



## **DISSEMINATION, EXPLOITATION AND COMMUNICATION PLAN**

January 2023



**Funded by  
the European Union**

## DOCUMENT TRACKING DETAILS

Project acronym	SmartWins
Project title	Boosting Research for a Smart and Carbon Neutral Built Environment with Digital Twins
Starting date	01/10/2022
Duration	36 months
Call identifier	Twinning (HORIZON-WIDERA-2021-ACCESS-03)
Grant agreement number	101078997

Deliverable information	
Deliverable number	D5.1
Work package number	WP5
Deliverable title	Dissemination, exploitation, and communication plan
Lead beneficiary	KTU
Due date	31/01/2023
Actual submission date	31/01/2023
Type of deliverable	R – document, report
Dissemination level	Public

## Legal Disclaimer

The SmartWins project funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.

## VERSION MANAGEMENT

### Revision table

Version	Name	Date	Description
0.1	Jacques Tissot	23/01/2023	Document structure, initial input
0.2	Paulius Spudys	26/01/2023	Second iteration
0.3	Jacques Tissot	26/01/2023	Third iteration
0.4	Rossano Scoccia	29/01/2023	Document revision

## LIST OF ACRONYMS AND ABBREVIATIONS

D	Deliverable
EC	European Commission
GDPR	General Data Protection Regulation
DEC	Dissemination, exploitation, and communication
PDEC	Plan for Dissemination, Exploitation of Results, and Communication
T	Task
WP	Working Package

## EXECUTIVE SUMMARY

This document is a deliverable of the SmartWins project, funded under the European Union's Horizon Europe research and innovation programme under grant agreement No 101078997.

The aim of this document is to provide the first version of the Plan for Dissemination, Exploitation of Results, and Communication (PDEC), produced at T5.1 as part of Work Package 5.

The objective of the PDEC is to provide the SmartWins partners with guidelines on the different dissemination, exploitation, and communication activities that are planned and their schedule, who are the partners responsible for each activity, what tools and channels are available for dissemination and communication and what are the actions planned to achieve the exploitation of the results and impact of the project.

More specifically, in terms of dissemination and communication the PDEC will:

- Propose a communication and dissemination policy, and define the objectives of the actions;
- Identify the target audience for each objective or main result;
- List the communication and dissemination channels to be used for project promotion;
- Present a schedule of the communication and dissemination actions throughout the project duration;
- Define and monitor a series of Key Performance Indicators (KPIs) to assess the success of the implementation (e.g. number of publications, size of the audience reached, number of visits on the website, feedback received from audiences at conferences, etc.) and update the plan according to the evolution of the project.

In terms of the exploitation of the results, the PDEC will:

- Outline the methodology that will be used to identify SmartWins's exploitable outputs (or Key Exploitable Results);
- Identify relevant (target/end) users, suitable transfer activities, and IP management;
- Identify framework conditions and other factors influencing exploitation of the project's results;
- Identify measures to ensure SmartWins's longevity and legacy.

The document is drafted by leading institution Kaunas University of Technology (KTU) with inputs from all partners. To achieve a greater impact, all members of the consortium have the responsibility in line with the Grant Agreement (Article 17 on dissemination and communication obligations and Article 16 on intellectual property rights), to participate in the communication activities and dissemination of the project results, as well as the exploitation of its results. The PDEC is an evolving document which will be updated throughout the project. In particular, it will be updated during the submission of deliverables D5.2, D5.3 – dissemination, exploitation, and communication reviews.

## LINKS WITH OTHER PROJECT ACTIVITIES

This deliverable is part of the Work Package 5 on dissemination, exploitation, and communication, whose objectives are to:

- Identify the potential different routes for innovation and exploitation of the project results in order to maximize the project's impact and legacy on a large range of stakeholders;
- Disseminate information about SmartWins to a wide range of relevant stakeholders, to engage the community behind the project and ensure effective transfer of SmartWins's knowledge outputs and results;
- Ensure maximum visibility of the project through widespread communication activities in order to raise awareness about SmartWins and (potential) impact and benefit of SmartWins on society.

WP5 is a transversal work package integrating the results of all the WPs for the dissemination, communication, and exploitation process: it will ensure that the outputs and learnings arising from all the activities of the project are visible to the wider audience, can be learned from and implemented on a European scale.

## TABLE OF CONTENT

<b><i>DISSEMINATION AND COMMUNICATION STRATEGY</i></b>	<b>10</b>
<b>1.1. Definitions and terminology</b>	<b>10</b>
<b>1.2. Phases of the dissemination and communication strategy</b>	<b>10</b>
<b>1.3. SmartWins target audiences and objectives</b>	<b>12</b>
<b>1.4. SmartWins core messages</b>	<b>16</b>
1.4.1 Main message	16
1.4.1 Specific messages	17
<b>1.5. Dissemination and communication rules</b>	<b>17</b>
1.5.1. Dissemination and communication committees	17
1.5.2. Prior notice protocol	18
1.5.3. Open access to scientific publications	18
1.5.4. Open access to scientific data	18
1.5.5. Communication within the SmartWins consortium	19
1.5.6. Dissemination activities log	21
1.5.7. Use of graphic identity and EU visibility	22
<b>1.6. Dissemination actions and communication tools</b>	<b>23</b>
1.6.1. Communication Methodology	23
1.6.2. Production of original written content	24
1.6.3. Visual identity	24
1.6.4. Communication tools	24
1.6.4.1. Scientific publications	24
1.6.4.2. Presentation in research conferences	25
1.6.4.3. Events organised within the SmartWins project	25
1.6.4.4. Participation in events outside the SmartWins project	26
1.6.4.5. Infographics	26
1.6.4.6. Dissemination materials (flyers, brochures and posters)	26
1.6.4.7. Videos & podcasts	26
<b>1.7. Communication channels</b>	<b>26</b>
1.7.1. Project website	26

1.7.2. Social media (LinkedIn, Twitter, YouTube)	27
1.7.3. Newsletters & mailing	27
1.7.4. Press releases and media coverage	28
<b>1.8. Impact assessment</b>	<b>28</b>
<b>1.9. Dissemination goals</b>	<b>29</b>
<b>2. EXPLOITATION OF RESULTS, MANAGEMENT OF INTELLECTUAL PROPERTY</b>	<b>30</b>
<b>2.1. Exploitation management</b>	<b>30</b>
2.1.1. SmartWins Exploitation Committee	30
<b>2.2. Exploitation planning</b>	<b>30</b>
2.2.1. Exploitation planning repository	30
<b>2.3. Management of intellectual property</b>	<b>31</b>
2.3.1. IP rules and key IP definitions	31
2.3.2. IP considerations and obligations under the Grant agreement	32
2.3.2.1. Ownership of the results rules	32
2.3.2.2. Obligations to protect, exploit and disseminate project results.	32
2.3.1. Confidentiality management	32
<b>3. REFERENCES</b>	<b>34</b>

## List of Figures

Figure 1 SmartWins repository main page.....	21
Figure 2 Funded by the European Union emblem .....	22
Figure 3 SmartWins project logo.....	24

## List of Tables

Table 1. Gantt chart of the key phases of dissemination and communication.....	11
Table 2 Generic list of stakeholders of SmartWins project.....	13
Table 3 SmartWins partners' networks.....	14
Table 4 Repository data structure.....	20
Table 5 Dissemination Log template structure .....	21
Table 6 Scientific Publications log structure .....	22
Table 7 Audiences and communication channels .....	23
Table 8 Example of datasheet for exploitation repository.....	31

## DISSEMINATION AND COMMUNICATION STRATEGY

### 1.1. Definitions and terminology

The SmartWins project strictly uses the definitions of the European Commission:

- Dissemination is the public disclosure of the project results by any appropriate means (other than resulting from protection or exploiting the results), including scientific publication in any medium. It is the process of promotion and awareness-raising right from the beginning of a project. It makes research results known to various stakeholder groups (e.g., research peers, industry and other commercial actors, professional organisations, policymakers) in a targeted way, enabling them to use the results in their own work. This process must be planned and organised at the beginning of each project. Activities used for dissemination purposes are for example a public website, press releases, publications, and attendance at events.
- Knowledge transfer and exploitation of results requires several steps including identifying exploitation mechanisms and activities. It focuses on identified end-users to ensure impact and uptake of the results. SmartWins will integrate diverse activities along the project lifetime to enhance the dissemination and exploitation strategy, maximize the expected impact and boost the project sustainability for the continuation of the project after EU-funding. The geographic coverage of the project also provides the foundation for a much broader engagement, and ultimately for the basis upon which to work towards the long-term sustainability of the project findings.
- Communication is a strategically planned process that starts at the outset of the project and continues throughout its entire lifetime. It is aimed at promoting SmartWins and its results. It requires strategic and targeted measures for communicating about (i) SmartWins and (ii) results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange. Activities used for communication purposes are for example a public website, social media, or a newsletter.

### 1.2. Phases of the dissemination and communication strategy

The dissemination, communications and exploitation strategy will be divided in three phases.

It should be highlighted that this strategy implies successive and related steps, each with a long-term prospect:

- **The first phase** is to build interesting, relevant, and engaging content. We have planned to make this phase last 6 months so that we have sufficient time to generate a vast amount and varied content (on different topics), but without compromising on its quality. We will also work on its referencing on search engines. To do so, we will both write the content following the best search engine optimization (SEO) rules so that search engines find the content and rank it high.
- **The second phase** will use the content generated in the first phase as a baseline to engage with the relevant target audiences. We will actively contact relevant people, especially influencers, and provide them with our content. This is why the first phase is critical: it will help to build a history of high-quality content to gain trust with the people we engage in phase 2. This phase also coincides with the time in our project where we will have our first events. Therefore, when we will promote these events to potential participants, they will face our high-quality content, gain trust, and will be more likely to register. We will also use this engagement phase to build a second way to have our content read: through shares by influencers and then by standard readers. This will complement the SEO/SEM approach of phase 1, and even improve the search engine rankings. Finally, we will again use our content created in phase 1 to build the trust necessary to motivate people to register to our mailing list. We will of course strictly respect the General Data Protection Regulation (GDPR) rules to manage the collected personal data. The mailing list will be an additional way to distribute our content and promote our events. Finally, we will continue producing high quality content such as in phase 1.
- **The last phase** corresponds to the time the project will deliver its key results. These will be promoted to the audience built in phase 2. While continuing to create content on the topics related with the project, we will (from phase 3) start producing content related with the core outputs of the project, i.e. the technology, the research results, and the PhDs.

Only the dissemination of research outputs in the form of scientific publications and presentations to conferences will not follow these three phases as they will occur whenever research results are available. Still, they will be promoted through the three phases.

**Table 1. Gantt chart of the key phases of dissemination and communication**

Main tasks	Task description	Year 1	Year 2	Year 3
------------	------------------	--------	--------	--------

[illegible]

### 1.3. SmartWins target audiences and objectives

The main objective of project dissemination activities is to inform the public and to demonstrate the benefits of the research carried out within the duration of the project. The outcomes of the project should be disseminated to the general public and to the media, who may contribute to the communication activities by informing society about the impact of the project.

Among the general public, a target audience is identified which is expected to have a higher interest in the project and its results. Considering their interest in the activities carried out during the lifetime of the project, stakeholders might support and promote research activities, as well as to reach out wider target audiences. The target audience mainly includes researchers and students, the general public and citizens, the business sector as well as policy makers.

SmartWins project aims to reach target audience that can be clustered in three categories in broad by its relation to digital twins. Table 2 presents a generic matrix of stakeholders that are clustered in two categories depending on whether they affect or are affected by the procedures of the digital twin assessment, as well as third, which includes other parties that may be

interested in project activities. Broad categories divided into sub-categories, which are further defined by types/groups of stakeholder or individuals to have a more detailed approach.

Depending on the results to be disseminated, the target audience may include academic colleagues in fields relevant to the project. Students at master's and PhD level, also from fields relevant to the project; industry (start-ups, SMEs, large corporations); private investors or public funders; construction-related policy makers in Lithuania; Lithuanian and EU citizens; other R&D&I projects relevant fields; non-governmental organisations working on sustainable energy issues.

**Table 2 Generic list of stakeholders of SmartWins project**

Broad category	Sub-category	Types of individuals/groups impacts
Those who affect the Digital Twin assessment	Those involved in delivery of Digital Twin certificates	BACS industry Contractor(s), sub-contractor(s) Professional consultants (e.g. architectural, engineering & financial) Tool developers Energy service companies (ESCOs) Financial Institutions/Banks
	Those who determine the context of the Digital Twins certification process	State/Governmental Departments - Public Bodies EU legislative instruments  Standardization Bodies
Those who are affected by the Digital Twin assessment	Directly affected by Digital Twin assessment	Building users Facility managers Energy suppliers
	May be directly or indirectly affected depending on the context	Owners/Users General Public Local community groups such as resident associations, or other community-based groups
Others who may be interested		Environmental/social campaigning organizations Researchers/Academics Media

The list of stakeholders and target audience presented in Table 2. will be enhanced to a more detailed level and could be later utilized as a contact list for the citizens events foreseen in Task 3.3, as well as for the communication of projects results. The list will include contacts from companies, decision makers, contractors', etc. responsible persons and be used for targeted delivery of project achievements which may be of interest to them.

To reach out to the largest possible audience, each SmartWins partner will use its own network of contacts at the local, national, European and international level (Table 3).

Information on the project has been sent out to some of these networks immediately after the launch of the project (November 2022) while others will be reached out in the future for dissemination of project results or targeted communication. This list will be constantly updated during the whole duration of the project.

**Table 3 SmartWins partners' networks**

Kaunas University of Technology	
Website	Website of Kaunas University of Technology
	<a href="http://www.ktu.edu">www.ktu.edu</a>
Facebook	Facebook site of the Faculty of Civil Engineering and Architecture, KTU:
	<a href="https://www.facebook.com/KTU.SAF">https://www.facebook.com/KTU.SAF</a>
YouTube	YouTube channel of the Faculty of Civil Engineering and Architecture, KTU:
	<a href="https://www.youtube.com/channel/UCKbu9J-uO_pjw441NA0Q7bA">https://www.youtube.com/channel/UCKbu9J-uO_pjw441NA0Q7bA</a>
LinkedIn	LinkedIn account of the Centre for Smart Cities and Infrastructure, KTU:
	<a href="https://www.linkedin.com/company/ktu-csci/">https://www.linkedin.com/company/ktu-csci/</a>
	LinkedIn account of Faculty of Civil Engineering and Architecture, KTU:
	<a href="https://www.linkedin.com/company/ktu-faculty-of-civil-engineering-and-architecture">https://www.linkedin.com/company/ktu-faculty-of-civil-engineering-and-architecture</a>
Centre for Research and Technology Hellas	
Website	Website of Centre for Research and Technology Hellas
	<a href="http://www.certh.gr/B43848A3.en.aspx">http://www.certh.gr/B43848A3.en.aspx</a>
Press releases	Press releases of Centre for Research and Technology Hellas
	<a href="http://www.certh.gr/3D7F7F73.en.aspx">http://www.certh.gr/3D7F7F73.en.aspx</a>
Newsletters	Newsletters of Centre for Research and Technology Hellas
	<a href="http://www.certh.gr/FC60F832.en.aspx">http://www.certh.gr/FC60F832.en.aspx</a>
Facebook	Facebook site of Website of Centre for Research and Technology Hellas:

	<a href="https://www.facebook.com/CERTHellas/">https://www.facebook.com/CERTHellas/</a>
YouTube	YouTube channel of Centre for Research and Technology
	<a href="https://www.youtube.com/channel/UCT_g01aSjEiYCZdgAKvCrww">https://www.youtube.com/channel/UCT_g01aSjEiYCZdgAKvCrww</a>
LinkedIn	LinkedIn account of Centre for Research and Technology
	<a href="https://www.linkedin.com/company/certh">https://www.linkedin.com/company/certh</a>
Twitter	Twitter account of Centre for Research and Technology
	<a href="https://twitter.com/CERTHellas">https://twitter.com/CERTHellas</a>
Politecnico di Milano University	
Website	Website of Politecnico di Milano University
	<a href="http://www.polimi.it/">http://www.polimi.it/</a>
	Website of Politecnico di Milano – Department of Energy
	<a href="https://www.energia.polimi.it/">https://www.energia.polimi.it/</a>
	Website of RELAB research group
	<a href="https://www.relab.polimi.it/">https://www.relab.polimi.it/</a>
Facebook	Facebook site of Politecnico di Milano University
	<a href="https://www.facebook.com/polimi/">https://www.facebook.com/polimi/</a>
Twitter	Twitter of Politecnico di Milano
	<a href="https://twitter.com/polimi">https://twitter.com/polimi</a>
YouTube	YouTube channel of Politecnico di Milano University
	<a href="https://www.youtube.com/user/polimi">https://www.youtube.com/user/polimi</a>
	YouTube channel of Politecnico di Milano – Department of Energy
	<a href="https://www.youtube.com/@dipartimentodienergiapolim2778">https://www.youtube.com/@dipartimentodienergiapolim2778</a>
LinkedIn	LinkedIn account of Politecnico di Milano University
	<a href="https://www.linkedin.com/school/polimi/">https://www.linkedin.com/school/polimi/</a>

Instagram	Instagram account of Politecnico di Milano University
	<a href="https://www.instagram.com/polimi">https://www.instagram.com/polimi</a>
Technical University of Berlin, Contecht GmbH	
Website	Website of Contecht
	<a href="http://www.contecht.eu">www.contecht.eu</a>
YouTube	YouTube channel of Contecht
	<a href="https://www.youtube.com/@contechtgmbh3701">https://www.youtube.com/@contechtgmbh3701</a>
LinkedIn	LinkedIn account of Contecht
	<a href="https://www.linkedin.com/company/contecht/">https://www.linkedin.com/company/contecht/</a>
Innotrope	
Website	Innotrope website
	<a href="https://www.innotrope.com/">https://www.innotrope.com/</a>
LinkedIn	Innotrope LinkedIn account
	<a href="https://www.linkedin.com/company/11032630">https://www.linkedin.com/company/11032630</a>

As part of the SmartWins project, we will be contacting various types of media to invite them to promote the project. We will target these media and offer them content that is relevant to their audience's interests.

#### 1.4. SmartWins core messages

The communication of the SmartWins project is based on a main message which is completed or declined for each audience in a specific message. These messages link the communication objectives with the interest of the audience. They are guidelines that should shape the content. They are not necessarily written as such in the publications.

##### 1.4.1 Main message

The main message in all communication activities of the SmartWins project is: "Boosting research for smart and carbon neutral built environment with Digital Twin. Strengthening KTU's capacity to conduct research on the next generation of digital

twins to ensure the transition to a smart, sustainable, resilient and carbon neutral built environment.”

#### 1.4.1 Specific messages

Target audience	Specific message
Researchers and students	SmartWins partners are well-renown education and research institutions leading in the technological field applied to sustainable built environment project.
	SmartWins will support KTU step up in research and innovation which lead to more innovative technologies reaching the market.
Businesses	KTU has strong research expertise and valuable technologies to transfer to consider partnership.
Policy makers	KTU's team are experts in the subject and can recommend relevant policy directions.
European citizens	Conducting sustainable buildings has a positive impact on the environment and will contribute to a more efficient use of resources and energy.
All audiences	There are advanced technologies based on digital twins and Industry 4.0 practices, to enhance the buildings energy and sustainability assessment.
	Resource efficient buildings and tools to achieve them are an important research area to consider.

### **1.5. Dissemination and communication rules**

#### 1.5.1. Dissemination and communication committees

We have formed one committee for dissemination, one for communication. Each of these committees have the following features / working rules:

- They have one representative from each project partner.
- They have the responsibility to coordinate the project actions related with dissemination and communication. Innotrope, the WP5 leader, is responsible for the implementation of the actions decided by the committees, with the help of the other partners when relevant. Any important decision is done by the Executive board of the project.
- They meet once every quarter; each meeting has an agenda and results in minutes.
- Decisions are made by votes at the simple minority (half of the participants + 1)

### 1.5.2. Prior notice protocol

The project partners must keep any information related with the project confidential until it is decided to disseminate it to external audiences. Any time a project partner plans to disseminate anything coming from the project, they must inform prior to disseminating it the dissemination committee, which represents the whole consortium, and wait until no objection has been raised by any other partner, or 10 calendar days if no feedback is provided. This should be considered before submission of scientific articles, presentations to conferences, articles.

An objection is justified if:

- a) the protection of the objecting Party's Results or Background would be adversely affected, or
- b) the objecting Party's legitimate interests in relation to its Results or Background would be significantly harmed, or
- c) the proposed publication includes Confidential Information of the objecting Party.

The objection has to include a precise request for necessary modifications.

### 1.5.3. Open access to scientific publications

It is planned in the SmartWins project to prioritise open access scientific publications. The preferred licence will be Creative Common International Public Licence (CC BY). The preferred open access model will be the gold model, but in cases, duly justified to the European Commission, the green model will be favoured.

The consortium partner in which the main corresponding author is employed will take the responsibility of hosting the publication (or non-edited publication in the case of a green model published article, with respect to the embargo negotiated with the publisher). The platform chosen by each partner will vary but will all have been based on an open-source software, providing easy, but secure, access to the research published. Platforms will enable monitoring features, such as the tracking of the number of reads/downloads and will come with an easy archiving tool to simplify the process to the researchers (linking the publication with an ORCID persistent digital identifier, for example). The consortium will also use the new Open Research Europe platform proposed by the European Commission for the whole process of open publishing, including peer review.

### 1.5.4. Open access to scientific data

For ensuring the reproducibility of our research, we will share on open access platforms our raw data. Other research outputs such as code, hypotheses, research designs,

drafts and samples or any mean to communicate and share research materials and results will be shared in the same platforms, open to anyone, including other academic peers, citizens, or end-users.

Only data that is deemed sensitive, e.g. in the process of patenting, will be restrained from being published in open platform, and only for a limited time until the patent is published.

A complete definition of all the data-related issues will be available on the data management plan (D6.1).

#### 1.5.5. Communication within the SmartWins consortium

We organise three types of meetings where information is shared between all the consortium partners:

- General Assembly - the decision-making body of the consortium which shall consist of one representative of each Party, ordinary meeting – at least once a year
- Coordination Board - executive body for the execution of the Project which shall report to and be accountable to the General Assembly. Coordination Board shall consist of the Coordinator, the scientific and technical manager of the project and/or the representatives of the Parties appointed to it by the General Assembly. Ordinary meeting – at least every six months
- Steering Committee – the supervisory body for the proper, timely and qualitatively execution of the Project, including risks, ethics and quality management issues, which shall report to and be accountable to the Coordination Board. Steering Committee shall consist of the representatives of the Parties appointed to it by the Coordination board. Ordinary meeting – at least every six months
- Dissemination, exploitation, and communication committees. Communication, dissemination and exploitation management body of the Project, including IPR issues, which shall report to and be accountable to the Coordination Board. DEC shall consist of the Dissemination, Communication & Exploitation manager and the representatives of the Parties appointed to it by the Coordination board. Ordinary meeting every 3 months.
- Work package leader meetings every one month or according to demand, during which the implementation of the project is tracked.

To ensure an efficient data exchange between the partners as well as to make project related data accessible anytime the online repository was set-up using KTU cloud

services. Repository will be utilized throughout the project to store and exchange documents, material or online working documents. SmartWins working space is not available for general public, all consortium members can access the repository with the password provided. Each partner with login credentials can add, modify and delete content in the categories they have access to.

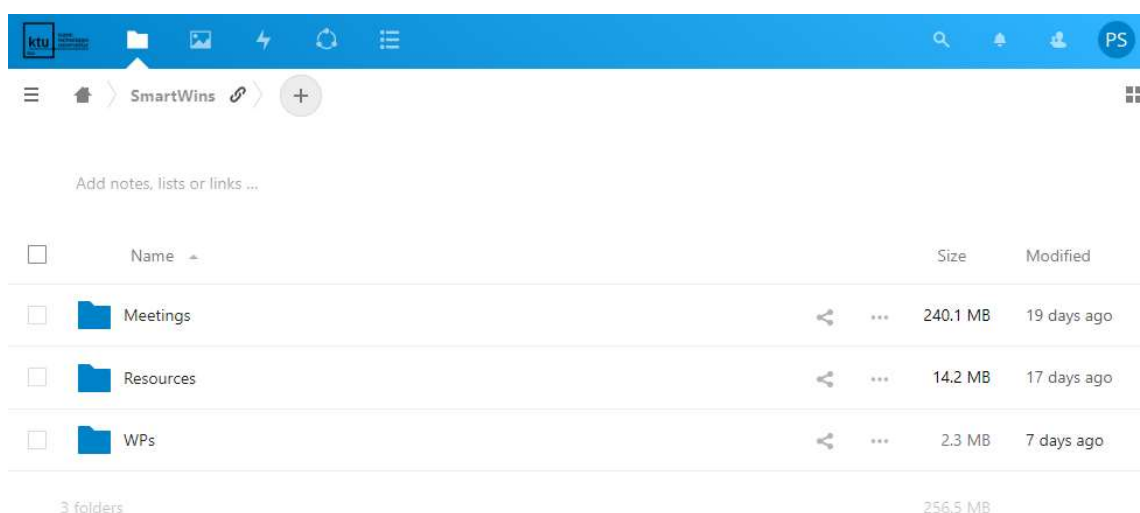
This workspace is, by default, a tool that the consortium will use to share documents in order to optimise collaboration between partners. The tool includes the possibility to manage the dissemination activities of the partners through two online documents: Scientific Publications and Dissemination Log that are more detailed in section Dissemination activities log, where partners can record their dissemination and communication activities throughout the project lifetime, and where the coordinator can visualise and balance the data collected.

Each WP leader and contributors are responsible for management of repository information within corresponding WP folder. In order to have a common data structure and layout, it is suggested to use the following sequence for storing documents or files:

**Table 4 Repository data structure**

Level	Type of documents
Work package level: WP5	WP folder should reflect tasks it contains
Task level: T5.1	Task folder should store information related to the implementation of the task, working documents
Specific information level: Deliverables	If needed, specific folders can be to store information in more detailed level

SmartWins data repository (Figure 1) currently consist of 3 general folders that will be utilized for holding Meetings information – General Assembly meetings organization material, as well as outcomes of the meetings such as meeting minutes, photos, and presentations; Resources – for storing data that in general can be beneficial for the project implementation but it is not specified to a particular WP or Task; WPs – storing information regarding project Working Packages.



**Figure 1 SmartWins repository main page**

### 1.5.6. Dissemination activities log

For a consistent monitoring and collection of project dissemination activities it is proposed to have two online documents, editable for all consortium partners. The project repository will store online documents named “Scientific Publications” and “Dissemination Log” throughout project implementation period, where partners will be able to enter information related to SmartWins dissemination. Dissemination Log template consist of predefined structure where information of event should be entered, template structure is presented in table below:

**Table 5 Dissemination Log template structure**

Name of the event	Link to the event	Type of Activity	Place	Date	Dissemination partner	Event level	Event Status	Event Participants

A similar approach is used to monitor and manage the results of scientific publications or participation in conferences, shown in Table 6.

**Table 6 Scientific Publications log structure**

Title of publication	Publication date	Name of the authors	Link to the publication	Type of the publication	Title of the journal	Journal ISBN	Is it available in open access?	Is it peer-reviewed publication?

Following a dissemination action performed, i.e. a social media post or a scientific publication, each partner should add a record of the action in corresponding table. The content of dissemination log documents can be revised, and actions could be taken in order increase visibility of the project or to reach expected dissemination goals.

#### 1.5.7. Use of graphic identity and EU visibility

We use a coherent graphic visual identity throughout all our documents (see section 1.6.3 for more details).

We also use the “Funded by the European Union” statement in all our productions, including our website, patent applications, EU standardisation of results, media contacts and other public statements. To do so, we use the following EU emblem and acknowledgement with the provision of our grant agreement number.

According to the EC rules, and in particular the article 17 of the Grant Agreement [1], any dissemination of results (in any form, including electronic) must include the following text:

**“This project has received funding from the European Union’s Horizon research and innovation programme under grant agreement No 101078997”**



**Funded by  
the European Union**

**Figure 2 Funded by the European Union emblem**

Furthermore, the above funded by the European Union emblem must be displayed. When displayed together with another logo, the EU emblem must have appropriate prominence. The emblem must remain distinct and separate and cannot be modified

by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

## 1.6. Dissemination actions and communication tools

### 1.6.1. Communication Methodology

The SmartWins project has many identified audiences to communicate with. Each audience will be targeted by specific tools containing tailored messages: scientific publications, conferences, events, articles, videos & podcasts, infographics and dissemination materials (flyers, posters and brochures). Each tool will be conveyed by a multi-channel communication including: website, social media, newsletter, mailing and press releases.

By analysing the performance indicators of the channels, we will be able to measure the efficiency of our communication strategy. The publication strategy will be established and reviewed annually.

**Table 7 Audiences and communication channels**

Audiences	Tools	Channels
Academic peers	Scientific publications, conferences, articles, videos, podcasts, infographics and dissemination materials	Website, mailing and social media
Students	Scientific publications, conferences, events, articles, videos, podcasts, infographics and dissemination materials	Website, mailing and social media
Businesses	Events, articles, videos, podcasts and infographics	Website, mailing and social media
Investors	Events, articles, videos, podcasts and infographics	Website and mailing
Policy maker	Events, articles, videos, podcasts and infographics	Website and mailing
European citizens	Articles, videos and infographics	Website and social media
Other projects	Conferences, articles, videos, podcasts, infographics and dissemination materials	Website, mailing and social media
Media	Articles, video and infographics	Website, social media and press release

### 1.6.2. Production of original written content

A key success factor for the SmartWins project is public engagement and the acceptability of the innovation. To ensure maximum success, SmartWins will participate in the dissemination of knowledge and produce original content on its research topics. A publication schedule will be established at the beginning of 2023 for an original publication each month with the help of all partners according to their field of expertise.

### 1.6.3. Visual identity

A project visual identity was professionally designed at the start of the project to provide the project with a recognisable and coherent image by visible elements such as typography, pictures and layout. The design provides a consistent look and feel to all SmartWins communication and dissemination materials as well as internal project templates. The project logo is the basis for the SmartWins visual identity.

The project's visual identity is based on the complementarity of black and a few shades of orange (#b93a08 ; #db440a). It favours white and bright backgrounds, leaving plenty of space for the images.



**Figure 3 SmartWins project logo**

### 1.6.4. Communication tools

#### *1.6.4.1. Scientific publications*

Scientific publications will be a core component of our dissemination efforts. They will mostly target academic audiences or serve as a reference for other types of dissemination efforts, such as website articles promoting the results of the projects, or communication to media.

They will be produced by the academic partners of our consortium. Co-authorship between several partners of our consortium will be prioritised.

These publications will only be produced on the basis of new research results obtained from the project efforts.

As mentioned in section 1.5.3, we will prioritise publications in open access journals.

#### *1.6.4.2. Presentation in research conferences*

The promotional activities of the SmartWins project and the implementation of the DEC plan aim to demonstrate the main findings and results of the project. At the same time, it is expected to increase KTU's reputation and attractiveness in the scientific community. The research carried out under WP1 will be presented in conferences or publications with the aim of enhancing the profile of KTU research.

The SmartWins consortium will participate in high-level scientific conferences and workshops organized by national, European and international organizations involved in and/or representing the digital twin and sustainable environment research communities.

Funding is available to our project partners for the travel expenses to attend conferences only if they present something. The minimal requirement is a poster presentation, but in case decisions must be made between two options, we will favour attendees with an oral presentation.

#### *1.6.4.3. Events organised within the SmartWins project*

We have four types of events planned in the SmartWins project, for improving research capacities of young researchers, as well as strengthening ties with business and general public.

- 2 brokerage events that will aim at creating networking opportunities between our project partners, businesses, investors, policy makers, and other relevant audiences, to initiate new collaboration opportunities, especially with the view of encouraging technology transfer. At least 15 participants in each session are expected.
- 2 citizen events will be organized for citizens and will consist of discussions/debates/promotions of general knowledge regarding the concept of Twinning projects and the efforts of the European Commission towards upgrading the level of research in KTU and in widening countries in general. As well as bridging gaps between research activities and society.
- 2 summer and on winter schools for young researchers that will help young researchers from our consortium, as well as young researchers outside our consortium, to build their networks with businesses or universities. Event will be oriented to scientific and technological advances in the field of digital twins and the design and assessment of the built environment.
- 2 scientific workshops that will be organized by KTU with the support of the consortium members on the deployment and application of digital twins for

energy and sustainability monitoring, control, and evaluation in the built environment, with international experts. The accessibility and reach of the workshops will be enhanced by live streaming of the event, as well as uploading the workshop material and recording to the SmartWins website after the events.

#### *1.6.4.4. Participation in events outside the SmartWins project*

Our consortium partners will also participate in relevant events outside our project and use this opportunity to promote it, through presentations if possible, or leaflet distribution.

#### *1.6.4.5. Infographics*

Infographics will be used to convey statistics, trends, and project information related to content produced by the SmartWins project team in an easy to understand format. Moreover, infographics are widely shareable via social media, making it easy for people to access and share the information they contain.

#### *1.6.4.6. Dissemination materials (flyers, brochures and posters)*

Flyers, brochures, and posters are effective tools for explaining how SmartWins will achieve his goals by providing detailed information in a visually appealing and easy-to-understand format.

They will be developed in order to be distributed at various events, and conferences and gain the project visibility with the general public and the media. Project partners will be asked to adapt these promotional materials to their national languages. The production will be ad-hoc and depending to the purpose of their use.

#### *1.6.4.7. Videos & podcasts*

Videos and podcasts will be created as a strategic and dynamic tool for explaining the SmartWins project and its impact. They can also be used to showcase the impact of the project, such as testimonials, interviews with partners, or community members.

Videos and podcasts will be shared in all SmartWins communication channels.

### **1.7. Communication channels**

#### **1.7.1. Project website**

The project website is the main communication tool for the project, where all the dissemination materials will be timely published. It was published at the beginning of 2023. It is targeted at all the audiences who are interested in SmartWins and want to find out more about the project.

The website URL is <https://smartwins-project.eu>.

The main objective of the website is to present the project objectives, approach, expected results and partners in order to raise public awareness. Publications and public deliverables will also be made available on the website.

The website development focuses on user-friendly design, effective navigation, browser consistency, fast loading pages and mobile compatibility, presenting the content in a clearly structured way, considering Search Engine Optimisation (SEO) factors.

The website will be updated on a frequent basis, providing the latest project publications and news, and the project social media accounts (Twitter, LinkedIn, YouTube) will be integrated.

#### 1.7.2. Social media (LinkedIn, Twitter, YouTube)

These social media channels allow us to reach specific audiences on these platforms that are geographically distant and difficult to reach by other means. Social media are channels to share project news and content produced by the project. The content created and published on the website will be declined on social networks in different ways: excerpts of articles, slides, infographics, videos or GIFs. By using visual content and changing the way we communicate, it will add value to the way the project is conveyed to a wider audience.

- LinkedIn: We will create an official page for the SmartWins project to build a professional network among strategic partners and to stimulate discussion among project partners and the general public.
- Twitter: The SmartWins Twitter account will be used to post comments and news about project outputs, to promote project reports and events. It will be used to engage with other organisations and individuals working on similar issues and to share timely information.
- YouTube: This platform will be used to host and share videos about SmartWins.

The launch of social media pages is planned for early 2023. A content schedule for social channels will be developed.

#### 1.7.3. Newsletters & mailing

Mailing and newsletters (which are regular mailings) are an effective channel for reaching specific audiences because they allow for targeted and personalised communication. They will be used to provide detailed information about the project, such as progress updates, upcoming events, and ways to get involved. They will also be used to engage with the audience, for example by including a call-to-action or survey to gather feedback and measure the impact of the project on the audience.

It will help to build relationships with specific audiences and to keep them informed and engaged with the project over time. Each one will have a clear goal and message tailoring to the audience. It will be easy to unsubscribe.

#### **1.7.4. Press releases and media coverage**

Press releases are foreseen at the project start, presenting the project and the partners, and at project end, promoting results to a wide audience. In addition, at each milestone of the project specific press releases targeting relevant audiences will be made. The press releases will be spread through the vast networks of the SmartWins partners and by contacting media specialised in the topics relevant for the project.

### **1.8. Impact assessment**

We will monitor all of our dissemination and communication efforts:

- They will all be listed on the Horizon Europe participant portal to inform the European Commission.
- We will use Matomo, an alternative to Google Analytics that is GDPR compliant, to track our website performances.
- We will use each social media platform tracking tool to monitor our performance on social media. We may use a platform such as HubSpot to have all the statistics of all our social media in one place. However, our publications on social media will mainly have a link to our website in order to follow our communication actions and improve them via data collected by the project with Matomo.
- We have an internal dissemination log to keep track of all our dissemination activities.

All these tools will allow us to report to the European Commission our dissemination and communication performance in the dedicated reports (D5.2, D5.3). These performance indicators will allow us to assess the impact of our dissemination and communication efforts, mostly in two ways:

- Quantitatively by assessing the size of the target audiences that have had access to our materials and have acted on it.
- Qualitatively by monitoring the reactions to our content online (i.e. by seeing if they generate discussions).

## 1.9. Dissemination goals

KPIs for communication and dissemination	Year 1	Year 2	Year 3	Overall
Presence at public events, workshops, and meetings				
Number of events / conferences attended representing the project				
General Public Reach				
Social media / community members				
Reach of the extended social community				
Number of press releases delivered to traditional media				
Number of scientific publications in international conferences and workshops				
Number of unique visitors to the website (based on Matomo)				
Number of recipients of the newsletter (mailing list recipients)				
SOCIAL MEDIA (followers/views)	Twitter:	Twitter:	Twitter:	
	LinkedIn:	LinkedIn:	LinkedIn:	
	Facebook:	Facebook:	Facebook:	
	YouTube:	YouTube:	YouTube:	
SOCIAL MEDIA POSTS	Twitter:	Twitter:	Twitter:	
	LinkedIn:	LinkedIn:	LinkedIn:	
	Facebook:	Facebook:	Facebook:	
	YouTube:	YouTube:	YouTube:	

## 2. EXPLOITATION OF RESULTS, MANAGEMENT OF INTELLECTUAL PROPERTY

### 2.1. Exploitation management

The present chapter takes an initial census of the current status of implementation of the Exploitation management in the project. Even though the SmartWins project is currently in an initial phase, the current overview helps the consortium partners in the comprehension of the IP and exploitation considerations and rules and of how project results can be protected and exploited.

#### 2.1.1. SmartWins Exploitation Committee

The Exploitation Committee is responsible for creating and implementing the exploitation and intellectual property strategy of the project by evaluating the opportunities for innovation and exploitation.

During SmartWins kick-off meeting partners agreed on the composition of the members of the Committee. Exploitation Committee will consist of representative from each consortium partner.

The SmartWins Exploitation Committee members also agreed that meetings will be held every three months, or in special occasion if needed.

Meetings of the Committee will be organized to review progress/decisions and to plan further actions to be taken.

### 2.2. Exploitation planning

In terms of exploitation planning the project uses collaborative tools and practices for knowledge management, allowing partners to collect and codify relevant data in a structured format with the intent to achieve the project objectives by making the best use of the results generated.

#### 2.2.1. Exploitation planning repository

The SmartWins exploitation repository consists of a database (lists, identification sheets, tables) identifying:

- background and access rights for project implementation and exploitation
- expected results that might be exploited (i.e. with commercial or industrial applicability) including their description, sector of application and protection strategy
- means through which the results will be brought to the public knowledge

- potential/expected impact – quantifiable – in terms of marketability and research advancement
- planned dissemination activities with enough information and time limit for any objection to the dissemination

**Table 8 Example of datasheet for exploitation repository**

Results	Ownership	Type of protection	Type of exploitation	Duration
Training				
Summer schools				
Scientific reports				
Policy reports				
Videos				
Events reports				

## 2.3. Management of intellectual property

### 2.3.1. IP rules and key IP definitions

The IP rules applicable in the SmartWins project are those set up in the:

- SmartWins Grant Agreement
- National IP legislation

Key IP definitions:

- Background – *data, know-how, information, IPR held by the beneficiaries before they enter into the action, identified as background and needed to implement the action or exploit the results;*
- Results – *any tangible or intangible output of an action, as well as IPR that is generated in the action;*
- IPR - legal rights that protect the creations of the intellect. These rights include Industrial Property Rights (e.g. patents, industrial designs and trademarks) and Copyright (right of the author or creator) and Related Rights (rights of the performers, producers and broadcasting organisations).
- Exploitation – use of results;

- Dissemination - *public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results);*
- Access rights - *rights to use results or background of project partners under the conditions set forth in the GA/CA.*

### 2.3.2. IP considerations and obligations under the Grant agreement

#### 2.3.2.1. Ownership of the results rules

Principle: results belong to the beneficiary generating them.

If results have been generated by several partners jointly: joint ownership.

**Best practice:** where necessary the SmartWins partners will agree on a tailored joint ownership regime adapted to each jointly owned result.

The ownership of results within the consortium will be clarified once the results have been created, and before the partners start setting up exploitation strategies.

#### 2.3.2.2. Obligations to protect, exploit and disseminate project results.

Protection can be secured by IPR or other means (e.g. trade secret protection).

The overall IP protection strategy within the consortium follow the principle that each partner will examine the possibility of protecting its results for an appropriate period and with appropriate territorial coverage

### **IP exploitation obligations**

The partners have an obligation to exploit results. With regard to this obligation the main considerations are related to: access rights, limits to transfers and exclusive licence.

### **Dissemination obligations**

Project partners are obliged to disseminate the results swiftly.

#### 2.3.1. Confidentiality management

Confidentiality is an extremely important issue in collaborative projects, from the setting-up to the implementation and exploitation phases. Accordingly, confidentiality issues and measures should be seriously taken into consideration by SmartWins Consortium in order to safely exchange information, facilitating the project development and ensuring the non-disclosure of sensitive technology, business or commercial confidential information.



### 3. REFERENCES

- [1]. Grant agreement – Project 101078997 – “Boosting Research for a Smart and Carbon Neutral Built Environment with Digital Twins” – SmartWins

#### **Disclaimer**

*This document contains information which is proprietary to Consortium. Neither this document nor the information contained herein shall be used, duplicated or communicated by any means to a third party, in whole or parts, except with the prior consent of Consortium. The information, views and tips set out in this publication are those of Consortium and the project group and cannot be considered to reflect the views of the European Commission or its support services.*