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## Sun coupled innovative Heat pumps D8.3 – Dissemination and stakeholders' engagement plan

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### Project Contractual Details

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<b>Project Acronym</b>	SunHorizon
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<b>Duration</b>	48 months
<b>Supplementary notes:</b> This document will be publicly available (on CORDIS and project official websites as soon as approved by EC).	

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# 1 Introduction

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The current deliverable (D8.3) is entitled “Dissemination and stakeholders’ engagement plan” and is a public document of the SunHorizon project, produced in the context of WP8, Task 8.1 “Communication and Dissemination Activities”. The objective of WP8 is to maximise SunHorizon’s impact by connecting research and innovation activities to the public and professional audience. The widespread dissemination and visibility of the SunHorizon objectives, capabilities, activities and results are important for its success, as they will prepare the future commercial deployment of the SunHorizon TP and consolidate strategic partnerships among the participants. The aim of this document is to present the dissemination strategy that will be applied within the SunHorizon project development.

Dissemination and communication activities are undertaken from the beginning of the project and aim, in a first instance, at raising interest in the proposed technology of relevant stakeholders. In a second instance, exploitation-oriented dissemination activities aim at promoting the novel technology that is developed throughout the project, along with the benefits it can provide, towards potential target end-users/adopters, to speed up its adoption and take-up.

The definition of a dissemination and communication plan for the suitable promotion of the project: identification of agreed dissemination measures/procedures/channels, dissemination events and stakeholders’ engagement is one of the key activity to guarantee a proper project promotion and the achievement of the expected impacts. The plan for stakeholders’ engagement is here presented and their vision will be reported in M24 and M42 in dedicated deliverables.

## 2 Dissemination strategy

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The SunHorizon's dissemination strategy describes how the project will communicate its activities and results to the outside world. The strategy describes the target audiences, the key messages and the role of each partner. SunHorizon's dissemination strategy aim at creating awareness, raising interest, fostering engagement and accelerating the project technologies market uptake, from M1 till M48.

As work package leader, EHPA will produce and monitor dissemination messages in line with requirements set out in the project proposal.

This chapter updates and makes more operative the dissemination and communication plan described in the GA.

### 2.1 Objectives of the dissemination

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The purpose of the dissemination and communication plan is to define **who** (target audience), **what** (key message) **how** (communication channels) and **when** (time plan) will receive the key message from SunHorizon project.

The objectives are to maximise the project's impact among stakeholders and introduce its technologies in the market by informing and engage stakeholders about implementation and deployment of the project, through dedicated workshops and public events organised with other H2020 projects.

More specific actions:

- To ensure proper acknowledgement of the project, and efficient dissemination of information on the partners' activities, as well as the scientific and technical results. By using the project's website, social media channels on a weekly basis (Twitter and LinkedIn), newsletter, events and workshop organisation with other H2020 projects.
- Coordination of all dissemination activities: this includes bringing the project results and developments to the two stakeholders groups and ensuring their widespread deployment in the marketplace - even after the project is complete.
- Producing policy documents to be addressed to policymakers.
- Engage stakeholders, end-users, policymakers; sharing/sending them the project's public material to raise the project's awareness

Additionally, the dissemination plan defines the roles and the responsibilities of the partners ensuring a proper dissemination of the results, considering the confidentiality. Conditions ensuring a proper dissemination of the project's results, not endangering any IPR of relevant partners, are also taken into account.

The plan will be yearly updated, based on the advances of the project. Each annual update will include a report on those activities already implemented and give an overview at the dissemination activities foreseen for the next period.

SunHorizon dissemination and communication plan is intrinsically linked to the stakeholders' engagement plan, which is already started during the first two public presentation of the project. Efficient publicity and wide exposure of SunHorizon and its achievements will increase stakeholders' engagement with the SunHorizon initiative, and the use of SunHorizon results beyond the project's lifetime.

## 2.2 Dissemination management

All the partners are involved in the project’s communication and dissemination activities, from M1 to M48. EHPA as WP leader of the “Dissemination, Communication and Capacity Building Engagement” package ensures the development of a strategy to support widespread and effective dissemination of the project results, involving relevant stakeholders and targeted audience.

Under EHPA guidance the partners have to disseminate the project’s developments, key facts, and outcomes, and report to the WP leader and project coordinator all the dissemination activities implemented, by using the templates created by EHPA, and available on the consortium private online repository.

In particular, a file Excel was created by EHPA to track all the dissemination event following four different categories (events, digital activities, publications, other).

DISSEMINATION EVENTS - SunHorizon 											
PARTNER NAME	EVENT TITLE	LINK	SCIENTIFIC OR NOT SCIENTIFIC CONFERENCE	DATE	LOCATION. (city/country)	NAME OF THE PRESENTER for SH	METHODS USED TO PRESENT SH (FLYERS, ROLL UP, PPT, etc.)	N. PEOPLE REACHED	COUNTRIES ADDRESSED	TARGET	STATUS: PERFORMED or PLANNED
CEA	Task60 PVT systems 2nd meeting		scientific	Oct 18-19, 2018	Zaragoza / Spain	David Cheze	ppt	47		scientific community	
RINA-C	World Sustainable Energy Days - "Save today, use tomorrow"		not scientific	feb 28, 2019	Wels/Austria	Alessandra Cuneo	ppt	50		general public	

DISSEMINATION EVENTS - SunHorizon 								
PARTNER NAME	Type of activity (website, social media etc.)	LINK	DATE	Description	N. PEOPLE REACHED	COUNTRIES ADDRESSED	TARGET	STATUS: PERFORMED or PLANNED
CEA	release of article in c	<a href="https://www.solarthe">https://www.solarthe</a>	January 10th, 2019	presentation of SunH	unknown	worldwide	medias	

DISSEMINATION EVENTS - SunHorizon 													
PARTNER NAME	Title of the publication	LINK	DOI	ISSN or eISSN	AUTHORS	TITLE of the JOURNAL or equivalent	NUMBER, DATE	PUBLISHER	YEAR of PUBLICATION	PEER REVIEWED (yes/no)	OPEN ACCESS	TARGET	STATUS: PERFORMED or PLANNED

Figure 1: SunHorizon excel file for dissemination tracking (above: Events, centre: Digital activities, below: publications)

Then, a template for a short report in Word was also created to be properly filled by the partners. The aim of such file is to have a more complete view of the event.



Dear Partner,

To better explain <sup>1</sup> your dissemination activities that you might have performed, we need a short event report which will be also reported to the EC as part of the deliverable regarding dissemination activities. In most cases, we would also like to use this information to produce a brief article for the project website or newsletter, so **any** photos are appreciated.

A larger event and more important role (e.g. keynote speaker, exhibition booth) would deserve a bit more information than a smaller event.

If several partners were involved, please organise between yourselves to produce just ONE event report mentioning all people and roles and submit to EHPA

1.

SHORT EVENT REPORT	
Partner(s) and people involved	
Type of event* (choose one)	
Event Title & Website	
Location & Date (DD/MM/YYYY)	
Description of dissemination activity	
Type of audience(s) reached** (multiple choice)	
Estimated number of persons reached	

2. Short impression of the event by the partner:

3. Please provide and shortly describe supporting material like photos, your presentations, videos, TV footage links from interviews, speeches. Please indicate we are allowed to use these for project communication.

Pictures of the presentation provided below



**\*) Type of event:** a)organisation of a conference, b)organisations of a workshop, c)exhibition, d)training, e)participation to a conference, f)participation to a workshop, g)participation to an event other than conference or workshop, h)brokerage event, i)pitch event, j)trade fair, k)participation in activities organised jointly with other H2020 project(s), l)other

**\*\*\*) Type of audience:** a)scientific community, higher education, research, b)industry, c)civil society, d) general public, e)policy makers, f)medias, a)investors, f)customers, h)others

Figure 2: SunHorizon short event report template

EHPA recovers the role to identify the communication messages and convey them in the dedicated channels, and outreach audience and stakeholders from its networking area and the stakeholders contacts provided by all the partners; thus to reach the widest audience in Europe.

All project partners will arrange and participate in some national and international conferences, seminars and workshops of relevance to the research area to disseminate project results to identified target groups. Leaflets and posters will support the dissemination activities and have been presented in D8.2.

Currently the consortium prepared and used in some dissemination events organised so far (WSED2019, ISH 2019 and launching event) the following dissemination material:

- roll up
- poster
- leaflet (vertical)
- brochure (horizontal)
- press release



Figure 3: SunHorizon Project Leaflet (horizontal)

### CHALLENGE

Heating and Cooling represents the largest source of energy demand in Europe and the majority of EU's gas imports are used for these purposes (especially to heat and cool residential and tertiary buildings).



Unfortunately, this demand is mostly met by fossil fuels, with natural gas having the main share (45%) and renewable energy sources (RES) remaining very marginal (5%).



The proposed Technology Packages (TP) aim at covering at least 80% of the Heating & Cooling needs of refurbished and new single/multi-family/tertiary buildings.

In fact, SunHorizon innovative and reliable Heat Pump solutions (thermal compression, adsorption, reversible) will act properly coupled and managed with advanced solar panels (PV, Hybrid, thermal), providing heating and cooling to residential and tertiary building with lower emissions, energy bills and fossil fuel dependency.

### CONSORTIUM




@SunHorizonEU      SunHorizon-Project

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### Sun Coupled Innovative Heat Pumps



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[www.sunhorizon-project.eu](http://www.sunhorizon-project.eu)

### THE INNOVATIVE SOLUTION

SunHorizon will design and demonstrate 5 technology packages (TPs) to be applied all across EU climates and building, coupling different solar technologies and HPs also integrated with Thermal Storage (TES).

In particular, different innovative and reliable Heat Pump solution (thermal compression, adsorption, reversible) will be properly coupled and managed with advanced solar panels (PV, Hybrid, thermal) and demonstrated in 8 demsites all around Europe (Germany, Spain, Latvia, Belgium).





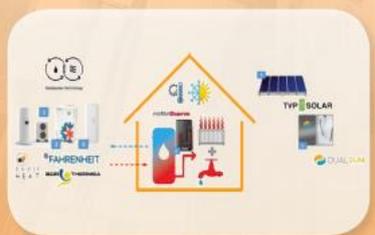



### THE MONITORING PLATFORM

SunHorizon consortium will develop also a cloud based functional monitoring platform to:

- Act as the "performance data mine" for the development of Data Driven/KPI oriented optimized algorithms and tools for predictive maintenance;
- Optimize the management towards maximisation of solar exploitation;
- Give to the manufacturer inputs for enhancing the design of their components.

This monitoring platform will also drive smart monitoring end user interfaces that will be applied at building level to collect thermal comfort data towards a new thermal comfort driven heating control system.




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### BENEFITS FOR THE EU COMMUNITY

SunHorizon will provide heating and cooling to residential and tertiary buildings and will have the following main benefits for the EU community:



Reduction of the dependence on fossil fuels through the demonstration of optimised, cost-effective H&C components



Primary energy savings and, consequently, lower energy bills



Reduction of Greenhouse Gas Emissions



[www.sunhorizon-project.eu](http://www.sunhorizon-project.eu)

Figure 4: SunHorizon Project Brochure (vertical)



Figure 5: SunHorizon Project poster (left) and roll-up (right)

## 2.3 Target audience

The target groups to be addressed in the dissemination activities are:

- Manufacturers from the Heat Pump and solar sectors,
- Energy utilities,
- Planners,
- Policymakers,
- Research community,
- End-users, public.

**Two groups of stakeholders** will be identified and created by the contacts provided by all the partners. One group will represent the solar sector (creation and animation under RINA-C, CNR ITAE, CEA and CARTIF support), and one of the heat pumps manufacturers and ESCOs (creation and animation under RINA-C and EHPA, EHPA is responsible for supporting and animating stakeholders' group, with the support of CAR, CEA and RINA).

## 2.4 Dissemination means/channels

All of SunHorizon's public materials like:

- Messages and project's updates,
- Scientific publications,

- Public papers/documents,
- Policy papers,
- Public presentation

are published on the project's website (<http://www.sunhorizon-project.eu/>) and promoted on the project's social media pages (on [LinkedIn](#) and [Twitter](#)), thus to reach the widest audience possible. EHPA as WP leader in the dissemination and communication tasks, will keep update on regular basis the “blog” of the website, and the social media profiles, thus to outreach the widest audience possible.

EHPA as WP leader in the dissemination and communication tasks will keep update regularly the “blog” of the website, and the social media profiles, thus to outreach the widest audience possible.

Apart from the **online dissemination**, the project will be disseminated in fairs, conferences and workshops (jointly organised with other similar H2020 projects), where SunHorizon partners will present the project's goals, key facts and developments, and outcomes. All the partners are requested to actively take part in the dissemination activities in:

- Meetings with the targeted, relevant audience/stakeholders,
- As a speaker in conferences, workshops, events where he will be asked to present his role in the consortium and his contribution to the project.

All the dissemination activities implemented by the partners have to be monitored by EHPA, and all the partners have to keep tracks of their dissemination activities by reporting them to EHPA and RINA and use the dedicated templates provided by EHPA in the consortium's private repository. For each dissemination event organised by a partner, this one has to provide a summary of the event and pictures.

SunHorizon project will be **disseminate** in national and international fairs and events, like:

- ISH Messe Frankfurt
- EUSEW- European Sustainable Energy week (Brussels)
- Sustainable Places
- Heat Pump Forum 2019
- Mostra convegno in Milan
- And other international conferences/events with focus on the projects' technologies

SunHorizon scientific papers will be promoted in:

- Scientific related journals (Elsevier journals such as Energy, Applied Energy, Energy and Buildings...)
- RHC-Platform
- HP centre magazine
- EHPA newsletter
- REHVA journal
- And on the website's of the partners' who produced the paper

At this point, the accessibility regarding all SunHorizon related publications must be addressed. In order to provide **open access to the peer-reviewed scientific publications and to research data**, specific measures are taken fully in line with the rules laid down in the Model Grant Agreement<sup>1</sup>. Therefore, each beneficiary will ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results. Depending on the selected journal or other type of publication an article or a manuscript will be submitted for publication, the project will make use of a mix of the three different possibilities for open access, namely:

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<sup>1</sup> Annotated Model Grant Agreement, Version 2.0.1, 12 May 2015

- 1. Open access publishing (without author processing charges): partners may opt for publishing directly in open access journals, i.e. journals which provide open access immediately, by default, without any charges.
- 2. ‘Gold’ open access publishing: partners may also decide to publish in journals that sell subscriptions, offering the possibility of making individual articles openly accessible (hybrid journals). In such a case, authors will pay the fee to publish the material for open access, whereby most high-level journals offer this option.
- 3. Self-archiving / ‘green’ open access publishing: alternatively, beneficiaries may deposit the final peer-reviewed article or manuscript in an online disciplinary, institutional or public repository of their choice, ensuring open access to the publication within a maximum of six months.
- The relevant beneficiary will moreover deposit at the same time the research data needed to validate the results presented in the deposited scientific publication into a data repository (e.g. H2020 Open Access Research Data Platform - OpenAIRE).

All the public deliverables will be published and collected on SunHorizon website, in the section “Project materials → project public reports”, thus to be easily found by the audience. A downloadable version of each document will be available.

See below the list of **public deliverables** that will be developed during the whole project duration:

WP	Activity	Timing
WP1	D 1.2 “SUNHORIZON DATA MANAGEMENT PLAN”	M6
WP2	D 2.2 “MAPPING OF SOLAR RESOURCE AND BUILDING DEMAND FOR SUNHORIZON IMPLEMENTATION”	M12
	D 2.3 “MACRO-MARKET ANALYSIS, VALUE CHAIN AND CONCEPTUAL BUSINESS MODEL DEFINITION”	M12
	D 2.4 “KPIs ASSESSMENT BASED METHODOLOGY”	M12
WP3	D 3.11 “SUNHORIZON TECHNOLOGIES CATALOGUE”	M36
WP4	D 4.6 “SUNHORIZON INTEGRATED TOOL MANUAL”	M42
WP5	D 5.1 “PREDICTION MODELS AND DEMAND CHARACTERIZATION”	M12
	D 5.2 “THERMAL COMFORT END-USERS INTERFACE”	M24
	D 5.7 “CONTROL PLATFORM MODULES INTEGRATION AND VALIDATION”	M42
WP6	D 6.1 “REPORT ON BASELINE AND BOUNDARY CONDITIONS OF SUNHORIZON DEMOSITES, INCLUDING MONITORING ASPECTS	M18
	D 6.4 “FIRST REPORT OF SUNHORIZON MONITORING ACTIVITIES”	M36
	D 6.5 “SECOND REPORT OF SUNHORIZON MONITORING ACTIVITIES”	M42
	D 6.6 “FINAL REPORT OF SUNHORIZON MONITORING ACTIVITIES”	M48
	D 6.7 “SUNHORIZON GUIDELINES FOR TPs INSTALLATION, OPERATION AND CONTROL	M48
WP7	D 7.1 “SUNHORIZON TECHNOLOGIES SOCIAL AND MARKET ACCEPTANCE”	M18
	D 7.2 “SUN HORIZON TECHNOLOGIES BENEFIT IMPACT IN TERMS OF EMISSION”	M18
	D 7.4 “PRE-FEASIBILITY REPLICATION STUDIES”	M47

	D 7.5 “E-HANDBOOK WITH GUIDELINES FOR INTEGRATION OF SUNHORIZON SOLUTIONS IN PUBLIC AND PRIVATE, TERTIARY AND RESIDENTIAL BUILDINGS”	M48
WP8	D 8.1 “PUBLIC WEBSITE AND SOCIAL MEDIA PROFILE SET UP”	M3
	D 8.2 “SUNHORIZON LEAFLET AND POSTER”	M4
	D 8.3 “DISSEMINATION STAKEHOLDERS’ ENGAGEMENT PLAN”	M6
	D 8.4 “FIRST PROJECT VIDEO”	M12
	D 8.5 “REPORT ON DISSEMINATION AND COMMUNICATION ACTIVITIES”	M24
	D 8.6 “FIRST STAKEHOLDERS’ VISION DOCUMENT”	M24
	D 8.7 “FINAL STAKEHOLDERS’ VISION DOCUMENT”	M42
	D 8.8 “SUNHORIZON POSITIONING PAPER AND POLICY DOCUMENT’	M46
	D 8.9 “SUNHORIZON PROMOTION FOR MUNICIPALITIES TOWARDS SEAP OBJECTIVES ACHIEVEMENT’	M48

The deliverables with more impact on the stakeholders and project’s followers, will be published and promoted via social media channels.

### 3 Communication activities

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Communication activities are undertaken to support target dissemination activities and promote objectives and findings. They aim at promoting the project to various audiences, comprising the media and the general public, and at raising awareness on the addressed topics and findings. Communication activities are especially aimed at:

- creating a project visual identity and public image;
- providing up-to-date information about the project;
- sustaining the diffusion of results to the general public; and
- translating the scientific/technical results into messages for public outreach, comprehensible also by the non-technical general public.

#### 3.1 Communication means/channels

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SunHorizon communication materials/channels are:

- A. Newsletter,
  - The newsletter will be published twice per year. The first newsletter will be prepared and mailout in June 2019 (M9). The newsletter will be sent to the EHPA's network, and to the contacts or relevant stakeholders, selected by the partners. The newsletter will be also published in website and social media.
- B. Communication campaign
  - Project's communication campaigns on social media channels- manage by EHPA
- C. Leaflets, posters, roll-up
  - On M6, the project's public marketing material (flyers, roll-up, posters) was printed and published on the project's website.
- D. Project's public presentation
  - All the partners have to use the public presentation available on the website to disseminate the project. In case the partners, want to use change/ update its content, they have to use the SunHorizon template and the new presentation has to be checked and approved by the project coordinator (RINA-C).
- E. Visits of the demo sites
  - In the next steps of the project some demo sites open days will be organised, thus to allow to the stakeholders to see in concrete how the technologies are installed and how the SunHorizon system is implemented and synchronised.
- F. Project's video
  - In D 8.4 on M12 a video of the project will be made and published on the website and social media channels, thus to foster the project's key elements and implementation. Another video is likely foreseen by M48.

All the communication materials aim to showcase the key goals and facts of the projects, thus to allow a direct and simple understanding of the project with the support of brief text and images and schemes, to be intelligible for those who are not experts.

## 3.2 Partners' roles

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EHPA ensures the content and the publication of communication messages on the project's website and social media channels.

The partners will be involved in writing the scientific papers, whose publications aim at a wide range of audience, including relevant industrial stakeholders and academic experts to stimulate high quality research in components and technologies related to the micro-cogeneration solution developed by the project.

All partners are committed to strongly promote the project in internal and external dissemination and communication activities.

## 4 Criteria for the evaluations of dissemination and communication results

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The successful planning of a dissemination and communication strategy should be framed by a dissemination evaluation process. This process helps in evaluating and correcting the planned actions by the respective work package and task leaders. Therefore, setting up some dissemination metrics as a means of dissemination efficiency evaluation, is deemed essential. The analysis of these metrics unveils possible weaknesses of the planned dissemination process and helps the consortium improve the overall effort. Depending on the nature of an action, there are certain indicators that can actually imply the achieved impact, such as:

- The number of visits/views of the project website and social media (monitoring tools like “google Analytics” or similar are usually employed to capture this indicator)
- The number of downloads, which is a measure that applies in knowledge documents such as publications and public deliverables and will be made available on the website
- The number of followers/friends/connections/likes is an indicator of popularity and has become famous due to the widespread adoption of social networks
- The number of publications (journals, conferences, e-books, books) along with the respective impact factor will demonstrate the impact of the project activities to the related scientific community
- The number of events organized and attended by the consortium

We aim at disseminating SunHorizon project in at least in **three** big international conferences/events **per year**. For each event we foreseen to reach from a minimum of 50 attendees to 200/300 people.

### Feedback from the already organised EVENTS:

During the two already organised workshops:

1. "Save today, Use tomorrow", at WORLD SUSTAINABLE ENERGY DAYS, 28.02.19 - Wels, Austria, jointly organised with other 5 projects- HYBUILD, SCORES, CREATE, TESSE2B, THERMOSS. – 50 attendees, project presented by RINA-C

2. "TOWARDS LOW CARBON HEATING AND COOLING IN BUILDINGS- three different perspectives", at ISH Frankfurt, on the 12.03.2019 – Frankfurt, Germany, jointly organised with Heat4Cool and Thermoss – 50 attendees, project presented by the project coordinator + technical partners with power point presentations + roll-up and flyers.

### The NEXT PLANNED EVENTS - KPI foreseen:

- **HeatPump Forum 2019** (15-16 May 2019), foreseen audience to be reached: around 200 people: stakeholders from the heat pumps sectors (companies, manufacturers, research centers, etc...).
- **EUSEW19**: we applied to have a stand at the networking village, to display and distribute SunHorizon dissemination materials and reach new stakeholders. Audience foreseen: more than 300 people
- **Sustainable Places 2019**: Audience foreseen: around 100 people (under discussion)

Since SunHorizon project is strongly market oriented, below a list of activities for disseminate the project outcomes is presented, together with some indicators:

- Conference and events
  - Number of events with SunHorizon presence: at least 3 per year
  - Number of organized workshops: 3 per year

- SunHorizon Open Days: at least one open days for each demosite from demonstration campaign starting
- Stakeholders' engagement: Around 500 per year (counting events)
- Scientific dissemination
  - Number of journal publications: 4
  - Number of conference presentation: 4
- Communication activities
  - Project website and social media visits: 1000 views per year
  - Website material downloads: 500 download per year
  - Explanatory videos: one in the first year of the project and one at the end (it is worth to highlight that due to budget limit, none of the partners have the budget to hire/subcontract a professional video maker, hence we will produce amateur videos. The publication of one video is foreseen in D8.4 on M12 by EHPA, another one is likely foreseen to present the project's results and goals at its conclusion)
- Promotional materials
  - Copies of leaflets printed: up to 300 in 48 months
  - Number of press releases: at least 2 per year, published on the project's website

## 5 Stakeholders' engagement

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Stakeholders or interest groups can be defined, from a broad perspective, any group or individual that may affect or be affected by the achievement of the project's objectives.

The interaction with external stakeholders is of a great importance for a successful completion of the project for two main reasons:

- a) Collection insights about SunHorizon project development and technologies development from an external point of view
- b) Promotion in a market oriented way the SunHorizon project results

The aim of this document is to identify a clear course to follow in order to meet the targets established by the consortium, not only to work with them on particular moment but working on continuously during the project and afterword.

### 5.1 Creation of stakeholders' group

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For an adequate development of the same, it is possible to determine the following groups and interest, of which some fundamental criteria are exposed in terms of their management:

- Energy utilities
- Social houses owners
- Association for building owners
- Energy services
- Solar panel manufacturers
- Heat Pump manufacturers
- Policy makers and public bodies
- DSOs, ESCOs

Within SunHorizon project two main stakeholders' groups where already identified:

1. HP manufacturers, energy utilities, H&C manufacturers and technology providers (supported by CARTIF)
2. Solar sector (supported by CEA)
3. **other stakeholders:** policymakers, projects clusters, associations of sectors, etc...

The two stakeholders' groups will be animated under the guidance of EHPA thanks to the support of all the other partners.

The stakeholders' engagement will have four different main phases:

1. Launching and presentation of the project in relevant events also in order to collect interest from attendees as stakeholders
2. Identification of project relevant stakeholders among consortium network and their engagement to the project.
3. Organization and invitation of these stakeholders to a "Stakeholders' workshop" during the first half of the second year
4. Interaction with Stakeholders group via a Survey (also available on project website) that will be available up to M24, mostly targeting the wishes and needs, challenges and barriers to be faced identified by stakeholders for what it concerns fossil fuel based power plants.

SunHorizon stakeholders' group will be created starting from contacts coming from project consortium partners' network and from scientific sectors who expressed their interest to collaborate with the project during dissemination events or via the website forms.



Launching event	ISH – Workshop “TOWARDS LOW CARBON HEATING AND COOLING IN BUILDINGS — three different perspectives”	Presentation of the project and different technology that will be implemented in SunHorizon	Frankfurt, 12 <sup>th</sup> March 2019	50
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The collaboration with other relevant H2020 projects has been considered also to organize joint events/activities to gather the interest of industrial stakeholders. In this sense, it is relevant to highlight that a first Stakeholders’ vision event will be organized. Already some project sisters (project where SunHorizon partners are involved) were identified and are listed in the following table.

Project Acronym	Project title	Grant agreement	Duration	Topic	Connection with SunHorizon
THERMOSS	Thermal Energy Resource Modelling and Optimisation System	723636	Start: 1/10/2016 End: 30/09/2019	EE-05-2016 - Models and tools for heating and cooling mapping and planning	H&C building, integration and optimization, smart monitoring
HYBUILD	Innovative compact HYbrid electrical/thermal storage systems for low energy BUILDings	768824	Start: 1/10/2017 End: 30/09/2021	EEB-06-2017 - Highly efficient hybrid storage solutions for power and heat in residential buildings and district areas, balancing the supply and demand conditions	Coupling solar technologies, FAHR heat pump
CREATE	Compact RETrofit Advanced Thermal Energy storage	680450	Start: 1/10/2015 End: 30/09/2019	EeB-06-2015 - Integrated solutions of thermal energy storage for building applications	Thermal storage integration in buildings
SHIP2FAIR	Solar Heat for Industrial Process towards Food and Agro Industries Commitment in Renewables	792276	Start: 01/04/2018 End: 31/03/2022	LCE-12-2017 - Near-to-market solutions for the use of solar heat in industrial processes	Solar panels, TVP application
HEAT4COOL	Smart building retrofitting complemented by solar assisted heat pumps integrated within a self-correcting intelligent building energy management system.	723925	Start: 3/10/2016 End: 02/10/2020	EEB-03-2016 - Integration of advanced technologies for heating and cooling at building and district level	Design and specification for SunHorizon TPs, business models, solar assisted heat pump

It is also important to highlight that a special section of SunHorizon project website has been dedicated to the stakeholders’ engagement via the official SunHorizon Newsletter, that will be prepared and distributed at least twice a year. The first newsletter will be published within M7.

### 5.3 Letter of stakeholders' engagement – template

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To reach a wide range of stakeholders, RINA-C together with EHPA already prepared a template for the stakeholders' engagement to be distributed among the partners.

(head paper)

DD/MM/2018

From:

\_\_\_\_\_

Please include the name and the role of the person signing the letter

To the kind attention of  
Stefano Barberis, PhD  
RINA Consulting  
Via Alberto Liri 27  
16145 Genoa, Italy

Dear Mr Stefano Barberis

I hereby confirm the interest of **Name of the Institution** to actively support "SunHorizon" European project proposal, submitted in response to the call RE5-5-2018 "Increased performance of technologies for local heating and cooling solutions".

"SunHorizon" aims at developing and demonstrating technological reliability and cost-effectiveness of Heating and cooling solutions based on the coupling of innovative heat pump and solar solutions to be applied in residential and tertiary buildings.

In this respect, this project proposal is well in line with the internal priorities of **Name of the Institution** that would be very interested in establishing a network with the project consortium in case of success of the proposal.

**Name of the Institution** is pleased to participate to the project and to share and widen its own knowledge about heating and cooling and building energy systems. Furthermore, **Name of the Institution** will participate to project dissemination events to be constantly updated about project outcomes and benefits. In addition, **Name of the Institution** will support the consortium in the definition of "SunHorizon" solutions specifications and providing feedback about project achievements.

**Name of the Institution** will be supportive to document this experience, in order to identify clearly the main barriers to the implementation of such measures and it is fully available to provide the consortium with a valuable insight on the application of developed solutions and to share its experience and knowledge with project partners and the other stakeholders involved in the SunHorizon project.

**Name of the Institution** is strongly committed to the project idea and it will be an active part of the research activities hosting demonstrations of SunHorizon solutions at their premises at **Name and location of the demo site**.

Yours faithfully,

\_\_\_\_\_

Printed name the person signing the letter

## 6 Conclusion and Future Plans

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The present document constitutes the main guide to be followed by the consortium for any dissemination and communication activity related to the SunHorizon project. It contains all the necessary information in relation to the target groups, how to reach them and which are the necessary tools to perform these tasks, as well as a selection of potential partners within Europe and conferences, congress and fairs that are suitable for the dissemination of the results of the Project.

To this end, a dissemination strategy has been defined, incorporating the objectives, management, target audiences, dissemination means and channels and finally, the outputs that will be generated throughout its duration. Additionally, all communication activities are provided, as they are directly interconnected to the dissemination plan. Moreover, the purpose of this document is to prepare a proper plan for stakeholders' engagement. A proper stakeholders' group will be created in the first year of the project and involved in specific workshops and during the SunHorizon open days.

# 7 Annex A – Public presentation

**SUN HORIZON PROJECT: Executive Presentation**

## Sun Horizon Sun Coupled Innovative Heat Pumps

This Project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N. 838328

**Presentation Agenda**

- Project introduction, motivation and objectives
- The SunHorizon consortium
- SunHorizon Project: A demonstration to Market Project

This Project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N838328

**Our Vision**

**TRL 7 – Sun and HP as baseload of EU H&C systems**  
**6 Technologies to be integrated – 5 Technology Packages – 7 Demos**  
**3 Research Pillars based on Functional Monitoring Data exploitation**

**DESIGN – MANUFACTURE – CONTROL**

This Project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N838328

**Our Vision**

**Key Message:** As stated in EU Strategy for H&C, "large-scale demonstration projects of energy-efficient and low-zero-carbon technologies are needed to help reduce technical and market barriers by providing robust data to evaluate their performance in each market segment". At this purpose SunHorizon aims to be a breakthrough demonstration to market project involving 21 partners' expertise and 8 Demonstration Sites all around EU, focusing its activities on "reducing system costs and improving performance as well as optimising existing technologies for H&C applications and for some of the most promising market segments"

This Project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N838328

**SunHorizon Objectives**

**MD1:** Increase SunHorizon H&C technologies performances – WP2 - WP3  
**HOW?** Enhancement of BH, BDR, FAHR, TVP, DS, RATIO performances

**MD2:** Promote cloud based functional monitoring for H&C purposes – WP4  
**HOW?** Smart End User interface - platform as data mine for H&C manufacturers for optimized management and design

**MD3:** Reduce SunHorizon H&C technologies CAPEX and OPEX – WP4 - WP5  
**HOW?** Data driven Predictive Maintenance and controller, Design Under Uncertainty Tool

**MD4:** Demonstration of SunHorizon Innovations in different EU countries and type of buildings – WP6  
**HOW?** Demonstration in 7 demossites

**MD5:** Promote the replication of SunHorizon Concept – WP7  
**HOW?** Study of specific business models – Replication feasibility studies

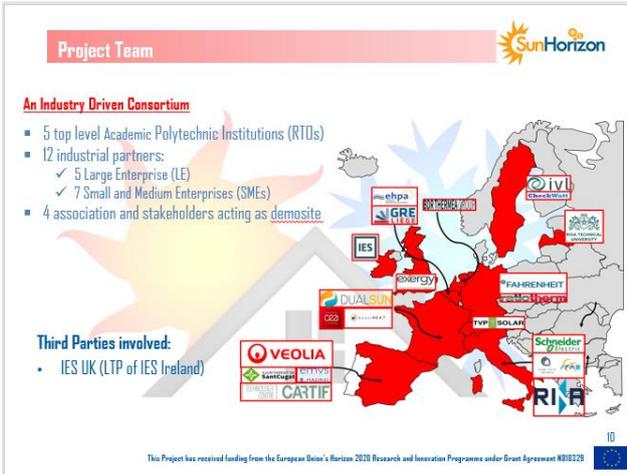
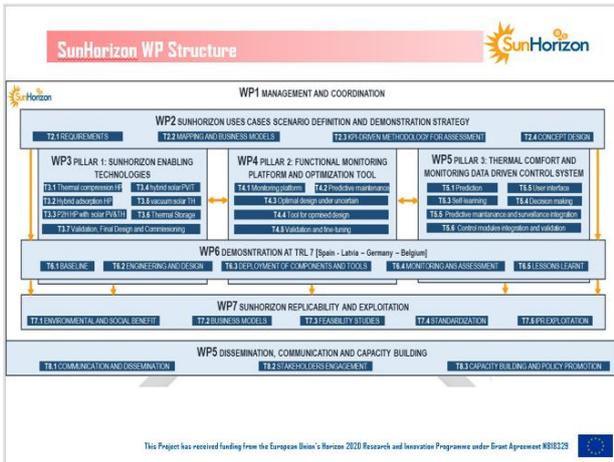
**MD6:** Dissemination and Capacity Building – WP8  
**HOW?** Stakeholders Engagement – Policy Positioning paper

This Project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N838328

**SunHorizon TPs**

SunHorizon TP	Solar-HP integration concept	Description
TP1	TVP+BH	Parallel integration TVP for space heating + DHW; BH to cover non solar periods
TP2	DS+BH	Mixed solar-assisted/ parallel integration BH for space heating + DHW support; DS PV-T thermal output to cover as much heat demand as possible + excess electricity production for appliances
TP3	TVP+FAHR	Solar-driven HP for cooling TVP for space heating + DHW in winter + activation of the thermal compressor of the adsorption chiller (FAHR) DS PV-T thermal output to cover part of SH and DHW heat demand + electricity production to cover reversible HP electricity consumption
TP4	DS+BDR	Parallel integration TVP for space heating + DHW; BDR to cover non solar periods; FAHR adsorption chiller activated only by BH or also by TVP
TP5	TVP+BH+FAHR	Mixed solar-driven/ parallel integration

This Project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N838328



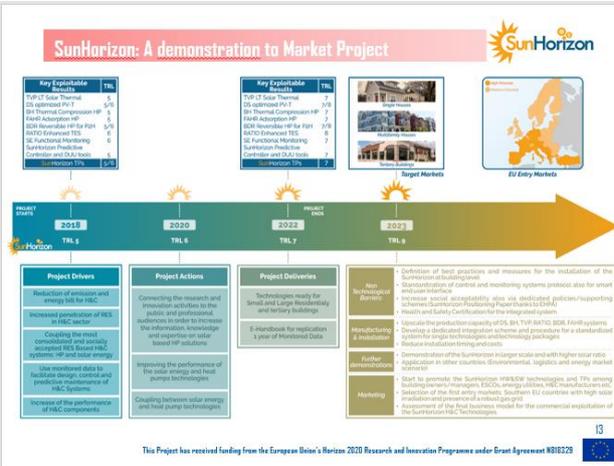
### SunHorizon: A demonstration to Market Project

№	Location	Climate	Building type	SunHorizon TP	climate and local energy market challenges
1	Berlin (Germany)	Cold	Small residential	TP1: TVP+BH	cold continental climate with harsh winters and warm summers, presences of local gas grid and DHN (increasing number of disconnections), high penetration of RES and distributed generation in the local energy market, considerable price of electricity (0,15-20 €/kWh)
2	Nürnberg (Germany)	Cold	Large residential	TP2: DS+BH	
3	Saint Cugat (Spain)	Warm	Tertiary (Civic centre)	TP3: TVP+FAHR	Good solar irradiation, municipalities looking for new reliable technologies to save money, achieve SEAP objectives and to be promoted among their citizens
4	Madrid (Spain)	Average	Large residential	TP4: DS+BDR	cold winter and hot summers, good solar potential, social housing needs renovation both at envelope and H&C level also to reduce their OPEX and rental fees
5	S. Lorenzo (Spain)	Warm	Small residential	TP4: DS+BDR	Good solar potential, significant summer cooling demand during sunny periods, single houses can become active players on the energy market thanks to Power-to-Heat (PtH) schemes
6	Verviers (Belgium)	Average	Tertiary (Sport centre)	TP1: TVP+BH	Sport facilities are often not well energy managed all around EU, even if heated volumes are considerable. Promote coupling of solar + HP for low temperature usage such as Drivw and swimming pool water.
7	Verviers (Belgium)	Average	Tertiary (Swim. pool)	TP2: DS+BH	
8	Siga (Latvia)	Cold	Small residential	TP2: DS+BH	Scandinavian country with the higher penetration of gas grid, robust presence of HP - smart systems, harsh winters

**DEMONSTRATION IS CRUCIAL IN SunHorizon - let's define details ASAP (logistic responsibilities, calendar, costs, permitting...)**

**Collaboration between TP's/Demos responsible is crucial**

This Project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement NRB1229



## SUN HORIZON NEEDS YOUR SUPPORT

IN SunHorizon an Industrial stakeholder group will be established starting from EHPA Network – **Partners to be involved:** ESCOs, energy utility, building owners/Managers, HP, solar and HGC technology manufacturers, Energy agencies etc.



**Their support is crucial to foster replication and marketability.**

Main targets:

- **within M12:** Analyze current bottlenecks/challenges towards SunHorizon TPs implementation – presentation of SunHorizon tools and guidance towards their specification refinement
- **Final Event:** promotion of demonstration results and engagement for replication

**THANKS FOR YOUR TIME!!!**

**[www.sunhorizon-project.eu](http://www.sunhorizon-project.eu)**

**[Please follow us on FB, Twitter, LinkedIn](#)**

**SUNHORIZON PARTNER NAME**

**NAME OF THE SPEAKER– EMAIL OF THE SPEAKER**



PARTNER LOGO