



COST Action CA19126
Positive Energy Districts European Network (PED-EU-NET)

**Deliverable 4.1 Devise and implement Communication,
Dissemination and Exploitation Strategy**

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Authors: Maria Beatrice Andreucci

Contributors: Francesco Reda, Siddharth Sareen, Vicky Bo Ki Albert-Seifried, Laura Aelenei, Michal Kuzmic, Savis Gohari Krangsås, Ghazal Etminan, Oscar Seco.

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1. Introduction

1.1. What COST Action PED-EU-NET is about and its target

COST is about the creation of open collaborative networks on dedicated topics with an aim to strengthen Europe's capacity to address scientific, technological, and societal challenges. COST Action PED-EU-NET aims to strengthen Europe's capacity to address the challenge of 'creating 100 PEDs by 2025' by establishing a network that channels the efforts from different individuals/organisations across Europe towards this shared goal. The main objective of the Action is to:

Mobilise researchers and other relevant stakeholders across different domains and sectors to drive the deployment of Positive Energy Districts (PEDs) in Europe through open sharing of knowledge, exchange of ideas, pooling of resources, experimentation of new methods and co-creation of novel solutions.

The objective can be broken down into three parts:

1. Mobilise researchers and relevant stakeholders

The Action seeks to raise the awareness of PEDs by reaching out to different stakeholder groups. This will be done by identifying the target stakeholder groups, highlighting the relevance of PED to them and sharing specific PED information to stimulate their interests.

2. Drive the deployment of PEDs in Europe

This can be achieved by advancing the knowledge and skills required for the development of PEDs and harnessing existing experience to accelerate replication.

3. Facilitate open exchange and co-creation

The Action network seeks to become a hub for PED enthusiasts, it will initiate opportunities and provide the platform for facilitating collaboration.

The communication, dissemination and exploitation strategy will address each of these aspects by organising dedicated activities tailored to the most relevant stakeholder groups.

Objectives	Linkage to activities
1. Mobilise researchers and relevant stakeholders	Website, newsletter, social media, presentations, publications, etc
2. Drive the deployment of PEDs in Europe	PED education pack, training schools, etc.
3. Facilitate open exchange and co-creation	Workshops, conferences, Info days, etc.

COST Action PED-EU-NET is about telling the future of your city!

2. Target audience

2.1. Objective

First, COST Action PED-EU-NET wants to address each and every one who is interested in a sustainable transformation of the built environment. Second, COST Action PED-EU-NET wants to give an insight into the needs and the benefits about dealing with this matter. Certainly, not everyone has the same state of knowledge. The initiatives are envisaged to be beneficial for various target groups that are defined not only by their direct interest for the results, but also by their institutional, scientific, and educational status. In this respect, most dissemination & communication activities will focus on the following categories of target groups. The communication, dissemination and exploitation plan is therefore targeted to reach a specific group of internal and external organizations, networks and persons as follows:

- 1) Cities, Municipalities, Regions
- 2) Research & Development organisations (universities, university colleges, research institutes or other authorities with research undertakings)
- 3) Business Actors (e.g., companies from industry/large companies to SMEs, especially public utility companies - e.g., in the field of energy supply, other communal supply and disposal systems, ...; energy service providers; real estate developers, investors, facility management providers; actors from the fields of energy, spatial and transport planning).
- 4) Practitioners and professional associations (e.g., engineers, planners, architects)
- 5) Policy makers & Regulators
- 6) Civil Society and citizens' representatives, NGOs

2.2. Cities, Municipalities, Regions

Initiators of PEDs, moderator of local stakeholder ecosystems, active participants in PED projects and in specific district solutions, both directly and indirectly through municipal organisations.

2.3. Research & Development organisations

Knowledge communities are part of PED-EU-NET's core target audience. Along with students and educators in relevant sectors, applied researchers and policymakers play key roles in applying insights and advancing the outputs created through Action activities and serve the function of translating these into actionable and situated knowledge.

- Scientists in COST countries and worldwide
- Scientists working in energy, mobility, urban, built environment and infrastructure sectors
- Scientists who are interested in sustainable Energy
- Students, trainers, teachers, and their organizations as knowledge communities

2.4. Business actors

COST Action PED-EU-NET's objective is not to develop a marketable product; it is more about creating innovative and significant approaches. Thus, business actors are an important target group as they can help define the needs and increase PED take-up in the long term.

- Energy utility companies
- Energy smart grid companies
- Energy service companies
- Companies offering energy solutions to building owners
- Investors

2.5. Practitioners and professional associations

Practitioners and associations of professionals represent an important target group as they can help define the implementation needs and requirements and thus increase PED mainstreaming and upscaling potential.

- Architects
- Engineers
- Energy planners
- Urban planners
- Professional associations

2.6. Policy makers & Regulators

Policy makers and regulators are an essential target group for the COST Action PED-EU-NET, as they are the key gatekeepers to enabling a favourable setting for energy solutions and smart grid technologies. It is paramount that they are aware of the new possibilities and advantages PED enables, and which policy and regulatory framework this requires. They are able to consider project outputs for future guidelines and promote objectives and results in their contact networks.

- European Institutions (European parliament, Council of the EU, European Commission, Agencies, EC Officers, etc.)
- Local, regional, and national governmental bodies
- Regulators at the national and European level (e.g., ACER, CEER, etc.)

2.7. Civil Society and the wider public

COST Action PED-EU-NET aims to find sustainable concepts of PED. It is fundamental for society as a whole to learn the importance of this matter and the benefits to be gained from PED. At the same time, citizen engagement is important in the planning of PED for gathering support of the community and avoid resistance to the development. COST Action PED-EU-

NET wants to give an insight in the process and how the outcome can affect the cities of the future.

- Communities or citizen interest groups
- Consumer organisations
- NGOs
- Media organisations.

3. Dissemination and Networking Tools

3.1. Dissemination and Open Access – Sharing Results with Peers

“Dissemination” refers in the EU jargon to scientific knowledge sharing through scientific publications, participation to scientific conferences, exchange with policy makers, industry, and other stakeholders.

The objective of the Dissemination strategy of the COST PED-EU-NET is to “Harmonise, share and disseminate knowledge and breakthroughs on Positive Energy Districts across different stakeholders (academia, industry, cities and communities), domains (technological, social, economic, financial, legal and regulatory) and sectors (buildings, energy, mobility and ICT) at the national and European level” (from MoU). In short, a dissemination strategy aims to broaden the impacts and outreach of the COST Action.

Internally, it is necessary to coordinate the harvesting and pooling of knowledge within the network.

Externally, it is necessary to raise the awareness of PEDs and highlight their relevance to different stakeholders so as to ensure the transfer of knowledge and translation of experience beyond the network.

Dissemination tools include: scientific journals, webinars, workshops, conferences, information days, final conference, etc. - (online/print).

Dissemination tasks consist of: STSM reports, open access scientific papers, oral presentations, poster presentation, conference proceedings, booklets, final book, etc.

The Action's dissemination strategy is detailed in the Memorandum of Understanding (MoU) (Figure 1). All dissemination activities and materials produced must be in line with the dissemination strategy and the objectives of the COST Action. Dissemination material must be described in the Work and Budget Plan approved by the Management Committee (Action MC) and COST Association.

Stakeholder group	Objectives of communication, dissemination and exploitation	Main activities / channels
Local, regional and national governments	<ul style="list-style-type: none"> • Share best practices on the design, implementation, monitoring and evaluation of PEDs and encourage uptake • Mobilise supports from policy-makers and regulatory bodies in order to create a conducive and fair legal environment for the deployment of PEDs 	<ul style="list-style-type: none"> • Action website and other online presence • Workshops to share best practices and facilitate the science-policy dialogue • PED Information Day on new technologies, products and services • PED roadmap to guide implementation
Researchers, the higher education sector and professional associations	<ul style="list-style-type: none"> • Transfer knowledge and facilitate co-creation of innovative solutions for PEDs • Educate and train current and new generations of PED professionals • Widen contacts and facilitate collaboration on follow-up projects 	<ul style="list-style-type: none"> • Action website and other online presence • Workshops to share scientific results • Training schools and Educational Pack to transfer consolidated know-how on PEDs • STSMs to foster and strengthen collaborations • Brokerage activities to initiate new collaborations
SMEs, large enterprises and industry clusters	<ul style="list-style-type: none"> • Share knowledge and new ideas of products, services and business models • Encourage co-creation of solutions for PEDs 	<ul style="list-style-type: none"> • Action website and other online presence • PED Information Day on new technologies, products and services • Workshops on industry-oriented topics e.g. business and funding models
EU initiative and relevant EU projects	<ul style="list-style-type: none"> • Connect with other PED-related EU projects to synthesise experiences and consolidate knowledge • Broaden impacts and outreach through existing EU initiatives and networks 	<ul style="list-style-type: none"> • Action website and other online presence • Periodic newsletters to distribute latest news and events • Joint workshops to showcase project results
Citizen interest groups e.g., building owners, energy communities, NGOs, consumer protection bodies	<ul style="list-style-type: none"> • Raise the awareness of PEDs and encourage active participation in its planning and implementation 	<ul style="list-style-type: none"> • Action website and other online presence • PED Layman's Information Booklet to disseminate knowledge on PEDs • PED Information Day on new technologies, products and services • Workshops on civic participation

Figure 1 COST Action PED-EU-NET Dissemination Strategy (from MoU).

3.2. Dissemination Tools and Tasks

From MoU

Main Objectives: Ensure impacts of this COST Action through dedicated dissemination, education, outreach and exploitation activities. Identify opportunities for follow-up and spin-off projects.

Tasks:

D4.1 Devise and implement Communication, Dissemination and Exploitation Strategy

T4.1 Devise and implement an effective communication, dissemination and exploitation strategy

T4.2 Create and manage the Action website and other communication materials

T4.3 Coordinate Action conferences, PED Information Day and Training Schools

T4.4 Develop and promote the PED Educational Pack and PED Layman's Information Booklet

T4.5 Scope the potential for follow-up/spin-off projects and organise thematic brokerage activities.

3.2.1. Open Access Scientific Journals

Action publications are a direct result of the Action's activities. They are usually joint publications: the authors are affiliated with different institutions participating in the Action. A notable exception is a publication arising from a short-term scientific mission (STSM), which may have a single author only. Action publications may benefit from COST funding (i.e., as described in the Work and Budget Plan or in the Final Action Dissemination request).

Planned deliverables:

- n. 20 scientific journal articles

Main target audience:

- Researchers, academics

Action publications benefitting from COST funding shall -whenever possible- be made available as Open Access by means of self-archiving (also referred to as "green" Open Access) in an online repository before, during or after being published.

The MC's discussions and decisions should address the critical aspects of the Action's Open Access strategy, including the compilation of a list of high-quality Open Access journals relevant to the Action and the choice of a repository to archive and make an Action's publications available.

Directory of Open Access Journals: <https://doaj.org/>

In relation to choosing the type of repository for archiving Action publications, several options are available, including, for instance, institutional and disciplinary repositories (e.g., Arxiv). The Open Access Infrastructure for Research in Europe (OpenAIRE) is a reference for this discussion.

List of institutional repositories: OpenDOAR at <http://www.opendoar.org/countrylist.php?cContinent=Europe>.

List of disciplinary repositories: http://oad.simmons.edu/oadwiki/Main_Page

An additional element worth considering is the use of academic social media such as ResearchGate or Mendeley. Any MC decision on the most suitable type of repository for the Action should take into account institutional and national policies on Open Access and self-

archiving. When in doubt, researchers should refer to their institution or any other relevant contact point.

The COST Action MC has the responsibility to establish specific provisions linked to the management, share, creation dissemination or exploitation of knowledge, including Open Access policy and IP management that may rise from an Action. These provisions must comply with national, European, or international legislation and the need to protect participants' legitimate interests.

Moreover, COST Actions may apply for a Final Action Dissemination (FAD) grant, to produce material disseminating the Action's results obtained during the lifetime of the Action. For financial details please see Section 9.6 of the COST Vademecum, <http://www.cost.eu/Vademecum>. There is a template, http://www.cost.eu/FAD_application_template, that needs to be completed and sent to the COST Action Science Officer responsible for the COST Action, at the latest 6 months before the official end date of the COST Action.

3.2.2. Workshops/Conferences

This type of activity must be organised by the COST Action and is open to the broader scientific community.

Planned deliverables:

- n. 10 workshops
- n. 3 conferences (with proceedings)
- n. 30 conference proceedings

Main target audience:

- Researchers, academics, decision makers, administrators, industry players, other stakeholders.

WG4 is expected to announce a 'Call for Abstracts' including the meeting's topics and guidelines to researchers on how to submit an abstract/ paper. It is expected that the WG Leaders (and Vice-Leaders) will contribute to the content of the scientific programme and have an active participation, e.g., selection of Invited Speakers, and session chairs/ speakers amongst the COST Action Participants. The selection of COST Action Participants and Invited Speakers must consider the COST Policy and Rules.

Moreover, the following conditions must be respected:

- a) COST must be visible as the organiser on the event's specific website, COST Action website and publication / dissemination materials;
- b) Promotional material disseminated at conferences must follow the instructions and standards defined in Guidelines for the Dissemination of COST Action Results and Outcomes, http://www.cost.eu/Action_dissemination_guidelines.

It is highly recommended that work presented during the Workshop/ Conferences is published either as a special issue, or conference proceedings or as a book of abstracts or a white paper or in any other relevant to the Workshop/ Conference format of publication. This enhances dissemination of the COST Action to a wider audience and opens up the potential for new networking activities.

The COST Action should strive to engage with industry, policy makers, standards organisations, national authorities, and any other stakeholders, if relevant to the topic, objectives and deliverables of the COST Action, by inviting them to the COST Action Workshop / Conference.

Each COST Action MC should organise a Final Workshop / Conference, combined with the Final Action MC meeting, to highlight and showcase the achievements of the COST Action; it must occur before the end of the last Grant Period.

During the Final Workshop or Conference, the COST Action is encouraged to have a general COST Action presentation delivered by the COST Action Chair or Working Group presentations delivered by Working Group Leaders and / or Vice Leaders demonstrating:

- The achievements of the specific Working Group in relation to the scientific objectives detailed in the MoU;
- Relevant scientific deliverables and outputs, including dissemination activities, that resulted from each Working Group;
- Expected impact, short-, medium- or long-term;
- Major challenges that were encountered in the COST Action and the solutions that were used to overcome these challenges.

During the Final Action MC meeting, the Action MC should discuss the content of the Final Achievement Report and the progress of the Final Action Dissemination (FAD), if applicable.

A number of forthcoming conferences have been identified and are listed in a separate document that will be shared with the Action participants. This list will be continuously updated with new events as suggested by the PED-EU-NET members.

3.2.3. Dissemination Meetings & Other Events

Dissemination meetings are high profile events or conferences not organised by the COST Action. Action MC members (or MC substitutes) may attend these meetings for the purpose of disseminating their COST Action's activities, attracting the attention of additional stakeholders to the COST Action and/ or gathering knowledge and information relevant to the COST Action for its subsequent dissemination to the COST Action Participants.

The following conditions apply to this meeting type:

The participation of eligible Action Participants at Dissemination meetings must be pre-approved by both the Action MC and by the COST Action's Science Officer. European conferences are preferred. However, conferences held elsewhere may also be considered;

For each Grant Period, a maximum of two Action MC members (or their substitutes), limited to one per meeting, are eligible to be reimbursed for their attendance at approved Dissemination meetings. Repeated attendance at Dissemination meetings by the same Action MC members (or substitutes) across Grant Periods is not allowed.

All eligible COST Action Participants must make an oral presentation at the conference in question and must be listed as a speaker in the official event or conference programme. The main subject of the oral presentation/ speech at the approved event or conference must result in promoting the scientific activities of the COST Action. The programme and presentation should be sent to the Action Science Officer.

Co-located and co-organised meetings

COST Action activities may also occur either as co-located activities / COST session or as co-organised activities. For both possibilities the following conditions must be respected:

- Co-location of COST Action activities / COST session in an event not organised by a COST Action. Organisation of COST Action activities within or adjacent to an 'external' event is acceptable if there is a clear added benefit to the COST Action in relation to the scientific and networking objectives outlined in the COST Action MoU. Repeated co-location of COST Action activities with 'external' events is not recommended, unless a valid explanation provided by the Action MC is accepted by the COST Action Science Officer. A COST Action scientific session in an 'externally' organised event must have the COST Action number and title in the programme. It is recommended 1 Invited Speaker per 5 COST Action Participants should be included in the session. Multiple COST Action sessions in the same event should be avoided and if possible be replaced by having the event co-organised with the COST Action.
- Co-organisation of an event. Co-organisation of an event with an 'external' organisation is acceptable if there is a clear benefit to the COST Action in relation to the scientific and networking objectives outlined in the COST Action MoU. The COST Action must be fully integrated into the scientific programme and must have direct involvement in the general organisation of the event. This implies a good representation in the organising committee of COST Action Participants, from different COST Full or Cooperating Members having accepted the MoU of the Action, and as speakers and/ or session chairs at the event, i.e., at least 40%. In addition, a good/ fair representation of COST Action Participants as audience and a fair share of local organiser costs and expenses related to Invited Speakers are also recommended. It is advisable to co-organise an event combined with Action MC and WG meetings so as to consolidate travel expenses for the COST Action.

Moreover, the following conditions must be respected:

- a) COST must be visible as a co-organiser on the event's specific website and publication / dissemination materials.

- b) Promotional material disseminated at events must follow the instructions and standards defined in Guidelines for the Dissemination of COST Action Results and Outcomes. s, http://www.cost.eu/Action_dissemination_guidelines.

3.2.4. Training school, Webinars & Doctoral colloquia

Training Schools aim to facilitate capacity building on a topic relevant to the theme of the respective COST Action through the delivery of intensive training on a new or emerging subject. They can also offer familiarisation with unique equipment or expertise and are typically, although not exclusively, considered to be for the benefit of ECI and PhD students. They are not intended to provide general training.

Planned deliverables:

- n. 3 Training Schools

Main target audience:

- ECIs, researchers, practitioners, decision makers, city administrators, other stakeholders

COST supports the participation of two categories of participants, trainers and trainees. The following conditions must be respected when organising a Training School:

- The Action MC/ Core Group must define the trainers and select the trainees based on clear criteria taking into account the COST Policy and Rules, in particular the Excellence and Inclusiveness Policy.
- A Training School must have the COST Action scientific and networking objectives as its focus. The COST Action also must be one of the primary organisers of the Training School. For co-organised Training Schools, the same conditions should be fulfilled as the ones for co-organised meetings.
- The COST Action must be clearly promoted on all dissemination channels, namely the official website of the COST Action and event, brochures, and all training material;
The programme of the Training School must incorporate theoretical and practical components (i.e., a participant discussion session alone is not sufficient).
- Training Schools are recommended to last a minimum of 3 days.
- A ratio of at least 3 Trainees to 1 Trainer is recommended.
- Training School must be held in a participating COST Full or Cooperating Member or in an approved NNC institution (in this case, pre-approval from the COST Association is mandatory).
- Webinar series would be organised especially in 2021 to progress education and dissemination during the coronavirus pandemic. Panelists will be selected and will offer, on a pro bono basis, useful insights on most relevant topics related to PEDs, with more webcasts planned also in the following years.

- Doctoral Colloquia. This initiative is addressed to both current/prospective doctoral students and senior researchers who are supervising thesis processes. It may also be of interest for prospective supervisors who wish to learn from peers about tutoring methods in this field. The overall objective is to share and discuss methodological aspects within the PED research community. The meeting is open to all research themes and methodological approaches. Thematic groups will be formed according to the responses received to this call.

3.3. Technical Experts Taskforce

In order to strengthen the Action's capacity to address scientific, technological and societal challenges in envisaged dissemination activities, a "Technical Experts Taskforce" will be appointed.

The recruitment process of the experts will mainly be developed through a "Call for Expert" addressed to all MC members, asking to nominate relevant outstanding candidates wishing to contribute -upon request, and pro bono- to specific dissemination activities that will be identified, such as call for paper, conferences, training schools, webinars, and others. In the candidature form, the experts will indicate the specific areas of expertise, including but not limited to the following areas: Technical/Technological, Regulatory, Planning and Design, Business Models, Humanities and Social Sciences.

3.4. Ambassador group

In order to activate and progress cross-communication and develop joint initiatives with key partners such as IEA Annex 83, EERA, JPI UE, UERA, and others, a number of "Ambassadors" within the COST PED-EU-NET MC Members will be appointed.

The recruiting process of the "Ambassadors" will be developed among COST PED-EU-NET participants already covering leadership roles within the identified key partners (e.g., FR for Annex 83; MBA for UERA; etc.)

The list of the Ambassador is available in the WG4 repository in Teams.

3.5. Dissemination Monitoring

A dissemination action can be defined as "effective and efficient" when it reaches and is received correctly by its target audience. The effectiveness and efficiency of the actions of scientific dissemination depend on (i) the scientific level of the content transmitted, and (ii) the channel used. The target audience should be able to easily access the information transmitted and understand it, as it was intended by the publisher of the scientific product. In order to measure the efficacy of the tools included in this Plan, WG4 will keep track on the below-mentioned indicators that will determine the efficient implementation of the Dissemination Plan. For consistency purposes, it is suggested to perform this exercise at the same time as reporting to the COST Association.

- Appearance of the logo in all material and dissemination activities created under the Action

- Quantity of appearances in media (e.g., articles published in press/online, interviews, etc.)
- Number of events attended by network members relevant to the Action
- Number of conferences and workshops organized
- Number of presentations of the Action at conferences or events (presentation, poster, paper)
- Number of scientific publications.

Table I suggests the indicators to be used for monitoring the activities undertaken for dissemination purposes on an annual basis.

Table 1 COST Action PED-EU-NET Dissemination monitoring indicators.

Indicators	Year 1	Year 2	Year 3	Year 4
Logo	Appearance of the logo in all material and dissemination activities created under the Action.	Appearance of the logo in all material and dissemination activities created under the Action.	Appearance of the logo in all material and dissemination activities created under the Action.	Appearance of the logo in all material and dissemination activities created under the Action.
Number of visits to project's website				
Quantity of appearances in media.				
Number of events attended by network members relevant to the Action.				
Number of newsletters disseminated				
Number of flyers disseminated				
Number of recipients/subscribers of the Action's newsletter				
Number of conferences and workshops organized.				
Number of Tweets on the Action's Twitter account and re-tweets				
Number of followers on the Action's Twitter account				
Number of members on the Action's LinkedIn account				
Number of presentations of the Action at conferences or events (presentation, poster, paper)				
Number of scientific publications				

In addition, event organisers must ensure that:

- Signed list of participants in hardcopy is kept for all workshops, conferences, seminars, and events organised under the project.
- Presentations are in accordance with the specific template provided.
- Photos are being taken as evidence of action implementation.

A spreadsheet will also be developed to document all the dissemination activities carried out during the project and to monitor them using different metrics (e.g., number of publications, number of visits to the project website, number of flyers distributed). The spreadsheet will be available in the back-office environment (Teams) and would be editable by all Action members at any time. WG4 will remind the members to update it particularly prior to reporting and MC meetings. The file would be divided in the following sheets:

- Publications

- Events
- Website references
- Mailshots (e.g., newsletter, info materials sent, etc.).

3.6. Risks and Mitigation Measures

The implementation of the dissemination plan can be influenced by a wide range of factors, both internal and external.

3.6.1. Description of preliminarily identified risks and proposed mitigation measures

- Low level of engagement/Disengagement of the Action members
 - Ensure equal interaction with all the members of the Action to ensure regular updates on activities.
- Low level of awareness about the activities of PED-Eu-NET from the expert community and the general public
 - Regular updates of quality content related to the Action's activities on the available communication channels (especially on the Action's Webpage and Social Media Platforms)
- Lack of interest by stakeholders' groups in the project
 - Efforts will be made at the initial project stage and throughout the lifecycle of the project through valorisation panel meetings, workshops etc. to engage and interact with the stakeholders to prevent or correct such incidences.

3.7. Role of the Action Members

All Action members are responsible for:

- Creating a bridge between the Action and the networks they are involved in.
- Providing input to the content of the Action's website, communication materials and media channels.
- Disseminating the activities and results of the Action through to their social media channels.
- Disseminating the activities and results of the Action at relevant events.

References

COST Action PED-EU-NET MoU

http://www.cost.eu/Action_dissemination_guidelines.

https://www.cost.eu/wp-content/uploads/2020/08/Guidelines-for-the-communication-dissemination-and-exploitation-of-COST-Actions_final-draft.pdf

4. Communication

4.1. Objective & Strategy

The aim of the communication is transferring the content to a broader audience in accessible and gently customised ways. The branding will deliver a clear communication of the COST ACTION PED-EU-NET. Defined in accordance with our target groups above, a broader non-technical audience across sectors shall be addressed with some guidance for specialists with more defined interests. Hence, a content hierarchy system has been created to weight and sort the researched key words for the entire communication process in three different categories:

1. Engaged
2. Descriptive
3. Technical

Transferred to the communication content this means:

1. Broadly oriented information about COST ACTION PED-EU-NET - covered in an accessible, brief way
2. Informative visual based details about COST ACTION PED-EU-NET - attractive overview of phenomena
3. Technical & detailed information about COST ACTION PED-EU-NET - nuanced insights for specialists

We will strike a balance that ensures wide open accessibility while respecting intellectual property rights where applicable in outreach related to the COST ACTION.

4.2. Online Media

4.2.1. Logo

This will follow the COST Action guidelines and is to be designed with support from design specialist Boutik who also coordinates technical delivery of the Action website with inputs from the Chair and SCM.

4.2.2. Website

Technical tasks related to the website are to be contracted to Boutik for the duration of the Action and maintained for two years thereafter, with the SCM supporting content feeds from the Action WGs, whose needs will inform the website structure designed and provided by Boutik, maintained on the servers of the Action Chair's host institution consistent with their web security protocol.

4.2.3. Social Media

Public outreach can be enhanced by using social media like Twitter and the Action website. The visibility of the COST ACTION will thus be increased, while members will improve their links with stakeholders and enhance participation in stakeholders' events.

The Action has established a Twitter handle @ped_eu which by February 2021 has surpassed 100 followers and will be used to disseminate website updates to a relevant audience, including retweets and likes by Action members active on this online platform. To avoid fragmentation, multiple social media channels will not be taken into official use, but Action members with a presence on LinkedIn (i.e. most) will be encouraged to post updates (e.g. outputs) with a link to PED-EU-NET's website, which will drive traffic to the website over the entire course of the Action, through official calls, event reports etc.

4.2.4. Videos

Whenever relevant and consistent with GDPR, short videos of online events and on the sidelines of in-person events, as well as during keynote speeches on some major occasions, will be captured by Action members and uploaded to the website or re-posted on its webpages as links to YouTube or similar. These will be publicised on Twitter as well.

4.3. Flyers

At the time of writing, due to the pandemic circumstances, we are not pursuing a physical flyer strategy. As and when things open up for travel and in-person meetings, flyers will be the responsibility of individual event organisers, with the option to post them to the Action website along with event overviews. We will use a consistent visual profile across Action publicity.

4.4. Brochures

Similar to flyers, these are not planned at the moment, but will be reconsidered based on assessing the pandemic circumstances and need as the Action proceeds. For now, we prioritise online presence, especially development of a website structure where WG leaders and other Action members can share content in a structured manner coordinated by the SCM via an upload link. This is already in place:

<https://skjemaker.app.uib.no/view.php?id=9134598>

4.5. Newsletters

Newsletters will be shared via the Action website on a regular basis, in conjunction with the timeline of Action activities and outputs.

4.6. Articles and press releases

Please refer to the Action workplan for all envisaged deliverables. Leads of each deliverable and event will be welcome to upload a short publicly oriented summary via the website form which will then be profiled online in a consistent manner for streamlined workflow and wider dissemination.

4.7. Layman Information Booklet

In order to raise the awareness of PEDs and encourage active participation in its planning and implementation a Layman Information Booklet will be produced.

4.8. PED Information days

PED Information Day on new technologies, products, and services will equally be organized.

4.9. Communication Monitoring

- Number of visits to the Action website (pertains to Communication monitoring activities)
- Number of newsletters and flyers disseminated (pertains to Communication monitoring activities)
- Number of recipients/subscribers of the Action's newsletter (pertains to Communication monitoring activities)
- Number of followers on the Action's Twitter account (pertains to Communication monitoring activities).
- Number of members on the Action's LinkedIn account (pertains to Communication monitoring activities).

The list above suggests the indicators to be used for monitoring the activities undertaken for communication (and dissemination) purposes on an annual basis.

A spreadsheet will also be developed to document all the communication activities carried out during the project and to monitor them using different metrics (e.g., number of publications, number of visits to the project website, number of flyers distributed). The spreadsheet will be available in the back-office environment (Teams) and would be editable by all Action members at any time. SCM will remind the members to update it particularly prior to reporting and MC meetings. The file would be divided in the following sheets:

- Publications
- Events
- Website references
- Mailshots (e.g., newsletter, info materials sent, etc.).

5. Responsibilities of Action Members

All members of the COST ACTION are actively involved in the dissemination and communication activities and will contribute to the dissemination for instance by participating and giving presentations at conferences, publishing papers, holding press conferences, networking and similar activities. Since spreading information is highly effective it is important that everybody involved in the project has good general knowledge of all the aspects of the COST ACTION in order to be a good the voice for the initiatives.

6. Exploitation

Exploitation is related to WG4 T4.5 "Scope the potential for follow-up/spin-off projects and organise thematic brokerage activities".

The exploitation of the research outcomes will aim, in particular, at successfully integrating all stakeholders, thereby intensifying the links between scientific communities, business enterprises, policy makers and the society.

7. Long-term goals

Long-term goals have equally been identified and refer to:

- Capacity building, in terms of increased knowledge and stronger long-lasting collaboration among academic players, companies, NGOs, built environment related industries, and the communities.
- Improved awareness of barriers and opportunities related to PED, and implementation of PED enabling systems with the active involvement of different stakeholders.
- Long-term multidisciplinary and multi-stakeholders' collaboration and networking on PED initiatives, beyond the completion of the Action.
- Provision of equitable long-term career development opportunities.

8. Information and intellectual property

No Intellectual Property rights (IPR) are required for the implementation of the Action PED-EU-NET and no development of a commercial product or service is planned under this initiative. However, should Intellectual Property (IP) arise from the Action, it is agreed that:

1. The PED-EU-NET Team Organisations will share ownership of the IP.
2. The PED-EU-NET Team Organisations will require the signature of Non-Disclosure Agreements (NDAs) by authorised signatories when it is planning an activity for which it identifies a risk in the release of information that should be protected.
3. Each PED-EU-NET Team Organisation grants to each of the other PED-EU-NET Team Organisations a royalty-free, non-exclusive license to use its Background IP for the purpose of carrying out the PED-EU-NET.
4. If one of the PED-EU-NET Team Organisations wishes to exploit any arising IP commercially then it will require the agreement of all Background IP holders involved in the implementation of the Action.
5. The PED-EU-NET Team Organisation commercially exploiting the IP will be required to sign a license agreement with the other PED-EU-NET Team Organisations. The license agreement will set out the breakdown of remuneration (if any) arising from the commercialisation of the IP.
6. The PED-EU-NET Team Organisation commercially exploiting the IP will at its own expense be required to register and maintain any protection of the IP rights, including filing and prosecuting patent applications for any of the Results, and taking any reasonable action in respect of any alleged or actual infringement of those Intellectual Property Rights.
7. Each of the other PED-EU-NET Team Organisations will ensure that its employees and students (if any) involved in the creation of the IP gives the PED-EU-NET Team Organisation commercially exploiting the IP such assistance (except financial assistance) as may

reasonably be requested in connection with the registration and protection of the Intellectual Property Rights in the Results, including filing and prosecuting patent applications for any of the Results, and taking any action in respect of any alleged or actual infringement of those Intellectual Property Rights.

8. The PED-EU-NET Team Organisation commercially exploiting the IP grants each of the other PED-EU-NET Team Organisations a royalty free, non-exclusive license to use the registered or generated IP for the purpose of carrying out the Action and future research. None of the PED-EU-NET Team Organisations may grant any sub-license to use any of the IP or outputs.

9. Should the PED-EU-NET Team wish to explore the potential IP generated in terms of a spin-out company, then all PED-EU-NET Team Organisations shall meet to discuss and prepare the terms of agreement.

9.1 The Terms of agreement requires to be agreed by and signed by all PED-EU-NET Team Organisations. 9.2 The Terms of agreement shall provide a fully detailed plan for the spin-out.

9. Contacts

Action Chair

Dr. Vicky Bo Ki Albert-Seifried

Institute: Smart Cities Group Power Electronics, Grids, and Smart Systems, Fraunhofer Institute for Solar Energy Systems ISE, Heidenhofstr. 2, 79110 Freiburg, Germany

Phone: +49 761 4588-5283

vicky.bo.ki.albert-seifried@ise.fraunhofer.de, www.ise.fraunhofer.de

E-mail: vicky.bo.ki.albert-seifried@ise.fraunhofer.de

Vice Chair

Dr. Laura Aelenei

Institute: Laboratório Nacional de Energia e Geologia, I.P., Paço do Lumiar Street, SolarXXI Building, Gab.2.05, 1649-038 Lisbon, Portugal

Phone: +351 210 924 600/4338

<http://www.lneg.pt>

E-mail: laura.aelenei@lneg.pt

Science Communication Manager

Prof. Dr. Siddharth Sareen

Institute: Department of Media and Social Sciences, University of Stavanger, Post-box 8600, 4036 Stavanger, Norway

Phone: + 47 51831000

<https://www.uis.no/en/profile/2327>.

E-mail: siddharth.sareen@uis.no

Leader WG4 Dissemination, Outreach and Exploitation

Prof. Dr. Maria Beatrice Andreucci

Institute: Department of Planning, Design, Technology of Architecture, Sapienza University of Rome, Via Flaminia 72, 00196 Rome, Italy.

Phone: + 39 3483056766

<https://corsidilaurea.uniroma1.it/it/users/mbeatriceandreucciuniroma1it>

E-mail: mbeatrice.andreucci@uniroma1.it

Vice-Leader WG4 Dissemination, Outreach and Exploitation

Dr. Francesco Reda

Institute: Smart cities and intelligent buildings, VTT Technical Research Centre of Finland Ltd, P.O.
Box 1000, FI-02044 VTT, Finland

Phone: + +358408403680

<https://cris.vtt.fi/en/persons/francesco-reda>

E-mail: francesco.reda@vtt.fi