



DELIVERABLE 5.2

First period dissemination, exploitation, and communication review

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VERSION MANAGEMENT

Revision table

Version	Name	Date	Description
1	Julien Sudre	07 February 2024	First version
2	Julien Sudre	26 February 2024	Updated version after feedback from KTU's team
3	Paris Fokaides	28 February 2024	Overview / Minor Corrections / Approval

EXECUTIVE SUMMARY

We report here the performances of our dissemination, exploitation, and communication (DEC) actions in the first 17 months of the project. We also present our updated DEC strategy for the second half of the project based on the performance in the first half.

TABLE OF CONTENT

1. Introduction	6
2. Dissemination	6
2.1. Initial dissemination strategy (as presented in the description of actions)	6
2.1.1. Objective of the dissemination strategy	6
2.1.2. Subjects of dissemination	6
2.1.3. Target audiences	6
2.1.4. Dissemination methods and tools	7
2.1.5. Dissemination management	8
2.1.6. Dissemination policy and rules	8
2.1.7. Timing of the dissemination activities	9
2.2. Performance in first half of the project	9
2.3. Change in dissemination strategy for second half of the project	11
3. Exploitation	12
3.1. Initial exploitation strategy (as described in the description of actions)	12
3.2. Performance in first half of the project	12
3.2.1. Patent applications / copyrights / trademarks / trade secrets / designs / databases for exploitation.	13
3.2.2. Scientific/research data	14
3.2.3. Research performed regarding exploitation, such as freedom to operate analysis.	14
3.2.4. Signed NDAs with anyone outside the project in relation to the work performed in the project.	14
3.2.5. Usage of external support and tools (e.g. Horizon Booster)	15
3.2.6. Social media channels	15
3.2.7. Advertising materials	15
3.2.8. Scientific workshops	15
3.2.9. Participation in conferences and other external events	16
3.3. Change in exploitation strategy for second half of the project	16

4. Communication	16
4.1. Initial communication strategy (as described in the description of actions)	16
4.1.1. Objectives of the communication plan	16
4.1.2. Communication actions, methods, and channels	17
4.1.3. Internal communication plan	17
4.1.4. External communication plan	17
4.2. Performance in first half of the project	18
4.2.1. Graphic design	18
4.2.2. Website	19
4.2.3. Communication on social media	20
4.3. Change in communication strategy for second half of the project	38
4.3.1. SmartWins target audiences and objectives	39
4.3.2. SmartWins core messages	39
4.3.3. Other performances	39

1. Introduction

WP5 serves as a cross-cutting component that consolidates outcomes from all other work packages. It plays a pivotal role in disseminating, communicating, and exploiting project results. WP5 guarantees the visibility of outputs and insights derived from the entire project, making them accessible for broader audiences. The aim is to enable learning and implementation of these outcomes on a European scale.

2. Dissemination

2.1. Initial dissemination strategy (as presented in the description of actions)

2.1.1. Objective of the dissemination strategy

The objective of the dissemination strategy is to provide SmartWins consortium partners with a guide to how to spread the results of the project to the right stakeholders.

2.1.2. Subjects of dissemination

Any deliverable of the project might be disseminated. The provisional and non-exhaustive list of deliverables to be disseminated includes potential technology developed during the project; internal networking activities reports (research assignment / staff exchanges / scientific workshops / training sessions); public events reports (scientific conferences / brokerage events / summer and winter schools / citizen events); research performance review reports; policy reports; research management and administration unit set up and review reports at faculty level; new curricula; scientific articles and patents. The dissemination subjects may also include events organised within SmartWins project, techniques, new technology ideas or any other output of the project.

2.1.3. Target audiences

Depending on the deliverable to be disseminated, the target audience might consist of academic peers in fields relevant to the project; Students at master's and PhD levels, also in the fields relevant to the project; Industrial companies (start-ups, SMEs, large corporations); private investors or public funding providers; construction-related policy makers in Lithuania; Citizens in Lithuania and in the EU; Other R&I projects in relevant fields; NGOs tackling sustainable use of energy issues.

2.1.4. Dissemination methods and tools

The partner responsible for dissemination (Innotrope), will implement across SmartWins consortium a knowledge management system dedicated to the project. The system will include

- a learning management tool, dedicated to online courses and training materials;
- a project wiki used to centralise all definitions and key information about the project;
- a CRM to manage contacts and communication with stakeholders and interested parties;
- social communication tools used to enable all the partners to interact.
- a document management system, used to store and manage digitally dissemination related documentation. The system will also allow SmartWins partners to locate and access necessary documents, while ensuring they remain secure at all times.

The knowledge management system will allow first to keep track of any knowledge generated or used in the project, which will prove useful in terms of exploitation of results as well. It will also enable an easy dissemination since the tools will allow to control the level of diffusion of the information.

Other dissemination methods and tools are tailored to each audience and each deliverable:

- A project website will be developed and used both as a communication tool and as a support for disseminating all the document-based deliverables of the project.
- The open science deliverables including publications, open data sets or open-source algorithms will be shared through each partner's repository of choice (see more details in section 1.2.2.)
- Reports will be produced for documentation purposes (staff exchanges, trainings, events, research results etc.) and will be shared through SmartWins website, open sciences repositories or on the European Commission Horizon Results platform.
- Events will be organised for different purposes:
- One scientific conference on Digitalisation of the Environment, in Lithuania (T2.2).

- Two 2-day scientific workshops for the consortium (one in Berlin, one in Milan) (T2.3).
- Two brokerage events to network investors, entrepreneurs, and researchers (T3.1).
- Two citizen events to interact with the society and bridge the gap between citizens and research (T3.3).
- Training sessions for researchers about scientific topics and research management, or entrepreneurship (T4.1). Although the training sessions will be organised for the consortium members, they will be filmed and openly shared online.
- Three summer/winter schools, open to PhD students or post-docs (T4.2).
- Participation in scientific conferences for knowledge sharing acquired in SmartWins project with their academic peers (T2.2)
- Organization of a scientific conference – session in Lithuania (T2.2).
- The policy report on the research status of SmartWins topics in Lithuania (T3.4) will be disseminated to Lithuanian policy makers.
- Remote meetings with sister research projects to plan for cross-dissemination of results.

A dissemination log will be maintained, in which each partner will report any of the dissemination activities it performs. This will allow for easy collection of dissemination data for periodic reporting.

2.1.5. Dissemination management

SmartWins partners will contribute to the dissemination according to their role and resources, using all available tools, for instance by sharing knowledge, skills, and experiences through partnership, by participating and presenting at conferences, by providing training, publishing papers, etc. The dissemination actions will be coordinated by Innotrope, who will organise meetings, collect information, and chair decision-making discussions with anything related to dissemination. Each SmartWins partner will nominate an internal contact point who is responsible for dissemination issues and reporting for their organisation.

2.1.6. Dissemination policy and rules

Dissemination activities in the project are interconnected with the intellectual property protection of the results and the background knowledge owned by the partners. In the context of the planned dissemination activities the main intellectual property aspects are the following:

- Although the key route for dissemination in the project is to share the results of the project in open access, dissemination will be compatible with potential IP protection of the results.
- Any data which will not be disclosed, will be clearly labelled as confidential and appropriate measures will then be taken by the partners to maintain confidentiality, even after the end of the project.
- Each partner will be given prior notice in written of any planned dissemination activity, together with sufficient information about the intended dissemination.
- No dissemination will take place until obtaining the necessary permission from a partner or third parties for the use of their copyright protected content.
- All draft articles will be checked on their compatibility with the dissemination requirements as well as on their similarity context with published work. Copyright infringement will be avoided.

2.1.7. Timing of the dissemination activities

The dissemination actions are planned to occur during the implementation of the project and beyond.

2.2. Performance in first half of the project

The coordinator KTU has implemented a knowledge management system hosted on their institution's self-hosted cloud system. It has provided access to it to the consortium partners. It allows sharing the documents and information used and/or generated in the project. It also hosts the dissemination log. Four studies were published so far, which are the following:

1. Fokaides, P., Jurelionis, A., & Spudys, P. (2022, September). Boosting Research for a Smart and Carbon Neutral Built Environment with Digital Twins (SmartWins). In **2022 IEEE International Smart Cities Conference (ISC2)** (pp. 1-4). IEEE. [link](#)
2. Osadcha, I., Jurelionis, A., & Fokaides, P. (2023). Geometric parameter updating in digital twin of built assets: A systematic literature review. **Journal of Building Engineering**, 106704.. [link](#)
3. Klumbyte, E., Georgali, P. Z., Spudys, P., Giama, E., Morkunaite, L., Pupeikis, D., ... & Fokaides, P. (2023). Enhancing Whole Building Life Cycle Assessment through Building Information Modelling: Principles and Best Practices. **Energy and Buildings**, 113401. [link](#)
4. Tsalikidis, N., Mystakidis, A., Koukaras, P., Ivaškevičius, M., Morkūnaitė, L., Ioannidis, D., ... & Tzovaras, D. (2024). Urban traffic congestion prediction: a multi-

step approach utilizing sensor data and weather information. **Smart Cities**, 7(1), 233-253. [link](#)

Two publications that are submitted and under review process are not in this list:

1. Spudys, P., Osadcha, I., Morkunaite, L., Clare, M.F., Georgali, P.Z., ... & Fokaides, P. - A Comparative Life Cycle Assessment of Building Sustainability Across Typical European Building Geometries.
2. Osadcha, I., Jurelionis, A., & Fokaides, P. - Patterns and trends in the application of Radio Frequency Identification (RFID) technology in the construction industry: A Latent Semantic Analysis.

In terms of non-scientific dissemination, we have produced several documents that have been printed:

- A poster to announce the second citizen event / first brokerage event



SMARTWINS WITH DIGITAL TWINS

Kada? Vasario 20d
Kur? K29 verslo centre,
Konstitucijos pr. 29, Vilnius
Renginio kalba: lietuvių

Renginyje, kuriame visuomenės, pramonės ir viešojo sektoriaus atstovai diskutuos apie užstatytos aplinkos ateitį!

Susipažinkite su skaitmeninių dvynių technologija, siūlykite savo patirtį atvejais ir užmegzkite naujus verslo ryšius bendrų projektų įgyvendinimui.

Renginio metu jūsų laukia dvi įtraukiančios dalys:

Renginyje visuomenei	B2B bendradarbiavimo renginys
Šioje dalyje kviečiame visus susipažinti su pastatų skaitmeninių dvynių pasauliu ir sužinoti, kokią tiesioginę naudą jie gali suteikti jums. Šis renginys pritaikytas įvairiapusiškai Lietuvos bendruomenei, todėl jame laukiami visi – nuo srities ekspertų iki smalių piliečių. Renginio metu jūsų lauks interaktyvus seminaras, kūrybinės dirbtuvės ir įtraukiančios diskusijos.	Antroje dalyje vyksiantis partnerystės užmegzimo renginys skirtas verslo ir viešojo sektoriaus atstovams, sprendžiantiems konkrečius iššūkius ar ieškantiems galimybių įdiegti skaitmeninių dvynių technologijas. Renginio metu dalyviai pristatys iššūkius, su kuriais susiduria, technologijas, kurios padėtų šiuos iššūkius spręsti.

Daugiau informacijos apie renginį LinkedIn ir Facebook:

 Daugiau apie projektą: smartwins-project.eu

 **Funded by the European Union**




This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101078997

- A leaflet to introduce the project



SUPPORTING KAUNAS UNIVERSITY OF TECHNOLOGY (KTU) IN LITHUANIA

The SmartWins project aims to strengthen 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.

 <p>ENHANCING KTU'S INTERNATIONAL POSITION</p> <p>SmartWins enhances KTU's international reputation through research, events and international collaboration.</p>	 <p>IMPROVING KTU'S RESEARCH COMPETENCE</p> <p>The project provides KTU with the know-how needed to carry out studies utilizing smart technologies for assessing building energy and environmental performance, and the indoor environmental quality.</p>	 <p>DEVELOPING KTU'S COLLABORATIONS</p> <p>Consortium partners share their knowledge through joint research activities, publications, organizing training courses, staff exchanges and summer/winter schools.</p>
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BENEFIT FROM FREE ONLINE TRAINING!



READ THE JOINT PUBLICATIONS!





Let's innovate together! Join us for our future event!

smartwins-project.eu



This project was funded by the European Union's research and innovation programme «European Horizon» under grant agreement No 101078997

2.3. Change in dissemination strategy for second half of the project

No change is planned in the dissemination strategy for the second half of the project.

3. Exploitation

3.1. Initial exploitation strategy (as described in the description of actions)

Task 5.5 aims to conduct a systematic and regular review of project outputs, intellectual property, and potential avenues for exploitation. By involving dedicated committees and holding frequent meetings, the project team aims to ensure a comprehensive understanding and effective utilization of the project's intellectual assets.

Facilitating knowledge transfer and leveraging project outcomes involves a series of steps, such as recognizing mechanisms and actions for exploitation. The emphasis is on pinpointing end users to guarantee the effectiveness and adoption of the results. SmartWins will incorporate various activities throughout the project's duration to strengthen the dissemination and exploitation strategy, ensuring the highest impact and enhancing sustainability beyond EU funding. The project's wide geographic coverage establishes a solid groundwork for broader involvement, ultimately serving as the foundation for long-term sustainability of the project's discoveries.

As per the European Commission's official glossary, the results of an EU project encompass any tangible or intangible outputs, including data, knowledge, and information in various forms, irrespective of their protectability. These outcomes can yield impact both during and after the EU funding phase. Exploitation, defined by the European Commission, involves utilizing these results in the development, creation, and marketing of products or processes, providing services, and participating in standardization activities. Exploiting research project results holds a dual significance, it not only offers society pathways for progress through the adoption of novel methodologies and tools but also contributes to the advancement of participating entities by disseminating their research and potentially gaining financial resources. In essence, society emerges as the ultimate recipient of research results and their exploitation from any standpoint.

3.2. Performance in first half of the project

KTU has synthesized the Dissemination, Exploitation, and Communication (DEC) plan (D5.1), which outlines strategic approaches for effective knowledge management in

the context of exploitation planning. Collaborative tools and methodologies are employed to facilitate systematic gathering and organization of relevant data in a structured format. The primary objective is to enhance the achievement of project goals by optimizing the utilization of generated results.

The outcomes of SmartWins are designed for both commercial and non-commercial exploitation, providing flexibility for partners or designated third parties to pursue licenses. A key principle guiding exploitation is that the default owners of the results are the producer(s). In cases where results are jointly generated by multiple partners, a joint ownership model can be implemented. To proactively address potential conflicts during the project, the consortium agreement will explicitly specify the anticipated ownership for each deliverable, establishing a clear framework for all involved parties. This approach ensures transparency and streamlines the responsible and fair utilization of SmartWins results.

3.2.1. Patent applications / copyrights / trademarks / trade secrets / designs / databases for exploitation.

The SmartWins project does not include the development of a separate web platform, module/online tool, or software framework as part of its objectives. Consequently, there are no anticipated patent applications or designs related to such developments. Instead, the primary aim is to strengthen the capabilities of Kaunas University of Technology (KTU), particularly through its focus on the "Sustainable Energy in the Built Environment" Research Group (SEBERG). The key goal is to facilitate high-quality research in the realm of the next generation of digital twins.

The fundamental concept driving SmartWins is the establishment of a collaborative network. This network seeks to foster strong connections between KTU and leading institutions that specialize in energy and sustainability assessments for buildings. The anticipated outcomes of the project will encompass research publications, research data, reports on research studies, and training materials.

Up until this point of the project's duration, the relevant material available for potential exploitation is:

- 4 published scientific papers
- Training material from 1 Summer School
- Material from 2 Training sessions
- Other training material from Tasks (e.g. T2.5)

These resources are intended for non-commercial purposes and can be made accessible under the Creative Commons International Public License (CC BY). This licensing approach signifies an openness to sharing and encourages the use, distribution, and adaptation of the materials, fostering a collaborative and knowledge-sharing environment in alignment with non-commercial objectives.

3.2.2. Scientific/research data

To ensure the reproducibility of our research, where deemed possible, the raw research data will be openly shared. Additionally, various research outputs, including code, hypotheses, research designs, drafts, samples, and any means to communicate and share research materials and results, will be made available on open platforms. This inclusive approach allows accessibility to anyone, including academic peers, citizens, and end-users.

However, it's crucial to note that the decision to share certain data, particularly that undergoing the patenting process, is contingent on the discretion of the DEC committee and the project's coordinator. Sensitive data will be withheld from publication on open platforms. This cautious approach aims to safeguard proprietary information while still fostering transparency and collaboration in the research community, guided by the oversight of the DEC committee and the project's coordinator.

3.2.3. Research performed regarding exploitation, such as freedom to operate analysis.

No specific research has been conducted concerning exploitation, including freedom-to-operate analysis. It is important to note that the project adheres to clear guidelines outlined in the DEC plan (D5.1) synthesized for this initiative. Past experiences from research projects have also contributed valuable insights into best practices for ensuring effective dissemination and exploitation strategies. While the current focus hasn't involved dedicated research in this area, the project is well-positioned to leverage existing guidelines and past experiences for successful outcomes in dissemination and exploitation efforts.

3.2.4. Signed NDAs with anyone outside the project in relation to the work performed in the project.

No NDA was signed until this point of the project.

3.2.5. Usage of external support and tools (e.g. Horizon Booster)

The consortium has still not used any external support tool.

3.2.6. Social media channels

SmartWins effectively utilizes its social media channels, including Twitter, LinkedIn, Youtube and Facebook, for disseminating ongoing progress and results while actively connecting with relevant projects, companies, and other interested parties. By consistently updating these channels, the project ensures that its online presence remains current, and interactions with followers are sustained. The strategic deployment of these online channels not only advances the project's goals and amplifies its achievements but also fosters engagement and discussions within diverse online communities. This approach contributes to an increased visibility of SmartWins, both in terms of overarching objectives and initial results, while also building valuable connections with a wider audience.

3.2.7. Advertising materials

Advertising materials, specifically in the form of press releases and newsletters, were initiated to announce significant developments, collaborations, new product launches, or notable successes related to the SmartWins project. Flyers, brochures, and posters are effective means to illustrate how SmartWins plans to achieve its objectives by providing detailed information in an engaging and easy-to-understand manner. These promotional materials will be designed for distribution at various events and conferences to increase the project's visibility with the general public and the media.

These materials aim to highlight key aspects such as research activities, milestones achieved, and meetings conducted, providing a comprehensive and timely update on the project's progress and noteworthy events.

3.2.8. Scientific workshops

Scientific workshops have been strategically planned as part of the SmartWins project to enhance its exploitation efforts. These events are designed to optimize the project's outcomes, providing a platform for the project team to leverage and maximize the impact of its outputs. The workshops serve as a key mechanism for successful exploitation and dissemination, enabling the team to engage with stakeholders, share insights, and foster collaboration. By utilizing these events, SmartWins aims to ensure that its

achievements are effectively communicated, leading to broader utilization and recognition within the scientific community and beyond. Live streaming the workshops and subsequently uploading the material and recordings to the SmartWins website will significantly enhance the accessibility and reach of the events. This approach ensures that participants who may be unable to attend in person can still benefit from the valuable content.

3.2.9. Participation in conferences and other external events

Research conducted under WP1 will be showcased in conferences or publications to elevate the profile of KTU's research. The SmartWins consortium will actively engage in prestigious scientific conferences and workshops hosted by national, European, and international organizations associated with or advocating for digital twin and sustainable environment research. This participation is intended to highlight and contribute to these research communities.

Moreover, the SmartWins consortium partners are poised to actively take part in events that extend beyond the confines of our project. During these engagements, they will seize the opportunity to not only participate but also proactively promote our project. This promotion strategy may encompass delivering presentations, where feasible, or distributing informative leaflets to maximize visibility and outreach.

3.3. Change in exploitation strategy for second half of the project

We maintain our exploitation strategy as it is as it is deemed as well-performing and relevant to the scope of the project. We may ask for Horizon Booster support in the second half of the project, since this is when our WP1 research results will come out.

4. Communication

4.1. Initial communication strategy (as described in the description of actions)

4.1.1. Objectives of the communication plan

The objective of the communication plan is three-fold:

1. Promote SmartWins' activities and results to all target audiences.

2. Transmit general knowledge about digitizing buildings sustainability performance assessment towards a resilient and carbon neutral built environment to EU citizens.
3. Demonstrate the value of the Horizon Europe funding

4.1.2. Communication actions, methods, and channels

A communication committee, chaired by Innotope and grouping all communication experts of all the partners, will be set up at the beginning of SmartWins project. The terms of reference of the communication committee will include the preparation of the final communication plan and the implementation of the communication actions. Communication actions will be tailored to each partner's country specificities. The committee will also monitor the communication action performance indicators, report it to the project coordinator, and implement potential corrective measures, should the KPIs be unsatisfactory.

A project visual identity will be produced at the beginning of the project consisting in a design charter, to help unify all the productions of the project and help target audiences identify the project. All dissemination and communication tools and activities will include the project acronym, the project logo and acknowledgement to EU funding. All the partners of the consortium will be informed of their obligation to acknowledge the EU funding in any of their communication/dissemination.

4.1.3. Internal communication plan

Internal communication will be tailored to each partner, depending on its size, organisation, or internal culture, and will be addressed not only to those members involved in SmartWins project but in the entire community. For internal communication purposes, each partner will be allowed to employ internal emails, newsletter distributed internally, small-scale events to promote the project, invitation of employees to join the project's events etc. The internal communication actions will be monitored and reported.

4.1.4. External communication plan

The external communication targets any relevant audience outside the consortium partner institutions. With regard to the online communication (T5.2), the consortium will host a project website to describe the project and consortium and publish search engine optimised (SEO) news related to the project as well as all the public documents of the project. The website will be published in English and in the other languages of

the consortium (Lithuanian, Greek, Italian and German) to allow local reach. The website will also be used to promote all the project events and manage the subscriptions. The performances of the website will be monitored.

Social media (Twitter, Facebook, Youtube) will be used to share news, event announcements and other relevant dissemination material of SmartWins project. A LinkedIn group will also be created, with the aim to share SmartWins content and engage in discussions with followers. A newsletter, combining articles published on the website and proposed through social media or via e-mail subscription on the website will also be issued

With regard to the offline communication (T5.3), printable promotional materials such as leaflets or posters will be produced and distributed to the audiences of the diverse communication events. Online versions will also be available on the project's website. SmartWins consortium will also establish regular communication with the press (T5.4). Press releases will be issued at each of the key project milestones with a significant impact on citizens. They will be distributed through recognised press release platforms. A press conference will be organised at the end of the project to present its results to the media.

4.2. Performance in first half of the project

4.2.1. Graphic design

A project logo has been created:



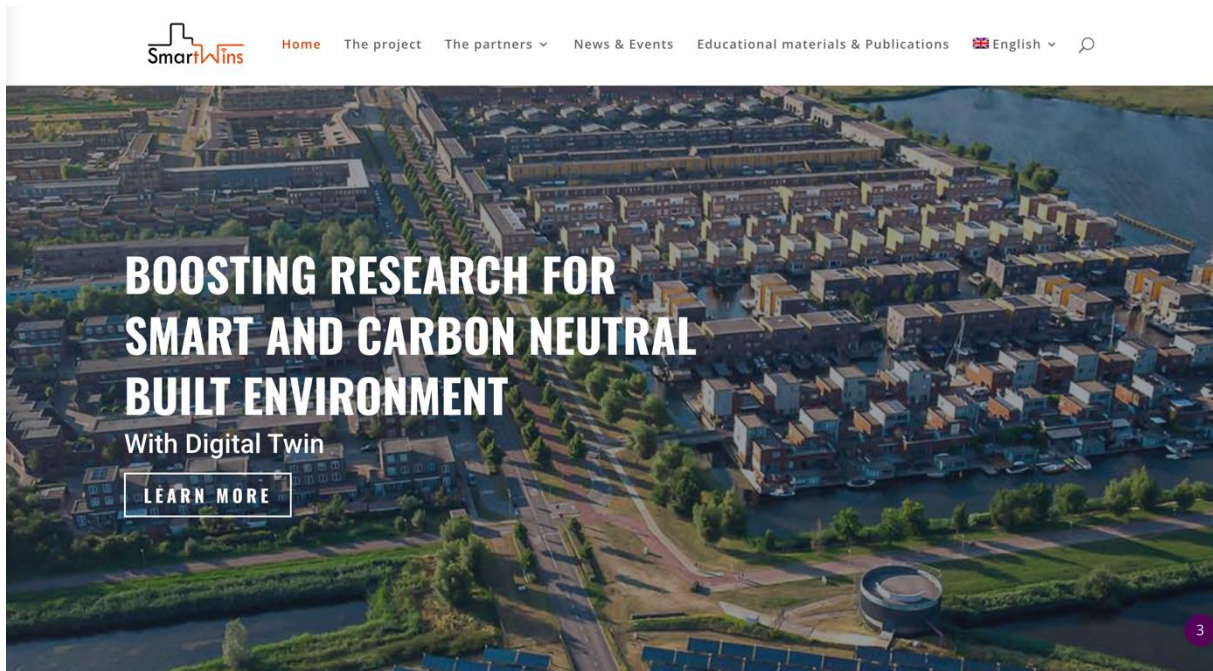
A graphic charter has been created. It includes:

- The colours: orange #E85012, black #000000, white #FFFFFF, grey #C4C1C0.
- The fonts: **OSWALD FOR TITLES**, Roboto for texts
- The font sizes
- The margins and paddles

One presentation and one document templates have been created and shared with the consortium.

4.2.2. [Website](#)

A project website was created by month 4 translated in the consortium languages.



It includes a section describing the project, one describing the consortium, one news section, and one to share the publications of the project.

The website address is smartwins-project.eu

In terms of news, we have produced the following content. In addition to the permanent content of the website, we have published the following news:

- 14/03/2023: Training at Polimi
- 10/07/2023: Interview with PhD student Iryna Osadchalryna
- 11/08/2023: Availability of online course provided at Polimi
- 21/09/2023: Interview with Egle Klumbyte
- 28/09/2023: Review of summer school organised at CETH.
- 29/01/2024: Announcement of citizen and brokerage event in Vilnius

With regards to the analytics of the website, we use Matomo. The report for 2023 is the following:

- Number of visits: 1,680 – among which 1,263 unique visitors (75%) and returning visitors: 417 (24% of unique visitors).
- Page views per visitor (average): 1,8 page / visit
- Bounce rate: 72% - for returning visitors: 50%.
- Average duration of visits: 1 min 9 s – for returning visitors: 3 min 19 s
- Origin of visits:
 - Search engines: 298 (18 %)
 - Social networks: 237 (14 %)
 - Direct entry: 1,019 (61 %)
 - Referring websites: 126 (8 %)

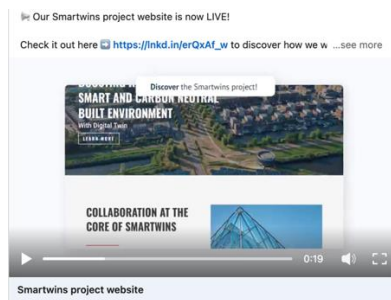
From these analytics, we can infer the following:

- We have a high rate of unique visitors, and a decent rate of returning visitors, which means we are capable of attracting new audiences and retain a good share.
- However, the number of pages seen per visit, the duration on the website, and the bounce rate mean that a high rate of visitors only briefly interact with our website. These statistics are much better for the returning visitors, which means that for them, our website is more interesting.
- We did not conduct any campaign on search engines, which means that the share of visitors coming from them is pretty high given the lack of campaign. It means that our organic ranking exclusively coming from our SEO efforts and the quality of our content pays off.
- We did communication on social media, which translates into a decent share of viewers coming from them. It confirms the interest to continue communicating on social media.
- Two thirds of the origin of visitors come from direct search, which is very high. These are people who are aware of our website URL and directly type it. These people are likely to be the ones we approached during events.
- We have a decent share of people coming from referrals, which means that our project is promoted on other websites, which is a good thing too.

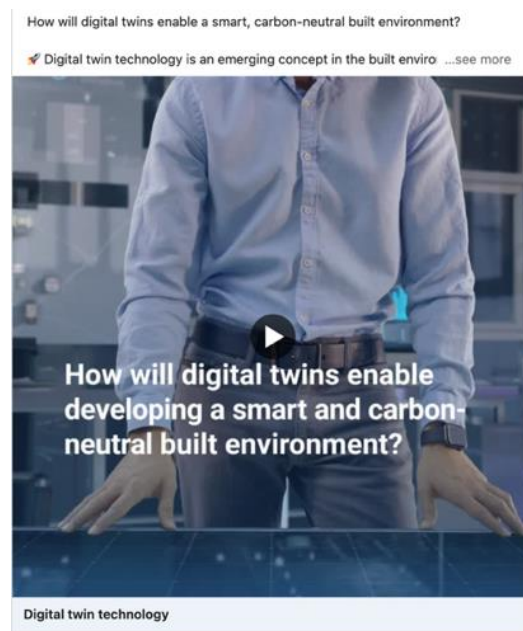
4.2.3. Communication on social media

On LinkedIn:

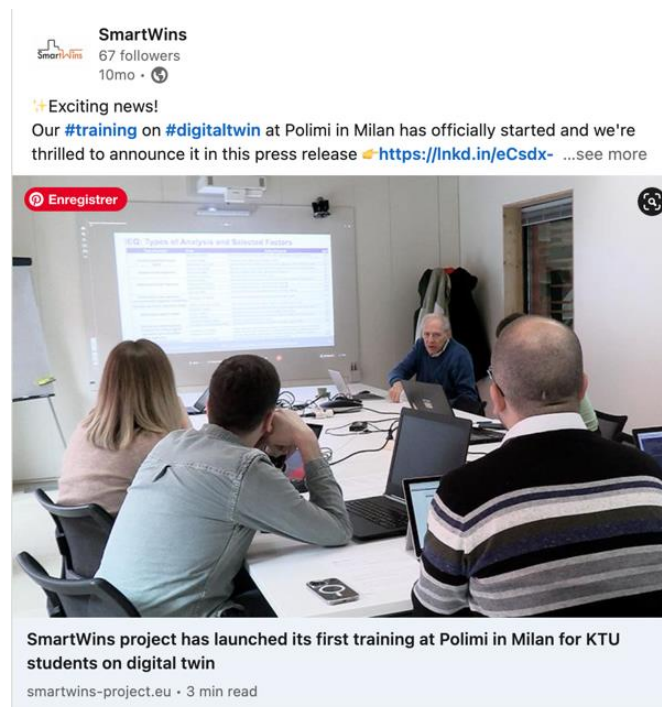
- Video announcing the website (03/03/2023): 319 views, 19 likes, 6 re-posts



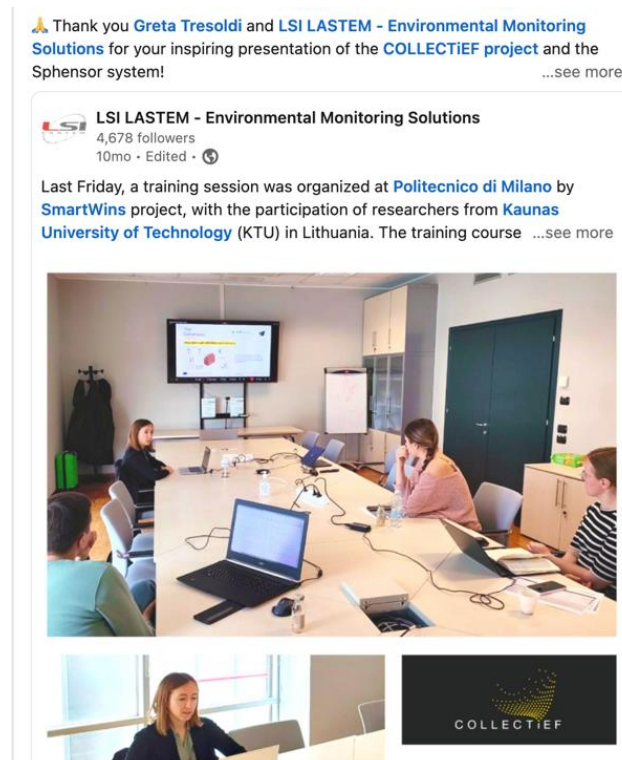
- Video introducing the concept of digital twins (08/03/2023): 275 views, 21 likes, 7 reposts



- Post about the training at Polimi (15/03/2023): 247 impressions, 18 likes, 3 reposts



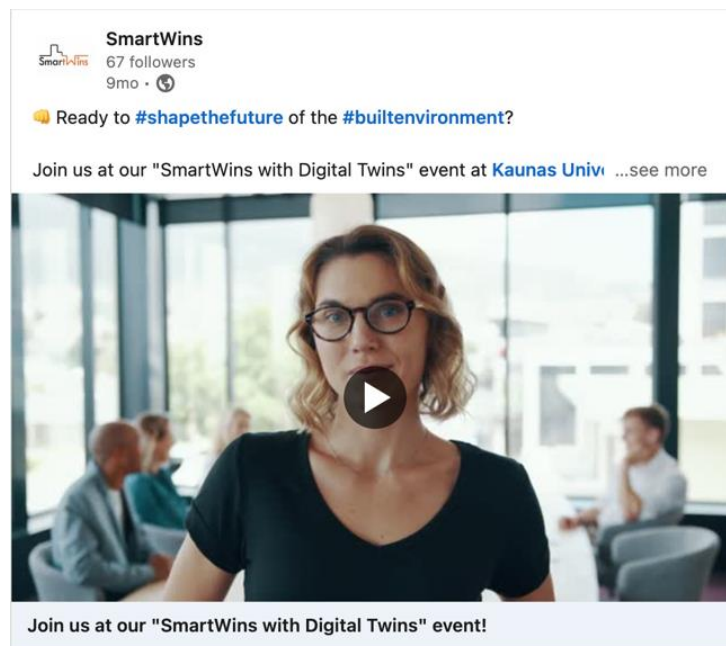
- Second post about training at Polimi emphasising guest presenter LSI Lastem (23/03/2023)



- LinkedIn event invitation for our Citizen event organised at KTU (18/04/2023): 222 impressions, 9 likes, 2 reposts



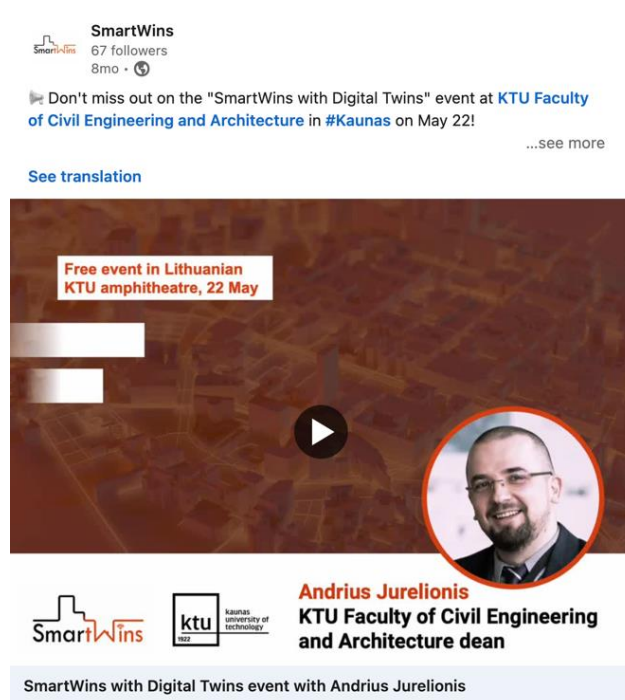
- Video to promote the Citizen event organised at KTU (20/04/2023): 185 views, 12 likes, 3 reposts



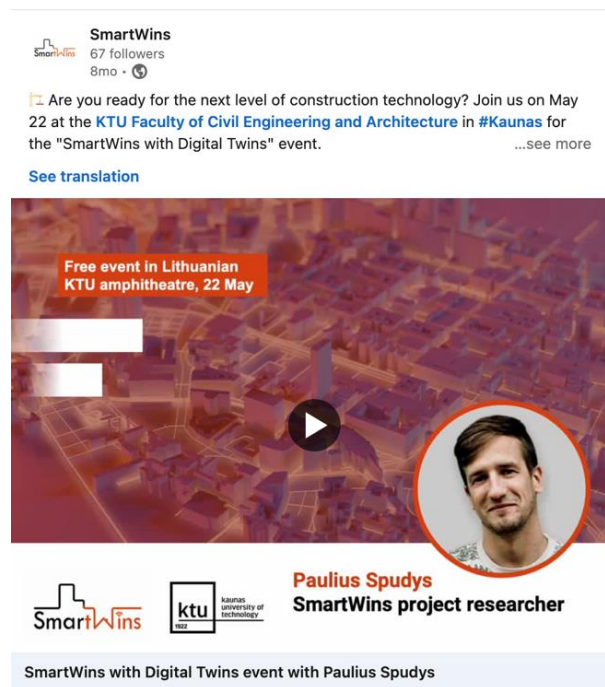
- Video to promote one of the presenters at the Citizen event: Darius Pupeikis (25/04/2023): 107 views, 17 likes



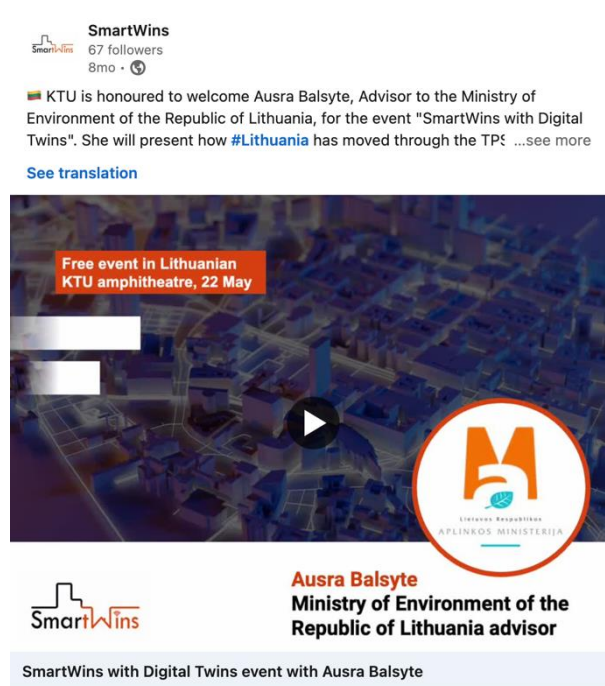
- Video to promote one of the presenters at the Citizen event: Andrius Jurelionis (05/05/2023): 338 views, 16 likes, 3 reposts



- Video to promote one of the presenters at the Citizen event: Paulius Spudys (08/05/2023): 96 views, 15 likes



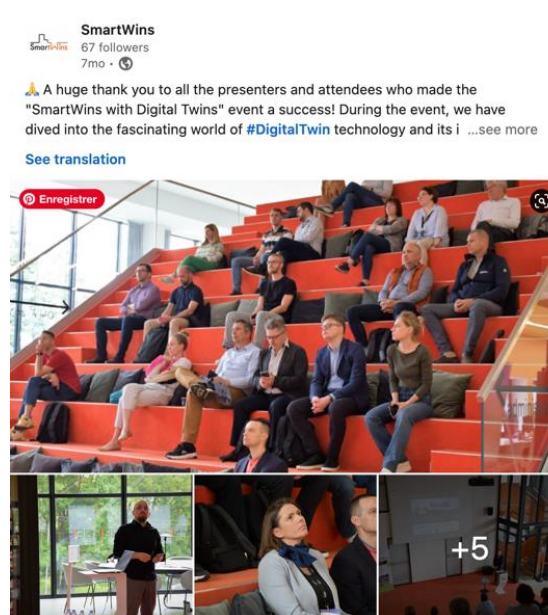
- Video to announce the participation of Ausra Balsyte, advisor to the Minister of Environment of Lithuania to the Citizen event (17/05/2023): 74 views, 10 likes



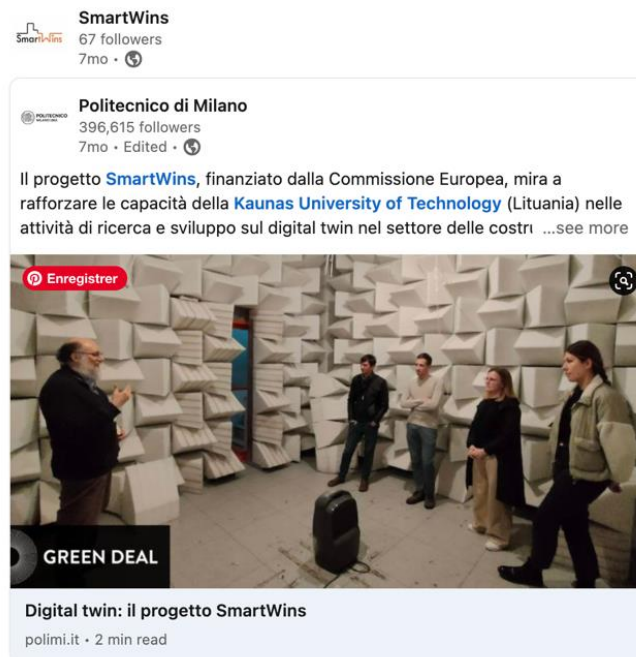
- Document sharing: programme of the citizen event (19/05/2023): 309 impressions, 12 likes, 1 comment, 2 reposts



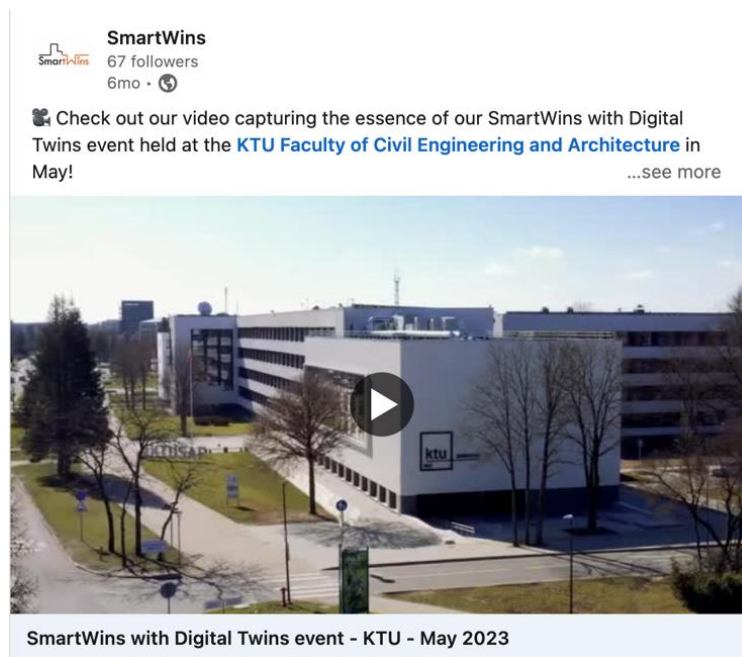
- Post to review the citizen events with photos (01/06/2023): 498 impressions, 27 likes



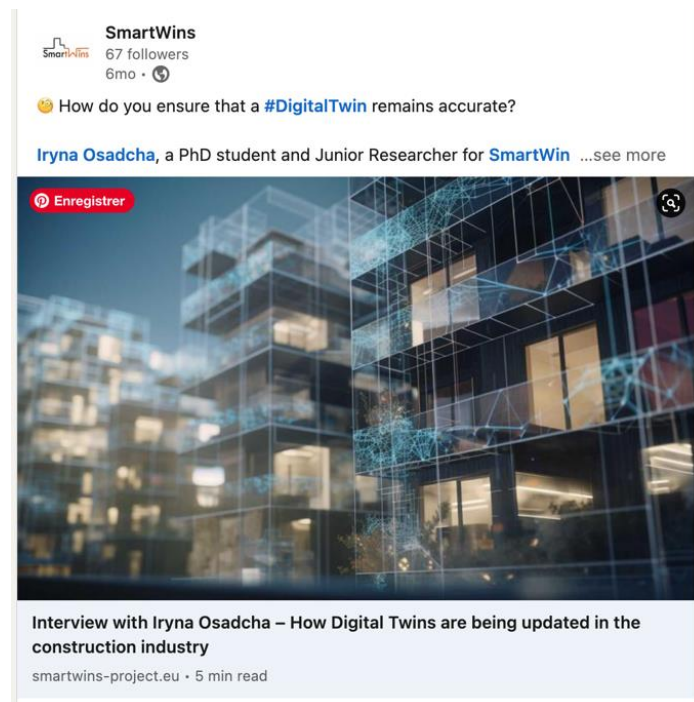
- Repost of Polimi content about SmartWins (06/06/2023): 245 impressions, 13 likes.



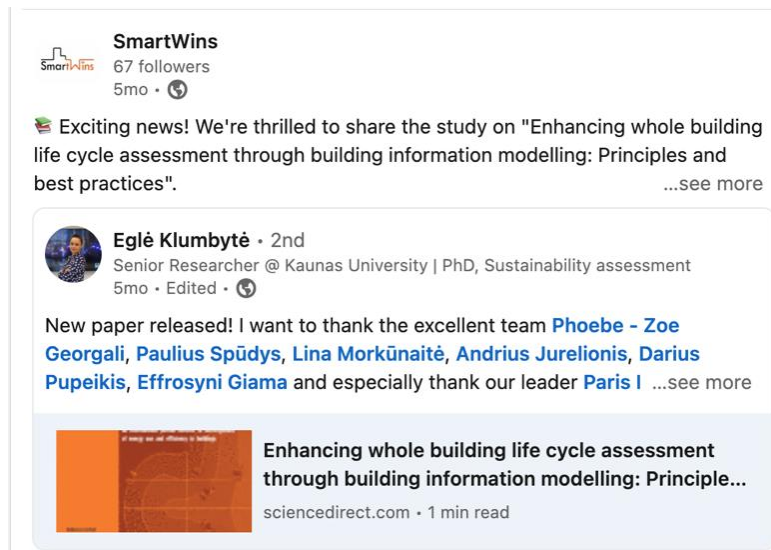
- Video about the citizen event (03/07/2023): 148 views, 15 likes.



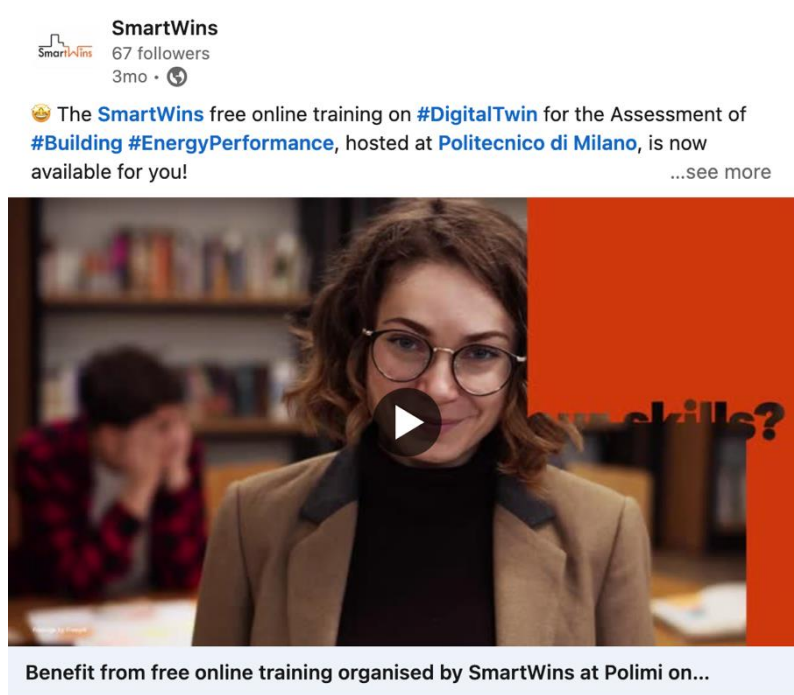
- Interview of PhD student Iryna Osadcha (11/07/2023): 493 impressions, 24 likes, 1 comment, 9 reposts



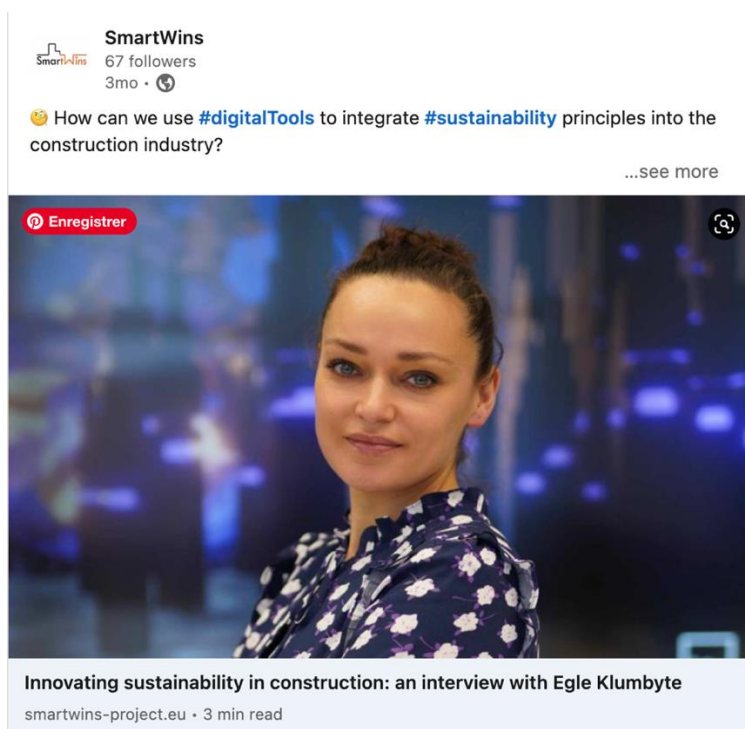
- Announcement of research paper released (07/08/2023): 139 impressions.



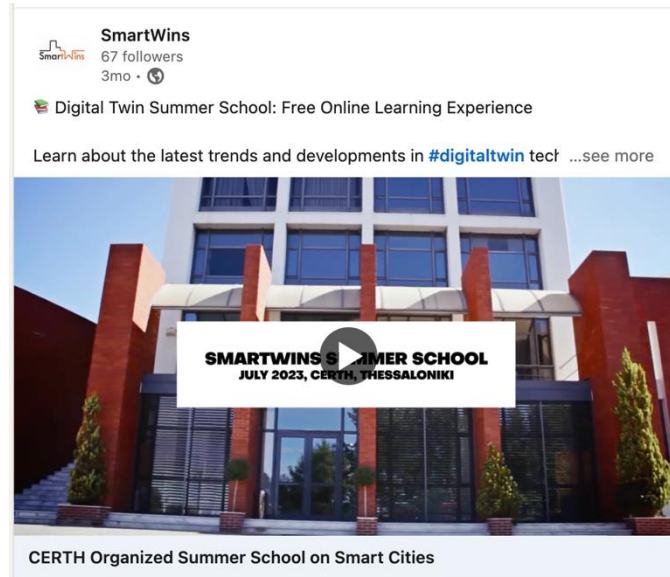
- Video to announce the availability of the online course shot during Polimi's training (15/09/2023): 287 views, 29 likes, 2 reposts.



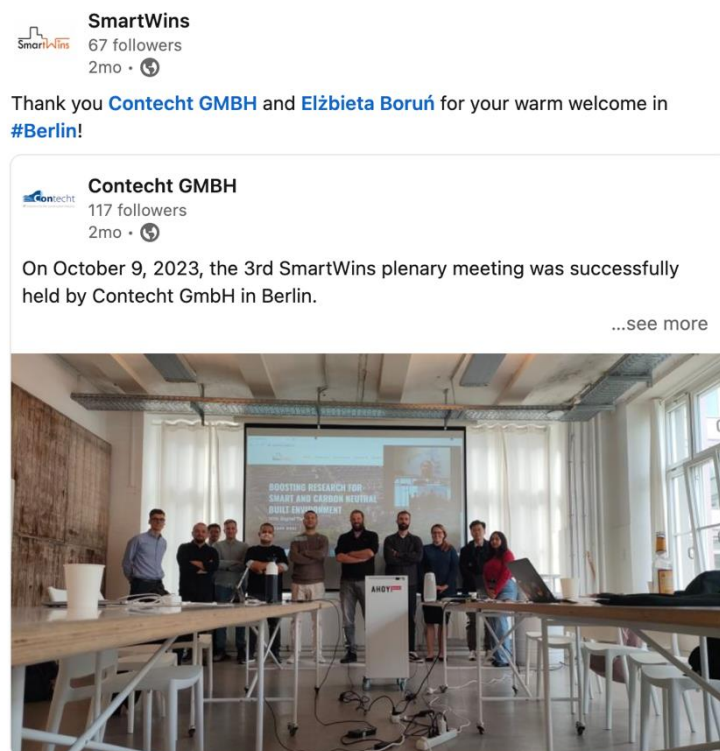
- Interview of researcher Egle Klumbyte (22/09/2023): 1606 impressions, 60 likes, 4 reposts.



- Video about the summer school hosted at CERTH (05/10/2023): 314 views, 23 likes.



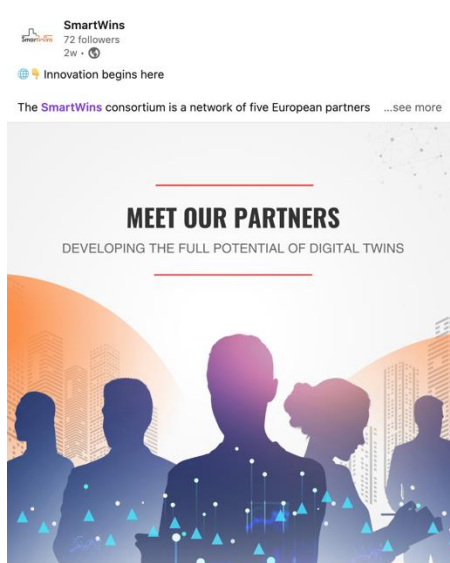
- Post about the training at Contecht (10/10/2023): 160 impressions, 15 likes.



- Infographic about the project (15/01/2024): 442 impressions, 27 likes.



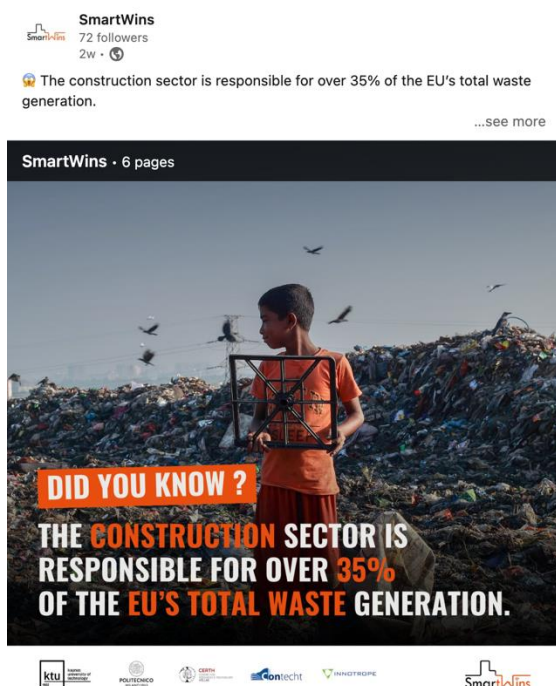
- Consortium introduction (18/01/2024): 194 impressions, 11 likes.



- The announcement of our next citizen/brokerage event (20/01/2024): 150 impressions, 11 likes.



- Article about construction's waste (22/01/2024): 164 impressions, 9 likes.



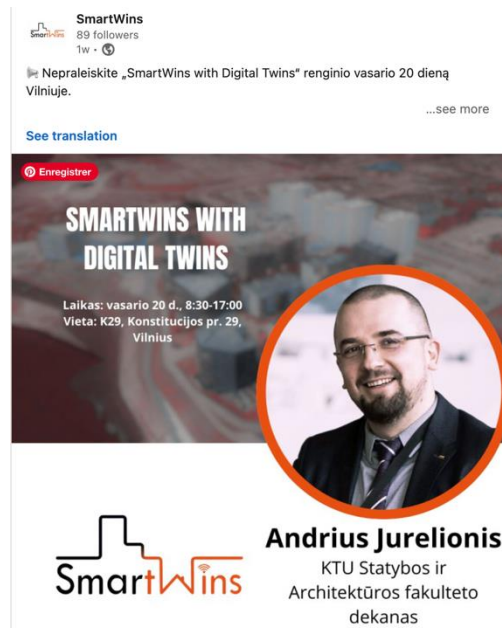
- Post to introduce one speaker of our citizen event – Dalius Gedvilas (07/02/2024): 519 impressions, 19 likes.



- Post to introduce one speaker of our citizen event – Darius Pupeikis (08/02/2024): 468 impressions, 30 likes.



- Post to introduce one speaker of our citizen event – Andrius Jurelionis (13/02/2024): 412 impressions, 19 likes.



- Post to present the citizen event programme (13/02/2024): 304 impressions, 7 likes.

**SmartWins**

89 followers

1w • 

Mūsų SmartWins renginio programa

#horizoneurope #digitaltwins #vilnius

[See translation](#)

SmartWins event programme • 2 pages

SMARTWINS WITH DIGITAL TWINS

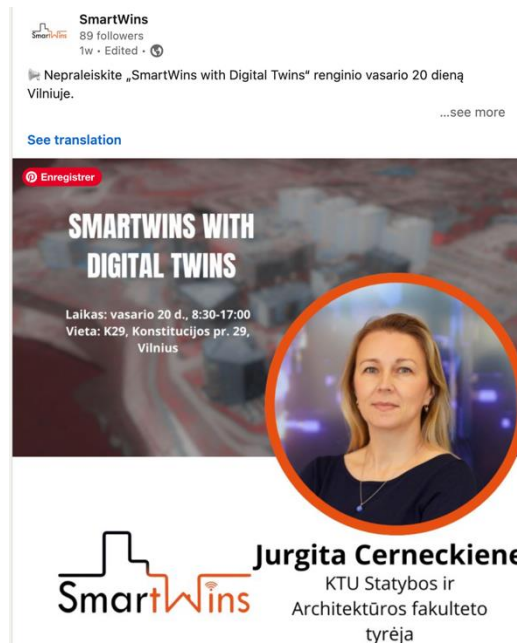
**Užstatytos aplinkos
skaitmeninimo technologijos -
renginys visuomenei, verslui ir
viešajam sektoriui**

Laikas: vasario 20 d., 8:30-17:00**Vieta: K29, Konstitucijos pr. 29, Vilnius**

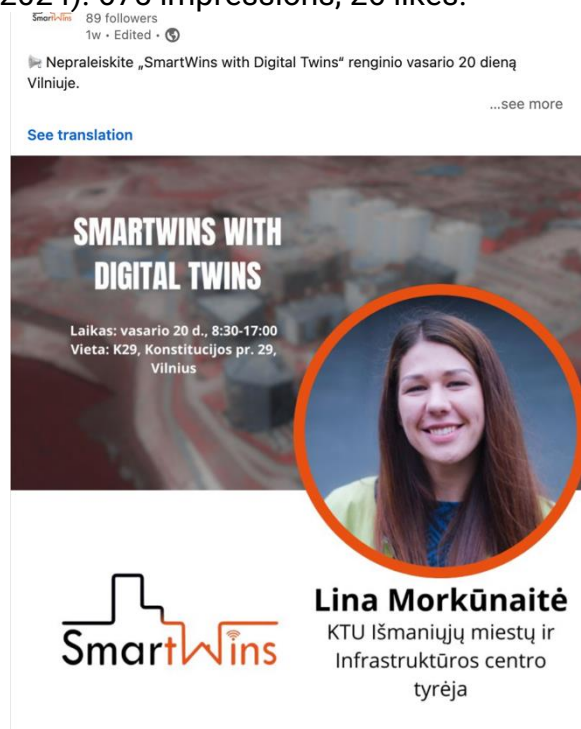
Renginys visuomenei – Užstatytos aplinkos skaitmeniniai dvyniai

8:30-9:00	Dalyvių registracija	
9:00-9:05	Renginio atidarymas ir sveikinimo žodis	KTU SAF dekanas Andrius Jurelionis
9:05-9:20	ES Horizon Europe projekto "SmartWins" pristatymas	KTU SAF dekanas Andrius Jurelionis
9:20-9:40	Kokią praktinę naudą gali suteikti užstatytos aplinkos skaitmeniniai dvyniai	KTU IMIC vadovas Darius Pupeikis
9:40-9:50	„SmartWins with Digital Twins“ pirmojo renginio rezultatai	KTU IMIC tyrėja Lina Morkūnaitė
9:50-10:10	Skaitmeninės statybos vaidmuo užstatytos aplinkos skaitmeninių dvynių vystymo ir naudojimo kontekste	LSA prezidentas Dalius Gedvilas
	Skaitmeninių technologijų taikymas tvarios užstatytos aplinkos kūrimui ir išlaikymui. Įvadas taikymo atvejams: • Nekilnojamo kultūros paveldo išsaugojimas ir	

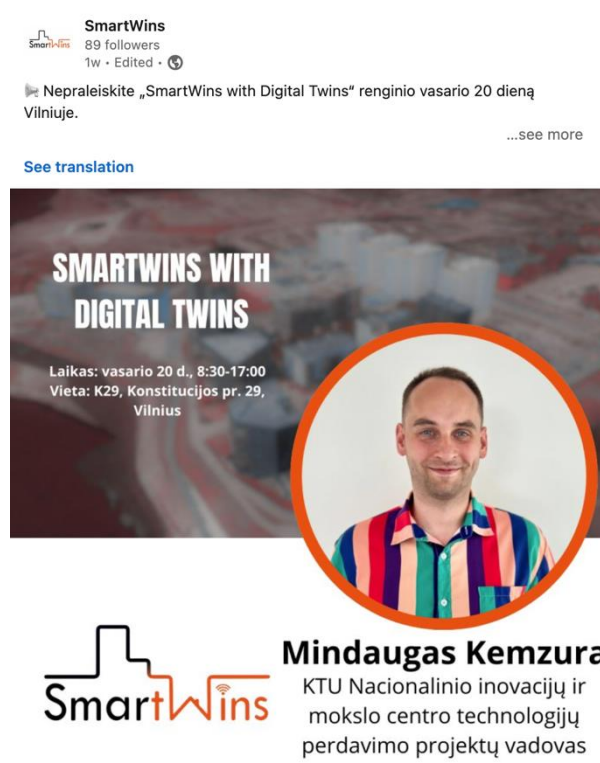
- Post to introduce one speaker of our citizen event – Jurgita Cerneckiene (14/02/2024): 550 impressions, 19 likes.



- Post to introduce one speaker of our citizen event – Lina Morkunaite (15/02/2024): 675 impressions, 26 likes.

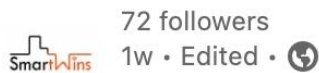


- Post to introduce one speaker of our citizen event – Mindaugas Kemzura (16/02/2024): 671 impressions, 30 likes.



The exact same content was shared on Twitter (now X) while the videos shared on LinkedIn are also available on YouTube

We have also purchased on paid content on LinkedIn to target participants to our brokerage event:



Join our face-to-face free business event in Lithuanian about digital technologies for the construction industry.



Free face-to-face business event on digital technologies for construction in Lithuanian

eventbrite.fr • 3 min read

 Lina Morkūnaitė and 10 others

2 comments • 2 reposts

4.3. Change in communication strategy for second half of the project

For phase 2, we have recruited a community manager (CM) whose role (starting January 2024) will be to engage weekly with key persons in our target community. On the one hand, directly with citizens, businesses and other researchers interested in our project, with whom our CM will maintain discussion. On the other hand, with influencers in the field of digital twins to try to have them promote our project.

We have shot a video at the citizen/business event. It is being edited and will be soon published on the website and social media.

4.3.1. SmartWins target audiences and objectives

Our target audiences have not changed.

4.3.2. SmartWins core messages

We will add one message toward researchers, given our recent activities: "Our consortium provides opportunities for research collaboration, especially to apply for joint research grants".

4.3.3. Other performances

We have mostly used our website and social media as channels. We have not yet started using e-mails, as it will have to be done once we create our community.

In terms of tools, we have produced organised the following events:

- Training at Polimi
- Citizen event at KTU
- Summer school at CERTH
- Training at Contech

We have produced one video per event that we have shared on social media. In terms of social media, we have used LinkedIn, Twitter and YouTube, as planned. We may investigate using Threads instead of Twitter, depending on how Twitter evolves. We have just started in January 2024 using Instagram to target citizens.

We have produced printable / downloadable documents (leaflets to promote the events).

We have produced several articles on the website that we have promoted online.

We have produced one press release that was captured by the European Commission on Cordis: <https://cordis.europa.eu/article/id/443139-improving-lithuanian-university-students-knowledge-in-smart-building-assessment-technology>

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