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## LIFEVISIONS (LIFE19 ENV/GR/000100)

### DELIVERABLE D.D1.2.1 Strategic Planning of Project Campaign

PROJECT NUMBER	LIFE19 ENV/GR/000100
PROJECT TITLE	InnoVative photocatalytic paintS for healthy envirOnment and eNergy Saving
PROJECT ACRONYM	VISIONS
ACTION	D.1 Networking with Other Projects and Dissemination Planning & Execution
SUB-ACTION	D1.2 Dissemination Planning & Execution
DELIVERABLE	D.D1.2.1 Strategic Planning of Project Campaign
BENEFICIARY	Michopoulos I. & Ch. G.P. (EVOLUTION)
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## EXECUTIVE SUMMARY

The VISIONS project aims at upscaling the above innovative photocatalytic paint, improving the quality of the indoor environment while it will enable significant energy savings in buildings. It is foreseen that the proposed technological solution will be able to reduce up to 40% of specific air pollutants (e.g NO<sub>x</sub>, VOCs) under real-scale applications in public buildings.

Therefore, VISIONS offers a potentially fertile ground for encouraging local authorities to adopt a more integrated approach to urban management by informing stakeholders to use those techniques and methods which have been positively assessed and have successfully been tested for their performance in terms of improving IAQ and energy saving.

The development of a sophisticated Decision Support System (DSS) is a key objective of VISIONS which will serve as a multicriteria support tool towards studying the efficiency of the proposed solutions, processes and methods in future applications. DSS will receive the outcome of Cost Efficiency Analysis (CEA) and Cost-Benefit Analysis (CBA), as well as Life Cycle Assessment (LCA) analysis. DSS will be a tool in the hands of stakeholders and end-users (Building Construction, Paint Companies, Local authorities) in order to estimate the effects of each particular photocatalytic application in the abatement of air pollutants as well as in the energy-saving sector.

Its main applications will be (a) the diagnosis of problems related to a particular product, (b) the comparison of improvement variants of a given product, (c) the design of new products and (d) the choice between a number of existing comparable products.

The demonstration character of the project has been determined efficiently, taking into account the target groups to whom project information would be made available. Selection of proper distribution channels and dissemination tools will maximize public awareness about human and environmental exposure to the chemical mixtures within the indoor and ambient environment, as well as it will stimulate the implementation of similar or complementary projects.

Stakeholders and end-users (Building Construction Companies, Chemical and Paints companies, Local and Regional authorities and the public at large) will take advantage of the outcome of the project as it will be translated into a Decision Support System (DSS).

This document presents the dissemination and communication plan of the VISIONS project, providing a summary of VISIONS as well as dissemination objectives and the identified stakeholders and users. The VISIONS dissemination plan is detailed, first setting the dissemination and communication's objectives and principles, then outlining details on the consortium and each partner's involvement. The involvement will be divided into three phases each of them focused on a specific aspect of the overall communication and dissemination strategy: the initial awareness phase, the strategic dissemination phase and the exploitation phase. The ultimate goal of these phases would be to generate interest in the project to put the basis for the application and uptake of its findings in the field of energy-saving and innovation after it ends. Within the first phase, the tools and procedures to enable both internal and external dissemination for the duration of the project have been defined and are analysed in the corresponding sections.

#### D.D1.2.1 Strategic Planning of Project Campaign

## 1. Introduction

This document is the deliverable “D.D1.2.1 Strategic Planning of Project Campaign” of the EU-funded project VISIONS. It lays out dissemination and communication tools and strategies, providing a guideline for all the project partners to achieve the largest possible impact for the project.

Dissemination actions play a significant role in a successful repeatability and transferability plan. A detailed three-phase dissemination plan is drawn, targeting an initial awareness phase, a strategic phase and an exploitation phase. The plan will ensure that the members of the consortium will take a proactive role in the effort to maximize the outreach of the project by participating in relevant conferences, as well as publishing project results in leading international peer-reviewed journals and presentations at conferences to allow for high international visibility of VISIONS. This task will also track publications to ensure compliance with open access requirements.

Events will be organized, for presenting the project’s results and to provide the possibility of networking with other groups who work in similar fields at both European and international level. Online presence, production of digital and physical dissemination/marketing material, high visibility in the scientific community, and engagement with all stakeholders will ensure penetration of VISIONS in the energy-saving sector.

### 1.1. Purpose of this document

This Dissemination and Communication Plan is drafted at an early stage of the project implementation (1<sup>st</sup> month) and provides a framework for all the partners, helping to effectively communicate and report all relevant activities and outcomes.

Dissemination and communication activities are a key part of all EU-funded projects and, indeed, they should be the product of a shared effort afforded by all partners. Along with communicating the project objectives and results, they also contribute to stronger visibility of the EU activities and bring science and technological development closer to the public. This can have several positive effects, including counteracting the growing lack of trust that scientific research is facing in European society as well as demonstrating an added value of EU cooperation.

By targeting the scientific community, these actions will promote synergies with other relevant programmes and initiatives and stimulate further work that can maximize the outputs of VISIONS.

### 1.2. Structure of this document

The document is arranged into three main sections.

Section 1 of the document introduces the VISIONS project, explains the purpose behind outlined actions and provides a glossary.

Section 2 details various legal requirements, specifies dissemination and communication’s objectives, principles, phases, lists target audiences, expands on dissemination tools.

Section 3 describes the monitoring method of dissemination, providing relevant indicators (KPI’s) to be measured.

The final section (Section 4) provides conclusions and describes the dissemination tools and actions to be continued after the end of the project.

### 1.3.Glossary

CBA	Cost Benefit Analysis
CEA	Cost Efficiency Analysis
DSS	Decision Support System
EU	European Union
GA	Grant Agreement
GDPR	General Data Protection Regulation
HVAC	Heating, Ventilation, and Air Conditioning
IAQ	Indoor Air Quality
KPI	Key Performance Indicators
LCA	Life Cycle Assessment

### 1.4.List of Beneficiaries

NCSR	National Center for Scientific Research DEMOKRITOS
AUTH	ARISTOTELIO PANEPISTIMIO THESSALONIKIS (Aristotle University of Thessaloniki – Special Account of Research Funds)
EVOLUTION	Michopoulos I. & Ch. G.P.
FORTH	Foundation of Research and Technology - Hellas
VITEX	YANNIDIS BROTHERS S.A. – INDUSTRIAL – COMMERCIAL – CHEMICAL – TECHNICAL AND HOTEL BUSINESS COMPANY HERMES

## 2. Strategic Planning of Project Campaign

### 2.1. General Scope of the VISIONS Project

VISIONS set realistic targets for the resolution of the IAQ and energy consumption issues. Delivering the baseline for a promising methodology, it employs an already proven innovative photocatalytic nano-material (developed through an FP7-2007 IP project “CLEAR UP”) which is able to degrade air pollutants using Visible Light as opposed to the existing products on the market which operate by the use of UV radiation.

The VISIONS project aims at upscaling the above innovative photocatalytic paint, improving the quality of the indoor environment while it will enable significant energy savings in buildings.

The specific demonstration project will help the assessment of whether or not photocatalytically active construction material may be a technology for achieving better indoor air quality throughout Europe.

VISIONS will prove that it could provide the basis for a European Directive on the usage of photocatalytically active construction materials in Europe. Consequently, it represents an opportunity for the development and implementation of a new de-polluting European strategy.

Furthermore, an update of the EU legislation could be achieved based on specific actions of the project which will create policy recommendations. To that end, Legal recommendations in the IAQ and Health sector will be delivered in the frame of Action B.3. Based on the outcomes of the real scale applications we will be able to provide quantify proposals in terms of IAQ improvement and its connection with occupants’ comfort and health.

To foster the impact of the project on targeted end-users, the project must be broadly communicated and disseminated. It will involve all activities by which project-related knowledge is provided to relevant stakeholders and other interested parties (including the general public) at local, national, European and international level. The project dissemination activities will be targeted to make knowledge and the results of the project available to relevant stakeholders. The implementation of the dissemination and communication strategy is to be led by the D1 and D2 Actions Leader, EVOLUTION, together with the active engagement and support of the entire consortium. Within this framework, VISIONS results will be disseminated for the purpose of:

- Achieving healthy indoor environments
- Induce energy savings in the building sector by using environmentally friendly technologies
- Leveraging the exploitation of the results
- Enhance awareness about the harmful impacts of air pollutants and to highlight the positive effects of the project’s results to individuals and the environment.

For a proposed policy to be effective, the core challenge is to share with the general public the acquired knowledge (local, national, international society). Through this approach, the citizens become aware of the exact dimension of the problem and the proposed policy comes to be interactive. At the end of the day, the general public will be the final end-user of the VISIONS product (photo-paint) and application.

In particular, the dissemination plan is structured to address a full range of potential actors playing different roles in the sector of energy savings.

To reach these goals, this plan is considering and developing the following components:

- a) Identifying key messages and target audiences
- b) Developing the branding of VISIONS
- c) Producing dissemination materials
- d) Using the project website as a dissemination platform and social media tools
- e) Promoting and raising awareness about the project through events and networks
- f) Training stakeholders on the use and the benefits of VISIONS DSS

## 2.2. Expected results of the project

The expected results are divided in 6 main sectors:

1. Environment: Significant improvement of IAQ could be achieved by the degradation of air pollutants. TCM-1 photocatalytic efficiency has already been quantified in the frame of the FP7 “CLEAR UP” project showing a degradation up to 95% in lab-scale. Thus, a degradation of up to 40% for NO<sub>x</sub> and 15% of VOCs from the application of the VISIONS Photo-Paint under real world conditions could be expected.

2. Energy: Ventilation and HVAC systems are the major energy consumers in buildings. As a result of the expected improvement of the IAQ and the thermal comfort of the users, both the needed amount of time for operating artificial ventilation and the required ventilation rate will be reduced. It is foreseen that for a 5000 m<sup>2</sup> building area a reduction of 10% in energy demand could be feasible. In this way, VISIONS forms a cost-efficient technological solution to further enforce the environmental and socio-economic impacts of the energy consumption of the building sector.

3. Innovation: Optimization & application of TCM-1 for building coatings capable for air de-pollution by visible light without producing any harmful by-products, comprises an innovation and originality at the European level. Both optimized TCM-1 and Photo-Paint will be patented.

4. Economy: Demonstration of the effectiveness of the said application will set the platform for a wider application to a number of indoor environments (homes, schools, hospitals) thus contributing on a decisive manner on IAQ with both environmental and health benefits. The replication of the present results to other producers in European countries is expected to create an added value chain of environmental and commercial benefits as it is expected to penetrate 40% into the ecological interior paint market. Quantification of the economic impact of VISIONS will be achieved through the CEA, CBA and LCA.

5. Dissemination: Stakeholders and end-users (Building Construction Companies, Chemical and Paints companies, Local and Regional authorities and the public at large) will take advantage of the outcome of the project as it will be translated into a Decision Support System (DSS). To that end characterization of the sustainability of each particular photocatalytic application could be achieved.

6. Entrepreneurship: Establishment of a spin-off company, which will rapidly transfer the project findings and tools to the market. Pricing, marketing plan and exact resources for the commercialization will be defined and quantified. A business plan has already been implemented in close collaboration with the Hellenic Federation of Enterprises and will be put in place as early as possible during the project. VISIONS has already identified the main key resources, market channels and revenue streams. Based on information coming from the market analysis, detailed sales forecasts will be estimated. It is foreseen to cover up to 2% of the national paint market during the first 3 years of operation.

### 2.3. Involvement of consortium as a whole and of its individual Members

The project consortium will be strongly involved in communicating and promoting LIFE-VISIONS results, fostering research on other domains for application and adoption of project results for public health research and innovation strategies.

Covering fields across the spectrum of the project the consortium is built to succeed in each Action and each area covered. The complementarity of the consortium expertise and networks will make it possible to cover all the key areas pertinent to the project's implementation.

Dissemination activities will be supervised, coordinated, and reinforced by EVOLUTION. EVOLUTION will proactively engage with the consortium and operationalize several measures, along with setting clear objectives and deadlines for each. At the same time, each of the consortium members must take individual responsibility for disseminating the project.

## 2.4. Communication Approach

The communication and dissemination activities within the VISIONS project aim at raising awareness about the harmful impacts of air pollutants and to highlight the positive effects of the project's results to individuals and the environment. The communication activities will follow the approach described below consisting of four phases of impact for the communication objectives:

**Awareness:** To make identified target audiences aware of the VISIONS project, its objectives, approach, developments and outcomes. The ultimate goal is to raise awareness separately to each subgroup about the harmful impacts of air pollutants and to highlight the positive effects of the project's results to individuals and the environment.

**Understanding:** To make identified target audiences understand the potential benefits from the use of photocatalytic paints application.

**Commitment:** To encourage the commitment of different stakeholders by inviting them to have an active role in the project, by participating in the agoras and by engaging them to get acquainted for a possible future at-work application.

**Action:** To make stakeholders move from commitment to practice, by achieving their support in the adoption of strategic frameworks for energy savings. Ownership, internalisation and institutionalisation play a significant role in this action phase and can help replication to other producers in European countries.

The speed of progress to move from one phase to the other will vary from one stakeholder group to another. Although the ideal progression would be to have these phases happening in a consecutive way, they can sometimes overlap (i.e. some stakeholders can simultaneously be in the phases of understanding and action, and through them, they will internalise commitment).

## 2.5. Communication Objectives

Within the below general communication objectives of VISIONS, different specific objectives will be pursued:

1) To engage target audiences in the participatory processes and keep them involved and dedicated after the participatory processes are concluded

- To raise awareness about the harmful impacts of air pollutants and to highlight the positive effects of the project's results to individuals and the environment;
- To provide a regular flow of information to target audiences;
- To increase the level of participation.

2) To increase target groups' commitment and involvement in decisions and actions to energy saving, as well as to encourage stakeholders to shift towards more sustainable consumption patterns

- To show the important role different stakeholders play when shaping changes and new strategies to move to more sustainable consumption and production patterns;
- To mobilize more strongly committed stakeholders in order to promote more significant changes.

3) To communicate and disseminate the results within the project to relevant target groups

- To create the appropriate communication products and use the adequate communication channels to reach the different target audiences;
- To develop a project website where all developments and public outcomes of the project will be shared;
- To connect with similar projects working on the same topics of energy-saving to join efforts and find synergies;
- To showcase successes in the local and national media, as well as in related sectorial publications.

4) To promote maximum replication of the project

- To disseminate the lessons learned, by sharing successes, difficulties and barriers;
- To improve the understanding of the environmental problem targeted and allow relevant target audiences to see the added value of using photocatalytic paints application as a tool to improve Indoor Air Quality and reduce energy consumption;
- To facilitate relevant target audiences using the results in a way that serves their needs;
- To promote the methods (such as citizen participation), outcomes, and results among other cities and stakeholders in a way that allows them to adapt and replicate the solutions.

## 2.6. Dissemination and communication phases

The dissemination, communications and exploitation strategy will be divided into three phases, as illustrated in the table below:

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Time	Objective	Approach
Phase 1: Initial awareness phase	Agree upon dissemination strategy and future activities. Create initial awareness related to the project objectives and scope	Visual identity; press release; website; promotional materials – such as leaflet and poster; project website; literature such as list of journals, stakeholders and events for attendance; mailing newsletters
Phase 2: Strategic phase	Create a more targeted awareness regarding produced results so far and project's end goals, with relevant target groups.	Adapt promotional materials; inform key stakeholders about project results so far; initiate collaborations, start disseminating results at various relevant events
Phase 3: Exploitation phase	Create awareness and promote the project outcomes to selected target groups to test the developed framework.	Approach selected stakeholders in a more individualized and targeted manner; organize workshops, closer involvement of policy makers, organize a final conference

The aim of the plan for dissemination and support in the first 12 months of the project is to announce the start of the project and raise awareness of its aims, objectives and scope and to encourage interested parties – particularly those involved in related projects and initiatives – to find out more about the daily work of the project.

This effort first relies on strong internal dissemination of the information to provide all partners with a clear vision of the project as a whole and of the respective tasks and missions. To facilitate and streamline this process, a strategy for internal knowledge flow will be developed so that all consortium members have a common understanding of the project and are equipped with what is needed to present the project and raise awareness to national and regional stakeholders.

#### 2.5.1. Initial awareness phase

At the beginning of the project, EVOLUTION will set up a network with other projects.

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The project team has selected two projects, “LIFE-PHOTOSCALING” AND “LIFE – DIGITALIFE”, for networking in order to share best practices, exchange experiences and assess potential synergies.

LIFE13 ENV/ES/001221 PhotoScaling is a project which demonstrates the validity of the photocatalytic technology in urban agglomerations by establishing the instruments to scale up from laboratory to application in cities.

Project location: MADRID (SPAIN)

Project start date: 01/10/2014

Project end date: 30/06/2019

Beneficiary: The Agency Statement of Superior Investigations Scientific Council  
Agencia Estatal Consejo Superior Investigaciones Científicas (CSIC)

LIFE13 ENV/IT/000140 DIGITALIFE is a novel manufacturing process for photocatalytically activated ceramic tiles by digital printing. The DIGITALIFE project designed and optimised new inks for digital printing of ceramic tiles, built an industrial-scale pilot plant, tested and optimised the digital printing process and analysed performance in terms of environmental benefits.

Coordinator: (SME) Medium-sized enterprise named GranitiFiandre

Partners: University of Milan, Italy

An enterprise called Projecta in Italy

Duration 01-JUL-2014 to 31-DEC -2017

EVOLUTION will contact the coordinator of each selected project. For seven months representatives from all three projects will exchange information, via web video call, on a monthly basis.

In this initial phase, a dissemination toolkit will be developed, aim to promote the project in its early stage, containing the following tools, which are analyzed further in paragraph 2.10:

- Visual identity – Project Logo
- Internet banners
- Project Website
- Social media
- Notice Boards
- Promotional materials (Leaflets, Posters)
- Press Releases, Articles, Newsletters and Scientific publications
- Events and conferences participation
- Commercials and radio spot

### 2.5.2. Strategic phase

In this phase, the external dissemination effort will intensify to promote the overall project activities and the first results. At this stage, VISIONS will be participating in the identified conferences in the field, as they will be listed in the related ongoing communication with beneficiaries. The careful selection of these events will have to be done in collaboration with the whole consortium to ensure the cohesion of the different projects in the domain.

Based on the available results, updating existing promotional materials (leaflets, posters) will be considered.

While the work initiated in the first phase will be expanded and continued, the main focus of the dissemination and outreach in this period will have a focus on specific communities, experts and other target groups. Particular attention will be also be paid, at this stage, to increase the target audiences, establish links with them, and to help achieve the outreach objectives.

### 2.5.3. Exploitation phase

The last period of dissemination activities will focus on supporting the exploitation effort and on promoting the VISIONS outcomes to the selected target groups. VISIONS will push relevant stakeholders towards testing the developed framework, through dedicated and targeted e-mails and invitation to closer interactions and presentations. In the meantime, VISIONS will also encourage relevant stakeholders to adopt the framework through promotion during international conferences and mostly by inviting them to training session with the VISIONS final framework. To achieve this, the consortium will organise a series of actions at the end of the project, as summarized below and analyzed in paragraph 2.10:

- “SmartBuilding” Business Game
- Final Public event, to present the outcomes of the project and to attract adopters
- Open “VISIONS” LIFE Day, where approximately 50 visitors, will be toured in DEMO houses and in the NCSR labs.
- Live-streaming conference, will present worldwide results and findings, aiming to attract up to 500 stakeholders.
- Online Course, to approximately 50 trainees
- Training of energy inspectors on online courses targeted on groups of approximately 50 energy inspectors
- Event for industries-users active in paint production as well as in different other paint sectors
- Layman’s report

This will be particularly important when organizing the project's final event, which will be the central element for project dissemination towards the end of the project lifetime. At this event, the key outcomes and recommendations of the project will be presented. The final conference will have a considerable impact on key stakeholders. Promotion of the conference will be made in advance through all available channels of the LIVE VISIONS that will reach stakeholders.

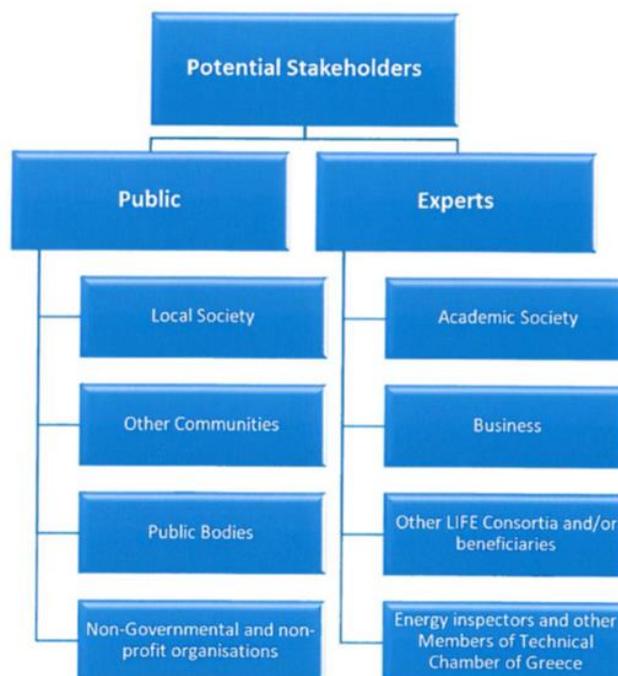
Exploitation plan will mature as the project progresses. What can be said now may be basic but will build as the project continues and this phase comes into fruition in the first year.

### 2.7. Target audiences

The Audience Segmentation Strategy which is widely used in commercial and social marketing has been selected. The main segmentation of the stakeholders divides them into two supergroups, the Public and the Experts. Under Public there are four sub-groups, the Local Society, Other Communities, Public Bodies, as well as Non-Governmental and non-profit organisations. Common characteristic of these sub-groups is that all audiences, who form them, lack of significant knowledge about Indoor Air Quality and Energy consumption and about the possibility of improving both using advanced building materials.

On the contrary, audiences listed in the super-group Experts include people, businesses and organizations possessing over thorough knowledge of the project's subject, as well as people keen on studying the project's results and findings. Under Experts, there are four sub-groups, the Energy inspectors and other Members of the Technical Chamber of Greece, the Academic Society, the Business and Other LIFE Consortia and/or beneficiaries. The schematic stakeholder's segmentation follows:

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The following audiences have been identified for the purpose of project dissemination:

PUBLIC TARGET SUB - GROUPS	IDENTIFIER	STAKEHOLDERS	SCOPE OF AWARENESS
Local Society	A	<ul style="list-style-type: none"> <li>- Population of areas where the application will take place and of neighboring areas, especially the vulnerable individuals</li> <li>- Population of Athens, Thessaloniki, Crete</li> <li>- Moderators</li> <li>- Executive managers of the regions</li> </ul>	<ul style="list-style-type: none"> <li>- Enhance awareness about harmful impacts of air pollutants</li> <li>- Highlight positive effects of the project's results to individuals and to the environment</li> </ul>
Other communities	B	<ul style="list-style-type: none"> <li>- EU citizens</li> <li>- Population of other areas worldwide</li> </ul>	<ul style="list-style-type: none"> <li>- Enhance awareness about harmful impacts of air pollutants</li> <li>- Highlight positive effects of the project's results to</li> </ul>

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			<p>individuals and to the environment</p> <ul style="list-style-type: none"> <li>– Stimulate similar projects in other communities</li> </ul>
Public Bodies	C	<ul style="list-style-type: none"> <li>– Municipality of Athens,</li> <li>– Neighboring Municipalities</li> <li>– Attica, Crete and Central Macedonia Region</li> <li>– Ministry of Environment and Energy</li> <li>– Infrastructure/Building sector</li> <li>– Centre for Renewable Energy Sources and Saving (CRES)</li> </ul>	<ul style="list-style-type: none"> <li>– Promote the issuance of guidelines about the ecofriendly function of buildings</li> <li>– Enhance understanding about potential benefits from the use of photocatalytic paints application.</li> </ul>
Non-Governmental and non-profit organisations	D	<ul style="list-style-type: none"> <li>– Topic focused NGOs (local and regional)</li> <li>– Citizens associations</li> <li>– Association of Greek Chemists</li> </ul>	<ul style="list-style-type: none"> <li>– Consumption of resources</li> <li>– Energy saving</li> <li>– Advocacy, dissemination and replication</li> </ul>

EXPERTS TARGET SUB - GROUPS	IDENTIFIER	STAKEHOLDERS	SCOPE OF AWARENESS
Academic Society	E	<ul style="list-style-type: none"> <li>– Universities</li> <li>– Research centers and Institutes</li> <li>– Fellow Researchers</li> </ul>	<ul style="list-style-type: none"> <li>– Enhance scientific knowledge associated with possible harmful impacts of air pollutants</li> <li>– Stimulate further research projects</li> </ul>
Business	F	<ul style="list-style-type: none"> <li>– Businesses in the building sector</li> <li>– Businesses with similar activities</li> </ul>	<ul style="list-style-type: none"> <li>– Enhance knowledge associated with the production and application of photocatalytic building materials</li> </ul>

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		<ul style="list-style-type: none"> <li>- Industries ((Paint, Construction and Infrastructure)</li> </ul>	<ul style="list-style-type: none"> <li>- Aware of potential opportunities and benefits</li> </ul>
Other LIFE Consortia and/or beneficiaries	G	<ul style="list-style-type: none"> <li>- Project titled “LIFE-PHOTOSCALING”</li> <li>- Project titled “LIFE-DIGITALIFE”</li> <li>- Other projects associated with the VISIONS project’s subject</li> </ul>	<ul style="list-style-type: none"> <li>- Create synergies for complementary projects</li> <li>- Form a network consisted of experts interested and activated in the fields related to the improvement of IAQ and energy consumption.</li> </ul>
Energy inspectors and other Members of the Technical Chamber of Greece	H	<ul style="list-style-type: none"> <li>- Energy inspectors</li> <li>- Members of the Technical Chamber of Greece</li> </ul>	<ul style="list-style-type: none"> <li>- Inform and train on the use and the benefits of VISIONS DSS</li> <li>- Get acquainted for a possible future at-work application</li> </ul>

## 2.8. Distribution Channels

Key channels for the communication and dissemination of the development and outcomes of the project will be used, like Internet, TV and Radio, Public events and Conferences, Regional/national portals and newspapers. Internet will be used as the main tool where plenty of channels will be used for the dissemination scope, such as website, social media, e-mails, live-streaming and on-line courses.

Stakeholders can subscribe to a mailing list to receive the VISIONS newsletters that will be produced throughout the project. Key target audiences will be identified by all partners and invited to subscribe to the mailing list.

If needed, this mailing list will be used for other communication and dissemination purposes within the scope of the project – always without spamming the subscribers.

Partners in the LIFE VISION consortium will be asked to contribute to dissemination and communication through their own channels, i.e. own website, social media channels, newsletters, and so on.

By using their own communication channels, partners ensure to reach local audiences.

Academic partners are encouraged to introduce and promote the results of the different Actions in relevant academic contexts, i.e. research activities or university teaching.

Communication via email with partners will take place to collect their communication and dissemination channels, so as to have a better overview. Each partner is responsible to update this information via email on a regular basis.

## 2.9. Data protection compliance

The Consortium commits to comply with the new General Data Protection Regulation (GDPR), which came into effect on 25 April 2018. To this end, a specific procedure will be implemented for the management of privacy of subscribed recipients of the dissemination tools:

- The mailing list will target relevant organizations rather than individuals
- For individual registrations (e.g. in the newsletters), subscribers will either register themselves to receive the newsletter through the website registration form, or, if invited to register by a VISIONS partner, he/she will also be directed to this registration form;
- For individual subscriptions of actual persons, proof of consent has to be stored each time;
- Subscribers will be able to unsubscribe from the list at any time by following the unsubscribe link available on every form of communications.

All contacts will be handled solely by one beneficiary, EVOLUTION, so the transfer of personal data among different partners is not necessary. In addition, EVOLUTION will be responsible for the rights to modify and remove the data included in the mailing list.

Finally, whenever it is decided to share communication with the list of people registered (i.e.: a newsletter), each beneficiary will submit the necessary materials to EVOLUTION to proceed with the mail distribution in order to avoid data sharing.

A GPDR-compliant database will be used for the collection of stakeholders and information recipients, and the collection of their data will be done compliantly through one form of voluntary registration.

A suggested manner of collecting data could be an email sent by all beneficiaries to their contacts, seeking interest in signing up for the newsletter. If interested, they would follow a link to one main portal to register, where their information would be stored in a database solely for the purpose of VISIONS use and run solely by EVOLUTION. At the end of the project, unless otherwise determined, the database would be deleted if no further dissemination would be carried out past the end date. If it is determined that post-project communication may be possible, an email would be sent to the database asking if the subscribers would like to remain on the list for possible future communication and could opt out (and subsequently be deleted).

## 2.10. Dissemination tools

Throughout the project's lifecycle, a wide range of channels will be used in order to address target audiences and maximize the impact of the Communication Plan. Several tools will be used, depending on each target audience category, in order to achieve communication adaptability.

Dissemination Tools	Target audience	Activities
Visual identity – Project Logo	A-H	The actions of the initial awareness phase started with the design of a VISIONS logo (D.D1.2.2 Project Logo) and visual identity to ensure clear, consistent and recognisable brand for all communications and to underline the project's philosophy and objectives. Three project logos, based on special key words, will be designed, in order to select one final. The Project logo will be used on all communication materials (hard copy, electronic, display in events). It will be placed in a central and visible position of any produced material and it will never be smaller than any other logo included in the same material (e.g. if partner logos are used). All project written deliverables will place the Project Logo on the top right-hand corner. The minimum usable size of the logo is 45.5 mm. A common template for PowerPoint presentation will be used by all consortium members for all related presentations. LIFE program Logo and Funding mention – in all communication tools and activities, the LIFE logo and reference to the funding by the European Union must be clearly indicated and be included in small size in all communication materials.
Internet Banners	A-H	The design of internet banners (D.D1.2.3 Internet Banners) will be based on the selection of the most effective size, components, buttons, frames, file formats, images and colours. The display of them (D.D2.1 Internet Banners) will follow.
Notice Boards	A, C-F, H	Three notice boards (with the LIFE logo), describing the project, will be designed, developed (D.D1.2.6 Notice Boards) and finally displayed (D.D2.2 Notice Boards) at strategic places accessible to the public.

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Website	A-H	<p>Web-based dissemination through a project website (D.D1.2.4) will be established and operated in accordance to guidelines to be agreed upon by all project partners. This will include regular, up-to-date releases of information on project results. The website will be launched at 12/2020 and updated during the entire duration of the project. It is necessary that the project website is carefully designed in order to meet the needs of an array of users: scientists, policymakers, energy inspectors, NGOs, media and the general public. For this reason, the website will be “multi-layered”, with the outer layer (homepage) very simple, mainly based on visual communication (video clips, data visualizations, etc.) in a word: appealing and accessible for everyone. In the middle layers, policymakers, stakeholders and experts will find specific documents and guides, while in the inner layers researchers and members of the project will be able to find a searchable database, scientific publications and all the relevant documents of the project. The public part of the website will be managed on a day- by-day basis by a website management team, in close collaboration with all partners, with relevant updates, new data to share and appealing stories to tell. Links to cognate projects and Commission services will be provided as well. DSS will also be available on the website, along with its manual. The project website will be continually updated with new data during the project’s implementation. In this frame, every six months a progress report will be delivered (D.D1.2.9 Semi-annual report on Project Website management). Approximately 2.000 visitors are estimated to be attracted through the project website.</p>
Social media	A-H	<p>Social media preliminarily will be launched on 12/2020 (D.D1.2.5 Social Media) and will be updated constantly—and increasingly—throughout the development of the project. They will be used for disseminating the project’s results. This include both representation across different social platforms and involving user feedback from the general public.</p> <p>The purpose of the dissemination elements is to use them widely for VISIONS advertisement, through newsletters, press releases, events attendance and other means of dissemination. Social media is a driving force to ensure reaching the largest audience possible. The intervention on social media will take into account three main different</p>

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		<p>audience groups: General Public, Academia, Managers of Businesses in the building sector and Energy inspectors. We will consequently create specific channels, diversify the information release (e.g. social vs scientific events), use different registries (sensitive approach, lay language, scientific language).</p> <p>The Dissemination Plan will include a section detailing the tailored social-networks strategy, including references to the selected networks, opportunities to be exploited and account management policy. All the project partners will be engaged in social network dissemination activities and will collaborate to animate these profiles with periodic posts.</p> <p>It is scheduled to develop the presence on a range of social networking platforms, i.e. Twitter and Facebook</p> <p><b>Twitter:</b> The VISIONS Twitter account will be used to post comments and news about the achievements of the project, and also to promote the project's reports and events.</p> <p>Twitter is an excellent method to reach as many stakeholders as possible. It allows for interaction and communication of the project in a more informal setting, which is ideal to reach this wide range of possible stakeholders interested in the project, and also drives the formation of networks and connections.</p> <p>Through Twitter account, the project can both communicate and disseminate work being done within the project. This includes the announcement of updates during the project, information on the work being carried out by each partner, announcement of congresses/events/seminars and lastly, the dissemination of the work produced.</p> <p>The content planned to be shared on Twitter will be a mixture of project news announcements (linked to more detailed announcements on the project website), updates on activities the project is involved in or being showcased at, as well as relevant interaction such as 'retweets' (sharing) of posts by project partners or stakeholders of interest.</p> <p>The VISIONS social media team will invite all members of the consortium, as well as stakeholders interested in the projects, to engage with the account, share updates and increase coverage and traffic to the VISIONS Twitter account by addressing Tweets to the attention of the account by</p>
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		<p>including the appropriate tag in their Tweets and/or by using relevant hashtags. In particular, re-tweeting of posts from the organizational profiles of the partners will allow fostering the visibility of the project tweets among the consolidated network of followers of the partners' organizations.</p> <p>Once the account and project are fully up and running, tools such as Twitter Analytics can be used to measure the impact of the account. Paid-for promotion is also an added service that can be considered during prime dissemination periods.</p> <p>In addition to Twitter (and the website), social media and online presence will continuously evolve as more work is completed.</p> <p><b>Facebook:</b> A FB page will be used to engage citizens, create a network using a common language. Facebook account will be more active at a later stage once more concrete information is able to be disseminated, as Facebook usually requires more detailed posts. This can come in parallel to the blog.</p> <p>Platforms like Facebook are useful to continue outreach to stakeholders and the general public but do require more content to populate the accounts. This will be fed from the growing content on the project's website, which will host all information on the project, the consortium and all the work being done over the next 3 years.</p> <p>A communications toolkit will be developed for use by all partners to align communication of the project, particularly on social media. The toolkit will be a living document that will continuously be updated with the most up-to-date key messages, hashtags, draft tweets and more, to ensure that communication continues smoothly and remains relevant to the project timeline. This allows the communication to be current and not repetitive (as would be the case if set tweets were to be included at this stage of the dissemination plan).</p>
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<p>Press releases, articles</p>	<p>A-H</p>	<p>During the project, about ten articles and press releases will be published to specific media at local, national and sectorial levels, in order to reach a massive audience (e.g. news and short communications on local newspapers, general and sectors magazines, etc.).</p> <p>As a first step in developing a robust press strategy, the consortium will compile a comprehensive database of press contacts. First release on 03/2021 and new releases every six months during the project.</p>
<p>Commercials and radio spot</p>	<p>A-H</p>	<p>Each Action leader will be asked to share tasks and findings from the different Actions of the project to be used for the production of 3 twenty seconds' commercials, 2 audiovisuals for the TV, YouTube and web distribution channels and 1 acoustic for the radio. During the view of the audiovisual commercials, LIFE+ logo and LIFE financial support will be presented. EVOLUTION will suggest the ideas to NCSR D which will have to approve the idea. EVOLUTION drafts the storyboard of the video; all partners will have to validate it before broadcasting. Commercials will be shared in all VISIONS communication channels. First version on 09/2021 and new releases at the end of the project.</p>
<p>Promotional materials</p>	<p>A-H</p>	<p>Project collateral, such as leaflets will be developed in order to be distributed at various events, conferences, workshops, etc. and gain the project visibility with the general public. Five different sets of 1.000 leaflets (D.D1.2.7 Leaflets) will be designed and developed. The content will be updated regularly, in order to present and disseminate the project's process and the added value. The leaflets will be distributed every 6 months, starting 03/2021, to all targeted stakeholders and general audience, while the electronic format will be posted on the website and social media. The brochures will be available in PDF format for electronic distribution and for normal office color printing. Furthermore, five different sets of 50 posters (D.D1.2.8 Posters) will be designed and developed, in order to be placed in selected spots (i.e. Municipalities of areas where the application will take place and of neighboring areas, Ministry of Environment and Energy, Centre for Renewable Energy Sources and Saving (CRES), Association of Greek Chemists, Universities, Research centers and Institutes,</p>

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		<p>Technical Chamber of Greece), as well as present them at awareness events, conferences and meetings. First version on 03/2021 and updated every six months.</p> <p>All promotional material will be designed following the visual identity guidelines.</p>
Newsletters	C-H	<p>Newsletters’ distribution on a regular basis (every six months and for specific news) to all stakeholders to inform them about project progress and findings. NCSR D, FORTH and AUTH will write the texts that will be published in Scientific Journals. Newsletters will provide information about the project and related news, as well as upcoming events. The Newsletters will be mailed in electronic format and will be published on the website. The steps to be followed for each newsletter are as follow:</p> <ul style="list-style-type: none"> <li>- Two months before the newsletter is sent out, EVOLUTION sends an email to each Action leader to ask for contributions for the “Project news” related section</li> <li>- Actions leaders send their contributions to EVOLUTION</li> <li>- EVOLUTION checks and edits the content, and shares it with NCSR D</li> <li>- NCSR D proofreads the content and adds information for the “Related news” and “Upcoming events” section. Once this is ready, NCSR D sends the information back to EVOLUTION</li> <li>- EVOLUTION layouts/designs the newsletter and send a test to NCSR D to validate it</li> <li>- EVOLUTION sends it to the list of subscribers</li> </ul> <p>First release on 03/2021 and then every six months.</p>
Scientific publications	C-H	<p>Submission of scientific papers by NCSR D, FORTH and AUTH in Scientific Journals. Some indicative journals that can already be identified as useful for VISIONS dissemination are the following: Energy and Buildings, Energy and Built Environment, Energy and Environmental Sciences, Journal of exposure science &amp; environmental epidemiology.</p>

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Conferences	C-H	<p>VISIONS partners are encouraged to participate in several events, conferences and presentations during the project. Participation in two European conferences will be scheduled (D.D1.2.11 Participation in international conferences and public events). A preliminary list of events identified are the following: European Energy Efficiency Conference, EU Sustainable Energy Week (EUSEW). Since VISIONS participation in related events will be a dynamic process and new events will be organised in the future, EVOLUTION will be in constant contact with each beneficiary, to update the events' list of interest to the project.</p> <p>Where possible, we will arrange for invitations to speakers from VISIONS partners to these events so that they can promote the project and encourage cooperation with outside bodies.</p> <p>Three live-streaming conferences, every 13 months, starting from 07/2021, that will present worldwide results and findings.</p>
Public events	A-F, H	<p>Informative events will be held with the aim to inform and engage the general public. One will take place at the beginning of the project, aiming to raise awareness and engage stakeholders in project activities and one at the end of the project, to present the outcomes of the project and to attract adopters.</p>
Mutual Learning Events	A-H	<p>Evolution will organize events among experts, stakeholders and the general public to increase the participatory character of the project and collect first-hand feedback from the relevant groups.</p> <p>In particular, EVOLUTION will organize Online Course aiming to make the information generated by the project available to public and experts via educational websites (e.g. coursera.org). Furthermore, online courses targeted on groups of energy inspectors with the assistance of the Technical Chamber of Greece will be organized. The subject of the training will be the presentation, the use and the benefits of VISIONS DSS. Three Open "VISIONS" LIFE Days, one per year, where approximately 50 visitors per event, will be toured in DEMO houses and in the NCSR labs and will get the chance to view live the function of the photo-paint, will be scheduled, aiming to present the structure</p>

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		<p>methodological framework of the application, the receiving data and their use as input to the VISIONS DSS and the production of results. This procedure creates different application scenarios which allow Coordinators, Managers/stakeholders, according to the results, to develop different applications/policies. Finally, EVOLUTION will organize an Event for industries-users active in paint production as well as in different than paint sectors where the VISIONS methodology could be applied (cement, cotton). The event will take place in Athens organized in close collaboration with the Economic Chamber of Greece.</p> <p>In addition EVOLUTION will develop “SmartBuilding” Business Game, as an Online interactive application based on Artificial Intelligence (AI), providing the experience of running your own photocatalytic application which uses computational Business Intelligence Machines for the reduction of air pollutants and energy consumption in a building. Users, estimated over 500, should be students of Technological and Economic Universities, Business and Law Schools, as well as graduates of other universities. All techniques like, design acknowledgment and reinforcement realizing, will be used to make the game more interactive for the end users.</p>
Layman’s report	A-H	Layman’s report will be produced in paper (300 copies) and electronic format at the end of the project and will summarize the project’s implementation, clearly outlining the achievements and benefits. The distribution will take place in the summer of 2023 to identified stakeholders, while the electronic format of the report will be available to all web distribution channels, estimating that over 1.500 people will take notice.

### 2.11. Dissemination tools connection with the communication approach

AWARENESS	Visual identity
	Project website
	Leaflets, Posters
	Events

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	Social media
UNDERSTANDING	Newsletters
	Project website
	Social media
	Spots, Commercials
	Conferences, events
	Press releases, articles
COMMITMENT	Project website
	Conferences
	Open "VISIONS" LIFE Days
	Social media
	Events for experts
ACTION	Project website
	Final event
	Open "VISIONS" LIFE Days
	Social media
	Trainings, On line Courses
	Events for experts
	"SmartBuilding" Business Game





### 3. Monitoring of dissemination and exploitation

EVOLUTION will use several different methods, differentiated by the type of communication, to assess the success of our dissemination initiatives. Open software tools such as Google Analytics, will be used to measure traffic to the website, time spent there, which areas of the website are the most/the least attention and how social media is driving traffic.

A counter for downloads of our electronic newsletters, press releases and deliverables will be used to measure the interest of the public in our publications. We will also look at how many leaflets are distributed at events and conferences, how many people participate at these events, increases in website traffic before and after events, increases in social media followers, and, most importantly, the sharing and disseminating of VISIONS content, particularly on social media. While we will use these methods to quantify the results of these initiatives, the true measure of success will be an increase in awareness regarding innovation-related issues and better cooperation within and among the various target groups.

The following KPI will be taken into account for the monitoring of dissemination and exploitation.

Website	1.000 visits 40% visitors spending more than 1 minutes on the website 50% returning visitors
Social media	6.000 followers
Networking and other professional training or education	500 trainees
Conference Participation	1.000 participants
Business Game	1.000 users

### 4. Conclusion

The dissemination and communication plan, as described above, provides the VISIONS project's dissemination strategy that will help, during the implementation period, to disseminate project results and activities. The dissemination actions to be

continued after the end of the project is also an important factor in the success of the project.

The continuation of public awareness is a commitment by all partners and will be achieved through the distribution of elaborated data in social actions which will be organized by the beneficiaries in the frame of their institutional responsibilities. In this frame, all future events or conferences to be scheduled by partners, will include an extensive reference on the results and benefits of VISIONS project. Furthermore, several actions will be continued after the end of the project, ensuring the demonstration of the project outcomes.

The most effective means of disseminating the results after the end of the project, will be the continuation of operation and exploitation of results through the operation of the "Demo-Houses" set-up at FORTH/IESL in which photocatalytic material tests in new building materials will continue for several years (i.e. in the form of student training/thesis projects). The establishment of the Spin-off Company secures the transfer of the project findings and tools to the market rapidly and supports the "next-day" of the project.

Furthermore, the project web site which will be maintained for at least five years after the end of the project providing a reference platform for the exchange of information among interested stakeholders, researchers and end-users. All technical and scientific reports edited during the project as well as respective documents possibly edited thereafter will be made available for downloading on this web site. In addition, if the demonstration activities demonstrate the usefulness of that technology for cleaning indoor air environment, there will be direct dissemination activities toward additional public administrations, private companies and other end-users such as civil engineers and architects to inform them about the capabilities and cost-benefit associated with the use of this novel materials. This will last for months after the project's completion by circulating the final reports by all beneficiaries. Apart from website, all social media accounts, which will be established during the VISIONS implementation period, will be continued after the end of the project, as well as DSS, which will be available for free to all interested parties, through project's website, accompanied by its manual.

Finally, direct dissemination activities towards the public at large will be undertaken by VISIONS in the form of newspaper articles and TV/radio interviews. Without doubt, in case of successful demonstration, they will disseminate the information worldwide and start implementing these construction materials at a larger scale. The wider acceptance of this material may lead to new license agreements between producers and end-users. These developments will be stronger after a successful project, ensuring further implementation of the project's results and increase indoor environmental benefits.

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Clearly demonstrating the efficiency of Photo-Paint under real environmental conditions, which is the aim of this project, will catalyse its application at the large European scale far beyond the lifetime of this Life+ project.