



Holistic assessment and innovative stakeholder involvement process for identification of Positive-Energy-Districts

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1 Executive summary

PED-ID will create a knowledge-based participation process by which decision-makers are provided at an early stage with improved information about how best to achieve Positive Energy District status, the options and the impacts. Data will be collected and calculated using an existing methodology adapted for appropriate stakeholders, who may then actively apply this data-driven participation process, consolidate their opinions and make data-based decisions.

This process will be tried and tested in three real EU Living Labs, all potential PED initiatives, with focus on the participation process and the identification of necessary data. By applying this process, the objective is to accelerate the rate of achieving Positive Energy District status and to accomplish the goal of 100 PED sites in Europe by 2025.

The objective of dissemination and communication in this context is to ensure that the results of the project are disseminated continuously and appropriately to defined stakeholders and target groups. A multi-channel approach will be adopted to engage stakeholders and target groups, with awareness-raising activities being carried out to reach all other project beneficiaries. The planned strategy outlined in this document will:

- Raise awareness among target groups and stakeholders about Positive Energy District and best to achieve this status based on results from the three Living labs.
- Strengthen internal (all project members) and external communication (prioritised stakeholders)

The Dissemination and Communication Strategy (Deliverable 6.1) contains a plan required to fulfil project communication objectives. The document describes all actions to be taken, partner and collaborator responsibilities, timelines and communication guidelines. It also presents an initial list of Stakeholders and Target Groups. Further, it provides guidelines about using various repositories and events such as conferences/seminars.

2 Introduction

This PED-ID project will provide decision makers with improved information about PED options and impacts at an early stage and creates a corresponding knowledge-based participation process. The data will be collected and calculated with the help of a methodology and prepared for the appropriate target group. The target groups can actively use these in the data-driven participation process, consolidate their opinions and make decisions based on data.

This process will be tested using real Living Labs of potential PED projects. This concerns the participation process and the development of the necessary data. With the help of this method, the decision on PED sites will be accelerated to reach the goal of 100 PED sites in Europe.

The PED-ID Dissemination and Communication Strategy document aim at guiding all partners towards a common approach to communication and an appropriate dissemination schedule to achieve the project goals. Tables are presented describing schedules, activities to be performed during the project; stakeholders to be addressed, related activities, activities schedule, KPIs and resources, and establishing how and when each partner should participate.

Based on the Dissemination and Communication Strategy a Dissemination and Communication Action Plan for each country consortia will be set up in close dialogue with partners from each country consortia in order to ensure a well preformed execution of planned activities.

2.1 Scope of this document

The implementation of an integrated dissemination and communication campaign (nationally and internationally), is a key success factor of the consortium activities to increase awareness about the benefits of PED-ID, to promote the Living Labs and to foster dissemination and replication of all solutions created. Efficient dissemination and communication planning is crucial to ensure awareness, visibility and reliability of the PED-ID solutions and the successful exploitation of the project's outcomes.

The purpose of elaborating the PED-ID dissemination and communication strategy is to specify the objective, approach, target group, key actors, channels and tools to ensure the smooth implementation of all communication and dissemination related activities of the PED-ID project during and after the project life cycle.

In contrast, *communication actions* should send messages about our current status, benefits, challenges faced and intentions and that requires feedback from potential stakeholders and target audiences in general.

This document has been prepared during Q1-Q2, 2021, influenced by the current Coronavirus pandemic and its associated significant impacts on working life all around the world. This means that all physical meeting activities we envisaged would be carried out during the first six months of the project have been postponed until the third and fourth quarter of 2021. In truth, we are uncertain about the virus impact of all planned activities during 2021. This document assumes that we will return to a normal situation after the summer.

2.2 Dissemination objectives

Dissemination objectives are:

1. Spread the results and the benefits achieved.
2. Explain the barriers and difficulties found.
3. Disseminate the project's outcomes at national and EU level to achieve replicability and scalability of solutions.

2.3 Communication objectives

Communication objectives are:

1. Create awareness of the project's objectives, activities and results.
2. Encourage active engagement with stakeholder group.
3. Iterate with target audiences about perceived benefits and collect feedback.
4. Reach out to external partners to join the network in order to benefit from the solutions after the project.

2.4 Long term vision

The strategic long-term objective is to ensure the sustainability of the PED-ID project outcomes, so that the impact is not limited to the project's lifetime, but also after the funding period ends and supports the SEP Plan goals of 100 PEDs until 2025 (EUROPE TOWARDS POSITIVE ENERGY DISTRICTS: https://jpi-urbaneurope.eu/wp-content/uploads/2020/06/PED-Booklet-Update-Feb-2020_2.pdf)

2.5 Milestones

During the project period two milestones are expected to be achieved. When a milestone is achieved, appropriate measures will be taken to ensure the most effective dissemination and communication of the milestone content. Preparations for such dissemination and communication actions will be done beforehand given the table of milestones below.

The project is expected to achieve the following milestones:

<u>ID</u>	<u>Milestone name</u>	<u>WP</u>	<u>Delivery Month</u>
M1	Methods for holistic stakeholder involvement process and area assessment finalised	2,3	M10
M2	Criteria catalogue and agreement model finalised	4	M12

Table 1. List of Milestones

2.6 Deliverables

The project will produce 16 deliverables during the project period. With regard to WP6. Dissemination and communication three deliverables are expected to be produced, D6.1.

Deliverable D6.1 – Dissemination & Communication Strategy

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Dissemination and communication Strategy and D6.2. Report on dissemination materials and D6.3. Report on communication activities. Listed below are all deliverables expected to be delivered during the project period. When a deliverable is delivered, appropriate measures will be taken to ensure that relevant and effective dissemination and communication is produced if deemed necessary.

The project is expected to produce the following deliverables:

ID	<u>Deliverable name</u>	<u>WP</u>	<u>Delivery Month</u>	<u>WHO</u>
D1.1	Quality assurance plan	1	M3	E7
D1.2	Data management plan	1	M3	E7
D1.3	Internal Monitoring Report	1	M6/M12	E7
D2.1	Process map from knowledge-based, Digital and Business Modell approach	2	M10	WHITE
D2.2	Holistic Stakeholder Engagement Model for early PEDs	2	M14	WHITE
D3.1	Holistic assessment method in early development phase of potential PED areas	3	M10	SEVEN
D3.2	Visual concept for presentation of results of PED assessment	3	M10	SEVEN
D4.1	Criteria catalogue for Positive-Energy-Districts	4	M12	E7
D4.2	PED agreement model for cities and municipalities	4	M12	E7
D4.3	Guideline on PED stakeholder process and assessment in early area development	4	M18	E7
D5.1	Living Lab report from AT, CZ and SE	5	M18	WHITE
D5.2	Tailored criteria catalogue for PEDs from AT, CZ and SE	5	M18	E7
D5.3	Cross-country evaluation of living lab implementation and proposals for revised methods and processes	5	M18	E7
D6.1	Dissemination and Communication Strategy	6	M3	SUST
D6.2	Report on dissemination materials	6	M18	SUST
D6.3	Report on communication activities	6	M18	SUST

Table 2. List of Deliverables

3 The Communication Team

Sustainable Innovation will coordinate dissemination and communication activities in collaboration with all project partners using the Dissemination and Communication Strategy. All partners will contribute to dissemination and communication actions in particular being responsible for activities in their local region. Explicitly, all partners and the corresponding contact persons are responsible to collaborate in these activities; Workshops, Presentations, as well as Project promotion events, both national and international.

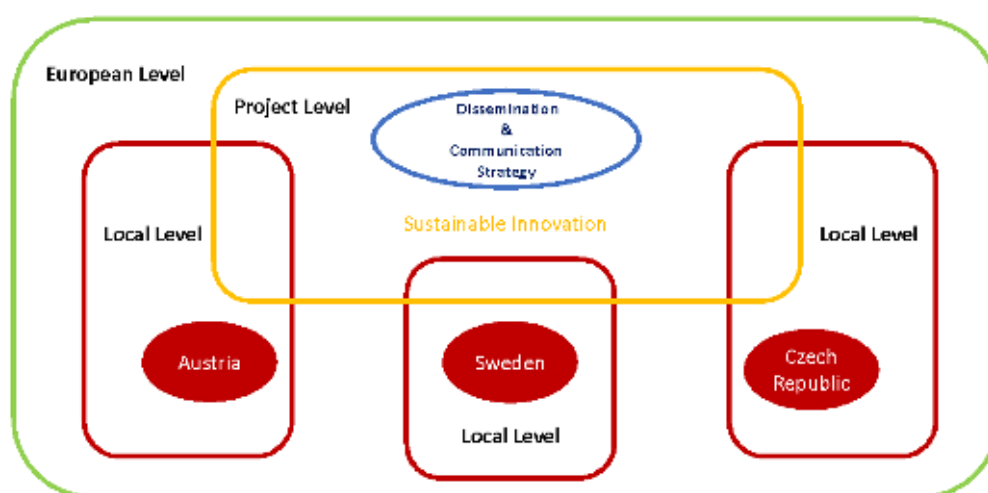


Fig 1. Communication team structure

Each Consortium partner will participate in most dissemination and communication activities, distributing information both internally within the organisation and externally towards key stakeholders and the general public in their own specific region. Collection of information about Dissemination and Communications outcomes are also expected to be done together with all partners after executed actions. In order to make the creation of content and flow of distribution efficient each project partner will appoint a dissemination and communications contact person that coordinate efforts with the team at Sustainable Innovation.

In order to generate as much impact as possible from Dissemination and Communication activities the work will be done on different levels; (1) Local level, (2) Project Level and (3) European Level through coordination by Sustainable Innovation. Most of the base Dissemination and Communication material will be produced by Sustainable Innovation on a project level to then be distributed by partners on the local and European level. Dissemination and Communication materials will in some cases be produced at the local level by partners in need of materials more adapted to their context. Mainly connected

with the local Living Lab and its specific characteristics and key insights.

Partner contributions at a high level are identified in the table below.

1	e7 Energy Markt Analyse GmbH	Vienna, Austria
Contribution		Expertise
E7 will be the link to the funding agency JPI Urban Europe and its communication and dissemination activities. We also distribute communication through our company website, twitter and linkedin accounts and we will deliver the results to the target groups of our living labs.		E7 is a research and engineering office that stands for the topics of energy efficiency, renewable energy and climate protection. We are fully convinced that the energy revolution will bring economic advantages for all those who deal with the topic at an early stage. We are an interdisciplinary team of technology, business and ecology that seeks the challenge of energy innovation to accelerate the energy turnaround. We have many years of experience in research, in customer-oriented consulting and in the implementation of projects and programmes, both on a national and international level. A special asset of e7 is its independence from interest groups, the federal government and the federal states. This enables us to guarantee open access to our customers' questions and an objective handling of projects.
2	White Arkitekter AB	Stockholm, Sweden
Contribution		Expertise
We will tell about our process and you will participate and contribute to our process – exchange		Architecture, Sustainability strategist and process leader/facilitator.
3	SEVEN, Energy Efficiency Center, z.ú.	Prague, Czech Republic
Contribution		Expertise
SEVEN will ensure communication with sister projects in the Czech Republic. SEVEN will further provide communication and dissemination of results within the Czech community in energy sector, e.g. The Association of Energy Services Providers (APES) of the Czech Republic, Sustainable Energy Committee under Czech council for sustainable development and Czech Green Building Council in order to get feedback on selected project activities and results.		SEVEN focuses on strategic studies, projects to lower energy intensity in the residential and tertiary sector, assessment of the relevant legislation, provision of services in the field of education, training, awareness and promotion in the field of energy savings. SEVEN has rich experience in energy efficiency modelling and participated/participates in a number of national and international energy efficiency projects which provide him with connections to many companies in the energy and climate protection sectors. SEVEN is one of the leading companies promoting Energy performance contracting (EPC) in the Czech republic. SEVEN also endeavours to be very active in application of the EU energy efficiency legislation. It has supported a number of Central and Eastern European countries in the energy efficiency policies development and implementation including transposition of the EU legislation.

4	Sustainable Innovation AB	Stockholm, Sweden
Contribution	Expertise	
SUST will manage and co-ordinate the dissemination and communication activities. Produce the base of the dissemination and communication content (with the input of all partners) that is then distributed by all partners. Communicate and distribute produced dissemination and communication materials on our own channels such as website, Twitter and LinkedIn.	SUST has extensive experience working with private public and cross-sector ownership, creating unique potential to realise sustainable energy solutions with leading companies, entrepreneurs and scientists. As a non-for-profit company it holds a unique position within the Swedish context to drive sustainability forward within Energy efficiency, Mobility and Build environment. Doing this by providing expertise in public funding, high level project management and deep knowledge about the above mentioned fields.	

Table 3. List of Partner Contribution

3.1 Levels of Communication and Dissemination

Due to the fact that the project conducts its work in three different European countries with three different living labs and numerous target groups it is important to divide the communication and dissemination activities into three levels, (1) local level, (2) project level and (3) European level. This in order to create a situation where communication and dissemination can be done in an adapted way given the context, function and content of the communication and/or dissemination activities.

All communication regardless of level is to be done in dialog with Sustainable innovation as leader of WP6. This in order to maintain a close adherence to the Dissemination and Communication Strategy as well as good keeping of records on what has been done within the project for reports to funding authorities.

Organisation	Contact person	E-mail
WHITE	Maria Gertell	maria.gertell@white.se
WHITE	Lise-Lott Larsson Kolessar	lise-lott.larsson@white.se
E7	Paul Lampersberger	paul.lampersberger@e-sieben.at
SEVEEn	Jiri Karasek	jiri.karasek@svn.cz
Sustainable Innovation	Susanne Winge	susanne.winge@sust.se
Sustainable Innovation	Nicolai Slotte	nicolai.slotte@sust.se

Table 4. Contact persons connected with Dissemination and Communication activities

4 Approach to activities

An integrated, iterative approach and bi-directional communication process is proposed including messages, actions, materials and tools, as well as website and social media resources aiming at:

- Disseminating the project scope and results while promoting the PED-ID Living labs.

- Assuring feedback channels in order to gather input from the Target Groups.
- Ensuring fluid internal communication.

The PED-ID Dissemination and Communication Strategy is based in three phases linked to the project life cycle:

1. A “development” phase, where PED-ID visual identity material will be designed, and communication messages defined.
2. A “dissemination” phase, where a range of activities will be carried out aimed at spreading PED-ID messages through EU and national dissemination campaigns.
3. A “sustainability” phase, where a roadmap will be designed to promote the replication of PED-ID insights in other municipalities.

In addition, the consortium will commit to keeping the PED-ID platform alive and to recommend the PED-ID model into Regional Sustainable Energy strategies and promote it into EU Energy policy.

4.1 Dissemination and Communication phases during the project

The following table outlines the planned dissemination and communication phases during the project based on information available at this early stage of the project. It provides an overview of our Dissemination and Communication strategy and it will be reviewed and adjusted with regular intervals.

	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18
Development Phase																		
Launch of the PED-ID project																		
Dissemination Phase																		
Promoting the PED-ID concept																		
Engaging stakeholders																		
Communication of results																		
Dissemination of results																		
Sustainability phase																		
Motivation for solution replication																		
Exploiting project results																		

Table 5. Dissemination and Communication phases

5 Target groups and Stakeholders

The scope of Task 6.2 is to identify the needs and expectations of Target Groups and Stakeholders. An initial list of likely Target Groups and Stakeholders is presented below.

This list will be reviewed, enriched and prioritized in a stakeholder analysis. A key part of the stakeholder analysis will be to identify and describe how each Target group will benefit

from participating in/or taking part of the outcome of the PED-ID results. It will also describe what channels will be used to reach each Target Group.

Prio	Target group and Stakeholders	Descriptor
1	Local authorities / Municipalities	Includes housing, energy and planning departments and their associations. As well as relevant companies providing a public good owned by local authorities / municipalities.
2	Real estate owners	Interested in a shift towards more sustainable real estate, including their associations.
3	People living and/or working within Living Lab	A mixed group that is important in terms of attractability of establishing Positive Energy Districts.
4	Users/producers of energi within the PED area	Involved in investing, implementing and using the PED solution in the area (including participating in the exchange of energy.
5	Energy professionals	From energy sectors, including energy advisors.
6	Construction industry professionals	Those who work with building / assembling - may need special practical training or test lab - cf. passive house - model to see how it should be assembled / to practice test printing. Cold bridges - who is responsible?
7	Urban planners	Everyone who works with planning also needs to be trained in also thinking about energy efficiency, first - the energy pyramid. Both building and urban construction level - and always start from existing / streamline - think systems. Example: Working with trees that shade - reduces energy needs in summer - the right kind of tree with leaves.
8	Environment authorities	Impacting on climate change and new clean energy production strategies.
9	Specialised governmental agencies	Mandated to address energy production, energy efficiency, climate, urban development and manage financial and non-financial support schemes improving energy efficiency of residential buildings, for installing renewable energy sources.
10	Policy makers	Supporting a shift towards sustainable policy processes and products in the energy sector and providing financial incentives to realize this.
11	General Public	Creating awareness of Positive-Energy-Districts and how it contributes to their everyday life to their benefit.
12	Academia	Providing input for new areas of research and competencies.
13	Standardisation bodies	Enabling standardisation to be possible. Provide insight and support into how standards are established based on the project results.
14	Service providers	Companies that provide services such as access and management of energy grids, energy supply and energy generation.

15	Energy service companies (ESCOs)	Companies which specialize in Energy performance contracting (EPC), i.e. focusing on activities aimed at guaranteed energy savings, inter alia through the installation of energy-efficient technologies, i.e. verifiable and measurable increasing in energy efficiency.
16	Technology providers	Companies, especially SMEs, that provide solutions related to energy production, energy efficiency, climate, urban development and manage financial and non-financial support schemes improving energy efficiency of residential buildings, or installing renewable energy sources.

Table 6. List of Target Groups and Stakeholders

6 Dissemination and Communication actions

Dissemination and communication will focus on spreading project results internally to partners and Living labs, as well as externally to the wider audience of other EU member countries not represented in the consortium.

6.1 Dissemination and Communication Channels

PED-ID will exploit traditional dissemination and communication channels (national and international) social media and video solutions to engage target audiences and disseminate the project results. Furthermore, the project will operate as a communication channel to support relevant European Commission Energy Directives, legislation and standardisation.

ID	CHANNELS	DESCRIPTION	TARGET DATE	KPI	WHO
1	Landing pages on each partner website	Partner websites are important channels to raise common understanding of the project goals and outcomes and to create an image of the project. The landing pages will make project progress and documentation available. Landing pages should interlink to each project partner page for optimal spread and visibility. Translation done together with local partner.	Webpages ready by M7. Reviewed continuously.	The landing pages can be tracked by each project partners Google analytics.	SUST Produce (with support from Partners)
2	JPI Urban Europe Project Website	JPI Urban Europe Project website will be updated when Landing pages are updated.	Continuously updated as landing pages are updated.	Tracked with the use of JPI Urban Europe Google analytics.	SUST Produce (with support from Partners)

3	Social media guidelines	For optimal reach we aim to use project partners current social media platforms and post the same content together with common hashtags and in the ped-id graphic profile. Either as their own posts or as reposts from Sustainable Innovation. For this a social media communication group with one representative from each project partner needs to be created.	Continuous actions on social media. Social media strategy and guidelines ready by M7.	Number of interactions with external entities on Social media will be measured quarterly.	ALL Partners
3a	The use of project partner's LinkedIn accounts	Focus on reaching professionals, SME, Public authorities and interested persons.	Start posting by M7	1 post per month or as required.	ALL Partners
3b	The use of project partner's Twitter profiles	Focus on reaching professionals, SME, Public authorities and interested persons.	Start posting by M7	1 post per month or as required.	ALL Partners
3c	The use of project partner's Facebook profiles	Focus on reaching professionals, SME, Public authorities and interested persons.	Start posting by M8	1 post per month or as required.	ALL Partners
4	Attending conferences	National or international events. Attending and/or presenting details related to the project. We will encourage several partners to attend the same conference. Attending means visiting or having a stand. Either physically or virtually.	During the course of the project.	4 conferences attended.	ALL Partners
5	Project events	Organized internal workshops and seminars to explore challenges and/or opportunities with PED:s.	First: M9-M11 Second: M15-M18	2 times	ALL Partners
6	Stakeholder analysis	Review and update the current list of stakeholders, groups and prioritize them, which will provide valuable input to the design and implementation of the stakeholder workshops.	Start M5 and plan to be completed by M8. Reviewed by the consortium during M15.	1 survey per partner. 1 digital workshop with each partner.	ALL Partners

Table 7. List of dissemination and communication channels

6.2 Dissemination and Communication Tools

ID	TOOLS	DESCRIPTION	TARGET DATE	KPI	WHO
1	Corporate identity	Common Visual concept; templates for documents such as Reports and PowerPoint presentations	Ready by M5.	Concept developed: 1	SUST

2	Press releases	Press releases will be prepared in English and released if and when required. It will be up to partners if these need to be translated for effective dissemination in their respective country. Adoption to the local level will be specified in the Dissemination and Communication Action Plans (DCAP).	1 every 6 months or as required.	Press releases: 3	SUST produce, ALL Partners distribute locally.
3	Project videos	Professionally produced project videos, with clips from the pilot sites, highlighting the vision, challenges and expected outcomes. Original is produced in English and then translated into Austrian, Czech and Swedish with the support of project partners.	First one: M9-M12. Second one: M14-M18. Reviewed and updated M18.	Videos: 2	SUST produce, ALL Partners distribute locally.
4	Marketing material: - Brochures, - PPT presentation - Digital backdrop	Presenting key insights about the project in printed form to be handed out at conferences, to colleagues and to engaged or interested stakeholders. Electronic versions will also be provided and encouraged to use. Original is produced in English and then translated into Austrian, Czech and Swedish with the support of project partners. Professionally produced Digital backdrop for digital meetings and seminars.	Ready by M9-M11. Updated by M16.	Brochures: 1 (1 eds.) Produced digitally and printed by project partners as required. PPT presentation: 1 (2 eds.) Digital backdrop: 1	SUST produce, ALL Partners distribute locally.
5	Project poster	PED-ID project poster in English. Partners will provide with material to print and to be displayed locally.	Ready by M9-M11. Updated by M16.	Project poster: 1 (2 eds.)	SUST produce, ALL Partners distribute locally.
6	Scientific Publications	During the project, a number of scientific publications will be submitted.	Prepared and submitted: M13-M18.	Scientific Publications: 3	CVUT, E7, SEVEN
7	Articles	Articles in branche papers and journals	Prepared and submitted: M13-M18.	Articles: 4	E7, SEVEN, WHITE
8	Presentations	Presentations at target group events using a modular PPT-presentation of 3-4 slides (produced by SUST) that can be modified if need be by presenter.	Prepared and executed: M13-M18.	Presentations: 10	SUST produce, ALL Partners present locally.

9	Workshops	Tailored workshops for target groups; follower cities.	Prepared and executed: First: M12-M13. Second: M14-M15. Third: M16-M17.	Workshops: 3	ALL Partners
10	Other projects	Meetings, presentation for other PED projects. Projects and forums with projects associated with for example; JPI Urban Europe and/or Viable cities etc.	Prepared and executed: M10-M18.	Presentations: 2	ALL Partners
11	Professional networks	Meetings, presentation for professional networks.	Prepared and executed: M10-M18.	Presentations: 2	ALL Partners

Table 8. List of dissemination and communication tools

6.3 Timeline

Below is a timeline for all the communication activities planned.

	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18
CHANNELS																		
Webpages																		
JPI Urban Europe Project Website																		
Social media guidelines																		
LinkedIn																		
Twitter																		
Attending conferences																		
Attending exhibitions/trade fairs																		
Project events																		
Stakeholder analysis																		
TOOLS																		
Corporate identity																		
Press releases																		
Project videos																		
Marketing material																		
Project poster																		
Scientific Publications																		
Articles																		
Presentations																		
Workshops																		
Other projects																		
Professional networks																		

Table 9. Timeline of planned dissemination and communication activities

6.4 Journal and congress publications guidelines

Acknowledgement for all journal and congress publications is mandatory. Look to chapter 7 in the Dissemination and Communication Strategy for instructions that needs to be followed.

In all cases, project name, JPI Urban Europe Programme (as seen under section 7.1 JPI Urban Europe) as well as funding authority (as seen under section 7.2 National funding agencies) are compulsory and must be mentioned. Without the acknowledgement, the publication cannot be considered as a project activity.

All journal and congress publications must be included in the repository.

6.5 Press releases guidelines

The consortium will adopt broad coverage in selected national and international press and media throughout the project. Press releases will be published in English and it is up to each local partner to determine if a translation to the local language is required. All partners will distribute them through relevant local channels. During the project period, there will be at least three formal announcements created and distributed to national and international press and media, covering the start and end of the project and highlighting achievements of severe significance. Press releases will be made visible and promoted through PED-ID channels; website and social media platforms. Additionally, each partner of the PED-ID consortium will promote the press release on its own website, social media accounts and newsletter by referring to press releases on the PED-ID webpage.

6.6 Social media guidelines

Social media guidelines will be presented by M7, with a specific focus on LinkedIn and Twitter. Making these social media channels available for all webpages relating to the project.

6.6.1 Goals with our social media

- The overall strategic approach is two-fold: to share news and events from PED-ID and to share knowledge within the field in general.
- Generate traffic to PED-ID's webpages.
- Increase PED-ID's social media presence and visibility.
- Connect with existing and potential target audiences.
- Keep project partners and those closest informed and engaged.

6.6.2 General principles

In general, social media channels will ensure the following:

- All content in our shared social media channels will be maintained in English (however, partners are encouraged to spread social media input from the project in local languages to engage local target audiences).
- All partners are encouraged to participate actively on social media. Whenever a post is made that relates to the projects focus areas, partners should always use the hashtag #PED-ID, in order for the Dissemination and Communication team to repost/retweet it from the PED-ID accounts.

- Updates on PED-ID's events/reports/latest news will be posted in all channels, in order for connections to stay up-to-date.
- All posts with the hashtag #PED-ID should respect and consider inclusiveness [1] regarding differences in ethnicity, gender, age, national origin, disability, sexual orientation, education, and religion.
 - No offensive comments (misogynist, racist, homophobic, or hateful towards any group or person)
 - Gender-neutral language
 - Share multiple voices and perspectives
 - Use diverse stock photos and icons
 - Choose emojis wisely

[1] "8 ways to make your social media channels more gender inclusive" <https://blog.hootsuite.com/gender-inclusive-social-media/> (June 8, 2020)

6.7 Hashtags and Mentions

The following Hashtags should be used in social media:

- #PED
- #PositiveEnergyDistricts
- #EnergyTransition
- #UrbanTransition
-

Also mention: @jpiurbaneurope

6.8 Dissemination and Communication repository

A Dissemination and Communication repository divided up into three repositories (1) Dissemination and Communication activities, (2) Scientific publications and (3) Pictures, Videos and other recordings. These repositories aim to document all Dissemination and Communication activities, Scientific publications as well as pictures, videos and other recordings produced during the project period of PED-ID from all partners according to the following instructions:

1. Complete all mandatory fields in the table.
2. Keep the table updated
3. Each partner is responsible for adding their own activities
4. Tweet with a picture about the activity and add the link (desired)

The documents' location are/will be at:

- **Dissemination and Communication activities:**
<https://tinyurl.com/35rvwzuw>

- **Scientific publications:**
<https://tinyurl.com/hzfnn8a5>
- **Pictures, videos and other recordings:**
<https://tinyurl.com/myen2234>

6.8 EU events and other EU projects

The main goal for participating in EC events is the successful integration of PED-ID into existing European projects landscape and fruitful contribution to events organised by the European Union bodies.

The project will link with other EU-funded projects as it is important to look for complementary activities. We will investigate all projects funded by the JPI Urban Europe relating to Positive Energy Districts, and having identified all relevant projects, we will discuss with them the most suitable ways of collaboration and knowledge exchange.

One way that this will be done is through the service Base Camp where exchange between the JPI funded PED projects is enabled.

7 Use of the logotype and mentioning of JPI Urban Europe Programme and Funding Agencies

7.1 JPI Urban Europe Programme

As the project is the result of a JPI Urban Europe Call the JPI Urban Europe Programme Logotype needs to be presented in all published and presented materials.



The European emblem can be downloaded from the JPI Urban Europe website.

Furthermore, JPI Urban Europe programme must also be mentioned when producing any communication materials or in oral presentations.

This is to be done in the following format:

"This project has received funding in the framework of the Joint Programming Initiative Urban Europe."

7.2 National funding agencies

Also given that the project is funded by three funding authorities, all should be mentioned in all publications and presentations done within the scope of the project. You must both mention the funding authority and use their logotype. (Logotypes can be downloaded or retrieved through your local funding authority).

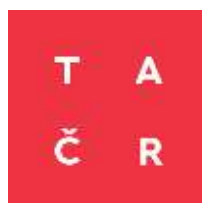
Sweden:

"The project PED-ID has been funded through the Strategic Innovation Programme Viable Cities that is funded by Vinnova, Swedish Energy Agency and Formas."



Czech Republic:

"This project is co-financed from the state budget by the Technology agency of the Czech Republic under the Theta Programme."



Austria:

"PED-ID is a project of the Research and Innovation Agenda JPI Urban Europe and is funded by the Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology (BMK)."



PED-ID TEAM

Project Coordinator:



e7 Energy Markt Analyse GmbH (E7)

Partners:



SEVEN, Energy Efficiency Center, z.ú.
(SEVEN)



Czech Technical University in Prague,
Faculty of Civil Engineering (CVUT)



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