



SmartSPIN

Smart energy services to solve the **SPlit IN**centive problem in the commercial rented sector

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List of Abbreviations

Abbreviations	
B2B	Business-to-business
DSO	Distribution system operators
EC	European Commission
EEaaS	Energy Efficiency-as-a-Service
EPCs	Energy performance contracts
ESCOs	Energy service companies
EU	European Union
M	Month
KPIs	Key performance indicators
R&D	Research and development
TSO	Transmission system operator
WP	Work package





EXECUTIVE SUMMARY

SmartSPIN is a project funded by the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement n°101033744. The project aimed at developing a new business model to improve the energy efficiency and flexibility in the commercial rented sector. During the project, the consortium implemented, tested, demonstrated and validated smart energy solutions in three European pilot sites.

At the beginning of the project, EGEN (PNO) submitted D7.1 Dissemination and Communication Plan. The purpose of the document was to outline a comprehensive and effective strategic framework and provide a clear implementation plan for making the project and its results extensively known across the European communities. From M6 to M40 the plan has been executed by the SmartSPIN consortium by carrying out the specific activities to effectively communicate and disseminate the results of the project.

The communication and dissemination plan has been updated one last time in M40. During the implementation of the project, the consortium consistently monitored, analysed, evaluated, and improved the strategy as needed to ensure that the project's objectives and results were successfully achieved.





1 COMMUNICATION AND DISSEMINATION STRATEGY

Public awareness and dissemination are key priorities in European research projects funded under the Horizon 2020 programme. Within the SmartSPIN project, these activities aimed to bring the research and its results to the attention of as many relevant and different target audiences as possible. To foster a successful public understanding of the project and promote broad market uptake of the SmartSPIN solutions, it was key to define a strategy and coherent communication and dissemination objectives, strategic approach and tactics, relevant target groups and respective key messages per audience. Therefore, this chapter outlines the overall approach towards communication and dissemination taken by the SmartSPIN project, which is based on the following pillars:

- Objectives
- Channels
- Target audiences
- Key messages
- Strategies and tactics

1.1 OBJECTIVES

The SmartSPIN project integrated a communication and dissemination strategy aiming to:

- Inform about the project
- Exchange knowledge
- Successfully promote the project's results and impacts in a clear and appealing way to multiple audiences

The overall goal of the communication and dissemination strategy was to raise the project and topic awareness among the target groups and pave the way towards engagement of relevant stakeholders and industries in a B2B communication.

Communication plan

- Inform and raise awareness about SmartSPIN consortium, project, and its objectives to create wide-spread visibility of the project scope of work and goals.
- Spread information on technological aspects of the proposed solutions with relevant market stakeholders, to create favourable conditions for a wider uptake of the achieved results towards the end of the project.

Dissemination plan

- Disseminate project information and data on industrial applicability and exploitability of the results to the market stakeholders and industry.
- Establish two-way communication with relevant market stakeholders to create favourable conditions for a wider uptake of the achieved results the end of the project.

Based on the above objectives, direct communication and dissemination goals could be translated as follow:





1. Maximise the impact of the solutions that have been developed and demonstrated during the project.
2. Engage all relevant stakeholders – regional, national, and European – in the project.
3. Inspire the stakeholders by actively sharing project findings and promoting its results.
4. Highlight the importance of the collaboration on the European scale.

Table 1 Communication and dissemination strategies based on the European Commission rules

Communication Promote action and results	Dissemination Make results public
Inform, promote, and communicate activities and results	Open Science: knowledge and results (free of charge) for others to use
<ul style="list-style-type: none"> ✓ Reach multiple audiences: citizens, the media, stakeholders ✓ Well-designed plan conveying clear messages, and using the right media channels ✓ Engage with stakeholders; attract the best experts to engage with your team; foster the generation of market demand for smart energy services for the commercial rented sector; raise awareness of how public money is spent; show the success of EU collaboration 	<ul style="list-style-type: none"> ✓ Reach scientists and engineers but also others that can learn from the results: authorities, industry, policymakers, sectors of interest, civil society ✓ Publish results on scientific journals, scientific and/or targeted conferences, public repositories ✓ Maximise results’ impacts; allow other researchers to go a step forward; contribute to the advancement of the state of the art; make scientific results a common good.

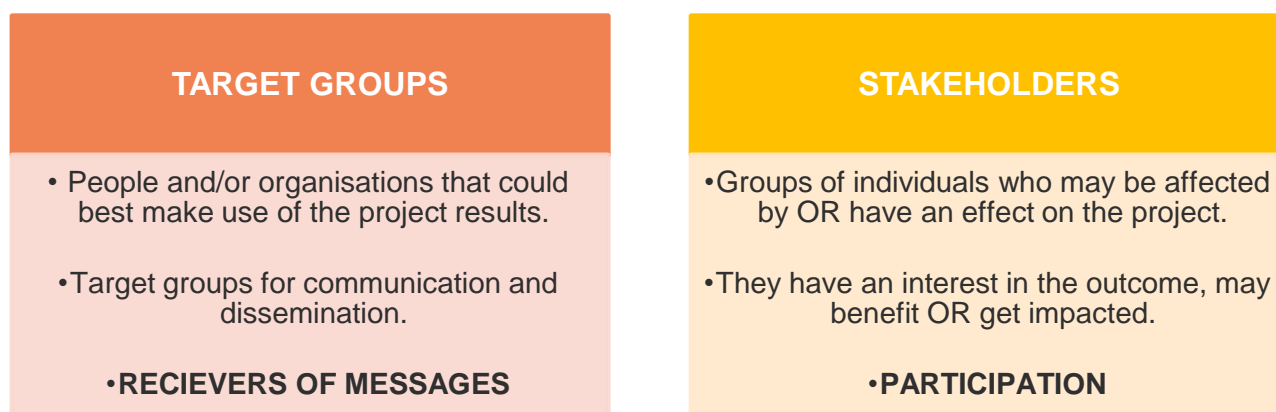
1.2 TARGET GROUP

To create an efficient communication and dissemination plan, it is crucial to first identify the target groups and then to define the levels of all relevant stakeholders (see **Error! Reference source not found**). As a start, it is important to clarify that target groups are groups of people and/or organisations that are most likely interested in the project (receivers of messages). However, stakeholders have a direct interest or concern (mostly business-related), and may be interested in participation in the project especially if they are directly impacted by its actions. Therefore, the importance of defining the target groups and the stakeholders is vital in terms of maximising the impact of the project’s outcomes.





Figure 1 Target groups vs. Stakeholders



During the proposal development phase of SmartSPIN project, the consortium defined the relevant general target groups: *industry, scientific and research community, policymakers, society (wide public and media)*. In addition, the defined target groups may have branches at local, national or European level due to the international structure of the consortium and its members.

Therefore, the communication and dissemination goals are oriented towards the above-mentioned target groups in terms of reaching out to raise awareness and promote SmartSPIN. This means people and organisations from those target groups are updated about the project, scope of work, results and impacts of the project via social media channels, press-releases, newsletters, conferences and exhibitions, videos and promotional materials and/or publications. Thus, with progress of the project, SmartSPIN created a more targeted awareness and involved the stakeholders in a collaborative engagement activity such as data collection and co-creation of the project solutions.

1.2.1 Stakeholders' interests

Apart from the general target groups, stakeholders played a key role in shaping the strategic communication plan due to their connection to the project. During the first three months of the project, EGEN elaborated on the initial stakeholder mapping undertaken during the project proposal phase. Deliverable *D7.2 Value chain and stakeholder analysis*, submitted in M12, provides a detailed view and understanding of the potential role of specific levels of stakeholders, their interests as well as their attitudes towards uptake of the SmartSPIN business model. A preliminary mapping of the project stakeholders was also conducted in M3 and is laid out below.

Throughout the stakeholder mapping, the consortium has been able to effectively target the communication activities towards relevant/key stakeholders, maximising their engagement.

In that context, three levels of stakeholders were identified as follow (**Error! Reference source not found.**):

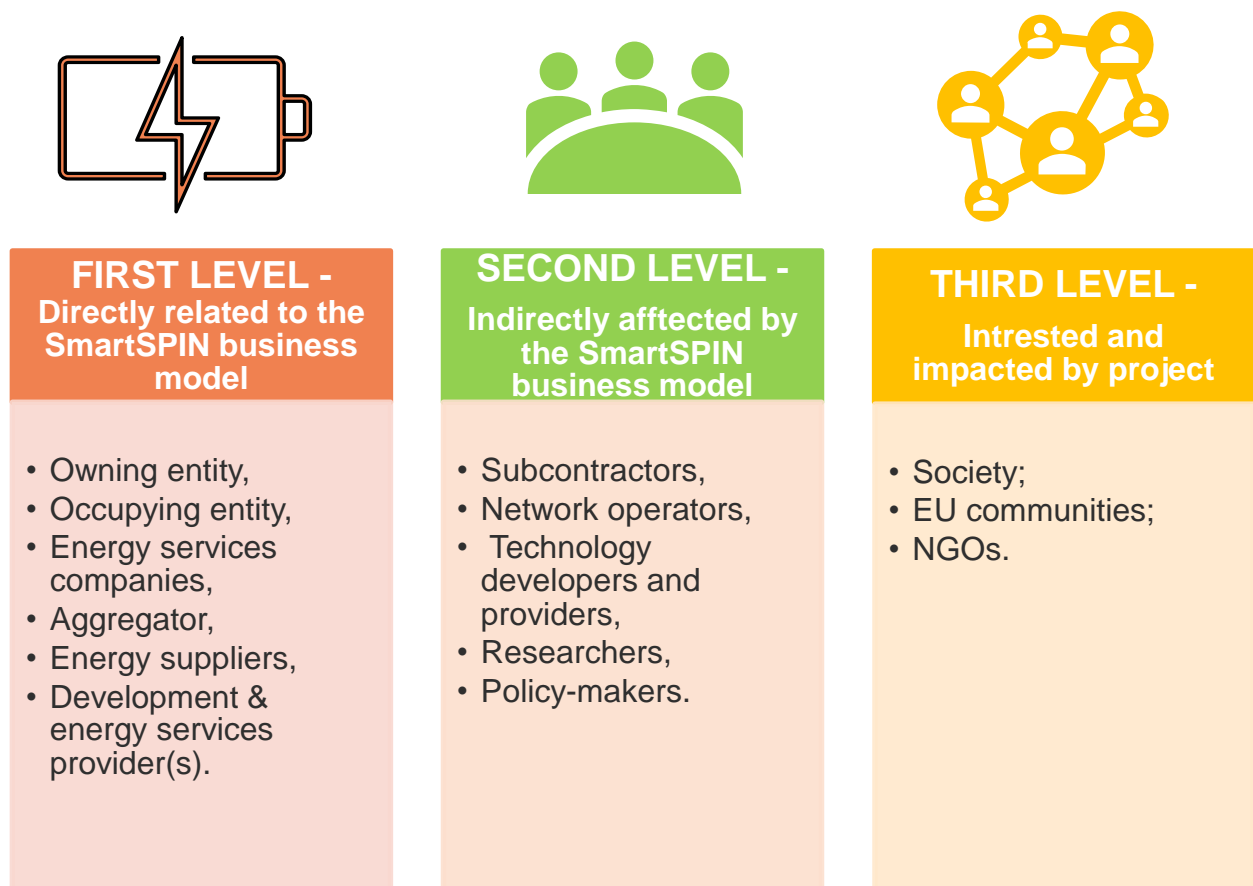
1. **First level: stakeholders are directly related to the SmartSPIN business model:** *owning entity, occupying entity, energy services company, aggregator, energy supplier and development & energy services provider.*





2. **Second level: stakeholders are indirectly affected by the SmartSPIN business model:** subcontractors, network operators, technology developers/providers, research and policymakers.
3. **Third level: stakeholders are not directly related to the SmartSPIN business model but would have a wider impact and interest:** civil society, EU energy communities, NGOs.

Figure 2 Stakeholders mapping



A detailed overview of the characteristics of each stakeholder is provided in the next three-sub chapters.



First level stakeholders

Owning entity/landlord

According to the BPIE¹ report – *Europe's buildings under the microscope* – approximately 25% of the 25 billion m² of useful building floor area is accounted for by non-residential buildings, of which 28% are wholesale or retail premises, 23% are offices, 11% are hotels and restaurants, and 4% are sports facilities. These types of buildings are often owned by a commercial landlord who rents or leases all or parts of the building to one or more tenants. One of the major barriers to energy efficient building renovations in commercially rented buildings is the split incentive problem – i.e., the situation arising when a potential investment by the landlord in energy efficiency measures, would determine benefits only for the tenants, such as decreased utility costs and improved thermal comfort. To overcome this barrier, SmartSPIN advances the Energy Efficiency as a Service (EEaaS) model.

EEaaS is based on the concept of an energy efficiency service provider offering solutions that:

- a. combine demand management services and energy efficiency interventions,
- b. facilitate the adoption of renewables, and
- c. optimise the balance between demand and supply, while the customer pays for the service through a monthly, quarterly or annual fee that is linked, directly or indirectly, to the energy savings realised on utility bills.

The main way in which the EEaaS model can address the split incentive problem is by charging the tenant for both the actual energy consumed and the estimated energy savings, while the benefits from efficiency improvements and flexibility services are shared among the energy efficiency provider and the building owner. The owning entity therefore benefits from the SmartSPIN business model by getting a reward for the efficiency improvements obtained by the tenants. Furthermore, a more energy efficient building could result in a better energy performance certificate and an increase the property value.

Occupying entity/tenant

The occupying entity rents or leases (parts of the) building from the owning entity. They use energy provided by the energy supplier and pay for their energy consumption.

SmartSPIN benefits:

The first recommended step to implement the SmartSPIN smart energy service is to deploy no-cost and low-cost measures that can reduce building's energy consumption, such as adding sensors to improve state estimation capabilities, fine tuning the operation control of the building's systems, harmonising and jointly optimising the operation of building's systems owned by landlord and tenants to achieve the common goal of improved energy efficiency. Such measures have immediate or short payback time, which mitigates one of the barriers to energy performance contracting in the private sector: the long contract duration.

¹ Europe's buildings under the microscope, Marina Economidou, Building Performance Institute Europe (BPIE), October 2011, ISBN: 9789491143014





Including flexibility services in this first step through participation in demand response programs or shifting consumption away from peak times using dynamic pricing creates additional revenues that can further reduce payback time. SmartSPIN advances the EEaaS model where the occupying entity pays for the service through a monthly, quarterly or annual fee that is linked, directly or indirectly, to the energy savings realised on utility bills. The occupying entity therefore benefits from the SmartSPIN smart energy service by the energy savings and flexibility realised which results in a discounted bill from the energy supplier. Compared to existing business models the tenants gain added value due to utilising their flexibility potential, which also results in reduced operational energy costs.

Energy services company

The Energy services company or ESCO develops, designs, builds, and arranges financing for projects that save energy, reduce energy costs, and decrease operations and maintenance costs at their customers' facilities. ESCOs act as project developers for a comprehensive range of energy conservation measures and assume the technical and performance risks associated with a project. In addition, they are distinguished from other firms that offer energy-efficiency improvements in that they use a performance-based contracting business model.

When an ESCO implements a project, the company's compensation is directly linked to the actual energy cost savings. Most agreements between customers and ESCOs are underpinned by Energy Performance Contracts (EPCs). The substantial energy-efficiency retrofits and renewable energy technologies inherent in energy performance contract projects typically require a large initial capital investment and may have a relatively long payback period. The EPCs commits the ESCO for installing the necessary equipment, provides guaranteed energy savings and establishes the terms of any upfront or ongoing payments, which are intended to be less than the energy savings realised by the project.

SmartSPIN benefits:

The ESCOs benefit from the SmartSPIN project as there is a large potential market for them to unlock with help of the SmartSPIN project and business model. Despite the size of the commercial rented sector and the potential for energy savings, no business model for performance-based energy efficiency has yet been able to penetrate such market in any significant way, leaving this market largely untapped.

The SmartSPIN business model also adds more value by covering flexibility on top of the energy efficiency measures. Due to the split incentive issue, the owning entity and occupying entity show currently little interest in the products that ESCOs offer. With the SmartSPIN business model they could attract both parties better as it will, for example, develop tools and model contracts that can be of benefit for the ESCOs and give guidelines how to share benefits between owner and tenants. ESCOs can innovate by adding flexibility services to their portfolio or work together with aggregators for the flexibility services.





Aggregator

An aggregator is a new type of energy service provider which can increase or moderate the electricity consumption of a group of consumers according to total electricity demand on the grid. They can also operate on behalf of a group of consumers producing their own electricity by selling the excess electricity they produce, thus entails grouping the energy consumption or generation of several consumers.

In European markets, there are limited examples of independent aggregators engaging with residential consumers. Existing aggregators are mainly working with industrial or commercial customers. In that context, they can set up an agreement with several consumers based on which the aggregator can temporarily reduce their electricity consumption when there is high demand for electricity and then sells this flexibility or the avoided electricity consumption in electricity markets.

The aggregator could also increase the consumption of an electricity consumer when electricity prices are favourable, and they look for flexibility mainly at demand-side response and energy storage.

SmartSPIN benefits:

In the SmartSPIN model, the aggregator can deliver energy aggregation services to the energy services company. As a result, they can benefit by exploring a new market focused on commercial buildings by collaborating with the ESCOs.

Energy supplier

The energy supplier is a company that supplies energy (electricity, gas, etc.) to the occupying entity. The occupying entity pays for their energy usage.

SmartSPIN benefits:

The SmartSPIN business model makes the customers of the commercial rented sector more energy efficient. The energy efficiency measures also reduce the energy consumption and therefore may reduce the profit of the energy supplier.

However, the role of the energy supplier is changing as more energy suppliers target the delivery of green energy. Flexibility in energy consumption is also becoming increasingly important. With dynamic pricing energy suppliers could adjust consumption and incentivise their consumers to buy energy when there is abundant green energy available and vice versa. The SmartSPIN business model can help the energy suppliers in optimising the balance between demand and supply.

Development and energy services provider

The development and energy services provider develops and manages energy services that improve energy efficiency and demand management. They choose the technologies and design and implement the energy and demand management system. They deliver this to the ESCO's which in turn pay a fee.





SmartSPIN benefits:

By using the SmartSPIN business model, the development and energy providers will increase the usage of the energy efficiency and demand management services.

In addition, if the ESCOs expand their services delivered to the clients, the technology portfolio of the development and energy services provider will be broader, and they could possibly increase their fees and client base.

Second level stakeholders

Subcontractors

Subcontractors install the energy systems and deliver services at the buildings from the owning entity, such as sensors, renovations, isolation, among others. They also deliver energy metering and management services to the occupying entity. Project cost and service payment is done by the development and energy services provider.

SmartSPIN benefits:

They benefit from SmartSPIN as the business model will result in an increase in usage of these energy systems and services.

Network system operators

Network system operators include TSO, DSO and heat network companies. A TSO is responsible for transporting energy on a national or regional level, using fixed infrastructure. Transmission grids transport large quantities of high voltage electricity across large distances, often from large power plants to the outskirts of large cities or industrial zones, where it is transformed into lower voltages distributed to all end-users through the distribution network. DSOs are responsible for these energy distribution networks, mostly operating at low and medium voltage levels.

SmartSPIN benefits:

These network system operators can benefit from SmartSPIN as the project will enable wider access to flexibility services which can make the network more reliable.

Debt and equity providers

Debt and equity providers provide project capital to the ESCOs.

SmartSPIN benefits:

They could benefit from the SmartSPIN project as they can deliver more projects in commercial rented buildings, which will result in increased revenues and return of their investments. Furthermore, the SmartSPIN business model delivers added value, and this can result in more profitable projects.

Technology providers





Technology providers develop and provide the energy efficiency and flexibility technologies used.

SmartSPIN benefits:

They can benefit from the SmartSPIN project if the ESCOs develop more projects that use these technologies. The technology provider can then sell more because of the higher demand of the technologies they develop.

Research/Academia

Research organisations such as universities can benefit from the SmartSPIN project as the project results might provide in research opportunities on business model innovation, energy innovation and possible advancements in teaching.

Policymakers

Policymakers can use the recommendations and results produced in the SmartSPIN project to develop and or adjust policies related to energy markets, regulations or innovation policy.

Third level stakeholders

These stakeholders are indirect beneficiaries such as the society and NGOs. They will benefit from the project by learning about a new innovative business model. Moreover, these stakeholders can access better environment with reduced energy consumption and carbon emission.

1.2.2 Timeline and stakeholder techniques

The tactics followed by the timeline of the project in three cumulative phases to gradually build target engagement. All tactics overlap to continuously recruit and engage the different target audiences.

Figure 3 Stakeholder journey communication model





Therefore, the project communication activities have been evolving in terms of content and engagement outcome based on target outcome and group of the stakeholders.

Figure 4 Stakeholders engagement roadmap



Table 2 Stakeholders' engagement overview and timeline

Phase	AWARENESS	ENDORSEMENT	ENGAGEMENT
Objective	INFORM and reach out to stakeholders to create awareness of the project and the problem it is tackling.	CONVINCE interested stakeholders with shared project results and outcomes of the project innovative value.	ENGAGE interested stakeholders to see if the project meets their expectations and needs.
Timeframe	M1-M36	M3-M36	M6-M36
Content to support the pitch	<ul style="list-style-type: none"> • What is SmartSPIN? • What problem does SmartSPIN tackle? • How SmartSPIN address this problem (scope, objectives, mission)? • What are the expected impacts? • Who is involved in SmartSPIN? 	<ul style="list-style-type: none"> • What are the current/potential SmartSPIN results? • What project knowledge is being generated? • How SmartSPIN outcomes/knowledge are relevant to this stakeholder? • How SmartSPIN can contribute to the stakeholders (highlight advantages/innovations)? • What solutions have been already validated? Respective results? • How the development of the SmartSPIN should interested the particular stakeholder? 	<ul style="list-style-type: none"> • How SmartSPIN research can benefit the industry/policymakers? • How SmartSPIN strengthen/ increase/improve the current industry/policy area or develop new activities/expertise? • How can stakeholders implement SmartSPIN research in their activities (industry, R&D, policymakers)?
Target engagement	One-way communication	One-way communication	Two-way communication
Tools/Channels	<ul style="list-style-type: none"> • Website • Social media • Press-release • Video • Non-peer-reviewed publications 	<ul style="list-style-type: none"> • Website (reports, deliverables/news updates) • Social media • Newsletter • Public events • Scientific publications • Infographics 	<ul style="list-style-type: none"> • Surveys, emails • Formal meetings (Advisory board) • Public events • Scientific publications • Presentations/ conference/ workshops • Exploitation workshops
Stakeholders	<ul style="list-style-type: none"> • NGOs, society, EU communities • Subcontractors, network operators, technology developers/providers, researchers, policymakers. • Owning entity, occupying entity, energy services company, aggregator, energy supplier development & energy services provider. 	<ul style="list-style-type: none"> • Subcontractors, network operators, technology developers/providers, researchers, policymakers. • Owning entity, occupying entity, energy services company, aggregator, energy supplier development & energy services provider 	<ul style="list-style-type: none"> • Owning entity, occupying entity, energy services company, aggregator, energy supplier development & energy services provider • Subcontractors, network operators, technology developers/providers, researchers, policymakers.



1.2.3 Strategies and tactics

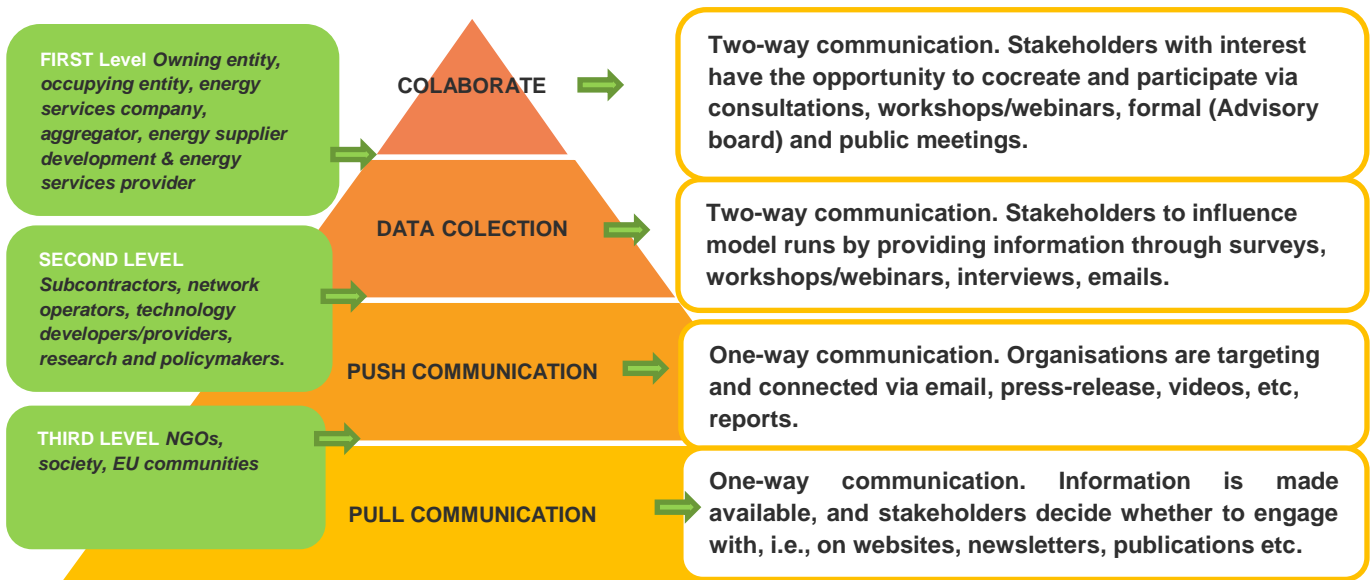
The consortium aims to reach out to all target groups and involve all groups of stakeholders in the communication activities. However, the level of engagement of certain stakeholders is based on their willingness to participate and interest/influence they can have on the SmartSPIN business model.

Levels of engagement

Overall, the stakeholders' engagement is directly proportional to the impact/influence of each group of stakeholders to the project. Therefore, the most important stakeholder group of *owning entity, occupying entity, energy services company, aggregator, energy supplier and development & energy services provider* would have the highest interest/impact in the SmartSPIN business model.

To facilitate maximum participation, all engagement will proceed on the basis of appropriate methods for each different stakeholder group. **Error! Reference source not found.** outlines how the relationship of influence and interest manifests across different levels of engagement and presents the levels of engagement with each group of stakeholders, as well as the appropriate target engagement outcome.

Figure 5 Levels of influence/interest in the engagement of stakeholder groups



Engagement methods

Due to the variety of level of engagements, different methods have been used to build relationships, gather information, consult or share project results with the three groups of stakeholders. A list of different engagement techniques and suggests the most appropriate ways of these techniques in **Error! Reference source not found.** During the lifespan of the project, the consortium has followed the engagement methods established in **Error! Reference source not found.**





Table 3 Engagement methods and techniques

Method	Action
Correspondence by phone or email	<ul style="list-style-type: none"> Establish contact points to build relationship Distribute project information Invite stakeholders for meetings
Formal meetings (Advisory board)	<ul style="list-style-type: none"> Present project information to a group of stakeholders Allow the group of stakeholders to provide their views and opinions Build impersonal relations with high-level stakeholders Distribute technical documents (current/potential results)
Exploitation workshops	<ul style="list-style-type: none"> Organise internal exploitation workshops and engage stakeholders for identification and characterisation of the KERs and the Roadmap to commercialisation Organise external exploitation workshops on a national level and present a comprehensive overview of the project results achieved in the three pilot regions Final exploitation workshop on a European level presenting the conclusive project results and policy aspects related to the regulatory and market conditions, business plan and market uptake
Public events	<ul style="list-style-type: none"> Present project information to a large audience of stakeholders, and in particular communities Allow a group of stakeholders to provide their views and opinions Build relationships with local communities/stakeholders Distribute non-technical project information
Workshops/ Webinars	<ul style="list-style-type: none"> Organise/participate in workshops/webinars for specific target topics Present project information to a group of stakeholders Allow the group of stakeholders to provide their views and opinions Use participatory exercises to facilitate group discussions, brainstorm issues, analyse information, and develop recommendations and strategies
Surveys, questionnaire	<ul style="list-style-type: none"> Gather opinions and views from individual stakeholders Gather and record data Analyse received data
Newsletters, social media, videos, publications, press-releases, etc.	<ul style="list-style-type: none"> Distribute project information, survey, reports, etc. Invite stakeholders for meetings and events Provide access to project information and knowledge generated on the website Share media announcements, videos, publications



Error! Reference source not found. appoints the respective methods per stakeholder groups:

Table 4 Stakeholders' groups and respective engagement methods

Stakeholders	Method
<ul style="list-style-type: none"> • Owning entity, • Occupying entity, • Energy services company, • Aggregator, • Energy supplier development, • Energy services provider 	<ul style="list-style-type: none"> • Phone/email communication • Formal meetings (Advisory board) • Public meetings • Workshops/webinars • Exploitation workshops • Surveys
<ul style="list-style-type: none"> • Subcontractors, • Network operators, • Technology developers/providers, • Researchers, • Policymakers. 	<ul style="list-style-type: none"> • Phone/email communication • Public events • Workshops/webinars • Exploitation workshops • Surveys • Reports • Publications • Press-releases • Videos
<ul style="list-style-type: none"> • NGOs, • Society, • EU communities 	<ul style="list-style-type: none"> • Public events • Newsletters, • Social media, • Videos, • Publications, • Press-releases,

Engagement methods such as stakeholders' surveys, internal and external exploitation workshops and advisory board meetings are part of the respective T7.1, T7.3 and T7.4 within WP7. The results of the first survey can be found in *D7.2 Value Chain and stakeholders' analysis*. In addition, the consortium has reached milestones: M7.2 First online stakeholders survey complete and M7.3 First advisory board meeting. The internal and external exploitation workshops were reported in *D7.4 Business and exploitation Plan* in M21, and the second survey in *D7.5 Final value chain & stakeholder analysis* in M42.

For leveraging synergies, fostering collaboration and maximising impact, the SmartSPIN project have joined forces with other project selected by the European Commission within the same call (H2020-LC-SC3-2018-2019-2020/ Societal challenges – secure, clean and efficient energy): [V2Market](#) and [NEON](#). The three projects have decided to keep each other informed on a regular basis, concretely by means of regular meetings to discuss communication, knowledge exchange, and by cross participation to each other events. In addition, the three projects are working closely to design new approaches and business models to enhance energy efficiency across Europe. To kick-

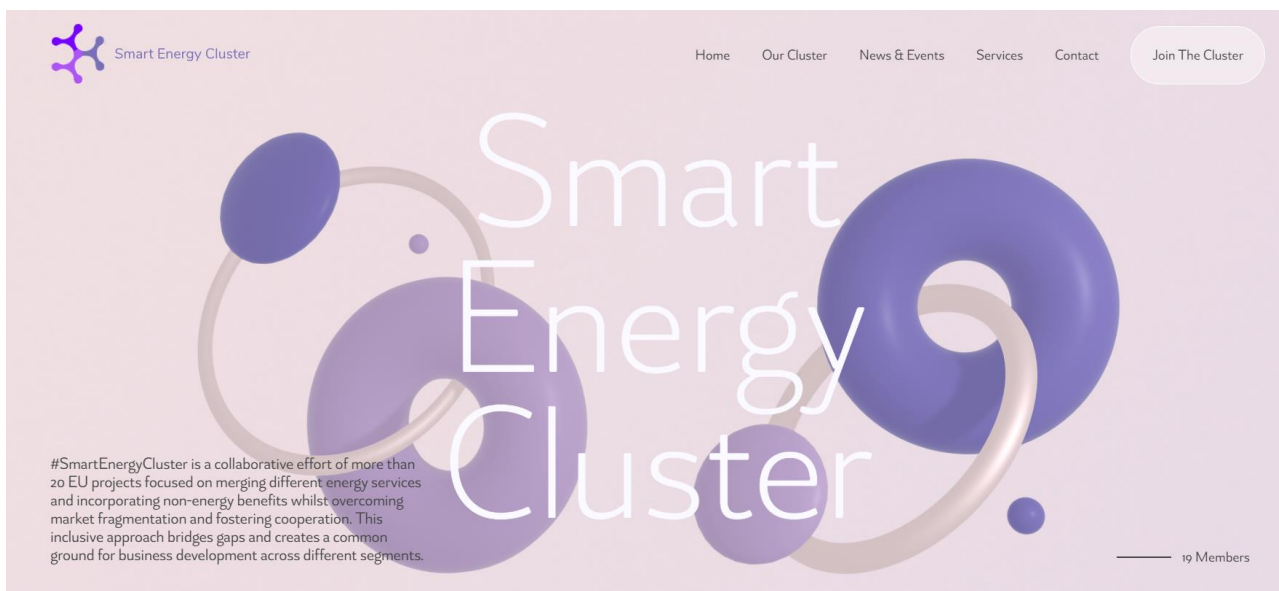




off the collaboration, the three projects signed a Joint Statement in July 2022 (see [here](#)). And in addition, common communication activities have been carried out in high-level events, for instance, at ENLIT 2022 (see [here](#)).

Additionally, SmartSPIN joined the Smart Energy Cluster, initiated by the LIFE project [InEExS](#). The cluster is a collaborative effort of more than 20 European projects focused on merging different energy services and incorporating non-energy benefits whilst overcoming market fragmentation and fostering cooperation. This inclusive approach bridges gaps and creates a common ground for business development across different segments. The cluster also launched its own [website](#) aiming to become a solid hub of information for all the projects part of the group, while making easier for all audiences to keep track of their outputs and events.

Figure 6 Smart Energy Cluster website





1.3 KEY MESSAGES

A set of key messages tailored to each target audience identified in Section **Error! Reference source not found.** was established in the Dissemination and Communication Plan (D7.1) The table below (**Error! Reference source not found.**) illustrates “with broad strokes” a few examples of customised messages addressing different audience categories. The *Call to Actions* section presents a non-exhaustive selection of possibilities for consortium use to encourage user’s behaviour.

Table 5 Key messages per stakeholder

Audience	Key message
<p>Owning entity, occupying entity, Energy Services companies, Aggregator(s), Energy suppliers, Development & energy services provider(s). Subcontractors, Network operators, Technology developers and providers.</p>	<p>To fit in the new European economy, business should adapt quickly to the pace of technological and innovation change to stay competitive. Smart energy systems integrated with advanced non-energy technologies are today’s pathway for a successful energy transformation.</p> <p>SmartSPIN business model enable energy services to reduce costs and gas emissions, improve their energy efficiency and flexibility services through an implementation of smart energy and non-energy technologies in existing building energy systems and installed solar PV, while allowing all involved parties (indirect beneficiaries and end-users) to benefit from the incentives created.</p>





R&D

In the age of open and digital research, sharing knowledge is key for improving Europe. The exchange know-how between research parties can produce valuable results able to tackle today’s world challenges.

SmartSPIN 251 followers
Smo • ④

👉 The #SmartSPIN newsletter is NOW available ! 🌟 <https://lnkd.in/gAFnnUGE>

Check it out for updates on:

- ✓ SmartSPIN survey
- ✓ Unveiling the innovative SmartSPIN tools
- ✓ What's new in the Irish pilot?
- ✓ Irish and Spanish Exploitation Workshops
- ✓ And more...

Enjoy reading !

Meet the Consortium:

- IERC - International Energy Research Centre (Tyndall National Institute - University College Cork) (Ruchi Agrawal, Luciano De Tommasi)
- HEBES Intelligence (Sotiris Papadelis)
- EGEN (PNO Innovation Belgium) (Thomas Maidonis, Sam de Haas van Dorsser, Wouter Rijk)
- Eunice Energy Group (Nikos Alexandropoulos, Stergios Kokorotsikos)
- Smarkia (Alvaro Diez)
- TECNALIA Research & Innovation (Antonio Garrido Marjuán)
- Lawler Sustainability (Daniel Ring)

#newsletter #energyefficiency #smartbuilding #smartenergy #commercialbuildings #SmartEnergyCluster



SmartSPIN 251 followers
Smo • ④

📄 Scientific Publication !

📄 In this paper 📄, the authors perform a comparative analysis of business models used by Energy Service Companies (ESCOs), suitable for the deployment of energy efficiency measures in the commercial rented sector across Europe.

Kudos to the authors: Luciano De Tommasi, Sotiris Papadelis, Ruchi Agrawal, Pádraig Lyons

Read the full paper 📄 <https://lnkd.in/gURnTxjg>

Enjoy reading !

#ESCO #Landlord #tenant #commercialbuilding #energyefficiency #smartenergy #smartbuildings #scientificpublication #openaccess

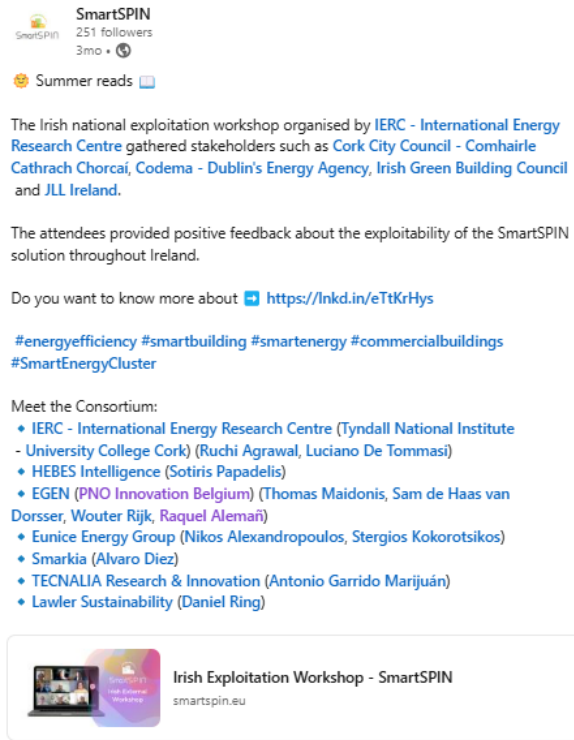
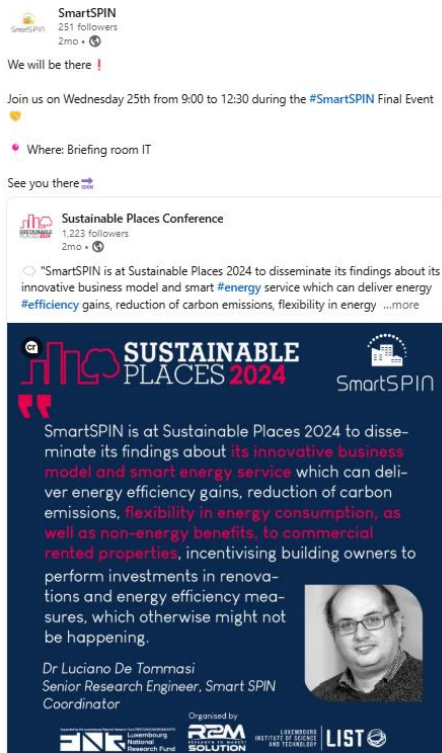


Policymakers

SmartSPIN business model improves the economic viability of the innovative energy services across Europe, while providing societal benefits for the communities and deliver significant micro/macroeconomic benefits, triggering more than €7 million investments.

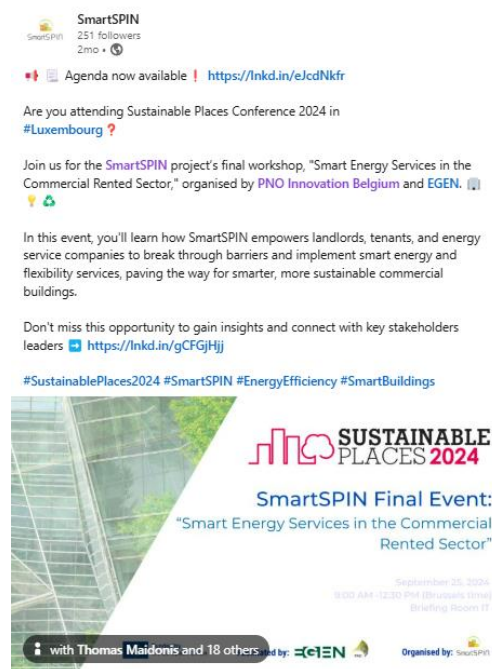
Furthermore, SmartSPIN directly contributes to the Energy Efficiency Directive that aims to boost energy efficiency improvements of 35% by 2030.





Media & General Public Society; EU communities; NGOs.

SmartSPIN business and socially responsible energy model drives energy market transformation and provides a better quality of life: increased energy savings, less costs, more trustworthy and accessible service providers for citizens, new job opportunities, economic growth and less CO₂ emissions.





1.4 CHANNELS

For the execution of the project communication and dissemination actions, the following main channels have been identified:

- **Website:** <https://www.smartspin.eu/>
- **LinkedIn:** <https://www.linkedin.com/company/h2020-smartspin/>
- **Twitter/X:** <https://twitter.com/SmartSPIN>

All information related to these tools are in chapter 2.

SmartSPIN partners websites and respective social channels

As the project partners represent the whole value chain, their websites and social media channels are essential for spreading out the project messages. Their already established networks have significantly contributed to the overall communication and dissemination project activities reaching out to key industrial stakeholders and leading scientific communities and academics. The reach and engagement levels achieved through partner channels can be found in **Error! Reference source not found.**

Figure 7. Project partner



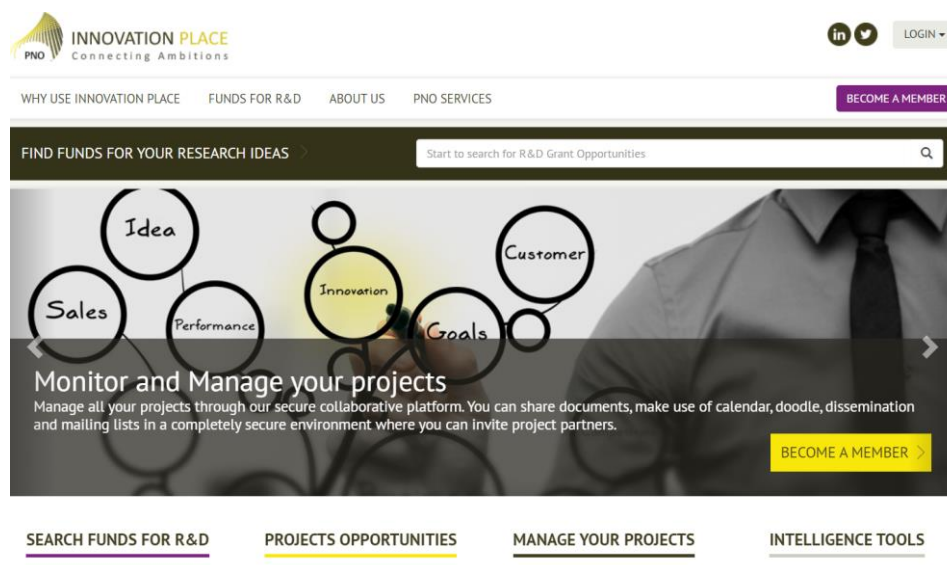
Innovation Place Platform

The platform is an online service provided by PNO Group. It supports organisations in achieving their strategic R&D objectives through matching and managing R&D projects, organisations, and grants. Innovation Place is based on the Open Innovation paradigm, with the active involvement of industry leaders, multinational organisations, high-level research centres, public bodies, and innovative SMEs all around Europe. During the last years, the number of users registered in the web platform has increased drastically to more than 10,000 organisations. The SmartSPIN project has taken advantage of the wide network the platform and its respective channels and tools, including social channels and the newsletter.





Figure 8 Innovation platform services provided by PNO Group



2 CAMPAIGN IMPLEMENTATION: COMMUNICATION AND DISSEMINATION TOOLS

As a WP leader, EGEN (PNO) has implemented the communication and dissemination tactics and strategic actions with the support of the project partners. In addition, EGEN (PNO) has monitored and evaluated all activities carried out during the project lifespan. Through the implementation and monitoring of the planned activities, EGEN (PNO) regularly assessed the communication and dissemination strategy.

2.1 COMMUNICATION

2.1.1 Project identity and templated

The very first step to build consistent and uniform communication is to create an unified and coherent visual identity. It helped grow SmartSPIN as a brand and make a recognisable appearance among all relevant stakeholders. Thus, allowing to build up a project awareness in a sustainable and coherent way. Therefore, in the very first months, the consortium created a distinguishable logo design and templates as part of the project identity package.

Project logo

In M1 (September 2021) the mock-ups designed were presented. The consortium selected a project logo based on partner's vote.





Figure 9. Mock-ups of the project logo



The partners selected the fifth logo design in the above image (middle logo, second row). The logo represents buildings under an energy rainbow; all elements are coloured in the energy efficiency colour pallet: orange, green and yellow. Below the logo, a caption of the project name is positioned in a horizontal way.

Figure 10. The official project logo



In addition, a style guide was also created to help partners and external parties to brand any kind of materials needed for communication and/or dissemination activities. The document summarises the main key brand elements, colours and instructions how to do so.



Figure 11. Brand guidelines of SmartSPIN



Templates

As part of building a strong and recognisable brand, a set of project presentation templates are included into the visual project identity package. Therefore, after the project logo was selected, a PowerPoint presentation and a Word document template were created based on the project brand elements and colour palette.

The project templates have been used for presenting the project outcomes in front of a variety of audiences at events, workshops, conferences, among others, and for internal use such as reporting on project progress and preparing an official project report.

Figure 12. PowerPoint project presentation

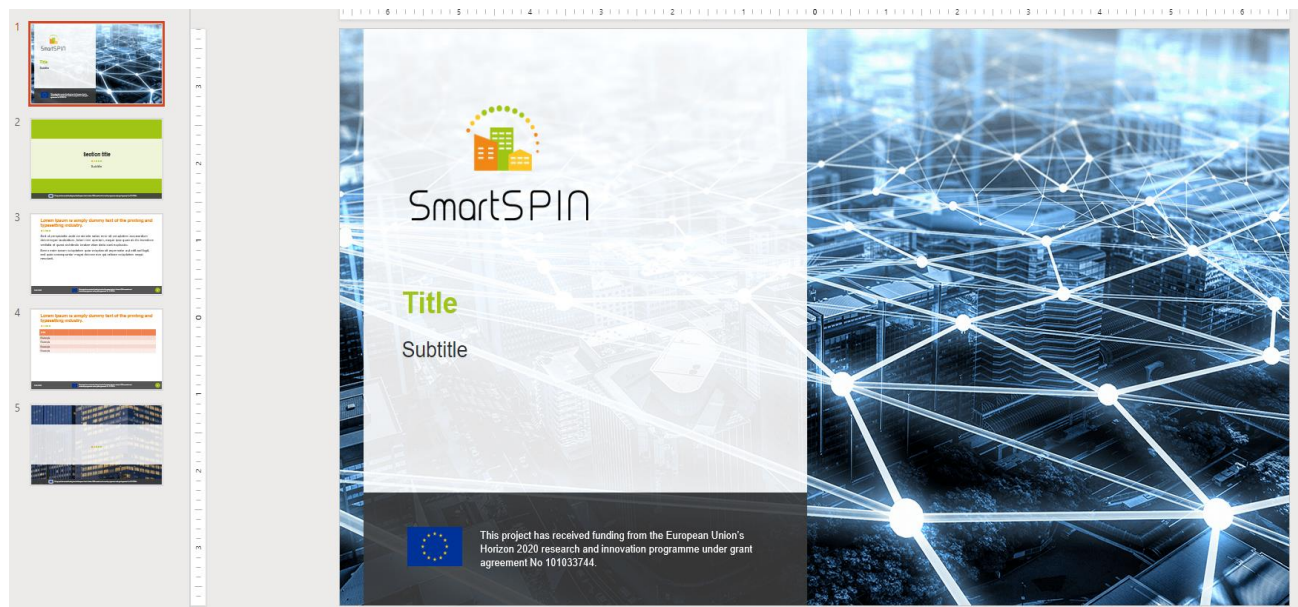
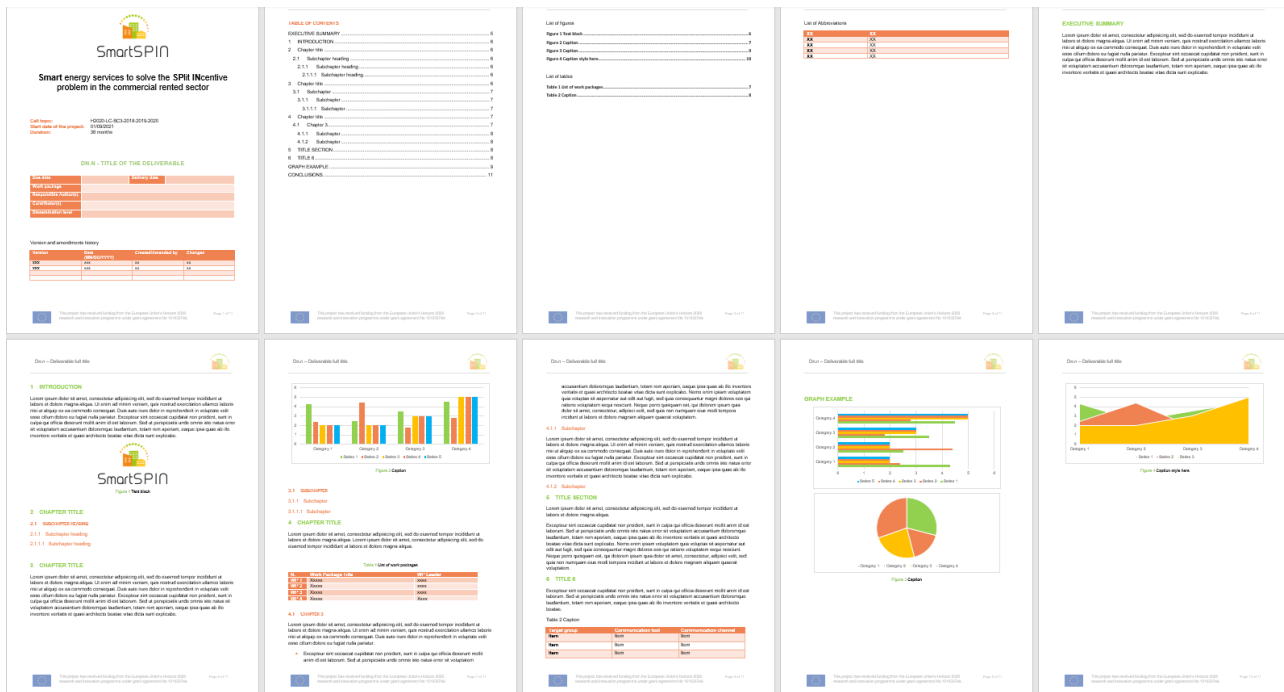




Figure 13. Word Document project template



2.1.1.1 Results

The project identity package – including the logo, PowerPoint and Word templates, and a brand guide – was created within the first months following the launch of the project. These materials have been consistently used throughout the project’s duration.

2.1.2 Marketing material

A set of marketing materials to support the communication and dissemination activities was created in M3 (November 2021). The materials aim to support the consortium in raising awareness about the project and promote its goals. The toolkit consists of:

- general presentation,
- leaflet,
- poster,
- roll up banner,
- infographics.

General presentation

At the beginning of the project, a generic presentation was created to provide a project overview when presenting the project at events, conferences, workshops, etc. It summarises the technical challenges, emphasising the project’s methodology, objectives, and impact.





Figure 14. Official general project presentation

Brochure

To further help disseminate the project, a dedicated brochure was created. It presents the project context in a nutshell, describes the scope of the project, objectives and expected benefits. The brochure has folded design (harmonica) and is split in six pages, back and front. The layout is designed for a print brochure.

Figure 15. Front and back pages of the leaflet





Poster

To support and signify the project’s presence at events and conferences, a project poster was also created. As the poster has more strategic role due to its size (as part of an exhibition corner/booth/during presentations), its design was based on a more dynamic and visually appealing graphic approach with less text.

Figure 16. Official project poster

SmartSPIN

Smart energy services to solve the SPlit INcentive problem in the commercial rented sector

NOVEL BUSINESS MODEL

SmartSPIN aims at developing a new business model to improve the energy efficiency and flexibility in commercial rented sector. The new business solutions are expected to benefit all parties involved and allow both owners and tenants to profit from the cost, energy efficiency improvements and flexibility services in a more transparent way. For three-years period, the project will demonstrate, test, validate and implement the smart energy solutions in three European pilot sites situated in Spain, Greece and Ireland.

Furthermore, the novel SmartSPIN business model integrates the latest advanced smart energy services concepts and technologies available on the market along with other non-energy services. Combined with advanced measurement and verification concepts for data analytics from smart equipment and a new contractual approach that fairly splits the benefits between all stakeholders, SmartSPIN build trust between the parties and pave the way for a greater uptake of smart energy services in the commercial rented sector.

- € 2M BUDGET
- 3 YEARS DURATION
- 7 PARTNERS
- 4 COUNTRIES

PARTNERS

IERC, ENER, EUNICE ENERGY GROUP, HEBES, LAWLER SUSTAINABILITY, smarkia, tecnalia

CONTACT US
PROJECT COORDINATOR
Luciano De Tommasi,
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FOLLOW US
linkedin.com/company/h2020-smartspin
twitter.com/SmartSPIN_
www.smartspin.eu

This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No 101033744.

This poster reflects only the author's view and that the European Commission is not responsible for any use that may be made of the information it contains.





Roll-up banner

The roll-up banner has a similar purpose as the poster – eye-catching and displaying in a cost-effective and practical way. However, due to its bigger size, the roll-up banner attracts a larger crowd than the poster; and focuses more on the visually appealing side of rather than text display.

Figure 17. Official project roll-up banner

SmartSPIN

Smart energy services to solve the SPlit INcentive problem in the commercial rented sector

NOVEL BUSINESS MODEL

SmartSPIN aims at developing a new business model to improve the energy efficiency and flexibility in commercial rented sector. The new business solutions are expected to benefit all parties involved and allow both owners and tenants to profit from the cost, energy efficiency improvements and flexibility services in a more transparent way. For three-years period, the project will demonstrate, test, validate and implement the smart energy solutions in three European pilot sites situated in Spain, Greece and Ireland.

- € 2M BUDGET
- 3 YEARS DURATION
- 7 PARTNERS
- 4 COUNTRIES

OBJECTIVES

The SmartSPIN concept aims at the removing the current market barriers for integrating energy efficiency smart services in the commercial rented sector. Thereby, successfully develop a new business model beneficial for all parties involved. That will be achieved through test demonstrations and data analysis of three real case studies exploring how smart energy services can be deployed as an effective business model practice in Europe. The project will also provide tools to train all stakeholders involved in the value chain, as well as supporting policies to drive the market uptake.

PARTNERS

ERC, E.ON, EUNICE, HEBS, LAWLER, SITINGO, tecnalia

CONTACT US
PROJECT COORDINATOR
Luisa De Tommasi
International Energy Research Centre (IERC)

FOLLOW US
@SmartSPIN_EU @SmartSPIN_EU
www.smartspin.eu

The project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101033744.



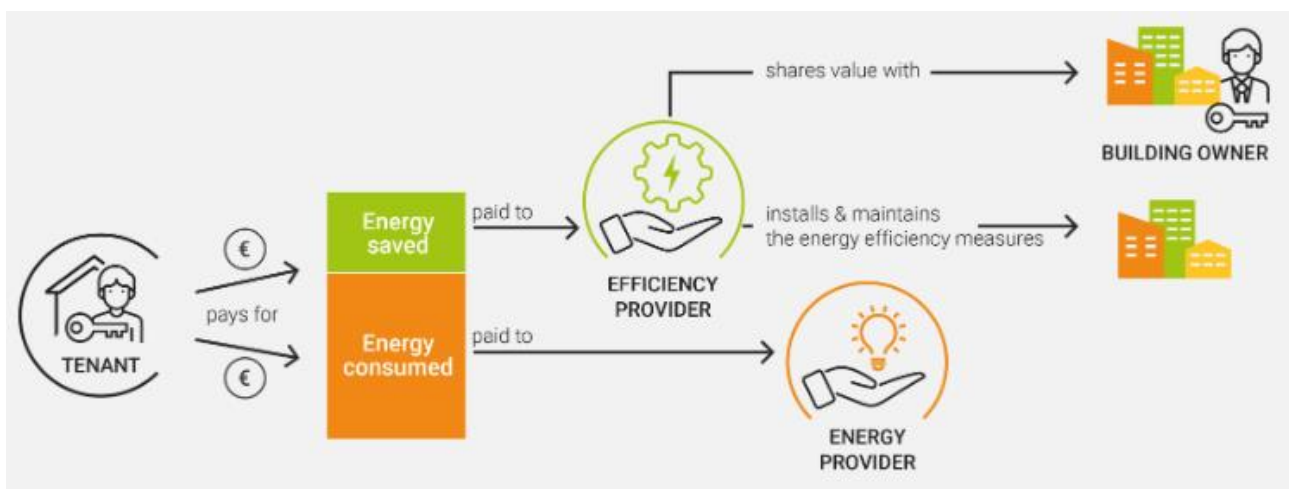


Infographics

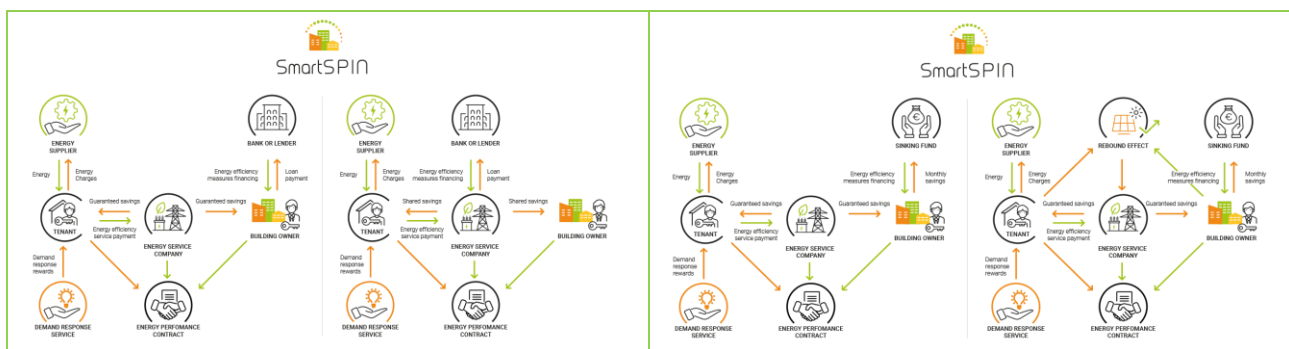
As part of the activities, three infographics have been developed by IERC during the project progress.

The first infographic was implemented in different communication tools (e.g., promotional materials, website). In addition, the infographic has been displayed in the first SmartSPIN video reaching more than 1,200 views.

Figure 18. Infographic representing the SmartSPIN business model



Two additional infographics were created to present the SmartSPIN business model in a clear and concise way. These infographics were prominently featured on the [Toolkit webpage](#) to provide users with a quick and comprehensive understanding of the model.



2.1.2.1 Results

All marketing materials are publicly available on the [SmartSPIN website](#) and have been distributed to the project partners. The infographics have been also included in the [Toolkit section](#).

2.1.3 Website

The SmartSPIN website, with the following URL address <https://www.smartspin.eu/> was launched in M3, November 2021.





The website is the most important landing point for all project communication and dissemination activities and thus, have a crucial role. Its main function is to act as a public repository system as most of the communication tactics aim to drive traffic to the project platform and generate web traffic. Therefore, creating the project website is the second major step towards building the communication and dissemination strategy after the project identity.

Structure

The website is set up in English language and has eight main pages plus a newsletter subscription form and a repository.

About: description of the project, scope of work, main objectives and expected results

Consortium: presentation of the partners of the consortium and their main tasks and responsibilities

Work plan: structure of the SmartSPIN's implementation plan

Results: newsletters, press-releases, scientific publications, promotional materials, reports, and dissemination and communication tool to report activities

News: latest project news

Events: past and upcoming events

Toolkit: give access of various tools developed throughout the project

Contact: contact form

Newsletter subscription form: the newsletter subscription form and contact details

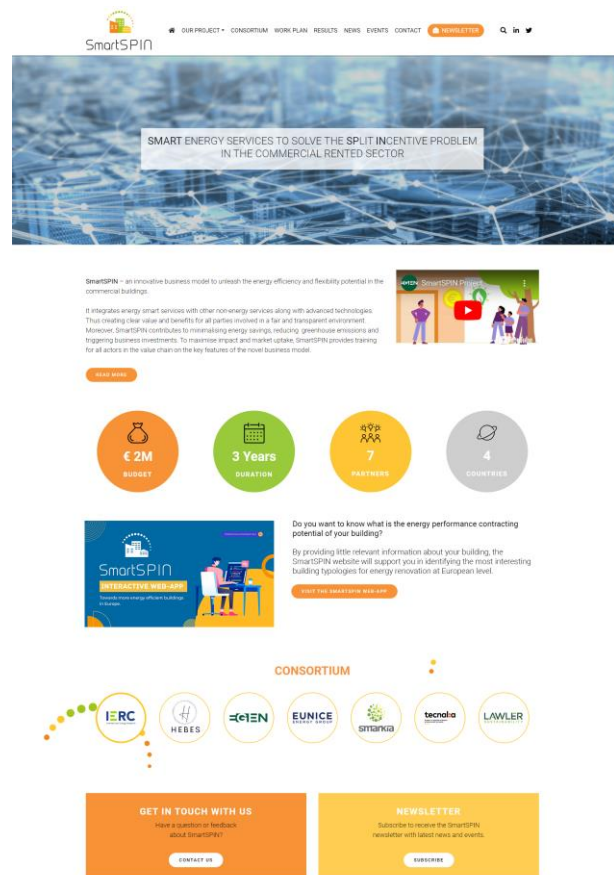


Figure 19 SmartSPIN homepage

The overall website design follows an interactive and user-friendly layout making it easy for users to navigate through the content. The bright colours and extensive project image make the website visually attractive, while the detailed information provides a well-structured project presentation on all levels – a roadmap to a successful user journey.

During the project duration, the consortium will aim to generate at least 6,000 page-views and 2,000 unique visitors.





- **Other website considerations**

Additional features to improve and optimise the user's experience have been also integrated into the website. A personalised form for [newsletter subscription](#) has been added and link, and a private consortium [repository system](#) has been set up:

Browser compatibility

The website is compatible with all common web browsers on all most used operating systems (*Internet Explorer, Edge, Firefox, Chrome browsers and Safari*). In addition, the platform is adjusted to be opened on any kind of screen, including mobile or tablet display mode.

- **Cookie & privacy policy**

To comply with the legal framework and GDPR legislations, a cookie and privacy policy statements have been provided. The information can be accessed from the very banner in the very bottom of the website homepage.

- **Google analytics**

To comprehend in-depth detail, the website data, including traffic, visitors and their preferences, a Google Analytics tool will be used for monitoring and analysis. The tool will provide the consortium with valuable insights that can help to adjust and re-shape the content strategy. The reports will give a clear input on the website performance and traffic. The analysis will follow Key performance indicators such as:

- How many people have visited the website
- Number of page sessions
- Average time a user spends on the SmartSPIN website
- Most viewed pages, and
- The geographic location of the visitors

Key Performance indicators

Over the project duration, the consortium aims to generate at least 6,000 page-views and 2,000 unique visitors.

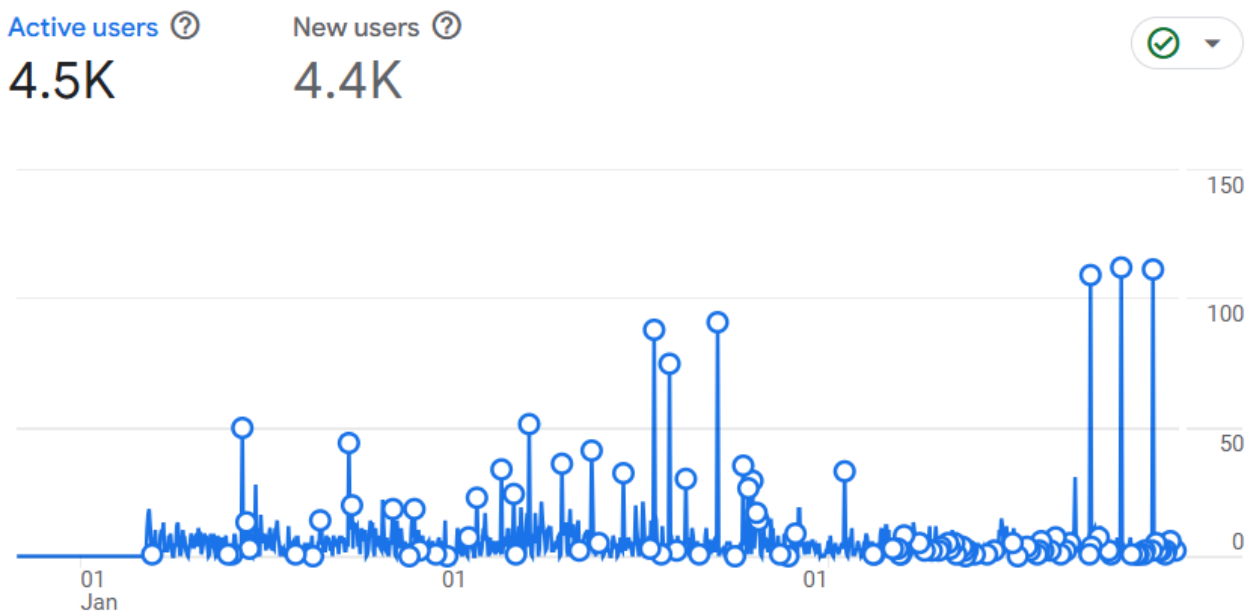
Results

By the project's conclusion in December 2024 (M40), a total of 35 news updates and 12 events posts were published on the website. These efforts significantly expanded the project's reach, drawing in 4,500 active users through its duration.





Figure 20 Active users of the website



On average, users spent 53 seconds per page on the website, achieving an engagement rate of 20%. This level of interaction contributed to a total of 42,082 page views across 7,145 sessions. These metrics underscore the website’s role as a primary information source for the project’s audience, which consistently engaged with the content throughout the project.

It is also visible that the number of users increase when publishing articles:

Table 6 Number of users per post

Page	Views	Users	Average time
About	4,557	1,955	21s
EU project clustering event: Smart Energy Services	443	198	49s
SmartSPIN 1 year progress 181	181	114	11s
Proceedings now available: Smart Energy Services clustering event	178	68	55s
We are proud to reveal the advisory board of the project	151	60	2m40s
SmartSPIN know more about the project	143	74	43s

The sections attracting the most visits, aside from the homepage, focus on results (2.773 views), events (2.209 views) and news (1.158 vies).





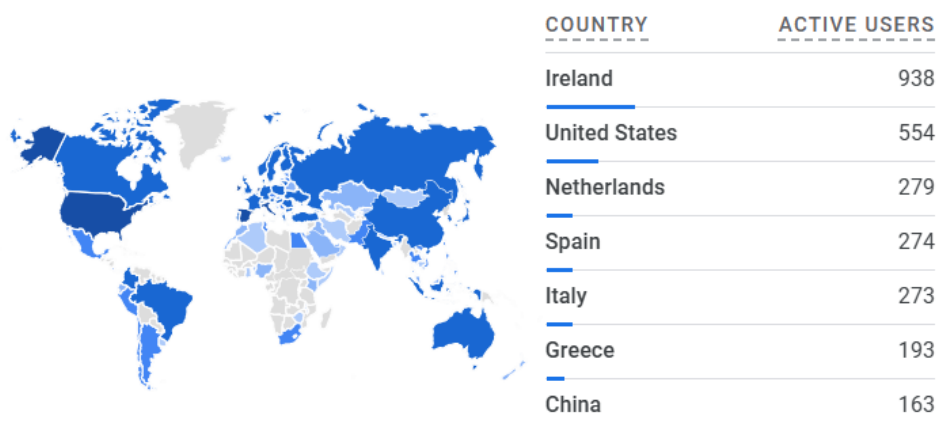
From the generated results, it can be concluded that 752 files have been downloaded from the website.

Figure 21 Results generated on the website

Event name	+	↓ Event count	Total users	Event count per active user
Total		81,170 100% of total	4,499 100% of total	18.05 Avg 0%
page_view		42,082	4,393	9.58
user_engagement		13,052	2,287	5.79
scroll		12,265	2,541	4.83
session_start		7,145	4,391	1.63
first_visit		4,400	4,390	1.00
view_search_results		980	17	57.65
file_download		697	197	3.54
click		549	239	2.30

A significant number of the website’s visitors are based in Ireland, followed by notable traffic from the United States, Netherlands, Spain, Italy, Greece and China.

Figure 22 Website's visitor per country



2.1.4 Social media

Social media is an important element of the modern communication strategy and it is key to establish a virtual presence to connect with the general public and relevant stakeholders. As part of an integrate strategy, LinkedIn and Twitter/X social media accounts were set up by M3.





The project social media accounts can be accessed via the following links:

- **LinkedIn:** <https://www.linkedin.com/company/80095248>
- **Twitter/X:** <https://twitter.com/SmartSPIN>

The social media platforms help bring the project solutions closer to the public, as well as to the scientific and academic communities and market key players. Therefore, project social media channels are used for both communication and dissemination purposes.

- raise awareness about the project and bring the research closer to the general public;
- disseminate the project and technological breakthroughs and results for the research, science and academia, as well as the exploitation potential and applicability of the business model;
- build and maintain close relationship with the identified stakeholders; and
- use to grow the project network and establish synergies and opportunities for collaborations;
- engage in conversations where appropriate;

A project hashtag #SmartSPIN is to be widely used consistently through the overall project implementation. In addition, relevant hashtags are also included according to the post's content and messages in order to increase the outreach: #smartenergy, #energyflexibility, #energysector #h2020energy, #energy, #businessmodel, etc.

Methodology

SmartSPIN keeps timely records of all social media activity and other communication activities. EGEN (PNO) also analyses at regular intervals the impact and level of engagement of its communication activities.

Key Performance indicators

The project aims to generate at least 250 followers in both project social media channels.

Results

The project launched its social media presence on LinkedIn and Twitter/X in M1. Since then, we have posted more than 100 updates, highlighting the project's objectives, activities, and outcomes. The SmartSPIN LinkedIn profile has attracted 251 followers, while Twitter/X has gained 47 followers. Throughout the project, our communication and dissemination strategy has prioritised boosting SmartSPIN's visibility and engagement across these social platforms to reach and inform a broader audience.

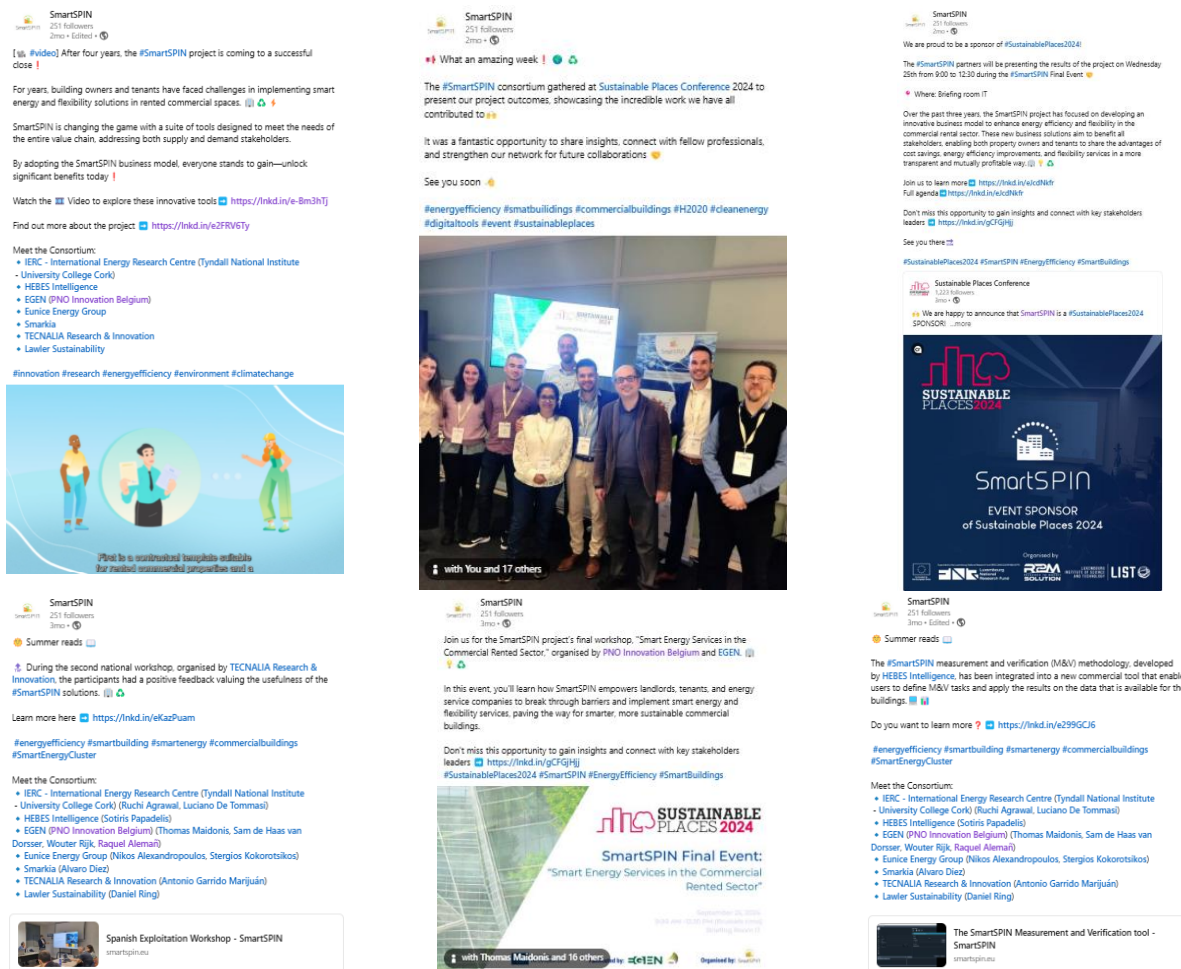
As a result, our combined social media channels have garnered over 40,000 impressions highlighting strong engagement with our content and a significant reach across our target audiences. Moreover, partners have been publishing and sharing information about the SmartSPIN project on their organisational channels.





SmartSPIN social media performance is measured through impressions—the number of times our posts appear in users' timelines. Posts highlighting articles and newsletters have proven especially popular, reflecting our audience’s interest in project insights and developments.

Figure 23 Example of posts published on the SmartSPIN social media channels



2.1.5 Newsletter

The primary objective of the newsletter distribution is to keep well informed and up to date the SmartSPIN stakeholders about the project progress and research. During the lifetime of the project, six digital newsletter have been distributed to the project community.

Every six months, following each General Assembly meeting, the project team has prepared a bulletin to keep stakeholders up to date. Each edition covers recent project activities, highlights achievements and milestones, and provides details relevant upcoming or past events. This ongoing communication has ensured update interested audiences.

While interested parties had the choice to subscribe to the newsletter on the [website page](#), the consortium has also actively promoted the bulletin via all tools and channels, including its external





channels such as national and regional networks, social media groups, key stakeholders from the government structures and institutions, industry and relevant NGOs.

The list of recipients consisted of individuals who:

1. Subscribed to the SmartSPIN mailing list via the online form.
2. Are members of the SmartSPIN consortium

Key Performance indicators

By the end of the project, the goal for the newsletter was to release six editions and achieve a subscriber base of at least 100 subscribers.

Results

Although we did not fully reach the target for subscribers – currently 38 – we have made considerable progress in expanding the newsletter’s reach through alternative channels. The newsletter has been consistently shared on our LinkedIn and Twitter/X, where we now have around 300 followers, which has helped increase its visibility. This approach allowed us to engage a wider audience, both through direct subscriptions and social media, ensuring that our project information reached a diverse set of stakeholders.

Before the project’s completion, the SmartSPIN consortium has prepared and distributed 5 newsletters. These newsletters were sent via the Mailchimp platform and actively promoted through the projects and partner’s social media channels, as well as on the PNO Innovation Place Platform. The dissemination strategy ensured maximum visibility across various digital platforms. Additionally, a final newsletter will be issued upon the project’s conclusion, rounding out the communication efforts aimed at keeping stakeholders informed and engaged throughout the project lifecycle.

Table 7 SmartSPIN newsletters

Edition	Content	Status
Newsletter #1	SmartSPIN Newsletter#1: What is the SMARTSPIN project about?	Sent
Newsletter #2	SmartSPIN Newsletter#2: celebrating one year of innovation and progress!	Sent
Newsletter #3	SmartSPIN Newsletter#3: what's new?!	Sent
Newsletter #4	SmartSPIN Newsletter#1: What is the SMARTSPIN project about?	Sent
Newsletter #5	SmartSPIN Newsletter#4: Be the first to review the SmartSPIN's business model!	Sent
Newsletter #6	Final results, milestones achieved, policy recommendations (if any)	Sent after the end of the project

[Newsletter#1: What is the SmartSPIN project about?](#)

The first newsletter was distributed to 22 subscribers in M8 (April 2022). It was delivered to all interested parties with 16.7% click per unique opens. The most read article was about SmartSPIN contractual service and the first demos sites. In addition, the newsletter was also distributed via the partner’s social media channels, and the PNO Innovation Place Platform.





Newsletter#2: celebrating one year of innovation and progress!

The second newsletter was distributed to 29 subscribers in M14 (October 2022), It was delivered to all interested parties with 28.6% click per unique opens. The most read article was [“Towards an efficient data analytics system for energy”](#).

Newsletter#3: What’s new?

The third newsletter was distributed to 29 subscribers in M23 (July 2023), It was delivered to all interested parties with 18,8% click per unique opens. The most read article was [“We are proud to reveal the External Advisory Board of the project!”](#).

Newsletter#4:Be the first to review the SmartSPIN’s business model!

The fourth newsletter was distributed to 36 subscribers in M28 (December 2023). It was delivered to all interested parties with 16,7% click per unique opens. The most read article was the [Survey](#) announcement.

Newsletter#5: Celebrating project progress!

The fifth newsletter was distributed to 38 subscribers in M34 (June 2024). It was delivered to all interested parties with 11,1% click per unique opens. The most read article was [“The gamification revolution to save energy at commercial buildings”](#).

Newsletter#6: Discover the SmartSPIN final results

The final newsletter will be sent after the end of the project showcasing the final outcomes, as well as the final video.

In addition, all newsletters have been distributed via the partner’s social media channels, sister project, Smart Energy Cluster, and the PNO Innovation Place Platform.

2.1.6 Press releases

Press releases are essential to ensure consistent communication with stakeholders and the broader public. They serve as an effective tool for disseminating key milestones, achievements, and updates, while also generating media interest and visibility for the project. By preparing press releases the project can raise awareness, enhance project visibility, promote transparency and align with policy and industry developments.

Key Performance indicators

During the SmartSPIN project duration, the consortium had to release at least three tailored-press releases.

Results

The press releases were shared not only through media channels but also actively promoted through the project and partner’s social media platforms. With the conclusion of the project, a final press release has been released to communicate the key results and achievements of the entire project.





Table 8 Press releases published

Issue	Content	Status
Press-release #1	Press release: Official SmartSPIN launch!	Sent
Press-release #2	Press release: The SmartSPIN revolutionising sustainability and efficiency in commercial buildings	Sent
Press-release #3	Press release: The results of the SmartSPIN project are ready to be made commercially available	Sent

2.1.7 Non-scientific events

Event participation is crucial to spread the project objectives and impacts, as well as outcomes, to a wider audience and high outreach. Furthermore, it ensures high project and consortium visibility, creates potential opportunities for stakeholder engagement and business networking.

Key Performance indicators

During the SmartSPIN project lifetime, the consortium aimed to participate in at least 16 events (e.g., conferences, exhibitions, tradeshow, workshops, webinars, etc.) targeting academic, industrial and professional networks. This target is in total for both non-scientific events and scientific events.

The established KPIs per partner are:

Table 9 Events' KPIs per partner

Partner	KPIs
IERC	3
SMARKIA	2
Lawler Sustainability	3
EUNICE	5
TECNALIA	3

Results

The SmartSPIN consortium has participated in 10 non-scientific events:

Table 10 Participation in non-scientific events

Partner	Event	Type of event
IERC	ENLIT 2022	Exhibition
	SEAI Energy Show 2023	Exhibition
Smarkia	ENLIT 2022	Exhibition
	ENLIT 2023	Exhibition
Lawler Sustainability	AEE Europe Energy Conference and Expo 2022	Exhibition
	SEAI Energy Show 2023	Exhibition, Research and Innovation award
Tecnalia	REBUILD 2022	Exhibition





EGEN/PNO	EUSEW 2022	Exhibition (online)
EUNICE	TEDx Patra 2023 - “Bridging Within”	Conference
All partners	Sustainable Places 2024	Exhibition

2.1.8 Non-scientific publications

Non-scientific publications play a crucial role in communicating the project’s impact to a broader audience. These publications are designed to provide insights into the project’s developments, objectives and benefits. While scientific publications focus on technical data and research findings, non-scientific publications focus on spreading the project’s key messages and outcomes to those who might not be directly involved in scientific communities but who have interest in the project’s impact.

Non-scientific publications could include press releases, industry reports, newsletter and blog posts, social media posts.

By releasing non-scientific publications, the partners can help increase the visibility of the project and engage key target groups such as industry, investors, and the general public.

Key Performance indicators

At least two articles in sector magazines had to be prepared and published during the project lifespan.

Results

The partners have released three non-scientific publications.

- SmartSPIN published a non-scientific article on the SmartSPIN website about “What are the main barriers to boost energy efficiency in the commercial rented sector?” based on the interviews performed by IERC, EUNICE AND Lawler Sustainability with the aim to review the current business models and their applicability for use in commercial rented buildings.
- Lawler Sustainability published a non-scientific article on their website titled “How SmartSPIN is addressing the split incentive issue” and the set of SmartSPIN guidelines and recommendations to of how to address the split incentive problem and create more impactful conditions for energy projects in commercial rented sector.
- Tyndall National Institute issued a press release in national newspaper of Ireland on 19 October 2021. The piece of news presented the SmartSPIN project and explained its objectives and impacts. See the article [here](#), [here](#) and [here](#).

2.1.9 Videos

Videos are powerful communication tool for projects since they offer an engaging, dynamic way to explain complex concepts, showcase achievements, and connect with a wider audience including non-experts, industry stakeholders, and policymakers. Videos can bring a project to life by visually demonstrating results processes and innovations.





Key Performance indicators

During the course of the project, two videos were planned with the goal of showcasing the key outcomes of the research and findings in an engaging and accessible way. These videos aimed to effectively communicate the project's impact, innovation and results to a wide audience, ensuring that the valuable contributions of the project were presented in a visually compelling format.

Both videos are designed to be concise, engaging, and dynamic. Their primary goal is to raise awareness about the project's innovative solutions and the potential impact on the commercial rental sector across European communities. The consortium aims to reach a minimum of 150 views, ensuring that the project's key messages and benefits are effectively communicated to its target audience.

Results

First video: SmartSPIN : Know more about the project!

For the first video, the SmartSPIN consortium decided to create an animated video to present the project scope in the early project start. Therefore, a video production company with wide experience in research and science projects was selected for this deliverable.

The video was created in 2D animation and presents the project concept in an attractive and visually appealing way. The video starts with a short introduction of the market barriers to energy efficient building renovations – the split incentive problem. Then, it presents the SmartSPIN business model as the solution to tackle this problem for commercial rented sector. thus, help to create a greener and more sustainable society. It highlights the social, economy and technological benefits the SmartSPIN project will provide. The video finishes with the logo of the project and the EU H2020 acknowledgement.

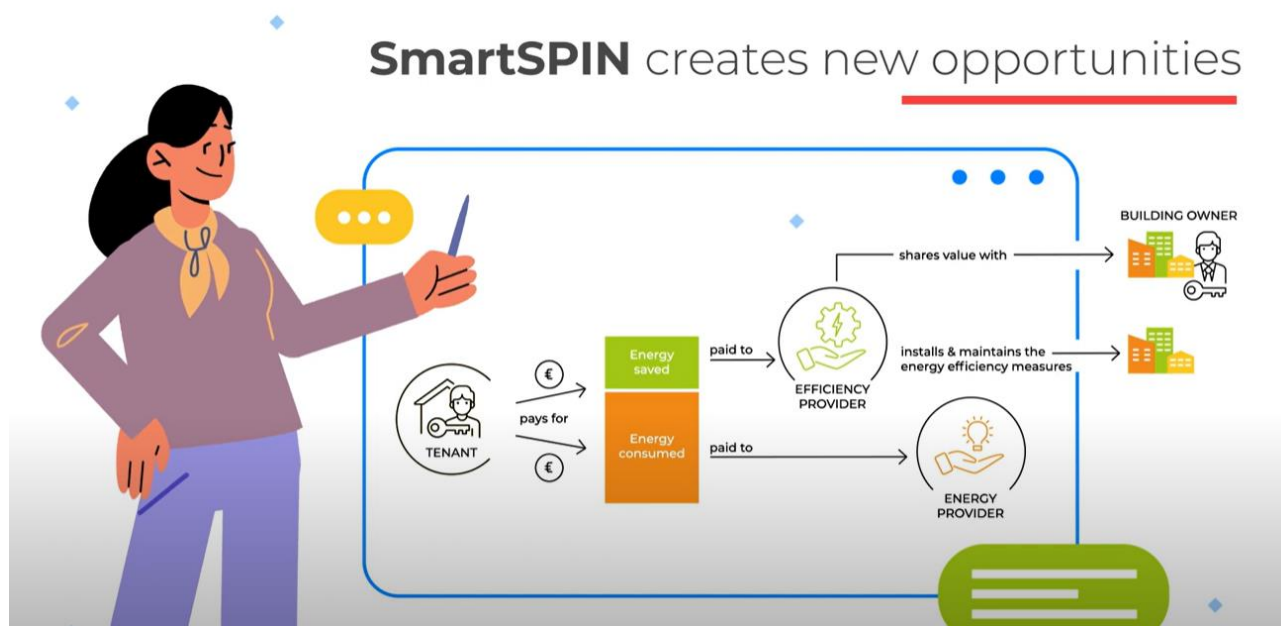
The video has been uploaded on [EGEN YouTube](#) channel and promoted on social media such as SmartSPIN channels (LinkedIn [post](#) and Twitter [post](#)), LinkedIn groups (e.g. [Energy Flexibility](#)), partner's channels, sister projects channels and, it has been included in the second newsletter of the project. In addition, the video was also incorporate in the [homepage](#) of the project website.

At present, more than 1,200 people has watched the video. Furthermore, the video was displayed during the ENLIT even reaching a wider audience of stakeholders (more than 18.000 people).





Figure 24. SmartSPIN video#1: animation of the SmartSPIN business model



Second video: SmartSPIN Business model

For the second video, the SmartSPIN consortium opted for an engaging animated format to highlight the project's key results and milestones. This comprehensive video outlines the entire SmartSPIN business model, showcasing the tools developed to align contractual agreements for rented commercial properties with cutting-edge technologies for energy monitoring, management, measurement, and verification of energy savings.

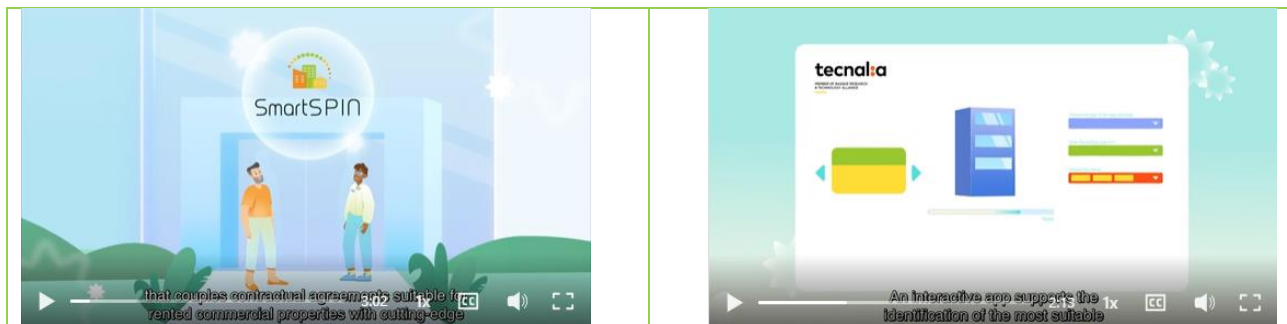
The tools, designed to increase transparency, credibility, and the persistence of savings, address the priorities of the entire value chain. By addressing the priorities of stakeholders on both the supply and demand sides, SmartSPIN's innovations aim to revolutionise energy efficiency practices in the commercial rental sector.

At present, more than 230 people have watched the video. Furthermore, the video was displayed during the Sustainable Places 2024 event reaching a wider audience of stakeholders (more than 1,000 people).





Figure 25 SmartSPIN video#2: animation of the SmartSPIN tools



Short videos

Project partners have participated in interviews and podcasts during events, producing engaging materials to showcase the project's achievements and objectives. These videos and audio recordings have been extensively distributed through multiple dissemination channels, including social media platforms and partner networks, ensuring broad outreach and maximising awareness of the project's innovative contributions to the field.

- The SmartSPIN coordinators, Luciano De Tommasi and Ruchi Agrawal (IERC), participated in an interview with Areti Ntaradimou at the EU Projects Zone Podcast of ENLIT ([here](#)).
- Daniel Ring (Lawler Sustainability) spoke about the SmartSPIN project in the SEAI Awards shortlisting video ([here](#)).

2.2 DISSEMINATION

2.2.1 Scientific events

Scientific events provide a platform for presenting research findings to a highly specialized audience. These events allow us to share findings of the project with experts in the field. Participating in scientific conferences and workshops helps enhance the project's visibility, foster knowledge exchange, and encourages feedback from the scientific community, which can lead to further improvements.

2.2.1.1 Participation of events

Key Performance indicators

During the SmartSPIN project lifetime, the consortium aimed to participate in at least 16 events (e.g., conferences, exhibitions, tradeshows, workshops, webinars, etc.) targeting academic, industrial and professional networks. This target is in total for both non-scientific events and scientific events.

The established KPIs per partner are:



Table 11 Events' KPIs per partner

Partner	KPIs
IERC	3
SMARKIA	2
Lawler Sustainability	3
EUNICE	5
TECNALIA	3

Results

The partners have participated in 25 scientific events.

Table 12 Participation in scientific events

Partner	Event	Type of event
IERC	Tyndall Internal Conference	Participation to a Conference
	NEON, SmartSPIN, V2Market: definition of services	Participation in activities organised jointly with other H2020 projects
	ENLIT 2022	Exhibition and conference presentation
	Workshop “Service Integration & Smart Contracting”	Participation in a workshop organised jointly with other H2020 projects
	ENACT webinar “Solutions to Split Incentives”	Participation In a webinar
	Presentation of “Energy Efficiency in the commercial rented sector and verification of rebound effect after PV system installation in shopping center in Spain” at JP e3s Conference “Fostering changes in energy consumption: a pathway to demand reduction” on October 26 th , 2023	Conference presentation
	frESCO-next generation EPC seminar (23 January 2023)	Participation in activities jointly with other H2020 projects
	Presentation of Validation of a smart energy service for the commercial rented sector in Ireland, Spain and Greece” at Sustainable Places 2024	Conference presentation
	Organised the First National Workshop in Ireland.	Organised a workshop
	Organised the second Irish national exploitation workshop with different Irish stakeholders	Organised a workshop (Online)
Lawler Sustainability	ENACT Focus Group 2023	Presentation of the project in two working groups





	<p>Participated and presented at ENACT 2024 in conjunction with Irish Green Building Council and SEAI. They outlined how the SmartSPIN model has contributed along the Building Energy Rating Pathway from baseline C1 to A based on the Irish demo site.</p>	<p>Conference presentation</p>
	<p>Participated at SEAI 2024, in particular at The Energy Show as they were the recipients of Best Service Providers as an Engineering consultancy in their work to promote EPCs. This recognition was further endorsed as Lawler Sustainability won the All-Island Consultancy of the year award for 2024. Additionally, Lawler promoted EPCs and how the contractual arrangement between the beneficiary and the provider of the EEMs works in practical terms. In this context, the learnings from the Irish pilot site were used to explain the different contract types involved and how they differ from traditional works contracts and their benefits in relation to energy upgrade projects.</p>	<p>Participation to a conference and conference presentation</p>
	<p>Participated and presented at DeliveREE organised by CODEMA (2023). DeliveREE is the facilitation of projects using EPC, applying a scalable model that can be replicated across Ireland & EU. The title of the Event was 'Understanding Decarbonisation Pathways for Public Buildings'. The event aim to stimulate conversation on decarbonisation and how to understand the challenges faced by all stakeholders to deliver better projects. Lawler co-hosted the session with key industry ESCOs, Veolia and Centrica. The meeting was addressed by Martin Eibl of the European Commission (CINEA), in the context of EU Policies and activities for Public bodies. In addition there was a reference to</p>	<p>Participation and organisation of event</p>





	Renewable Energy Directives III , Energy Efficiency Directives I,II,III and Article 32 & EPBD (Energy performance Building Directive).	
Tecnia	Organised First National Workshop at REBUID 2022 (Spain)	Organised a workshop
	Organised Second National Workshop in Bilbao (Spain)	Organised a workshop
	ECOS	Participation to a conference
	ICACER	Participation to a conference
EUNICE	EVO M&V Week 2023 (25 October 2023)	Participation to a conference
	First National Workshop in Thessaloniki (Greece)	Organised a workshop
	Second National Workshop in Athens (Greece)	Organised a workshop
HEBES	Presentation of the SmartSPIN project in a workshop by the Interreg Europe FEEL Project (24 August 2023)	Participation in a workshop
All partners	Participation in SmartSPIN Final event “Smart Energy Services in the Commercial Rented Sector”, organised at Sustainable Places 2024	Participation in a conference
EGEN/PNO	Organised the SmartSPIN Clustering workshop: Smart Energy Services (proceedings available (here)).	Organised an event
	Organised Final SmartSPIn Event at Sustainable Places 2024	Organised an event

2.2.1.2 Event organisation

Key Performance indicators

Webinars

EGEN/PNO with the support of the partners aimed to organise four webinars/online sessions targeting stakeholders during the project lifetime. The event aimed to reach out to at least 200 stakeholders.





Table 13. Webinars plan

Timeframe	M12-M36
Aim	<ul style="list-style-type: none"> • Engagement with the relevant stakeholders. • Training in the use of the SmartSPIN toolkit and business model. • Monitor the acceptance of the business model.
Participants	Energy consultants, ESCOs, facility managers, landlord organisations, tenant organisations, flexibility aggregators, energy management technology suppliers.
Content	<ul style="list-style-type: none"> • Cover a wide range of activities from project objectives and results to promotion of policy recommendations, etc. (depending on the stage the project is in.) • An effort to organise the webinars jointly with other related projects and initiatives in order to achieve higher outreach. • At least 1 of the webinars should have a policy focus.

External Exploitation workshops

The project aims to organise six external national exploitation workshops, two in each of the three pilot regions (Greece, Spain, and Ireland), to exploit the project' results. IERC, Tecnalía and EUNICE organised the workshops.

Final event

Organisation of the final event at a European exploitation workshop to present the project results.

Results

Webinar

EU Project Clustering events on “Smart Energy Services”, organised by SmartSPIN

With the aim of sharing common ideas, best practices and create new knowledge to accelerate smart energy services, the SmartSPIN project organised two clustering events– **EU Project Clustering event: Smart Energy Services** – on 25th April and 17th May 2023. These events brought together top research organisations as well as industrial partners to present their project results and the new smart energy services that will improve the energy efficiency and flexibility in European buildings.

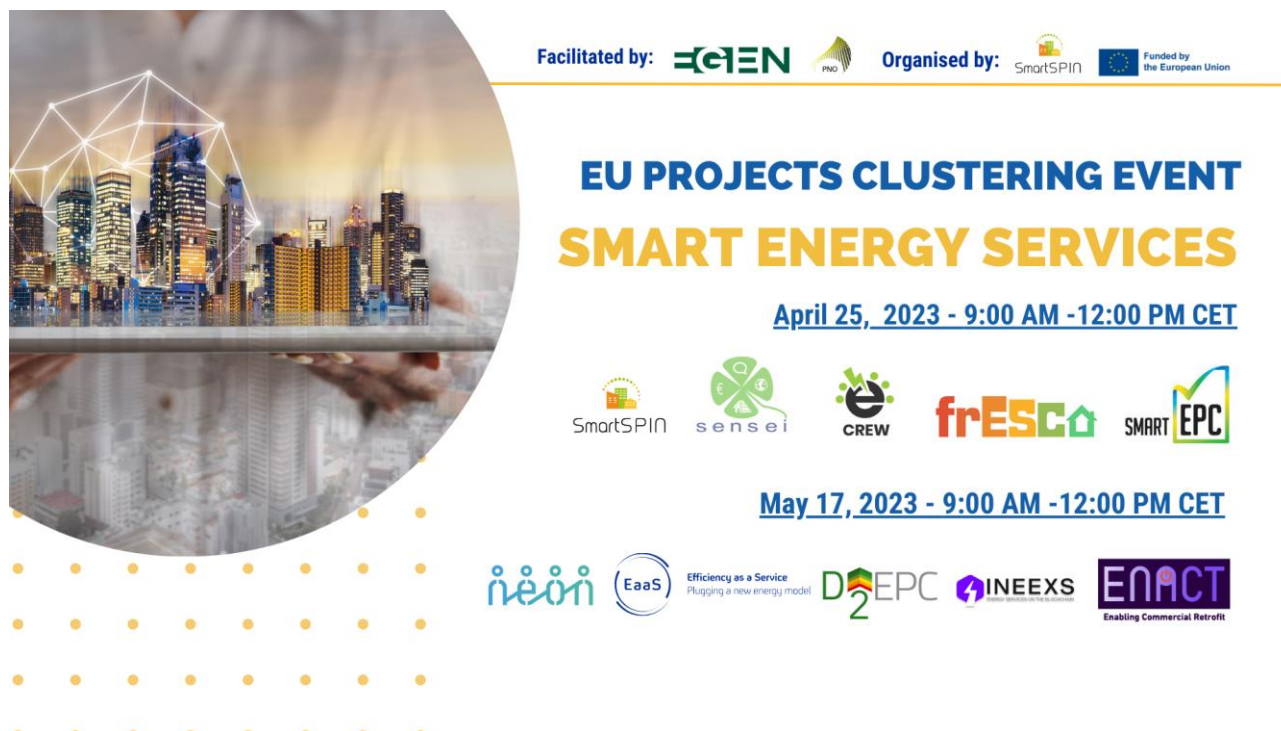
The event was organised by SmartSPIN and facilitated by EGEN/PNO. Overall, 148 people registered to both events. In total 52 people joined the event held on 25th April, and 46 people participated during the event held on 17th May.

The proceedings and recordings can be found [here](#).





Figure 26 Promotional banner of the clustering event



External exploitation workshop

IERC National workshops

- 1) The First National Workshop was held at the SEAI Energy Show 2023 event at the RDS in Dublin (29-30 March, Dublin, Ireland). More than 4,000 key stakeholders attended the event and around 30-35 people working on the energy efficiency value chain directly met IERC and were introduced to the innovative SmartSPIN business model and smart energy service for the commercial rented sector. Brochures and poster were used to facilitate the dissemination of the key aspects and results delivered by the project.
- 2) On May 2024, IERC organised the second Irish national exploitation workshop with different Irish stakeholders. This online meeting was a fruitful opportunity to present the progress with the implementation of the SmartSPIN business model and smart energy service, and discuss its potential for exploitation in Ireland in the rented sectors. The workshop was carried out as a conversation among stakeholders, such as the Cork City Council, the Dublin's Energy Agency Codema, the Irish Green Building Council, JLL Ireland. The attendees provided positive feedback about the exploitability of the SmartSPIN solution throughout Ireland. The main message received from them is that contractual templates need to be simplified to facilitate the adoption of business models like the one proposed by SmartSPIN by landlords and tenants. Moreover, the stakeholders who attended the exploitation workshop confirmed that the performance-based approach taken by SmartSPIN is helpful to achieve deep retrofitting and decarbonisation of existing buildings in Ireland. In addition, the multi-stage planning approach for the energy efficiency/decarbonisation measures proposed by SmartSPIN, which consists in starting from simple low-cost measures and then moving to medium and high-cost ones was considered effective and potentially beneficial for the Irish market.





Figure 27 SmartSPIN Second National Workshop in Ireland



TECNALIA National workshop

- 1) From 28th to 30th of March, Tecnia organised the First National Workshop of SmartSPIN at REBUILD (Ifema, Madrid) and presented the SmartSPIN main technological solutions in the field of digitisation, industrialisation and circularity in the construction sector with the aim of transforming and decarbonising this industry. Tecnia hold a stand where presented its technological solutions, among other developments and innovations activities. Furthermore, Tecnia showed new industrialised products, different automation and robotics solutions, digital twins applicable to any phase of the building value chain and innovative tools and new technologies to accelerate the adoption of the circular economy by the construction industry.
- 2) On June 29th, Tecnia organised the second Spanish national workshop with different local agents in Bilbao. This face-to-face meeting was a fruitful opportunity to present the general framework of the SmartSPIN project, as well as the energy characterisation tools developed by Tecnia during the project. The workshop was carried out as a conversation among stakeholders, including public agents, facility managers and consulting companies, among others. Despite the variety of the different sectors present, the attendees had a positive answer valuing the usefulness of the two solutions and the SmartSPIN general framework. Inclusion of comfort and indoor air quality indicators was suggested for future developments given the importance that these two topics have acquired in recent years, and the direct impact that they have on tenants. The feedback received from the attendees was very valuable for the exploitation plans on the developments of the project.



Figure 28 SmartSPIN Second National Workshop in Spain



EUNICE National workshop

- 1) On the 5th of June 2024, EUNICE organised the First National Workshop, which was held in the premises of the I4G Building Complex in Thessaloniki, being also the testbed building for the Greek Pilot implementation.

This workshop was consisted by brief and focused sessions involving the tenants of the I4G Office spaces and the building operation manager, familiarising the involved parties with the the SmartSPIN Project and its proposed solution. Throughout the workshop, the SmartSPIN Project including its concept and objectives was presented, displaying in parallel its current results in terms of energy savings and energy efficiency practices across the implementation of all three Pilots in Ireland, Spain and Greece, showcasing thus the Project's innovation and solution towards the Split Incentive Issue in the commercial rented sector. Additionally, participants had the opportunity to experience a hands-on demonstration of the energy monitoring application applied in the Greek pilot, which allows real-time tracking of energy consumption and savings in the areas and offices where the smart meters have been installed.

The session concluded with an interactive Q&A, during which tenants provided valuable feedback, sharing their perspectives and experiences regarding the Project's implementation and energy saving solutions.



Figure 29 First National Workshop in Greece



- 2) On the 11th of December 2024, EUNICE organised the 2nd National Workshop, which took place in EUNICE’s premises, in Athens. The workshop had a broader approach in terms of audience profiles and topics of discussion, providing stakeholders with a comprehensive overview of the SmartSPIN Project as it emphasised in its scope, objectives and overall solution and value proposition in the commercial rented sector and the energy market overall.

A detailed presentation was delivered on the Greek Pilot’s demonstration, highlighting its characteristics, implementation and technical challenges faced throughout its operation, as well as energy-saving results achieved through the SmartSPIN application in the I4G Building Complex. A detailed presentation then followed on SmartSPIN’s Business Model, with participants gaining valuable insights on its innovative contractual template. Participants, engaged also in discussions on the overall approach and best practices for addressing challenges of the Split Incentive Issue in the commercial rented sector in Greece. Moreover, a technical session took place, showcasing current trends in energy-efficient upgrades and relevant equipment available in the market for buildings’ energy efficiency improvement. Attendees also experienced a hands-on demonstration of the devices and applications deployed in the Greek pilot, including the user-friendly energy monitoring platform. Finally, an interactive Q&A session took place with participant’s feedback further enriching the session.

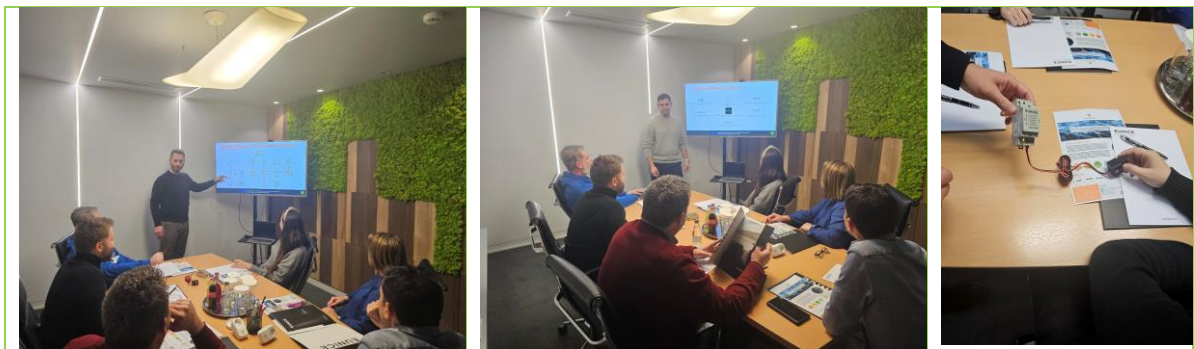
The workshop was attended by key local stakeholders, more specifically an Innovation and Business Strategy Consulting Company being also an implementer of the “Exikonomo” Buildings Energy Savings National Programme, a Green Energy Electricity Provider representing the ESCO sector in Greece, a Commercial Building Complex representative from Northern Greece, as well as representatives from the Construction and Contracting



sector in relation to energy upgrades, including of course a representative from the I4G Building Complex.

Concluding, the attendees' active participation and enthusiasm throughout the whole workshop in combination to the feedback provided by them, can be considered of paramount importance for the future exploitation plans of the Project and the adoption of the SmartSPIN solution in the Greek energy market and the commercial rented sector.

Figure 30 Second National Workshop in Greece



Final event

SmartSPIN Final Workshop: “Smart Energy Services in the Commercial Rented Sector”

On September 25th, the SmartSPIN Final workshop enabled participants to discover how SmartSPIN helps landlords, tenants and energy service companies overcome barriers to implementing smart energy and flexibility services to make commercial buildings smart and sustainable.

During the event, various speakers presented SmartSPIN's proposed smart energy solutions, including its flexible tariff contracts, its business model to solve the split incentive problem and its digital solutions such as a visualisation dashboard and a gamification app.

The event was organised by SmartSPIN and facilitated by EGEN/PNO in the framework of Sustainable Places 2024. The event reached out to more than 250 people.



Figure 31 Promotional banner of the final event



2.3 SCIENTIFIC PUBLICATIONS

Scientific publications are key for the success of the dissemination of the outcomes of the project. These publications provide validation of the project's results, ensuring fostering the exchange of knowledge. By publishing in per-reviewed journals, the project can contribute to the advancement of the field, highlight innovations, and offer solutions to industry challenges. Additionally, these publications can increase the visibility of the project and influence future research and technological developments.

Other scientific publications can be conference proceedings, articles in high-profile journals, and sector oriented magazines.

Based on the Grant Agreement, a beneficiary that intends to disseminate its results must give at least 15 days advance notice to the other beneficiaries (unless agreed otherwise).

Ultimately, the beneficiaries must ensure open access to peer-reviewed scientific publications relating to their results.

Key Performance indicators

The consortium aimed to submit at least 6 peer-review articles and conference proceedings to international scientific journals to reach to the academic, scientific and R&D communities.

Results

In total, 6 peer-reviewed publications have been released:





- L. De Tommasi, S. Papadelis, R. Agrawal and P. Lyons, Analysis of business models for delivering energy efficiency through smart energy services to the European commercial rented sector [version 2; peer review: 2 approved]. Open Res Europe 2024, 2:131 (<https://doi.org/10.12688/openreseurope.15240.2>). This article has also been included in “[Secure, Clean and Efficient Energy gateway](#)” and “[Sustainable Places 2022 collection](#)”.
- L. De Tommasi, R. Agrawal, Energy efficiency in the commercial rented sector and considerations on the rebound effect after PV system installation in a shopping center in Spain, presented at the conference: Fostering changes in energy consumption: a pathway to demand reduction, October 26th, 2003, Padua, Italy, organised by European Energy Research Alliance, Joint Programme on Economic, Environmental and Social Impacts of the Energy Transition. (<https://doi.org/10.21203/rs.3.rs-3678112/v1>).
- L. De Tommasi, R. Agrawal, P. Lyons, A smart energy service for the commercial rented sector: decision making process and business model considering the learnings from the pilot sites of the SmartSPIN project in Ireland, Spain and Greece. Submitted to Open Research Europe (Sustainable Places 2024 Collection). Under review. A preprint of this article is accessible through the Cork Open Research Archive (University College Cork Open Access Repository) at <https://cora.ucc.ie/items/9c2c647a-006e-43de-94ac-d04b710f0301>.
- Olaia Eguiarte, Antonio Garrido-Marijuan, Iñigo López, Noelia Vicente Gómez Ander Romero-Amorrortu, Data-driven tool for early building energy performance diagnostic, Proceedings Of Ecos 2023 - The 36th International Conference On Efficiency, Cost, Optimisation, Simulation And Environmental Impact Of Energy Systems 25-30 June, 2023, Las Palmas De Gran Canaria, Spain. <https://www.proceedings.com/069564-0297.html> OR <https://www.smartspin.eu/wp-content/uploads/2023/11/069564-0297open.pdf>
- Iñigo Lopez-Villamor , Olaia Eguiarte , Beñat Arregi, Roberto Garay-Martinez, Antonio Garrido-Marijuan, Time of the week Auto Regressive eXogenous (TOW-ARX) model to predict thermal consumption in a large commercial mall, Energy Conversion and Management: X, Vol. 24, October 2024, <https://doi.org/10.1016/j.ecmx.2024.100777>
- Garrido-Marijuan, A., Garay-Martinez, R., de Agustín, P., Eguiarte, O. (2024). Assessment of the Potential of Commercial Buildings for Energy Management in Energy Performance Contracts. In: Chen, L. (eds) Advances in Clean Energy Systems and Technologies. Green Energy and Technology. Springer, Cham. https://doi.org/10.1007/978-3-031-49787-2_33





3 REPORTING

As part of the periodic reporting to the European Commission, the SmartSPIN consortium is obliged to collect all results of the public awareness, communication and dissemination activities that will be carried out during the work project plan. Therefore, the consortium, led by the WP leader EGEN, will closely monitor all activities and provide a detailed overview of the achieved results.

The “D7.1 Dissemination & Communication Plan” has been updated two times during the project duration as follow to respect the above obligation of reporting:

- D7.3 Dissemination & Communication Plan Report (I) due by M18
- D7.6 Final Dissemination & Communication Report (II) due by M40.

Table 14 Overview of communication and dissemination KPIs

Tool/Channel	Target KPI	Status
Visual identity	Logo, headline, project images	Done
Website	6.000 visits 2.500 unique users	42.082 visits 4.500 unique users
Social media	250 followers	298
Newsletters	6 newsletters 100 subscribers	6 38 + social media subscribers
Press-release	3	3
Video	2 videos 150 views	2 1,500 views (plus events)
Prom. materials	2 flyers 2 roll-ups 3 infographics 500 stakeholders	1 Done 3 20,000
Events	16 presentations at conference, fairs, exhibitions, etc.	35
	4 webinars/online sessions organisations 200 participants	Done
Publications	6 peer-reviewed	6
	2 non-scientific	3

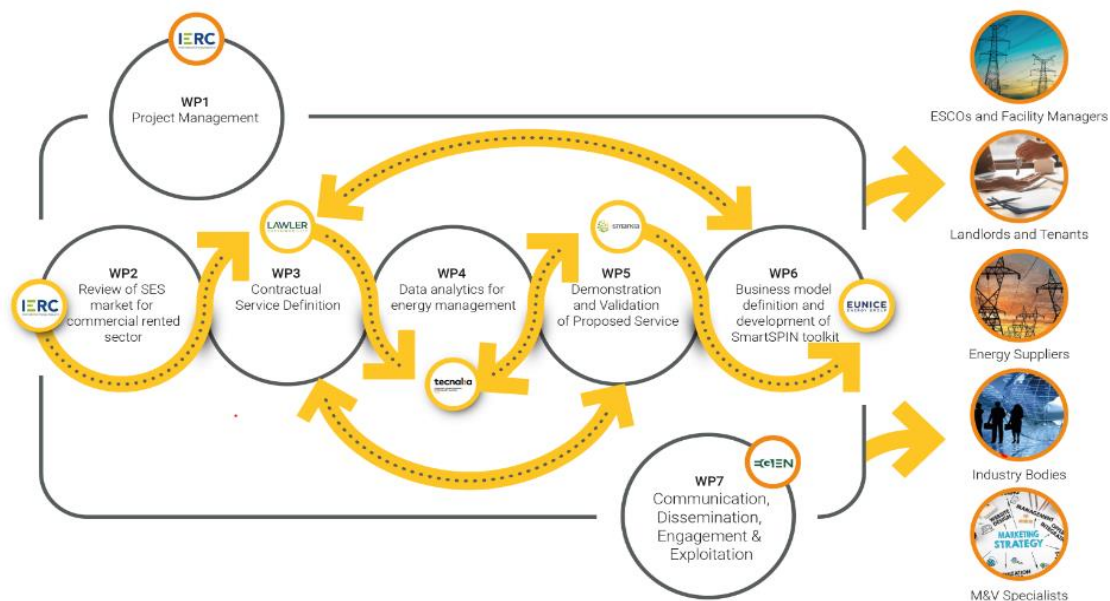




4 CONSORTIUM RESPONSIBILITIES

The success of the public awareness and dissemination project campaign foresees an active involvement and smooth collaborations between all partners.

Figure 32. SmartSPIN work plan M1-M36



4.1 PARTNERS ROLES

All consortium partners have an important role in the diffusion of project results. It is essential for them to be actively involved in presenting and sharing the project outcomes for the project duration. The respective WP leaders should provide project data and information to the WP leader for communication and dissemination in order to carry out the planned activities.

4.1.1 WP7 leader: EGEN

- Prepare, coordinate, oversee and monitor the communication and dissemination plan.
- Identify the stakeholders, networks and prepare a summary of the most relevant stakeholders.
- Create the project branding, website and all supporting communication materials, press-release, newsletters, videos, etc.
- Collect project information, results and data from the respective partners to ensure the planning and activities are to be implemented coherently and timely.
- Organisation of events/webinars, etc.



4.1.2 Remaining partners: IERC, LC, TEC, SMARKIA, EUNICE, HEBES

- Assist in the preparation of the communication and the dissemination plan.
- Assist in identifying stakeholders, networks and contribute to a summary of the most relevant stakeholders.
- Contribute to the design of the supporting communication materials, etc.
- Provide regular updates with regards the respective task they are involved.
- Presenting project achievements and results during events and webinars.
- Writing peer-reviewed publications and proceedings for high-profile journals and participation/organisations of events.

4.2 OBLIGATIONS

The project has received funding from the EU's Horizon 2020 programme and as such the project partners are obliged to incorporate the following elements when communication and/or disseminating any project results, outcomes and/or data:

- The EU logo,
- The EU sponsorship disclaimer.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under the grant agreement No. 101033744.

Figure 33. Mandatory branding elements for project communication and dissemination

In addition, any dissemination of results carried out within the project must indicate that the information reflects only the author's view and that the European Commission is not responsible for any use that may be made of the information it contains.



5 CONCLUSIONS

The communication and dissemination strategy for the SmartSPIN project has successfully met the targeted KPIs, achieving the outreach and engagement goals set at the project's outset. Each component of the original plan was implemented as intended, yielding measurable impacts across target audiences. Through sustained effort across multiple platforms and strategic actions, the project effectively promoted its results, fostering both visibility and awareness within relevant scientific, industry and public communities.





ANNEX

Table 15 Partners' channels for communication

PARTNER	CHANNEL	OUTREACH
IERC	Website UCC	-
	Website Tyndall	-
	Website IERC	-
	LinkedIn UCC	164,000
	LinkedIn Tyndall	22,000
	LinkedIn IERC	1,012
	Facebook UCC	75,526
	Facebook Tyndall	542
	Twitter UCC	61,600
	Twitter Tyndall	6,865
	Twitter IERC	1,544
	YouTube UCC	12,400
	YouTube Tyndall	411
	Instagram UCC	42,500
Instagram Tyndall	979	
HEBES	Website	-
	LinkedIn	396
EGEN	Website	-
	LinkedIn EGEN	3,000
	LinkedIn PNO Innovation Belgium	2,143
	Twitter PNO Innovation Belgium	85
	LinkedIn PNO-Europe	48
	LinkedIn Innovation Place	5.518
Twitter Innovation Place	562	
EUNICE	Website	-
	LinkedIn	8,000
	Facebook	4.300
	YouTube	271
SMARKIA	Website	-
	LinkedIn	7,000
	Twitter	983
TECNALIA	Website	-
	LinkedIn	67,000
	Facebook	4,500
	Twitter	20,000
	YouTube	4,560
	Instagram	2,720
	Flickr	48
Lawler Sustainability	Website	-
	LinkedIn	2,000
	Facebook	155
	Twitter	164
	YouTube	11

