D5.1

Communication Strategy

Date 31.01.2024

Settings	Value
Deliverable Title	Communication strategy
Work Package Title	WP5 – Communication, Dissemination & Cross-EU Synergies
Deliverable number	D5.1
Description	The communication strategy will outline clear communication objectives, the intended impact and targeted audiences. English, electronic
Lead Beneficiary	EP
Lead Authors	EP – Lazarina Dimitrova
Contributors	EP - Natali Dimitrova, Galina Ivanova
Submitted by	Juan Varo López
Doc. Version (Revision number)	1
Sensitivity (Security):	Public
Date:	31/01/2024

Document Approver(s) and Reviewer(s):

NOTE: All Approvers are required. Records of each approver must be maintained. All Reviewers in the list are considered required unless explicitly listed as Optional.

Name	Role	Action	Date
Juan Varo López	Project Board Member	*Approve*	*31.01.2024*
Gabriel García Hernández	Project Board Member	*Approve*	*31.01.2024*

Document history:

The Document Author is authorized to make the following types of changes to the document without requiring that the document be re-approved:

- Editorial, formatting, and spelling
- Clarification

To request a change to this document, contact the Document Author or Owner.

Changes to this document are summarized in the following table in reverse chronological order (latest version first).

L2H Low2HighDH

Revision	Date	Created by	Short Description of Changes
01	01.12.2023	Galina Ivanova	1st draft created
02	08.01.2024	Lazarina Dimitrova	2nd version
03	11.01.2024	Juan Varo López	3rd version
04	31.01.2024	Lazarina Dimitrova	Final version

Configuration Management: Document Location

The latest version of this controlled document is stored in Deliverables

Nature of the deliverable		
R	Report	x
DEC	Websites, patents, filing, etc.	
DEM	Demonstrator	
O	Other	

Dissemination level		
PU	Public	x
CO	Confidential, only for members of the consortium (including the Commission Services)	

ACKNOWLEDGMENT

Copyright

Disclaimer

L2H Low**2**HighDH

TABLE OF CONTENTS

Low**2**HighDH

Executive Summary

The present Communication Strategy (D5.1) has the main objective to provide guidelines on achieving a high visibility of all project objectives and results, which is particularly important in reaching the project target audiency and achieving the project goals.

In summary, the following Communication Strategy provides information on:

- ➢ The vision and objectives for the communication and dissemination activities within the Low2HighDH project, including analysis of the following Strategic Planning Components:
  - o Target audience
  - o Key messages
  - o Tools, channels, and tactics,
- ➢ Ways to monitor Communication and Dissemination KPIs set in the project Grant Agreement, as well as ways to evaluate performance,
- ➢ LIFE programme Communication Requirements and the project's alignment to those,
- ➢ Management underlying the communication and dissemination planning pays special attention to:
  - o Roles and responsibilities of all partners
  - o Planning and timeline of the communication and dissemination activities planned under the Low2High project.

The Communication Strategy will be updated in M24 of the project implementation. However, iterative improvements may be made at any point of the implementation of the communication and dissemination activities within the Low2HighDH project, as a result of the continuous communication with the target groups of the project.

List of figures

List of Tables

List of Acronyms and Abbreviations

GA	Grant Agreement
CA	Consortium Agreement
EC	European Commission
KER	Key Exploitation Result
IPR	Intellectual Property Rights

General information

Sharing scientific knowledge widely and effectively is essential in today's world because including everyone in this knowledge is a crucial part of protecting the environment and ensuring development is sustainable. In the field of district heating, it's particularly important to ensure that all involved parties fully understand the benefits for the successful implementation and operation of district heating.

The ultimate success of the Low2HighDH project will also be the result of well-coordinated communication, dissemination and engagement activities. The dissemination and communication plan must have clear goals now, when designed, its specific activities will be updated accordingly with the project progress. It identifies the project's target groups and defines the methods and tools to be used according to target groups and objectives. The dissemination activities will ensure that a strategic and proactive process aimed at spreading knowledge and information effectively to make maximum impact and uptake is applied to the appropriate stakeholders and target audiences, among which end users as well, in an easily understandable and accessible format.

VISION AND OBJECTIVE

The District Heating (DH) market has been extensively researched in Europe with multiple reports providing detailed and updated information about it. According to the WEDISTRICT project (https://www.wedistrict.eu/resources/), DH accounts for a major share of the heat supplied to the residential sector in some EU countries. In the 3 target countries of Low2HighDH this share is among the highest in Europe: Lithuania 56%, Slovakia 53% and Poland 42% (fig. 1):
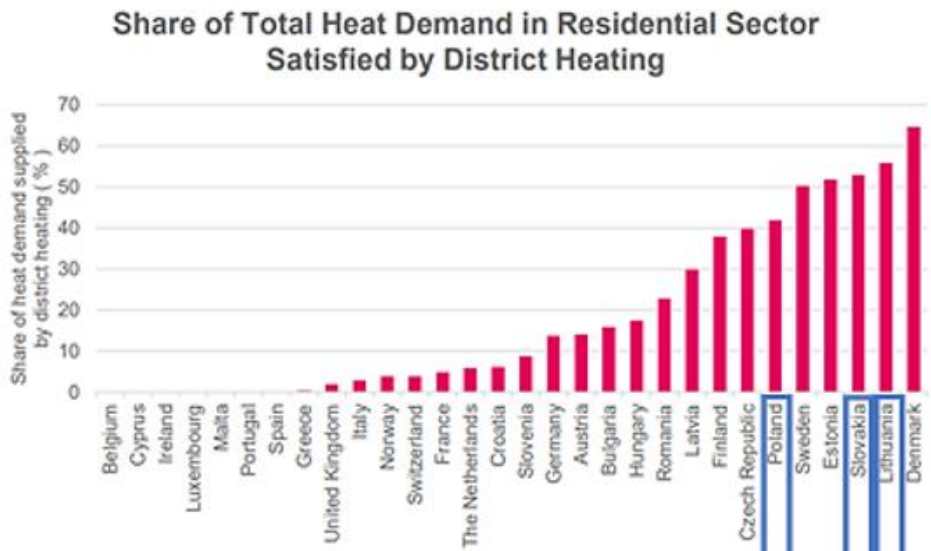

Fig. 1. Share of total heat demand in the residential sector satisfied by DH , WEDISTRICT Project

Yet, still **most DH facilities use mainly fossil fuels**, as depicted in the chart below (fig. 2) with the fossil fuel shares in DH in targeted countries being: Lithuania - 39%, Slovakia - 91% and Poland - 86% respectively.
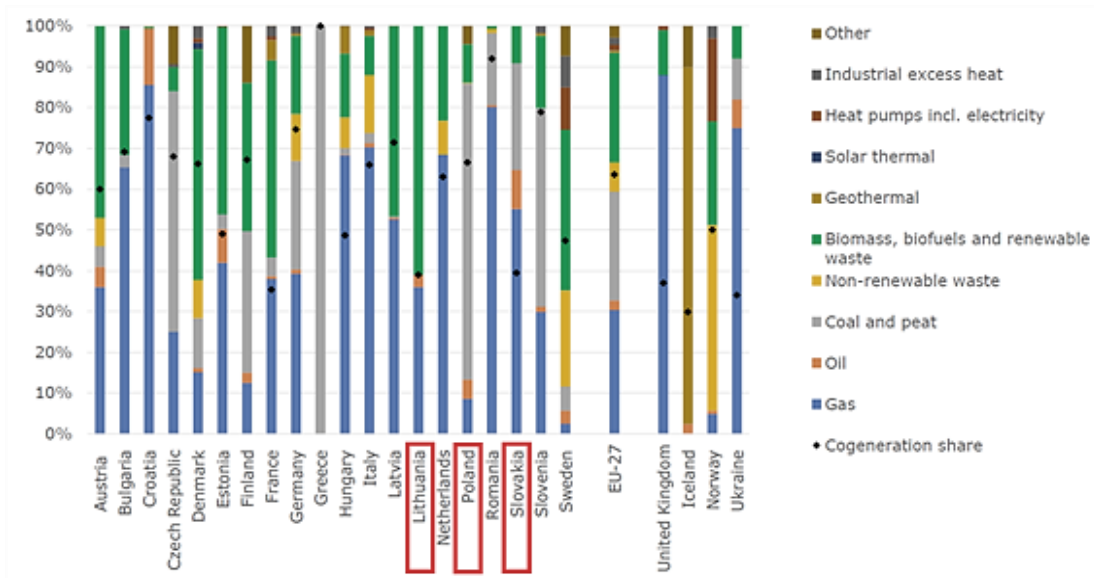
Fig. 2. Share of fossil fuels in DH across Europe

Renewable energy sources (RES) technologies have the potential to rapidly gain a significant share in the DH fuel mix – technological solutions exist, and financial resources and facilities are also available in the market looking for these investments; however, there are multiple other barriers to be addressed including a non-harmonised regulatory framework and requirements, stakeholder acceptance.

Barrier	The ways in which Low2HighDH addresses the barrier
Financial readiness - high upfront costs, budgetary constraints at the municipal level	✓ Research on public sources of financing (T2.3), ✓ Creation of a portfolio of financial solutions combining private and public resources (T 2.3).
Legal or statutory requirements - Inadequate regulation and lengthy authorisation procedures	✓ Research exercise within the DH industry of each country identifying barriers, including 10-20 interviews and a survey aiming at 100 respondents (T 2.1), ✓ Multi-stakeholder consultations with the respective policy bodies ✓ 2 sets of policy recommendations exemplifying enabling regulatory framework and ways to address regulatory barriers (ST 6.1.2)
Social License to operate – obtaining intangible agreement, or the implied consent from affected stakeholders towards developmental projects	✓ 3 stakeholder communities to be created in the project – Local Liaison Groups (LLGs), National Stakeholder Communities (NSCs) and an Ambassador community (AB) to support the implementation and address the barrier at project (AC), national (NSCs) and local (LLGs) scale, ✓ Multi-stakeholder interaction to be carried out via multistakeholder dialogues, roadshows, roundtables
Lack of data	✓ Review of available studies and databases at a European and national scale (T2.1), ✓ Research exercise within the DH industry of each country identifying barriers, incl. 10 - 20 interviews and a survey aiming at 50 - 100 respondents (T 2.1).
Insufficient knowledge	✓ Generation of awareness raising, knowledge and capacity

and awareness about the best available technologies	building materials (T 2.2 and T 2.3) ✓ Dissemination activities (WP5).

Table 1. DH barriers across Europe and ways in which Low2HighDH will address them

Those barriers to be overcome give direction, set goals and would help reaching the general objective of the project which is to support 30 high temperature district heating sites (HT DHC) in Poland, Slovakia, and Lithuania in the implementation process of low-grade or waste heat technologies. The support will promote the advantages of these energy sources and provide them with an investment plan enabling them to fulfil the criteria for 'efficient district heating and cooling' in the 2023 Energy Efficiency Directive within a 10-year timeframe. Each investment plan will put together a feasible technical solution and appropriate financial solution specifically designed for each specific DH site.

SCOPE

The Strategy considers both online and offline communication and dissemination tools, targeted messages, means, and language, and ensures that is working at the right level according to the identified needs (local, regional, national, and international).

Communication activities will involve using mass media to share relevant information, raise awareness of the growing importance of finding solutions in using low-grade or waste heat technologies, by promoting the advantages of these energy sources.

Creating a coherent image, messages adapted to specific audiences, and the translation of the results from scientifical language to non-scientific communities will enable the broadest possible outreach of the project. Communication activities will be centered around clear messages to policy and regulatory audiences, multipliers, the scientific community, and the general public properly delivered.

Beneficiary institutions and individuals involved in Low2HighDH project will act as ambassadors and interpreters of the project's results to ensure maximum visibility and outreach. From its beginning, the project will start promoting the aim, goals, framework, preliminary results, and achievements.

Also one of the most valuable elements of this project is that the key player at national level for each of the 3 target countries are partners to the consortium. The professionals involved in the project will gain valuable knowledge about the technologies analyzed, which complements their already strong knowledge about their DHC national market. They are key pieces to disseminate the knowledge gained in the project, especially once the project has concluded. To ensure this dissemination beyond projects end, the creation of Dissemination Plans has been foreseen, with the following contents:

- Link to the project's website in their websites
- Presentation of project results in 15 DHC conferences of national reach.

STRATEGIC COMMUNICATION AND DISSEMINATION

The first part of the section describes the target audiences, the second describes the communication and dissemination activities, channels, and tools, and the third part mentions the methodology for the evaluation of the plan.

The implementation of communication and dissemination activities will rely on the constant interaction of the subsystems of the Quintuple Helix Model to support inclusive and sustainable development, which is a significant part of is central to this approach. This model has been considered in defining This approach has been considered for the definition of the target audiences of the project and turning stakeholders and the wider public into the main driving force of the project activities. This model is the theoretical background of the multi-actor approach and an iterative co-creation process underpinning the whole project.
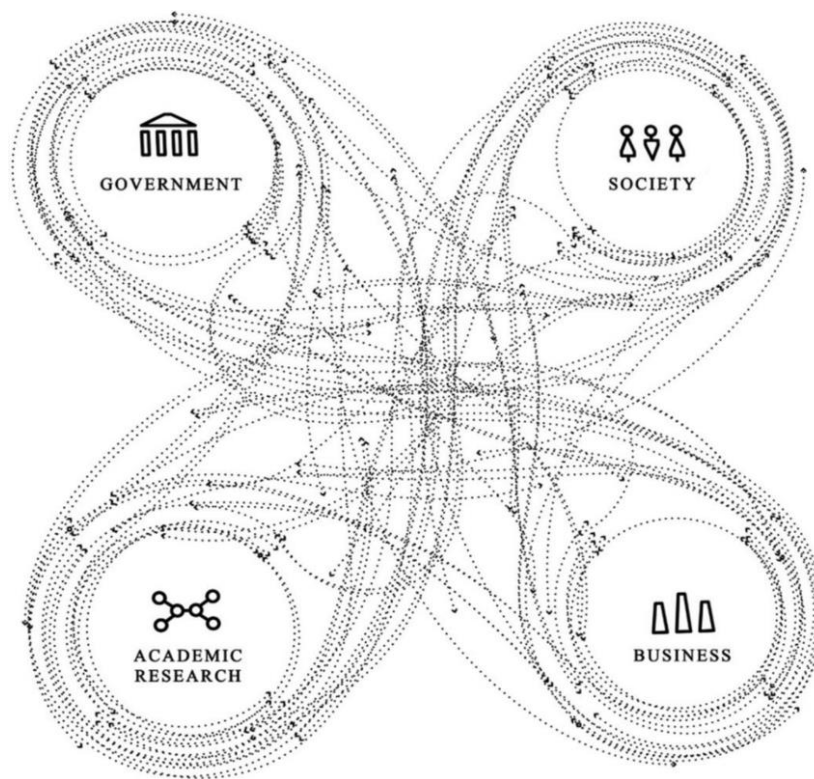
Figure 3. The subsystems of the Quadruple Helix model

TARGET GROUPS OF THE PROJECT ANALYSED UNDER THE QUADRUPLE HELIX MODEL

Academia research

This group is meant to include the academia and research community in the field of green energy as a whole and in district heating in particular. Some EU initiatives could also be ascribed to here.

WHO: The subgroups part of this group can be divided into:

- o   Research centers, companies, NGOs, universities
- o   National and international research managers and funders
- o   Big data scientists
- o   Students/Early career scientists

Low2HighDH will share its results with researchers in the field through its network aimed at creating synergies with other initiatives and projects.

Business

Perhaps the largest one, this group comprises the professionals, from big market players – suppliers and investors to clients of different scale. Important units such as large stakeholders could be reached through direct contacts based on the networks of Low2HighDH partners contracts.

WHO: The subgroups part of this group can be divided into:

- o   Small and larger business units
- o   Equipment suppliers
- o   Engineering services suppliers
- o   Suppliers of financial solutions
- o   Associations
- o   Consultancy actors

Government

WHO: The subgroups part of this group can be divided into:

- o   Local environmental bodies (regional/national scale)
- o   Ministries of economy and energy
- o   Regulators
- o   European Commission (EU scale)

Society

Within the quadruple helix model, the natural environment is understood as a driver of knowledge production and innovation, thus creating opportunities to strengthen the knowledge economy. Achieving sustainable development is particularly important.

WHO: The subgroups part of this group can be divided into:

- o   Individuals/consumers
- o   Households
- o   Employees in related stakeholders

Within all those 4 groups there are subgroups depending on the focus:

Target group with primary focus - Stakeholders directly responsible for local energy networks, infrastructure, and planning, directly supporting/carrying out planning for owners of local energy infrastructure, operators, ESCOs or even owners that can directly apply Low2HighDH methodology – those would be:

- DH Owners/Managers/Operators
- Municipalities
- ESCOs
- Local suppliers that could take part in the development

Target group with secondary focus - Stakeholders with a key interest to support or implement measures for improving DH networks, H&C in general or sustainability as a whole, promoting regulatory frameworks for local stakeholders and holding multiplying capacity in promoting replication and roll-out in the sector. Additionally, they will provide feedback based on their expert knowledge and their connection to the market.

- National/Regional/Local Energy Agencies
- Local, national, and European policymakers
- Consumers' associations
- Universities/Research institutes
- Financers
- Energy consumers

Activity	Description & objective	Target Group	Proposed amount
Training Programme webinars	Live webinars, online exercises and tutoring for applying Low2HighDH workflows, solutions and modelling tools for low-grade RES and WH transition.	Primary	1 webinar per block (setup, feasibility, investment plans), 3 webinars per call, 6 webinars in total
Low2HighDH Roadshow offline events & online webinars	Offline workshops & webinars featuring trainers, Ambassadors and flagship experts of the sector will be organised b2b with 3rd party events or project meetings to introduce a broader target audience to project activities, findings and tools.	Primary & Secondary	3 physical events (to be matched with the project after kick-off, 1st CfA and 2nd CfA) 4/6 1-hour webinars, two options: - Each covers a part of the workflow (setup, feasibility, financial plan, implementation), and two additional ones for the technical and financial solutions - All cover the current status of the project and will be developed based on the needs
Stakeholder Dialogues & one-on-one meetings	Online/offline meetings with representatives from research, business & investment, policy & civil society to make them aware of Low2HighDH findings & facilitate optimised frameworks for local	Secondary	Each participant should have a meeting with their stakeholder community after completing the technical solution and before finalising the support facility, which would amount to 2 meetings per participant and call. However, these are considered a part of the support facility and not a dissemination activity, so the support

		All	partner could join physically or remotely. Additionally, there will be 2 stakeholder dialogues after each call so different stakeholder communities could exchange knowledge and do some networking. Most of the consortium partners should be present
Final project event	A final project event will be organised to present final outcomes, the Local Replication Roadmap and to showcase the support facility and training programmes.	All	1 event for all partners, piggybacking from another larger event
3rd party events	Partners will attend and present the project at external events, conferences, fairs etc. including academic presentations.	All	15-20 distributed amongst all consortium partners

Table 2. Communication & Dissemination Events in Low2HighDH

These events will be utilized to further generate cooperation with other projects, networking and international initiatives, thus aiding to enhance the sustainability and visibility of Low2HighDH project and other DH-related projects. The coordinator will liaise with related projects for cross-participation and contribution at events, as well as for organising joint events, and preparing suitable communication and dissemination materials for the aforementioned purpose. Low2HighDH will be furthermore represented by partners at the European Commission, LIFE events and other relevant EU/national/regional/local events to foster synergies and visibility.

Tool	Amount	When	Evaluation	Target Value
Website	1	Ready by M6	Yearly unique visitors	5,000
Press releases	3	M4, M18, M36	Page visits per PR	500
Project videos	3	M8, M24, M36	Visualizations per video	4,000
Conferences and events	28	Along project's lifetime	Total attendance	850
Social media channels	TBC	M3	Posts per year	30
Promotional materials	TBC	Along project's lifetime	Brochure/leaflet distribution	1,000
Newsletter	1	Every 6 months	Opening rate	25%

Table 3. Methodology for the evaluation of the communication and dissemination plan

AMBASSADOR COMMUNITY

Aiming to boost the project's dissemination and engagement from of the district heating sector, the project will develop an ambassador community (AC) that will promote its activities through their

institutional channels, thus increasing the overall outreach. The ambassador community (AC) including 30 DH value chains representatives across the EU will be engaged for communication, dissemination, and capacity-building activities. Members of various energy DHC industries across EU projects will be analysed (e.g. THERMOS or Act!onHeat), including such in which project partners have participated, and relevant participants contacted to take part in the AC. They will be invited to all local activities (if relevant) and will have a central role in the engagement of the call for applications. Additionally, this group could also include participants involved in the project or in capacity-building activities, to showcase their development and provide a credible testimony of its impact.

This process aims to clarify the steps and activities that L2H partners need to take to recruit and engage L2H ambassadors. The ambassadors' objective is to tactically advocate for the adoption of high temperature district heating systems in Lithuania, Poland, and Slovakia during the implementation of waste heat or low temperature technologies. They aim to highlight the benefits of utilizing these energy sources. L2H Ambassadors may include:

- Local or regional governments
- Energy agencies
- Energy utilities
- Local associations of professionals in the field of energy, environment, and district heating/cooling
- Academic institutions and research organizations
- Local-regional-national networks of cities
- Other

In order to provide an appealing counterpart in exchange for the impactful role that Ambassadors represent for the project, they will all receive:

- In-depth insights into the implementation of case studies.
- Exclusive access to customized guidance for their specific projects.
- Chances to engage in webinars, training sessions, and events (if interested, potentially involving speaking roles).
- Complimentary access to research publications focusing on L2H advancements and discoveries.
- Networking opportunities with cities and energy experts in Europe.
- Prominent presence on the L2H webpage and various social media platforms.

The responsibility to recruit and engage Ambassadors will be shared among all L2H partners, who must follow the same recruitment and engagement process to reach the best conclusion and select the most suitable Ambassadors. The process should be as follows:

I. **Initial contact and formal invitation:** L2H partners will contact potential Ambassadors in their countries, with a special focus in Lithuania, Slovakia and Poland.

II. **Tracking of Ambassadors:** Once the invitations are dispatched and affirmative responses are received, an official internal roster of Ambassadors will be established and consistently maintained (in an online format compliant with EU privacy and data regulations).

III. **Welcome package provision:** Welcome letter, training modules (if any), promotion material, others.

IV. **Ambassador´s engagement:** We need to equip the Ambassador with various materials and tools to make their engagement in the project as appealing as possible, such as:

- o Public recognition and visibility: Display the name on the project web and social media and link to the Ambassador webpage, always in line with EU privacy and data regulations.
- o Dissemination: Ambassadors will be required to disseminate the project according to their status/outreach capacities.
- o Participation in Low2HighDH events

STAKEHOLDER COMMUNITY CREATION AND ENGAGEMENT

Another channel for dissemination of the project progress and results would be the development of local stakeholder communities to interact with the market and enable the project implementation and local liaison groups to move the projects forward.

To ensure the promotion, engagement and implementation of the developed investment plans, the participants will be supported on developing the necessary management and support structure needed. This will be done by the creation of two different groups for each country:

- National Stakeholder Communities (NSCs) – Group of relevant stakeholders who have a general interest in the project due to its alignment with their overall objective, such as energy agencies or DH associations, RES providers, local communities, and others.
- Local Liaison Groups (LLGs) – Group of relevant stakeholders with interest in that specific project being developed, such as the DH owner, the developer or the municipality.

To enable information exchange, community formation and promote networking, a series of events, incl. Workshops, will be organised where the different NSCs and LLGs will meet and share their experience. Project ambassadors will take an active role in the events so they can also provide their insights and get in touch with the Low2HighDH community.

The different stakeholder community groups described in the proposal (LLGs, NSCs and the Ambassador Community) will serve as main disseminators during and after the project, through its set dissemination channels, incl. webinars, roadshow events, stakeholder dialogues and one to one meetings and 3rd party events like conferences, fairs, etc.

KEY MESSAGES

The key messages used in communication and dissemination activities will be selected and adapted based on the specific communication needs, project timeline, relevant context and circumstances. As a part of a local communication strategy, they will be adapted considering the local context, language, and the internal institutional specifics, if applicable.

The list presented below is just a basic one with key messages targeted at all the target groups. It is provisional and dynamic and will be adapted and pointed at different target groups with the progress of the project and the communications activities.

- The district heating can support the green transition providing affordable heating for customers.
- For urban areas, green district heating is a way to move towards better climate action.
- There are financial and technical solutions available to make DH 'green'.
- The project is going to provide these solutions and tailor them for the DH operators providing case studies replication options.
- Being able to implement low-grade energy sources and waste heat into high temperature district heating will allow to diversify the energy sources for this heating in old DH networks, which represent a significant amount of the heating sectors in the target country
- DH is one of the most cost-effective ways of reducing carbon emissions from heating
- DH provides a unique opportunity to exploit larger scale – and often lower cost – renewable and recovered heat sources that otherwise cannot be used.

KEYWORDS

Selecting the right keywords for Google Ads is crucial for the success of your advertising campaign. The initial list below was defined in preliminary discussion with the partners and an online research which are the top phrases to make our posts and campaigns more visible and discoverable to others.

#lowtohigh #low2highdh #districtheating #lowgradeheat #wasteheat #heattechnologies #energysource #heatsource #renewableenergy #sustainableenergy #urbanenergy #energyefficiency #cleanenergy #environmentalimpact #energyinnovation #climateaction #lifeprogramme #lifeproject #EUgreendeal #wastetoresource #energytransition

TOOLS, CHANNELS AND TACTICS

Project Visual Identity

Logo

The project's logo was designed by EP at the very start of the project. Logo versions were presented during the project's kick-off meeting in Madrid and after voting the final version of the project logo was chosen by the PB members and confirmed by all the project partners.

Since the Low2HighDH brand is to be used across a wide range of media and will be targeting a diverse range of stakeholders, the tone and feel of the brand identity have been chosen to appeal to all the target groups of the project but also to convey the main message of the project.

Figure 4. Low2HighDH Logo, including variations

Graphic Charter

In addition to the logo, a graphic charter has been created by EP outlining the standards and rules regarding the communication of the Low2HighDH brand. A graphic charter aims to create consistency and uniformity, supports the creation of a strong brand image, and allows the project to be easily recognised and remembered by all relevant stakeholders.

All Low2HighDH communication tools should be presented according to the rules set out in the graphic charter. With it, the message is uniformly transmitted from the project to the target audience. The graphic charter includes graphical components, but also editorial elements:

- o Typography,
- o Institutional palette,
- o Possible colour variations.

Page 1 — Cover

L2H

Low2HighDH

Graphic charter

Typography - logo - templates

Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

Page 2 — Summary
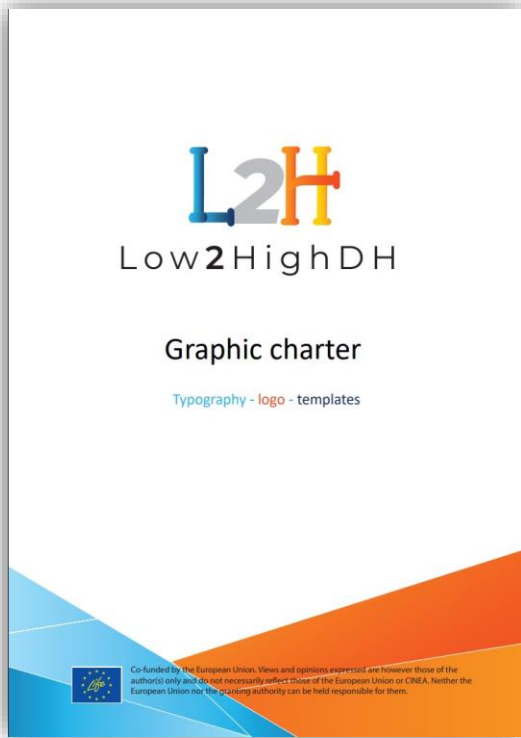
Summary

Low2HighDH is a 3-year project supporting 30 high temperature district heating sites (HT DHC) in Lithuania, Poland, and Slovakia in the implementation process of low-grade or waste heat technologies, by promoting the advantages of these energy sources and providing them with an investment plan to fulfil the proposed criteria for 'efficient district heating and cooling' from the Energy Efficiency Directive within a 10-year timeframe. The support to the HT DHC owners/managers includes launching and managing at least 2 requests for proposals (RFQs) to select the key suppliers for the implementation. Low-grade RES technologies to be explored will include at least solar thermal, low-temperature geothermal and heat pumps. The latter will be taken as "the enabling technology" to harness low-grade heat sources as well as to use waste heat. Being electrically driven, heat pumps can use renewable electricity for instance from wind and photovoltaics. The project will generate and disseminate capacity building materials to be used by other HT DHC sites or stakeholders, including a portfolio of technical and financial solutions that fit with the most abundant situations. An active engagement, dissemination and replication phase will be enabled by the creation of a wide network of stakeholders across the 3 case study countries and beyond - 3 national stakeholder communities, 30 local liaison groups as well as a project-wide Ambassador community. The project is expected to trigger EUR 454 Million in investments in sustainable energy (thermal RES technologies + waste heat), to replace 1 TWh/year of fossil fuels with and abate 291 Thousand Tons of CO_2 emissions.

Page 3 — Logo

Logo

Construction for a font size 35 pt

103 mm

14 mm

L2H Low2HighDH

Typography: Montserrat

Montserrat is a sans serif font with a good performance on screen. Its anatomy gives it a great personality and also makes it useful for reading on screen.

What if the logo needs to be smaller than 20px?

If the logo needs to be used in small format - under 20px - it remains in one line.

20 px **L2H Low2HighDH**

Page 4 — Protection zone

Protection zone

x/2 x/2

x

x/2

L2H Low2HighDH

What you cannot do with this logo

Distortion

Rotation

Put the logo in a box

Change colors and font
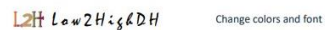
Allowed variations

No color declinaison is allowed except for white logotype on logo's colors background.

L2H Low**2**HighDH

L2H Low**2**HighDH

L2H Low**2**HighDH

L2H Low**2**HighDH

Colors

Institutional palette

For Graphics, Design & typography . Similar shades are also accepted.

Color	Hex	RGB	CMYK
●	#27B4E9	R: 42 / G: 179 / B: 232	C: 68% / M: 9% / Y: 0% / K: 0%
●	#1F2C5E	R: 31 / G: 44 / B: 94	C: 100% / M: 92% / Y: 31% / K: 27%
●	#F89420	R: 248 / G: 148 / B: 32	C: 0% / M: 50% / Y: 98% / K: 0%
●	#F04F24	R: 240 / G: 79 / B: 36	C: 0% / M: 85% / Y: 98% / K: 0%

Typography

Montserrat — Web Headings logo

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Calibri Regular — Headings Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Calibri Italic — Headings Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Calibri Bold — Headings Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Stationary

Word document - Title page

L2H
Low**2**HighDH

TITLE

Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

L2H Low**2**HighDH

Word document - Pages
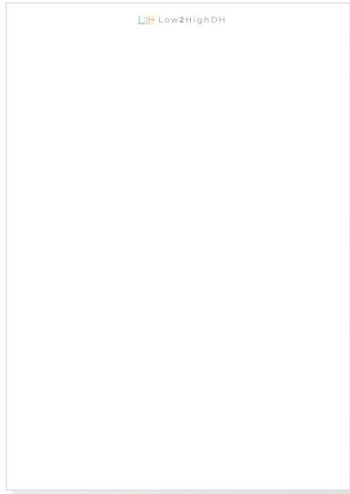
L2H Low2HighDH

Word document - headletter

L2H Low2HighDH

Powerpoint - Title slide

L2H Low**2**HighDH
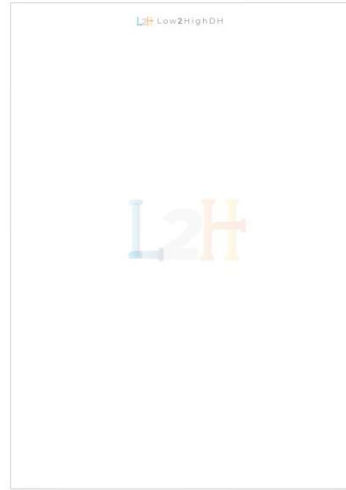
Click to add title
Click to add subtitle

Powerpoint - slides

L2H

Stationery set

L2H
Low**2**HighDH
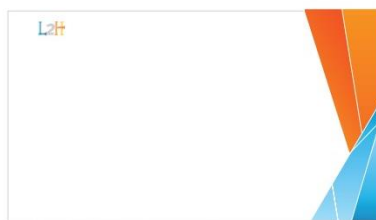
Figure 5. Low2HighDH Graphic Charter

Both the logo and the Graphic Charter are available to all project partners under the project's Low2HighDH SharePoint.

Project slogan

In order to effectively engage with the project's target groups, a distinctive project slogan was elaborated The process included providing initial suggestions by EP as communication leader during the kick-off meeting. Subsequently, there was an internal discussion among project partners, followed by a collaborative brainstorming session during the inaugural meeting of the Project Board. The proposed slogan was then subjected to approval by all Project Board members. The primary goal of our project partners was to articulate the core message concisely, resulting in the creation of a brief and memorable phrase. Additionally, they took into account the feasibility of effective translations into the national 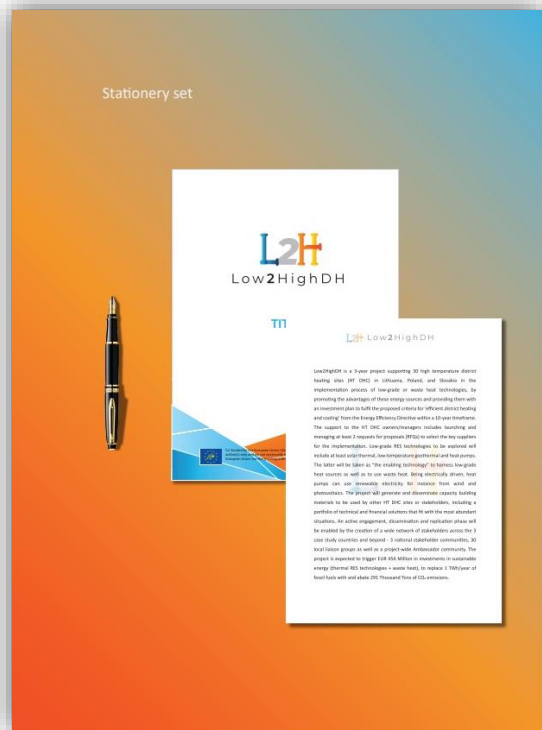languages of the target countries. This slogan serves as a powerful communication tool, encapsulating the essence of the project in a manner that is easily retained and understood.

Efficient District Heating using Renewable Energy and Waste Heat

Figure 6. Low2HighDH Slogan

General templates

The project's general templates have been designed based on the standards and rules within the project's graphic charter. Thus, in addition to facilitating the management of the project, they also convey the common project visual identity. The provided templates include PPT Template, Basic Word Template and other templates used for the project management.
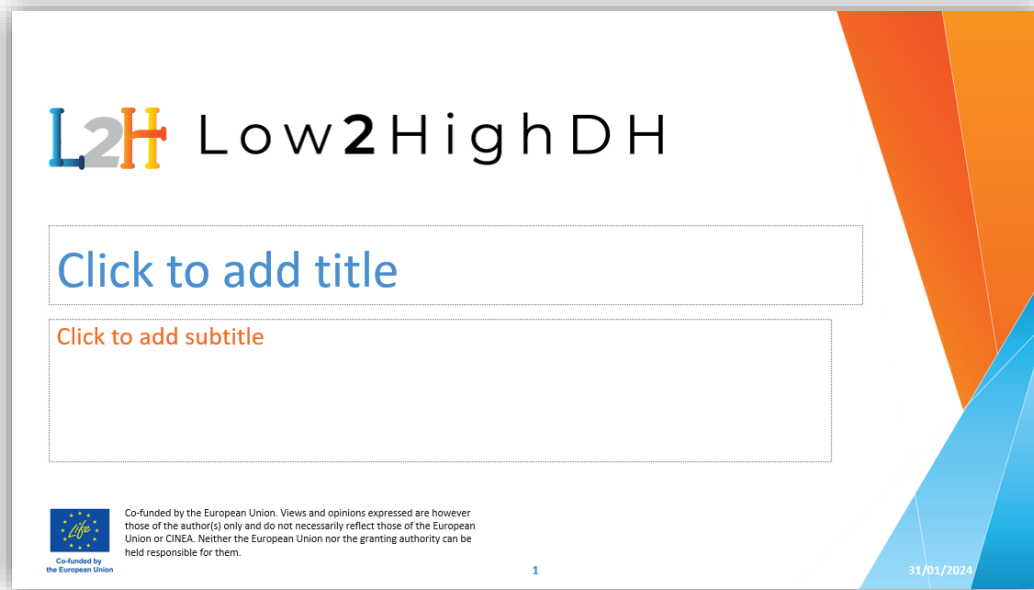
Figure 7. Low2HighDH PPT Template Cover page

The templates were presented during the kick-off meeting of the project. All partners are aware of their existence and use them in all internal and external project communication strictly keeping the branding identity of the project from it's very beginning. All project communication and management templates are available under the project's SharePoint Communication and Dissemination folder.

Marketing collateral

The marketing and promotional materials within Low2HighDH will include brochures, posters, banners, roll-ups, booklets with case studies, and images adapted for use on social media, presenting the project, its objectives, expected results, and benefits to end-users.

Communication materials will be designed by EP and modified as requested by partners to achieve maximum impact and the widest possible outreach. The materials will initially be created with a common vision and later adapted with specific messages, for particular events and/or target audiences. All the project promotional materials will be translated into the national languages of the project target countries.

Project poster

At the very beginning of the project, a project poster was created. It serves as a basis on which further communication materials will be developed being:

- o easily customizable to serve each partner's needs,
- o developed in English and translated into at least the national languages of the partners target countries,
- o suitable for printing.

Partners have access to all produced materials to print via the project-shared space in Microsoft Teams. With the development of the project results and by request of the leading partners, further promotional materials will be developed.
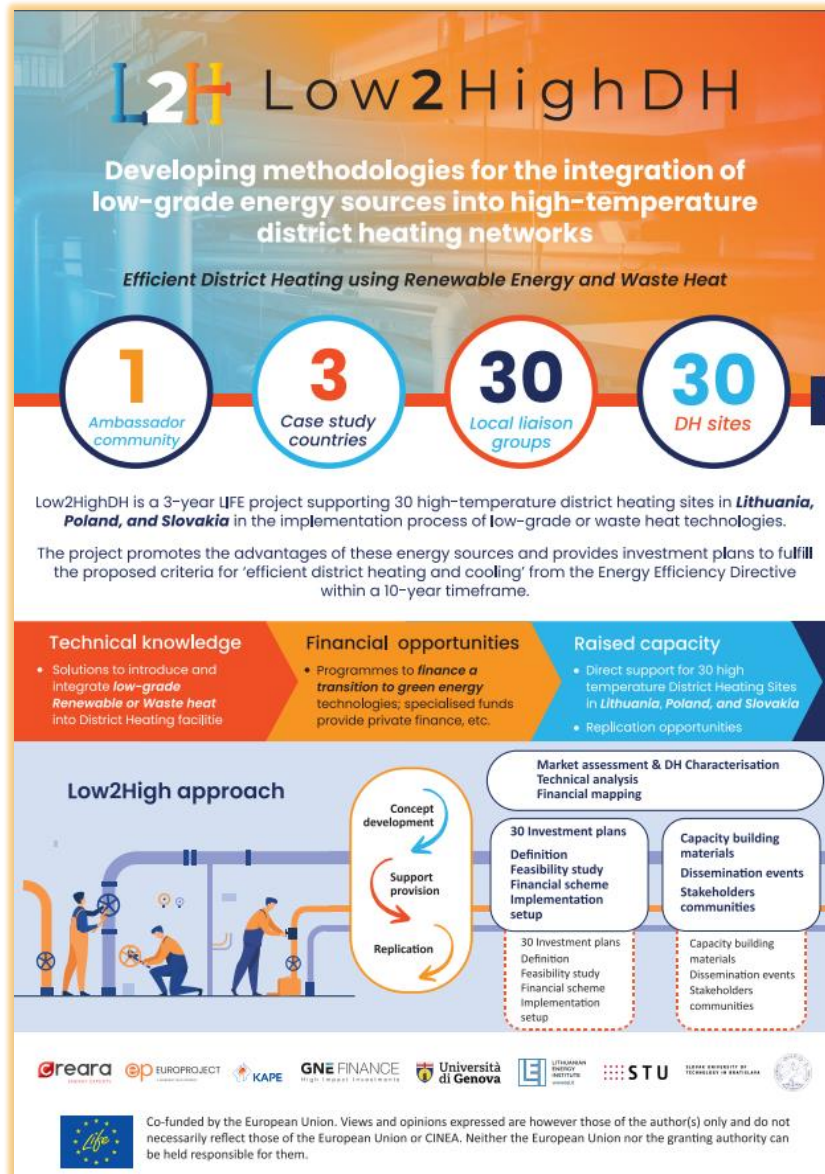

Figure 8. Low2HighDH initial Poster

Media relations and publications

EP will prepare and provide the partner organizations with a press kit including project fact sheets, press releases, images, and relevant links. Materials will be issued in English and translated into local languages according to partners' needs.

Factsheets and booklets

Factsheets and booklets will be used as a main dissemination tool that will synthesize the main technical solutions and financial opportunities available to the project stakeholders. All the booklets and factsheets project factsheets will be written in accessible language and will be distributed among the project stakeholders. Along with the project results these documents will include the following points:

- o Description of the project,
- o Outline of expected results,
- o Duration and details of the funding scheme,
- o Web and social media,
- o Contact details.

Press releases

Press releases would communicate relevant news to the press/different medias. EP will provide drafts for the press releases, which partner organisations' press offices will review and edit. The press releases will include the following points: title, lead, text, relevant links, and contact details. They will be developed in line with the public interest, the developments in the project, and the respective events. Press releases will be provided to highlight the main project results and make them visible to the wider society.

The first press release was produced in M3 to present the project's start and its main objectives.

Figure 9. Low2HighDH 1st press release

Publications

Publicizing the work and results of Low2HighDH is important for meeting the project's objectives. Partners are encouraged to speak about the project in public venues and to publish results obtained through the project. They should focus on their work and results in preparing speaking material and publications.

All partners are advised to keep a record of press reviews (both paper-based and online published articles about the project) and share it with the coordinator and the communication manager in EP. Press reviews will be actively monitored at partners' and WP leader level by EP, who will regularly ask

for updates. The content published on the website can be shared under a Creative Commons license to promote sharing and re-use.

Following strictly the open science principles, the Low2HighDH project has a dedicated budget for two open-access papers in international journals.

Project website

The Low2HighDH domain name was acquired at the very beginning of the project. At M3 (December 2023) a home page was launched and the fully functioning project website to be developed by EP in collaboration with all partners will be available by M6 of the project's implementation. The project's website can be found at the following link: https://Low2HighDH.eu/.
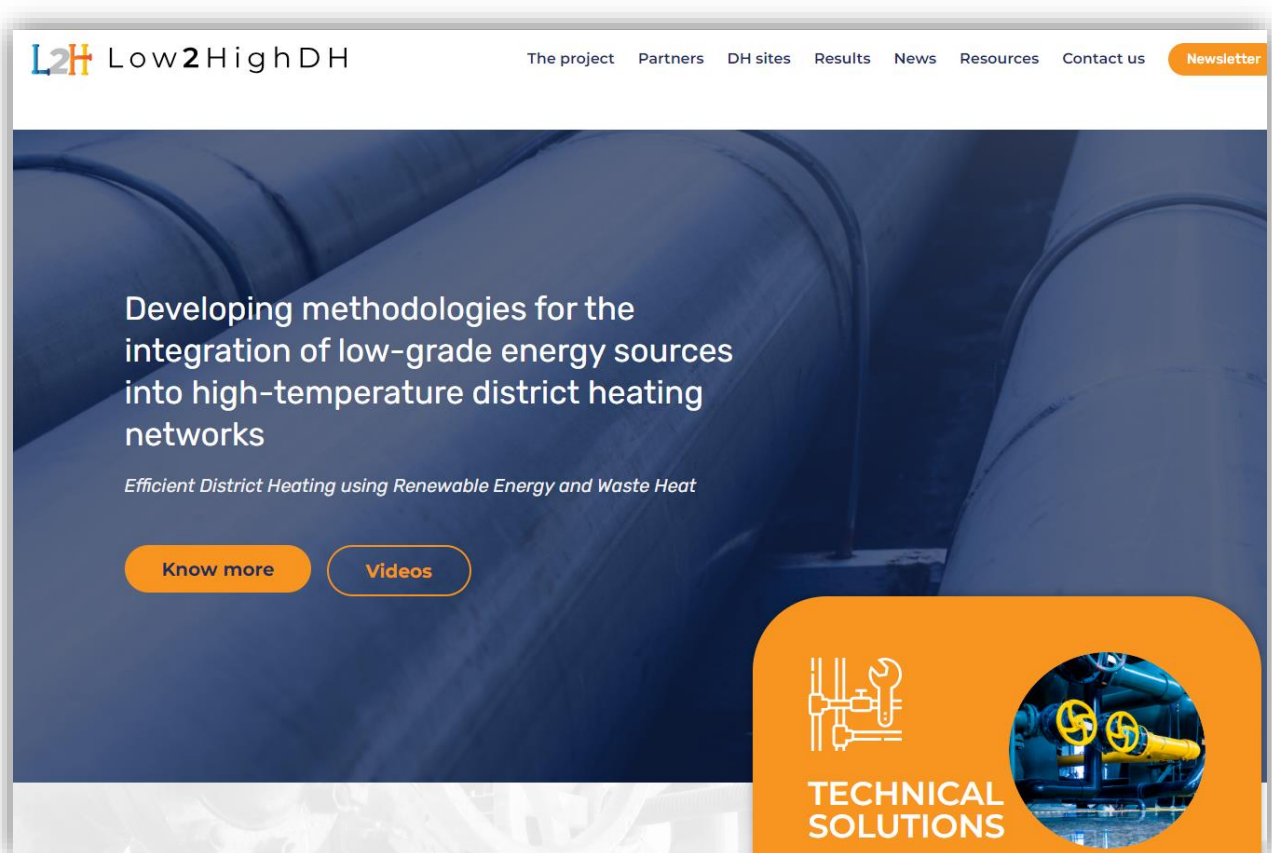
Figure 10. Low2HighDH website (home page)

The Low2HighDH website and social media accounts will be constantly updated to give the project partners, key stakeholders, and the general public access to the knowledge and results accumulated during the project.

The specific goals of the website are the following:

- o Provide information on the project, the consortium, and the project results,
- o Raise awareness about the project's objectives,
- o Increase the visibility of the project,
- o Provide links to other relevant projects and host the training courses developed within Low2HighDH project,
- o Enable effective communication between the project and external stakeholders, the press and the wider public.
- o Provide access to the Call for Applications
- o The project website will contain the following sections:
- o a home page presenting the project and providing easy access to the technical solutions, investment plans, project communities, and calls for applications,
- o detailed information on the project's objective and impact description to emphasise the practical applications of the project results

- o overview of the consortium,
- o detailed information on the involved DH sites,
- o dedicated space for project results, including technical and financial solutions and trainings,
- o dedicated space for calls for applications,
- o news and events section,
- o resources section, including project e-newsletter, promotional materials, press releases, etc.
- o contact information, including links to the project social media and a subscription form for the project newsletter.

As a reference communication tool, the website's address (URL) will be provided in all project's communication materials, such as the project brochures, leaflets, rollups, etc.

Social media share buttons were installed, and a strong social media presence will be maintained throughout the project's timeframe. Further improvements on the website will be sought through the active use of Google Analytics.

Partner websites

Project partners' websites will also be utilised to promote the project and partners will be encouraged to refer to the project on their websites. A dedicated website will be created on each partner's organizational website.

Social media

Social media and networking, when employed strategically, serve as highly effective tools for engaging diverse stakeholder audiences. Low2HighDH will utilise various social media platforms to connect with different stakeholders and promote the project, its partners, and outcomes.

The objectives include:

- o Cost-effectively increase project awareness and visibility,
- o Generating interest in the project mainly among experts but also among non-expert audiences and society,
- o Utilizing social media for target group interactions, feedback gathering,
- o Promoting awareness of other communication and dissemination activities, creating interaction opportunities to engage the project's communities while keeping the followers informed about the solutions provided by the project,
- o Showcasing the knowledge, activities, opportunities, benefits, and outcomes produced throughout the project's lifecycle and beyond,
- o Enhancing project positioning through engine search, image search, local search, and more.

At this initial stage, the project consortium agreed to the proposal of EP as the communication leader and opted to launching LinkedIn, X, and YouTube as the primary social media channels, as the aspects which the communication will focus on are the following:

- o Presence – the importance of visibility and availability in the social network, including the extent of the user's participation in the social network activity.
- o Relationship – the extent and centrality of connections among users, with placing more importance on deeper relationships.
- o Reputation – the ability to establish different standings on the social network to be "recognised" by others.
- o Identity – the extent to which information regarding the users is part of the social media, incl. disclosure of preferences, opinions, etc.
- o Sharing – the importance of distributing content.

EP together with the partners is still making the necessary research to find out which of the other social media would be the most proper and relevant for the project. LinkedIn and YouTube will be utilised irrespectively, the research is concerning X and other relevant medias.

LinkedIn
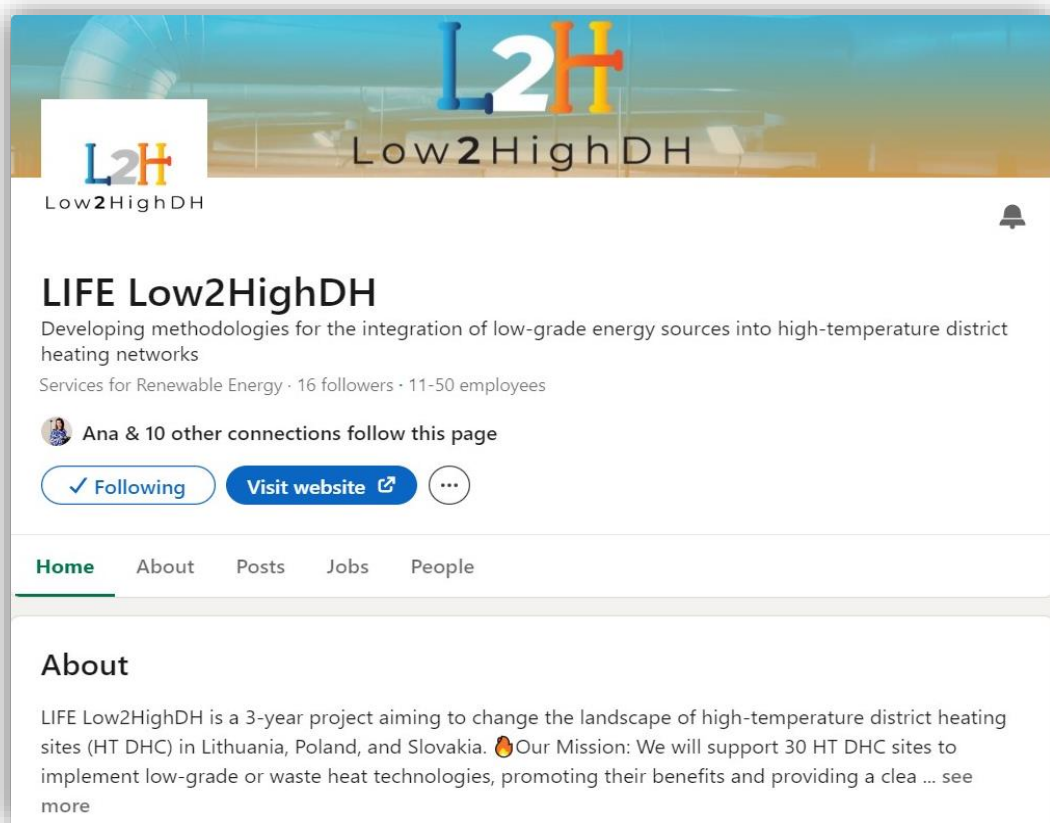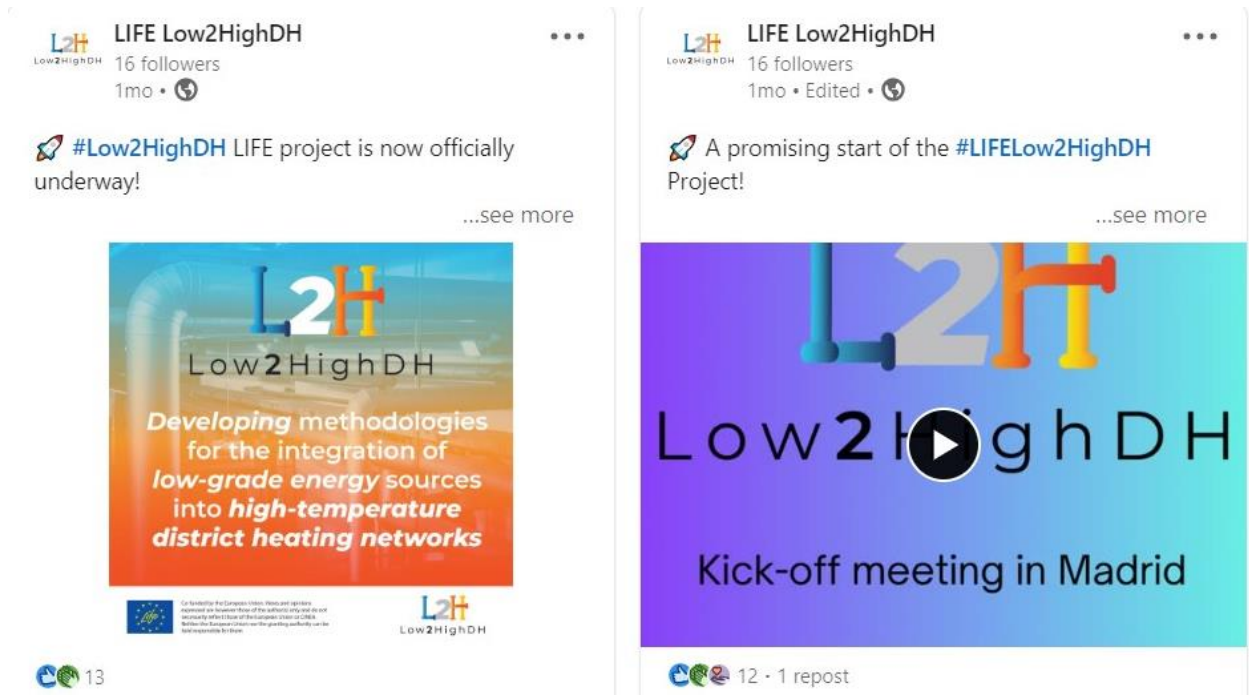
Figure 11. Low2HighDH LinkedIn account and first social media posts

Having in mind the objectives of the project and the strong business influence of this social media, LinkedIn proves itself to be the most appropriate ones serving its internal purposes.

Among its advantages of using LinkedIn for reaching the communication purposes of Low2HighDH project are the following:

- o Provides a strong opportunity for building a professional identity,
- o Allows and supports the development of business connections,
- o Supports networking within a professional area,
- o Suggests more business opportunities than any other social media,
- o Allows building a strong reputation,
- o Increases website traffic.

Low2HighDH project created its LinkedIn account (https://www.linkedin.com/showcase/LIFELow2HighDH) at the project's onset, in the beginning of November 2023. It is managed by EP with the support and inputs of all partners.

The account is used to raise awareness of the project – sharing information about the partners, and the project's development but also relevant topic-specific news, articles and events.

The information posted on the social media account is done in a way that ensures consistency and coherence of the post by using the appropriate messages, avoiding jargon and aligning with the project's objectives. Additionally, a follow button is integrated into the project's website.

YouTube

YouTube is identified as a multimedia-sharing platform, that stands out for its ability to provide engaging and dynamic visual content, making it an integral component of the Low2HighDH project's social media strategy. Despite the transient nature of information on YouTube, several features prompted the consortium to select it as one of the primary initial social media networks for the project:

- o Visual Storytelling: YouTube offers a powerful platform for visual storytelling through the sharing of video content, allowing the project to convey its message in a compelling and accessible manner.
- o Rich Multimedia Capabilities: The platform allows for the incorporation of diverse multimedia elements, including high-quality videos, presentations, and interviews, enhancing the project's capacity to share in-depth information about technical and financial solutions.
- o Interactive Features: YouTube enables audience engagement through features such as comments, likes, and shares, fostering a sense of community and real-time feedback from the project's audience.
- o The Low2HighDH Channel will provide a suitable platform for uploading the videos that will be produced by EP during the lifetime of the project.

The combination of these features aligns with the project's communication goals, making YouTube an excellent choice for the Low2HighDH project's social media strategy. Managed by EP with collaborative input from all partners, the Low2HighDH channel will be created when first videos are ready to be shared.

X (Twitter)

Figure 14. Low2HighDH Twitter account

Low2HighDH created its X account (https://twitter.com/LIFELow2HighDH) at the project's very beginning (at the very beginning of M2, November 2023). It is managed by EP with the support and inputs of all partners.

The account will be also used to raise awareness of the project – sharing information about the partners, the project's development, and relevant topic-specific news, articles, and events. The consortium aims to establish synergies with other projects, initiatives or organisations by following their respective accounts, retweeting relevant content, and using hashtags with keywords to appear in the relevant search lists, including ones provided by the Commission.

All social media accounts of the Low2HighDH project will be actively supported by all project partners who will also use their personal and business social media accounts to communicate about the project and refer to the project's social media accounts and the project website.

Newsletter

Despite the growing diversity in online communication methods, marketers and projects continue to rely on email marketing as a prevalent means to disseminate content. Newsletters, in particular, maintain their status as a cost-effective and high-conversion tool, capable of significantly enhancing audience engagement. A concise and visually appealing newsletter will be distributed to all subscribers, partners' networks, and participants in Low2HighDH every six months. The content of the newsletter will be tailored to reflect the current stage of the project's development. Its general structure will encompass:

- o project progress and results obtained,
- o upcoming events,
- o featured DH sites,
- o information on the technical and financial solutions to support the stakeholders,
- o information on upcoming trainings, calls, etc.

Compliance

The Low2HighDH newsletter is designed in full compliance with legal requirements including General Data Protection Regulation (GDPR). The email footer displays the sender's address and will offer a convenient and visible unsubscribe/opt-out button. The newsletter will also require readers to manually opt-in to receive emails.

Project videos

Project videos will play an important role in the project's communication strategy. A series of three videos produced by EP are planned for different stages of the project. The initial video planned for M8 will serve as a general introduction. This introductory piece will highlight various aspects of the project, including support facility activities and application procedures, aiming to present a holistic view to interested parties. Subsequent videos will follow in M24 and M36, focusing specifically on showcasing the project's results and their potential for replication. These subsequent videos aim to provide a deeper insight into the outcomes achieved and the replicability of the project's achievements.

In addition to these main videos, the communication strategy includes the development of supplementary video materials. These will encompass sets of short introductory and result-oriented videos, along with video tutorials and demos designed to guide users through practical use cases.

Events

Throughout the project's lifetime, the consortium will keep track of the events they attended and organised for Low2HighDH under these predefined categories and estimate the number of audiences reached. The consortium will thus measure their progress in reaching the communication and dissemination objectives.

For this purpose, a Communication and dissemination tracker has been shared with all project partners in the Low2HighDH SharePoint shared folder.

Events organised in the frames of the project

Activity	Task	Nr. of activities	Nr. of stakeholders per activity	Total nr. of stakeholders
Trainings	T6.3	2	15	30
Roadshows	T5.3	3	50	150
Webinars	T6.3	6	20	120
Stakeholders' community	T3.3	1	24	24
Final project event	T1.1	1	50	50
Presentations	T5.3	15	30	450
Total events				**824**

Table 4: C&D Activities, organized during the project

External events

Partners will be encouraged to present the project (poster, paper) at relevant national, European and international events. Additionally, even before the project's onset and during its start, EP has started collecting information from partners on the events they plan to attend for dissemination purposes. This initial approach continued during the next months in cooperation with all partners.

During the first year, the objective will be to attend important conferences and events to communicate the potential of the renewable energy heating, particularly the district heating approach and broaden the stakeholder base, especially to ones who are not familiar with it.

Implementation campaigns

A strategic dissemination and exploitation approach is to be adopted within the project by clearly defining the communication, dissemination, and exploitation objectives, outlining the target groups, audience and message followed by a decision on the media channels to be used to spread the message. Table 1 highlights the various activities to be conducted during and after the project's end, the target groups they will be aimed at and the tools which will be used to reach them.

Dissemination campaigns

Dissemination campaigns will focus on increasing the project's visibility and its opportunities to all project stakeholders thus expanding the reach and impact of the project. These campaigns will generally aim at:

- o Engaging these target groups and general public and optimise the final uptake of the project's key outputs,
- o Publish and promote the results delivered by the project,
- o Raise awareness about the project's objectives, consortium, progress and benefits for stakeholders, as well as about the general advantages Agroforestry,
- o Maximise visibility of the project's results and achievements,
- o Increase the likelihood of social, environmental, and economic benefits.

To ensure active participation and engagement a communication campaign (see T5.4) will be designed around the Calls for Applications also involving the project's Ambassador group to support a wide reach out to the relevant target groups and encourage their application.

The technical organisation of the call for application will be addressed as described in 1.4. Concept.

An online application form will be developed to gather all the necessary information using the EC's platform EUSurvey, thus promoting other relevant EC tools. Additionally, to maximise the number of applications received, the consortium will also develop a fast-track that will not gather all information but rather work as an expression of interest that could be checked in case there are still resources available after all the participants that followed the standard application process are already allocated.

• A Helpdesk will be set up to answer questions and receive feedback from the applicants. The communication effort and the ambassadors' community strength will be crucial for achieving the KPIs and will allow to select the most adequate consortium partner for the support provision.

Cross-EU Synergies

Partners will actively participate in the communication and dissemination of the Low2HighDH project in order to maximize its impact at national and international levels. Different activities (roadshows, workshops, round tables, stakeholder dialogues) will be carried out to identify and create opportunities for cooperation among projects, thus aiding to enhance the sustainability and visibility of the Low2HighDH project and other District Heating-related projects. The aim is to develop several activities and events that allow to further disseminate this topic's progress and also share the knowledge developed through the project's framework.

With a particular focus on other EC sister projects (H2020 and LIFE) partners will carry out these activities while trying to develop more innovative ones that widen the outreach of Low2HighDH, as well as reaching out to external entities or organizations that may be interested in District Heating. Low2HighDh will be furthermore represented by partners at the European Commission, LIFE events and other relevant EU/national/regional/local events to foster synergies and visibility.

Creara will liaise with related projects for cross-participation and contribution at events, as well as for organizing joint events, and preparing suitable communication and dissemination materials for the aforementioned purpose.

MONITORING AND EVALUATION

A separate monitoring for dissemination and communication is vital since those activities' impact contributes to the project's successful implementation. This evaluation is carried out on a continuous basis, to ensure:

- o Effective impact assessment and update or redefinition of dissemination and communication activities,
- o Quality of the dissemination and communication carried out.

The consortium partners will provide information on their communication and dissemination activities (number and type of stakeholders reached in events, published articles, flyers distributed, etc.) in a communication and dissemination tracker. The information gathered via the Communication and Dissemination tracker will be collected and shown in the internal project report to be done by the WP leaders every six months.

Monitoring of the dissemination activities

Partners will be asked to report on ongoing basis the dissemination activities they have performed using the Project Communication and Dissemination Tracker.

To facilitate accurate monitoring and assessment of the dissemination and communication activities, and to understand the impact of the actions carried out, it is necessary for all partners to register the activities that they implement, therefore:

- o All partners should plan and organise their dissemination and communication activities accordingly,
- o All partners should report all dissemination and communication activities, at least every six months using the Communication and Dissemination Tracker provided by EP as Communication and Dissemination Lead,
- o All partners should register the activities in the dissemination and communication reporting template,
- o All partners should save evidence of the activities conducted. Regular monitoring of the activities makes it possible to assess if this plan is being carried out properly and on time. It will also be possible to see which activities had the biggest impact on the stakeholders (both in quantitative and qualitative terms) and to improve communication actions if necessary.

Based on the reporting documents received from the partners, EP will provide recommendations for future dissemination and communication activities and actions during the EB monthly meetings and the 6-month Consortium meetings.

To facilitate the process of collecting information on dissemination activities, the Low2HighDH shared space contains all relevant and necessary templates to be used among partners.

Monitoring of participation in relevant events

Dissemination activities within this framework will be regularly carefully evaluated to maximize the visibility of the project. Examples of impact monitoring in this framework are:

- o photos taken from events,
- o registration sheets and
- o presentations.

Statistics on the Usage, Reach and Engagement of the Website and the Social Networks

Low2HighDH will analyse trends, statistics, and the impact of each activity performed on the website and on social networks. This will track metrics and allow for adjustments in activities. Several online tools will be utilised, including Google analytics for the website and social media analytics, allowing partners to better understand the most appropriate timing, communication style, and target audience of each message.

The effectiveness of the website will be periodically analysed via Google Analytics. This will inform project partners of:

- o Unique users count visiting the website,
- o Average visit time and bounce rate,
- o Languages and locations of visitors,
- o Number of page views and average page views per visit,
- o Top landing page and bounce rate for different pages.

The information gathered via the analytical tools will be reported in the Communication and Dissemination Tracker.

EC COMMUNICATION REQUIREMENTS

As a beneficiary of Horizon Europe one of the project's and partners' legal obligations is to acknowledge EU funding and display the EU emblem in all your information and communication material. The funding statement must be displayed prominently on all printed and digital products, websites, social media channels and other communication products.

Use the following disclaimers whenever using the co-funding logo above:

"Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them."
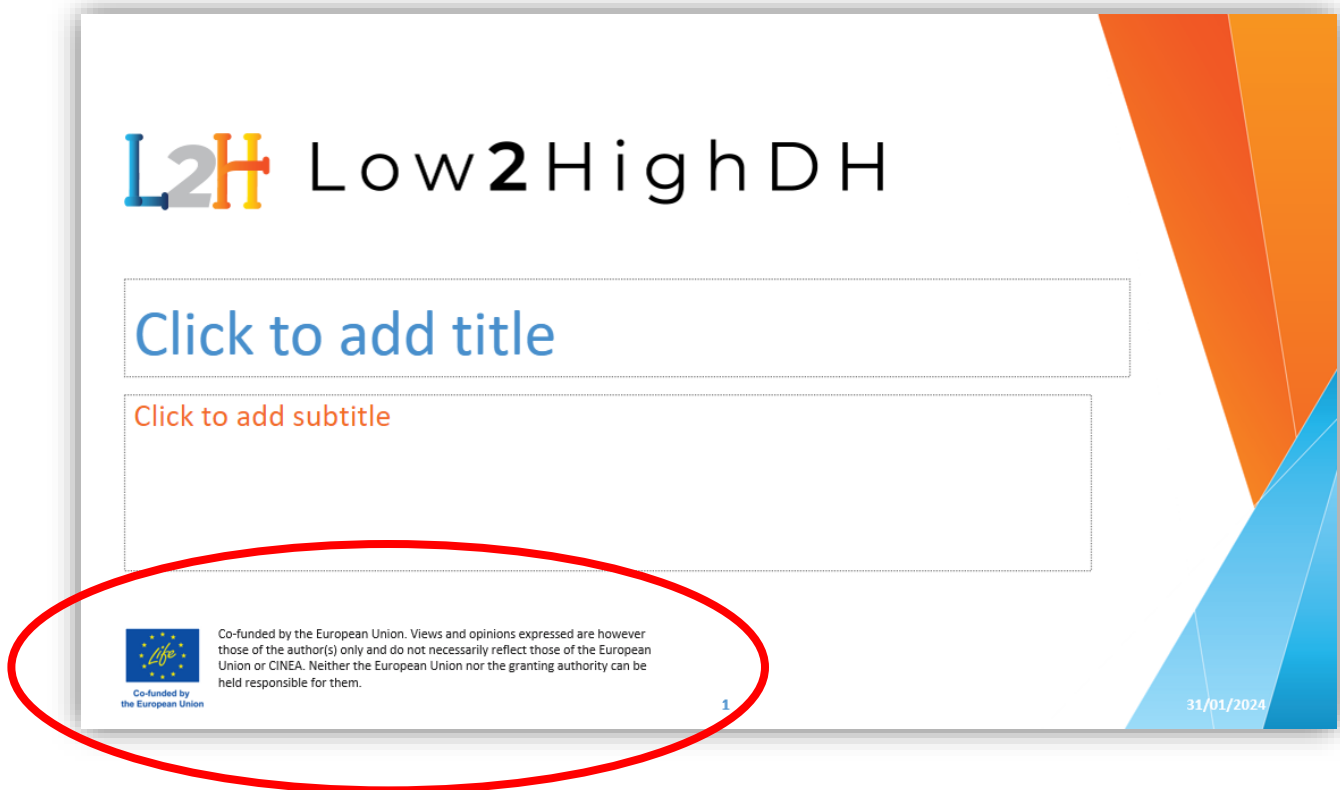
The information contained herein is also available in the project's Graphic Charter which provides guidance on the positioning of the emblem in different cases. The EU emblem and the disclaimer have been included in all the document templates provided.

The visualisation requirements have been presented to all partners and guidance on their application in specific cases is provided by the communication and dissemination leader throughout the project implementation.

MANAGEMENT

Roles and responsibilities

General

The Communication and Dissemination leader, Europroject, takes responsibility for the steering and implementation of communication and dissemination activities. EP has prepared this Communication Strategy, and will keep track of it throughout the project's period. The Strategy will be updated following partner's inputs in M24. This will allow focusing the dissemination and communication on the most relevant publications, events and stakeholders to achieve effective and proactive dissemination aligned with the exploitation plan.

Per task

All communication and dissemination activities are part of the overall stakeholder engagement, which is particularly important for the overall success of the project. The table below shows the tasks in WP5 Communication, Dissemination & Cross-EU Synergies to make visible their interconnections.

Work package/Task/Sub-task title	WP leader	Task leader	Other partners involved
Work package 5: Communication, Dissemination & Cross-EU Synergies	EP		all
Task 5.1. Communication & Dissemination Strategy		EP	all
Task 5.2. Communication & Dissemination Implementation		EP	all
Task 5.3. Partnerships & Synergies Building		CREARA	all
Task 5.4 Ambassador Community		EP	all

Table 5. WP5 roles and responsibilities on a per work package and task

Schedule

WP5 will run throughout all 36 months of the project's length. However, the communication and dissemination activities will be separated into several waves with the focus put on a specific aspect.

Deliverables

Deliverables of high quality are essential to the success and long-term impact of the project. The table below represents a summary of deliverables in WP5, part of which are communication, dissemination, and exploitation activities, lead beneficiary, type, dissemination level and due date.

Del. No.	Deliverable Title	Lead beneficiary	Type	Dissemination level	Due Date (in months)
D5.1	Communication Strategy	EP	R — Document, report	Public	3
D5.2	List of project ambassadors	EP	R — Document, report	Public	9
D5.3	Project identity and promotional materials	EP	OTHER	Public	4
D5.4	Project website	EP	DEC —Websites, patent filings, videos, etc	Public	6

D5.5	Updated communication strategy	EP	R - Document, report	Public	24
D5.6	Final Publishable Report	EP	R - Document, report	Public	34

Table 6. Low2HighDH WP5 deliverables

Management of communication sustainability

Communication sustainability needed to be required for the successful implementation of communication, exploitation and dissemination activities will be reached using several channels:

- o The Low2HighDH SharePoint hosted by the coordinator is the main tool for internal project communication.
- o Online Meetings and Web Conferencing Tools. So far Low2HighDH partners have used the MSTeams as a main web conferencing tool. During online meetings, special attention is paid to dissemination and exploitation activities.
- o File storage and collaborative working space – Microsoft SharePoint. All documents related to communication, dissemination and exploitation activities including all project visuals and templates are stored in a dedicated folder in the project repository.
- o Email represents another primary means of communication within the Low2HighDH Project. All partner representatives' contact information is available on Low2HighDH SharePoint and shared among all partners. Additionally, each partner organisation has developed a contact list of persons responsible for Low2HighDH dissemination, exploitation, and communication activities.

DISSEMINATION OF RESULTS

Dissemination of project results as well as open access to scientific publications and research data is governed by the procedure described in the Grant Agreement and Consortium Agreement.

All Consortium partners are contributors to the dissemination and communication activities led by Europroject. Low2HighDH partners will use their networks for the following purposes:

- o Identifying and informing about dissemination opportunities (e.g., events, publications, etc.),
- o Providing relevant information and documentation to enrich the project website,
- o Posting news and project results on social media.

The dissemination of the project's results should not cause intellectual property issues to Low2HighDH partners. To ensure this, all concerned partners will be notified about the content of each dissemination related to their activities as per Consortium Agreement.

CONCLUSION

The Communication and Dissemination Plan of the project lays strong foundation for building general awareness about the project and its mission, and triggering interest in its first outcomes, gradually growing into a continuing engagement with the achieved progress and developments. It is conceived with the intent to build upon it during the next result yielding phases of the project, while reinforcing dissemination activities to highlight the outputs and possibilities for their exploitation. The key messages are conveyed through actively utilizing digital and offline communication channels, networking opportunities and demonstrations and validation of the results at the specifically designated fishery and aquaculture pilot sites. The planned events provide for the occurrence of both unilateral and bilateral communication with the identified target groups, with the latter being more user engaging and happening predominantly in social media and through the ambassadors` activities. The CD plan aims to shape Low2HighDH`s reputation for a project promoting the advantages of the low-grade or waste heat technologies and providing the stakeholders with an investment plan to fulfil the proposed criteria for 'efficient district heating and cooling' from the Energy Efficiency Directive within a 10-year timeframe.

Appendix 1: References and Related Documents

	Reference or Related Document	Link/Location
1	Low2HighDH project Grant Agreement No 101120865	Low2HighDH Project SharePoint, Reference Documents folder
2	Low2HighDH project Consortium Agreement	Low2HighDH Project SharePoint, Reference Documents folder