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Sun coupled innovative Heat pumps

D8.5 – Report on dissemination and communication activities

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1 Introduction

In the framework of SunHorizon project and T8.1 several communication and dissemination activities have been developed by EHPA and the other partners of the consortium in this first 24 months of the projects.

As part of the communication strategy, since the beginning of the project, the project website as well as social media accounts (LinkedIn, Twitter, YouTube) have been created online, and are kept alive with regular activities. These tools have been considered fundamental to reach a broad audience in Europe, and to engage/communicate with stakeholders from different social sectors, i.e. technical and non-technical people.

Nowadays, social media are indeed considered the best and fastest tool to reach the modern society.

The project website is used as main repository, where the audience can easily look and find all the information related to the SunHorizon project. In the website the “News and Events” list is used as blog, and constantly updated with fresh news and posts about the main goals reached, inform stakeholders about the project events, and publish articles about the SunHorizon technologies and demos.

The communication strategy defined by EHPA, is developed via efficient dissemination activities organized and supported by the entire consortium.

2 Communication

2.1 Communication tools

As above mentioned, the SunHorizon project is present in different platforms:

- Website: http://www.sunhorizon-project.eu
- Twitter: @SunHorizonEU
- LinkedIn: https://tinyurl.com/y4lb5w9u
- YouTube: https://tinyurl.com/y3zmpds3

Each tool aims at a different scope, as described in the following subchapters.

2.1.1 Website

The **website** is used as main repository and main source, since by simply typing the name of the project in every browser it appears, and the user can easily find in there all the information related to SunHorizon project, such as:

- List of the partners,
- WPs subdivision and TPs organisation,
- Technologies description,
- Public deliverables,
- Publications repository,
- Information about the demo sites.
- Stakeholders platform where to subscribe,
- List of dissemination material available (flyer, roll up, poster) and videos.

Moreover, there is a dynamic and active section dedicated to “News and Events”, which is constantly updated with news and articles about the project, events, and posts from the newsletter.

This “blog” is considered the main board for the users.

Some analysis about the project website:

- Most visited pages in the last two weeks (15th September-30th September[1]) (Table 1)

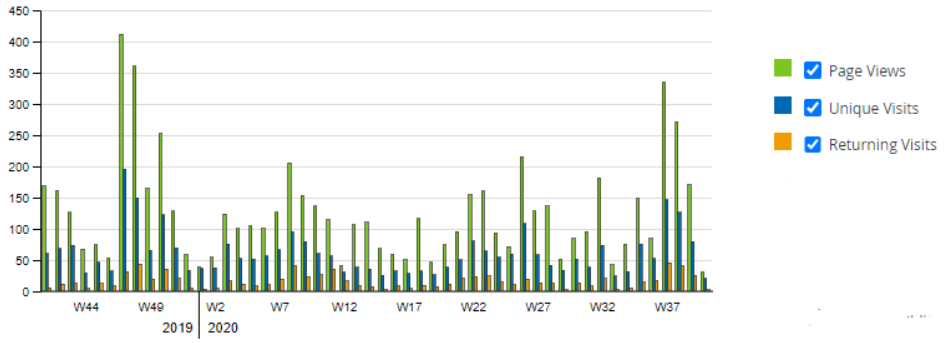
[1] This represent the maximum entire log available via Statcounter

Table 1 Most visited pages

Page	Unique Visits
Home - SunHorizon Project sunhorizon-project.eu/	152
Material from the solar workshop - SunHorizon Project sunhorizon-project.eu/2020/09/10/material-form-the-solar-workshop/	61
Technologies - SunHorizon Project sunhorizon-project.eu/technologies/	16
News and Events - SunHorizon Project sunhorizon-project.eu/news/	9
SunHorizon TEAM - SunHorizon Project sunhorizon-project.eu/team/	9
The Demonstration - SunHorizon Project sunhorizon-project.eu/demonstration/	8
SunHorizon solar stakeholders workshop- 10.09.2020 - SunHorizon Project sunhorizon-project.eu/2020/07/20/sunhorizon-solar-stakeholders-workshop-10-09-2020/	6
They are talking about SunHorizon... - SunHorizon Project sunhorizon-project.eu/2020/09/17/they-are-talking-about-sunhorizon-2/	6
Contact - SunHorizon Project sunhorizon-project.eu/contact/	5

- Traffic and track of the user "behaviour" in the last two weeks (table 2)

Table 2 Weekly users traffics



Average Weekly Page Views	Average Weekly Unique Visits	Average Weekly First Time Visits	Average Weekly Returning Visits
126.2	60.6	45.1	15.4

2.1.2 Twitter

Twitter and LinkedIn are the main channels to implement the social media campaigns.

The SunHorizon Twitter profile counts **139 followers.** This tool is considered very efficient for:

- Engaging with external stakeholders,
- Get to know and reach sisters projects and start a cooperation,
- Fast and efficient way to communicate about events,
- Possibility to create gif and publish videos about the project, i.e. publish different communication material engaging with animation and not only pictures.

Some analysis about the engagement of the SunHorizon Twitter account:

- Tweet about the stakeholders' workshop (Figure 1 and Figure 2):

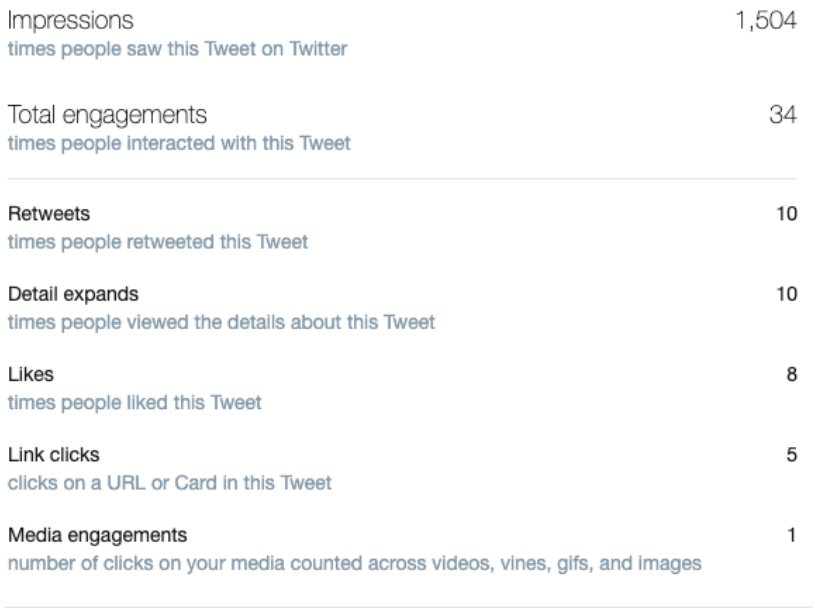


Figure 1 impressions of the tweet

Figure 2 tweet about the solar stakeholders' workshop

The tweet got more than 1500 impressions, with 10 retweets.

- Tweet referred to the project newsletter got 538 impressions (Figure 3):

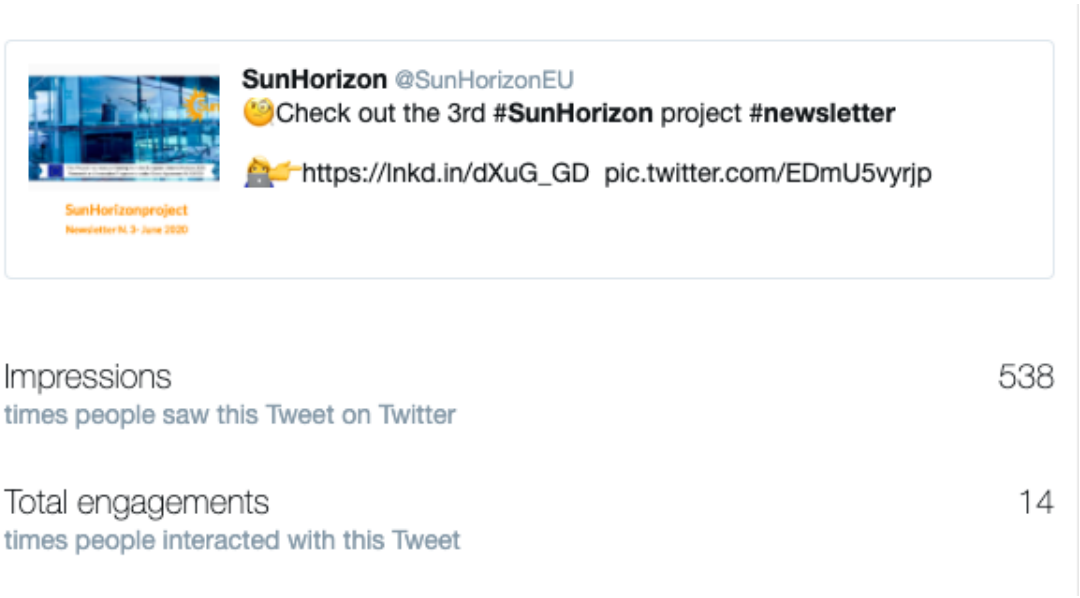


Figure 3 impression of the newsletter tweet

- Tweet dedicated to stakeholders' engagement (Figure 4):

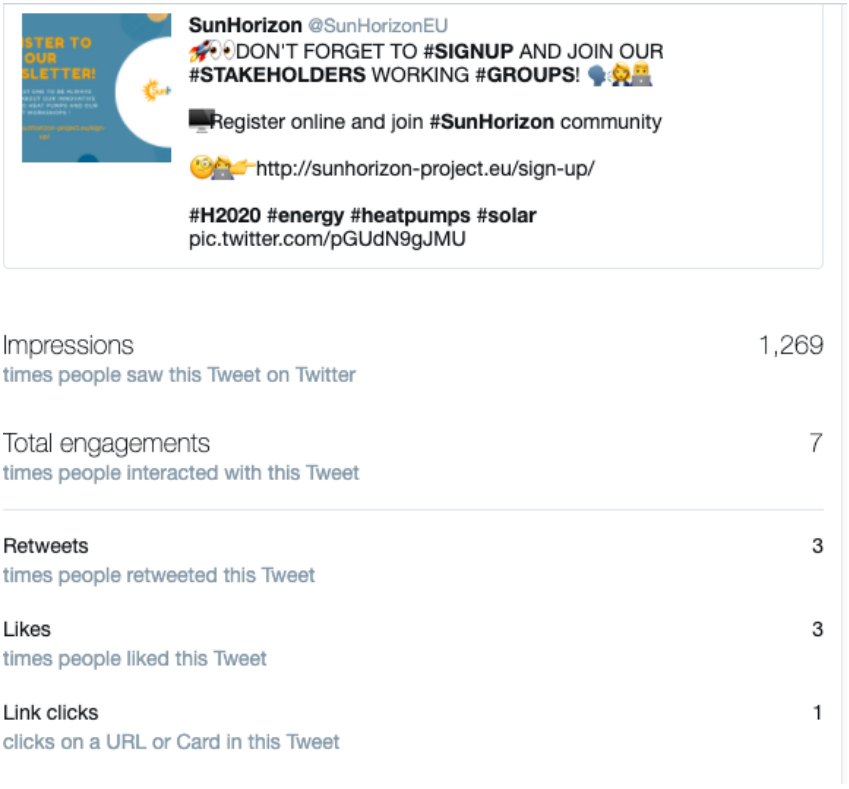


Figure 4 impressions tweet about stakeholders' engagement

Twitter is also used to promote and re-tweet about policy messages and policy news related to the heating and cooling sectors (part of T8.3).

2.1.3 LinkedIn

The SunHorizon **LinkedIn** page counts **120 followers**.

We made an analysis of the visitors' profiles, and we see that most of the audience comes from the community and social services, then followed by the engineering community.

By looking at Figure 5, it's possible to notice that the LinkedIn account is reaching different targeted people from various sectors, going from the IT, engineering sectors to the legal, business development, and social sectors.

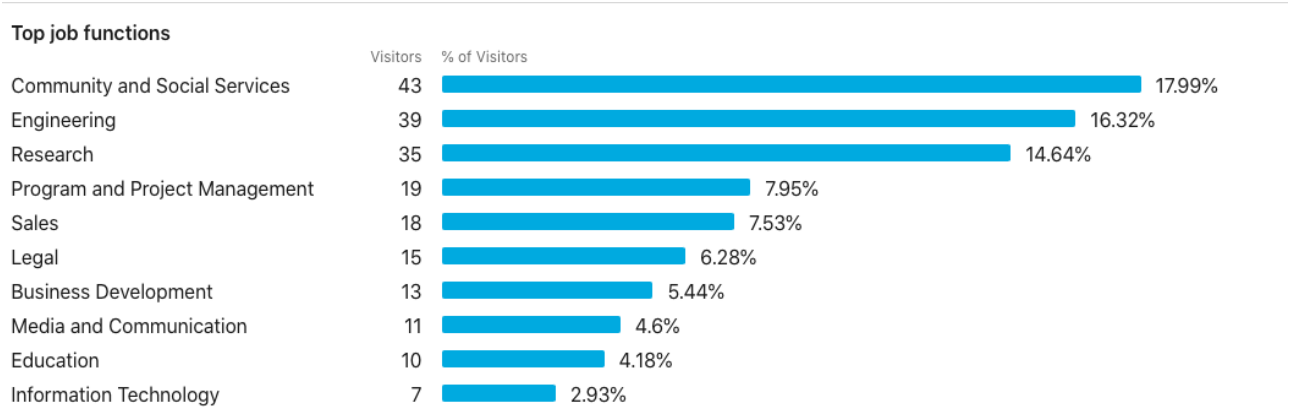


Figure 5 visitors LinkedIn account

By analysing the data from the LinkedIn page it's possible to identify the stakeholders' location. They are mostly located in 8 European countries, in which 3 of them there are SunHorizon demo sites (Spain, Belgium, Germany) (Figure 6).

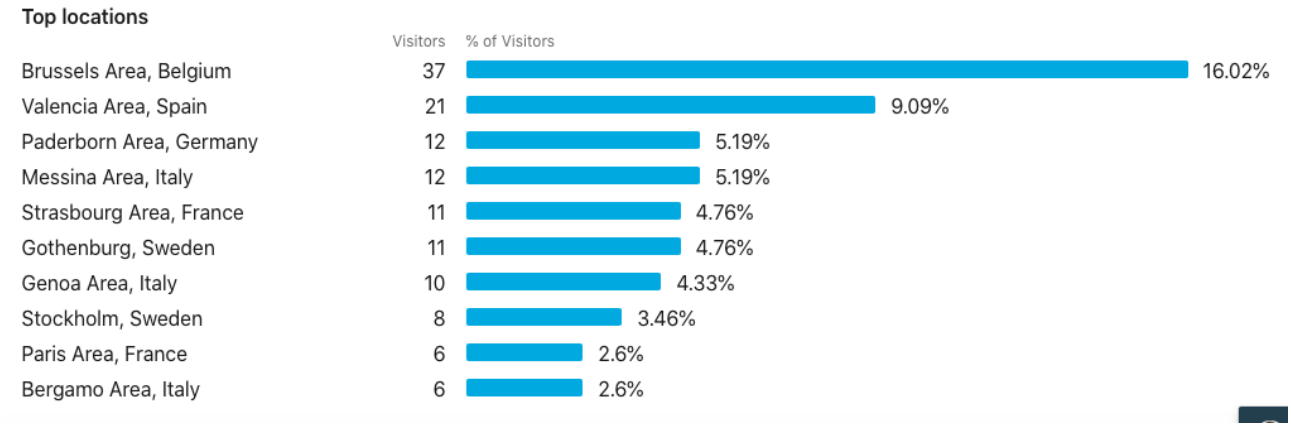


Figure 6 visitors' location

2.1.4 YouTube

The **YouTube** channel is used to publish the project videos. At the moment, D8.4 "promotional video" got 190 views.

We aim at using this channel also to publish the recordings from online webinars and workshops in which the project has been presented.

3 Dissemination activities

Since the project started, it has been presented in **21 events (table 5).**

Table 5 : Full list of dissemination events since the beginning of the project

TITLE OF THE EVENT	DATE	LOCATION	N. AUDIENCE REAHCED
Task60 PVT systems 2nd meeting	Oct 18-19, 2018	Zaragoza / Spain	47
World Sustainable Energy Days - "Save today, use tomorrow" workshop	Feb 28, 2019	Wels/Austria	50
Swedish Energy Pavilion at Hanover Messe	Apr 1-5th, 2019	Hannover, Germany	50
"TOWARDS LOW CARBON HEATING AND COOLING IN BUILDINGS: three different perspectives"	12-Mar-19	Frankfurt, Germany	50
HPForum	15.05.2019	Brussels, Belgium	200
Eurotherm Seminar n°112	15-17/05/2019	Lleida, Spain	135
Sustainable Places - workshop	06.06.2019	Cagliari, Spain	
EUSEW19	19.06.2019	Brussels, Belgium	
EREK	25-26/09/2019	Brussels, Belgium	
HPSUMMIT			
Journées Techniques Solaires Thermiques	25-26/09/2019	Sophia/ FRANCE	80
SBE-19 Thessaloniki	23-25/10/2019	Thessaloniki, Greece	
informal networking event and technology showcase - engaging relevant stakeholders (policy makers, MEPs,association)	03.12.2019	Brussels	40
IEA Annex 55	18/10/2019	Freiburg, Germany	25
"Advanced tachnologies for Heating and Cooling at building and district level" workshop with other H2020 projects	27.02.20	Brussels	50
DECARBCITIES event	24/25.02.20	VIENNA	70
f2f meeting with stakholder - beuc	01.04.2020	BRSSELS	
IAQ 2020: Indoor Environmental Quality Performance Approaches	September 14-16, 2020	Athens, Greece	

We can classify the events with the following categories:

- 5 workshops
- 3 international fairs

- 7 conferences
- 5 meeting
- 1 webinar

The project has already participated in 3 workshops with other H2020 projects:

The all consortium has shown to be very active and engaged in multiple activities as demonstrated in the following pictures from some of the dissemination activities:

Figure 7 project presentation in the Thermoss final event

Figure 8 audience pictures from the workshop at ISH

Figure 9 workshop at Sustainable Places 2019

Figure 10 flyers from the presentation at the HP Forum 2019

Figure 11pictures from the audience

Figure 12 presentation at Sustainable Places 2019

3.1 Publications

Since M1, the partners have been positively engaged in writing scientific publications and articles in scientific and not-scientific journals.

These activities are considered fundamental in the promotion of the project goals and outcomes to a broader audience.

Full list of scientific publications in open office available in the website at this page, and listed below:

- Scotton, S., Decorme, R., Calderoni, M., Costa, S. V., Cuneo, A., Frazzica, A., … & Magrassi, F. (2019). Sun and thermal Energy: Europe's Precious Energy Sources for Efficient Industries and Buildings. In *Multidisciplinary Digital Publishing Institute Proceedings* (Vol. 20, No. 1, p. 3). link here
- Cabrera, A. G., & Ntimos, D. (2020, January). Comparative study of measurement and verification (M&V) baseline models for quantifying energy savings in building renovations. In *IOP Conference Series: Earth and Environmental Science* (Vol. 410, No. 1, p. 012057). IOP Publishing. link here

List of articles published:

TITLE OF THE ARTICLE	JOURNAL	LINK	DATE PUBLICATION
Innovative solar-assisted heat pumps	solarthermalworld.org	https://www.solarthermalworld.org/content/innovative-solar-assisted-heat-pumps	January 10th, 2019
BDR Thermea Group Innovative and Reliable Heat Pump Solutions	Jarn	JARN Special Heat Pump	July 29th, 2019
Pompes à chaleur et solaire : comment associer efficacement ces deux technologies ?	Batirama	https://www.batirama.com/article/34529-pompes-a-chaleur-et-solaire-comment-associer-efficacement-ces-deux-technologies.html	14 Sept 2020

4 Next Activities

Due to the current corona virus situation, several physical events have been cancelled and we had a step-back in numbers of events attended.

Nevertheless, we were active in trying to switch in online events/webinar/workshops attending already 1 webinar, 1 workshop, 1 conference, with 100 people participating.

Considering the current situation, we are looking to strengthen online activities, and being more active online.

Moreover, on the next October 2020, SunHorizon will participate in a workshop with other 15 H2020 projects in the framework of Sustainable Places 2020 (communication material in Figure 13).

Figure 13 banner of the next workshop (SP 2020)

5 Conclusion

Considering the positive impact we are having on the social media and with our communication campaigns, we aim at continuing developing the same communication strategy, posting every week on social media and keep the website active with updated information and articles.

Regarding the dissemination activities, we are keeping an online database where every partner reports the event will attend (explaining which activity will be) and reporting the past events.

For the future we will focus in online events, thus, to avoid excessive steps back in dissemination activities, due to corona virus situation.

We mark again the positive engagement between the members of the consortium, which everyone is participating and putting effort in developing WP8 activities.