



MATRYCS

D8.3 | Promotional and Informational Material

**WP8 – Communication, Dissemination
and Awareness Creation**

May 2021



www.matrycs.eu

Modular Big Data Applications for Holistic Energy Services in Buildings



MATRYCS

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Preface

MATRYCS focuses on addressing emerging challenges in the big data management of buildings using an **open holistic solution** for Business to Business platforms. It is, as a result, able to provide a competitive solution to stakeholders operating in the building sector and to open new market opportunities. The **MATRYCS Modular Toolbox** will realise a holistic, state-of-the-art AI-empowered framework for decision-support models, data analytics and visualisations for Digital Building Twins and real-life applications aiming to have significant impact on the building sector and its lifecycle, as it will have the ability to be utilised in a wide range of use cases under different perspectives:

- Monitoring and improvement of the energy performance of buildings - **MATRYCS-PERFORMANCE**
- Design facilitation and development of building infrastructure - **MATRYCS-DESIGN**
- Policy-making support and policy impact assessment - **MATRYCS-POLICY**
- De-risking of investments in energy efficiency - **MATRYCS-FUND**



Who We Are

	Participant Name	Short Name	Country Code	Logo
1	ENGINEERING – INGEGNERIA INFORMATICA SPA	ENG	IT	
2	NATIONAL TECHNICAL UNIVERSITY OF ATHENS	NTUA	GR	
3	FUNDACION CARTIF	CARTIF	ES	
4	RHEINISCH-WESTFAELISCHE TECHNISCHE HOCHSCHULE AACHEN	RWTH	DE	
5	ACCADEMIA EUROPEA DI BOLZANO	EURAC	IT	
6	HOLISTIC IKE	HOLISTIC	GR	
7	COMSENSUS, KOMUNIKACIJE IN SENZORIKA, DOO	COMSENSUS	SL	
8	BLAGOVNO TRGOVINSKI CENTER DD	BTC	SL	
9	PRZEDSIĘBIORSTWO ROBOT ELEWACYJNYCH FASADA SP ZOO	FASADA	PL	
10	MIASTO GDYNIA	GDYNIA	PL	
11	COOPERNICO - COOPERATIVA DE DESENVOLVIMENTO SUSTENTAVEL CRL	COOPERNICO	PT	
12	ASM TERNI SPA	ASM	IT	
13	VEOLIA SERVICIOS LECAM SOCIEDAD ANONIMA UNIPERSONAL	VEOLIA	ES	
14	ICLEI EUROPEAN SECRETARIAT GMBH (ICLEI EUROPASEKRETARIAT GMBH)	ICLEI	DE	
15	ENTE PUBLICO REGIONAL DE LA ENERGIA DE CASTILLA Y LEON	EREN	ES	
16	VIDES INVESTICIJU FONDS SIA	LEIF	LV	
17	COMITE EUROPEEN DE COORDINATION DE L'HABITAT SOCIAL AISBL	HOUSING EUROPE	BE	
18	SEVEN, THE ENERGY EFFICIENCY CENTER Z.U.	SEVEN	CZ	





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Executive Summary

This report presents the promotional and informational material that have been created and foreseen to be developed for communication and dissemination purposes of the MATRYCS project. The objective is to outline these materials, which were produced to maintain branding coherence and ensure that the communication and dissemination of the project is aligned with the general visual identity of the project.

It should be noted that due to Covid-19 pandemic crisis and the restrictions posed for physical events meetings and traveling stressed out several changes in the development of promotional and Informational material. Higher effort is therefore given to electronic material focusing on increasing MATRYCS e-presence.



1 Introduction

Effective communication of the MATRYCS project and its outcomes is a fundamental for its success. Strategic and targeted measures for promoting MATRYCS and its results have been planned with the goal of engaging a wide target audience in a two-way exchange. The aim is to reach out to society, as a whole, while demonstrating the project benefits and how EU funding contributes to tackling cross-cutting challenges.

The MATRYCS Communication and Dissemination Plan (D8.1) has determined the key project messages and how they will be communicated to target groups in order to achieve the projects' strategic goals. To deliver the accurate message to each target group, specific means are required that consider both style and tonality.

In order to achieve an effective communication and dissemination plan, MATRYCS is going to prepare and use a variety of promotional and informational materials. This material foresees the use non-technical language so as to be digestible to a wide audience. All promotional and informational material is foreseen to be available for free download via the MATRYCS website.

Table 1 presents an overview of the promotional and informational material that MATRYCS will use for communication and dissemination purposes, along with up-to-date information on their individual development status and targets to be reached by the end of the project lifetime. All materials will be produced in English, with the possibility of producing versions in other languages. Finally, they will follow the visual identity guidelines so as to increase branding robustness.

Table 1: Promotional and Informational Material overview

Material		Status until May 2021 (M8)	Target to be reached
MATRYCS branding	visual	<input checked="" type="checkbox"/>	Logo Icons
Project presentation		<input checked="" type="checkbox"/>	1 presentation which will be updated on M18 and M36
Brochures		In progress	5 Complete: 1 overall presenting the project, which will be updated in M18 Incomplete: 4 (per LSP category - PERFORMANCE, DESIGN, POLICY, FUND)
MATRYCS website		<input checked="" type="checkbox"/>	1 Frequently updated
E-communication		<input checked="" type="checkbox"/>	Sent out every six months via newsletter, and 1-2 press releases per partner





Material	Status until May 2021 (M8)	Target to be reached
Social Media	<input checked="" type="checkbox"/>	≥ 70 posts
Infographics	In progress	5
Posters	In progress	Visible at least in 4 events
Videos	In progress	Complete: 1 overall presenting the project Incomplete: 1 per each LSP
Banners	In progress	1 banner 1 stand up banner
Media/Press kit	<input checked="" type="checkbox"/>	1
Final publishable report	In progress	1



2 Visual Identity and branding of the project

The visual identity of MATRYCS constitutes the visual language used to approach all target groups. For target groups it is the source of an immediate impression of the MATRYCS project. Given that the content background behind the project may not be initially clear to all target groups, it is imperative that a strong visual identity engages and draws the audience in further, so as to learn more about the project.

With this responsibility in mind, the MATRYCS visual identity should establish an “eye-catching” brand identity, leading to easy project recognition. The visual identity of the project is established through a selection of colours, elements, and shapes that are used in all materials, including digital outreach.

2.1 MATRYCS Logo

The MATRYCS logo draws on the concept of big data in buildings. A simple but characteristic image of a data cube has been used in order to represent data in a multi-dimensional array of values. Moreover, the MATRYCS logo follows a green and blue palette, along with grey, to depict the influx of big data and technology into the building sector, with the outlook of transforming it to a “greener” outcome. Figure 2



shows the MATRYCS logo.



Figure 1: MATRYCS vertical and horizontal Logo

Figure 2 presents an overview of the MATRYCS colour palette and typography.

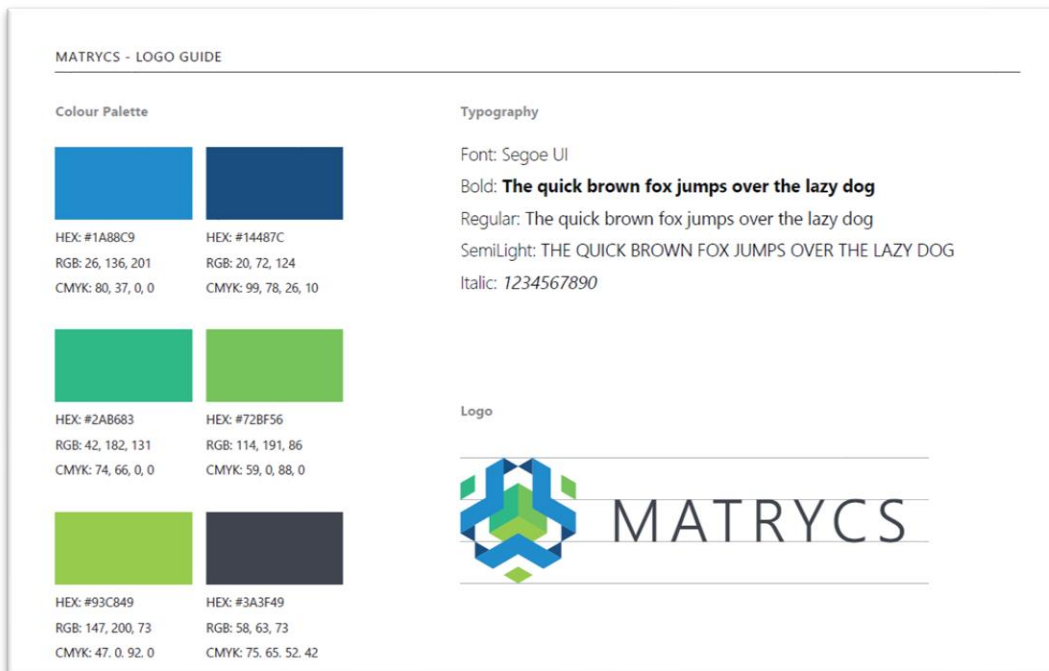


Figure 2: MATRYCS logo and guide

2.2 MATRYCS Icons

A set of eight icons specific to the MATRYCS project, have been prepared to quickly communicate a range of purposes, applicable for all stages of the project. MATRYCS outcomes will be applied, implemented and validated in a real-life application in 11 large-scale pilots (LSPs), which have been categorised into four groups that cover: energy performance and indoor condition evaluation of buildings (**PERFORMANCE**), building infrastructure (**DESIGN**), building efficiency investment (**FUND**) and policy-making and policy impact assessment (**POLICY**). Four icons have been prepared for the

aforementioned groups with the ultimate scope being to raise awareness and recognition among the stakeholder groups.

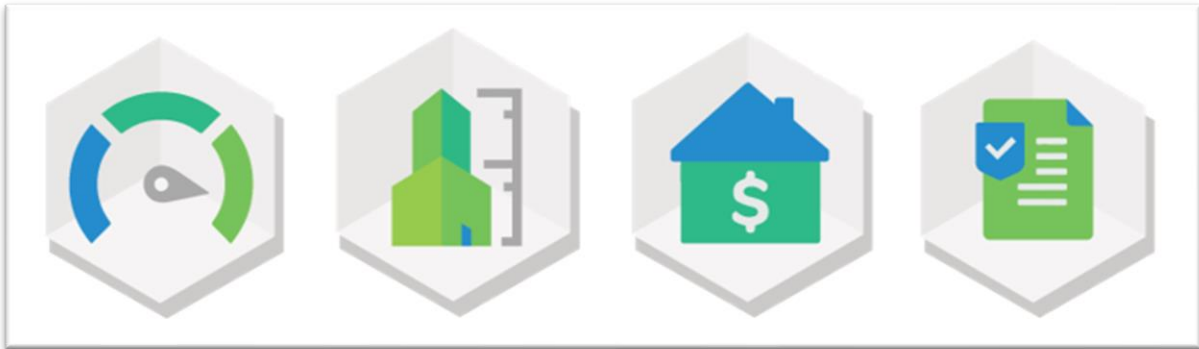


Figure 3: MATRYCS LSP categories (PERFORMANCE-DESIGN-FUND-POLICY)

The MATRYCS Modular Toolbox consists of three main pillars:

GOVERNANCE - relating to data collection, semantic annotation and distributed storage

PROCESSING - relating to Machine Learning (ML) and Deep Learning (DL) models

ANALYTICS - relating to the provision of analytics tools as a service (SaaS/PaaS/IaaS models).

Three icons have been created in order to visually depict the scope and the activities done under the MATRYCS three main pillars.



Figure 4: MATRYCS framework pillars icons (GOVERNANCE-PROCESSING-ANALYTICS)

All the aforementioned icons have been used in the MATRYCS website and in all promotional and informational material, as they represent significant aspects of the MATRYCS approach.

3 MATRYCS Project presentation

The project presentation has been prepared in order to explain the project in terms of process and outcomes. It is the main informational material to be used by all partners for dissemination purposes at relevant events. It creates a concise impression of MATRYCS to each audience to whom it is presented.

The project presentation includes the consortium partners, information on project duration and topic, the vision and objectives, the methodology and MATRYCS framework, the 11 LSPs application and, finally, the expected impact.

The project presentation will be updated at the end of the first reporting period (M18) and at the end of the project (M36). The first version of the project presentation is available for download on the MATRYCS website.

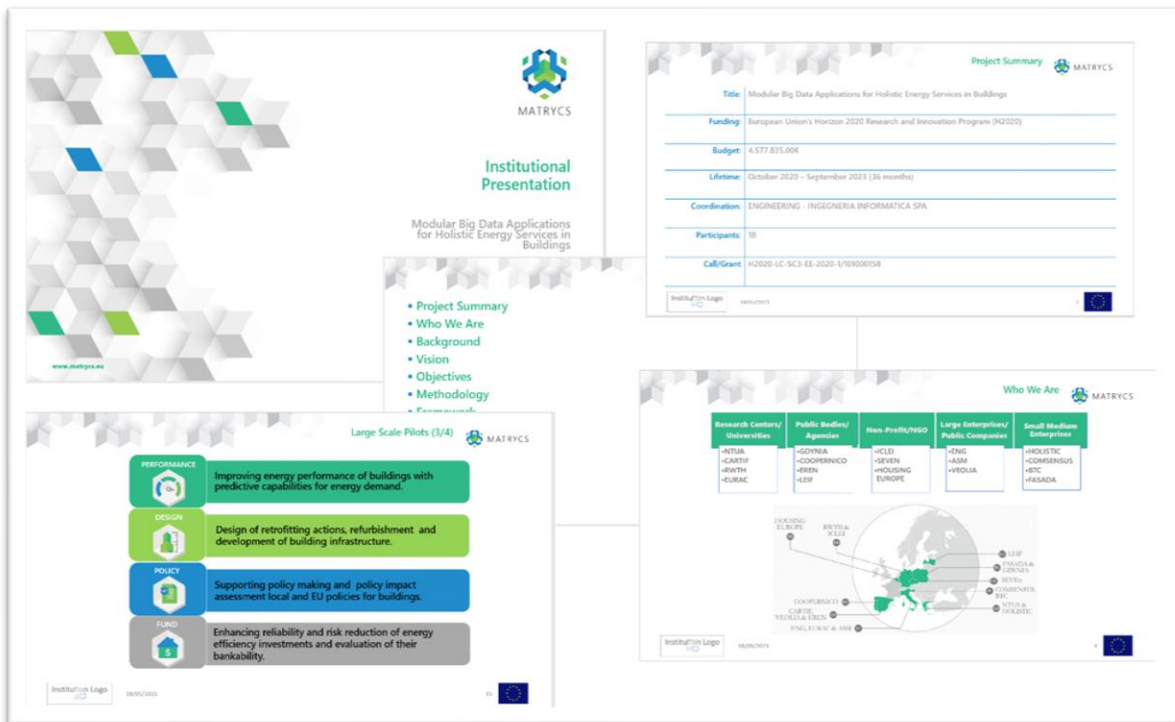


Figure 5: MATRYCS project presentation



4 MATRYCS Brochure

A short MATRYCS brochure has been prepared for dissemination among target groups at conferences, meetings and workshops. It provides a general overview of the project, its approach and expected impacts, along with the MATRYCS consortium.

The brochure is a trifold with A4 size and six distinctive panels.

An updated version will be created in M18 in order to present updated MATRYCS progress and outcomes.

Moreover, a set of eight brochures will be developed which will cover the four different LSP categories (PERFORMANCE-DESIGN-FUND-POLICY) to further promote building services under each category. This set will include initial activities (4 brochures) and will be updated by the end of the project with the final outcomes per category (4 brochures).

All brochures will initially be produced in English and will be available both electronically (via MATRYCS website) and in hard copy once Covid-19 permits the organization of physical events.



Figure 6: MATRYCS first brochure, front side





Our vision

MATRYCS will address emerging challenges in Big Data management for buildings with an **open holistic solution** for Business to Business platforms. A competitive solution to stakeholders in the building sector to revolutionise energy efficiency and management in buildings.

MATRYCS envisions smart **energy-aware buildings** towards a real-data building economy by providing **innovative analytics building services** targeting 4 themes and covering different perspectives in the whole building sector:

- PERFORMANCE**
Monitoring and improvement of the energy performance of buildings
- DESIGN**
Design facilitation and development of building infrastructure
- POLICY**
Policy-making support and policy impact assessment
- FUND**
De-risking of investments in energy efficiency

Approach

MATRYCS will engage a wide range of stakeholders in a Building Data Alliance to combine efforts across Europe and bring AI-powered cloud-based data analytics to building lifecycle management.

The **MATRYCS Modular Toolbox**, based on open cloud-based data analytics, will provide Solutions for building data exchange, management and real-time processing based on three main pillars:

- 1. GOVERNANCE**
Data collection, integration of heterogeneous data
- 2. PROCESSING**
Library of reusable Artificial Intelligence-based models
- 3. ANALYTICS**
A set of analytics tools as a service

The MATRYCS service analytics reference framework will be tested for real-life situations and usability and applied in **11 large scale pilots** that represent a multitude of perspectives, including the regional, national and pan-European.

Impact

- **Standardization** of European buildings data
- **Interoperability** among data hubs at national and supranational level
- **Effective integration** of digital technologies in the building sector value chain
- **Innovative analytics** for the monitoring and verification of energy savings
- **New data-driven business models** and innovative energy services
- **Strengthened links** with Buildings' Big Data programs and initiatives in regional, national and European level
- **Tangible engagement** of key stakeholders on the building sector value chain
- **Development of sustainable ecosystems** around big data platforms for real-time scale technical analysis and policymaking

Figure 7: MATRYCS first brochure, back side



5 MATRYCS Website

The website is an integral dissemination tool for effective promotion of the project, its outcomes and stakeholder engagement. The scope is not only to present project outcomes, but also to be a reference point for the produced informational and promotional material. It could also be a valuable point of reference for relevant material, tools and links related to energy efficiency and big data use in the building sector.

Overall, the MATRYCS website has a user-friendly interface suitable for both desktop and mobile applications. The MATRYCS website was launched in February 2021 (M5). All website functionalities were presented in the *Deliverable 8.2 | MATRYCS Website*, which also includes information on the design process.

The current website homepage and landing page are displayed in Figure 8.

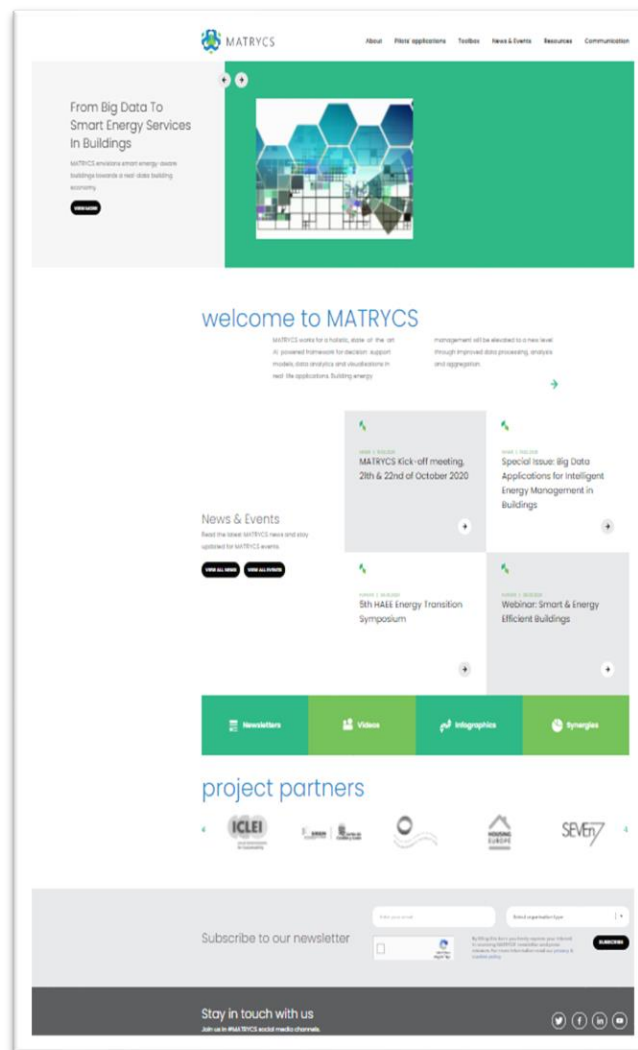


Figure 8: MATRYCS website



6 MATRYCS e-Communication

6.1 e-Newsletters

A series of e-newsletters is planned to be released in electronic format in order to promote the project and its activities, as well as to disseminate MATRYCS outcomes. The e-newsletter will be disseminated to relevant stakeholders at EU and Member State level, who will have already subscribed via the MATRYCS website.

In order to achieve broader distribution and facilitate stakeholder engagement, MATRYCS partners and event attendees will be encouraged to distribute the e-newsletters to their contacts who may be interested in the project. More than six e-newsletters will be produced (at least one every six months), but also developed on an ad-hoc basis for the distribution of important news and developments.

The first e-newsletter has been circulated among the targeted network on the occasion of the launch of the MATRYCS website. It announces the launch of the project and briefly introduces its scope and first activities, as well as the involved partners. It has been uploaded on the MATRYCS website under the [Communication Tab](#).



Figure 9: MATRYCS first e-newsletter



6.2 Press Releases

Apart from the e-Newsletters, dedicated press releases will be developed as needed, aiming to strategically inform targeted audiences on highlighted issues that might arise, or events (workshops etc.) for higher capture of interest. Similar to e-newsletters, press releases that will be circulated to MATRYCS e-communication subscribers will be available on the project website.

The first press release will be ready to circulate in early June and will highlight the first MATRYCS workshop which is due to take place online in June 2021. For that reason, the template is ready and shown in Figure 10.



Figure 10: MATRYCS Press release template



7 MATRYCS Social Media

To ensure that communication and dissemination activities began as soon as possible, social media accounts have been created on Twitter, LinkedIn, Facebook and YouTube:

Twitter: [@matrycs_h2020](https://twitter.com/matrycs_h2020)

LinkedIn: [MATRYCS](https://www.linkedin.com/company/MATRYCS)

Facebook: [matrycs2020](https://www.facebook.com/matrycs2020)

YouTube Channel: [MATRYCS H2020](https://www.youtube.com/channel/UC...)

The MATRYCS account on Twitter has been mentioned 21 times in posts by other accounts, visited 2,006 times and has 68 followers. Moreover, MATRYCS' posts on Twitter have been viewed more than 10,241 times. The LinkedIn account has been accessed more than 170 times by 76 unique visitors and it has 45 followers. The Facebook account has 31 followers, while the Facebook page has been liked by 24 users. MATRYCS YouTube channel does not yet have an active presence. An increase in user engagement is expected once the MATRYCS videos will be disseminated.



Figure 11: MATRYCS social media accounts

Social media banners

A package of social media banners has been created to engage the attention of MATRYCS social media followers according to the projects' visual identity guidelines. The social media banners will be updated regularly so as to highlight key milestones during project activities.





Figure 12: MATRYCS social media banners

GIFs

Although not foreseen, set of GIFs has been planned to be developed as one of the most appealing and effective ways to capture attention via social media.

The first GIF (Figure 13) announced the official launch of the project by presenting main information.

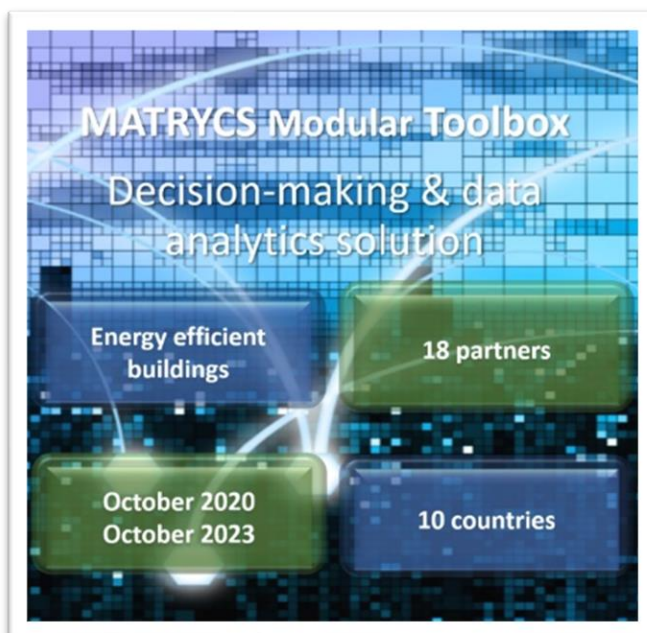


Figure 13: MATRYCS official launch GIF

A series of GIFs have been planned to be posted in relation to *WP6-Deployment and Validation in real environments activities*. The scope of this series is to visually present each MATRYCS LSP by highlighting their goal envisioned to be achieved by the end of the project. This series is planned to be updated and consequently completed by the end of the LSP implementation phase in order for the final outcomes of each LSP to be presented as well.





Figure 14: MATRYCS LSP series GIF example



8 MATRYCS Infographics

MATRYCS will produce a set of infographics to show project results, activities and outcomes in a clear and simple way. One infographic will be produced that gives general information about the project. In particular, it will briefly describe the project's objectives and present the project and its goal of unlocking big data, while it will highlight the MATRYCS framework by emphasizing the core of the project, which is the buildings and MATRYCS approach from various perspectives and levels. In addition, one infographic per LSP category will be produced to present in a more appealing way the outcomes to be achieved and their impacts.

All infographics will be uploaded to the MATRYCS website and be freely accessible.



9 MATRYCS Posters

Several posters in various formats will be designed and printed to be exhibited at partners' premises and for use at events where the project is present. Both event and project-focused posters will be developed.

The event posters will include the project title and logo, date and venue of the meeting, along with the project's social media channels and consortium member logos.

The project-focused posters will contain basic information such as project's title, contact details and social media channels, consortium member logos and the project's concept and approach.

Due to the Covid-19 crisis and the subsequent restrictions on physical events and meetings, only online versions are now foreseen. The digital version of the posters will be available to download on the MATRYCS website.



10 MATRYCS Videos

A set of eleven videos will be developed describing the MATRYCS as a project, its scope and the development, implemented and validated MATRYCS framework. All videos will be available on the YouTube channel and the project website.

The first video has been developed with an overview of the project scope approach and expected outcomes.



Figure 15: First MATRYCS video, an introduction to the project

11 MATRYCS Banners

An attractive large size banner and one stand-up banner will present a general image of the MATRYCS aim. A banner for the kick-off of the MATRYCS project was created and planned for printing but was never printed due to the inability to travel to events. It was still used for the online meeting and promoted via the social media channels. The intention was to announce the launch of MATRYCS and to further promote the project.



Figure 16: MATRYCS Kick off meeting banner





12 MATRYCS Final Publishable Report

A final publishable report will be developed to summarise MATRYCS objectives, activities and achievements. The scope of this report will be to attract stakeholders, and to convince and guide targeted groups in other regions and countries not participating in MATRYCS to engage in similar activities. To this end, the Final Publishable report will present the tangible outcomes, lessons learned and impacts achieved by MATRYCS activities.



13 MATRYCS Media kit

A press/media kit has been developed containing useful and relevant images, icons and graphs from the project so as to help partners produce articles or presentations for the MATRYCS project. The press/media kit has been uploaded to the project's Teams repository and will be updated regularly until the end of the project by including videos, infographics and set of short papers. The scope of the press/media kit is to help MATRYCS partners with useful material to build their communication activities by following the MATRYCS visual identity.



Figure 17: MATRYCS Media/Press kit indicative material



14 Future activities

Promotional and informational material is a substantial element for MATRYCS, as it is the corporate way to support the relationship between the project and its target groups. A set of these materials have been designed and will be regularly updated as future activities are envisaged.

Apart from the regular update of the already developed material, the upcoming planned activities refer to the following material:

- Brochures per each LSP category
- Infographics for the overall project and for each LSP category
- Videos to present activities for each LSP
- Posters
- Stand-up banner
- Final publishable report

