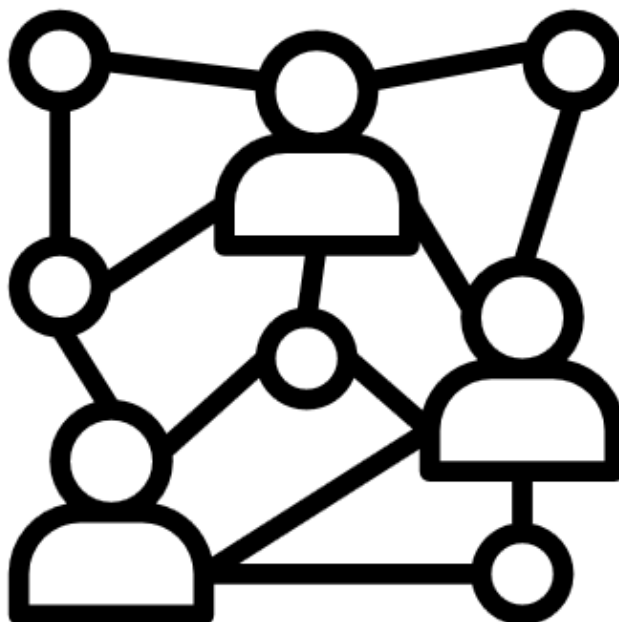


D8.1/ D8.4 : Communication and dissemination plan



COST REDUCTION AND MARKET ACCELERATION FOR VIABLE NEARLY ZERO-EN- ERGY BUILDINGS

Effective processes, robust solutions, new business models and reliable life cycle costs, supporting user engagement and investors' confidence towards net zero balance.

CRAVEzero - Grant Agreement No. 741223
WWW.CRAVEZERO.EU

Co-funded by the Horizon 2020



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D8.1: Communication and dissemination plan

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FOREWORD

This report is under the Work Package ‘WP8: Dissemination’, part of the Horizon2020 - CRAVEzero project.

Cost optimal and nearly zero energy performance levels are principles initiated by the European Union’s (EU) Energy Performance of Buildings Directive (EPBD), which was recast in 2010. These will be major drivers in the construction sector in the next few years, because all new buildings in the EU from 2021 onwards are expected to be nearly-zero energy buildings (nZEB).

While nZEB realized so far have clearly shown that the nearly-zero energy target can be achieved using existing technologies and practices, most experts agree that a broad-scale shift towards nearly-zero energy buildings requires significant adjustments to prevailing building market structures. Cost-effective integration of efficient solution sets and renewable energy systems, in a form that fits with the development, manufacturing and construction industry processes, as well as with planning, design, and procurement procedures, are the major challenges.

CRAVEzero will focus on proven and new approaches to reduce the costs of nearly-zero energy buildings (nZEBs) at all stages of the life cycle. The main goal is to identify and eliminate the extra costs for nZEBs related to processes, technologies, building operation, and to promote innovative business models taking into account the cost-effectiveness for all the stakeholders.

Main **project pillars** will be:

- ① CRAVEzero pinboard as a structured framework organizing all needed information and data to build an effective nZEB business model for low life-cycle costs,
- ② Reliable life-cycle cost databases with cost reduction potentials in processes and technologies,
- ③ Methodologies, robust solutions and business models for low LCC nZEBs.

Cost reductions will indeed cover all stages of the process, from urban planning, to building design, construction, as well as building operation, while ensuring a high overall quality of the building, considering in particular architecture and indoor environmental aspects.

CRAVEzero will transform the whole construction cycle (from the design to the end of life) into an organized process, where the building will acquire the features of a manufacturing product cutting off the uncertainties and failures during planning-construction-operation of the current practice and reducing the associated costs.

Guidelines, databases and case studies for cost reduction of nZEB technologies, processes and business models will be developed in close cooperation with the industry partners involved. Working methodologies, ready-to-be-used customisable solutions enabling cost reduction, speeding up the process and ensuring the high performance level of the new buildings, will be addressed.

EXECUTIVE SUMMARY

This deliverable describes tools and procedures for internal and external communication and dissemination activities within and of the project CRAVEzero. It furthermore contains layout/ format suggestions for the planned newsletter as well as monitoring and analysis methods for the reach of the project's outcomes. It is therefore more extensive than the originally planned Deliverable D8.1 and comprises all results of Task 8.1.

The objective of the deliverable is to describe how the internal communication and the communication with EASME is organized. This contains i.a. phone calls, file servers and mailing lists. For the external communication and dissemination different channels and tools are described. In the centre of the external communication is the project website. In addition, information about the project, as well as publications and results of the work will be spread via different additional channels, which are a newsletter, social media (twitter, LinkedIn) and others. Furthermore, the project consortium will publish articles in different magazines and journals and will conduct or take part in several events like conferences and fairs.

The communication and dissemination plan sets the framework and defines the workflow and responsibilities for the project life span. The plan will be updated on a regular basis. Thereby, it can also be used to monitor the dissemination activities throughout the project.

Besides the Deliverable D8.1 the document also contains parts of deliverable D8.4 'Data base of target group addresses'. The data base of target group addresses is limited to the addresses of the coordinators of other relevant Horizon 2020 projects and other European platforms (see chapters 3.6.5 "Other European Platforms" and 3.8 "Networking"). The addresses are also provided in a separate Excel-file. The target group addresses will be constantly updated throughout the project.

Due to address-data security regulations/ legal issues (allowance to save addresses has to be given by each individual), the addresses cannot be collected manually. The addresses of additional stakeholders and target groups will be collected by and with the mailing program, which will be used for sending out the newsletter. However, the addresses are confidential.

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1.INTRODUCTION

CRAVEzero focuses on proven and new approaches to reduce the costs of nearly-zero energy buildings (nZEBs) at all stages of the life cycle. The main goal is to identify and eliminate the extra costs for nZEBs related to processes, technologies, building operation, and to promote innovative business models taking into account the cost-effectiveness for all the stakeholders.

In order to reach as many stakeholders as possible and create valuable documents and publications, a coordinated communication and dissemination is essential. This document describes the planned communication and dissemination activities, responsibilities and coordination as well as a monitoring structure of the planned activities. The described plan covers internal as well as external communication.

The CRAVEzero communication and dissemination plan is the direct outcome of the work started in work package WP8. It is dedicated to fulfilling the WP8 objectives related to project communication and dissemination activities. In the document, tools and activities that will be used within the project are presented and combined in a strategic communication and dissemination plan.

This document is a first version. It will be updated and adjusted regularly during the project and is thereby also a monitoring tool for the communication and dissemination activities.

A second version of this deliverable will be released in M12 and the third and final version will be submitted in M24. CRAVEzero follows a holistic dissemination concept addressing different stakeholders of the building sector, the scientific society, policy makers/ politicians and the general public to ensure achieving a wide coverage and significant impact.

The document consists of several parts which together meet the goals defined in WP8. All parts and elements together form a consistent plan with the following **goals and objectives**:

- Defining the main target groups and key actors and specific communication strategies
- Defining the target group specific as well as comprehensive overall communication and dissemination work plan
- Defining and setting up the project identity
- Setting up the website with external and internal information
- Setting up the email lists for internal communication
- Setting up a newsletter format for external communication and providing a subscription platform
- Planning and coordinating Stakeholder workshops and meetings
- Planning and coordinating regional workshops in participating countries
- Planning and coordinating booths at BAU 2019 and ISH 2019
- Preparing public communication documents such as project leaflet, media materials
- Preparing stakeholder dissemination documents such as newsletter, white papers
- Preparing scientific dissemination documents such as conference and journal papers
- Cooperating with other research projects in the area
- Organising tutorial and special sessions at conferences

In the beginning, the main target groups and key actors as well as the overall communication strategy and work plan are defined including in-depth stakeholder profiles. The second part presents the communication and dissemination plan and planned monitoring activities. This part includes definitions for internal and external communications, explains the importance of internal communication, and presents the internal communication tools. In addition, the project identity elements developed within the first quarter of communication and dissemination activities are described. In the end, the already scheduled dissemination activities are summarized. The

next releases of this document will include reports on the performed and new communication and dissemination activities along with the collaborations and community networking activities of the CRAVEzero project. The collaboration with other related active EU projects and those funded under the same call will help to achieve a broader and more integrated impact on a wider audience.

The future releases of the communication and dissemination plan will focus on this plan's monitoring activities to analyse the effectiveness of its implementation and updates of the communication and dissemination activities (articles, conferences, fairs, etc.).

The CRAVEzero communication and dissemination plan presents the strategy and tools for the internal and external communication. The internal communication will provide partners with tools for information sharing and communication within the consortium. It also includes a platform for sharing information between the consortium and EC representatives.

The external communication plan includes all possibilities for communication between the stakeholders

and the consortium. The dissemination plan is part of the overall communication plan and will serve as the main channel for keeping the stakeholders informed about the project objectives, activities, impact expectations, progress, scientific outcomes, and results. The dissemination plan is not limited to the predefined stakeholder list and incorporates a number of (additional) dissemination tools (e.g. website, PR, social media channels, mailing lists) to raise the awareness and interest of new groups and individuals in the project.

The project communication and dissemination activities started in parallel with the project launch. The first step was the creation of the CRAVEzero website.

The constantly updated project website www.cravezero.eu serves as the main platform for the CRAVEzero dissemination activities and will be/ is already linked to several other tools and channels (newsletter, social media channels).

1.1. OBJECTIVES AND EXPECTED OUTCOME

The communication and dissemination plan aims at constant presentation and distribution of all relevant information and knowledge developed in the project. It describes and constitutes the facilitation of the permanent information flow within the consortium and towards predefined and potential stakeholders.

The main objectives of the communication and dissemination work plan are:

- ① To raise awareness about the project and ensure dissemination of its outcomes.
- ② To ensure that the project and its results are known by the relevant stakeholders.
- ③ Magnify the quality and outreach of the research.
- ④ Maximize the projects' impact.

Through the dissemination of knowledge and results awareness about the project and its outcomes will be raised and the project itself will be promoted. The

information and knowledge should be constantly and regularly updated accessible to all predefined and potential stakeholders. Ultimately, this plan is designed to make sure that the project's findings and results will be familiar and clear to all the relevant audiences and will have a maximum impact within its field.

During the project lifecycle/ stages, different aspects are in the focus of the dissemination and communication activities.

In the first phase, which takes place during the first four months of the project, the communication and dissemination plan mainly covers general project information, developing and using the CRAVEzero website, define possible stakeholders to be invited for subscribing in mailing/ newsletter lists, press releases, develop designs for communication and dissemination (Project identity) and register social media profiles.

The main points covered during the first three months are:

- ① The projects' background and objectives.
- ② CRAVEzero approach and demonstration sites.
- ③ News and future events (e.g. fairs, workshops)
- ④ Partners and parties involved; project structure.
- ⑤ Expected results and impact

All public deliverables of the project will be available on the CRAVEzero website.

With the project's progress, the dissemination materials will become more specific and will be focused on particular outcomes and results. CRAVEzero as a Coordination and Support project must pay attention to its public dissemination.

An important objective of the communication effort is to create proper, full force dissemination to all potential clients and stakeholders in order to ensure the maximum impact of the project.

1.2. EXECUTION AND COORDINATION

All project partners will support the communication and dissemination activities throughout the project lifespan. This implies that each partners has

responsibilities and that the WP-leader has to coordinate all activities. The work plan and the coordination of all partner are described in the following.

1.2.1.CONTRIBUTION AND RESPONSIBILITIES OF PARTNERS

The roles and responsibilities of the project partners and the process of the project deliverables quality assurance control are **described in D1.2: Quality and Risk Plan**. All communication and dissemination materials of the project are reviewed and approved by the partners before the official release to EC and/or publically disseminated. In addition, by contributing to the dissemination and communication materials and efforts, the project partners yield their knowledge, experience, and expertise in order to maximize the project impact. Moreover, all project

partners permanently provide updates regarding their dissemination activities and plans to the work package and thereby communication and dissemination coordinator. In addition, project partners will assist the executive board members in hosting and organizing stakeholder workshops. They will submit conference and journal papers according to their interest and field of expertise. All partners will use all the promotional tools provided in order to raise awareness and promote the project using their networks, locally and worldwide.

1.2.2.WORK PLAN COORDINATION

For the success of the project, a clear internal communication is established among all project partners. The internal communication plan is described in chapter 3.2.

To ensure good working processes enabling all partners to contribute to the communication and dissemination activities, coordination and follow up tools and regulations are defined in the document at hand.

The communication and dissemination plan will be **followed up and maintained by Fraunhofer ISE** in close collaboration with AEE INTEC and eurac

research throughout the project lifespan. Changes and updates will be communicated and distributed according to upcoming developments and needs.

- Action items will be sent to all concerned partners when needed.
- Mailing lists are established for the whole project (all partners involved) and for each work package (all persons involved in work package) in order to assure that people are receiving all relevant information.

- Conference calls and/ or online meetings with all partners will be held on regular basis (at least every three months). Executive board online meetings will be held on a monthly basis. Besides these meetings, additional telephone or online conferences are held as needed.
- Private Members Area of the project website.
- Particular tasks are allocated to specific partners (e.g. stakeholder workshops).
- **Work package coordinator keeps track of dissemination activities**, especially concerning participation in conferences and fairs, publications in magazines and journals, the organisation of workshops and online publications.

2.TARGET GROUPS AND KEY ACTORS

2.1. TARGET GROUPS

The main and most important target groups of CRAVEzero and the target group specific communication channels are reported in Table 1.

Specifically representatives of local organizations for builders, producers of materials and construction elements, designers and engineers as well as policy makers and associations of building owners are addressed by the dissemination and exploitation of the project's results.

Besides target groups, **four target regions** for the dissemination activities are defined based on the origin of the project partners. The **target regions** and the project partners mainly responsible for the dissemination activities are:

- Central Europe: Fraunhofer ISE, AEE INTEC
- Southern Europe: eurac research , Fraunhofer ISE
- Western Europe: Bouygues Construction, Fraunhofer ISE
- Northern Europe: Skanska, Fraunhofer ISE

All partners in the project will support the dissemination activities. Above, only the partners, who are ought to coordinate and organise the activities, are listed.

Table 1: Main target groups of the project and target group specific communication channels.

TARGET GROUP	COMMUNICATION CHANNELS
Representatives of municipalities and public building owners	Website, newsletter/ project updates (three per year; published on website and notes via Twitter and other social media channels), articles in country and target group specific journals/ magazines, workshops and presentations at relevant fairs and events
Representatives of the whole building and construction sector	Website, newsletter/ project updates (three per year; published on website and notes via Twitter and other social media channels), articles in country and target group specific journals/ magazines, workshops and presentations at relevant fairs and events (e.g. BAU 2019, Munich (14th – 19th January 2019) and ISH 2019, Frankfurt (11th – 15th March 2019))
Building developers and financiers	Website, newsletter/ project updates (three per year; published on website and notes via Twitter and other social media channels), articles in country and target group specific journals/ magazines,

workshops and presentations at relevant fairs and events (e.g. BAU 2019, Munich (14th – 19th January 2019) and ISH 2019, Frankfurt (11th – 15th March 2019))

Research and development/ Science

Website, newsletter/ project updates (three per year; published on website and notes via Twitter and other social media channels), articles in country and target group specific journals/ magazines, workshops and presentations at relevant fairs and events (e.g. BAU 2019, Munich (14th – 19th January 2019) and ISH 2019, Frankfurt (11th – 15th March 2019))

2.2. KEY ACTORS

The key actors identified for CRAVEzero are:

- All LOI-giving organisations supporting the project with knowledge, providing feedback and participating in the workshops
- Energy and building financing advisers who bring the knowledge to the people
- Stakeholders, chambers of commerce and clusters of companies implementing the cost reductions into their branches and promoting them to the public
- Scientific community and technical advisers supporting the idea of CRAVEzero's cost reduction approach

2.3. TARGET GROUP SPECIFIC CORE MESSAGES

In order to efficiently promote the goals and results of CRAVEzero along with the aim of Horizon2020 Coordination and Support Actions, the CRAVEzero consortium will develop **core messages** fitting to the stakeholders to be addressed (see chapter 2.1). These core messages are the base for all regional to transnational communication activities and will be used in all communication channels of the project. The core messages already identified are:

- a) Focus on proven and new approaches to reduce the costs of Nearly Zero Energy Buildings (nZEBs) at all stages of the life cycle
- b) Identify and eliminate the extra costs for nZEBs related to processes, technologies, building operation

- c) Promote innovative business models taking into account the cost-effectiveness for all the stakeholders

Besides the core messages, further relevant project outcomes will be shared with specific target groups through dedicated communication and dissemination channels, that will be identified for the different regions. Via the website and social media channels, all target groups can be reached “digitally”. However, the publication of articles in the most relevant magazines for different target groups will allow reaching a larger number of stakeholders.

3.COMMUNICATION AND DISSEMINATION ACTIVITIES

The CRAVEzero communication and dissemination plan goal is to communicate and disseminate any relevant knowledge and information regarding the projects activities, findings and results in a clear and accurate manner within the relevant time. The communication plan is divided into **internal and external activities as well as the communication with EASME**. The main focus of this deliverable is on the external communication. However, special attention should be paid to the internal communication. A clear, known and agreed internal communication platform has already been provided to all consortium partners in order to facilitate an efficient and thriving collaboration including an easy exchange of documents and data, which will lead to the success of the project.

External communication and dissemination activities include all non-confidential project intermediate results and final outcomes and the entire promotion activities. The promotion activities start with the creation of the project's unique visual identity branding elements such as the CRAVEzero logo, presentation templates and deliverable templates. Following the **visual identity**, all the main communication and

dissemination activities will be aligned with the CRAVEzero brand.

The project dissemination will also be realised through:

- Project website
- Press releases
- Brochures
- Newsletters
- Social media activities
- Conference papers
- Journal papers
- Presentations and workshops during relevant events
- Stakeholder forums
- Possible joint events with other related H2020 and national projects

All parts of the communication and dissemination plan go together. The different channels and tools for internal and external communication and dissemination are shown in Figure 1.

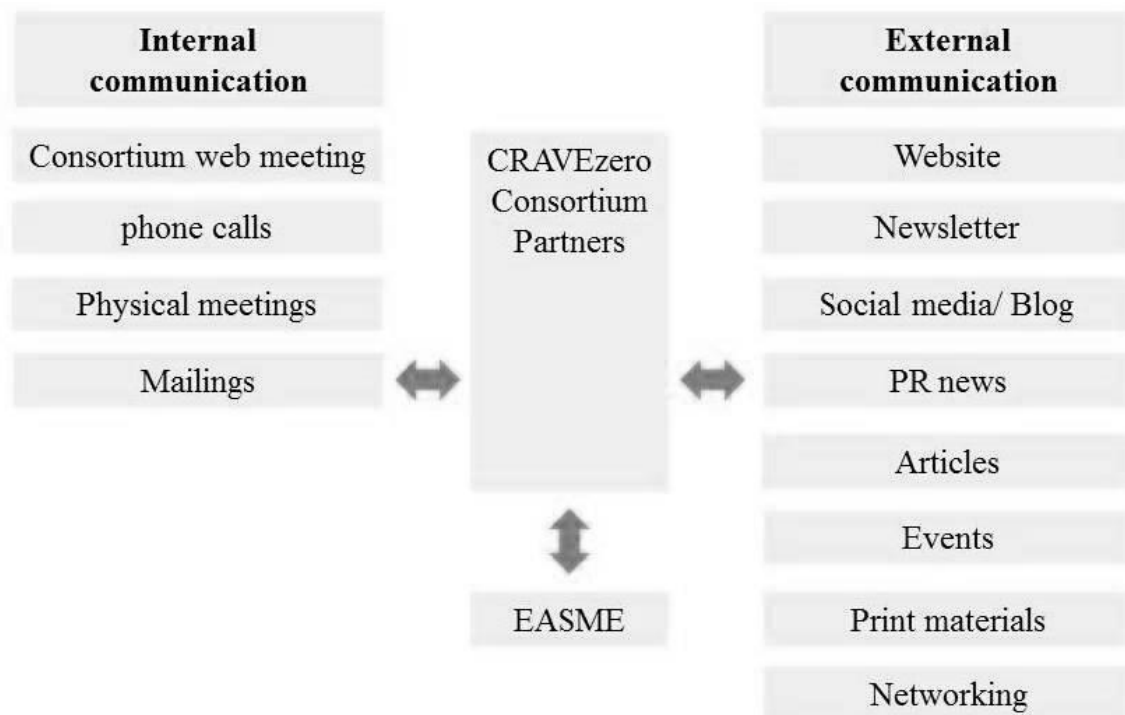


Figure 1: Tools and channels for internal and external communication and dissemination

3.1. COMMUNICATION AND DISSEMINATION STRUCTURE

CRAVEzero project dissemination accompanies the whole work programme. The work package structure of the CRAVEzero project is fulminating

especially in the CRAVEzero pinboard strengthening the whole project output and public perception (Figure 2).

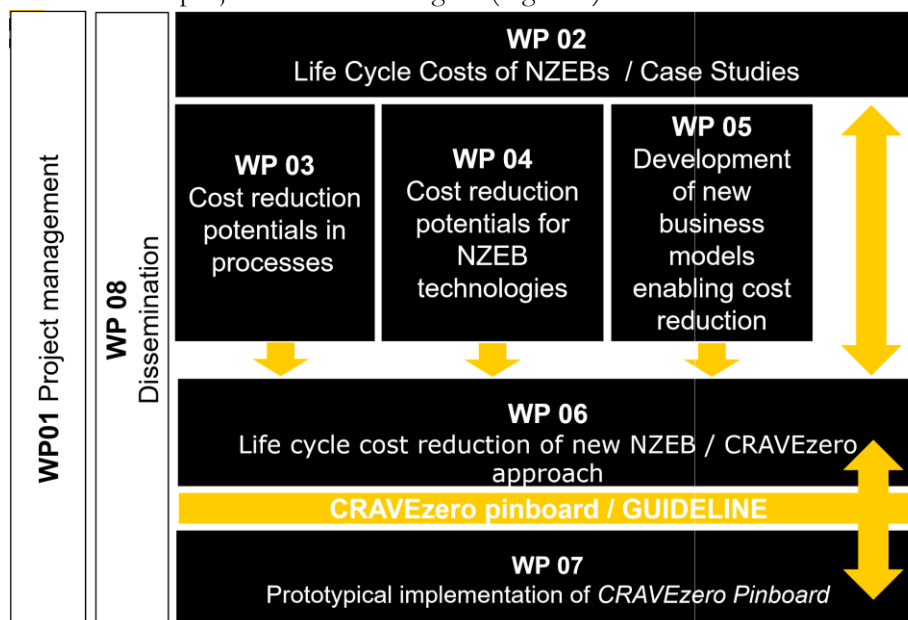


Figure 2: Work package structure

The communication activities of CRAVEzero will be of different channels reaching the target groups efficiently throughout the whole project. The most important thing is to set up **personal contacts to the stakeholders, companies and networks** as soon as possible via workshops and

meetings, keeping in mind synergy effects of different events in the relevant topics of cost reduction for nZEBs, working in close cooperation with experts and key actors. The dissemination structure is shown schematically in Figure 3.

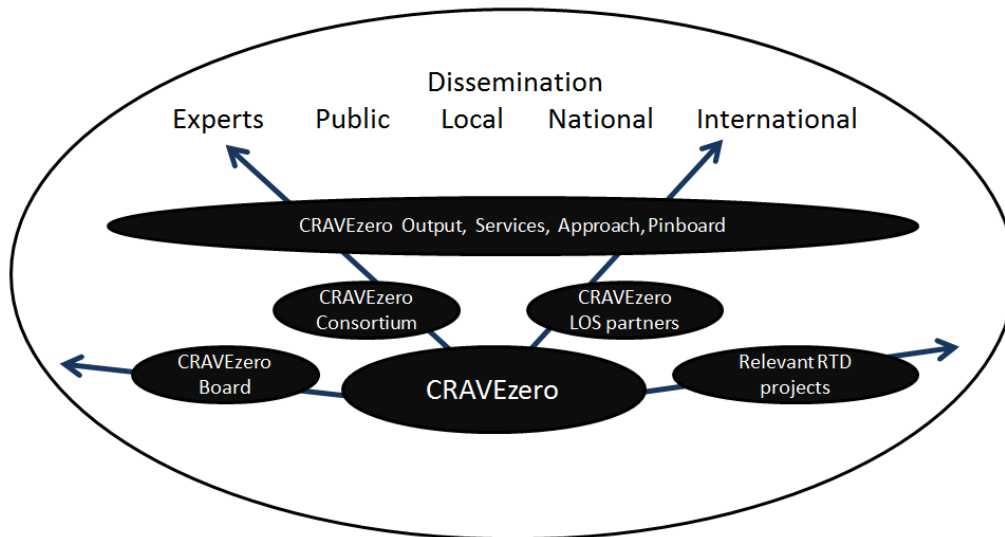


Figure 3: Dissemination structure

The second important thing is to highlight results of the work promoting low LCC concepts and technologies as much as possible - visualising them

by the **pinboard**, events, articles and the network of key actors to the target groups.

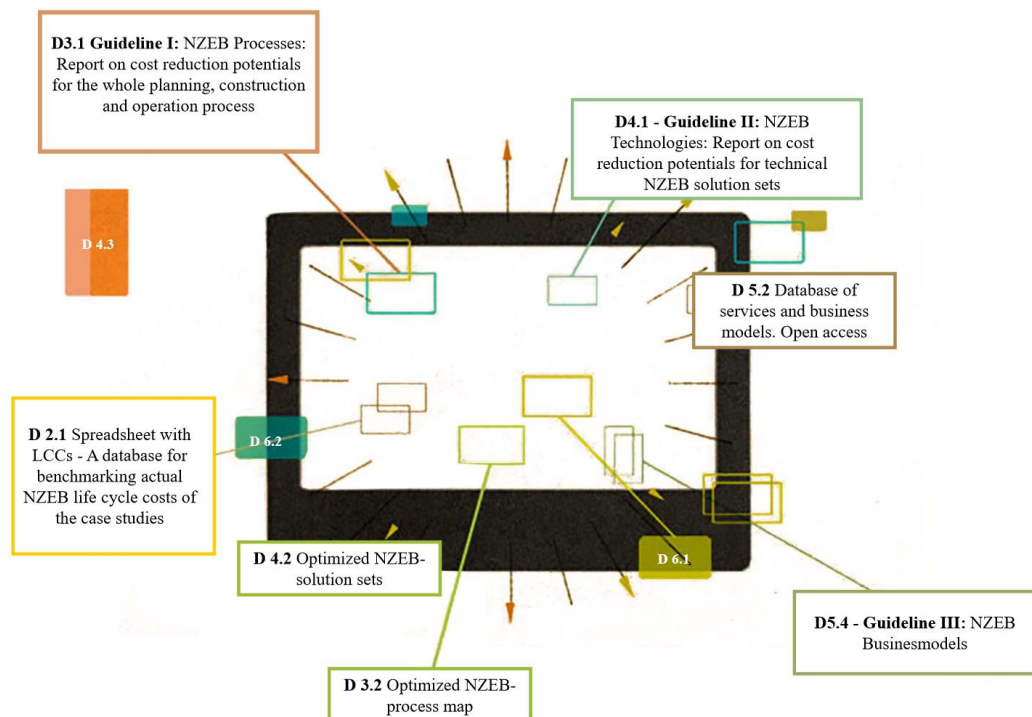


Figure 4: Pinboard visualising outcome

3.2. INTERNAL COMMUNICATION

One of the cornerstones of this work plan refers to the communication within the consortium. A clear channel of communication among the partners of the CRAVEzero consortium is essential for the project's success. Internal communication will be performed through convenient platforms which will enable a clear, two-way communication process. The bilateral communication process covers both the information, which needs to be communicated horizontally among all partners and the administrative and strategic information, which is communicated from the coordinator to the partners and discussed at least with the coordinator of each consortium partner.

The internal communication consists of the following tools:

- Conference and bilateral phone calls:
 - Executive Board (EB) – AEE INTEC, eurac research, Fraunhofer ISE
 - Consortium Calls
 - Work Package (WP) calls
- Meetings
 - Physical consortium meetings or meetings of working groups
 - Online meetings (video, skype or other conferences)
- Mailing lists

- CRAVEzero Executive Board (AEE INTECH, eurac research, ISE)
- General list that includes all the participants involved in the project
- Lists for each work package/ task including all contributing partners
- Web-space
 - For data exchange and saving project related documents, which should be available for all partners at any time (e.g. agreements and contracts, protocols) a file server is provided. All partners are provided with the login information.
- Website intranet - Private Members Area
 - The project website will include an internal area for members only rated into different permission levels. All partners will be provided with a user name and password. There is one person from each project partner organisation who is responsible for the website-agenda

These tools keep a constant and continuous flow of information between all partners in the CRAVEzero consortium, both on the professional and administrative side. The structure of the internal communication is displayed in Figure 5.

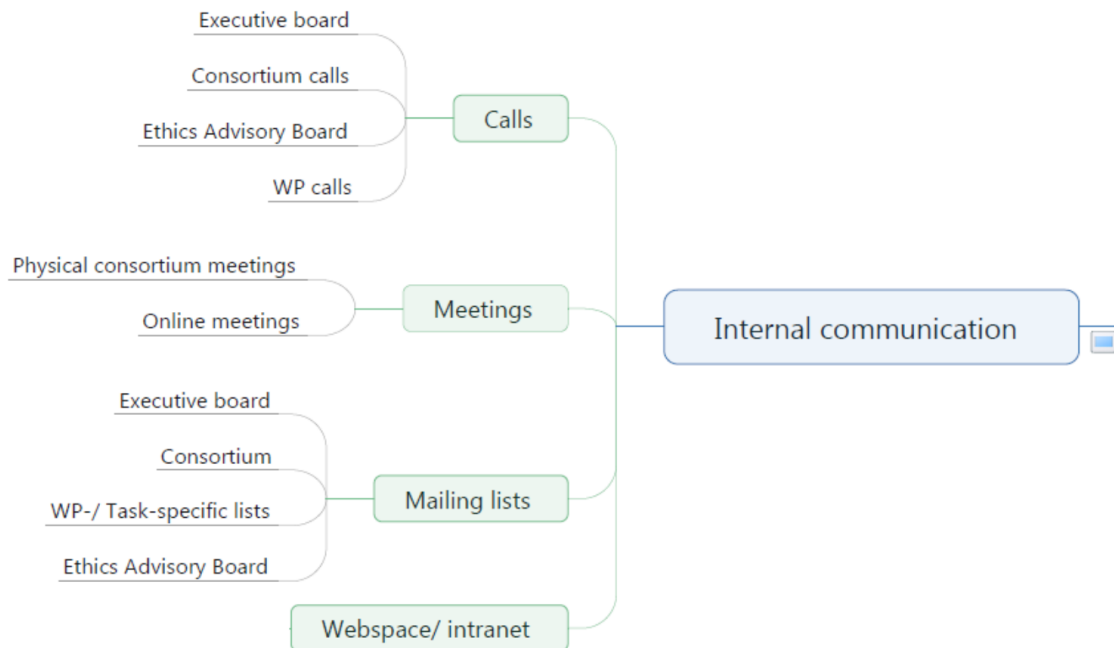


Figure 5: Structure of internal communication

3.3. COMMUNICATION WITH EASME

In order to conduct the project successfully it is essential to have a close link and good communication with the Project and Financial Officer at EASME. Therefore, it is important to:

- Keep regular contact with the Project Officer
- Flag immediately problems to PO
- Inform of consortium meetings and success stories
- Immediately ask, if there are uncertainties or if consortium is not sure of something
- Always put the Financial Officer in copy (especially if contractual/financial issues arise)

The most important principle for the work is to **keep track of all activities – think ahead how to record activities**. Therefore, this document and deliverable D1.2 include monitoring and track keeping plans.

3.4. EXTERNAL COMMUNICATION

The objective of the external communication is to ensure the best visibility of the project implementation, project results and its **impact on the target groups**. Major forms and channels are:

- Project website
- Promotional printed materials
- Project events (workshops, conferences, etc.)
- Articles in regional magazines and scientific journals
- e-Newsletters/blog
- Social media activities (mainly twitter and LinkedIn)

- PR campaign (press conferences, press releases, national/regional promotional events)

The project website will be used as the primary communication and dissemination channel to the public, as well as to CRAVEzero consortium (Intranet platform), as an archive for public information (News, Newsletters, Events, Articles, etc.) and for internal CRAVEzero information and documents (according to the respective WPs). It is strongly recommended that all dissemination materials will be put on the website.

3.4.1. CRAVEZERO COMMUNICATION MATERIAL OVERVIEW

Table 2: Communication and dissemination tools

COMMUNICATION / DISSEMINATION TOOL	ACTIVITY	TARGET GROUP	EXPECTED IMPACT
CRAVEzero logo and visual identity	Design CRAVEzero logo	Municipalities, building owners, companies incl. SME; beside: architects, professionals, other stakeholders, energy advisors, scientists	Increased recognition value of the logo, the visual identity and therefore of the CRAVEzero project
CRAVEzero website incl. pinboard	Launch, populate and maintain the CRAVEzero homepage Homepage serves as network-platform for nZEB design, knowledge and actual project results exchange incl. external project links and for dissemination activities etc.	Municipalities, building owners, companies incl. SME; beside: architects, professionals, other stakeholders, energy advisors, scientists	Increased awareness and visibility of the project and its activities Enhanced engagement of the intended target groups in the project's activities. Intensified connectivity of the target groups and setting priorities like "frontrunner descriptions".
CRAVEzero pinboard	Professional layout Distribute via technical workshops and other relevant events attended by the partners Make available electronically on the CRAVEzero homepage Actively distribute the link electronically to target groups and relevant platforms	Municipalities, building owners, companies incl. SME; beside: architects, professionals, other stakeholders, energy advisors, scientists	Increased awareness and visibility of the project and its activities. Enhanced engagement of the intended target groups in the project's activities.
CRAVEzero newsletter	Make information and news available on the CRAVEzero homepage for download and send out to stakeholders, who subscribed to the newsletter	Stakeholders and visitors of the website - mainly architects professionals, SME	Enhanced engagement of the intended target groups in the project's activities
CRAVEzero articles and papers	Articles and papers will be made for scientific and target	Mainly building owners, companies	Display details and results carried out by the

	group-related conferences; presentations will be held in different countries	incl. SME; beside: architects, professionals, other stakeholders, energy advisors	consortium, any important step on the way to high cost relevant information
CRAVEzero brochure and flyer	Design and print brochures and flyers with major project information (and results if already available)	All visitors of booths at BAU 2019 and ISH 2019 as well as stakeholders and regional symposia and conferences	Fast and easy distribution of major information and results to all interested stakeholders; mainly for fairs, conferences and regional symposia
Workshops and conferences	Conduct workshops, to which stakeholders/ target groups are invited to inform in depth about specific project results and outputs; participation in conferences to spread project results to broader audience	Target groups and stakeholders, other European platforms and projects; scientific society and interested public	Enhanced engagement of the intended target groups in the project's activities; broad distribution of project's results in order to assure the practical use and scientific progress
Social media	Create Social media accounts (Twitter and LinkedIn) for the project; Inform (posts, tweets) about the project's progress, events, results and publications	Municipalities, building owners, companies, SME; beside: architects, professionals, other stakeholders, energy advisors, scientists	Make information and news available to a broad and diverse potential audience

3.4.2. PROJECT IDENTITY

Project identity will characterize and distinguish all the materials produced and the promotional, dissemination events organized by the partners.

The project logo, approved by the project partners is the following. The logo has to be used always maintaining the official colours and proportion.



Figure 6: CRAVEzero logo

3.4.3. OTHER MARKETING ELEMENTS

In the future, and according to the project marketing needs, more branding elements will be provided. Other **branding elements** may include, among others:

- Rollups
- Posters and Banners
- Project flyer

These materials are mainly important for the planned booths at fairs, workshops and conferences.

The project coordinators (AEE INTECH, eurac research, Fraunhofer ISE) elaborate promotional material that will be used during project related events. In particular:

- CRAVEzero Standard power point presentation template
- CRAVEzero Document template
- CRAVEzero Brochures (as needed)

All material will be in line with EU publicity regulation (see below), and will include the project logo.

3.4.4.PUBLICITY OBLIGATIONS ACCORDING TO EU HORIZON 2020

CRAVEzero will follow the **publicity requirements of the Horizon 2020 Programme** and according to the IEE Obligations related to Communication. As beneficiaries of EU funding we shall use the **European emblem** in our communication to acknowledge the support received under EU programmes, mentioning “Co-funded by the Intelligent Energy Europe Programme of the European Union” in our communication. For Intelligent Energy Europe, two options are available :

First option:

Co-funded by the Horizon 2020
Framework Programme of the Euro-
pean Union



Or second option



Co-funded by the Horizon 2020
Framework Programme of the European Union

The name of the EU programme can appear with the EU emblem. However, no graphical mark (i.e. logo) shall be created using the EU emblem and name of the programme. The minimum height of the EU emblem shall be 1 cm.

In order to release the Commission from any responsibility for the information CRAVEzero will also display the following **legal disclaimer** on any written information produced for the project or event in the language in which the material is written:

“The information and views set out in this [report/study/article/publication...] are those of the author(s) and do not necessarily reflect the official opinion of

the European Union. Neither the EASME nor the European Commission are responsible for any use that may be made of the information contained therein.”

Instructions for displaying the correct legal disclaimer:

http://ec.europa.eu/ipg/basics/legal/notice-copyright/notices-disclaimers/index_en.htm#section_1 and

<http://ec.europa.eu/energy/intelligent/files/implementation/doc/legal-disclaimer.pdf>

Basic information and important documents for download are available on:

https://ec.europa.eu/info/resources-partners/european-commission-visual-identity_en

and https://europa.eu/european-union/about-eu/symbols/flag_en#download

The official communication and dissemination language is English, however the language of the dissemination can also be chosen according to the target group and regional needs

3.5. PROJECT DELIVERABLES

In Table 3 all project deliverables are described in temporal order and the dissemination levels as well as responsibilities are defined.

Table 3: Project deliverables

NO	DELIVERABLE TITLE	WP NO	RESPONSIBLE PARTNER	DUE MONTH	TYPE	DISSEMINATION LEVEL
D1.2	Quality and Risk Plan	WP1	1 - AEE INTEC	4 (Dec 2017)	Report	Public
D8.1	Newsletter format	WP8	3 - Fraunhofer	4 (Dec 2017)	Report/	Public
D8.4	Data base of target group addresses	WP8	3 - Fraunhofer	4 (Dec 2017)	Other	Confidential
D2.2	Report on the EU-implementation of NZEB	WP2	2 - eurac research	6 (Feb 2018)	Report	Public
D9.1	H - Requirement No. 1	WP9	1 - AEE INTEC	10 (Jun 2018)	Ethics	Confidential
D1.4	1st Progress Report	WP1	1 - AEE INTEC	12 (Aug 2018)	Report	Public
D2.1	Spreadsheet with LCCs - A database for benchmarking actual NZEB life cycle costs of the case studies	WP2	2 - eurac research	12 (Aug 2018)	Report	Public
D2.3	Structured repository of existing LCC calculation tools	WP2	2 - eurac research	12 (Aug 2018)	Report	Public

NO	DELIVERABLE TITLE	WP NO	RESPONSI- BLE PART- NER	DUE DATE	TYPE	DISSEMINATION LEVEL
D4.1	Guideline II: NZEB Technologies: Report on cost reduction potentials for technical NZEB solution sets	WP4	3 - Fraunhofer	12 (Aug 2018)	Report	Public
D5.1	Typology canvas of business models	WP5	3 - Fraunhofer	12 (Aug 2018)	Report	Public
D2.4	KPIs for performance- based characterisation of NZEB	WP2	2 - eurac research	18 (Feb 2019)	Report	Public
D3.1	Guideline I: NZEB Processes: Report on cost reduction potentials for the whole planning, construction and operation process	WP3	7 - ATP sustain	18 (Feb 2019)	Report	Public
D5.2	Report describing NZEB business models	WP5	3 - Fraunhofer	18 (Feb 2019)	Report	Public
D6.1	Parametric models for buildings and building clusters: building features and boundaries	WP6	1 - AEE INTEC	18 (Feb 2019)	Report	Public
D1.1	Project Management and Activity Report	WP1	1 - AEE INTEC	24 (Aug 2019)	Report	Public
D3.2	Optimized NZEB-process map	WP3	7 - ATP sustain	24 (Aug 2019)	Report	Public
D4.2	Optimized NZEB-solution sets	WP4	3 - Fraunhofer	24 (Aug 2019)	Report	Public
D4.3	Energy flexible building managing models	WP4	3 - Fraunhofer	24 (Aug 2019)	Report	Public
D5.3	Database of all fund services and business models	WP5	3 - Fraunhofer	24 (Aug 2019)	Report	Public
D6.2	Results of optimised NZEB parametric models	WP6	1 - AEE INTEC	24 (Aug 2019)	Report	Public
D1.5	2nd Progress Report	WP1	1 - AEE INTEC	27 (Nov 2019)	Report	Public

NO	DELIVERABLE TITLE	WP NO	RESPONSI- BLE PART- NER	DUE DATE	TYPE	DISSEMINATION LEVEL
D5.4	Guideline III: NZEB Business models	WP5	3 - Fraunhofer	28 (Dec 2019)	Report	Public
D6.3	Report on NZEB life cycle costs	WP6	1 - AEE INTEC	30 (Feb 2020)	Report	Public
D6.4	Framework for co-benefit analysis	WP6	1 - AEE INTEC	30 (Feb 2020)	Report	Public
D7.1	CRAVEzero pin-board	WP7	2 - eurac re-search	30 (Feb 2020)	Other	Public
D7.2	Business model for prototypical implementation	WP7	2 - eurac re-search	30 (Feb 2020)	Report	Public
D7.3	Measurement and verification protocol	WP7	2 - eurac re-search	30 (Feb 2020)	Report	Public
D7.4	Preparatory technical documents for the prototypes	WP7	2 - eurac re-search	30 (Feb 2020)	Report	Public
D1.3	Result-Oriented Concluding Reports	WP1	1 - AEE INTEC	36 (Aug 2020)	Report	Public
D8.2	Feed other national and European NZEB project platforms	WP8	3 - Fraunhofer	36 (Aug 2020)	Other	Public
D8.3	Formats for other dissemination activities	WP8	3 - Fraunhofer	36 (Aug 2020)	Other	Public
D8.5	Nine news articles/newsletters about the results of the project – three each year	WP8	3 - Fraunhofer	36 (Aug 2020)	Other	Public
D8.6	Four newsletters in all project languages	WP8	3 - Fraunhofer	36 (Aug 2020)	Other	Public
D8.7	presentation at the fair BAU 2019 and ISH2019	WP8	3 - Fraunhofer	36 (Aug 2020)	Other	Public
D8.8	Twelve translated articles in local magazines and on local websites, one per year in each region.	WP8	3 - Fraunhofer	36 (Aug 2020)	Other	Public

NO	DELIVERABLE TITLE	WP NO	RESPONSIBLE PARTNER	DUE DATE	TYPE	DISSEMINATION LEVEL
D8.9	Four regional symposia	WP8	3 - Fraunhofer	36 (Aug 2020)	Other	Public
D8.10	Four Online tutorials (Webinar) CRAVEzero pinboard	WP8	3 - Fraunhofer	36 (Aug 2020)	Other	Public
D8.11	National strategies for the broad construction of NZEB implementing the CRAVEzero approach	WP8	3 - Fraunhofer	36 (Aug 2020)	Other	Public

3.6. COMMUNICATION TOOLS

In order to achieve a good public visibility and for the convenience of the stakeholders, the communication and dissemination plan relies on publicity tools, which are convenient and efficient with this type of project. This publicity tools will be used and maintained throughout the project's lifespan. They will act as the main media channels through which the dissemination of the project's progress and achievements will be distributed.

3.6.1. WEBSITE

The website shall be used as:

- a communication and dissemination channel for the project's results and achievements
- the main interface towards the target groups
- a share point for the consortium, containing all institutional information, including working documents and deliverables.

Moreover, the **pinboard** will be built up to be also a means to supporting the designer in developing effective business models and design concepts for new nZEBs, thus the consortium will put a special focus on the usability of the website for different groups of stakeholders.

The project website (in English) will be set up within the first three months of the project's start and will be maintained for at least 24 months after the end of the project.

A plug-in of Google Translate will be integrated to the website to support language translation.

The CRAVEzero project website is indicated by domain name: www.cravezero.eu and is structured in two specific sections: public area and private/restricted area.

PUBLIC area covers:

ENTERING PAGE structure

- Frontrunners / Case studies
- Technologies
- Business models
- Processes
- About the project/ Contact
- Recent posts + News
- Pinboard
- Reports

Integrating interactive PART /pinboard of cost-relevant info.

INTERNAL/ Private Members Area covers:

Area accessible only by partners/ EASME, structured according to particular work packages, covering relevant information, deliverables documents, outputs, results.

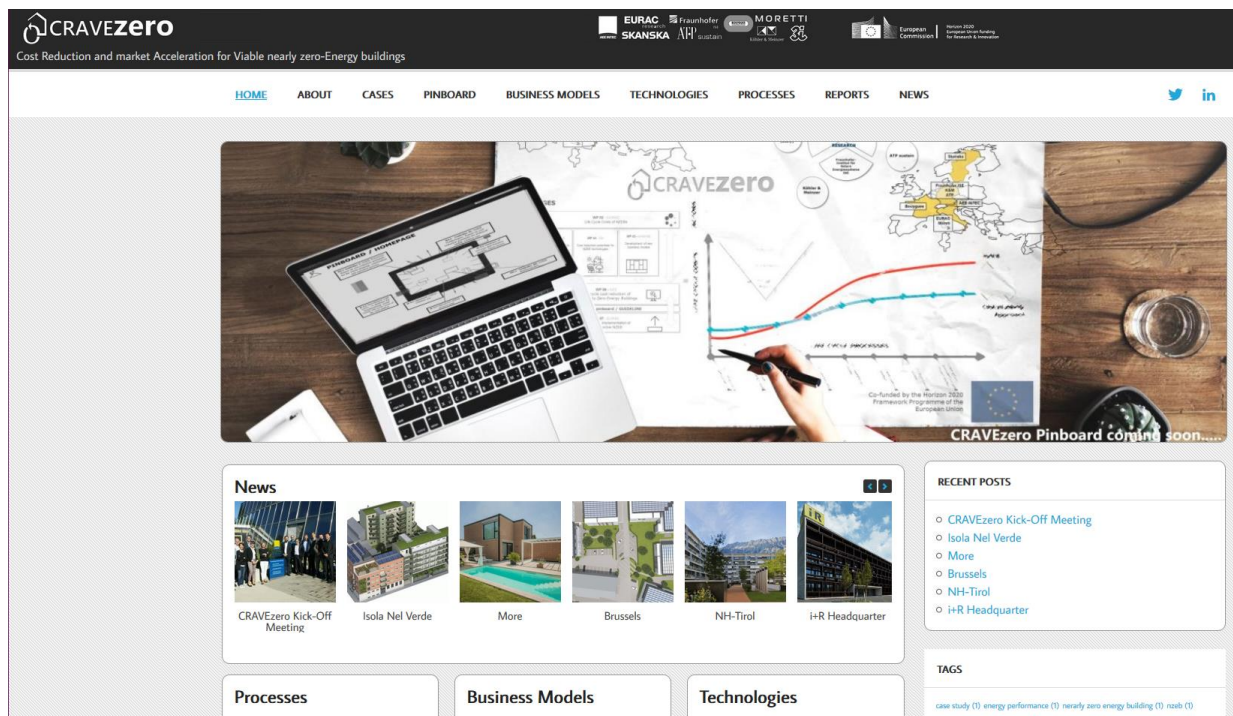


Figure 7: Design layout of the CRAVEzero public website (www.cravezero.eu)



Figure 8: Design layout of the CRAVEzero Case Study Data Explorer (Part of Pinboard)
<http://www.cravezero.eu/case-study-php-data-explorer/>

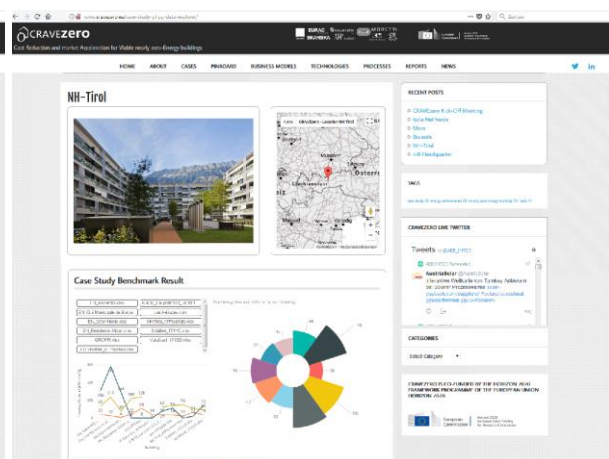


Figure 9: Design layout of the CRAVEzero Case Studies
<http://www.cravezero.eu/2017/10/18/nh-tirol/>

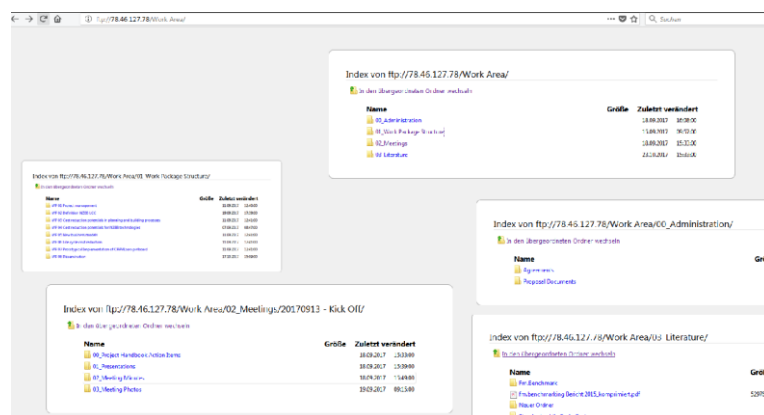


Figure 10: Internal/ Private members area

3.6.2. NEWSLETTER

Electronic newsletters are inexpensive and fast instruments that will inform an unlimited number of stakeholders. E-newsletters will be created based upon the inputs and contribution provided by all project partners. The e-newsletter will be an easy and practical tool and will be published at the CRAVEzero website, will provide partners, the target groups and other interested parties with latest results and developments of CRAVEzero, the project's progress, special interesting events and news in and beyond the CRAVEzero regions.

In order to assure the data security of subscribers and allow interested parties to subscribe and unsubscribe, a professional mailing-list tool will be used and a subscription link will be integrated in the website. The project consortium and respective stakeholders of the European Commission will be informed about the availability of the link as soon as it is integrated and available. All have to subscribe to the newsletter on their own as it is

impossible to add addresses to the newsletter list manually.

The newsletter will contain only the most important information and include links to texts, publications and announcements on the CRAVEzero-website in order to keep it as simple and clearly arranged as possible. A first draft of the layout can be found in the appendix. As there are currently still negotiations going on concerning the tool to be used, a final design cannot be provided yet. The layout has to be developed within the tool. During the project's lifespan it is planned to send out **three news articles/ newsletters per year**. Furthermore, four newsletters will be sent out in each project language, which are German, Italian, French, Swedish and additionally in English. The planned dates for the newsletters can be found in the communication and dissemination Gantt chart in chapter 5.

3.6.3. SOCIAL MEDIA

CRAVEzero will be registered on world's largest professional network called LinkedIn. In the first phase, the project will be described with basic information and the project consortium will be linked on the project. In the next phase, project partners will inform about ongoing activities and events.

Furthermore, a social media account on Twitter will be created for the project in order to promote the activities of the CRAVEzero project and the pinboard. It will also be used for informing followers about events, in which the project partners present the project and its results. In addition, the publication of deliverables and articles will be

announced. The twitter account will be integrated in the website.

In order to assure a wide reach, all partners are asked to share news published on LinkedIn and tweets on Twitter using the hashtags #cravezero and #nzeb. Therefore, one person from each consortium partner will be appointed to support the social media activities and to assure that news are shared and re-tweeted via the official channels of each partner (see Table 4). In addition the relevant tweets dealing with CRAVEzero and nZEB topics will be displayed on the website of the project.

Table 4. Social media responsible of each consortium partner

CONSORTIUM PARTNER	RESPONSIBLE
AEE INTEC	Tobias Weiß
eurac research	Roberta Pernetti
Fraunhofer ISE	Benjamin Köhler
Bouygues	
Skanska	Bjorn Berggren
3i efficientamento energetico	
ATP sustain	

3.6.4. PRESS RELEASES

The CRAVEzero consortium will release a press announcement informing of the projects' latest developments for promotional purposes upon significant events, results or milestones. There is no pre-defined schedule for releasing press releases.

3.6.5. OTHER EUROPEAN PLATFORMS

CRAVEzero partners aim to feed other nZEB project platforms like: European Energy Efficiency Platform (E3P) - MEnS, <http://profrac.eu/open-training-platform-for-nzeb-professionals.html> and The European portal for energy efficiency in buildings <http://www.buildup.eu/en>. The collaboration with these platforms will be defined in close contact with the European Commission. The main goal of the collaboration is to disseminate project results via additional channels to more stakeholders.

3.6.6. OTHER COMMUNICATION AND DISSEMINATION CHANNELS

Besides the described channels, the project will also be promoted and communicated via additional channels. These additional channels are not completely defined at the current project state and will be defined and recorded throughout the project.

Possible additional channels are annual reports of the consortium partners. One article about the project will be published in the annual report of Fraunhofer ISE either in 2018 or 2019.

Furthermore, partners are asked to develop "project sides" on their company's websites. As an example Figure 11 shows the project side on the website of Fraunhofer ISE (see also

<https://www.ise.fraunhofer.de/en/research-projects/cravezero.html>) and Figure 12 the project side on the website of AEE INTEC (see also <http://aee-intec.at/index.php?seitenName=projekteDetail&projekteId=214>). On the respective project sides, links to publications and deliverables can be added at any time. The responsibility to keep the side up to date lies with the respective project partner.

In addition to the described channels the consortium will write four contributions for the Fraunhofer ISE blog "Innovation 4 E available under www.innovation4e.de.

CRAVEzero – Cost Reduction and market Acceleration for Viable nearly zero-Energy buildings

Duration:	September 2017 - August 2020
Contracting Authority/ Sponsors:	European Commission, Horizon 2020 The EU Framework Programme for Research and Innovation
Project Partners:	Arbeitsgemeinschaft - Erneuerbare Energie - Institut für Nachhaltige Technologien (AEE INTEC), Accademia Europea di Bolzano - Institute for Renewable Energy (EURAC), Bouygues Construction, Skanska Sverige AB, 3i efficientamento energetico s.r.l., ATP sustain GmbH, Moretti spa, Köhler&Meinzer GmbH
Website:	www.crazezero.eu
Project Focus:	

Contact

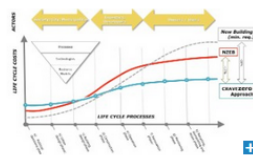
Benjamin Köhler
Technology assessment

Fraunhofer ISE
Heidenhofstr. 2
79110 Freiburg

Phone +49 761 4588-5308

[→ Send email](#)

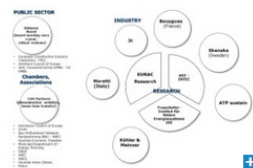
[→ Employee Page](#)



© Photo Project consortium
Costs reduction potentials in building life cycle (CRAVEzero Approach)



© Photo Project consortium
Project partners and their country of origin.



© Photo Project consortium
Project structure: project partners, project advisory board and other supporting/ advising institutions.

Cost optimal and nearly zero energy performance levels are principles initiated by the European Union's (EU) Energy Performance of Buildings Directive, which was recast in 2010. These will be major drivers in the construction sector in the next few years, because all new buildings in the EU from 2021 onwards are expected to be nearly zero energy buildings (NZEBs).

While realized NZEBs have clearly shown that the nearly-zero energy target could be achieved using existing technologies and practices, most experts agree that a broad scale shift towards nearly-zero energy buildings require significant adjustments to prevailing building market structures. Cost-effective integration of efficient solution sets and renewable energy systems, in a form that fits with the development, manufacturing and construction industry processes, as well as with planning, design, and procurement procedures, are the major challenges.

CRAVEzero will focus on proven and new approaches to cost reduction of Nearly Zero Energy Buildings (NZEBs) at all stages of the life cycle. The main goal is to identify and eliminate the extra-costs for NZEBs related to processes, technologies, building operation, and to promote innovative business models taking into account the cost-effectiveness for all the stakeholders.

Main project pillars will be: (i) CRAVEzero pinboard as a structured framework organizing all needed information and data to build an effective low life cycle cost NZEB business model (ii) reliable lifecycle cost databases with cost reduction potentials in processes and technologies (iii) methodologies, robust solutions and business models for low LCC NZEBs. Costs reduction will indeed cover all stages of the process, from urban planning, to building design, construction, until the building operation, while ensuring high building overall quality, considering in particular architecture and indoor environmental.

CRAVEzero will transform the whole construction cycle (from the design to the end of life) into an organized process, where the building will acquire the features of a manufacturing product cutting off the uncertainties and failures during planning-construction-operation of the current practice, and reducing the associated costs. Guidelines, databases and case studies for cost reduction of NZEB technologies, processes and business models will be developed in close cooperation with the involved industry partners. Working methodologies, ready-to-be-used customisable solutions enabling the cost reduction, speeding up the process and ensuring the high performance level of the new buildings, will be addressed. Nevertheless, the NZEB promoted by CRAVEzero is not a unique model to be simply duplicated, but it is composed by a set of

customisable solutions to be combined according to the local context and the needs of the users, ensuring the high quality of the built environment, preserving the identity of each single building, increasing user acceptance and keeping high real estate value. Highly replicable models will be developed, to lower design and construction costs, avoiding delays, optimising and making easier the management of development, construction and operational phase minimising errors and failures.

Figure 11: CRAVEzero project site on the website of Fraunhofer ISE

CRAVEZERO - KOSTENREDUKTION UND BESCHLEUNIGTE MARKTEINFÜHRUNG VON NIEDRIGSTENERGIEGEBÄUDEN



Effektive Prozesse, robuste Lösungen, neue Geschäftsmodelle und Lebenszykluskostenoptimierung für Null- und Plusenergiegebäude

Nach Artikel 9 der „Energy Performance of Buildings Directive“ (EPBD), haben sich die Mitgliedsstaaten der Europäischen Union dazu verpflichtet, dass bis Ende 2020 (2018 für öffentliche Gebäude) alle neuen Gebäude den Niedrigstenergiegebäudestandard (Nearly-Zero-Energy-Buildings -NZEB) erfüllen müssen. Die kostenoptimale Integration von Effizienzmaßnahmen und erneuerbaren Energien in NZEBs unter Berücksichtigung gängiger Planungs- und Bauprozesse in der Bauindustrie ist eine große Herausforderung. Um die Marktakzeptanz dieses zukünftigen Gebäudestandards in der EU zu erhöhen, gilt es, kostenoptimale Wege zur Errichtung und den Betrieb von NZEBs aufzuzeigen.

Der Fokus des Projekts liegt auf der Entwicklung einer Methode und eines definierten Prozesses für NZEBs mit der Betrachtung der Kostenstrukturen über den gesamten Lebenszyklus (Life-cycle costs - LCC). Im Projekt sollen Kosteneinsparungsmöglichkeiten vom Maßstab des Flächenwidmungsplans, Bebauungsplanung über das städtebauliche Konzept bis hin zum Einzelgebäude und dessen Betrieb betrachtet werden. Hierbei werden die wesentlichen Kosteneinsparungsmöglichkeiten für jeden Prozess im Verlauf eines Gebäudelebenszyklus definiert. Welche Ansätze führen zu welchem Zeitpunkt im Planungs- und Bauprozess zu kostenoptimalen Wegen für alle beteiligten Akteure? Die kostenoptimale Einbindung von Effizienzmaßnahmen sowie Erneuerbare über das gesamte Planungsstadium bietet die Möglichkeiten zur Kostenreduktion in unterschiedlichen Dimensionen und für meist unterschiedliche Interessensgruppen. Die Ausnutzung und die Abstimmung sämtlicher Potentiale und Prozesse, die im Zuge einer solchen übergeordneten Planung entstehen, führen zur möglichen Ausnutzung des maximalen Potenzials zur Kostenoptimalität für NZEBs.

Projektleitung

DI Tobias Weiss

Auftraggeber

European Commission

Projektkoordination

AEE INTEC

Projektpartner

ACCADEMIA EUROPEA DI BOLZANO Italy

FRAUNHOFER GESELLSCHAFT ZUR FÖRDERUNG DER ANGEWANDTEN FORSCHUNG E.V. Germany

BOUYGUES CONSTRUCTION France

SKANSKA SVERIGE AB Sweden

3i efficientamento energetico .r.l. Italy

ATP sustain GmbH Germany

Moretti spa Italy

Köhler&Meinzer GmbH Germany

WEITERE INFORMATIONEN FINDEN SIE AUF DER PROJEKTHOME PAGE

Status

laufend

Figure 12: CRAVEZERO project site on the website of AEE INTEC

3.7. DISSEMINATION PLAN

As part of the CRAVEzero communication and dissemination strategy, key dissemination and publications are planned and scheduled. Non-scheduled, opportunistic events will be reported in the next version of this deliverable. Main scientific dissemination, presenting significant results, will be submitted as conference papers and published in scientific

journals. Furthermore, several workshops will be conducted and the project will be present at two fairs. In order to reach other stakeholders, project results will also be published in regional magazines, which are read by the project's target groups aside from scientists.

3.7.1. CONFERENCES AND FAIRS

The project CRAVEzero will be presented at **two international fairs and four regional symposia**. The fairs are BAU2019 in Munich and ISH2019 in Frankfurt (both Germany). Besides the ISEC organised by AEE INTEC for 2018 in Graz, the regional symposia, at which the project is presented, are not

defined yet. The consortium partners will define target conferences or regional fairs within the first project year (latest until August 2018). The responsibilities, name of the suggested/ already identified conference/ fair and dates are listed in Table 5.

Table 5: List of conferences and fairs with planned participation of the project consortium

PART- NER	DATE	CON- FER- ENCE/ FAIR	TYPE	REGION	TARGET GROUP	EXPECTED OUTCOMES
Fraunhofer ISE	14-19 Jan. 2019	BAU 2019	International Fair	Central Europe/ International	Architects, planners, investors, representatives of the industrial and commercial sectors, the building trades, etc.	Project promotion, workshop & presentation; possibly as part of joint booth of Fraunhofer Alliance "Building Innovation"
Fraunhofer ISE	11-15 Mar. 2019	ISH	International Fair	Central Europe/ International	Trade fair for sustainable heating and air-conditioning technology and smart home systems	Project promotion, workshop & presentation; possibly as part of joint booth of Fraunhofer Alliance "Building Innovation"
AEE INTEC	3-5 Oct. 2018	ISEC	International Conference	Central Europe/ International	SME. Architects, building owners	Project promotion, organization of workshop and presentation
eurac research	2019	Plea (http://www)	Conference	International	Designers and scientific community	Project promotion and feedback

			.plea- arch.org/)				on the usability of the results
eurac re- search	2019	SEB (http://seb- 18.kesinter- natio- nal.org/)	Conference	Interna- tional	Scientific community	com-	Project promo- tion, organization of workshop and presentation
eurac/ AEE INTEC, ISE		World nZEB forum (https://ww w.nzebra.ie/)	Conference	Interna- tional	Designers, archi- tects, nZEB ex- perts		Project promo- tion, organization of workshop and presentation

3.7.2. PUBLICATIONS

The magazines, in which articles will be published, will be defined in close collaboration between Fraunhofer ISE and consortium members in the four target regions. There will be one article per year in each region.

The definition of target magazines for the first articles in the four regions will be done August 2018.

The selected magazines will address different target groups described in chapter 2.1.

The definition of target journals on international level will be done by the research partners AEE INTEC, eurac research and Fraunhofer ISE until December 2018.

Table 6: List of local magazines, in which it is planned to publish articles

NO.	PROJECT PARTNER	YEAR	REGION	MAGA- ZINE	TARGET GROUP	EXPECTED OUTCOMES
1	ISE/ AEE INTEC	2018	DE/AT (Cen- tral Europe)	Tba		
2	eurac re- search	2018	IT (Southern Europe)	Tba		
3	Bouygues/ ISE	2018	FR (Western Europe)	Tba		
4	Skanska/ ISE	2018	SE (Northern Europe)	Tba		
5	ISE/ AEE INTEC	2019	DE/AT (Cen- tral Europe)	Tba		
6	eurac re- search	2019	IT (Southern Europe)	Tba		
7	Bouygues/ ISE	2019	FR (Western Europe)	Tba		
8	Skanska/ ISE	2019	SE (Northern Europe)	Tba		
9	ISE/ AEE INTEC	2020	DE/AT (Cen- tral Europe)	Tba		
10	eurac re- search	2020	IT (Southern Europe)	Tba		
11	Bouygues/ ISE	2020	FR (Western Europe)	Tba		

12	Skanska/ ISE	2020	SE (Northern Europe)	Tba
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3.8. NETWORKING

The CRAVEzero consortium will participate in joint events with other related EC projects and contribute per demand to collaboration activities requested by the EC. Collaboration with other research project will be fostered especially with projects funded under the same call. These are listed in Table 7. In addition to projects funded under the same call the project partners will participate in the national nZEB implementation groups (industry partner network). Thereby, a close contact to other relevant projects is guaranteed (e.g. projects funded under EE-13-2016).

Furthermore, the consortium members will present results at relevant IEA network meetings (e.g. EBC Annex 67 "Energy Flexible Buildings" and EBC Annex 73 "Towards Net Zero Energy Public Communities") or other expert meetings. These meetings will be defined in the first project year until August 2019.

Table 7: List of projects funded under the call H2020-EE-2016-CSA; projects with major importance for the work within CRAVE_{zero} are marked green.

NO.	ACRONYM	TITEL	PERIOD	COORDINATOR
1	ALDREN	ALLiance for Deep RENovation in buildings (ALDREN) Implementing the European Common Voluntary Certification Scheme, as back-bone along the whole deep renovation process	2017-11-01 to 2020-04-30	CENTRE SCIENTIFIQUE ET TECHNIQUE DU BATIMENT
2	COM- PETE4SECAP	Energy management competition for local authorities for uptake and enhance of Sustainable Energy and Climate Action Plans	2017-10-01 to 2020-09-30	EKODOMA
3	Fit-to-nZEB	Innovative training schemes for retrofitting to nZEB-levels	2017-06-15 to 2019-06-14	ENERGY EFFICIENCY CENTER - EN-EFFECTFOUNDATION
4	ASSIST	ASSIST - Support Network for Household Energy	2017-05-01 to 2020-04-30	AISFOR SRL
5	EEPLIANT2	Energy Efficiency Compliant Products 2	2017-09-01 to 2020-02-29	STICHTING PROSAFE (THE PRODUCT SAFETY ENFORCEMENT FORUM OF EUROPE)
6	Net-UBIEP	Network for Using BIM to Increase the Energy Performance	2017-07-03 to 2020-01-02	AGENZIA NAZIONALE PER LE NUOVE TECNOLOGIE, L'ENERGIA E LO SVILUPPO ECONOMICO SOSTENIBILE
7	CoNZEBs	Solution sets for the Cost reduction of new Nearly Zero-Energy Buildings - CoNZEBs	2017-06-01 to 2019-11-30	FRAUNHOFER GESELLSCHAFT ZUR FOERDERUNG DER ANGEWANDTEN FORSCHUNG E.V.
8	FALCO	Financing Ambitious Local Climate Objectives	2017-06-01 to 2021-05-31	TRACTEBEL ENGINEERING S.A.
9	EeMAP	Energy efficient Mortgages Action Plan	2017-05-01 to 2019-04-30	
10	A-ZEB	Affordable zero energy buildings	2017-05-01 to 2019-10-31	DNA IN DE BOUW VERENIGING
11	NERO	Cost reduction of new Nearly Zero-Energy Wooden buildings in the Northern Climatic Conditions	2017-09-01 to 2020-08-31	KOUVOLA INNOVATION OY
12	NOVICE	New Buildings Energy Renovation Business Models incorporating dual energy services	2017-06-01 to 2020-05-31	

13	iBROAD	Individual Building (Renovation) Roadmaps	2017-06-01 2020-05-31	to	A. BELALIDIS - A. DELIGIANNIS KAI SIA OE
14	CLEAR 2.0	enabling Consumers to Learn about, Engage with, Adopt and regulate Renewable energy technologies 2.0	2017-09-01 2020-02-29	to	ASSOCIATION DES CONSOMMATEURS TEST-ACHATS SCRL
15	Accelerate ShINE	SUN-Save your bUildiNg by SavINg Energy. Begin to move more quickly	2017-04-01 2020-03-31	to	
16	QualitEE	Quality certification frameworks for Energy Efficiency services to scale up responsible investment in the building sector	2017-06-01 2020-05-31	to	E7 ENERGIE MARKT ANALYSE
17	BIMplement	Towards a learning building sector by setting up a large-scale and flexible qualification methodology integrating technical,...	2017-09-01 2020-02-29	to	ALLIANCE NAT VILLES INNOVATION EMPLOI ASSOCIATION
18	NEWCOM	New competence for building professionals and blue collar workers – certified qualification schemes to upgrade the qualification for building nZEBs	2017-09-01 2020-08-31	to	OSTERREICHISCHE ENERGIE-AGENTUR AUSTRIAN ENERGY AGENCY
19	PRODESA	Energy Efficiency Project Development for South Attica	2017-05-01 2020-04-30	to	DIMOS ALIMOU-MUNICIPALITY OF ALIMOS
20	SAVES2	Students Achieving Valuable Energy Savings 2	2017-05-01 2020-10-31	to	National Union of Students of the United Kingdom
21	PROSPECT	Peer Powered Cities and Regions	2017-06-01 2020-05-31	to	INSTITUTE FOR HOUSING AND URBAN DEVELOPMENT STUDIES BV
22	NeMo	New Mobility in Friuli Venezia Giulia	2017-06-01 2021-05-31	to	CONSORZIO PER L AREA DI RICERCA SCIENTIFICA E TECNOLOGICA
23	BIMEET	BIM-based EU -wide Standardized Qualification Framework for achieving Energy Efficiency Training	2017-09-01 2019-08-31	to	LUXEMBOURG INSTITUTE OF SCIENCE AND TECHNOLOGY
24	INNOVATE	Integrated solutioNs for ambitiOus energy refurbishment of private housing	2017-06-01 2020-05-31	to	ENERGY CITIES/ENERGIE-CITES ASSOCIATION
25	Rhodoshop	Rhodoshop – a pilot programme to facilitate investment in energy efficiency by creation of One-Stop-Shop in Rhodope	2017-09-01 2020-08-31	to	SOFIA ENERGY CENTRE LTD
26	I3CP	Industrial and Infrastructure Investor Confidence Project	2017-05-01 2019-04-30	to	ENERGYPRO LIMITED

3.9. SUMMARY OF COMMUNICATION AND DISSEMINATION WORK PLAN

The dissemination and communication plan is the central document for all communication and dissemination activities within the project CRAVEzero. It describes the different channels and tools for the internal as well as external communication. The central external communication tool/ platform is the project website including the CRAVEzero pinboard. All public deliverables, newsletters and articles will be available on the website. Furthermore, news and activities will be published and promoted there. In addition, using social media channels will increase the

reach of the project. Besides online communication and dissemination, the publication of articles and the participation in conferences and fairs will lead to a broad attention for the project and its results by many different stakeholders. The communication and dissemination plan will be updated on a regular basis in order to keep track of the respective activities, add further actions and define missing conferences, fairs and magazines in which consortium members will take part or publish project results.

4.MONITORING AND ANALYSIS

4.1. INDICATORS AND MONITORING STRUCTURE

In order to keep track of the communication and dissemination activities indicators and a strategy for monitoring the activities are defined. For each dissemination activity documents, pictures, participation lists, screenshots (or similar) needs to be collected for documentation and proof of the activities.

4.1.1. ONLINE DISSEMINATION

Several online channels are used for the dissemination activities. The main channel is the CRAVEzero-website, on which all public deliverables and press releases as well as other publications will be available. Other publications are i.a. articles, presentations etc. as far as there is no restriction from the magazines and journals. If a publication of the whole document is not possible, only links to the original documents will be set on the website.

Indicators for monitoring the dissemination activities are:

- Number of published documents on website
- Number and origin of visitors of website
- Number of downloads of provided documents

The access statistics of the website will be analysed and evaluated quarterly by AEE INTEC and Fraunhofer ISE. For keeping track of the published documents, Fraunhofer ISE will collect all publications and uploads of the consortium partners and use the regularly updated communication and dissemination plan for track-keeping.

4.1.2.ARTICLES AND OTHER (PRINTED) PUBLICATIONS

During the project a **total of 12 articles** will be published in regional magazines. Furthermore, it is planned to publish several articles in scientific international journals. The coordination of the publication activities will be done by Fraunhofer ISE in close collaboration with the regional consortium partners. Indicators for monitoring the dissemination activities are: the number of published articles in magazines and/ or journals

For keeping track of the published documents, Fraunhofer ISE will collect all publications of the consortium partners and use the regularly updated communication and dissemination plan for track-keeping.

4.1.3. CONFERENCES, FAIRS AND REGIONAL SYMPOSIA

During the project the consortium will present results at two international fairs (ISH and BAU) and at four regional symposia or conferences. The coordination of the participation will be done by Fraunhofer ISE in close collaboration with the regional consortium partners. Indicators for monitoring the dissemination activities are:

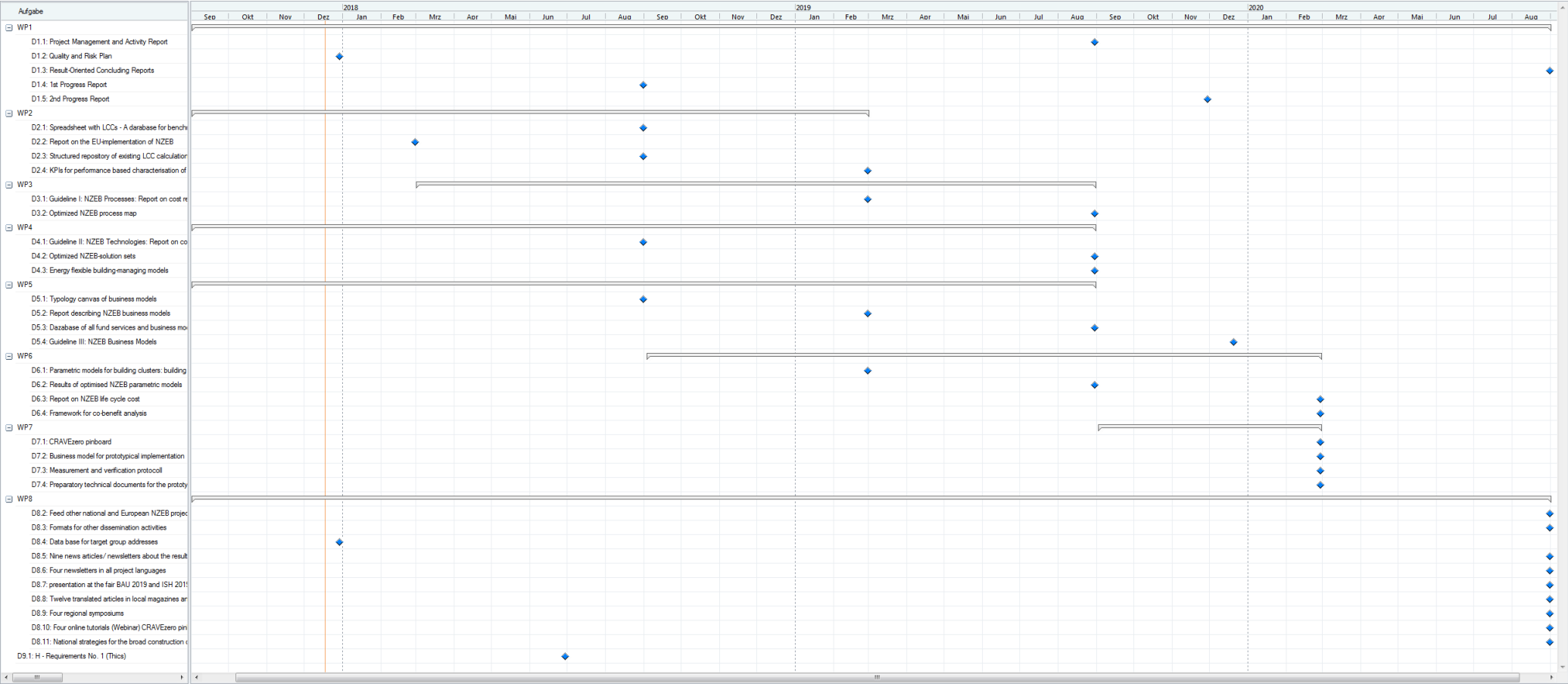
- Number of fairs, symposia and conferences, in which consortium members present the project
- Number of visitors at the booth
- Number of participants in workshops

- Number of people in audience at presentations
- For keeping track of the published documents, Fraunhofer ISE will collect all information about the fairs, conferences and symposia (titles, dates and consortium members) of the consortium partners and use the regularly updated communication and dissemination plan for track-keeping. Furthermore, a sheet for keeping track of booth, workshop and presentation participants/ visitors will be provided and evaluated after each event. The evaluation will be integrated in the communication and dissemination plan.

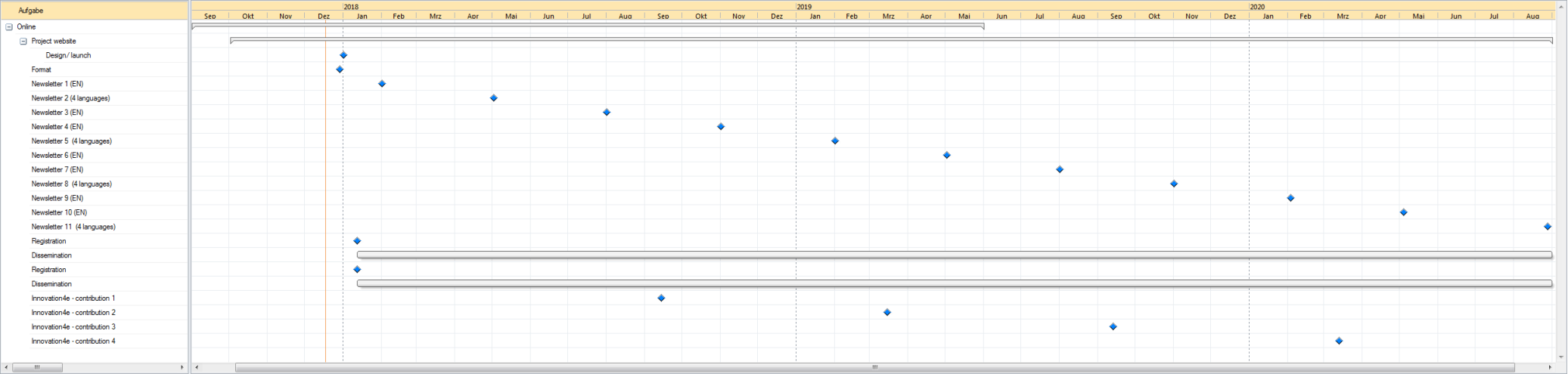
5.DISSEMINATION SCHEDULE

In the following Gantt charts the planned dates of the different dissemination activities are displayed

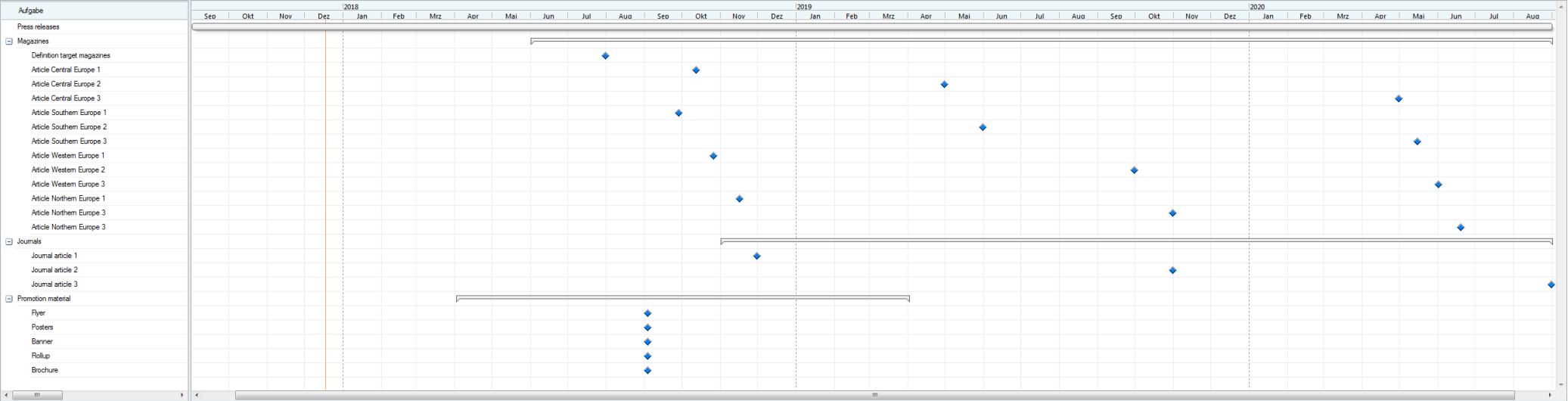
5.1. DELIVERABLES



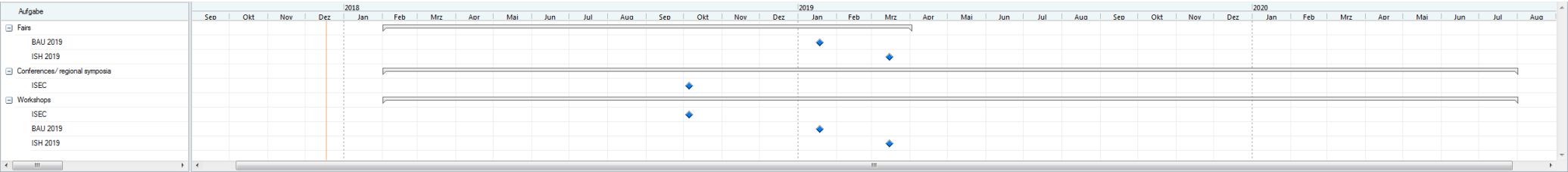
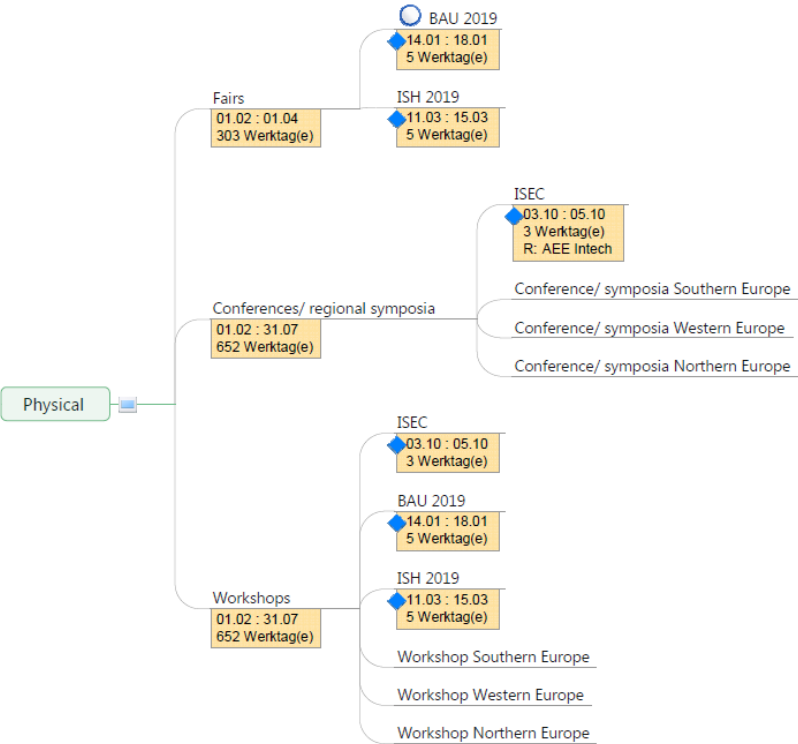
5.2. ONLINE DISSEMINATION



5.3. PRINT MEDIA



5.4. PHYSICAL



6.ANNEX

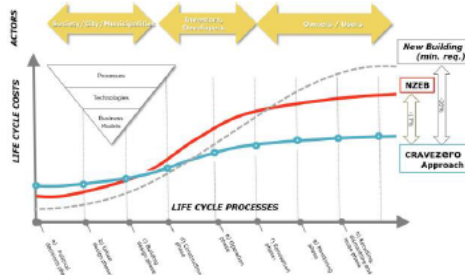
In the following, two possible newsletter formats are shown. It has to be decided on which format the final newsletter design for the project should be developed. This is also depending on the layout and

design possibilities the mailing tool, which will be used, provides.

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COST REDUCTION AND MARKET ACCELERATION FOR VIABLE NEARLY ZERO-ENERGY BUILDINGS

Project goals (Main Topic 1)



Here a few bullet points/ lines of text
Below text link to document/ article/ ... on web-site; e.g.:
Read [more](#)

Successful Kick-Off meeting in Gleisdorf (Main Topic 2)



Here a few bullet points/ lines of text
Below text link to document/ article/ ... on web-site; e.g.:
Read [more](#)

Other Topics

- Headline 1 Read [more](#)
- Headline 2 Read [more](#)
- Headline 3 Read [more](#)
- Headline 4 Read [more](#)
- Headline 5 Read [more](#)

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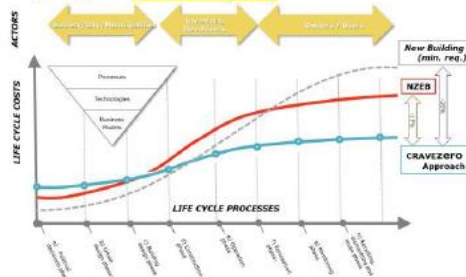


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COST REDUCTION AND MARKET ACCELERATION FOR VIABLE NEARLY ZERO-ENERGY BUILDINGS

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