



European Building Sustainability  
performance and energy certification  
Hub

# **Dissemination and communication plan**



Project no. 101033916  
 Project acronym: EUB SuperHub  
 Project title: European Building Sustainability performance and energy certification Hub  
 Call: H2020-LC-SC3-B4E-4-2020  
 Start date of project: 01.06.2021.  
 Duration: 36 months  
 Deliverable title: D6.2 Dissemination and Communication Plan  
 Due date of deliverable: August 2021  
 Organisation name of lead contractor for this deliverable: 8-CSTB

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Dissemination level		
PU	Public	X
CO	Confidential, restricted under conditions set out in Model Grant Agreement	
CI	Classified, information as referred to in Commission Decision 2001/844/EC	

History			
Version	Date	Reason	Revised by
01	20/08/2021	ToC	Peter Gyuris
02	10/09/2021	Draft	Peter Gyuris
03	27/09/2021	Final draft	Peter Gyuris
04	14/10/2021	Final	Peter Gyuris

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## Introduction

“The Dissemination and Communication Plan of the EUB SuperHub project was established in order to ensure that the consortium creates strong awareness among target groups and strategic partner organisations, and the project achieves its full potential impact on them.

The Dissemination and Communication Plan (D&C Plan) will support dissemination activities throughout the project by summarising all related objectives, target audiences, messages, media and tools, as well as monitoring the impact assessment criteria.

The plan includes the timing and also relevant resources of activities allocated.

The D&C Plan include the distinctive, original visual identity for the project (see Task 6.1), which will be used for all templates issued by the project consortium: PowerPoint presentation, Prezi.com presentations, Word template for deliverables, flyer, etc.

The D&C Plan is to be applied from M4 (deliverable is due in M3) of the project and will be continuously monitored during the project implementation with periodic updates.

## Objectives of the communication plan

The current D&C Plan answers to 3 main objectives and is structured according to the diagram below:



## Strategy to achieve objectives

### 1.1 Measures

To measure the impact of each action in the communication plan, Key Performance Indicators (KPIs) have been identified. These KPIs will be used to:

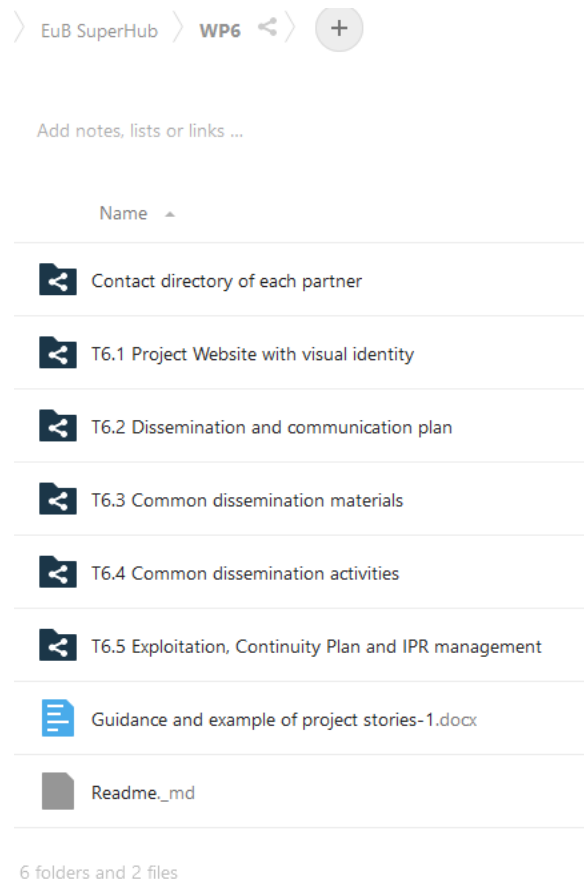
- Implement the project's dissemination and communication development strategies,
- Know where we stand in relation to the communication objectives,
- Assess the return on investment,
- Monitor the communication plan,
- Create an overall balance sheet of the communication activities.

The CSTB manages a matrix of all communication actions that is planned for 2021 and associated KPIs. Each partner enters its activities for better synchronization of efforts and for more efficient resource allocation. The CSTB will consolidate all the data and will make - in November 2022 - an overall assessment of the communication. An update of this document will be compiled. This balance sheet can be also the basis for the communication plan update if it is necessary.

### 1.2 Resources and processes

#### 1.2.1 Delivery platform

To facilitate the implementation of the communication plan, all communication elements are available in the EUB SuperHub cloud (hosted by Geonardo), in the sub-folder WP6.



### Illustration of the cloud storage hosted by Geonardo

The folder is organized according to the following sub-folders:

- Contact directory of each partner. Each partner is responsible for updating this file.
- T6.1 Project Website with visual identity
- T6.2 Preparation of dissemination and communication plan,
- T6.3 Common dissemination materials
- T6.4 Common dissemination activities
- T6.5 Exploitation, Continuity Plan and IPR management, with matrices of the KPIs to be completed by partners. Each partner is responsible for updating this file.

The CSTB has deposited those elements on the cloud and is responsible for managing and updating them. Each partner is responsible for updating the KPIs file.

#### 1.2.2 Templates linked to the visual identity

A logo and a graphic charter have been created by Geonardo for the EUB SuperHub project. The logo appears on the cover page of the present document.

In order to build up the image and facilitate the clear identification of the project for each communication action, all documents that will be produced as part of the EUB SuperHub project must be made with the following templates including the logo and related project visual identity, so far:

- PowerPoint,
- Word.

These templates are available on the cloud storage.

### 1.2.3 EUB SuperHub project website

The EUB SuperHub project website will be a key communication platform, internally and externally. It will host information about the aims, objectives and scope of EUB SuperHub, project partners, project results, news and events, public reports, synoptic videos and PowerPoint presentations, and communication materials.

The website was launched in July and is maintained by Geonardo at this link: <https://eubsuperhub.eu/>

### 1.2.4 Backlinks on all partners' websites

Backlinks are an essential solution to optimize the natural referencing of the EUB SuperHub website in search engine results.

Backlinks allow users to navigate from site to site, and thus explore new content, and in the long term, to offer crawl robots a gateway to a site (the site to which the link is addressed).

The quality and number of backlinks existing to a single website is a basic element to measure the reputation of the website in question.

We then assume that a website to which hundreds of other sites point necessarily has an interest. A backlink can be compared to a vote: a site that gets a lot of votes is a good site.

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*Each partner is responsible for setting up this backlink on its own website, using the EUB SuperHub logo available on the cloud.*

---

### 1.2.5 Partners' website

To increase the number of visits of the EUB SuperHub project website, partners have to create an EUB SuperHub reference page.

This communication action will increase the natural SEO (search engine optimization), the traffic on the EUB SuperHub website and will complement the backlinks with an audience.

This permanent presentation page will include a link to the EUB SuperHub website.

### 1.2.6 Signature mail banner

E-mail is also a means of communication and must therefore be included in the web marketing strategy of EUB SuperHub.

Too often overlooked, the email signature is however a great communication medium. It is a final point to the conversation.

A visual in the form of a banner will catch the eye with a call-to-action, inviting the person to "Learn more" about the project or suggesting the person to subscribe to our newsletter to receive more content.

The CSTB will provide the email banner and each partner is responsible for its use and the insertion of the link (website, then newsletter subscription in 2022).

### 1.2.7 Post on social media networks

Speaking on social media networks, it makes possible to access the EUB SuperHub project and to build a close relationship with its audiences.

To be seen on the networks, an editorial and marketing strategy must be established. First of all, it is necessary to answer these questions:

- What message?
- For which audience?
- On which channel?

The strategic phases on social media networks are:

- Determine the Social Media objectives: publicize, present the project,
- Determine the social media audience: all partners and project communication targets,



- Define our themes,
- Determine which social network is made for our project: LinkedIn, Twitter.
- Prepare a schedule,
- Defining the resources to be allocated to Social Media: the partners,
- Analyse and measure results.

Having a well-defined strategy increases our visibility and enables to engage with our community.

The EUB SuperHub project will take advantage of these tools to spread news about its objectives, progress and results, and to promote on forums. Posts will be published to actively encourage dialogue with followers and any request or question promptly answered. Twitter to engage key actors and the general public into a bidirectional dialogue, as well as to participate in ongoing initiatives, campaigns and events. LinkedIn will be utilised to establish and maintain new connections made via networking of all partners.

In EUB SuperHub project we will use the partners' Social Media networks: LinkedIn and Twitter. This strategy will allow a benefice from the audience and the notoriety of the latter.

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*The CSTB writes the posts in English. Each partner translates the content into its own language, if necessary.  
The CSTB provides the visual in English. Each partner posts it on their own social media networks.*

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#### 1.2.8 Hashtag

The hashtag is used on all social media networks, including LinkedIn. It will accelerate the development of our digital presence and help create a stronger and more targeted engagement with our future target groups or social media subscribers. It will help us to be found on social networks by all users, whether they follow us or not.

Creating a **#eubsuperhub** brand hashtag will allow our subscribers not to miss any of our posts. This will allow us to retain our audience but also strengthen our brand image.

The hashtag will also allow other users to access the content that contains the keyword, without necessarily being «friend» or «follower».

Using relevant hashtags is also an opportunity to establish links with our “sister” projects under H2020 programme, dealing with next generation of energy performance certificates, and with European or National policies and initiatives around EPBD and future EPCs (see for instance *#EPCs*, *#EnergyPerformanceCertificates* or *#SmartReadinessIndicator*).

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*The CSTB will write all posts with #eubsuperhub and will use or develop other hashtags related to our themes*

---

### 1.2.9 Videos

The communication plan includes the production and distribution of 2 videos.

The first video will present the project (2021), while the second (2024) will provide an overview of the project results.

These 2 videos will be made in English and subtitled in English to:

- Make our content easier to understand (read vs listen),
- Engage our audiences everywhere (whatever the time and place, captioned videos make content accessible to everyone – but also everywhere and anytime! More than 80% of social media videos are muted),
- Improve our SEO (Search Engine Optimisation) and facilitate search,
- Reusing this content: with subtitles we can easily give our content a new use (article about the video content or abstract, etc.),
- Optimize production costs: translations are based on subtitles and not animations, inlays, etc.

The design of these audio-visual media must be defined to make the content accessible and to encourage watching. Simple, rhythmic and impactful reading of messages will make it easy to use on social networks and self-supporting.

The proposed videos will be consistent with the graphic charter of EUB SuperHub and related to the current graphic codes.

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*The CSTB will host the videos on its own YouTube channel.  
The videos will be viewable via the EUB SuperHub website.  
They will be relayed via posts in social media.*

---

#### 1.2.9.1 First video

The first video aims to present the project, its objectives, benefits and partners (name and contribution to the project) in the form of a motion picture of 2 to 5 minutes.

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*Each partner gives to the CSTB short sentences explaining the contribution to the project. The coordinator gives to the CSTB short sentences explaining the project benefits.  
The script will be written by CSTB and will be validated by all partners.*

---

#### 1.2.9.2 Second video

The second video will give an overview of the project results and present the final tool. It will be able to mix interviews, motion and a demonstration of the tool.

For the demonstration of the tool it will be necessary to coordinate with Task 6.3 in order to register the demonstrations that are planned in this WP.

The CSTB will carry out the necessary interviews in its own recording studio in Marne la Vallée, during the 5th ordinary project meeting which will take place in France.

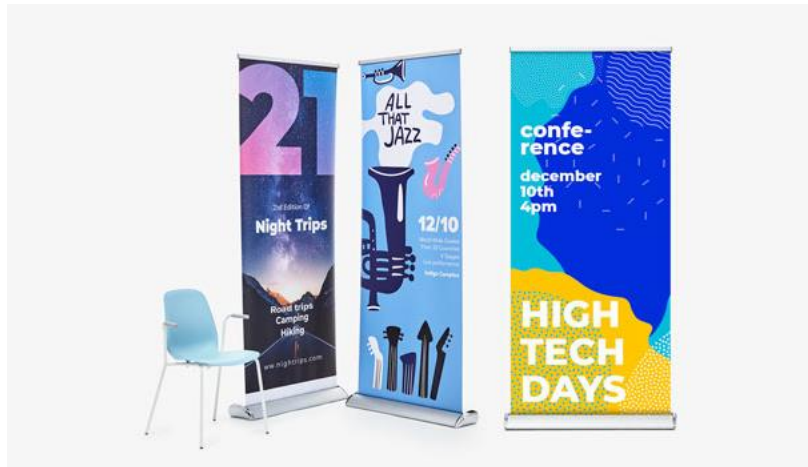
The video editing will be done by a specialized provider.

#### 1.2.10 Events

Each event with a partner participating, either within EUB SuperHub or for individual commitments, will be exploited as a networking opportunity to establish new connections. Partners will be provided with flyers and a roll-up.

##### 1.2.10.1 Roll-up/Kakemono

This printed material's area is large enough to provide the main and useful information while leaving a nice part to the graphic charter of the EUB SuperHub project.



Some examples of roll-ups

Its final objective will be to promote the image of the project, to present the project succinctly and to improve its visibility by recreating the universe of the project in totally different environments (webinar in a meeting room, presence on a stand, conferences, etc.).

The typography must be easy to read.

Elements to be displayed:

- Logo
- Baseline: YOUR BUILDING ENERGY PERFORMANCE ONE-STOP-SHOP
- Our 5 objectives
- Logos of all partners at the bottom of the kakemono

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*The CSTB will send the file in English and will also provide a manufacturing guide. Each partner makes its own roll-up/ Kakemono. Each partner will be responsible for the organization of its event.*

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### 1.2.11 Infographic presentation

Infographics can inform, educate, and make people understand quickly the project. This form of communication makes it possible to synthesize and popularize information that is sometimes complex and overflowing, while highlighting main information through graphics.

The objective?

What are the 3 crucial information that we want our target to remember?

The advantages:

- Legibility is a fact, the brain “sees” more than “reads”,
- Fun, and when we like it, we record,
- Viral, visuals work well with social networks,
- Enrich and diversify our content,
- Creating rhythm in our discourse,
- Energize and personalize our image,
- Enjoy freedom of tone, perspective and approach,
- Strengthen our reputation as an expert.

Logos of all partners will be at the bottom of the infographic.

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*The CSTB provides the PowerPoint frame of the infographic.  
Each partner translates the contents into its own language  
and puts it into the frame to generate a visual to be posted  
on their own social media networks.*

---

#### 1.2.12 Webinars

Webinars will be tailored to spread words about the methodology and the tool to interested potential end-users who may be professionals or homeowners, building owners.

The realization of the webinars will begin as soon as the first results are available.

The webinars will be conducted in 4 different ways:

- Record conference presentations to broadcast them via social networks and YouTube.
- Broadcast via Teams the face-to-face conferences and open the exchange time to the Internet users who would follow the conference via Teams. In this case, a person physically present at the conference would oversee asking questions to the Internet users.
- If it is not possible to film the conference, then recycle the content of the conference as a webinar via Teams. Record these webinars and broadcast them via social media and YouTube.

The newsletter registration form on the EUB SuperHub website will provide a list that will be used to send an invitation link to the webinars.

The CSTB has deposited an Excel planning on the cloud. Each partner must complete it.

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*Each partner will be responsible for the organization of its webinars and will have to send the videos to CSTB so that it publishes them on its YouTube channel.*

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### 1.2.13 E-Newsletter

A six-monthly newsletter will include brief and visually appealing text on latest project progress and results, including links to the project web-based platform, upcoming events and other interesting opportunities in the field. Users will be able to subscribe to the newsletter via the website. Geonardo will manage the list of subscribers.

Each newsletter release will be relayed on social networks and 3 articles will be selected in each newsletter to be the subject of a post on social media networks.

#### 1.2.13.1 Importance of the object

The subject line is the first thing our readers will read. It is therefore decisive and necessarily eye-catching. It must advertise the content.

#### 1.2.13.2 Clear design

The construction of our newsletter must be inspired by a website. Opt for a clean design so that the content is easily identifiable and readable. Aesthetics and a homogeneous structure are important. Clean presentation with catchy titles facilitates reading and access to key information. It is recommended to respect a text (60) / image (40) ratio: ideal not to be considered as a spam.

#### 1.2.13.3 Content that elicits commitment

Highlight the women and men who make the project give it substance and create a link:

- Introduce the project teams: the easiest way to show the human. Be careful, the content must be turned externally
- Share interviews related to the topic of the newsletter

Highlight the knowledge (legitimacy) of the CFS world

- Events in our sector: trade shows, conferences, TV shows, etc.
- A “did you know?” section: key figures and information

Highlight the connection to the fabric

- News from our partners
- Link to a third-party website or blog that we find interesting

Putting forward knowledge

- News: launch of a new phase of the project, milestone, participation in a trade fair, etc.
- Stakeholders Feedback

And more:

- Photo of the month: photo team, presence at a show
- The post or tweet of the month: a way to remember that we are present on social networks

#### 1.2.13.4 *Proposed items*

- “In the News”: allows to deal with an important topic with a feature article
- “Our Stories”: Provides a brief overview of the project’s progress
- “Feedback on”: allows to review an event to highlight it
- “They talk about us”: allows to involve a stakeholder to talk about the benefits of the project
- “Did you know?”: provides information on related topics and/or projects
- “Zoom”: photo or post or tweet of the moment
- Registration to the webinars (link that allows the recipient to fill a form to register and receive the invitation)

The e-newsletter will be available on the EUB SuperHub website, in order to improve the visibility of the project, and sent by email in English to subscribers. Subscribers will have the opportunity to consult the contents in their own language if the related partner decides to translate the contents.

The partners will also have the opportunity to make them available on their websites via the project page and can relay them to their network. Partners will also have the opportunity to speak directly about the EUB SuperHub project in their own newsletters if the programmed topics are related to the project. They will then have to inform the coordinator.

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*The CSTB writes content in English.  
Each partner uses the template (English version)  
for the contents translation.  
GEO publishes the newsletters (in all partners language) on  
EUB SuperHub website and send it to the subscribers.*

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#### 1.2.14 Publications

The terms of reference for the communication plan call for the publication of articles in related electronic journals, newsletters, and the popular press to ensure local media outreach in the national languages of the partners.

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*The CSTB has deposited an Excel file on the cloud. Each partner must complete it and will be responsible for the organization of the publication that it leads.*

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#### 1.2.15 Informative printable material: posters, brochures, gadgets

In light of the current pandemic and events migrated to online environment, the CSTB proposes to focus on dissemination materials based on digital media, also due to environmental issues and privileging social networks.



## Key Performance Indicators (KPIs)

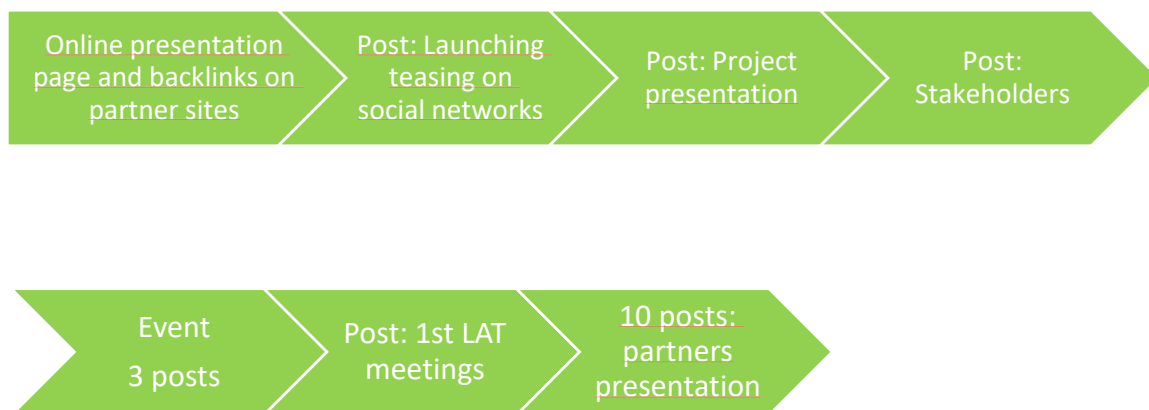
EUB SuperHub will use a wide range of communication tools to promote the project and its findings to influence, elicit responses, and inform target audiences. WP6 is primary in charge of the coordination and monitoring of the following tools (adopted from the Part B of the EUB SuperHub Grant Agreement)

Communication Tool	Audience targeted	Reviewed KPIs
Project website	Scientific community, Industry, General public	Up to 5,000 visits by the end of the project
Social media of the consortium members	Scientific community, Industry, General public	Up to 50 posts, 300 followers/connections
<u>News, articles on EUB SuperHub website</u>	General public, Scientific community, industry representatives	Up to 35 project news and articles published on the website throughout the duration of the project. Average 300 impressions/viewers per article across all online media
<u>Partner's website</u>	Scientific community, Industry, General public	numbers of visitors
Project newsletter	Industry, General public, Research and scientific community	Up to 200 subscribers by the end of the project
Project video	General public, Scientific community, industry representatives	150 views/downloads
<u>Public relations (conferences, trade shows, symposia, webinars, etc.)</u>	Scientific community, policy makers, industry representatives	10 events where partners present/participate. Up to 20 events that partners attend. Up to 10 webinars will be held. 10 attendees at each webinar.

## Detailed plan of activities

### 1.1 Immediate steps

The following chart shows step by step the most immediate period for dissemination and communication actions.



We hereby – in the following chapters - detail the event schedule and the necessary activities for the above actions.

#### 1.1.1 Launching teasing on social media networks (09/29/2021)

For the launch of the project a post teasing on social networks relayed by all partners.

The visual will be the video of the EUB SuperHub Logo concept.

#### 1.1.2 Project presentation on social media networks (10/15/2021)

To present the project, a post relayed by all partners: link to an explanatory infographic on EUB SuperHub website.

#### 1.1.3 First Event: Sustainable Places 2021 (09/28 to 10/01)

##### 1.1.3.1 *Roll-up*

The EUB SuperHub roll-up will be systematically placed on the stand, on the stage or beside the speaker. The partner in charge of the event will take care of the production of the roll-up and the logistics to make the project visible.

### 1.1.3.2 Post

The partner in charge of the event will produce a sequence of 3 posts on social networks in order to sponsor the presence of EUB SuperHub and give it visibility. Those posts will be relayed by all partners:

- 1 week before the event (to announce),
- During the event (to share highlights of the event with photos and video stories),
- And after the event (to thank our visitors with for example the number of people who came to the stand).

### 1.1.4 Stakeholders posts

As soon as the Local Advisory Team (LAT) is formed, post on social networks relayed by all partners with the list of stakeholders identified and their commitments.

### 1.1.5 Stakeholders posts (30/11/2021)

Post on social networks relayed by all partners to announce the results of the 1st LAT meetings (platform use cases).

### 1.1.6 LinkedIn Stories to present all partners

Create LinkedIn stories to interact with our audiences and present all partners. These stories will be taken from the presentation video.

It is about publishing short videos, maximum 20 seconds long, in vertical format. Like Snapchat, Instagram or Facebook, stories on LinkedIn are visible for 24 hours.

These stories are a way of reinforcing EUB SuperHub's digital strategy through the production of dynamic and interactive content. More visual and dynamic than simple posts, stories allow us to stay connected and communicate more creatively by presenting news in real time in a new format.

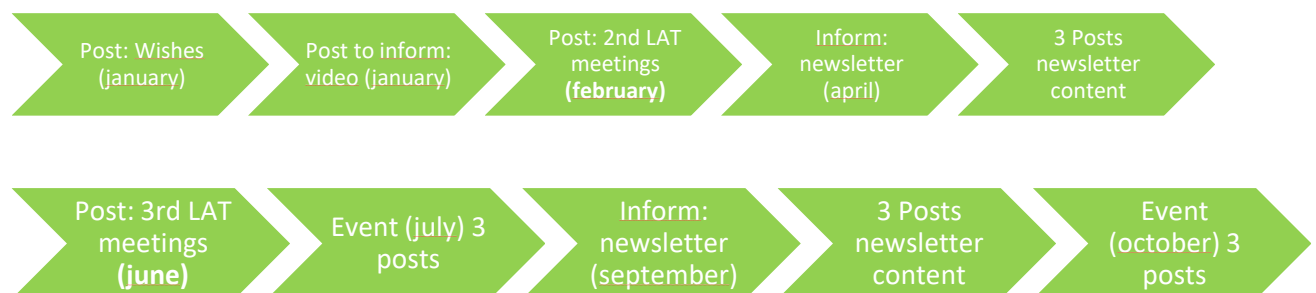
GEO presentation (story)	29/11
HM presentation (story)	30/11

iiSBE presentation (story)	2/12
UNI presentation (story)	3/12
EIV presentation (story)	6/12
Felicity presentation (story)	8/12
CaR presentation (story)	10/12
CSTB presentation (story)	13/12
UCC presentation (story)	15/12
EIHP presentation (story)	17/12

## 1.2 Raise awareness

This part of the implementation phase is focusing on the development of projects with different audiences. The phases are introduced here per calendar year for better overview.

### 1.2.1 Dissemination and Communication actions of 2022



The events to be attended by EUB SuperHub consortium partners will drive the communications. The table of events will be updated annually in order to foresee the communication rhythm bringing the highest visibility to the project.

## 1.2.2 Dissemination and Communication actions of 2023 and 2024



In order to keep the attention on the EUB SuperHub project, regular posts are needed. Some communication actions will be constant such as the January New Year wishes and the newsletter twice a year. These will be complemented by communication on the work carried out with the LAT and events in order to post regularly over time.



## Final remarks

This D&C Plan has presented a set of communication tools and actions which can maximize EUB SuperHub project visibility, raise awareness of various types of actors, invite them to co-construct our platform, and promote the EUB SuperHub platform as a useful tool and information source.

The results achieved by the communication actions, through the KPIs, should be in proportion of the partners' efforts. The monitoring of the communication actions will allow us to react if the results are not as good as expected. In this case the communication strategy or the actions plan will be modified and adapted to the situation. It is close to a "Plan-Do-Check-Act" quality approach.

The communication strategy developed in this D&C Plan aims to respond to different challenges:

- To adapt our messages to the various target audiences.
- To speak different communication languages: infographics, videos, stories, posts on social media networks, oral interaction in workshops and webinars, substantial articles, public deliverables, etc.
- To keep the same visual identity for all communications including those external to the partnership (e.g. LAT members).
- To involve the project partners in communication actions, by an organisation detailing "who is doing what" for each type of activity.
- To keep our "followers" and LAT members "on board" all along the project with regular and interesting information.
- To be coherent in communication activities, with connections between actions and amplification of news and events through social media networks and crossed web-links. The target audiences must receive clear and progressive, iterative information on the project progress towards the EUB SuperHub one-stop-shop platform.
- To articulate communication with the so-called "sister projects", in order to get a "mass effect" around the next generation of EPCs, while making clear our own specificities and objectives. This means to regularly meet with the communication officers of these projects so as to exchange information and experience.

This D&C Plan gives precise information and organisation for the 1<sup>st</sup> year activities. In parallel, reporting elements and KPIs will be continuously collected for the activity report. At mid-term period (around M18), the D&C Plan will be updated and complemented to cover the second period of the project.

## Annex 1 – Reporting template for project partners

The assessment phase will focus on the valuation of communication actions. The following structure aims to provide support for the consortium partners to report their dissemination and communication activities.

Report of communication actions – tentative template:

Content:

- Summary
- Reminder of the communication strategy plan
- Balance sheet by communication channel:
  - Website
  - Social networks
  - Events
- Conclusion

For each communication channel:

- MEDIA / COMMUNICATION CHANNELS
- OBJECTIVE(S)
- TARGET(S)
- DATE OF COMPLETION
- SHORT SUMMARY OF ACHIEVEMENTS
- KPIs
- ESTIMATED RESOURCES
- COMMITTED RESOURCES