



SUsustainable solutions for affordable **RE**tro**FI**T of domestic buildings

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Publishable summary

The objective of this deliverable is to outline the strategy and the tools used for engaging the public on SUREFIT project's findings. Public engagement is about cocreating the future with the public and civil society organisations and bringing on board the widest possible diversity of people that would not normally interact on matters of science and technology (Europa EU, 2021).

The deliverable is structured in four sections covering all different aspects of the engagement scheme. Firstly the public engagement strategy is explained: target groups are defined; key messages are indicated, and objectives are set. Secondly, the visual identity of SUREFIT is addressed: the logo is presented, the brand guidelines and all promotional material are explained. Thirdly, the actual tools of engagement are presented and briefly explained. Finally, monitoring -a very important element of the strategy- and reporting is analysed.

Introduction

The main and final objective of the SUREFIT project is to demonstrate fast-track renovation (40% reduction in implementation time) of existing domestic buildings by integrating innovative, cost-effective, and environmentally conscious prefabricated technologies. The project is about to reach the target of near zero energy through reducing heat losses through the building envelope and energy consumption by heating, cooling, ventilation, and lighting, while increasing the share of renewable energy in buildings. This will be achieved through a systematic approach involving key stakeholders (building owners and users, manufacturers, product, and services developers) in space heating, cooling, domestic hot water, lighting, and power generation, as well as a demonstration phase in five representative buildings in different climates.

In summary, SUREFIT aims to achieve:

- 1) Reduction in primary energy use and carbon emission by 60%.
- 2) Reduction of cost by 50%.
- 3) Reduction of time for renovation by 40%

The research findings, according to Grant Agreement number: 894511 must be **disseminated, communicated, and key stakeholders should be engaged**.



1 Public Engagement Strategy

1.1 Essence of Public Engagement

Public Engagement establishes multi-actor dialogues, mutual understanding and innovation outcomes and provides several important inputs. Groups of researchers, policy makers, industry and society organisations, citizens, students, are invited to discuss and elaborate on the findings. Value added knowledge to the research and innovation process is exchanged through transparency and diversity.

Different groups establish a common ground, arrive to joint understandings, learn, and explore controversies and co-create ideas. Public engagement is a two-way communication process with feedback that must be taken under consideration.

1.2 Essence of Communication

Communicating SUREFIT findings adds value by (Horizon, 2014):

- *showing how European collaboration has achieved more than would have otherwise been possible:*
 - *in achieving scientific excellence,*
 - *contributing to competitiveness and*
 - *solving societal challenges.*
- *showing how the outcomes are relevant to our everyday lives, by:*
 - *creating jobs,*
 - *introducing novel technologies, or*
 - *making our lives more comfortable in other ways.*
- *making better use of the results, by making sure they are taken up by decision-makers to influence policymaking and by industry and the scientific community to ensure follow-up.*

In detail, SUREFIT project will lead to a range of innovative technologies for rapid retrofitting of existing buildings. This will assist in enhancing the EU economy and job creation. The produced technologies will also assist in improving the quality of life in Europe and countries outside the EU. It is expected that our communication strategy will help enhance the value of the public spending, contribute to the positive influences on our day-to-day life, and make people aware of the benefits that the programme may bring about, e.g., creating jobs, training skilled researchers,



developing new technologies, bringing ideas from research to market, and creating the better working environment.

1.3 Public Engagement Plan Objectives

The main objectives of engaging the public are mainly described in the official EU websites:

- engage society more broadly in its research and innovation activities,
- increase access to scientific results through communication,
- promote formal and informal science education,
- achieve shorter time to market and greater consumer acceptability of research and innovation outcomes

1.4 Communication SUREFIT Objectives

The main objective of communicating SUREFIT Project is to **raise awareness** and promotion of project results of the potential application of the technologies in European buildings through the joint efforts between academic and industrial participants, to help **exploit and commercialise** the findings and **disseminate** the knowledge that will occur.

1.5 Roles & Responsibilities

The WP9 leader AMS is responsible for defining communication and dissemination activities as well as their implementation. This role is closely cooperating with the project coordinator ISQ. Of course, for the successful communication, dissemination, and diffusion of information in the community are involved all partners, who have agreed to perform specific actions integrating low carbon emission criteria, as clearly described in D9.2.

In detail, all the project partners will be involved in communicating and engaging with local enterprises/stakeholders to raise the profile of this project and lay the foundations for wider networks within the construction sector with involvement of professionals from both local academia and industry. Professionals in this area are in urgent need of affordable, fast, and suitable renovation solutions to reduce energy and carbon emissions in existing buildings.

1.6 Key Messages

Overall, the research results derived from the project are classified as (1) technical items including design drawings, testing prototypes, validated simulation/optimisation tool, and simulation/experimental results; (2) operational items such as the prototypes produced in factories and installed in buildings and field-trial results; and (3) socioeconomic items including manufacturing/installation standards, economic and environmental assessment results, and building impact analytical tool/results.

The Key messages of all SUREFIT dissemination, communication and public engagement activities will be adapted to each Stakeholder's viewpoint and will follow the 7 Cs of Communication, as depicted in Figure 1.

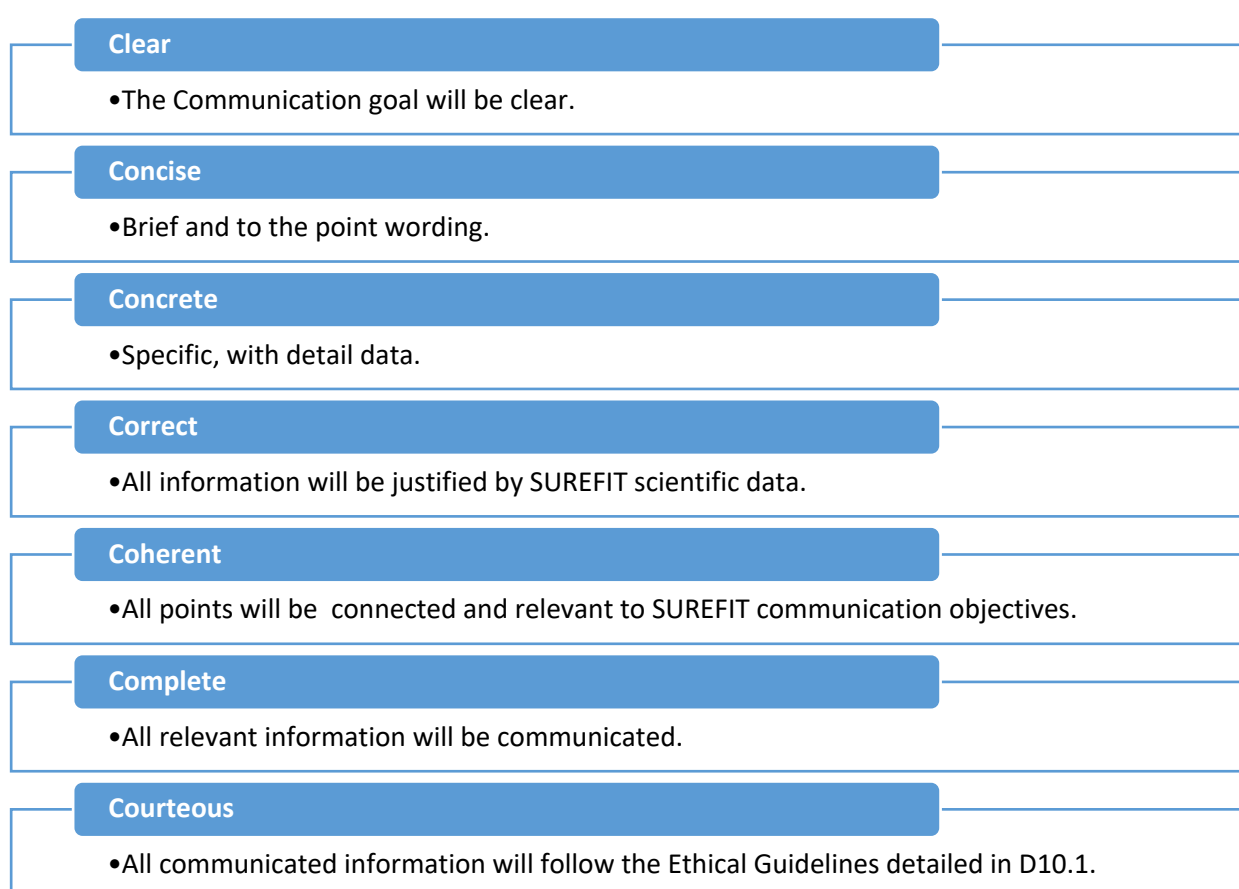


Figure 1 – 7 Cs of SUREFIT Communication

1.7 Target Audience

A stakeholder is a person such as an employee, customer, or citizen who is involved with an organization, society, etc. and therefore has responsibilities towards it and an interest in its success (Dictionary Dambridge, 2021).

The targeted groups/personnel (stakeholders) for dissemination of the project results are:

- Professionals (engineers, academia, researchers, and students) in areas of energy, building design and construction, building materials, building services and manufacturing
- Local authorities & EU/national/regional public bodies (Câmara Municipal de Mafra endorsed the project with a letter of support)
- Policy makers working in energy and environment departments of local/national/EU governments
- Building product/construction companies and SME contractors
- Management members of the relevant industries
- Energy efficiency building associations (Enercoutim endorsed the project with a letter of support)
- Architects and relevant associations (AICCOPT endorsed the project with a letter of support)
- End users, owners, and users of residential buildings

2 Visual Identity

The need of the visual representation of SUREFIT project is essential to develop awareness and establish the identity of the research. During communication & dissemination activities the SUREFIT Logo will communicate professionalism and build trust.

2.1 Logo

SUREFIT LOGO was originally designed by THE UNIVERSITY OF NOTTINGHAM in the early stages of the project and was converted (redesign) to high quality vector and image by AMS to define the project's identity and is intended to be used in any document: public, confidential, or classified. The Logo is coloured in a way that renewable energy and environment consciousness are represented (green and light blue). A straightforward font is selected to emphasize the need of clarity that the COVID-19 period requires and the icon (a house with a flower) communicates the core target of the program: domestic buildings and environment (Figure 2).

SUREFIT logo can be used in the following cases:

- In all documents created and distributed under the framework of the SUREFIT project
- In PowerPoint Presentations
- In all dissemination activities
- In all promotional activities
- In all promo material
- In the project's online presence (website, social media etc)
- In all partners' websites (with a link to www.surefitproject.eu)



Figure 2 – SUREFIT Logo

2.2 Brand Manual

In order to maintain an identity and prevent wrong uses of the Logo, AMS established a Logo Manual to help all stakeholders position it correctly (Figure 3).

Logo and logo manual download:

[https://isqpt.sharepoint.com/:b:/r/sites/GRP_Grij_SUREFITProject_IDI2/Shared%20Documents/General%20\(all\)/Surefit_guidelines.pdf?csf=1&web=1&e=PTh5yk](https://isqpt.sharepoint.com/:b:/r/sites/GRP_Grij_SUREFITProject_IDI2/Shared%20Documents/General%20(all)/Surefit_guidelines.pdf?csf=1&web=1&e=PTh5yk)



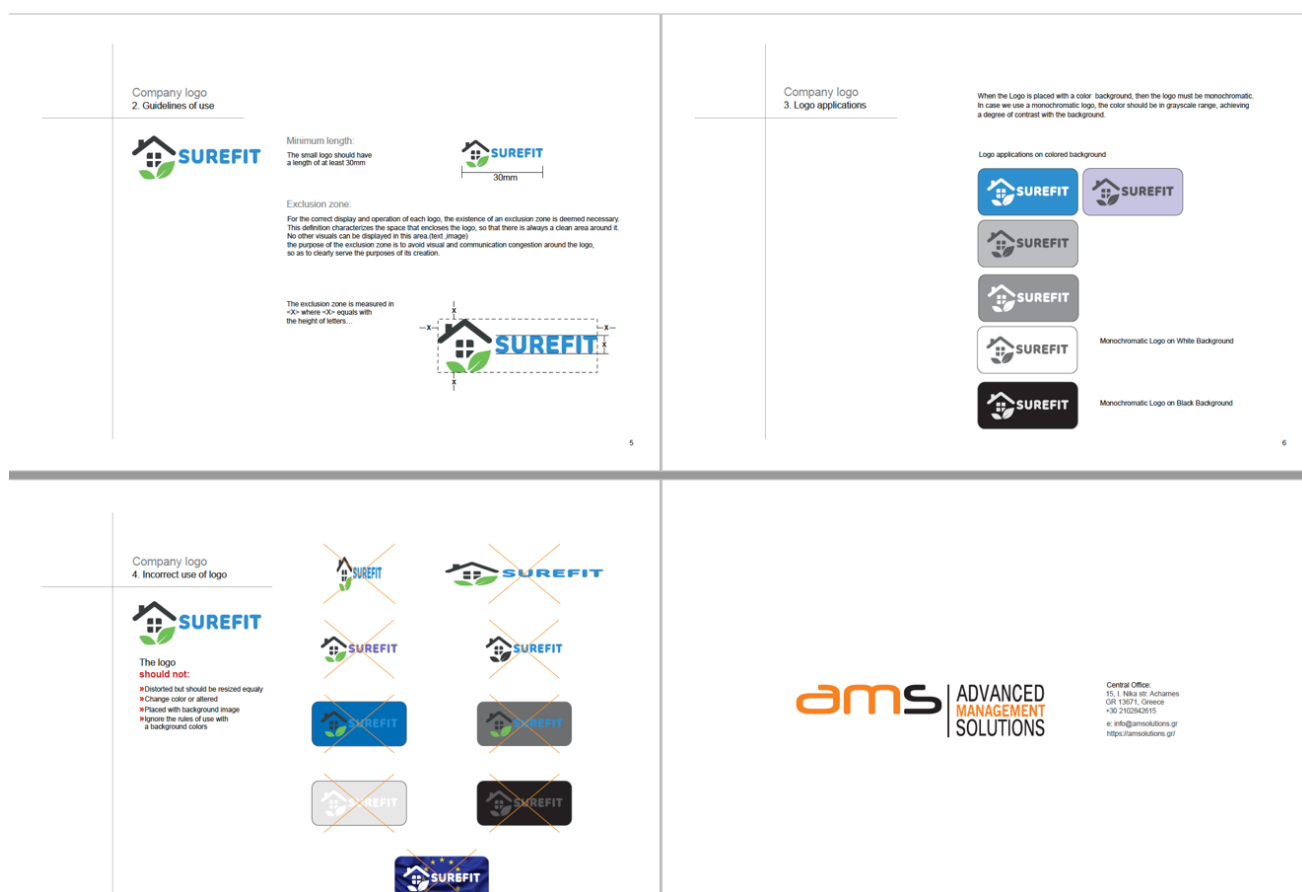


Figure 3 – SUREFIT Logo Manual

2.3 Promotional Material

AMS created promotional material to support all partners in their communication & dissemination activities. These promotional materials consist of:

- Project Awareness **Leaflet** describing all relevant information that explain to readers what SUREFIT project is and what are the objective of the research (Figure 4).
- **Communication Roll Up banner** (Figure 5) and **A3 Poster** (Figure 6) that increase Brand Awareness when attending workshops, conferences, and other venues.
- **PowerPoint Template Presentation** (for Internal & External use) in order to have communication and visual consistency (Figure 7).

The promo material can be downloaded from the project website and will be updated regularly:
<https://surefitproject.eu/documents/>



Figure 4 – SUREFIT Leaflet



Figure 5 – SUREFIT Roll Up Banner



Figure 6 – SUREFIT A3 Poster

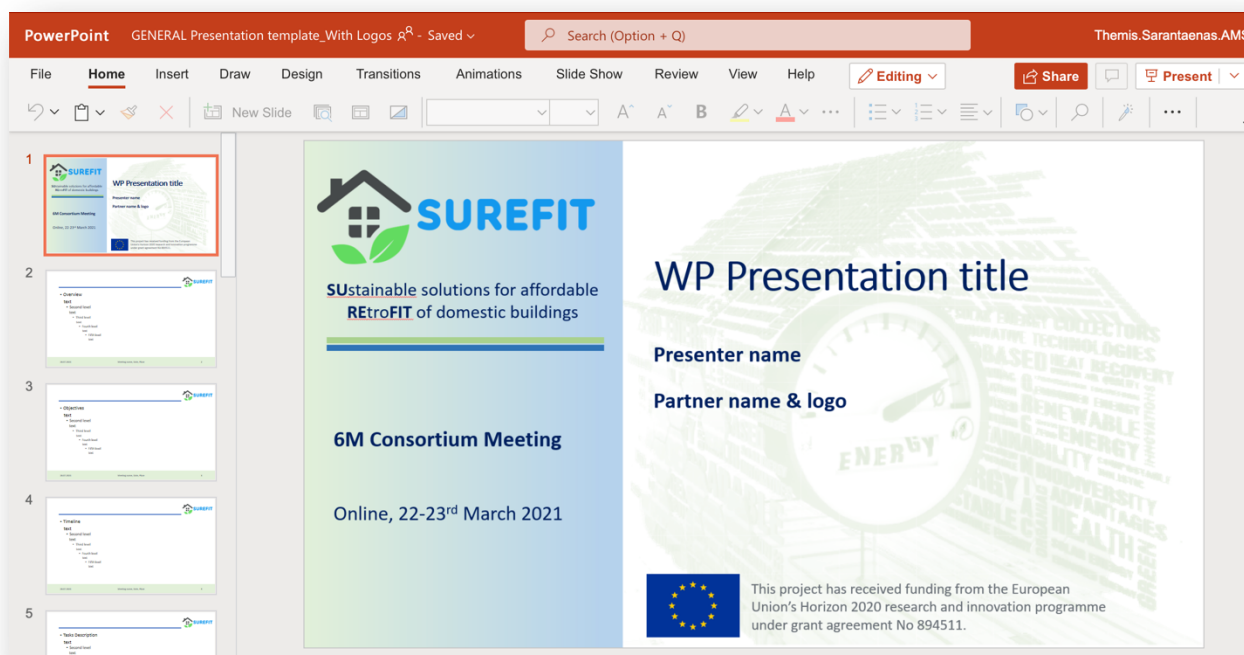


Figure 7 – SUREFIT PowerPoint Template

2.4 Website

The main objective achieved by the design of www.surefitproject.eu is to facilitate easily address questions and provide data to external and internal audiences, as an essential tool for disseminating the project and its key findings. The website was created based on the Five Ws rule that the ancient Greek rhetorician Hermagoras of Temnos first mentioned (Tattersall, 2021):

- Who: is participating?
- What: is the research methodology selected?
- When: is the project due?
- Where: will the demo sites be developed?
- Why: are we doing this research (objective of SUREFIT)?

The website contains the following information:

- Project description
- Project's objectives
- Concept analysis
- Technologies used
- Location & Description of Demo Site used
- All public material and documents for distribution
- Newsletter subscription
- Social media links
- Video and photo gallery
- List of news and events
- Partners' details
- Success Stories
- Private area for partners (for internal document distribution)

The project identifiers and EU funding are mentioned on every page of the website.

The above information is gathered in a concise Sitemap:

- HOME

- ABOUT
- DEMO SITES
- DOCUMENTS
- NEWS
- GALLERY
- PARTNERS
- SUCCESS STORIES
- CLUSTER
- CONTACT
- LOGIN

2.5 Social Media

Social media were developed in M1 and are updated regularly to communicate all SUREFIT project's activities.

“Social media allow you to reach an extremely wide — but also targeted — audience, maximising the impact and successful exploitation of your research results. Social media can be used for both communication and dissemination (both of which are mandatory for all Horizon 2020 projects).”
(Social media guide for EU funded R&I projects, 2020)

The available social media are: **LinkedIn, Facebook, Instagram, YouTube and Twitter** (Figure 8-12). In addition live feeding is available from the “Home” tab of the project's website to show activity and provide visitors with updated information.

Three #Hashtags ([#H2020EE](#), [#sustainableenergy](#), [#surefitproject](#)) are used in order to make it easier for internet users to find information about SUREFIT.

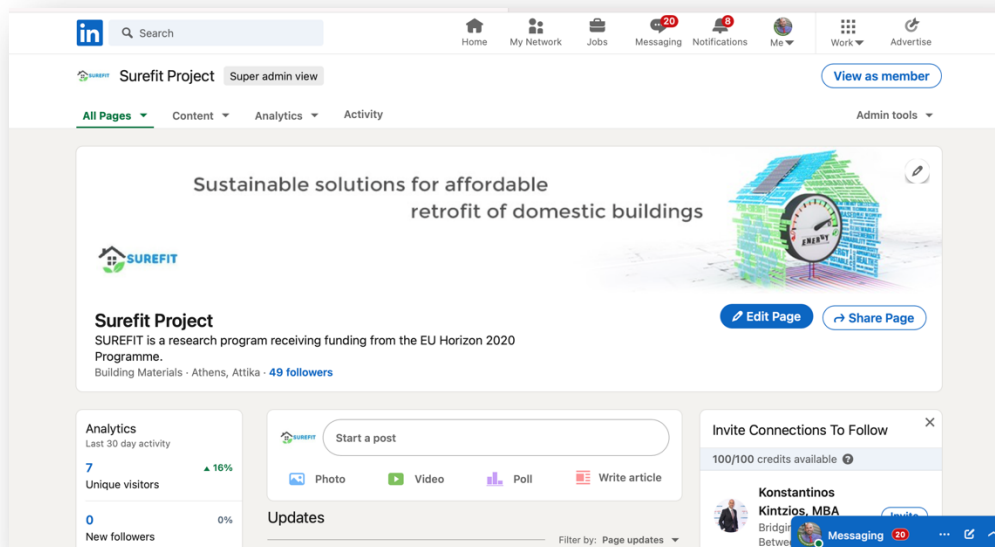


Figure 8 – SUREFIT LinkedIn

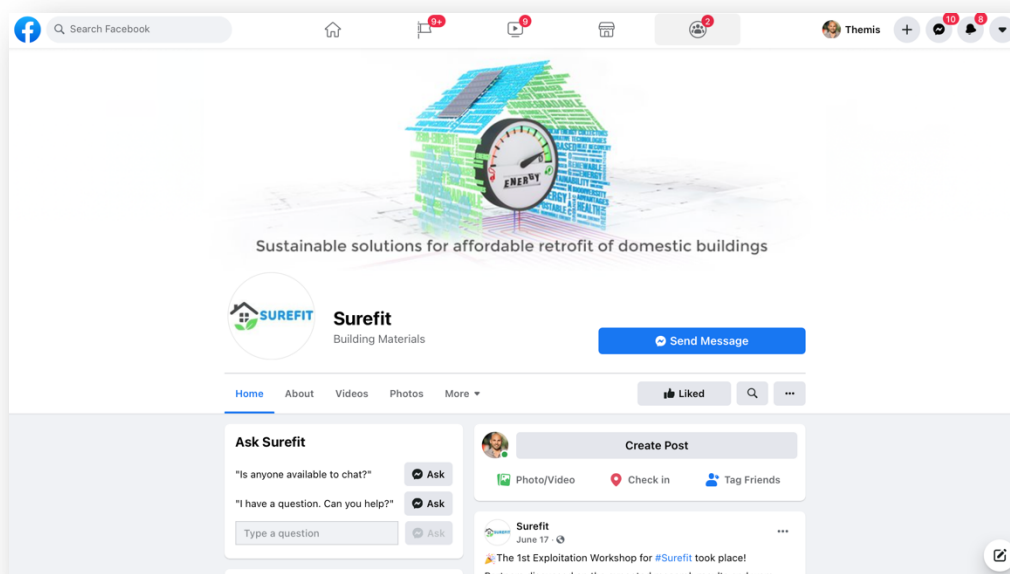


Figure 9 – SUREFIT Facebook

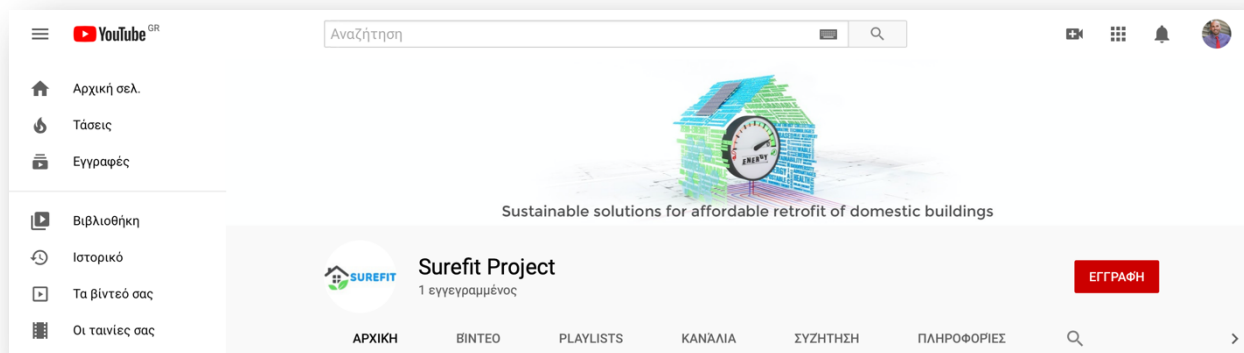


Figure 10 – SUREFIT YouTube

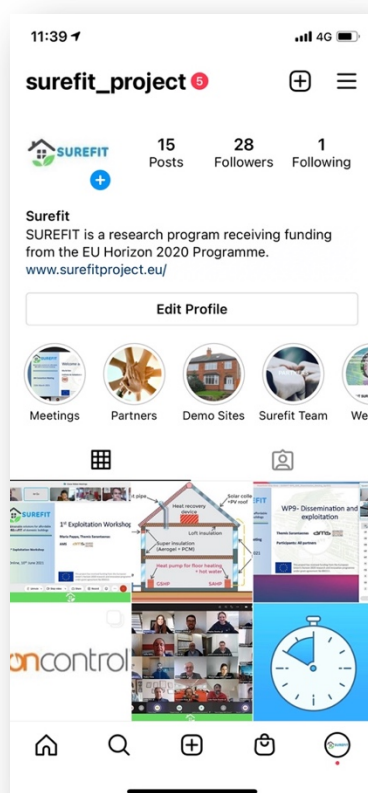


Figure 11 – SUREFIT Instagram

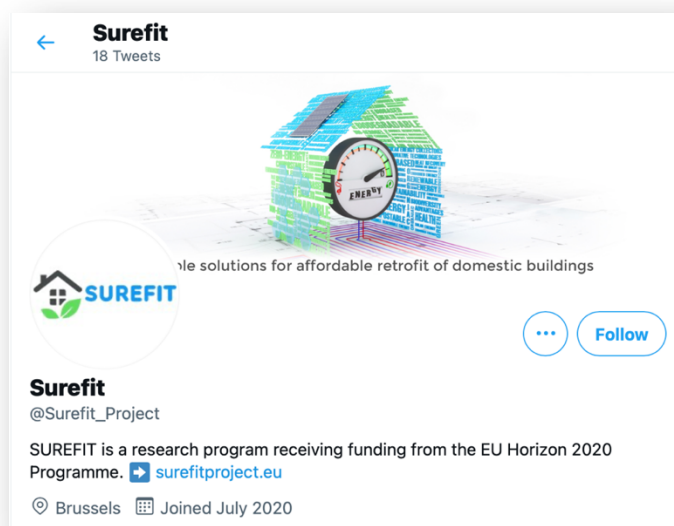


Figure 12 – SUREFIT Twitter

3 Tools Of Public Engagement

All tools of Public Engagement enforce dialogue and create awareness in the Stakeholders' target group.

3.1 Teaching to Youth

By the end of the first project year, researchers from academic organisations will collect the project findings to form brief teaching materials and these will be updated in the following years. The academic personnel will use the materials to present lectures to over 100 undergraduate and postgraduate students at their various universities/institutes. This will allow the academics to convey gained knowledge to the students.

The contents of each training material used, follows:

1. Learning Objectives
2. Delivery Methods
 - a. PowerPoint Presentation
 - b. Videos
 - c. SUREFIT Leaflet Distribution
 - d. Participant opportunities for building on what they've previously learned
 - e. Participant handouts and other course material easily understood by participants

3.2 Training sessions

For each pilot building site, a one-day training session will be organized at the start of the demonstration process. This training session, composed of about 50 participants, will be split into two groups one aimed at technicians, and another aimed at end users with about 50 participants for each pilot building site.

The training materials will enable the technicians and end users involved to:

- understand the basic knowledge of the products,
- product installation and operational approaches, as well as
- product/building performance measurement methods.

This will enable the technicians to obtain the skills and knowledge needed in building retrofitting. These training sessions will be organized by the building demonstration organizations within the consortium. Besides, training will be provided in the whole renovation processes from manufacturing companies in advance of production to construction companies (retrofitting installers) before installation and refined during the processes.

3.3 Newsletter

A newsletter will be issued through the European Energy Efficient Building Association at end of the project. This, as a free-charging brochure, will be delivered to over 10,000 professionals within the EU and worldwide.

3.4 Media reporting

The consortium members will organise a news report to be publicised in an EU media, e.g., TV or newspapers, at end of the project.

Also, throughout the project duration other occasion for mass media exposure will occur. For example Ms Maria Pappa from AMS, was invited to a radio show at Amagi Radio (Greece) and talked about SUREFIT (March 2021) (Figure 13). It is possible to listen to the mp3 here: <https://surefitproject.eu/radio-interview-amagi-radio/>



Figure 13 - Radio interview advertising

3.5 Governments/associations connection

During the project progress, AMS will be responsible for developing the links with European professional associations and governmental organisations, including:

- **European Energy Efficient Building Association** (<http://e2b.ectp.org>): The Energy Efficient Buildings (E2B) Committee's vision is to drive the creation of a knowledge-based building industry which turns energy efficiency into sustainable business, within the PPP EeB under Horizon 2020.
- **Renovate Europe** (<https://www.renovate-europe.eu/>): Renovate Europe is a political communications campaign with the ambition to reduce the energy demand of the EU building stock by 80% by 2050
- **Solar Thermal Technology Platform** (<http://solarheateurope.eu/project/european-solar-thermal-technology-panel/>) : The European Solar Thermal Technology Platform (ESTTP) was launched by ESTIF, now Solar Heat Europe, in 2005, at the 2nd European Solar Thermal Energy Conference (estec2005) and became part of the RHC-ETIP, after its establishment.
- **World Society for Sustainable Energy Technologies** (<https://www.wsset.org>): WSSET is a non-profit organisation led by Saffa Riffat, Professor in Sustainable Energy and Head of the Institute of Sustainable Energy Technology at the University of Nottingham.
- **European parliament and national building energy management organisations.**

These links, with frequent actions (every 3 to 6 months), aim to develop some of the project findings into the government authorised standards, guidelines and best practices, as well as find opportunities for wider deployment of the new technologies across Europe.

Relevant stakeholders such as:

- Câmara Municipal de Mafra
- Enercoutim or
- AICCOPT

have already shown their interest and support to the project and provided letters of support where they state that they will be involved in project activities.

3.6 Press Releases

SUREFIT will develop and distribute at least three press releases per year about the project's achievements. The first press release introduced the project to the public and was sent to all partners for publishing (Figure 14).

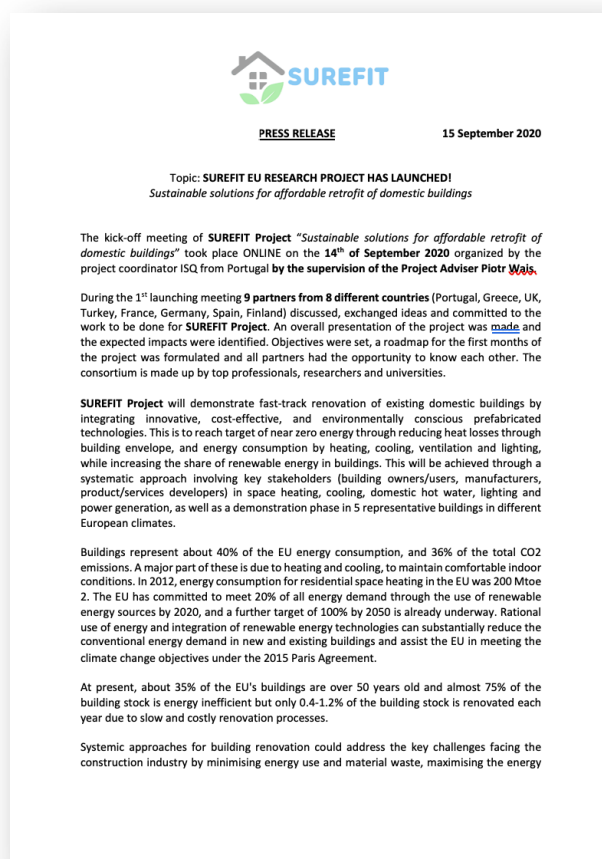
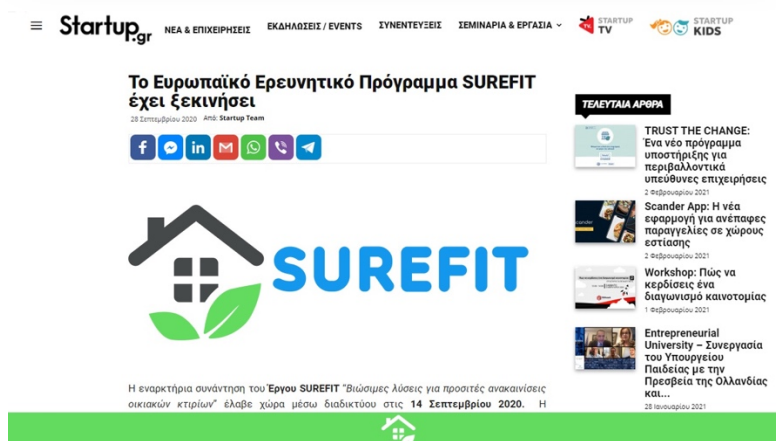
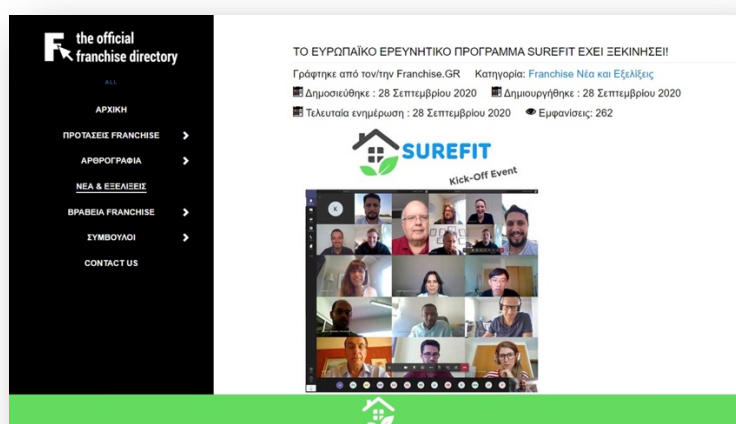
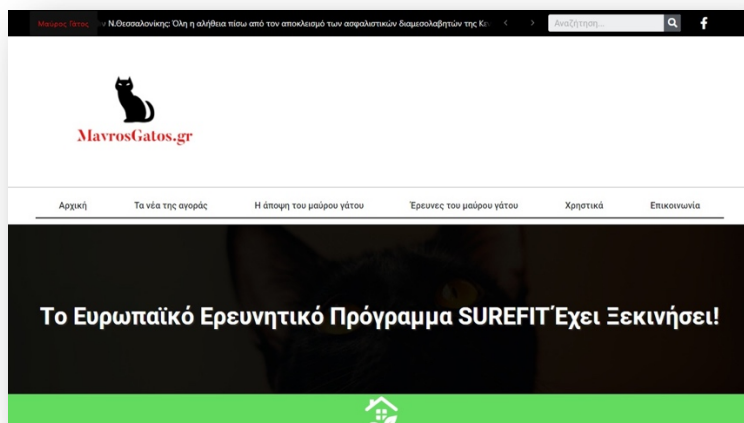


Figure 14 – SUREFIT Kick Off Press Release

The press release gained the following free publicity, as depicted in Figure 15



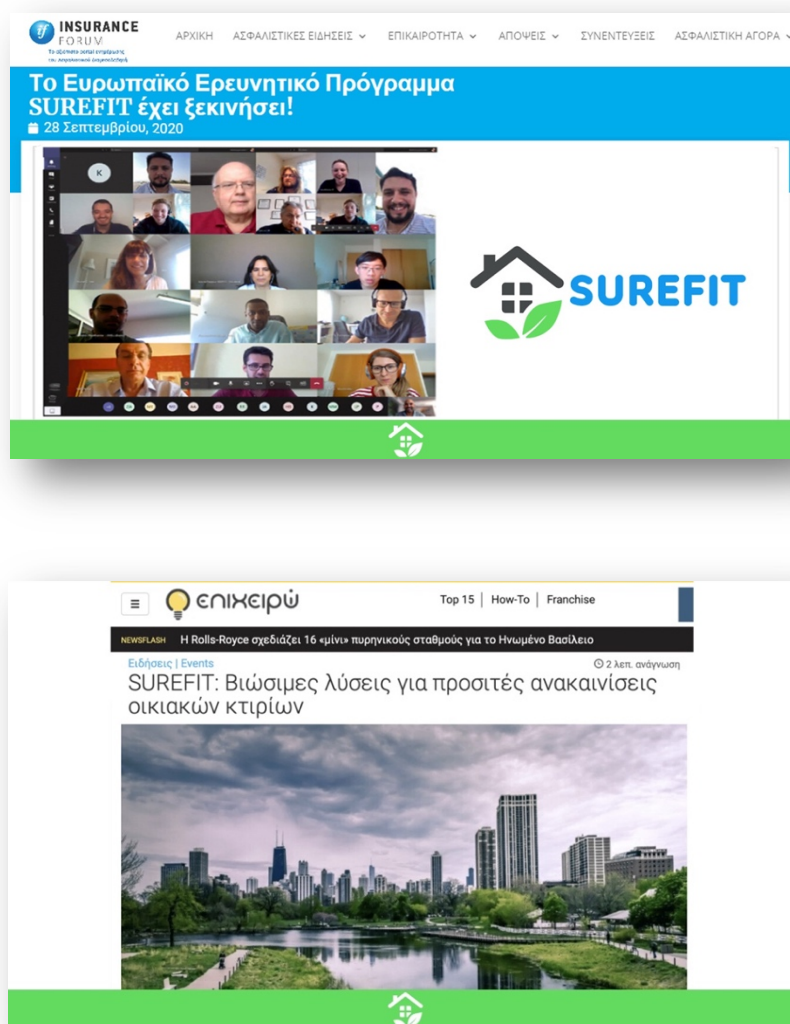


Figure 15 – SUREFIT Kick Off Press Release Publicity

4 Monitoring & Reporting

To ensure a proper reporting and tracking of the dissemination, communication and public engagement efforts, SUREFIT partners will have to document all their activities with pictures, screenshots and videos. A dissemination template excel has been distributed to all partners to facilitate the process and will be updated regularly.

This excel template file requires proof on the following:

- number of participations in workshops and conferences,
- people from different stakeholder groups reached by the project dissemination (i.e. through Twitter and LinkedIn),
- dates & time
- URLs
- other KPIs

Conclusions

This deliverable addresses the Public Engagement activities that will support SUREFIT Dissemination Strategy. The Communication & Public Engagement Strategy is presented and all tools and means of communication are described. Communication of the project's findings shows how European collaboration has achieved more than would have otherwise been possible and how the outcomes are relevant to our everyday lives, improving them.

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