# ProLight

# D7.2 First Dissemination, Exploitation and Communication Master Plan

**31.03.2023**

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# Deliverable Information

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[1] PU = Public

   PP = Restricted to other programme participants (including the Commission Services)

   RE = Restricted to a group specified by the consortium (including the Commission Services)

   CO = Confidential, only for members of the consortium (including the Commission Services)

# Document history

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# Summary

- The ProLight project aims for a better quality of life and affordable social housing. The smart neighbourhood approach will be demonstrated in 6 European Lighthouse and pocket districts, the results will provide blueprints for replication. Analysed districts include:

    1) Building renewals in an energy and resource efficient way
    in Austria, Finland & Greece.
    2) Energy communities in Spain, Italy & Portugal.

    Both are combined in so-called Innovation clusters.


- Effective dissemination, exploitation and communication of the project's progress and results are of major importance if we are to maximise the impact of the project and achieve long-lasting results.
- Present D7.2 'Dissemination, exploitation and communication Master Plan' outlines the dissemination, exploitation and communication activities planned by ProLight partners for the whole project duration. It describes the overall communication strategy of the consortium and functions as a guide for project partners when speaking about or on behalf of the project.
- The deliverable will be updated in M31 to fine-tune all activities, taking into consideration the progress of the project and gained insights.

- All project partners have been allocated resources in the WP7 Dissemination and Communication in order to maximise the visibility of the project. The leader of the WP7 is the European Science Communication Institute (ESCI).

## Disclaimer

This publication reflects only the author's view. The Agency and the European Commission are not responsible for any use that may be made of the information it contains.

# Table of Contents

## Table of Figures

## Table of Tables

# 1. About ProLight

ProLight aims to establish different Lighthouse and pocket districts by the provision of the renovation of advanced houses in EU cities. The project aims to develop open innovation ecosystems that integrate research and innovation processes in a public-private partnership. The needs of all stakeholders will be assembled and integrated.

The applied multi-actor approach explicitly takes into account that energy is part of the natural resources in all participating Lighthouse and pocket districts so that the planned solutions will ultimately lead to more energy efficiency and better quality of life for all targeted end-users.

By selecting different buildings in different EU demonstration districts, the project can ensure access to all relevant local energy users, suppliers and other interrelated stakeholders necessary for a successful deployment. The use of the results at the international level and in other European markets is planned.

Dissemination, exploitation and communication play an important role to achieve the project's goals. They ensure that the concept and results reach potential end users and other relevant stakeholders. As such, they facilitate an early acceptance of the developed solutions.

In addition, they maximise the opportunities for exploitation at the national and European levels. Therefore, work package 7 is dedicated towards dissemination, exploitation, and communication activities. Its holistic approach covers the:

- **Dissemination, exploitation and communication strategies that will be conceived and implemented within Task 7.1**
- **Dissemination will inform academics, engineers and policymakers about results through presentations at conferences, scientific publications and a conference at the end of the project (Task 7.2)**
- **Communication actions will include press releases, articles, videos, infographics, rollups, a website and social media channels (Task 7.3)**
- **Clustering with Sister Horizon Europe projects, Green Deal and H2020 Projects (Task 7.4)**

## 1.1. Document purpose and scope

This First Dissemination Exploitation and Communication Master Plan (DECMP) defines the overall strategy, target groups, channels, responsibilities, and timelines of the ProLight project. The plan outlines the multi-layer activities to maximise the impact of the project results.

As mentioned in the description of the action (DoA) of the grant agreement (GA), the development of a DECMP is envisaged at the beginning of the project in connection with Task 7.1 of WP7. The DECMP will be a living document that will evolve with the project's progress and the generated interest of the target audiences. Therefore, an update will be published in M31. The generated outputs of the project will be consistent with the stipulations and background defined in the consortium agreement (CA) and will comply with intellectual property rights (IPR) and general data protection regulation (GDPR; EU Regulation No. 2016/679).

The purpose of the DECMP is to lay out the strategies that will be used during the project. This ensures effective dissemination, exploitation and communication of the project's outputs and maximises their impact in the academic, industrial, and societal community. We believe that

a systemic approach to climate and environmental policy can accelerate the large-scale potential of activating and empowering social actors and end-users in the Lighthouse and Pocket districts (and beyond). With our project, we want to take an important path towards achieving climate neutrality and the transition to zero pollution by 2050, based on inclusive and people-centred actions.

To do so, five goals have been set:

- **Goal 1:** Raising awareness & informing stakeholders on results & proposed approaches for technology providers & early adaptors for the proposed demo district solutions.
- **Goal 2:** Engaging in a dialogue with stakeholders, in particular, early adopters to foster exploitation opportunities both for commercialisation & further research based on the ProLight results.
- **Goal 3:** Transferring knowledge among partners & relevant stakeholders.
- **Goal 4:** Increasing acceptance & interest in the proposed technical solutions & replication pathways.
- **Goal 5:** Adopting the ProLight solutions beyond the project´s lifetime based on suitable business models & exploitation pathways.

## 2. Communication and Dissemination Management

### 2.1. Definition of key concepts

Within this context, it is also important to reiterate the European Commission's (EC) definitions of three key concepts that will be used throughout this deliverable: dissemination, exploitation, and communication.

- **Communication** refers to taking a strategic approach towards promoting the project and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange.
- **Dissemination** refers to the sharing of knowledge and results by any appropriate means, free of charge, for others to use (e.g. by peers, industry end users, other commercial actors, professional organisations and policymakers).
- **Exploitation** refers to the use of project results (either directly or indirectly through transfer or licensing) in further research activities (outside the project) or developing and providing a product or service to interested parties.

### 2.2. Roles and responsabilities

According to Article 17 of the Grant Agreement on 'Communication, dissemination, open science and visibility', all partners are required to communicate and disseminate their results. Furthermore, all partners are requested to "promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner". All partners are therefore expected to be proactively looking for communication and dissemination opportunities, as well as to contribute to communication and dissemination efforts of the Consortium, in order to reach the European-wide audience.

European Science Communication Institute (ESCI) is leading the WP7 and the coordination of external communication and dissemination activities. This will involve coordinating communication activities at the project and consortium level, guaranteeing consistency in the message delivered and ensuring all the communication targets are effectively achieved. All project partners are committed to maximising the potential impact of the outputs of the project in terms of its dissemination to relevant stakeholders including society, research, industry, authorities, local stakeholders etc. Table 1 shows the distribution of person month (PM) in WP7 of all project partners.

| Partner number and short name | WP7 effort | Partner number and short name | WP7 effort |
|---|---|---|---|
| 1 – FHTW | 1.00 | 9 – GAIA | 5.00 |
| 2 – ADEPORTO | 1.00 | 10 – BI | 1.00 |
| 3 – CluBE | 1.50 | 11 – TFI | 1.00 |
| 4 – EDP NEW | 1.00 | 12 – UNIVAASA | 1.00 |
| 5 – MATERALIA | 1.00 | 13 – EURAC | 4.75 |
| 6 – GLK | 1.00 | 14 – KOZANI | 1.25 |
| 7 – 4ER | 1.00 | 15 – VOAS | 1.00 |
| 8 – PLANET IDEA | 1.00 | 16 – ESCI | 10.00 |
| **Total** | | | 33.5 |

*Table 1: Communication and dissemination effort per partner*

## 2.2.1. Open access to scientific publications

Open access improves access to scientific publications and data. This is considered important by the EU as it allows for building research on previously published research results, achieving greater efficiency by fostering collaboration and avoiding duplication, accelerating innovation, and increasing transparency of the scientific process.

According to the Grant Agreement, each beneficiary must ensure open access to all peer-reviewed scientific publications relating to the project's results, via 'gold' or 'green' open access route. Publishing under "gold" open access, ProLight partners will ensure that barriers to accessing information will be removed, enabling broader dissemination of the project results. In case a publication has closed access, the responsible partner must in parallel publish it in an open repository, e.g. Zenodo, to comply with the EU regulations on "green" open access publishing.

ProLight partners will identify a list of selected Open Access outlets, creating a curated list of academic journals, repositories, or other platforms that will allow ProLight partners to publish the scientific work in an open-access format. The purpose of identifying these outlets will help the project partners in finding reputable and high-quality sources of information that support the principles of open access.

### 2.2.2. Acknowledgement of EU funding

All communication and dissemination activities will acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate) (Figure 1).



*Figure 1: European flag and funding statement*

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g., of beneficiaries or sponsors), the EU emblem will be displayed at least as prominently and visibly as the other logos.

### 2.2.3. Disclaimer excluding Agency responsibility

Any communication or dissemination activity will feature the following disclaimer (translated into local languages where appropriate):

"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 [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them."

### 2.2.4. Approval requirements

According to Article 17 of the Grant Agreement, all partners are required to give at least 15 days advance notice to the other beneficiaries (unless agreed otherwise), together with sufficient information on the results they plan to disseminate.

Online presence, promotional and journalistic content such as social media posts, brochures, graphics and articles require a different approval procedure than scientific articles.

No approval is needed for social media posts created by the partners. The coordinator will be asked to approve promotional content. This will ensure the accuracy of the material and that confidentiality is not breached. If the content is based on specific expertise from another partner, approval will be asked from them. Press releases from partners will be under their responsibility. It is recommended to inform the communication manager about it, so the press release can be promoted through the social media channels of the project. For journalistic content, only the organisations or persons mentioned in the publication will be approached to fact-check and approve the content.

# 3. Communication and dissemination strategy

## 3.1. Goals and objectives

The overarching goal of the communication and dissemination strategy of ProLight is to maximise the impact, promote the project's results and create external awareness and support effective exploitation. The strategy and related activities will evolve as the project advances. Overall, the activities can be divided into **three phases** over the entire project duration (Figure 2).
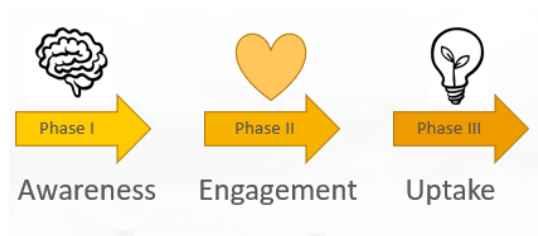


*Figure 2: The three phases of communication and dissemination*

At the **early stage** of the project, with no project results available, the focus will lie on raising general awareness and interest about the project.

At the **mid-stage** of the project, when the first results become available, communication and dissemination activities will focus on sharing results and updates by tailoring the messages to different target audiences (at the different demonstration districts).

At the **final phase** of the project, with all demonstrations in place and their results available, communication and dissemination activities will focus on promoting the ProLight findings and fostering acceptance and exploitation of the project results.

## 3.2.    Target audiences

ProLight is designed in a way to have impacts at different levels - on the participating demonstration districts and end-users. The different target groups are given in table x. In the upcoming months these target groups may change, as the project evolves.

| Target group | Members |
|---|---|
| **End users** | - Social actors<br>- Civil servants<br>- Local population such as occupants, residents, Students, business, etc.<br>- Other local stakeholder, **e.g. general public, social housing providers** |
| **Scientific community** | - European Science Foundation<br>- Academic experts<br>- Phd and post doc fellows |
| **Relevant industries** | - SMEs<br>- Industry stakeholders<br>- Development Agencies<br>- Construction Companies<br>- Energy Providers |
| **Policy makers & non-experts** | - EU Institutions<br>- Local, regional, national authorities<br>- Standardisation Bodies (CEN, DIN), Regional Technical Chamber, Regional Chamber of Commerce, Student unions<br>- IEA Organisations & EU Alliances in topics addressed by ProLight<br>- Related EU projects and European Cluster Collaboration Platform<br>- Public Bodies & Environmental Organisations |
| **Media** | - Architecture journalists and media outlets covering energy efficient living solutions<br>- Tech journalists and media outlets covering smart cities, smart housing<br>- Local or regional newspapers<br>- National or international media outlets addressing district heating experts<br>- Industry magazines |

*Table 2: Interrelation between clusters target groups and suitable media*

## 3.3.    Key messages

- **Tagline:** Affordable housing for remodelled neighbourhoods across Europe.

- **Single statement (short version) about ProLight**: Better life and affordable housing: Our smart neighbourhood approach will be demonstrated in 6 European Lighthouse and pocket districts, and the results will provide blueprints for replication.

  Analysed districts include:

  1. Building and renovating in an energy and resource-efficient way in Austria, Finland and Greece.
  2. Sustainable / Energy communities in Spain, Italy and Portugal, combined in so-called Innovation Clusters.

- **Single statement (long version) about Prolight:** ProLight – Better quality of life and affordable social housing: A standardised approach will be tested in six demo sites and energy communities that will act as urban incubators of technological, social, regulatory & market solutions. Our common goal is to identify proper methodologies fostering European Lighthouse and pocket districts, providing blueprints for replication, and creating energy & climate-aware communities. Analysed districts include:

  1. Building and renovating in an energy and resource-efficient way in Austria, Finland & Greece.
  2. Sustainable / Energy communities in Spain, Italy & Portugal combined in so-called Innovation clusters.

   To ensure engagement with different target groups, the key messages must be tailored to the needs of the respective groups, considering their interest and background knowledge. At the time of writing this Master Plan, not all the relevant messages could be identified, as it is too early in the project. Narratives and key messages will emerge and evolve throughout the project. However, a tentative and non-exhaustive list of key messages has been created, the list will be continuously revised and fine-tuned (Table 3).

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| Key messages | Target groups |
|---|---|
| **Homes account for 25% of the total EU energy consumption. Retrofitting buildings is necessary to achieve our climate action goals.** | All |
| **Investment costs for building transformation are high; this can particularly impact socially vulnerable people who are depending on affordable housing.** | All |
| **ProLight aims to provide affordable housing for remodelled neighbourhoods across Europe.** | All |
| **ProLight aims not only to reduce energy and greenhouse gas emissions but also to create better ways of living, focusing on accessibility, innovation and inclusivity.** | All |
| **ProLight aims to build and renovate in an energy and resource efficient way and will build energy communities combined in so-called Innovation clusters.** | All |
| **Housing is a fundamental human right. ProLight contributes to a sustainable urban policy putting the needs of citizens first.** | All |

*Table 3: Target groups and preliminary key messages*

# 4. Communication plan

As the WP7 leader, ESCI produces communication material to strengthen the impact of the project. This material can be used and adapted to different channels and target groups. This should enable all the project partners to communicate with their national or regional stakeholders in a consistent way.

The content will address both specialist audiences and society at large. It will be tailored to the target audiences (see section 3.2) to deliver the key messages (see section 3.3) and results of the project with the right tone and in an accessible way.

To reach the widest possible audience, different content types and communication channels will be used. Monitoring tools will measure the success of these actions (see section 9) and the actions will be adjusted in accordance with the monitoring results. This multi-layer communication strategy will support and complement the dissemination and exploitation activities and will contribute to the awareness of the ProLight concept as well as their acceptance and uptake.

Which content will be created and when it will be distributed will be decided throughout the project. This flexibility in content creation ensures that the best possible content is created and published at the optimal time for maximum impact.

## 4.1.    Branding

A strong, attractive, and consistent visual identity will be created for the project. The visual identity will facilitate communication, dissemination, and exploitation activities, ensuring that the project and its designs are easily identified. The branding includes the project logo, a colour palette, and fonts. These elements will consistently be used when creating project material.

**Logo**

A simple and modern logo was developed (Figure 3). Its graphic elements are inspired by a city skyline and are accompanied by the project name "ProLight". The logo is available in horizontal and vertical formats, as well as in colour or in black and white so that it can be used on any background.

Furthermore, specific versions of the logo were created for each demonstration district (Figure 3). These variations maintain the original logo design, but each has its specific colour and is accompanied by the location of the demonstration district. These variations of the logo are meant to make the ProLight demonstration districts visually identifiable and highlight the individual identity of each demonstration district.

**Colour Palette**

A set of colours was chosen to be primarily used for project content. These are complemented by a set of secondary colours chosen for each demonstration district (Figure 3).

**Fonts and Variation of English**

The main font of the project is Prompt, an open-source font available on Google Fonts. A combination of Prompt Regular and Prompt SemiBold is used when creating project material. For day-to-day use, the font Calibri Body is used, a font pre-installed in most computers. For consistency, any ProLight content adheres to British English spelling conventions.
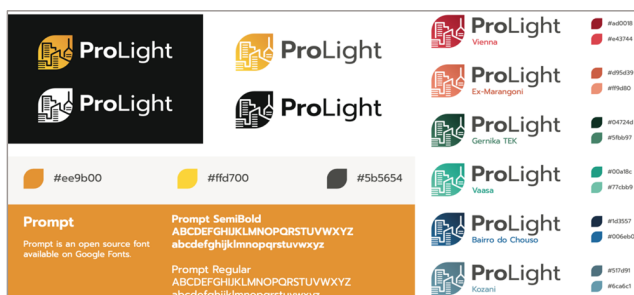


*Figure 3: ProLight logo, colour palette and their variation*

## 4.2.    Templates

Templates for different types of documents have been created following ProLight's visual identity (Figure 4). This aims to maintain project consistency and easy recognition by stakeholders. Microsoft Word templates have been created for deliverables and meeting minutes. Microsoft PowerPoint template has been created for presentation slides. The templates have been made available to all partners and can be used for communication, dissemination and exploitation activities as necessary.
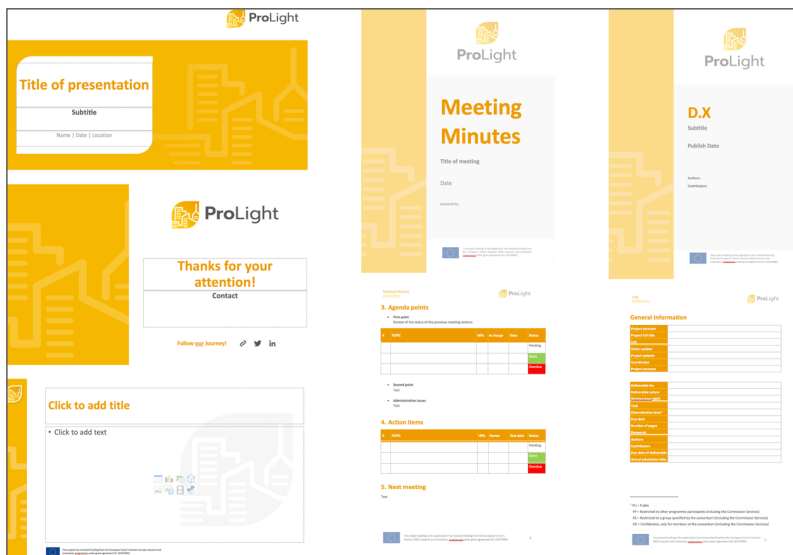


*Figure 4: ProLight templates. From left to right: templates for slides, templates for meeting minutes, and templates for deliverables*

## 4.3.    Communication channels

The advances and results of the project will be communicated and disseminated through multiple channels in order to reach various target audiences. Both online and offline channels (represented by networking, conferences, and workshops) will be exploited.

Communication will include activities aimed at increasing awareness about the project among large audiences, including the general public, decision-makers, the press, etc. Dissemination activities will focus on knowledge and information transfer towards specific communities: municipalities, citizens, researchers, policymakers, etc. in order to nudge replication of the project results.

17

ProLight

Online communication channels, such as the ProLight website and social media accounts will play a prominent role. The online channels are described in more detail in the following section.

As for the offline channels, all the project partners are encouraged to participate in events, fairs, conferences and workshops linked to the ProLight topics, where they can represent their contribution to the project, the project itself and its results.

As part of dissemination activities, each partner will use their own database of stakeholders to disseminate ProLight-plus-related content. Additionally, ESCI will create and manage its own project-related stakeholder lists in line with the project's progress.

Each partner will be asked to list its channels (Annex I and II). These are fundamental to increasing the outreach further.

### 4.3.1. Internal communication

Communication inside the consortium is facilitated by the coordinator. Planed general meetings, when not in person, are organised via Teams (Microsoft). WP and other necessary meetings are also encouraged to keep the information flow within the consortium running. Document sharing between the consortium is established by using Microsoft Teams platform, also managed by the coordinator.

### 4.3.2. Online presence – ProLight website

The project website www.prolight-project.eu is a reference point and anchor for the online content and project outreach activities. It has been launched in January 2023 (M4). As of M3, a landing page has been available.

During the first phase of the project (M4-M24), the website will present the main objectives of the project, a description of the demonstration sites and solutions that the project will be working on. It establishes links to social media channels and publishes relevant updates.

At a later stage (M25-M48), with the results available, the website will contain the latest updates and will act as the platform to distribute non-confidential content (scientific publications, articles, press releases, project updates, etc.).

The website has an engaging design and user-friendly navigation. The overall objective of the dissemination and communication activities is to ensure that the ProLight project website, set up at the very beginning of the project, is the entry point to the ProLight work and achievements for both: the scientific and professional communities and other stakeholders' categories including end users and the general public. It contains all the institutional information about the ProLight project. Besides that, the website acts as a communication and dissemination channel for the project's results and for the involvement and enlargement of the stakeholder's community.

A choice between several options for the domain name of the ProLight website resulted in the following domain: http://www.prolight-project.eu/. The domain name was reserved in October 2022.

The website is managed by ESCI and supervised by Fachhochschule Technikum Wien (FHTW). All partners contribute to the content of the website. The technical infrastructure of the

site is developed by ANAXIMANDRE, who is also responsible for maintenance, hosting and search engine optimisation (SEO). Statistics about visits and visitors to the website will be available at regular intervals.

The navigation within the website is easy and straightforward with pages accessible from the home page and subpages within the pages. At the current stage of the project, the website will be launched with a light but essential structure that will be enhanced and enlarged as more content is generated by the project. Future content that is already planned for the website is for example more information about the demonstration districts' developments.

The main structure is visible in Figure 5, and the main features of the ProLight website are presented in Chapter 1.

The technical infrastructure and the graphical interface of the ProLight website were set up at the very beginning of the project and approved by the coordinator. The website is structured with a homepage and six sub-sections:

- **The project**
- **Demonstration Districts**
- **News & Events**
- **Related Initiatives**
- **Results**
- **Contact**
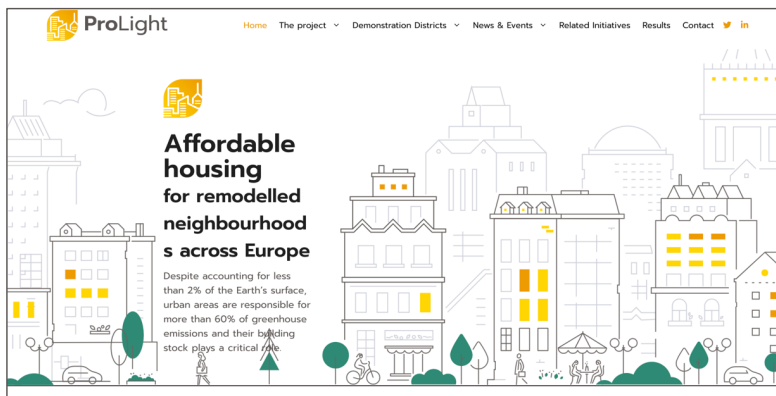


*Figure 5: ProLight website homepage*

### 4.3.3. Social media - Twitter

Twitter is an online news and social networking site with over 368 million monthly active users worldwide. Similar to LinkedIn, Twitter's membership has a high share of highly educated persons. The Twitter account @prolight_EU is active since the project's start and will be used to attract scientists, engineers, industry professionals and journalists to the project. Since the acquisition of Twitter by Elon Musk, the future of this platform is uncertain. At the moment the communication managers of the project do not see any need to stop communication activities on Twitter for the project. All further developments will be closely monitored and continuously reassessed. Necessary steps will be taken once the platform is no longer suitable for the goals of this DECMP or the project as a whole. New posts on Twitter will then be stopped and activities on other platforms will be increased. Alternative platforms may be considered.

### 4.3.4. Social media - LinkedIn

LinkedIn is the top online platform for professionals with more than 830 million members worldwide. It is used to search for jobs, connect to professionals, strengthen professional relationships and learn relevant career skills. It has also been a strong platform for Horizon-funded projects. The company page "ProLight project" is active since the project's start and will be used to build a community of interested stakeholders.

To attract the right individuals to the LinkedIn and Twitter accounts, news about the project but also relevant external news about affordable housing, and energy efficiency in buildings and energy communities will be shared regularly. Further, the account will be used to promote dissemination and exploitation activities. For instance, by sharing scientific publications, business plans or information about events. The main language of the accounts in English.

# 5. Communication actions

## 5.1. Promotional content

The ProLight project will be accompanied by a multi-faceted journalistic approach. The goal is to reach journalists, technical experts of potential replication cities and interested non-experts.

**Infographics** are a powerful tool to grab attention and visually break down complex information. ESCI will produce at least **six infographics** throughout the project. These will be displayed on the website, shared through the project's social media channels and/or used for presentations and posters. They will highlight key concepts and results with the goal of increasing engagement and delivering key messages in a clear and visually appealing manner.

**One flyer** will be produced and distributed to all partners for their communication activities. The goal of this flyer is to provide essential information about the project and its objectives. It will be designed for wide distribution at fairs and conferences so that partners can distribute them individually to potential end users and other stakeholders. An electronic version of the brochure will be available on the ProLight website.

ProLight

To respond to the many opportunities for static display or visual support, **a flyer and multiple posters and roll-ups** providing the key facts and results of the project, with a call to action for further engagement will be designed and made available for all consortium members to produce and use themselves.

**Two videos** will be produced: one within the first half of the project, explaining the goals, significance, and benefits of the project; a second video will be produced towards the end of the project to share the main results. The videos will be embedded on the project website and promoted via social media. Partners are encouraged to show the video during their own communication and dissemination activities, for instance when giving a talk about the project.

## 5.2. Journalistic content

**8 journalistic articles** and **8 expert interviews** with first adopters or other stakeholders will be published throughout the project. They will inform relevant stakeholders through special interest magazines or general media about the project, its goals and results and the benefits of the developed solutions. The interviews are usually in writing, but when the circumstances permit it, they could be produced and disseminated as video material. To further increase visibility, articles and interviews will be promoted via the project's website and social media channels.

The first journalistic article, titled "Renovation meets innovation: Bringing green energy to Europe's upgraded buildings", is to be published in early April 2023. The article will include expert interviews with ProLight partners and will place the project within the general European renovation setting.

**Press releases** will be issued to draw attention to milestones and the most significant achievements reached by the project. They will be published on the project website, promoted on social media and distributed to multipliers like AlphaGalileo. Partners are encouraged to issue press releases, especially in their local language, to also reach people outside of English-speaking audiences.

The first press release was already written and distributed in M1 after the Kick-off Meeting.

## 5.3. Local awareness campaigns

ProLight partners will organise local awareness campaigns to inform citizens and local stakeholders of the identified ProLight district solutions.

Each demonstration district will choose the actions that fits best on their city depending on the mentality and the nature of the interventions to be promoted. The actions will be adapted and translated in local languages to reach local media outlets, local associations, SMEs, industry stakeholders and citizens of the demonstration districts.

Possible local awareness campaigns are:

- **School visits**
- **Neighbourhood events**
- **Info days**
- **Information kiosks in central points of the city**

- **Social media posts**
- **Press conferences**
- **Participation in other events/ Exhibitions**
- **Press releases on Local media/ TV**

ProLight partners aim at engaging more than 220 stakeholders or citizens from 16+ regions during the project lifetime, leading to the publication of 15+ local articles on the ProLight activities and results to reach 580,000+ readers. Engaging with residents and local stakeholders can help to create a sense of shared responsibility towards energy efficiency and sustainability, ultimately leading to a better quality of life for all targeted end-users.

## 5.4.    Mobilisation of stakeholders

The ProLight project aims to mobilise industry, technology, and media outlets and associations to promote its activities and results. To achieve this, a dedicated communication flow will be created to provide tailored messages according to the target audience.

The stakeholder mobilisation strategy will be based on stakeholder mapping (T4.1). An analysis of all the relevant stakeholders will provide us with information in order to determine the aims and objectives of this strategy.

There are several ways and tools how to mobilise stakeholders for the ProLight project such as:

- **Frequent newsletters**
- **Website**
- **Targeted meetings**
- **Activities in social media**
- **Promotion of dissemination materials**
- **Articles**
- **Events**
- **Workshops**
- **Conferences**

All these dedicated communication channels will provide the means to create 25+ publications related to the activities and results of the ProLight project.

Mobilising stakeholders means that they must be aware of the ProLight objectives and values, its progress, challenges that may be faced and the final targets.

Stakeholders must be prepared to contribute to the implementation and to adopt good practices relevant to the ProLight project.

## 5.5.     Internal communication training

The communication manager will organise two communication trainings for partners with little social media experience, fulfilling goal 3 of the DECMP (see section 1.1 Document Purpose and Scope). This will improve the consortium's ability to communicate about the project and its results on social media. Helping the partners to efficiently use their own social media community will increase awareness about ProLight among relevant stakeholders. The first training has been held on 10.03.2023. All in all 30 partners have been participating actively.

In case a partner missed the training, the recording of the session has been made available. The whole session can be viewed here.

The main takeaways have been collected in a presentation of 6 slides, called "HOW TO…get active on social media". The slides have been shared within the consortium and are available on the Microsoft Teams platform in WP7 in the folder Guides_HOW TO.
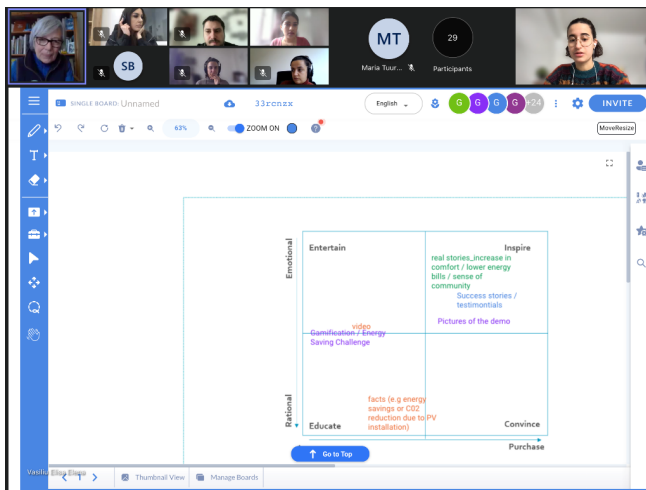


*Figure 6: Screenshot from 1st Social Media Training, 10.03.2023*

## 5.6.     Dissemination and communication: Best practice report

The results of the communication and dissemination actions will be published in a report in M30 (updated in M48). This report will highlight and describe the best communication and dissemination strategies. At the end of the project, this report will be updated. The reports will serve as inspiration for communication and dissemination actions to other European projects.

# 6. Dissemination Plan

## 6.1. Scientific publications

The academic partners will publish research papers under the framework of globally recognised scientific journals under open access (see Section 2.2.1). Scientific papers will be submitted to selected journals, such as Springer and Wettbewerbe, which have high index factors and are well-respected in the academic community. ProLight partners aim at producing at least 12 peer-reviewed publications to reach more than 600 academics and lead to over 600 citations. By disseminating the project results through peer-reviewed publications, the project aims to facilitate the exchange of knowledge and drive innovation in the academic community.

## 6.2. External events

All partners will actively participate in relevant external events such as fairs, conferences, and workshops to present the scientific and technological concepts, approaches, results, and impact of the ProLight project to a wider audience. It will permit to engagement with academic and technical experts, public administrations, policy-makers, and local/regional/national authorities to share the project's findings. Participation in events related to social housing aspects will provide opportunities for in-depth discussions and exchange of knowledge.

Relevant events will be identified by the partners throughout the project's lifetime, including the 5th International Conference SSPCR in Bolzano and the SCALE CCG Co-creation event, among others. Information about visited events and project contributions will be distributed through ProLight social media platforms and published on the project website.

Partners are encouraged to have an active role during the conferences, such as giving a talk, having a stand or a poster. The success of the project's participation in these events will be measured based on the number of presentations and conference workshops delivered, with a target of at least 5 presentations and 3 workshops reaching more than 250 experts. This will increase the visibility of the project and encourage synergies with other projects.

Annex III presents a list of factual relevant events (past and future) that are of interest to the project.

## 6.3. Replication Guidebook

ProLight aims to provide an overview of all its key technical results and methodologies in a clear and concise way through its Replication Guidebook (D7.3) to provide stakeholders with a practical tool that is easy to use and understand. The replication guidebook will serve as a valuable resource for public administrations, policy-makers, and energy experts, helping them to replicate the project's approach in their own contexts. It is expected to be a 20+ page brochure that will be distributed to over 150+ stakeholders. The success of the guidebook will be measured based on the number of stakeholders who receive and use it to replicate the project's approach.

24

## 6.4.    Training activities

ProLight partners will organize a range of training activities, including workshops, webinars, summer schools, and field visits. These activities aim to provide detailed insights into the project's key technical results and methodologies to a diverse range of audiences, including industry stakeholders, potential early adopters, SMEs, and students, such as PhDs and post-docs. The training activities are designed to be interactive, providing participants with practical skills and knowledge that they can apply in their own work. The success of the training activities will be measured based on the number of participants involved and the feedback received from them. The project aims to organize at least 8+ different training actions, each with over 100+ participants, to maximize the impact of the project and the dissemination of the project's results.

## 6.5.    Clustering activities

Engaging in clustering activities ProLight will ensure collaboration and networking with other EU-funded projects and initiatives through, exchanging news, ideas, and experiences in workshops, webinars, and common outreach actions. The target audience for these activities includes related EU-funded projects, SCC1 Collaboration Framework, New European Bauhaus Initiative, Affordable Housing Initiative, and Next Generation EU. ProLight aims to establish new contacts with key actors and researchers by organizing at least two joint events, leading to over 100+ new connections.

These clustering activities aim to foster cooperation and coordination among different projects and initiatives, leading to the development of more effective and efficient solutions for promoting energy efficiency and sustainability in the EU.

The first joint event by ProLight and its sister projects AGREE, DRoP and SUPERSHINE will be a session at the policy conference of the European Sustainable Energy Week 2023 (EUSEW) in June 2023.

## 6.6.    ProLight final conference

A final conference will be organised and held within the last three months of the project. During this event, the project's results and impacts will be presented to 100+ relevant stakeholders, including related EU projects and EU initiatives or experts from the social housing sector, academic and technical experts, public administrations, policy-makers, the EU Commission, and local/regional/national authorities. The conference will include open sessions, round tables and workshops to foster interaction and discussions between different participants to share ProLight's insights, lessons learned, and recommendations. The final conference will be promoted on the project's website and social media channels to increase interest and participation.

# 7. Exploitation strategy

The objective of the exploitation strategy is to fully explore the potential of the elaborated results within the project. ProLight's exploitation strategy and process are shown in Figure 7. The first steps will identify key exploitable results, target markets & potential users and describe draft exploitation plans of each partner as well as the plan to manage IP issues. These activities form the basis for further actions during the course of the project, which aim to develop potential business models and exploitation pathways for the lighthouse and pocket districts and associated IP protection measures. By monitoring the market and implementing exploitation & IP workshops (internal and external) the project will refine and complete the ProLight exploitation strategies based on the project's progress.

**STRATEGY**
- Key exploitable results
- Target markets & users
- Draft exploitation plans of each partner
- IP Management Plan

**ACTION**
- Evaluation of results in order to assess market potential
- Development of business model for each lighthouse and pocket district in close cooperation with the targeted users
- IPR analysis to define mechanisms for IP protection
- Elaborate exploitation plans for each ProLight partner

**EVALUATION**
- Market monitoring
- Exploitation workshops (internal and external) - part of WP 5

**REFINE BASED ON PROGRESS**

*Figure 7: ProLight exploitation strategy and process*

Exploitation activities are interlinked with many other activities across WPs, so they will be undertaken in a coordinated way, exploiting synergies, and avoiding overlaps between them. To emphasise such coordination, a single list of project results will be developed in WP7 (KER list), with the contribution of all partners. This list will be used as a common reference for both dissemination and exploitation activities and ensure consistency within the project. All partners are actively involved in the process and contributed to its application. The results with either enough commercial potential or positive impacts on the well-being and energy awareness of ProLight users enter an in-depth work in order to explore the intention of the project partners. In each case, the ProLight project will focus on the clear identification of the targeted customers for the technology/service and the subsequent identification of their needs. The exploitation strategy will tackle the delivery of ProLight innovations to a wide spectrum of users.

To reach relevant target users, exploitation actions will be cross-linked with dissemination and communication activities. Where suitable, exploitation actions will be backed up by communication, for instance, through the project's website and social media channels.

## 7.1. Key exploitable results (KER)

The first step for developing a comprehensive Exploitation Plan is to identify the list of Key Exploitable Results (KERs). Thus, the following Table 4 lists the expected exploitable results are elaborated based on the input from all ProLight partners.

*Table 4: ProLight Key Exploitable Results (KER list)*

| N° | Key Exploitable Result | Type | Lead Partner |
|---|---|---|---|
| 1 | **Technological Solutions in the Lighthouse and pocket districts** | | |
| 1.a | **PlanetApp - feature in the energy domain:** Integration of consumption and cost sharing in the planet app - for the benefit of residents and property managers to promptly understand and monitor the use of energy both for voluntary and non-voluntary consumptions. Upon integration with actuators, the feature may enable an effective and efficient use of energy thus nudging and/or remotely controlling actuators. | Technology | Planet Idea |
| 1.b. | **Geothermal storage:** combination of geothermal storage, heat pump and solar thermal technology to replace conventional heating systems. | Technology-Concept | FHTW |
| | | | |
| 2 | **Economic solutions in the Lighthouse and pocket districts** | | |
| 2.a | **Energy Communities:** mix of public private partnership, supported by cooperative credits & public/private financial institutions | Business Model | GernikaLumo, 4wardEnergy, AdePorto (depending on final DEMO case) |
| 2.b | **Holistic refurbishment:** one stop shop – a single service provider is responsible for holistic refurbishment of the districts as per the wishes of the building owners | Business Model | 4wardEnergy |
| 3 | **Innovation and Citizen Labs created in the Lighthouse and pocket districts** | | |
| 3.a | Vienna –The lighthouse district serves as **innovation laboratory** for climate-neutral building and neighbourhood renovations towards a climate-neutral building stock. | Innovation Lab | FHTW, 4wardEnergy |
| 3.b | **Citizen Lab (Energy domain)**: the citizen lab format normally used by our | Citizen Lab | Planet Idea |

ProLight

| | | | |
|---|---|---|---|
| | Community Development unit will be enriched with energy related insights thus spreading energy literacy and awareness and paving the way for the activation of large groups of residents to explore the unexpressed potential of energy communities.<br><br>(under discussion) | | |
| **4** | **Consulting services about district project de-risking using the ProLight approach** | | |
| **4.a** | **End-Users Advisory and Interest Group** (EAIG) is established in Vienna working as a deployment desk towards Positive Energy District. | Service | FHTW |
| **4.b** | Refurbishment procedure of one social-housing building serves as role model for many others. **Roadmap** for procedure in order to archive energy efficiency improvements. | Service | CluBE |
| **4c** | Refurbishment procedure of one social-housing building serves as role model for many others. **Best practice** for procedure in order to archive energy efficiency improvements. | Service | CluBE |
| **5** | Replication Guidebook<br><br>Master Plan template related to all specific concepts & implementations per demo district including the framing of integrated site ecosystems | Report | EURAC, EDP and others |
| **6** | Techno economic simulation tool able to model the economic attractiveness of various business models including KERs. | Modelling tool | BI |
| **7** | Questionnaires (surveys) templates<br><br>Social-Economic characterization of the LH/Pocket population, existing LH/PO characteristics (before intervention), and foreseen implementation.<br><br>Related to other KERS (e. g. 9) | Survey Template | TF, EDP and others |
| **8** | Best practices to gather, prepare and use data of lighthouse and pocket districts.<br><br>Guidelines on data collection and processing to build the baseline for e.g. refurbishment plans | Report | EURAC |

| 9 | Implementation strategies (methodology & procedure) for detecting & deploying lighthouse & pocket districts | Service | TF, EDP |
| 10 | Life-cycle social assessment methodology and assessment tool (under discussion) | Survey Template + tool | EURAC |

## 7.2.   Target markets & users

The first step in every marketing strategy is to define the final target markets and their users. The marketing strategy is based on market analyses and will be developed and updated during the project, as results become available. Within the project "marketing strategy" is also referred to as "replication strategy".

The focus of ProLight is not only on developing commercial products but also on economically feasible solutions with a priority on social aspects like the well-being and energy awareness of ProLight users and environmental aspects like increased energy efficiency. The implementation of these valuable solutions relies on engaged enablers, like EU institutions, sister projects, public authorities (city councils, regional governments, etc.), public bodies, policymakers, environmental and social organizations, citizens associations and organizations from the building sector (including energy, heating, and cooling). The end users or profiteers of ProLight solutions in contrast include occupants of student homes and social housing, community members, social actors, civil servants and society or the public as a whole.

The first enablers of project results are the partners involved in the project themselves or related organisations promoted by the partners. A first analysis that defines the exploitation scope and target markets of each project partner has already been performed. The first step was aimed to support the partners in identifying their interest in the exploitable results and in defining a rough exploitation plan for them. Therefore, a data collection sheet was created in MS Excel (see ANNEX IV) that collects the following information:

- **General information about the results that each partner plans to exploit and their interest and role in exploitation.**
- **Definition of target markets and users (early adopters).**
- **Outline of exploitation route.**

The template provided is inspired by the results of the *Sinfonia project* (www.sinfonia-smartcities.eu) and the *DARWIN project* (https://h2020darwin.eu/). Two online meetings have been organised to collect feedback on the usability of the Excel Sheet and explain to the partners on how to use it. A summary of relevant exploitation routes and plans is described hereafter.

To provide an outlook, the next relevant steps towards a better definition of target markets and users will take place in project months 12 – 24 where a detailed internal marketing or replication strategy will be developed for each of the six pocket & lighthouse districts in task T5.3. Then, awareness of the innovation, validated business models, and first experiences in internal exploitation build the fundament of an external marketing or replication plan, which will be developed upon the experiences from internal replication and improved due to results and

recommendations received in a final exploitation workshop in project months 36 – 48 in task T5.4.

### 7.2.1.    Summary of exploitation plans

With ProLight being a scientific project with many experienced research partners, the most relevant exploitation route is **Research.** This means that all partners want to use project results to increase their expertise and know how, apply the gained knowledge to further R&D projects, replicate the methodologies developed at the ProLight pocket districts to other suitable demo sites, and publish the results at scientific conferences or papers as well as on social media channels and local community events.

For example, the key exploitable results number 5 (see Table 4), which summarizes the Master Plan template related to all specific concepts & implementations per each pocket & lighthouse district district is of high interest for many partners of the consortium. The development of the masterplan requires a close and fruitful collaboration with the local shareholders as well as a detailed comparative analysis capturing the framework conditions and the measured impacts. As ProLight unites six different pocket districts in six different countries, and combines the effort of sixteen experienced partners, the Master Plan will provide a good fundament for the replication of the methodologies to other pilots, as well as for publications and dissemination in the local communities on the one hand, and the scientific community on the other hand.

In addition to the research focused exploitation route, also **commercialisation** plays a role in ProLight. For example, the key exploitable result number 6 (see Table 4) is quite relevant for the Becquerel Institute, which is also a consulting company conduction techno economic simulation to assess the profitability of different products in the energy sector. Innovative business models including energy communities are a topic which is gaining traction, thus developing a tool which can model such business models will be very relevant for Becquerel Institute, because it can attract the interest of potential new consultancy customers.

The template provided will be further used during the course of the project to elaborate a detailed exploitation plan for each participant and each pocket & lighthouse district in particular.

## 7.3.    Business Models

The term "business model" can be interpreted in many ways and is not only related to monetary gains. A business model could also describe how universities create scientific value or environmental organizations contribute to the reduction of CO2 emissions. Business models in the framework of ProLight either describe how each of the six pocket & lighthouse districts contributes to sustainability, social justice and economic gains, or draft an approach, which describes how certain project results can be commercialised.

While the first market appraisal is evidently incorporated in the project work plan, where replicable, sustainable, fair, and economically feasible business models will be developed and validated for each of the ProLight pocket & lighthouse districts during project months 12 – 24 in

30

task T5.3, the latter relies also on external developments and initiatives. Still, the ProLight project looks to ensure future business exploitation. In the starting phase of the project, an overview was elaborated, identifying the exploitable results (see Table 4). In the next step the results with enough commercial potential will be identified to enter into an in-depth work in order to explore the intention of the owners of the result. The main paths to be explored will be licensing & the creation of Spin-offs. In each case, the ProLight project will focus on clear identification of the targeted customers of the technology or service, & the subsequent identification of their needs.

## 7.4. Management of Intellectual Property (IP)

Management of intellectual property rights (IPR) plays an important role in all Horizon 2020 research projects, as each participant has the obligation to protect their results. As agreed in the Grant and Consortium agreement, one of the main objectives of intellectual property rights management is to control knowledge transfer and IP rights from the beginning of the project. For this purpose, this chapter includes an overall strategy as well as the main mechanisms to be designed and controlled by 4ward Energy, as the project's IPR manager, and implemented by all partners. The tools and strategies provided by the European IP Helpdesk (https://intellectual-property-helpdesk.ec.europa.eu/regional-helpdesks/european-ip-helpdesk_en) will be used for this purpose.

The aim of the IP Management Plan is to map the intellectual property options and tools available to the *ProLight* project partners for the protection of the IP created during the project execution. To this end, the analysis includes a presentation of protection methods of IP Rights (such as trademarks, patents, copyright, etc.). Given the early stage of project development, the main purpose is not to bring forward a final protection plan but instead to provide project partners with comprehensive guidance on efficient and competent protection of their project-related IP rights. IP issues are already part of the first drafts of individual exploitation strategies of each partner (see ANNEX IV).

### 7.4.1. Key terms and rights defined in the GA and CA

**"Intellectual property (IP)** generally speaking refers to creations of the mind, such as inventions, literary and artistic works[1]. According to the Commission's Recommendation on the management of intellectual property in knowledge transfer activities and Code of Practice for universities and other public research organisations, "*IP is to be taken in the broadest sense, as encompassing any kind of new knowledge resulting from R&D activities (including inventions, software, databases, etc.), whether or not it is protected by formal IP rights such as patents*".

According to the European IPR Helpdesk **Intellectual property rights (IPR)** are the rights given to persons over the creations of their minds. They usually give the creator an exclusive right over the use of his/her creation for a certain period of time.

In the following IPR-relevant key terms in the context of Horizon Europe projects are described (definitions follow the European IP Helpdesk Glossary). Beneath each definition, the rights and obligations defined in the Grant (GA) and Consortium Agreements (CA) of the *ProLight* project are summarized. The CA clarifies Access rights to background or results given by consortium IP owners to other parties (project participants or third parties). It also clarifies

access rights to IP upon and after project completion. The CA establishes a detailed procedure to control partner´s rights with respect to the dissemination and exploitation process within *ProLight*.

| Background |
| --- |
| **Means any data, know-how or information whatever its form or nature (tangible or intangible), including any rights such as intellectual property rights, which is:**<br>- **held by the beneficiaries before they acceded to the Agreement and**<br>- **needed to implement the action or exploit the results.** |

As stated in the Grant Agreement ARTICLE 16 and ANNEX 5 all partners identified and agreed on the background needed for implementing the project and for exploiting its results and elaborated a written agreement (see Consortium Agreement Attachment 1).

| Results |
| --- |
| **Means any tangible or intangible output of the project, such as data, know-how or information, whatever its form or nature, whether or not it can be protected, as well as any rights attached to it, including intellectual property rights.** |

| Ownership of results |
| --- |
| **Once any result is created – someone either owns the rights to the specific IP or can/should own these rights. Generally, results are owned by the partner that generate them. As defined by the European IP Helpdesk "*Ownership of IP rights enables its holder to exercise exclusive rights of use in relation to the subject matter of the IP and to restrict others from using these IP rights.*"[2]** |

As stated in the Grant Agreement ARTICLE 16 and ANNEX 5 the beneficiaries will indicate the owner(s) of the results (results ownership list) in the final periodic report.

| Joint Ownership of results |
| --- |
| **Means two or more beneficiaries own results jointly if: (i) they have jointly generated them, and (ii) it is not possible to establish the respective contribution of each participant, or separate the results for the purpose of applying, obtaining or maintaining their protection** |

According to the Grant Agreement Article 16.4 and Annex 5 the joint owners will specify the provisions for exercising their joint ownership in writing in a 'Joint Ownership Agreement' (i.e. defining relative contributions, specific conditions for granting licenses or issues related to costs

of protection and sharing of potential revenues). They may also agree on an alternative to joint ownership (e.g. transfer of sole ownership to one of the joint owners). The following additions are agreed on in the Consortium Agreement Section 8.2:

Unless otherwise agreed:

- each of the joint owners shall be entitled to use their jointly owned Results for non-commercial research and teaching activities on a royalty-free basis, and without requiring the prior consent of the other joint owner(s).
- each of the joint owners shall be entitled to otherwise Exploit the jointly owned Results and to grant non-exclusive licenses to third parties (without any right to sub-license), if the other joint owners are given:
  - o at least 45 calendar days advance notice; and
  - o fair and reasonable compensation.
  - o The joint owners shall agree on all protection measures and the division of related costs in advance.

| **Access rights** |
|---|
| **are defined as rights to use the project's results or background.** |

The Grant Agreement of *ProLight* project states that each project partner has the right to request access rights to the other project partners' background and results as long as it needs them in order to carry out its work under the project or to exploit its own results. The agreements defined regarding access rights are written in Section 9 of the *ProLight* Consortium Agreement. The Parties agreed to negotiate in good faith any additional Access Rights to Results as might be asked for by any Party, upon adequate financial conditions to be agreed in writing a separate agreement.

## 7.4.2.  ProLight IP Management Plan

This chapter describes the IP issues to be considered during the project implementation and towards the end of the project and beyond, which will follow the *Guide to IP in Horizon 2020* of the European IPR Helpdesk[3]. The IPR Management of the *ProLight* project focuses on the careful handling of IPR issues, those that are of strategic importance in order to facilitate the exploitation of its results. The aim is to create a favourable environment for respecting intellectual property rights (IPR) and guaranteeing a sound approach by all participants, together with permanent IP monitoring during the project. Therefore, the IPR plan includes the following steps:

1. **IP identification:** all new IP values within the project will be identified and listed (list of KERs).
2. **Monitor IP list:** monitoring a schedule of innovation produced in the course of project development (updating the list of KERs)

3. **Provide strategies:** explore the opportunities/ tools for protecting generated IP and provide strategies to maximise the exploitation of the key exploitable results. Concrete protection measures will be discussed and elaborated within workshops held on the project partner level and also with each Lighthouse and pocket district (towards the end of the project).

4. **Use of results:** there may be direct use when the partners will industrially or commercially exploit the results (production and marketing of new products and services), or indirect use when they will transfer the results to other project partners or third parties, that will exploit such results (e.g. by means of licenses). The use will also consist in the utilization of results in further research initiatives, aiming at the further enhancement of the developed outputs.

Interested individuals outside the consortium, including target audiences, will be made aware of the project's results through both communication and dissemination strategies.

It is pointed out that the aim of the IP Management Plan is to provide the basic guidelines to the project's partners in order to better understand the Intellectual Property they already have, or they will develop during the project's lifetime and accordingly to examine the means to protect them. An IPR Management Plan in its final version will be examined under the final version of the Dissemination, Exploitation and Communication Master Plan, which is due in M31, when the project has reached its final stage.

### 7.4.3.  Description of IPR

Project partners should, during the ProLight project, examine and evaluate the means of protection that apply to their results. In the following, the essentials of the different IPRs will be described in more detail. The information gathered is based on the *Guide to IP in Europe* published by the European IP Helpdesk and a booklet about "*What is intellectual property*" published by the WIPO (World Intellectual Property Organization).

Generally, IPR can be subdivided into the following major categories:

1. **Copyright and rights related to copyright.**
2. **Industrial property** (including patents, trademarks, industrial designs, and trade secrets).

Common IP protection possibilities will be described in more detail in the following tables (Tables 5-9).

| Copyright and rights related to copyright | |
|---|---|
| **Description** | Copyright, or authors' right, is a legal term used to describe the rights that creators have in their literary, artistic and scientific works. |
| **Which IP can be protected?** | Copyright covers an enormous range of works, usually the following:<br>- literary works such as novels, poems, plays, newspaper articles;<br>- computer programs, databases;<br>- films, musical compositions, and choreographies;<br>- artistic works such as paintings, drawings, photographs and sculptures;<br>- architecture; and<br>- advertisements, maps, and technical drawings. |
| **How does it arise?** | Copyright arises automatically – it does not need to be applied for.<br><br>Thus it is common practice to attach a copyright notice to the work, such as the mention "all rights reserved" or the symbol © together with the year in which the work has been created, to inform others of the existence of copyright and therefore reduce the likelihood of infringement. |
| **Requirements** | To qualify for copyright protection a work includes in general:<br>- Be original: Based on EU case law, it can be said that the originality requirement is satisfied when the author expresses his creativity by making free and creative choices, resulting in a work that reflects his personality.<br>- Exist in some form |
| **Scope of protection** | Rights are granted by the Berne Convention and covers:<br>- Economic rights: authors can control the use of their work<br>- Moral rights: are non-transferable, include the right of authors to claim authorship |
| **Duration of protection** | At least during the author's lifetime plus 50 years from his death (economic rights; moral rights are not limited) |

*Table 5: Copyright and rights related to copyright*

**ProLight**

| Patents | |
|---|---|
| Description | A patent is an exclusive right granted for the protection of inventions (products or processes) offering a new technical solution or facilitating a new way of doing something. |
| Which IP can be protected? | Inventions (product or processes) |
| How does it arise? | Patent has to be registered, this can be performed at three different levels: national, regional and international (depending depends on the territories where a company intends to exploit the patent) |
| Requirements | - Novelty: invention must be new (not being state of the art)<br>- Inventive step: invention must be non-obvious<br>- Capable to use in any kind of industry |
| Scope of protection | By patenting an invention, the patent owner gets exclusive rights over it, meaning that he or she can stop anyone from using, making or selling the invention without permission.<br><br>Patent rights are granted and enforceable within the geographical boundaries of the country where they are registered. |
| Duration of protection | Limited in time; ends after 20 years |

*Table 6: Patents and their scope of protection*

| Trademarks | |
|---|---|
| Description | A trademark is an exclusive right over the use of a sign in relation to the goods and services for which it is registered. The main function of a trademark is to identify the commercial origin of a product. |
| Which IP can be protected? | Sign capable of distinguishing the goods or services of one enterprise from those of other enterprises. |
| How does it arise? | Trademarks have to be registered. This can be performed at three different levels: national, regional and international |
| Requirements | - Clear and precise representation<br>- Distinctiveness<br>- Non-deceptiveness<br>- Non-descriptiveness<br>- Non-customary in the language<br>- Non-contrary to public order and morality |
| Scope of protection | Owner of a trademark can prevent others from using the same or similar signs for identical or related goods and/or services, without the owner's prior permission. |
| Duration of protection | Limited in time; in most countries 10 years |

*Table 7: Trademarks and their scope of protection*

ProLight

| Industrial design | |
|---|---|
| **Description** | An industrial design is the outward appearance of the whole or part of a product. |
| **Which IP can be protected?** | Industrial design rights cover those elements of a product that are aesthetic or ornamental – the way it looks and feels. Industrial design rights entitle the right holder to control the commercial production, importation and sale of products with the protected design. |
| **How does it arise?** | through a registration system (national, regional and international), through a system of non-registration and through copyright |
| **Requirements** | - Novelty<br>- Individual character<br>- Non-functionality |
| **Scope of protection** | - Registered Community Design (RCD): exclusive right to use<br>- Unregistered Community Design (UCD): protection against deliberate copying |
| **Duration of protection** | RCD: 5 years (renewed for a period of five years p to 25 years in total)<br><br>UCD: 3 years and cannot be renewed |

*Table 8: Industrial design and their scope of protection*

ProLight

| Trade secrets | |
|---|---|
| **Description** | Confidential business information providing a competitive advantage to an enterprise |
| **Which IP can be protected?** | IP rights on confidential information can include know-how, technical knowledge (potentially protectable as a patent), but also business and commercial data such as lists of customers, business plans, recipes or manufacturing processes. |
| **How does it arise?** | do not require administrative or procedural formalities<br><br>Measures:<br>- storing confidential information safely;<br>- concluding non-disclosure agreements where trade secrets are discussed with business partners<br>- including non-disclosure clauses within agreements such as licence agreements, employment agreements, consortium agreements, etc. |
| **Requirements** | The information must:<br>- be secret, meaning that it is not generally known;<br>- have commercial value due to its secrecy; and<br>- have been subject to reasonable measures, by the person in control of the information, to keep it secret. |
| **Scope of protection** | Owner of a trade secret does not have exclusive rights over the information, but if the information is leaked by someone under the obligation to keep it confidential, such a disclosure would constitute a breach of contract allowing remedies for the trade secret holder |
| **Duration of protection** | unlimited |

*Table 9: Trade secrets and their scope of protection*

[1] European Commission (2023): IP Helpdesk Glossary, https://intellectual-property-helpdesk.ec.europa.eu/regional-helpdesks/european-ip-helpdesk/europe-glossary/glossary-o_en

[2] European Commission (2023): IP Helpdesk Glossary, https://intellectual-property-helpdesk.ec.europa.eu/regional-helpdesks/european-ip-helpdesk/europe-glossary/glossary-o_en

[3] https://www.unav.edu/documents/10162/32810280/EU-IPR-IP-Guide.pdf/d09132dd-6e32-df99-7d40-3650153586e8?t=1621355024160

# 8. Summary of communication and dissemination actions, including KPIs

| Communication material | Key function/motivation | Target audience | Metrics | Goals | Timing |
|---|---|---|---|---|---|
| • 6 info-graphics<br>• 6 factsheets<br>• 1 flyer<br>• Posters and roll-ups<br>• 2 promo videos<br>• Best Practises of Communication and Dissemination Actions | Promote the project, present the project's results in a clear & concise way. | Public administrations, policy-makers, local/regional/national authorities, technical experts of potential replication cities. | • 2,000 potential adopters of ProLight solutions | 1,2,3,4,5 | M1-M48 |

*Table 10: Summary of communication material including KPIs*

*Table 11: Summary of communication actions including KPIs*

| Communication actions | Key function/motivation | Target audience | Metrics | Goals | Timing |
|---|---|---|---|---|---|
| **ProLight Website** | • Communicate project objectives and partners activities. <br> • Build a community of interested stakeholders & potential early adaptors. <br> • Engage with stakeholders & develop a dialogue with them. | All stakeholders & interested public | • 12,000 web visits per year <br> • 36.000+ in total by cross-linking | 1, 2, 3, 4, 5 | M4 – M48 |
| **Social Media Channels** | | | • 500+ followers on Twitter + LinkedIn | | |
| **Journalistic content** | Inform about the concept of ProLight's smart district solutions, the pros & cons of the proposed solutions. Gain attention by media outlets. | Specialist publications, industry magazines & other media outlets, freelance tech journalists, associations & their newsletters | • 8+ expert interviews <br> • 8+ journalistic articles <br> • press releases | 1,2,3,4,5 | M6-M36 |

40

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| Local Awareness Campaigns | Inform citizens & local stakeholders about the activities, objectives & results of ProLight's smart district solutions in their region. | Local media outlets, local associations, SMEs, industry stakeholders & citizens of demo districts. | <ul><li>16 regional "come together" with</li><li>200 stakeholders or citizens</li><li>15 local articles</li><li>580.000 readers</li></ul> | 1,2,3,4,5 | M6-M36 |
|---|---|---|---|---|---|
| Mobilisation of stakeholders | Create a dedicated communication flow; provision of content for publication by media organisations & associations with tailored messages according to target audience | National or international media outlets, associations, relevant journals & newsletter providers, tech news websites | <ul><li>25 publications of ProLight content</li><li>75,000 readers</li></ul> | 1,2,3,4,5 | M3-M36 |
| 2 Internal Communication Trainings | Ensure active communication activities from all consortium members & increase outreach through the partner´s own network. | Consortium members | <ul><li>1 social media training</li><li>1 outreach training</li></ul> | 3 | M6 + M24 |

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| Dissemination actions | Key function/motivation | Target audience | Metrics | Goals | Timing |
|---|---|---|---|---|---|
| **12 scientific publications (peer reviewed)** | Exchange scientific knowledge, provide technical details & share open data | Researchers and engineers | • 600 academics Leading to 600 citations | 1,2,3,4,5 | M13-M48 |
| **Replication Guidebook** | Provide an overview of all key technical results & methodologies in a clear & concise way | Public administrations, policy-makers, experts in district heating & related energy issues | • 20+ pages brochure distributed to<br>• 150 stakeholders | 1,3,4,5 | M34-M36 |

*Table 12: Summary of dissemination action including KPIs*

*Table 13: Summary of training and events including KPIs*

| Trainings and events | Key motivation | Target audience | Metrics | Goals | Metrics |
|---|---|---|---|---|---|
| **Conferences and fairs** | To present scientific and technological concepts, approaches, results and their impact. | Academic and technical experts, public administrations, policymakers, local/ regional/ national authorities. | **5 presentations 3 conference workshops reaching 250+ experts** | 1,2,3,4,5 | M13-M48 |
| **Training activities** | Run industry | Industry stakeholders, | **8 training actions for** | 3 | M6-M48 |

| | | | | | |
|---|---|---|---|---|---|
| | workshops, field visits to good practice, webinars, university lectures & a summer school to provide detailed insights in key technical results & methodologies. | potential early adaptors, SMEs, students incl. PhDs & post-docs. | **100+ participants** | | |
| **Clustering activities** | Exchange news & ideas in workshops, webinars, or in common outreach actions | Related EU-funded projects, SCC1 Collaboration Framework, New European Bauhaus Initiative, Affordable Housing Initiative, Next GenerationEU | **2 joint events leading to 100 contacts from energy key actors &researchers** | 3 | M13-M48 |
| **ProLight Final conference** | To present the final project results and their impacts. | Academic and technical experts, public administrations, policymakers, EU Commission, local/regional/national authorities. | **100+ stakeholder** | 1,2,3,4,5 | M48 |

# 9. Monitoring

ESCI is responsible for monitoring and the assessment of the project communication. The achievement of communication targets is measured through a methodology relying on a number of instruments that have been used over several years by ESCI staff.

Various web analytic tools apply to keep the dissemination and communication record of the project. These include detailed web analytics, the number of uptakes from multiplier platforms, and social media outreach.

The Monitoring results will feed into the update of the DECMP in M31 and in D7.2 Best Practices of Dissemination & Communication Actions (M30, M48).

## 9.1.    Website analytics

The website analytics are done by using Matomo Analytics (a GDPR friendly version of Google Analytics). It includes:

- **user count,**
- **average visiting time,**
- **language and location of visitors,**
- **devises used for browsing.**

## 9.2.    Social media analytics

Brandwatch, a social media analytics tool, will be used to monitor the performance of ProLight's social media channels. Aggregated and anonymous data will be collected to this end. This includes the number of fans, but also impressions and engagements both in total and for specific posts. This allows us to evaluate the most and least successful posts and helps to understand what attracts the target groups and spreads awareness about ProLight. Only for the reputation analysis, qualitative and non-anonymous data will be collected when analysing the top social media accounts mentioned ProLight. The focus is thereby on organisations or research projects. The data from the reputation analysis will not be published.

After almost 6 months of social media activity, the following numbers can be reported:

- **The Twitter community** of the project grew to 44 followers within the last 5,5 months. The evolution of followers is a regular and steady growth, even if this growth is less important than planned.
- 22 tweets of the past 5,5 months period (from 01.10. 2022 to 15.03.2023) got a total of 2300 impressions.
- The most successful post in this period was a tweet directly linked to our consortium activities:

*Figure 8: Most successful tweet on Twitter, 27.12.2022*

- **The LinkedIn community** of the project grew to 125 followers within the last 5,5 months. The evolution of followers is a regular and steady growth and the interactivity with our network is satisfactory.
- All 28 posts of the 5,5 months period (from 01.10. 2022 to  15.03.2023) received a total of 11.310 impressions.
- An experience from other EU-funded projects shows us that the most popular tweets are those directly linked to the project activities or to persons being part of the consortium. Therefore, we created the series #facesofprolight in the first months of the project and presented one person (and her/his involvement in ProLight) of each organisation of the Consortium. The #FacesOfProlight tweet of Alexandre Varela, EDP NEW, was the most successful tweet of this period.

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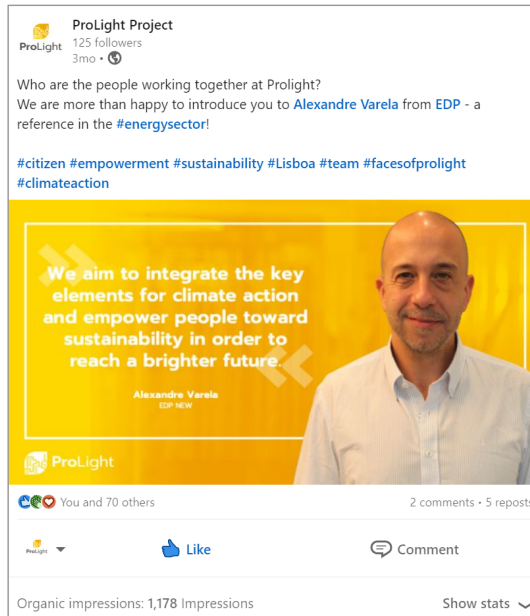


*Figure 9: Most successful post on LinkedIn, 22.12.2022*

## 9.3.    Scientific Publications

The scientific publication evaluation process will include a review of the number of citations each publication receives, as well as the impact factor of the journal in which it is published. Altmetrics will also be taken into consideration, where possible, to provide a more complete picture of the impact of the research. By evaluating these metrics, ProLight can ensure that its research output is reaching the appropriate audience and making a meaningful impact in the scientific community.

## 9.4.    Events

To evaluate the success of the organised events, feedback forms may be handed out at certain events, and the number of stakeholders will be monitored.

## 9.5.    Monitoring document for all partners

To facilitate monitoring and more efficient assessment of the communication and dissemination activities, all partners are asked to keep track of their publications or any other dissemination activities. Partners will be asked to submit their results on a six-monthly basis in a monitoring document, saved on the project platform teams. Annex V shows the status quo of the document.

# 10. Expected impact

All project partners are aware that communication, dissemination, and exploitation measures will need to go hand in hand in order to achieve the project goals. Thanks, to the clear communication materials, the targeted audiences will be informed and involved, and the project will be promoted to decision-makers.

We are working together to ensure that the huge potential of the project is communicated to a wide audience and that the public's perception will influence the acceptance of environmental measures.

Our goal is to maximise the replicability of the integrated solutions at the district level to enable a large-scale roll-out across the European Union. We expect to provide an important path towards achieving climate neutrality and the transition to zero pollution by 2050, based on inclusive and people-centric actions.

# 11. Conclusion

The present "Dissemination, Exploitation and Communication Master Plan" is a key document that lays out and steers the project's approach to disseminating and exploiting the project's activities and results as well as communicating about the research with various audience. It provides the framework and guidelines for the successful implementation of dissemination and communication activities, as well as for the exploitation measures (including IP management), throughout the projects' lifetime and beyond. The aim is to raise awareness for the projects, its activities, and the results to achieve the project's expected impact.

The strategies and plans define:

- o **clear objectives and key messages,**
- o **target audiences**
- o **communication channels and actions,**
- o **planned communication, dissemination, and exploitation activities,**
- o **a list of expected results that may be exploited**
- o **IP protection measures and**
- o **measures to monitor and evaluate the effectiveness of activities performed.**

Overall, ProLight already started its activities, having established a web and social media presence with a continuous stream of content and regular posting activity. The first social media campaign aimed at raising awareness about the project and the lighthouse and pocket districts has also already been launched.

As the project evolves, this document will be updated and refined in order to provide a detailed analysis of all measures and activities performed by the partners. Efforts and activities will gradually increase and intensify, as project results become available. This will create favourable conditions to facilitate the use and uptake of ProLight's results and solutions by all relevant stakeholders.

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# Annex I: Partners' websites

| PARTNER | WEBSITE |
| --- | --- |
| University of Applied Sciences Technikum Wien | https://www.technikum-wien.at/ |
| AdEPorto | https://www.adeporto.eu/ |
| Cluster of Bioeconmy and Environment of Western Macedonia (CluBE) | https://clube.gr/ |
| EDP NEW | https://www.edp.com/ |
| Materalia | https://www.materalia.fr/ |
| Gernika-Lumo Kultur Etxea | |
| 4wardEnergy | https://www.4wardenergy.at/de |
| Planet Smart City | https://planetsmartcity.com/ |
| GAIA | https://gaia.es/en_US/ |
| Becquerel Institute | https://becquerelinstitute.eu/ |
| TechForce Innovations | https://www.techforce.nl |
| University of Vaasa | https://www.uwasa.fi/en |
| VOAS | https://www.voas.fi/ |
| EURAC: Institute for Research for Renewable Energy | https://www.eurac.edu/en |
| Dimos Kozani | https://cityofkozani.gov.gr/ |
| European Science Communication Institute (ESCI) | https://www.eurac.edu/en |

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# Annex II: Partners' social media accounts

| PARTNER | TWITTER | LINKEDIN | FACEBOOK | INSTAGRAM |
|---|---|---|---|---|
| Technikum Wien | - | Fachhochschule Technikum Wien | FH Technikum Wien | @technikum_wien |
| AdEPorto | @AdEPorto_ | AdEPorto - Agência de Energia do Porto | AdEPorto - Agência de Energia do Porto | - |
| CluBE | @Cluster_CluBE | CluBE-Cluster of Bioeconomy and Environment of Western Macedonia | Cluster of Bioeconomy & Environment of Western Macedonia | @clube_wm |
| EDP NEW | @innovationatEDP | EDP / Innovation@edp | - | - |
| Materalia | @pole_materalia | Materalia | - | - |
| Gernika-Lumo Kultur Etxea | @Kulturagernika_ | - | Gernika-Lumoko Kultur Etxea | @kulturagernika |
| 4wardEnergy | - | 4ward Energy Research GmbH | - | - |
| Planet Smart City | @PlanetSmartCity | Planet Smart City | PlanetSmartCity | @planetsmartcity |
| GAIA | @ClusterGaia | Cluster GAIA | - | - |
| Becquerel Institute | @BecquerelForPV | - | - | - |
| TechForce Innovations | - | TechForce Innovations B.V. | - | - |
| University of Vaasa | @univaasa | University of Vaasa | Vaasan yliopisto | @univaasa |

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| | | | | |
|---|---|---|---|---|
| **VOAS** | - | | VOAS - Vaasan opiskelija-asuntosäätiö | @voasvaasa |
| **Eurac** | @EURACrenewables @EURAC | Institute for Renewable Energy / Eurac Research | @eurac.research | @euracresearch |
| **Dimos Kozani** | @dimoskozanis | - | Δήμος Κοζάνης @dimoskozanisofficial | @dimos.kozanis |
| **ESCI** | @scicomms | European Science Communication Institute | - | @esci.eu |

## Annex III: Overview of exemplary external events

> **Commented [SAK1]:** All partners: please fill in if you are planning to attend!

| Title | Venue | Frequency | Partner attending |
|---|---|---|---|
| **International Social Housing Festival 2023** | Barcelona, Spain | Annual? | FHTW |
| **European Sustainable Energy Week 2023** | Brussels, Belgium | Annual | FHTW, GAIA |
| **SSPCR International Conference** | Bolzano, Italy | Biannual | EURAC |
| **Affordable Housing Initiative Finance Summit** | Paris, France | Unknown | To be determined |
| **Affordable Housing Initiative Bootcamps** | Vienna, Austria | Unknown | To be determined |
| **Enlit Europe** | Paris, France | Annual | To be determined |
| **World Sustainable Energy Days** | Wels, Austria | Annual | 4wardEnergy |
| **New European Bauhaus Festival** | Burssels, Belgium | Annual? | To be determined |
| **Biennial of European Towns and Town Planners** | Unknown | Biannual | To be determined |

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# Annex IV

**PROLIGHT:  INITIAL EXPLOITATION PLAN**

**Partner** *(Organisation)*

**Name** *(Person Responsible)*

**Type of Organisation:** | *Please choose*

| KEY EXPLOITABLE RESULTS (KERs) | TYPE OF RESULT | YOUR INTEREST IN EXPLOITATION - QUALITATIVE | YOUR INTEREST IN EXPLOITATION - QUANTITATIVE | YOUR ROLE IN THE EXPLOITATION | BACKGROUND IP used to generate result | PROTECTING new IP |
|---|---|---|---|---|---|---|
| *This column contains the key exploitable results defined in the DoA and within Task 7.1. Please fill in **JUST** the rows concerning the results that your organisation intends to exploit.* | *Please choose from the drop-down menu.* | *Please describe why this KER is relevant for your organisation.* | *Introduce your level of interest in the exploitation of the KERs. (High / Medium / Low interest)* | *Please note that you are one of the owners of the exploitable result if you contribute to its development. You are a beneficiary partner if you are interested in exploiting a result produced by other partners.* | *"Background" means any data, know-how or information — whatever its form or nature, including any rights such as intellectual property rights — that is:*<br>*- held by the beneficiaries before they acceded to the Agreement and*<br>*- needed to implement the action or exploit the results.*<br>EU Grants: Article 16, Annotated Model Grant Agreement: V0.2 DRAFT– 30.11.2021 | *Please describe, if relevant, how you plan to protect your intelectual property.* |
| KER 1 | *Please choose* | | *Please choose* | *Please choose* | | |
| KER 2 | *Please choose* | | *Please choose* | *Please choose* | | |
| KER 3 | *Please choose* | | *Please choose* | *Please choose* | | |
| KER 4 | *Please choose* | | *Please choose* | *Please choose* | | |
| KER n | *Please choose* | | *Please choose* | *Please choose* | | |

| TARGET SECTOR | POTENTIAL USERS | EXPLOITATION ROUTE | EXPLOITATION ACTIVITIES |
|---|---|---|---|
| *Please describe your target market of application, try to be as specific as possible in the description.* | *Please describe the users / early adopters of your exploitation activity, trying to be as specific as possible.* | *Please choose from the drop-down menu.* | *Please describe which actions could be taken to exploit the result.* |
| | | *Please choose* | |
| | | *Please choose* | |
| | | *Please choose* | |
| | | *Please choose* | |
| | | *Please choose* | |

51

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# Annex V

| Title of Scientific Publication | DOI | ISSN or eSSN | Authors | Title of the Journal or equivalent | Number, date | Publisher | Place of Publication | Pages | Open-Access (Green/Gold) | OA cost | Peer-Reviewed | Public / Private publication |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
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Scientific Publications   Events   Communication   +