



Next REnewable multi-GENeration technology enabled by TWO-phase fluids machines

## D8.2 Communication and Dissemination Plan

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## List of Acronyms

ACRONYM	MEANING
<b>C&amp;D</b>	Communication and Dissemination
<b>CCHP</b>	Combined Cooling, Heating and Power
<b>D</b>	Deliverable
<b>DMP</b>	Data Management Plan
<b>EAB</b>	External Advisory Board
<b>EC</b>	European Commission
<b>EU</b>	European Union
<b>FAIR</b>	Findable, Accessible, Interoperable and Re-usable
<b>GA</b>	Grant Agreement
<b>H2020</b>	Horizon 2020
<b>H&amp;C</b>	Heating and Cooling
<b>IPR</b>	Intellectual Property Rights
<b>M</b>	Month
<b>KER</b>	Key Exploitable Result
<b>KPI</b>	Key Performance Indicator
<b>OA</b>	Open Access
<b>ORD Pilot</b>	Open Research Data Pilot
<b>PM</b>	Person-Month
<b>RES</b>	Renewable Energy Source
<b>R&amp;I</b>	Research & Innovation
<b>WP</b>	Work Package

## Executive Summary

This deliverable (D8.2) contains the Communication and Dissemination Plan for the Horizon 2020 REGEN-BY-2 project (under GA No. 851541), a comprehensive guide that describes the actions, tools and channels to be used throughout the whole project life. The aim of this document is to outline the strategy, tools and materials with which REGEN-BY-2 will carry out effective stakeholder-oriented communication and exploitation-oriented dissemination activities for maximizing the promotion and the impact of the project. This deliverable will be subject to successive updates and modifications throughout the duration of the project. In order to ensure the incorporation of new information as it emerges, as well as the results of the project itself, REGEN-BY-2's Communication and Dissemination Plan should be reviewed at each reporting period.

# 1 Introduction

This document portrays the Communication and Dissemination Plan (C&D Plan) for the H2020 project “REGEN-BY-2: Next RENEwable multi-GENeration technology enabled by TWO-phase fluids machines”. The main purpose of this deliverable is to establish the communication strategy, activities, tools and materials for REGEN-BY-2 to reach its key stakeholder groups; and to ensure the dissemination of the project results.

Given the focus that the H2020 programme places on activities which demonstrate and maximise the societal and economic impact of Research & Innovation (R&I) funding, the REGEN-BY-2 project aims to deliver effective, high-impact communication and dissemination, bringing research and its results to the attention of multiple audiences (i.e non-scientific audiences, scientific peers, potential business partners or policymakers), thus helping to drive competitiveness and growth in Europe and address societal challenges.<sup>1</sup>

The boundaries between communication and dissemination activities can sometimes overlap. All aim to help maximise the impact of R&I actions, but what differentiates them from one another are the objectives, focus and target groups they address (see Table 1 below). On the one hand, the role of communication within the project is to inform, promote and communicate the R&I action and its results to a multitude of audiences beyond the project’s own community, including media and the broad public, in order to engage with stakeholders, attract talent, generate market demand, raise awareness of how public money is spent, or show the benefits of European R&I collaboration. On the other hand, the role of dissemination is to publicly disclose (open) the knowledge and results of the project to specific audiences that may take an interest in their potential use (e.g. by decision-makers to influence policy-making, by industry and the scientific community for follow-up), thus maximising the results’ impact, contributing to the advancement of the state of the art and making the results of EU-funded R&I a common good.<sup>1,2,3</sup>

COMMUNICATION (GA Article 38.1)	DISSEMINATION (GA Article 29)
Covers the <b>whole project</b>	Covers project <b>results only</b>
Starts at the <b>outset</b> of the project	Happens only <b>once results are available</b>
Multiple audiences	<b>Specialist</b> audiences
<b>Informing and engaging with society</b>	Enabling the <b>take-up and use of results</b>

Table 1: Communication vs. Dissemination<sup>1,2</sup>

To achieve these objectives, REGEN-BY-2’s C&D Plan identifies specific communication measures and strategies, dissemination opportunities, targeted audiences and key messages. This document also defines the metrics or key performance indicators (KPIs) that will be used to assess the effectiveness of the C&D activities, as well as the tools and channels to reach them, depending on the stage of the project. The C&D Plan will be updated during the development of the REGEN-BY-2 project, according to the monitoring of its effectiveness, and the emergence of results and/or new information.

<sup>1</sup> European IPR Helpdesk. Making the Most of Your H2020 Project. Boosting the impact of your project through effective communication, dissemination and exploitation. March 2018. Available at:

[www.iprhelpdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E\\_0.pdf](http://www.iprhelpdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E_0.pdf) accessed on 19/01/2021

<sup>2</sup> EC. Quick guide and tools for Communication, Dissemination and Exploitation in Horizon 2020. Available at:

[ec.europa.eu/research/participants/docs/h2020-funding-guide/imgs/quick-guide\\_diss-expl\\_en.pdf](http://ec.europa.eu/research/participants/docs/h2020-funding-guide/imgs/quick-guide_diss-expl_en.pdf) accessed on 19/01/2021

<sup>3</sup> EC. Communicating EU research and innovation guidance for project participants, Version 1.0, September 2014. Available at: [ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf) accessed on 22/01/2021



## 2 Methodology

The C&D Plan for REGEN-BY-2 H2020 project has been developed in accordance with the guidelines provided by the European Commission (EC) in the “Horizon 2020 Online Manual”<sup>4,5</sup> as well as the baseline documents “Communicating EU research and innovation guidance for project participants”<sup>3</sup> and “Communication of EU funded projects: A Strategic Approach”<sup>6</sup>.

In regard to the communication of the project, the EC guidelines state that a good, comprehensive **communication plan** should:

- be strategically planned;
- define clear (measurable) communication objectives;
- be targeted and adapted to relevant audiences;
- formulate pertinent messages;
- use the right medium and means;
- set out a description and timing for each activity; and
- monitor and evaluate the efforts throughout the project.

The REGEN-BY-2’s C&D plan applies this suggested framework, which will be used to guide the consortium in its iterative improvement as the project and its activities mature.

As a beneficiary of an H2020 grant, REGEN-BY-2’s communication activities should address the public policy perspective of EU R&I funding by providing tangible proof that transnational cooperation adds value by showing how working together in a European consortium has allowed to achieve more than otherwise possible, notably in achieving scientific excellence and contributing to competitiveness and to solving societal challenges (e.g. impact on everyday lives, better use of results and spill-over to policy-makers, industry and the scientific community). REGEN-BY-2’s communication will reflect how the project’s collaborative efforts to develop a novel, highly efficient multi-generation technology will provide a decisive contribution to the exploitation and increased use of local renewable thermal energy sources, constituting a breakthrough in our energy system as it can be used in wide sectors (e.g. District Heating and Cooling systems and Distributed Renewable Flexible Energy systems). Thus, REGEN-BY-2 will help strengthen the EU’s global leadership in RES technologies, fulfill the ambitious 32% RES target for 2030, and reduce the environmental impact and greenhouse gases emissions of the current energy system.

The guidelines also indicate a set of resources (i.e. platforms and tools) provided by the EC and other external sources for consideration. REGEN-BY-2 will take advantage of these dedicated EC services related to communication (e.g. publications, audio visual support, events, online news, etc.), as well as make use of the project partners’ networks and influence in the leading platforms related to the REGEN-BY-2 project.

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<sup>4</sup> EC. H2020 Online Manual - Communicating Your Project. Available at: [ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication\\_en.htm](https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm) accessed on 22/01/2021

<sup>5</sup> EC. H2020 Online Manual - Dissemination & Exploitation of results. Available at: [ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/dissemination-of-results\\_en.htm](https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/dissemination-of-results_en.htm) accessed on 22/01/2021

<sup>6</sup> EC - DG RTD. Communication of EU funded projects: A Strategic Approach. EU international cooperation in R&I, Transition to Horizon 2020. Available at: [www.yumpu.com/en/document/read/28474193/transition-to-horizon-2020-and-communication-in-eu-funded-project](https://www.yumpu.com/en/document/read/28474193/transition-to-horizon-2020-and-communication-in-eu-funded-project) accessed on 27/01/2021

In regard to the **dissemination activities** of the project, the EC guidelines<sup>5</sup> as well as the H2020 Rules for Participation<sup>7</sup> reflect the idea that it is essential that public investment in R&I is converted into socio-economic benefits for the society as a whole. Thus, as an H2020 grant beneficiary, REGEN-BY-2 should disseminate the outcomes of the project's research activities developed by the partners. The aim of this transfer/sharing of knowledge and results is to enable others (potential users) to take up the research results, thus maximising the impact of the project and contributing to the progress of science in general<sup>2</sup>.

The EC suggests to take the following step-by-step approach to dissemination<sup>1</sup>:

- define targeted audiences/stakeholders that will potentially use the project results;
- analyse, select, describe and disclose the project's key exploitable results (KERs) by appropriate means, including scientific publications, in order to get them used (exploited);
- choose relevant dissemination tools according to the interests and needs of the defined target audiences during and after the project;
- define a coherent strategy for knowledge management addressing background knowledge used by the project as well as new results generated by the project;
- develop a Data Management Plan, in line with the EC's Open Access and Open Data policies<sup>8</sup>;
- consider possible ways to ensure active stakeholder involvement/management (i.e. through workshops with potential users interested in project results);
- outline the significance of your results for future policy-making and define concrete measures to bring the project results to the attention of decision-makers and funding sources on European, national, and regional level;
- describe how dissemination activities will be managed and monitored throughout the project and after project completion.

REGEN-BY-2's consortium intends to follow the above suggested approach to plan the dissemination activities of the project. Particularly, a stakeholder database (D8.3, M28) will be formed for targeted dissemination actions by aggregating the top 5-10 exploitation-related contacts of the partners, and by adding stakeholders identified along the project length. From this database, dissemination and exploitation channels can be identified, clustered, reinforced and used in a strategic way, ensuring that the relationships are constructed with a purpose (awareness, influence, knowledge transfer, exploitation potential) and nurtured across the project's lifetime. Besides, a KERs Table (D8.4, M15) will be used to identify, synchronise, and conduct efficient planning and management of the project's results. This table will also include details about the intellectual property rights (IPR) of the KERs and, thus, whether each result should be protected or disclosed (disseminated).

The EC promotes Open Research with the aim of making research outputs more transparent and their use more efficient<sup>1</sup>. Nevertheless, open access (OA – free of charge, online access for any user)<sup>8</sup> will not affect the IP generated by the research results. The decision on whether to seek protection for IPR is made before deciding whether or not to publish OA.

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<sup>7</sup> See Article 43 of the Horizon 2020 Rules for Participation available at: [http://ec.europa.eu/research/participants/data/ref/h2020/legal\\_basis/rules\\_participation/h2020-rules-participation\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/legal_basis/rules_participation/h2020-rules-participation_en.pdf)

<sup>8</sup> EC. H2020 Online Manual - Open access & Data management. Available at: [ec.europa.eu/research/participants/docs/h2020-funding-guide/cross-cutting-issues/open-access-dissemination\\_en.htm](http://ec.europa.eu/research/participants/docs/h2020-funding-guide/cross-cutting-issues/open-access-dissemination_en.htm)

Once the decision has been made, as established in Article 29 of the GA, REGEN-BY-2 must ensure OA to all the peer-reviewed scientific publications relating to its research results. In addition, the project falls under the requirements of the Open Research Data Pilot<sup>9,10</sup> (ORD Pilot), which aim is to maximise access to and re-use of research data generated by H2020 projects. Therefore, REGEN-BY-2 partners should give OA to any related research data that would allow others to validate the results presented in the scientific publications. In order to be able to handle the collected, processed and/or generated data and ensure that the relevant data is findable, accessible, interoperable and re-usable (FAIR), all ORD Pilot participants are required to develop a Data Management Plan (DMP). R2M has developed, in parallel to this document, REGEN-BY-2's DMP (D8.6, M6), in which the data that will be open is specified: what data the project will generate, whether and how it will be exploited or made accessible for verification and re-use, and how it will be curated and preserved.

In the following sections, the communication and dissemination strategy and the activities planned to be carried out during the REGEN-BY-2 project are described. Overall, the methodological approach to the C&D strategy considers three stages (Table 2). Although these stages can be independent in the case of different audiences, they also will be cumulative when it comes to the same target.

STAGE	AWARENESS	UNDERSTANDING	ENGAGEMENT
OBJECTIVES	Inform and raise awareness about the project, its purpose and its value.	Provide technical and detailed explanations about the project's activities, methods & tools. Educate and disseminate results.	Obtain stakeholders' engagement and collaboration. Involve the audience in the project's exploitation activities.
TOOLS	Website, social media, posters, newsletters, videos, workshops, etc.	Interviews, emails, workshops, webinars, conferences, etc.	Interviews, fairs, events, industrial exhibitions, one-on-one meetings, etc.
OUTSET	M1	M18	M30

Table 2: Stages of the C&D strategy

### 3 REGEN-BY-2 Communication and Dissemination Strategy

This section constructs the C&D strategy for the REGEN-BY-2 project, following the outline provided in the EC guidelines.

#### 3.1 Management and effort

All partners are involved in REGEN-BY-2's communication and dissemination activities. The intent of the dedicated effort is to execute an iterative living process that is continuously adjusted and tuned up over the project's lifetime. During the first year of the project, baseline communication materials will be generated and initial stakeholder groups will be assembled. Over the course of the project, those stakeholders are expected to be educated, trained, engaged and "exploited" in the sense of creating the path to post-project impact.

<sup>9</sup> OpenAIRE. What is the EC Open Research Data Pilot? <https://www.openaire.eu/what-is-the-open-research-data-pilot> accessed on 12/01/2021

<sup>10</sup> EC - DG RTD. Guidelines on FAIR Data Management in Horizon 2020. July 2016. Available at: [ec.europa.eu/research/participants/data/ref/h2020/grants\\_manual/hi/oa\\_pilot/h2020-hi-oa-data-mgt\\_en.pdf](https://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/oa_pilot/h2020-hi-oa-data-mgt_en.pdf) accessed on 11/01/2021

R2M is the leader of WP8 and of tasks T8.1 “Stakeholder-oriented communication activities” and T8.2 “Exploitation-oriented dissemination activities”. Updates on C&D activities will naturally be a part of consortium meetings, and an assessment and realignment of the C&D strategy will occur during the project’s reporting activities. Even though R2M is the task leader, all partners must be involved in the communication and dissemination strategy and activities, sharing results, knowledge and experience. Table 3 shows the efforts in person-months (PMs) of each partner in WP8.

Partner	UNIPI	RINA-C	CARTIF	CNRS	UL	R2M	TIFEO	NTUA	ULIEGE	UNE	LSTME	JER	HYS
PMs	3	3	3	2	1	30	3	3	3	1	3	8	1

Table 3: Distribution of efforts in WP8

### 3.2 Objectives

The objectives of REGEN-BY-2’s C&D strategy are documented in this section (Table 4). When shaping these objectives for the REGEN-BY-2 project, a deliberate effort has been made to have a shorter list of high quality and high impact objectives, as opposed to a long list where the project would meaningfully get behind. Effort is also included to incorporate the aspects found in the EC guidelines related to promoting EU research and connecting to its societal benefits.

REGEN-BY-2’s C&D objectives	Means to attain them
To position REGEN-BY-2’s CCHP technology and gain recognition as a competitive system solution for the efficient and flexible conversion of renewable thermal sources.	<ul style="list-style-type: none"> <li>• Construct a strong project’s brand and identity.</li> <li>• Reach key stakeholder groups.</li> <li>• Be present on key portals and at key events (such as impact workshops, key conferences or expositions).</li> </ul>
To communicate to the widest possible audience the project’s key messages, activities and results in a way that facilitates its exploitation and impact, enhancing the project’s sustainability and large-scale uptake beyond its lifetime.	<ul style="list-style-type: none"> <li>• Create customized communication materials and activities to be delivered in a strategic way to targeted audiences.</li> <li>• Select and implement in a good way the best/most effective communication and media channels.</li> <li>• Create and engage a far-reaching stakeholder community.</li> <li>• Leverage the EC’s dissemination tools, platforms and services</li> <li>• Track and assess C&amp;D activities against targets and KPIs.</li> </ul>
To enhance the business/academic reputation of the project partners.	<ul style="list-style-type: none"> <li>• Deliberately develop and feature rotating testimonials of the partners in the project’s website and newsletters.</li> <li>• Publishing in Open Access high-impact publications.</li> </ul>
To contribute to the policy goals for EU R&I <sup>11</sup> by communicating how the REGEN-BY-2 project has and will have a positive impact on society at large	<ul style="list-style-type: none"> <li>• Provide tangible proof of the project’s added-value (quantifying the benefits) and include it in the C&amp;D materials</li> <li>• Organise activities to enhance the take-up of results by decision-makers to influence policy-making and by industry and the scientific community to ensure follow-up.</li> </ul>

Table 4: Objectives of REGEN-BY-2’s C&D strategy and means to attain them

<sup>11</sup> EC - DG RTD. Open innovation, open science, open to the world - A vision for Europe. May 2016. Available at: <https://publications.europa.eu/en/publication-detail/-/publication/3213b335-1cbc-11e6-ba9a-01aa75ed71a1>

### 3.3 Target audiences

This section lists the different audiences and stakeholder groups which are targeted in REGEN-BY-2's C&D strategic plan. The initial target audiences identified and the means/channels to reach them are reported in Table 5 below.

Target audiences / Stakeholder groups	Strategic objective	Channels to reach them
General public & Media	Inform, educate and raise awareness about REGEN-BY-2's technology, activities and results, their relevance for the energy transition, and their social and environmental benefits.	<ul style="list-style-type: none"> <li>• Website &amp; Social media</li> <li>• Newsletters</li> <li>• Communication materials</li> <li>• Traditional media (press releases)</li> </ul>
Academia & Scientific community	Ensure knowledge transfer through targeted dissemination and synergic collaboration in research activities for future system optimization.	<ul style="list-style-type: none"> <li>• Website &amp; Social media</li> <li>• Scientific publications</li> <li>• Conferences, events, workshops</li> </ul>
Industry (e.g. chemical, food & beverage, pulp & paper, textile, plastics, etc.)	Increase awareness and stakeholder engagement to evaluate the potential future applicabilities of REGEN-BY-2 technologies and results. Establish mutually-beneficial interaction to accelerate the market uptake.	<ul style="list-style-type: none"> <li>• Partners' networking activities</li> <li>• Website &amp; Social media</li> <li>• Press and targeted literature</li> <li>• Fairs, exhibitions, events</li> <li>• Workshops and technical visits</li> </ul>
Sector associations (i.e. Euroheat & Power, IRENA, IEA, GBC, ARPA, ETN, COGEN Europe)	Obtain access to various platforms, extending the REGEN-BY-2 project's impact at EU level. Collect and analyse insights and feedback.	<ul style="list-style-type: none"> <li>• Partners' networking activities</li> <li>• Website &amp; Social media</li> <li>• Events, conferences, exhibitions</li> </ul>
Service providers / ESCo (i.e. H&C providers, simulation professional, energy auditors)	Evaluate potential business models and simulate applicability of the REGEN-BY-2 technological solution in real scenarios.	<ul style="list-style-type: none"> <li>• Partners' networking activities</li> <li>• One-on-one communication</li> <li>• Fairs, exhibitions, events</li> </ul>
Policy-makers & Standardisation bodies	Inform and engage decision-makers to influence policy-making, analyse and contribute to standardisation to help reduce any existing or future barrier that could affect the project's impact and market uptake.	<ul style="list-style-type: none"> <li>• Invitation to key project events, conferences, workshops</li> <li>• One-on-one communication</li> <li>• Policy-oriented publications</li> <li>• Participation in standards</li> </ul>
Similar R&I projects	Stay abreast of research efforts worldwide. Ensure knowledge transfer. Establish mutually-beneficial interaction. Collect relevant insights and feedback.	<ul style="list-style-type: none"> <li>• Website &amp; Social media</li> <li>• Stakeholder community invitation</li> <li>• Participation in their events and in clustering workshops</li> <li>• One-on-one communication</li> </ul>

Table 5: Target audiences (stakeholder groups) and means to reach them

The objective of the C&D activities and focus of the messages will vary depending on which target audience will be the recipient of such messages. The communication activities aim to inform about and promote the project among multiple audiences beyond the project’s own community, including the general public, the media and external stakeholders; whereas the dissemination activities aim to share the knowledge and results obtained in the project with specific audiences (targeted stakeholder groups) that may take an interest in their potential use.<sup>1,2,3</sup> It is crucial to reach each target audience through the right channels and deliver them the right messages to assure an effective C&D of the project’s activities and results, and thus facilitate their engagement.

### 3.4 Key messages

Key messages are the main points of information about the project that the audience should hear, understand, and remember. Effective key messages are concise and tailored to a specific audience, articulating what is innovative about the project and why it is relevant for the audience<sup>3</sup>. Thus, clear key messages will be formulated for each of REGEN-BY-2’s target stakeholder groups, in line with the C&D strategic objectives.

At this early stage of the project, the main ideas of the project that the key messages should express have been identified, for each target audience, and are reported in the following table (Table 6):

Target audiences	Initial key messages
General public & Media	The REGEN-BY-2 project will develop a novel, highly efficient technology able to convert any type of renewable thermal energy source into electricity, heat or cold, satisfying multiple needs simultaneously and contributing to the energy transition.
Academia & Scientific community	REGEN-BY-2 will research, design, construct and experiment a lab-scale prototype of a patented multi-generation CCHP technology for the conversion of any type of renewable thermal sources, enabled by two-phase fluid machines. Collaborate with us to ensure knowledge transfer and find synergies in the R&I work being developed for optimization of the future energy system.
Industry (e.g. chemical, food & beverage, pulp & paper, textile, plastics,...)	REGEN-BY-2 multi-generation technology has the potential to deliver a radical step-change in energy system efficiencies, costs and RES penetration by the application of flexible CCHP two-phase systems. Your insights are valuable to evaluate the potential future applicabilities of REGEN-BY-2 and accelerate its market uptake.
Sector associations (i.e. Euroheat & Power, IRENA, IEA, GBC, ARPA, ETN, COGEN Europe)	REGEN-BY-2 will induce greater use of renewable thermal sources and will be a breakthrough in the energy infrastructure, as it can be used in wide energy sectors (e.g. District H&C, Distributed Flexible RES systems). With your support, insights and feedback, REGEN-BY-2 will reach a higher and broader impact.
Service providers / ESCOs (i.e. H&C providers, simulation professionals, energy auditors)	REGEN-BY-2 will demonstrate (prototype) the functionality of the patented technology, which will be a breakthrough in the energy system, allowing to make a better use of RES through new business models. Help us evaluate potential business models and simulate the applicability of REGEN-BY-2’s solution in real scenarios.



<p>Policy-makers &amp; Standardisation bodies</p>	<p>REGEN-BY-2 can provide a decisive contribution towards the energy transition and help fulfil the EU goals for 2030 and 2050. Your support and insights are needed to identify and reduce gaps/barriers in legislation, regulation and standardisation to facilitate the market uptake of REGEN-BY-2’s technology.</p>
<p>Similar R&amp;I projects</p>	<p>Clustering and collaborating with REGEN-BY-2’s partners can help increase all the projects’ visibility and impact, as well as find synergies in the R&amp;I work being developed.</p>

Table 6: Initial key messages

### 3.5 Medium and means: channels, tools and activities

To deliver the key messages to the corresponding target audience, it is important to use the right medium and means<sup>3,4</sup>. For this purpose, it is necessary to determine which C&D channels, tools and activities will be employed by the REGEN-BY-2 project’s partners, and at what level (local, regional, national or EU-wide). Overall, the C&D strategy at project level will be EU-wide, but each partner will also be able and encouraged to communicate and disseminate the project at national and regional level in their own countries.

Communication can be a one-way exchange of information, by means of mass media (i.e. website, press release, newsletter, brochure, etc.), which can potentially reach a large audience; or a two-way exchange (i.e. conference, exhibition, meeting, workshop, etc.), which are interactive and usually more flexible, although they reach a smaller audience. REGEN-BY-2 will make use of both types of communication. Rather than aiming to build an audience from scratch, the REGEN-BY-2 project will take advantage of the partners’ already existing social media and networks. To get an overview of the C&D channels that can be exploited during the project, all the partners have been requested to fill a questionnaire. The answers to this survey have been collected and analysed by R2M and integrated in the C&D strategy.

Not only will the project’s partners act as multipliers, but also external stakeholders will be identified to guarantee REGEN-BY-2 reaches out to the widest possible audience. The term “multiplier” refers to all those actors that can potentially amplify the key messages by bringing higher visibility to the project’s activities and results. REGEN-BY-2 will identify and target those stakeholders, organisations and individuals who recognise the added-value of the project and are motivated to disseminate its benefits further.

To ensure an effective C&D strategy, high-quality and diverse materials, tools, channels and activities are necessary. The selected medium and means for REGEN-BY-2’s C&D are described in the following sections hereafter.

#### 3.5.1 Website

The website will be the first point of contact of the REGEN-BY-2 project, directed to the general public and with the aim of informing about the project and its results. The domain [www.regen-by-2.eu](http://www.regen-by-2.eu) was acquired by R2M for the creation of the website, which was part of D8.1 “Website & Social Media”, already submitted. The REGEN-BY-2 project’s website was launched on December 2, 2020 (beginning of M4) and will be periodically updated according to the project results and the development of the partner’s activities.

The website is intended to be attractive and user-friendly, with intuitive navigation; and has been structured in five different sections:

- *Front page* - It is the website's landing page.
- *Why REGEN-BY-2?* - This section covers the background and justification of the project.
- *About REGEN-BY-2* - This section describes the objectives of REGEN-BY-2 and a summary of the project's developments.
- *Expected results* - This section presents the results that the consortium expects to achieve.
- *Consortium* - This section has a list of the project's partners with a brief summary of their work, along with hyperlinks leading to their respective websites and social media, which in turn should have a link to the project's website to favour a larger spectrum of visitors.

The website will be updated throughout the duration of the project with news, main results obtained, scientific papers and public deliverables produced by the project's consortium. Besides, the contact address [info@regen-by-2.eu](mailto:info@regen-by-2.eu) is indicated in the website. At the footer, the icons of Twitter and LinkedIn are displayed, taking the user to REGEN-BY-2's social media accounts with one click.

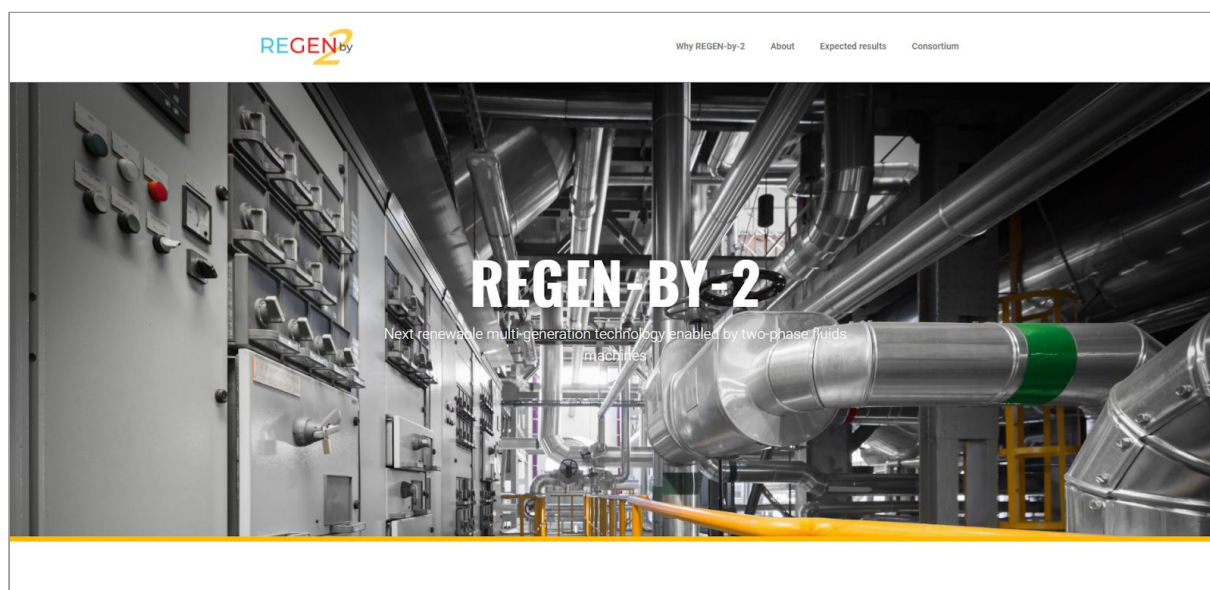


Figure 1: Website

### 3.5.2 Social media

The selected social media platforms to promote the REGEN-BY-2 project are Twitter, for the general public, and LinkedIn, for more targeted stakeholders. Both social media accounts were created on M2 of the project. The objective of REGEN-BY-2's social media networks is to achieve an active and broad promotion of the project, to establish a community of "followers", create targeted posts, announce events and news, and finally draw visitors to the project's website.

Part of the effort that all partners need to dedicate to the REGEN-BY-2's communication activities involves their support on the social media, i.e. collaborating by extending the network, helping to broaden dissemination, and supporting communications throughout the duration of the project to ensure, firstly, acceptance and validation of the project and, secondly, the growth of its digital and media presence.



### 3.5.2.1 LinkedIn

A LinkedIn profile (<https://www.linkedin.com/company>) was created in order to further disseminate the project among professionals in the energy sector, create debates and share useful information.

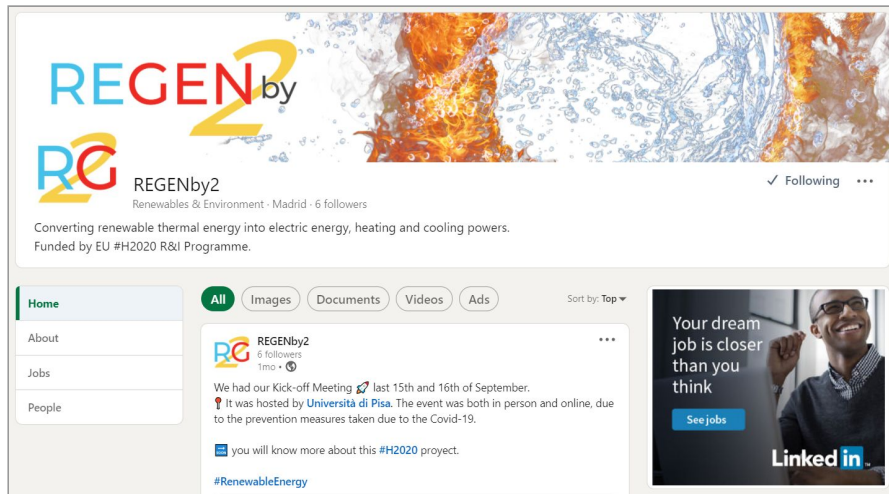


Figure 2: LinkedIn account

### 3.5.2.2 Twitter

A Twitter account (<https://twitter.com/regenby2>) is useful to spread information about the project to a wider audience, as well as sharing the developments and resources of REGEN-BY-2 along the course of the project’s lifetime.

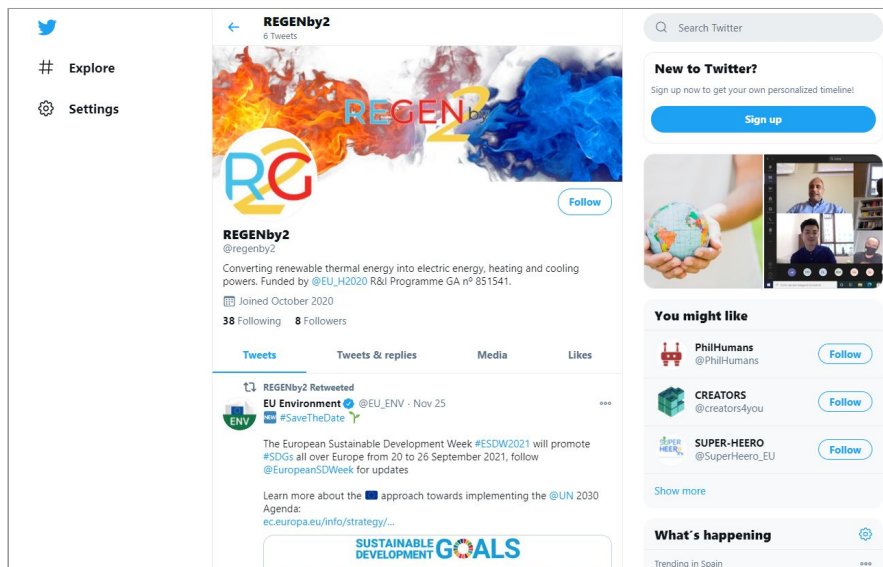


Figure 3: Twitter account

## 3.5.3 Graphic materials

Graphic communication materials (i.e. brochure, poster, infographic, video) will be created and made available in order to give visual support to the project. Distribution of printed copies will be carried out especially during events. The graphic materials that will be used for the REGEN-BY-2 project are described below.

3.5.3.1 *Poster / Roll-up banner*

A project poster will be designed and adapted to the roll-up format in order to give visibility to the REGEN-BY-2 project during fairs, conferences and exhibitions. The roll-up display has gained status over the years for being particularly user-friendly, with plenty of space to attract attention to the key message and increase the project’s recognition. Posters are materials that will substantially support the C&D of the REGEN-BY-2 project at events.

3.5.3.2 *Brochure*

A brochure will be designed to promote and explain the REGEN-BY-2 project as well as support its dissemination during events. The content of the brochure will be decided based on the purpose, the context of the dissemination and the target audiences. Once designed and upon request, it may also be tailored to fit an event or demonstration to better adapt the key messages and impact that wish to be conveyed to the audience.

3.5.3.3 *Infographics*

Infographics (or “information graphics”) are visual representations of information, data, or knowledge intended to present information quickly and clearly. They utilise a collection of engaging imagery, graphics, charts, and minimal text that gives an easy-to-understand overview of a topic. Infographics have evolved in recent years to be for mass communication, and therefore are designed with fewer assumptions about the readers’ knowledge base than other types of visualizations.

Infographics are a useful communication tool that will be used in the REGEN-BY-2 project to facilitate the understanding of the “complex” research developments being carried out by the partners. These infographics will be integrated in the website and may also be included in the poster, brochure, and the rest of C&D materials to complement/support the contents given.

An infographic was already created at the proposal stage (Figure 4) and another one is currently under development. More infographics will be designed as the project progresses and there are more information and results generated. Updates will be specified in future versions of D8.2.

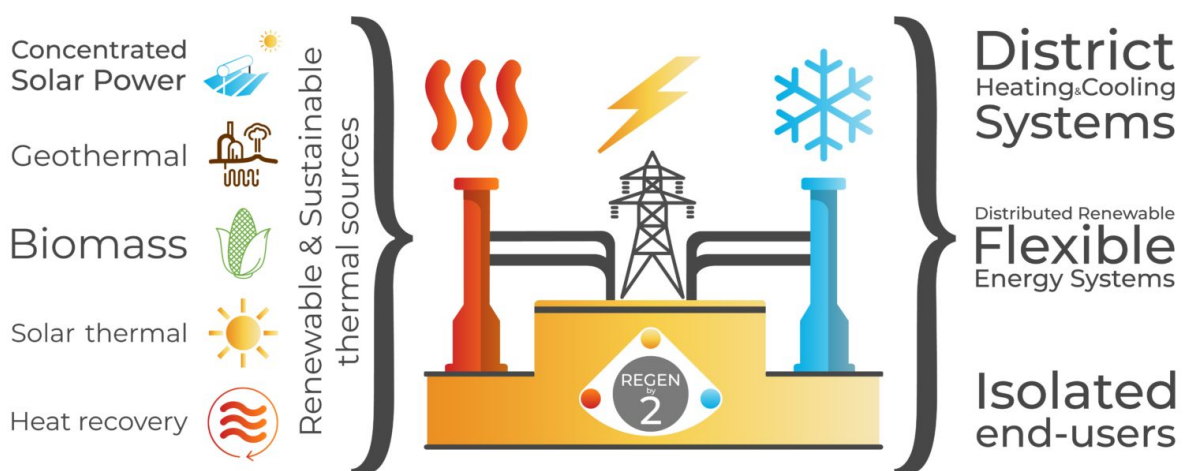


Figure 4: Infographic

### 3.5.3.4 Video

An informative video will be made during the REGEN-BY-2 project's lifespan for public communication purposes. The video will be used in media or online platforms (e.g. YouTube, Vimeo) and to broadcast key messages during events and demonstration activities. The video (e.g. a simple explanatory video that uses animation, interviews with researchers, etc.) will be made available via the project's website and social media, allowing the partners to easily share this content and aid in the dissemination of REGEN-BY-2's key messages and results via their own platforms and networks.

R2M expects to produce one video to be delivered at an early stage of the REGEN-BY-2 project to help introduce the project's key messages and the consortium. R2M will also evaluate the possibility (as budget allows) to produce another video by the end of the project's duration, once the prototype has been constructed and the experimental testing advances, to explain the project's results and impact (i.e. through interviews to the partners). More details in this regard will be provided in future updates of this deliverable (updated at each reporting period).

## 3.5.4 Newsletters

REGEN-BY-2 will issue a series of yearly electronic newsletters to inform about the project's progress and outcomes. These e-newsletters will be created by R2M every 12 months and distributed among the stakeholder community and dissemination network. They will include news and developments of the REGEN-BY-2 project, interviews with the partners, information about past and future events and workshops (internal or external, relevant to the project), visual and educational materials, as well as links to the project's website and social media. The newsletters will stimulate the collaboration and discussion between academic and industrial partners.

The project's partners will encourage their networks to subscribe to the e-newsletter in order to help construct the project's stakeholder database (D8.3), which in turn will help grow the community and impact around REGEN-BY-2.

## 3.5.5 Public events and activities

The participation and organization of events by REGEN-BY-2's consortium partners will be an essential part of the project's communication and dissemination of results. The involvement of the partners in this part of the C&D activities is therefore necessary for the successful development of the project's objectives, and will require the following actions:

- **Prior to the event:** the partners should notify the C&D team (R2M) as early as possible of events relevant to the REGEN-BY-2 project. They must also inform about the agenda of the event and what is the purpose of participating or organizing it. If the partners need support during the course of the event from the C&D team, they should notify them in advance and specify what will be required. Advance notice will help optimise both the C&D strategy and its impact.
- **During the event:** it may be useful for the C&D team if attendees, participants or organizers of the event provide information, photos and contacts obtained during the course of the event. In this way, events can be exploited to expand the project's networks and gain active audiences.
- **After the event:** the partners must send the C&D team a completed "event report form" (see Annex 1), which will be used for the project's reporting to be submitted to the EC, and which will also provide very useful inputs/feedback for the dissemination and exploitation of the results.

Examples of public events where the partners can participate are described in the following sections:

*3.5.5.1 Conferences, workshops and clustering events*

To facilitate the dissemination of the research results and to ensure bi-directional communication between the project’s consortium and the stakeholder community, it is essential that REGEN-BY-2 has a presence in conferences, workshops and clustering events. Participation in these events will offer opportunities for cooperation, best practice exchanges and synergies with other similar projects and researchers. When relevant, meetings with expert groups and the REGEN-BY-2’s External Advisory Board (EAB) will be combined with the workshops and/or conferences for knowledge exchange.

One highlight will be the use of the Sustainable Places Conference Series, organised by R2M, as a hub for workshops and project clustering opportunities. Besides, REGEN-BY-2 is expected to participate in recognized international conferences, such as the ones listed in the table below (Table 7).

International and European conferences identified	
ICAE	International Conference on Applied Energy
ICPT	International Conference on Power and Energy Technology
ECCE	European Congress of Chemical Engineering
PPEPPD	Int. Conference on Properties and Phase Equilibria for Product and Process Design
ICEER	International Conference on Energy and Environment Research
ICRERA	International Conference on Renewable Energy Research and Applications
SWC	Solar World Congress
ECOS	Efficiency, Cost, Optimization, Simulation and Environ. Impact of Energy Systems
ECOMONDO	The Green Technology Expo
COGEN Europe	Annual Conference of the European Association for the Promotion of Cogeneration
Turbo Expo	ASME Turbomachinery Technical Conference & Exposition
SCH	International Conference on Solar Heating and Cooling for Buildings and Industry
ASME	International Conference on Energy Sustainability
PURDUE	International Compressor Engineering Conference
IEEE	IEEE Transactions on Smart Grid
CSGRES	IFAC Workshop on Control of Smart Grid and Renewable Energy Systems
ORC2023	7th ORC International Seminar on ORC Power Systems

*Table 7: List of conferences identified*

While conferences are generally targeted to dissemination of the project (publishing), workshops are more focused on exploitation. REGEN-BY-2 will organise three technical/scientific workshops that will be strategically timed to facilitate stakeholder integration, provide inputs to the project and widen the project’s outreach and impact. They have been preliminarily scheduled for M18, M30 and M42, although these dates may be updated in the future versions of D8.2, according to the developments of the REGEN-BY-2 project. The foreseen themes for these technical workshops will revolve around CCHP systems, flexibility systems, biphasic machines, and their applicability in case studies. Although the workshops will be led by the technical/academic partners, they will also be overseen by R2M to ensure consistency and quality, and to integrate outputs into the market analysis (D7.3) and business models (D8.5) reports.

3.5.5.2 *Fairs and exhibitions*

In the context of events such as fairs, exhibitions and expositions is where the REGEN-BY-2 project’s partners will have the opportunity to present the generated results to the industry. At this type of events, REGEN-BY-2 may book a designated booth where the project’s poster can be shown and the brochures can be distributed to the attendees. In addition, thematic meetings can be organised with targeted industry clusters and key relevant stakeholders interested in following the replication plans for REGEN-BY-2’s results.

REGEN-BY-2 will get involved in fairs and exhibitions by the last part of the project lifetime, when the prototype has been implemented and results have been generated. Therefore, more details on the selected event will be provided in the next updates of the C&D strategy.

**3.5.6 Scientific publications**

Given the technical complexity of the REGEN-BY-2 project, partners should endeavour to contribute to the scientific dissemination of the project results, which will be pursued along different vectors: contributions to technical and scientific conferences, talks at European platforms’ events, publications in specialized scientific journals, presentations at fairs and other relevant events. Moreover, the REGEN-BY-2’s consortium will target joint publication opportunities and use workshops as a tool to progress the body of scientific knowledge.

Apart from delivering over 5 publications at recognized international conferences, identified in the previous section (Table 7), REGEN-BY-2’s scientific dissemination will be characterized by publications in high-impact journals and specialized magazines, as explained below. The topics of these papers will be linked with the tasks performed across the REGEN-BY-2’s work packages taking into consideration the proper IPR conservation measures.

The publication of Open-Access peer-reviewed papers in journals and/or conferences will be in line with the GA and the EC guidelines<sup>8</sup> as established in the project’s Data Management Plan (D8.6, M6).

3.5.6.1 *High-impact journal publications*

REGEN-BY-2 is expected to deliver up to 5 OA publications in high-impact journals. Considering the technological focus of the project and according to the consortium partners’ previous experiences, the following journals have been identified as potential targets for publication (Table 8).

Targeted journals	Impact factor <sup>12</sup> (as of 2019)
<i>Applied Energy</i> - Elsevier	8.848
<i>Energy and Buildings</i> - Elsevier	4.867
<i>Int. Jr. of Electrical Power &amp; Energy Systems</i> - Elsevier	3.588
<i>International Journal of GHG Control</i> - Elsevier	3.639
<i>Energy Conversion and Management</i> - Elsevier	8.208
<i>Journal of Cleaner Production</i> - Elsevier	7.246
<i>Energy Policy</i> - Elsevier	5.042

<sup>12</sup> The Impact Factor measures the average number of citations received in a particular year by papers published in the journal during the two preceding years. Journal Citation Reports (Clarivate Analytics, 2020).

<i>Journal of Eng. for Gas Turbines and Power</i> - ASME	1.804*
<i>Frontiers in Energy Research</i> - Frontiers	2.746*
<i>International Journal of Energy Research</i> - Wiley	3.741
<i>Energy</i> - Elsevier	6.082
<i>Industrial &amp; Engineering Chemistry Research</i> - ACS	3.573
<i>International Journal of Refrigeration</i> - Elsevier	3.461
<i>Heat and Mass Transfer</i> - Springer	1.867*
<i>Journal of Industrial Eng. Chemistry</i> - Elsevier	5.278
<i>Energy Research and Social Science</i> - Elsevier	4.771
<i>International Journal of Thermal Science</i> - Elsevier	3.476
<i>Energy Economics</i> - Elsevier	5.203
<i>Renewable &amp; Sustainable Energy Reviews</i> - Elsevier	12.110
<i>Control Engineering Practice</i> - Elsevier	3.193
<i>Renewable Energy</i> - Elsevier	6.274

Table 8. Targeted high-impact journals (\*CiteScore<sup>13</sup>)

### 3.5.6.2 Specialized magazines and online blogs

REGEN-BY-2 will also leverage the partners’ networks to publish articles in specialized magazines and online blogs, which will be complementary to scientific publications in journals and conferences. Some examples of these additional dissemination channels are presented below (Table 9).

Specialised journals, magazines and blogs	Description and relationship
Applied Energy	UNIPI. Professor Umberto Desideri is editor of the journal.
Renewable Energy	NTUA. Professor Karellas is associated editor of the journal.
Cool and Comfort	Belgian magazine for HVAC professionals: <a href="http://www.coolandcomfort.be">www.coolandcomfort.be</a>
RINA Soul Journal	RINA internal magazine and blog
CARTIF’s blog	2000+ monthly readings to disseminate project results and activities: <a href="http://blog.cartif.com/en/">blog.cartif.com/en/</a>
ULiege Newsletter	ULiege. Newsletter and blog.
ASHRAE Journal	Journal of American Society of Heating, Refrigerating & Air-Conditioning.
Qualenergia	Italian sustainability and energy saving magazine: <a href="http://www.qualenergia.it/">www.qualenergia.it/</a>
RIAI	Revista Iberoamericana de Automática e Informática Industrial (RIAI) is the organ of expression of the Spanish Committee of Automatics (CEA), member of the International Federation of Automatic Control (IFAC).

Table 9. List of additional journals, magazines and blogs.

<sup>13</sup> CiteScore values are based on citation counts in a range of four years to peer-reviewed documents published in the same four calendar years, divided by the number of these documents in these same four years.



### 3.5.7 Networks and multipliers

The strategic use of dissemination networks and other multipliers is essential to the success of the REGEN-BY-2 project’s C&D effort. For this purpose, REGEN-BY-2’s consortium will set up a stakeholder database (D8.3) by aggregating the top 5-10 exploitation-related contacts of the partners. The aim is to have a dynamic network/community that grows as the project progresses and should reach 100+ contacts by the end of the project. The stakeholder database will serve to identify, cluster, reinforce and strategically manage the project’s dissemination and exploitation channels, ensuring that the relationships are constructed with a purpose (awareness, influence, knowledge transfer, exploitation potential) and nurtured across the project’s lifetime.

The REGEN-BY-2 project’s partners will also exploit their involvement (i.e. membership) in technology platforms as dissemination multipliers in order to further increase the awareness about and impacts of the project. The following platforms will be targeted as dissemination multipliers (Table 10).

Dissemination platform	Description and relationship
ETN - European Turbine Network	RINA-C is partner in the network
Green Chiller Association, German Society of Refrigeration and Air Conditioning (DKV)	JER is partner in both associations
EU network of Green Building Councils	R2M is member of both Spanish GBC and GBC Italia
AIRU - Italian Association of Urban Heating	UNIPI is member of AIRU Association
EERA – European Energy Research Alliance	UNIPI is a full member of the EERA and participates in the Joint Programmes: Smart Cities; Smart Grid; Photovoltaic Solar Energy; Carbon Capture and Storage; Nuclear Materials.
UNIPI Winter School for PhD Students on Fluid Machines and Energy Systems	Organized every year by UNIPI, dedicated and exclusive event under the umbrella of the Italian association of machinery.
EFFRA platform	CARTIF as a member of SPIRE PPP and EFFRA platform where REGEN-By-2 could be useful for industrial application.
CER – European Committee for Standardization	The participation of a standardization body as UNE will connect the dissemination at CER level.

Table 10: Dissemination multipliers

### 3.5.8 EC’s portals, tools and services

The EC offers valuable, freely accessible tools to help in the C&D activities, intended to be exploited by H2020 projects. The REGEN-BY-2 project’s partners will inform the Project Officer about interesting topics, news and events concerning the development of the project’s activities, as the EC can be of help in spreading the word and raising the project’s profile. Additionally, REGEN-BY-2 will contribute, upon invitation by the INEA, to common information and dissemination activities to increase the visibility and synergies between H2020 supported actions (i.e. participation in joint workshops with sister projects).

Table 11 shows some of the EC’s tools and services are at the disposal of the grant beneficiaries:

EC services	Available tools
<b>Publications</b>	<ul style="list-style-type: none"> <li>• Horizon Magazine: <a href="http://horizon-magazine.eu/">horizon-magazine.eu/</a></li> <li>• H2020 Newsroom: <a href="http://ec.europa.eu/programmes/horizon2020/en/newsroom">ec.europa.eu/programmes/horizon2020/en/newsroom</a></li> <li>• Research*eu Magazines: <a href="http://cordis.europa.eu/research-eu/en">cordis.europa.eu/research-eu/en</a></li> <li>• Newsletters (for different research areas)</li> <li>• Co-publications or editorial partnerships (with private publishers)</li> </ul>
<b>Audiovisual</b>	<ul style="list-style-type: none"> <li>• Futuris Magazine: <a href="http://www.euronews.com/programs/futuris">www.euronews.com/programs/futuris</a></li> </ul>
<b>Events</b>	<ul style="list-style-type: none"> <li>• EC’s R&amp;I website: <a href="http://ec.europa.eu/info/research-and-innovation/events">ec.europa.eu/info/research-and-innovation/events</a></li> <li>• CORDIS Events: <a href="http://cordis.europa.eu/news/en">cordis.europa.eu/news/en</a></li> </ul>
<b>OA scientific publishing</b>	<ul style="list-style-type: none"> <li>• Open Research europe: <a href="http://open-research-europe.ec.europa.eu/">open-research-europe.ec.europa.eu/</a></li> <li>• OpenAIRE: <a href="http://www.openaire.eu/">www.openaire.eu/</a></li> </ul>
<b>Online news</b>	<ul style="list-style-type: none"> <li>• EC’s R&amp;I News: <a href="http://ec.europa.eu/info/research-and-innovation/news_en">ec.europa.eu/info/research-and-innovation/news_en</a></li> <li>• Success Stories: <a href="http://ec.europa.eu/research/infocentre/index_en.cfm">ec.europa.eu/research/infocentre/index_en.cfm</a></li> <li>• CORDIS News: <a href="http://cordis.europa.eu/news/en">cordis.europa.eu/news/en</a></li> </ul>

Table 11: EC’s C&D portals, tools and services<sup>3</sup>

### 3.6 Monitoring and evaluation of efforts

Table 12 presents a forecast of the C&D strategic KPIs for REGEN-BY-2. This table may be expanded and reviewed during the project’s lifespan based on the evolution and needs of the project.

C&D channel, tool, material or activity	KPIs (target value)
<b>Website</b>	1.500 visits per year
<b>LinkedIn account</b>	150 followers
<b>Twitter account</b>	300 followers
<b>Poster</b>	5 posters printed
<b>Brochure</b>	1.000 brochures distributed
<b>Infographic</b>	3 infographics created
<b>Video</b>	500 views
<b>e-newsletters</b>	1 e-newsletter per year
<b>Participation in conferences</b>	8 conferences
<b>Organisation of workshops</b>	3 technical workshops (M18, M30 and M42)
<b>EAB meetings</b>	1 meeting per year
<b>Publications</b>	10 publications (in journals, conferences, magazines, etc.)
<b>Dissemination network</b>	> 100 contacts (stakeholder database)

Table 12: Key Performance Indicators of the C&D strategy



## 4 REGEN-BY-2 Communication and Dissemination Activities

This section of D8.2 presents, in a summarized way, all the planned activities for the communication of the REGEN-BY-2 project and the dissemination of its results. These planned activities may suffer changes during the development of the project and will be updated at each reporting period.

### 4.1 Project level

Table 13 reports the planned project-level communication and dissemination activities:

C&D channel or tool	Activities/Actions within REGEN-BY-2
<p><b>Website</b></p>	<ul style="list-style-type: none"> <li>• REGEN-BY-2’s website creation and updating</li> <li>• Placement of the project’s core materials</li> <li>• Links to social media feeds</li> <li>• Analysis and reporting of web statistics (traffic)</li> </ul>
<p><b>Social media</b></p>	<ul style="list-style-type: none"> <li>• Presence on LinkedIn (post, share, connect)</li> <li>• Presence on Twitter (post, like, retweet)</li> </ul>
<p><b>Graphic materials (poster, brochure, infographic, video, etc.)</b></p>	<ul style="list-style-type: none"> <li>• Generation (iterative feedback from partners)</li> <li>• Distribution to partners and through social media</li> <li>• Availability on REGEN-BY-2’s website</li> </ul>
<p><b>e-newsletter</b></p>	<ul style="list-style-type: none"> <li>• Interviews with partners</li> <li>• Production of the contents and design</li> <li>• Release of an annual electronic newsletter</li> </ul>
<p><b>Public events (conferences, workshops, fairs, etc.)</b></p>	<ul style="list-style-type: none"> <li>• Identification of key relevant events</li> <li>• Determine which project partners should attend</li> <li>• Preparation for the event</li> <li>• Analysis and reporting of outcomes</li> </ul>
<p><b>Organisation of events/workshops</b></p>	<ul style="list-style-type: none"> <li>• Decide the themes/content/focus of the workshops</li> <li>• Plan the workshop series (timeline, participants, etc.)</li> <li>• Organise each event (date, location, duration, etc.)</li> <li>• Promotion/Invitation of relevant stakeholders</li> <li>• Analysis and reporting of the outcomes</li> </ul>
<p><b>Publications</b></p>	<ul style="list-style-type: none"> <li>• Identify publishing channels ( journals, magazines, etc.)</li> <li>• Develop content for the publication</li> <li>• Follow publication administrative procedures</li> <li>• Promotion of the publication for broader outreach</li> </ul>
<p><b>Dissemination network</b></p>	<ul style="list-style-type: none"> <li>• Identify relevant stakeholders</li> <li>• Get in touch with key contacts</li> <li>• Nurture the relationships throughout the project</li> <li>• Exploit dissemination multipliers</li> </ul>

Table 13: REGEN-BY-2’s C&D activities at project level

## 4.2 Partner level

Table 14 reports the means and mediums the partners have, along planned partner-level activities, to help in the communication and dissemination of the project:

Partner	Planned C&D activities
<b>UNIPI</b>	<ul style="list-style-type: none"> <li>• Content for and participation in communication and dissemination activities.</li> <li>• Open access scientific publications.</li> <li>• Promotion on Social Media. Followers: Linkedin (&gt;10.000), Twitter (&gt;10.000).</li> <li>• Newsletters: for technical knowledge transfer (every two months) and for the EU research programme (every month).</li> <li>• Stakeholders: scientific &amp; research community, students/trainees, engineering companies, public authorities. Management of REGEN-BY-2's stakeholder community.</li> <li>• Support as project coordinator.</li> <li>• Input to C&amp;D tracking.</li> </ul>
<b>RINA-C</b>	<ul style="list-style-type: none"> <li>• Content for and participation in communication and dissemination activities.</li> <li>• Promotion on own website: case study on RINA R&amp;D page (Visits: 20.000 annually).</li> <li>• Promotion on Social Media. Followers: Linkedin (&gt;10.000).</li> <li>• Stakeholders: scientific &amp; research community, energy sector, engineering companies.</li> <li>• Organization of events/webinars and synergies with other H2020 projects.</li> <li>• Input to C&amp;D tracking.</li> </ul>
<b>CARTIF</b>	<ul style="list-style-type: none"> <li>• Content for and participation in communication and dissemination activities.</li> <li>• Promotion on own website: link to REGEN-BY-2 website and dedicated REGEN-BY-2 project page/description (Visits: 30.000 annually).</li> <li>• Promotion on Social Media. Followers: Linkedin (&lt;10.000), Twitter (&lt;5.000).</li> <li>• Stakeholders: scientific &amp; research community, students/trainees, material manufacturers, energy sector, engineering companies, industry associations, public authorities, end-users.</li> <li>• Linked channels: media (newspaper, radios, tv, online websites), workshops, conferences, social networks, etc.</li> <li>• Input to C&amp;D tracking.</li> </ul>
<b>CNRS</b>	<ul style="list-style-type: none"> <li>• Content for and participation in communication and dissemination activities.</li> <li>• Promotion on own website: link to REGEN-BY-2 website.</li> <li>• Website: Pointer/Link to REGEN-BY-2 website.</li> <li>• Promotion on Social Media. Followers: Linkedin (&gt;10.000), Twitter (&gt;10.000).</li> <li>• Newsletter: 5-9 issues per year.</li> <li>• Stakeholders: scientific &amp; research community, students/trainees, energy sector, engineering companies.</li> <li>• Linked channels: relationship with journals and conferences.</li> <li>• Input to C&amp;D tracking.</li> </ul>

<p><b>R2M</b></p>	<ul style="list-style-type: none"> <li>• Communication and dissemination leader (WP8). Generation of C&amp;D strategic plan.</li> <li>• Coordination, management and monitoring of REGEN-BY-2's C&amp;D channels and activities.</li> <li>• Generation of REGEN-BY-2's graphic communication materials.</li> <li>• Management of REGEN-BY-2's stakeholder community (database).</li> <li>• Promotion on own website: link to REGEN-BY-2 website and dedicated REGEN-BY-2 project page/description (Visits: 4.000 annually).</li> <li>• Promotion on Social Media. Followers: Linkedin (&lt;5.000), Twitter (&lt;1.000).</li> <li>• Stakeholders: scientific &amp; research community, engineering companies</li> <li>• Linked channels: Sustainable Places Conference</li> <li>• Input to C&amp;D tracking</li> </ul>
<p><b>TIFEO</b></p>	<ul style="list-style-type: none"> <li>• Content for and participation in communication and dissemination activities.</li> <li>• Promotion on own website: link to REGEN-BY-2 website and dedicated REGEN-BY-2 project page/description.</li> <li>• Promotion on Social Media. Followers: Linkedin (&lt;500)</li> <li>• Stakeholders: scientific &amp; research community, energy sector, end-users.</li> <li>• Linked channels: scientific journal and conference (in the first phase of the project). Fairs, technology showroom and web channels (as the prototype becomes operational)</li> <li>• Input to C&amp;D tracking</li> </ul>
<p><b>NTUA</b></p>	<ul style="list-style-type: none"> <li>• Content for and participation in communication and dissemination activities.</li> <li>• Promotion on own website: link to REGEN-BY-2 website and dedicated REGEN-BY-2 project page/description (Visits: 15.000 annually).</li> <li>• Promotion on Social Media. Followers: Linkedin (&lt;1.000).</li> <li>• Stakeholders: scientific &amp; research community, students/trainees, public authorities.</li> <li>• Linked channels: relationship with conference (ORC biannual conferences) and ECOS2024. Relations with KCORC community.</li> <li>• Input to C&amp;D tracking</li> </ul>
<p><b>ULIEGE</b></p>	<ul style="list-style-type: none"> <li>• Content for and participation in communication and dissemination activities.</li> <li>• Promotion on own website: link to REGEN-BY-2 website and dedicated REGEN-BY-2 project page/description.</li> <li>• Promotion on Social Media. Followers: Linkedin (&lt;5.000).</li> <li>• Newsletter: 50 people reached weekly</li> <li>• Stakeholders: scientific &amp; research community, students/trainees.</li> <li>• Linked channels: relationship with journals and conferences.</li> <li>• Input to C&amp;D tracking</li> </ul>
<p><b>UNE</b></p>	<ul style="list-style-type: none"> <li>• Content for and participation in communication and dissemination activities.</li> <li>• Promotion on own website: link to REGEN-BY-2 website and announcing relevant milestones and expected benefits.</li> <li>• Promotion on Social Media. Followers: Linkedin (&lt;10.000), Twitter (&lt;5.000).</li> <li>• Newsletter: 12 issues per year (reaching around 10.000 experts) and a monthly magazine.</li> <li>• Stakeholders: materials manufacturers, energy sector, engineering companies, industry associations, public authorities.</li> </ul>

	<ul style="list-style-type: none"> <li>• Linked channels: habitual media contacts, technology showroom, youtube channel, relationship with journal or conference.</li> <li>• Input to C&amp;D tracking.</li> </ul>
<b>EXOES</b>	<ul style="list-style-type: none"> <li>• Content for and participation in communication and dissemination activities.</li> <li>• Promotion on own website: posting of REGEN-BY-2 press releases, news stories and newsletter (Visits: 1.000 annually).</li> <li>• Promotion on Social Media. Followers: Linkedin (&lt;500).</li> <li>• Newsletter: 10 issues per year.</li> <li>• Stakeholders: Engineering companies.</li> <li>• Input to C&amp;D tracking.</li> </ul>
<b>LSTME</b>	<ul style="list-style-type: none"> <li>• Content for and participation in communication and dissemination activities.</li> <li>• Promotion on own website: link to REGEN-BY-2 website (Visits: 12.000 annually).</li> <li>• Stakeholders: scientific &amp; research community, students/trainees, engineering companies.</li> <li>• Linked channels: researchgate.</li> <li>• Input to C&amp;D tracking</li> </ul>
<b>JER</b>	<ul style="list-style-type: none"> <li>• Content for and participation in communication and dissemination activities.</li> <li>• Promotion on own website: link to REGEN-BY-2 website.</li> <li>• Promotion on Social Media. Followers: Linkedin (&lt;5.000), Twitter (&lt;500)</li> <li>• Stakeholders: scientific &amp; research community, students/trainees, engineering companies, industry associations, public authorities.</li> <li>• Linked channels: association’s newsletter at European level.</li> <li>• Input to C&amp;D tracking.</li> </ul>
<b>HYS</b>	<ul style="list-style-type: none"> <li>• Content for and participation in communication and dissemination activities.</li> <li>• Promotion on own website: link to REGEN-BY-2 website and posting of REGEN-BY-2 press releases, news stories and newsletter. (Visits: 15.000 annually).</li> <li>• Promotion on Social Media. Followers: Linkedin (&lt;5.000), Twitter (&lt;500).</li> <li>• Stakeholders: scientific &amp; research community, students/trainees, materials manufacturers, energy sector, engineering companies, industry associations, public authorities, end-users.</li> <li>• Linked channels: habitual media contacts, conferences, events, fairs.</li> <li>• Input to C&amp;D tracking</li> </ul>

Table 14: REGEN-BY-2’s C&D activities at partner level

Moreover, in order to ensure an effective management of the communication and dissemination efforts carried out throughout the REGEN-BT-2 project, it is important that each partner keeps track of all the communication activities, publication and events they organize or take part in. To this aim, a “Communication & Dissemination tracker” spreadsheet has been created and made available in the project’s internal sharepoint. This tracking spreadsheet will enable the partners to periodically fill and update the information regarding events, publications and any other C&D activity in which they have been involved.

REGEN-BY- partners can access the C&D tracking spreadsheet here: <https://bit.ly/3dKDHf7>

## 5 Conclusions

This report (D8.2) provides the structure and framework for the REGEN-BY-2 project's communication and dissemination strategy. The document lists and describes the C&D materials, tools, channels and activities to be employed to deliver the project's key messages to targeted audiences; as well as the expected metrics (KPIs) to monitor and evaluate the dedicated efforts throughout the project. It is a base-line document intended to serve as reference for the REGEN-BY-2's partners when contributing to and participating in C&D activities. A C&D tracking spreadsheet and an event report template have been created, which all the partners should use to help capture the impact of the project's outreach. The C&D plan will be a living document, iteratively updated in each reporting period according to the development of the project, the results obtained and the feedback from the stakeholders.

## Annex 1: Event report form



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### EVENT REPORT

**Title of the event/activity:** [text]

**Partner:** [Partner Name]

**Date(s):** [dd.mm.yyyy]

**Location:** [text]

**URL of the event website:** [URL]

**Please indicate the type of event/activity (mark with an X) :**

<input type="checkbox"/>	Organisation of a conference	<input type="checkbox"/>	Participation in a conference
<input type="checkbox"/>	Organisation of a workshop	<input type="checkbox"/>	Participation in a workshop
<input type="checkbox"/>	Attendance to a fair/exhibition	<input type="checkbox"/>	Participation in joint H2020 activities
<input type="checkbox"/>	<b>Other:</b> [text]		

**Please indicate the type of audience reached (mark with an X, multiple choices are possible):**

<input type="checkbox"/>	Scientific community	<input type="checkbox"/>	Policy-makers
<input type="checkbox"/>	Industry	<input type="checkbox"/>	Media
<input type="checkbox"/>	Civil society	<input type="checkbox"/>	Investors
<input type="checkbox"/>	General public	<input type="checkbox"/>	Potential customers/end-users
<input type="checkbox"/>	<b>Other:</b> [text]		

**Please indicate the approximate number of people who have attended the event/participated in the activity, and have been able to get to know the project:**

[number of people]

**Please describe the aim of the event/activity and its relevance for REGEN-BY-2:**

[text]

**Agenda of the event/activity:**

[text]

**Summary of key points:**

[Speaker], [Affiliation] - [Session title]

- [Point]
- [Point]
- [Point]

**Projects and initiatives connected/mentioned:**

[Project & brief description]  
[URL]

**Please leave your comments and observations here; your feedback will be of great help:**

[text]

**Signatory's contact details:**

[Name and last name], [Partner organisation]

[Telephone] / [E-mail address]

**If pictures of the event/activity are available, please annex them to this form or send them as an attachment to the communication team: [regen-by-2@r2msolution.com](mailto:regen-by-2@r2msolution.com)**