology developments in the Energy efficient Buildings domain. The main focus will be the technological maturity and market relevance of the different technologies currently being developed.	EU	Munich, Germany 28.02.2016	Industry experts, Engineers, Scientific Community, Professional Associations,	20	http://eebers.eu/static/img/EEBERS_Letter_Munich_Final.pdf

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 680517

D8.2. MOEEBIUS Dissemination and Communication Plan and Associated Material

ISQ	Press Release	A press release was developed in order to present the MOEEBIUS project in portuguese community. 6 portuguese media announced this press release.	PT	22.12.2015	Industry experts, Engineers, Scientific Community, Professional Associations, Industry experts, Engineers, ESCO, Facility Manager, Maintenance Company, Aggregators, Building occupants, Energy consumers, Clean-web startup, SME, Scientific Community, Students, Journalists, Policy makers, Technological Platforms/Professional Association		ISO entra em projeto europeu de eficiência energética - B!t Magazine ISO e Câmara de Mafra participam em projeto internacional – Wintech ISO e Câmara de Mafra unem-se em projecto internacional de eficiência energética em edifícios ISO e Mafra no projecto europeu MOEEBIUS Computerworld Registo Construir – Construir Revista Smart Cities - Notícias - Eficiência energética testada em edifícios de Mafra
MAFRA	Press Release	A press release was developed in order to present the MOEEBIUS project in Portuguese community at the MAFRA website.	PT	12.2015	General public		http://www.desporto.cm-mafra.pt/pt/municipio/ambiente/municipio-integra-projeto-internacional-de-eficiencia-energetica-em-edificios
HYPERTECH	Local Newsletter	Dissemination of MOEEBIUS Project in corporate portal		04.09.2015	Public audience		http://www.ht-energylabs.com/news/2015/sep/04/moeebius_grant/
ASM	Press release in the Polish Construction technology Platform newsletter	Press release about the launch of MOEEBIUS project has been published inviting PPTB members to join the Living Lab	PL	09.02.2016	Architects, constructors, engineers, manufacturers, scientific community, industry experts,	120	

D8.2. MOEEBIUS Dissemination and Communication Plan and Associated Material

PLANNED ACTIVITIES							
ASM	Presentation of MOEEBIUS project at Monitoring of the Construction Market Conference	Distribution of MOEEBIUS materials, poster presentation, networking,	PL	27.10.2016	Architects, constructors, engineers, manufacturers, scientific community, industry experts,	200	
ASM	General Assembly of the ECTP Association	Poster presentation, networking, distribution of materials	EU	Brussels, 17-18.11.2016	ECTP members		
ASM	Press release on ASM website and social media	Introduction to MOEEBIUS project		30.05.2016	Construction companies, scientific community, engineers, industry experts,		www.asm-poland.com.pl
ASM	Press release in industry magazines on national level	Presentation of MOEEBIUS project on national level	PL	05.2016	All target groups		To be defined
ASM	Article in the Network of National Construction Technology Platforms newsletter	Presentation of MOEEBIUS on EU level	EU	05.2016	All target groups		

D8.2. MOEEBIUS Dissemination and Communication Plan and Associated Material

TECNALIA, HYPERTECH,	Conference, oral presentation of MOEEBIUS project. Scientific publication in Congress Proceedings	Presentation of MOEEBIUS project in the 41 st International Association for Housing (IAHS) World Congress. The aim of the Congress is to debate topics related to new environmentally friendly construction materials and technologies, energy efficiency in buildings, waste management, and other topics linked to sustainability in construction. The Congress will serve to disseminate recent advances and discuss future trends towards a more sustainable, innovative and energy-efficient construction industry.	EU	Algavre, Portugal, 13- 16.09.2016	Industry experts, Engineers, Scientific Community, Students	http://www.iahs2016.uc.pt
THN	Integration of Sustainable Energy Conference 2016, Oral Presentation entitled: "Modelling and prediction of buildings energy consumption using Machine Learning techniques"		EU	Nürnberg, Germany, 11- 12.07.2016	Industry experts, Engineers, Scientific Community, Policy/Decision Makers, Journalists	https://www.isenec.org/en

D8.2. MOEEBIUS Dissemination and Communication Plan and Associated Material

CIT	Behavior Energy and Climate Conference	Scientific Conference	International	Baltimore, USA, 22.10.2016	Scientific community		http://becccconference.org/
CIT	Behave 2016 - 4th European Conference on Behaviour and Energy Efficiency	Scientific Conference	EU	Coimbra, Portugal, 08-09.09.2016	Scientific community		http://www.uc.pt/en/org/inescc/org_scientific_events/behave2016
TECNALIA	Conference, oral presentation of MOEEBIUS project. Scientific publication in Congress Proceedings	Presentation of MOEEBIUS project in the 11th European Conference on Product and Process Modelling (ECPMP). The aim of the Congress is to provide a unique platform for the presentation and discussion of the most recent advances with regard to the ICT (Information and Communication Technology) applications in the AEC/FM (Architecture, Engineering, Construction and Facilities Management) domains.	EU	Lymassol, Cyprus, 07-09.09.2016	Industry experts, Engineers, Scientific Community, Students, Professional Associations		http://cyprusconferences.org/ecppm2016/ Paper pending on final acceptance
TECNALIA	Participation in clustering workshops at Sustainable Places Conference 2016	The aim of the workshop envisioned during the SP Conference is to initiate clustering around the topic of the energy performance gap and the solutions developed as part of our projects to reduce this energy performance gap.	EU	Anglet, France, 29.06-01.07.2016	Industry experts, Engineers, Scientific Community, Students, Professional Associations		http://sustainable-places.eu/sp-2016/

D8.2. MOEEBIUS Dissemination and Communication Plan and Associated Material

HON	Participation in the panel on "Green Technologies of the Future", as part of the International Conference on Intelligent Green Building and Smart Grid (IGBSG 2016)	Presentation of the latest trends in the area of the Intelligent Buildings and its relation to Smart Grid. This will be done with references to MOEEBIUS project, which aims to make advancements in these directions.	EU, Global	June 29, 2016, Prague, Czech Republic	Scientific Community, Students	50-100	
HON	Keynote presentation as part of the IFAC CPHS (Cyber-Physical and Human Systems) Conference	This keynote will focus on the new challenges in the Connected Building domain and will make references to the MOEEBIUS project	Global	Dec 7-9, 2016, Florianopolis, Brasil	Scientific Community, Students, Engineers, Industry Experts	50-100	
BELIT	Presentation of the MOEEBIUS project at an event	Participation in a workshop organized by Serbian Chamber of the commerce related to the H2020 funded projects	National		Industry experts, Engineers, Scientific Community, Professional Associations,	70	
BELIT	Presentation of the MOEEBIUS project at an event	Participation in a two day workshop organized by Regional chamber of commerce and Faculty of mechanical engineering in Kragujevac, Serbia	National	20.12.2015	Industry experts, Engineers, Scientific Community, Professional Associations,	25	
BELIT	Presentation of the MOEEBIUS project at an event	Participation on a SMEs development Adriatic & Ionian & Danube regions conference in Split	National	10-11.03.2016	Industry experts, Engineers, Scientific Community, Professional Associations, Policy officers	100	



D8.2. MOEEBIUS Dissemination and Communication Plan and Associated Material

ISQ, BEOELEK, HONEYWELL, SOLINTEL	Oral presentation at conference	Oral presentation of paper "New ESCO Business Models From Project MOEEBIUS" at BEHAVE 2016 - 4th European Conference on Behaviour and Energy Efficiency	EU	08- 09.09.2016	All		http://www.uc.pt/en/org/inescc/org_scientific_events/behave2016
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6 Dissemination materials

All dissemination and communication materials of MOEEBIUS project have been designed in accordance to project branding rules which have been defined in D8.1 MOEEBIUS Branding, website and social media channels.

All dissemination materials include project logo, full title, main objective, presentation of all project partners as well as reference to the EU financing. Project dissemination materials will all be published on project website.

The dissemination materials shall be printed by Partners and presented at attended events, conferences, meetings etc.

All materials will be translated to Portuguese and Serbian in order to increase the effectiveness of the dissemination especially when it comes to Living Lab members - building occupants who will be taking part directly or indirectly in MOEEBIUS demonstration projects.

6.1 MOEEBIUS leaflet

The format of the leaflet is A5, two fold.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 680517

Modelling Optimization of Energy Efficiency in Buildings for Urban Sustainability



MOEEBIUS introduces a Holistic Energy Performance Optimization Framework that enhances current modelling approaches and delivers innovative simulation tools which deeply grasp and describe real-life building operation complexities in accurate simulation predictions that significantly reduce the "performance gap" and enhance multi-fold, continuous optimization of building energy performance as a means to further mitigate and reduce the identified "performance gap" in real-time or through retrofitting.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 680517



With the increasing demand for more energy efficient buildings, the construction and energy services industries are faced with the challenge to ensure that the energy performance and savings predicted during energy efficiency measures definition is actually achieved during operation. Having received 6.036.468 EURO funding from European Commission MOEEBIUS project will face this challenge and deliver solutions that will enable the minimization of the "Performance gap" and promote the enhancement of customer confidence in Energy Performance Contracting effectiveness and ESCOs ability to guarantee results.

Real life models



The transferability and replication potential of MOEEBIUS results will be tested in real-life conditions over an extensive 20-month period in a variety of buildings and building blocks under different environmental, social and cultural contexts in three dispersed geographical areas: London in UK, Mafra in Portugal and Belgrade in Serbia.

MOEEBIUS Solution will enable



- Improved Building Energy Performance Assessment
 - Precise allocation of detailed performance contributions of critical building components
 - Real-time building performance optimization including advanced simulation-based control and real-time self-diagnosis features
 - Optimized retrofitting decision making on the basis of improved and accurate LCA/ LCC-based performance predictions
 - Real-time peak-load management optimization at the district level



MOEEBIUS Partners



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Figure 5 MOEEBIUS leaflet



D8.2. MOEEBIUS Dissemination and Communication Plan and Associated Material

6.2 MOEEBIUS brochure

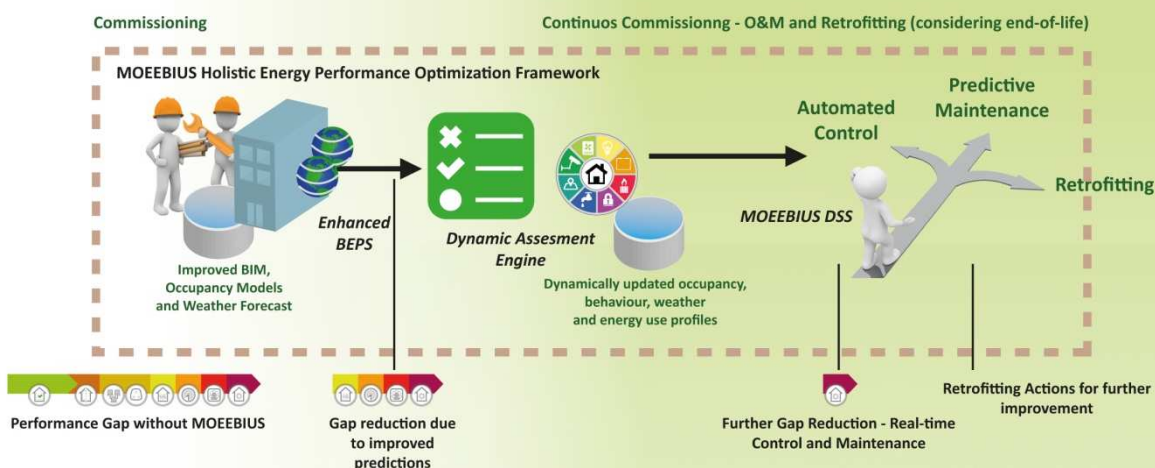
The format of the brochure is A4. Comparing to the leaflet brochure contains more information about the project, it presents MOEEBIUS solution, goals of the project as well as invitation to joining MOEEBIUS Living Lab in order to get involved in project activities, exchange knowledge, explore opportunities for exploitation of MOEEBIUS results etc.

Modelling Optimization of Energy Efficiency in Buildings for Urban Sustainability



MOEEBIUS

MOEEBIUS introduces a Holistic Energy Performance Optimization Framework that enhances current modelling approaches and delivers innovative simulation tools which deeply grasp and describe real-life building operation complexities in accurate simulation predictions that significantly reduce the "performance gap" and enhance multi-fold, continuous optimization of building energy performance as a means to further mitigate and reduce the identified "performance gap" in real-time or through retrofitting.



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- Improved Building Energy Performance Assessment
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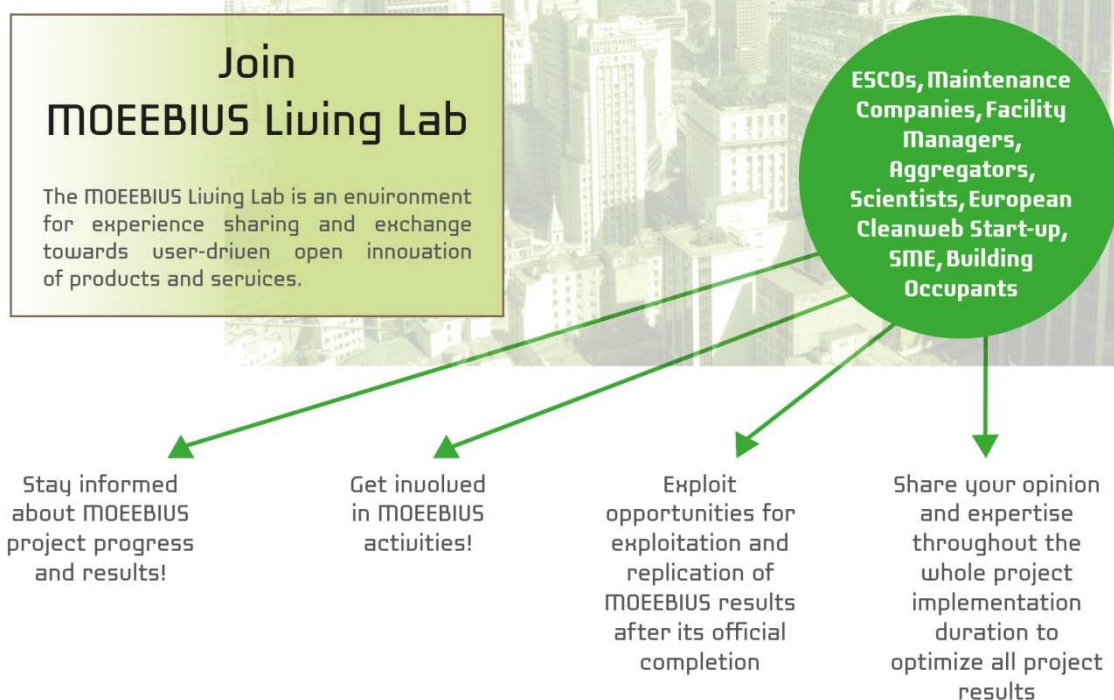
www.moeebius.eu

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 680517



MOEEBIUS is the answer to the challenges and factors that hinder the capabilities of current simulation and control frameworks to provide highly accurate predictions and fine-grained optimization that address the complexities induced during buildings' and districts' real time operation. In order to properly address the aforementioned challenges, MOEEBIUS introduces and focuses on the successful realization of a blend of technical, social, environmental and business objectives, which address and reflect the project's multi-fold approach. These are:

- Advancing the capabilities of current Building and District Energy Performance Simulation Tools, to enable accurate predictions through addressing current modelling and measurement & verification inefficiencies
- Further optimizing the performance gap through human-centric fine grained control, predictive maintenance and retrofitting at building and district level
- Enabling the efficient Integration of distributed and intermittent energy resources into the Smart Grid and enhancing reliability and security of energy supply
- Facilitate Energy Performance Contracting penetration in EU Energy Services Markets through the provision of a replicable and easily transferable framework
- Introducing Novel ESCO Business Models and New Energy Market Roles enabling the transition to demand-driven Smart Grid Services through Demand Side Aggregators



MOEEBIUS Partners



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Figure 6 MOEEBIUS brochure

6.3 MOEEBIUS roll-up

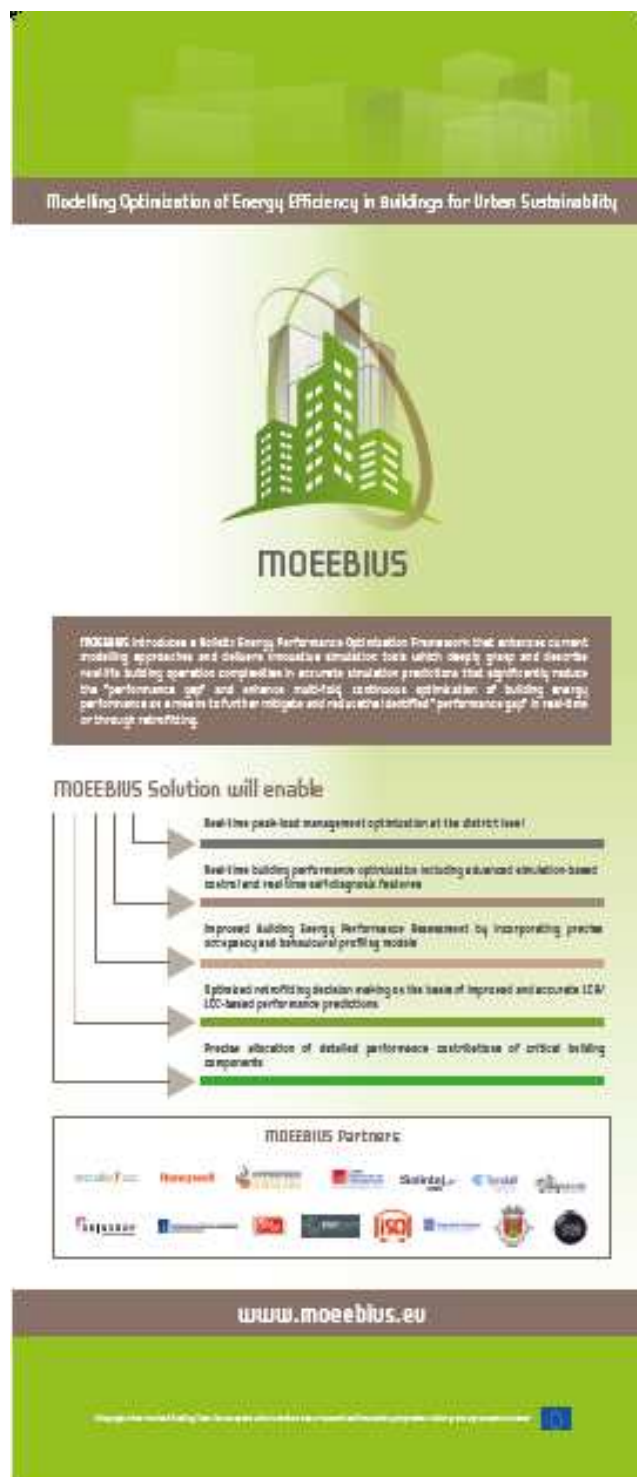


Figure 7 MOEEBIUS roll-up

7 Action Plan

MOEEBIUS partners will implement the dissemination activities identified in this document. Additionally, in order to fulfil set indicators, all Partners will seek opportunities for further dissemination of project results.

At the same time all Partners will contribute to the dissemination of MOEEBIUS on social media.

Activity	Deadline	Partner
Delivery of articles to be included in 1 st newsletter edition to ASM	18 th April 2016	Respective partners
Distribution of 1 st newsletter edition	10 th May 2016	ASM
Delivery of at least 1 news/information/URL to be published on MOEEBIUS social media accounts	31 st May 2016	ALL PARTNERS
Delivery of materials for MOEEBIUS project video (pictures of demo sites/videos of demo sites)	September 2016	Demo Partners
Development of script for MOEEBIUS project video	October 2016	ASM
Development of project video and dissemination	December 2016	ASM
2 nd newsletter edition	November 2016	All Partners
3 rd newsletter edition	April 2017	All Partners

Table 3 Action plan

8 Conclusions

This report includes all elements that are required for a successful dissemination plan. These are: description the purpose of dissemination and communication, identification of MOEEBIUS target groups, identification of MOEEBIUS key performance indicators along with its evaluation plans and implementation detail as well as timing and planning of dissemination activities.

This first version of dissemination plan provides the MOEEBIUS project with a solid framework allowing to start dissemination of project results and related activities. The MOEEBIUS consortium will use this as an initial strategy which will be further reviewed, revised and updated as dissemination materials and activities are evaluated for their reach, effectiveness in targeting particular stakeholders and



D8.2. MOEEBIUS Dissemination and Communication Plan and Associated Material

alignment with stakeholder interests and barriers. This document will be revisited in light of experience and evaluation in months: 12, 18, 36 and 42.

Within this report MOEEBIUS Key Performance Indicators that shall be monitored throughout the project duration have been presented. All Partners are involved in MOEEBIUS dissemination and first project year dissemination activities and timing has been included in this report.

A comprehensive Dissemination and Communication results report will be delivered in M46.

This report shall be read after getting acquainted with MOEEBIUS D1.1 Quality Management Plan and D8.1 MOEEBIUS branding, website and social media. All project dissemination materials and documents shall be elaborated in accordance to the guidelines included in this and aforementioned reports. This will ensure the integrity of the project identity and style of MOEEBIUS constantly maintained.

9 List of Annexes

Annex 1 Template for monitoring MOEEBIUS dissemination KPIs

	KPI	Status M..
Web portal	Design and Development of the project's web site	
	Regular update of the website content	
	Visitor's countries	
	No of unique users by M18 - 2 500,	
	No. of page views	
	Average time spent on the webpage	
Presence on social media	Establishment of presence on Social Media	
	Twitter	
	Number of followers by M18 - 150	
	Tweets – at least 10 a month	
	LinkedIn	
	Number of MOEEBIUS group members by M18 - 150	
Scientific Publications	Number of conversations started – 5 a month	
Living Lab Workshops and Demos	At least 4 scientific papers including one paper about the core of the project	
	<ul style="list-style-type: none"> Proportion of joint publications Average number of different partners authoring each paper 	
MOEEBIUS Training Framework	Organisation of at least 3 local workshops by M18	
	<ul style="list-style-type: none"> Nr of attendees in the workshops Nr of follow-up activities resulting from the workshops 	
Newsletters	At least 3 training sessions covering the core of the project and aiming to raise awareness	
	1 training kit with training material (presentation, booklet)	
Promotional and Dissemination Material	Posting and circulation of at least 3 newsletters issues by M18	
	<ul style="list-style-type: none"> Number of opens Top opens by country 	
	At least 1 project fact sheet/brochure	
	<ul style="list-style-type: none"> Downloads of materials at the webpage 	
	1 project video	
	<ul style="list-style-type: none"> No of visualisations of the promotional videos on YouTube 	

Press releases, newsletters, blogs, e-magazines	At least 2 by each Partner by M18	
Participation in thematic events	No of events attended by Partners at least one event attended by one Partner by M18.	
	No of participants in case of oral presentations of MOEEBIUS	

MOEEBIUS dissemination materials

Annex #	Document
2	MOEEBIUS leaflet
3	MOEEBIUS brochure
4	MOEEBIUS roll-up

All dissemination materials are available in electronic form from the MOEEBIUS project website (<http://www.moeebius.eu>) in the directory WP8/Dissemination materials as well as on: <http://moeebius.eu/index.php/library/promotional-materials>