

## D7.04

# COMMUNICATION STRATEGY

## [Report]

**Authors:** Tiziana Buso (REHVA)

**Reviewer:** Niels Delaere (Factor4)

**Abstract:** Communication strategy and 2018 Communication Plan

PROJECT DATA		DELIVERABLE DATA	
<b>Project</b>	Quantum	<b>Document identifier</b>	D7.04_CommStrat_180627_FINAL
<b>Project number</b>	680529	<b>Version</b>	V.1
<b>Lead beneficiary</b>	Federation of European HVAC Associations (REHVA)	<b>Due date</b>	30.06.2017
<b>Duration</b>	01.01.2016 - 31.12.2019	<b>Release date</b>	27.06.2017
<b>Funding code</b>	H2020-EeB-2014-2015/H2020-EeB-2015	<b>Dissemination level</b>	Public
<b>Funding</b>	This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 680529.		

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## QUANTUM Consortium



**TECHNISCHE UNIVERSITAET BRAUNSCHWEIG (IGS)**  
POCKELSSTRASSE 14, BRAUNSCHWEIG 38106  
Germany



**ENESA a.s. (EA)**  
U Voborniku 852/10, Praha 919000  
Czech Republic



**COWI A/S (COWI)**  
PARALLELVEJ 2, KONGENS LYNGBY 2800  
Denmark



**NORGES TEKNISK-NATURVITENSKAPELIGE  
UNIVERSITET NTNU (NTNU)**  
HOGSKOLERINGEN 1, TRONDHEIM 7491  
Norway



**ETHNIKO KAI KAPODISTRIAKO PANEPISTIMIO  
ATHINON (UOA)**  
6 CHRISTOU LADA STR, ATHINA 10561  
Greece



**EKODOMA (EKO)**  
Zentenes street 12-49, RIGA 1069  
Latvia



**ENERGY TEAM SPA (Energy Team)**  
VIA DELLA REPUBBLICA 9, TREZZANO SUL NAVIGLIO  
20090  
Italy



**FACTOR 4 BVBA (Factor4)**  
KRUISSTRAAT 127, DUFFEL 2570  
Belgium



**e7 ENERGIE MARKT ANALYSE GMBH (e7)**  
WALCHERSTRASSE 11/43, WIEN 1020  
Austria



**SYNAVISION GMBH (SYNA)**  
SCHOENAUER FRIEDE 80, AACHEN 52072  
Germany



**CESKE VYSOKE UCENI TECHNICKE V PRAZE  
(CVUT)**  
ZIKOVA 4, PRAHA 16636  
Czech Republic



**FEDERATIE VAN VERENIGINGEN VOOR  
VERWARMING EN LUCHTBEHANDELING IN  
EUROPA VERENIGING (REHVA)**  
De Mulderij 12, Leusden 3831 NV  
Netherlands



**BUILDING RESEARCH ESTABLISHMENT LTD  
(BRE)**  
BUCKNALLS LANE, WATFORD WD25 9XX  
United Kingdom



**eERG Group - POLITECNICO DI MILANO  
(eERG-PoliMI)**  
VIA LAMBRUSCHINI 4, MILANO 20156  
Italy



**History of changes**

CHAPTER NO.	DESCRIPTION OF CHANGE





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# 1 GENERAL RULES OF COMMUNICATION AND DISSEMINATION

## QUANTUM corporate design and general rules of communication

The logo of QUANTUM has to be used on every communication and dissemination related document as visual element in printed and electronic media. The logo of QUANTUM:



Figure 1. QUANTUM project logo

### Communication toolkit – templates

QUANTUM partners are obliged to use the corporate design and predefined templates of the project. The aim is to provide also editable templates for flexible communication that partners can adapt and use according to their needs also at national level. However, partners have to share and report back to the Work Package leader (REHVA) about all communication and dissemination documents prepared on national level.

### List of QUANTUM templates and promotional material (available on the QUANTUM server):

- Logo
- ppt template (master ppt with predefined font and style to use)
- 2 pager document template for executive summaries
- Deliverable template
- Poster template for scientific conferences
- Letter template with header and footer (EU disclaimer and funding)
- Leaflet template (EU disclaimer and funding)

Since April 2018:

- New leaflet



Figure 2. QUANTUM new leaflet



- Poster for exhibitions and events



Figure 3. QUANTUM poster

- Roll-up for exhibitions and events

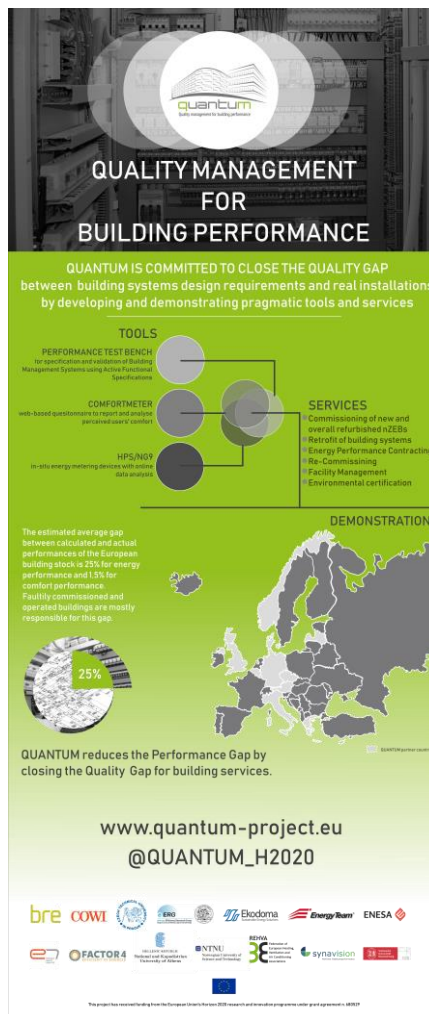


Figure 4. QUANTUM roll-up



### **Information on EU funding — Obligation and right to use the EU emblem**

QUANTUM partners have to display the EU logo and to use the following reference to the received EU funding in every printed and electronic publication:

*“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement 680529”*

The EU logo files are available on the QUANTUM server.



## 2 QUANTUM DISSEMINATION AND COMMUNICATION STRATEGY

The project's communication strategy is focused on public and professional audiences. Dissemination and communication activities are carried out in view of consolidating the project visibility among stakeholders and the general public in EU and partner country. While dissemination activities focus on knowledge and information transfer towards stakeholders and specific specialists, communication activities are complementary to dissemination and are intended as public communication, i.e. outreach activities targeting the general public (here including a wide number of targets: from citizens, to end-users and stakeholders at large). Communication activities complement the project dissemination as they add public value to the achievements of the project by aiming at larger audiences. They focus on key headlines outlining the project's results with the objective to promote the project and enhance its visibility.

### Main objectives for the communication activities:

- Raising awareness of the importance of quality management for building performance among the widest target groups.
- Promotion of the project results within the scientific community, as well as industry and the practitioners involved across the whole life-cycle of buildings.
- Engage stakeholders, public authorities and decision makers at the local level to promote the deployment and further exploitation of the developed tools.

### Target groups of communication

QUANTUM identified the following stakeholders as target groups of communication and dissemination actions:

- architects
- engineers
- building service professionals & HVAC industry
- energy service companies (ESCOs)
- energy specialists (energy auditors, advisors, consultancy companies)
- building owners
- tenants
- public authorities
- EU and MS policy makers
- Standardisation bodies including European Committee for Standardization
- European stakeholder organisations and networks in the field of buildings energy
- scientific community

QUANTUM will tailor its communication activities to the needs of these target groups and will include a plan on how to reach and these groups in the updates of the communication strategy. Outcomes and results of the dissemination will be continuously monitored and reported to the European Commission.



## Communication channels and tools

QUANTUM and the project partners will use the following communication channels and tools:

**Project website:** A QUANTUM website is available online ([www.quantum-project.eu](http://www.quantum-project.eu)) since the 17<sup>th</sup> of March 2016. Additional information about the website is described under the deliverable D7.01 (project website).

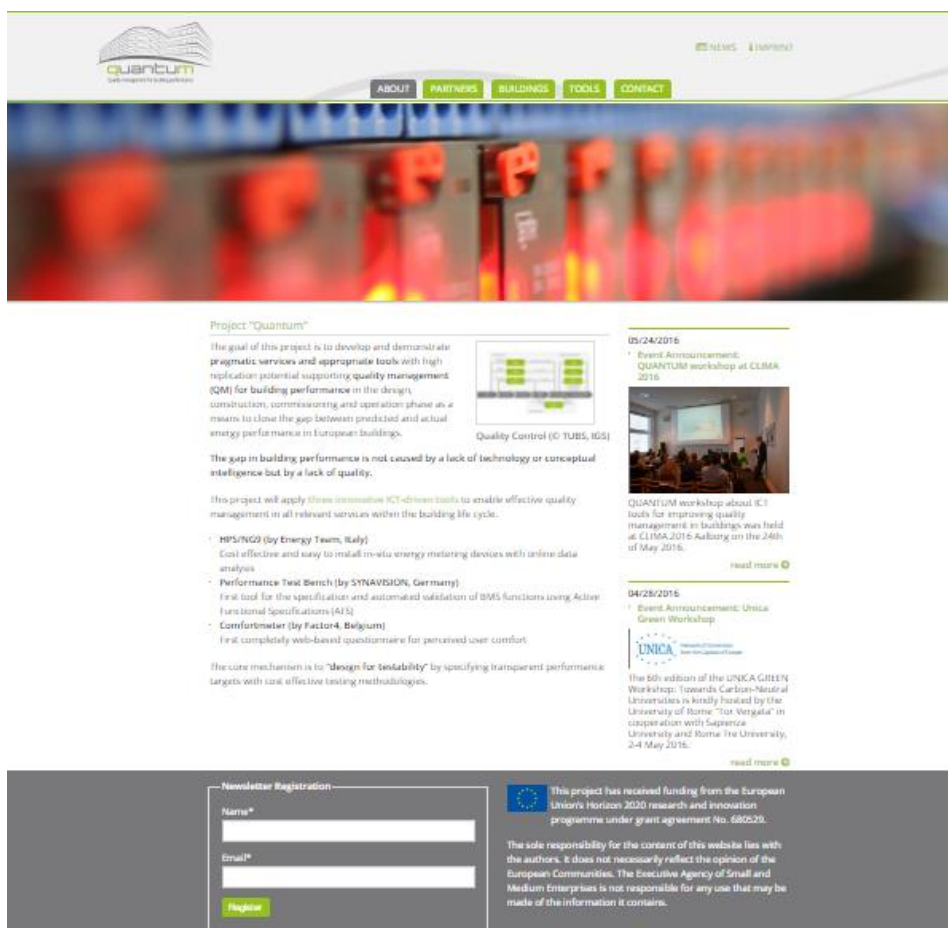


Figure 5. Screenshot of the homepage of the QUANTUM website

QUANTUM partners will interlink and promote the QUANTUM website in their institutional websites and social media groups.

**Social media:** QUANTUM created social media accounts on LinkedIn and Twitter. QUANTUM partners are encouraged to join, follow, invite experts from their network and be active on the following social media:

- **LinkedIn** group: [QUANTUM - Quality management for building energy performance](#)
- **LinkedIn** showcase page (from December 2017): [QUANTUM - Quality management for building energy performance](#)
- **Twitter** account: [https://twitter.com/QUANTUM\\_H2020](https://twitter.com/QUANTUM_H2020)

Hashtags that can be used when sharing content: @QUANTUM\_H2020, @REHVAHVAC, #Commissioning, #BuildingCommissioning, #Energyperformance, #EnergyEfficiency, #H2020, #buildings, #HVAC, #indoor climate, #ventilation

- QUANTUM will create and share content on the **BUILD UP Portal** of the European Commission in the relevant topics and groups coordinated by REHVA. Partners are encouraged to use and share the QUANTUM related content from BUILD UP or post also own content reported back to the WP leader.

**Project leaflet:** The project leaflet will be available both electronically and in print and will be updated periodically. It will contain a summary of the projects objectives and activities and will be used as a promotional tool. The 1st project leaflet was shipped to partners in printed copies and is also available for adaptation and translation in electronic format as deliverable D7.05 (project leaflet). The 2<sup>nd</sup> project leaflet was prepared in April 2018, and it's available online as D7.06. In June 2018 leaflets will be handed out to each partner during the consortium meeting.

**E-newsletters:** QUANTUM is publishing an electronic project newsletter each 6 months, starting from June 2016. The e-newsletter is sent out from the project website direct mailing system and is further distributed by every project partner to their contact lists. The e-newsletter issues will also be available for download in pdf format from the QUANTUM website and as deliverables (e.g. D7.10 for the first project newsletter). To comply with the new Data Protection Regulation, a GDPR email was sent out to the QUANTUM mailing list in May 2018.

**Press releases:** Press releases will be prepared and translated in the languages of the partner countries; they will be disseminated also at the local level using the channels most suitable in each country. Press releases are available as deliverables (e.g. D7.07 for the first press releases).

**Partner websites and own communication channels:** To multiply the impact and adapt the communication efforts, partners will use their local media and own communication channels to disseminate project results and engage with local actors. Each partner is in charge to identify local stakeholders in its country and ensure that the project communication reaches the largest possible group of targeted actors at local level.

## Project events

- *EU level project events:* QUANTUM will organise at least 2 EU level, international project events:
  - A project workshop at the CLIMA 2016 REHVA World Congress
  - A final project event in Brussels during the European Sustainable Energy Week 2019, or during CLIMA 2019, possibly in correspondence to the launch of the REHVA-QUANTUM Guidebook on Building Commissioning, or in collaboration with an international conference dealing with topics relevant to QUANTUM target groups (e.g. The “BIM and energy performance of buildings” conference by QualickCheck platform)
- *Local workshops in the partner countries:* local events will be organised for engineers, architects, ESCOs, building owners, tenants and end-users and public sector representatives, promoting the developed integrated system coherent quality management system within the QUANTUM project. Depending on the preferences of the partners, local workshops can also be replaced by webinars.

**Publications, conferences and trade shows:**

The consortium partners will submit results from this project at international conferences and scientific journals, as well as professional events and trade shows reaching the different target groups from academia, industry to end-users. QUANTUM results will be disseminated and promoted at industry fairs, and professional events facilitating the market uptake and further exploitation of the developed tools.

- REHVA disseminates the results towards practitioners, HVAC professionals and industry across Europe using its own communication channels, professional events and trade fairs organised by its members' network.
- QUANTUM will be promoted at international fairs (e.g., ISH, Mostra Convegno) to promote the developed system among building service professionals and HVAC industry, supporting the further exploitation of the technologies.
- Project partners will present QUANTUM on national seminars and conferences in each partner country.

**Indicative list of relevant international conferences:**

- REHVA World Congress - CLIMA 2016 & 2019
- International Conference of the International Building Performance Simulation Association (IBPSA)
- World Congress of the International Federation of Automatic Control (IFAC)
- International Conference on Manufacture Engineering, Quality and Production System (ICMEQP)
- International Conference on Civil, Materials and Environmental Sciences (CMES)

**Indicative list of relevant scientific peer-reviewed journals:**

- Energy and Buildings (supports open access)
- Building Research & Information (supports open access)
- Journal of Building Physics (supports open access)
- Journal of Process Control (supports open access and published a special issue on Energy Efficient Buildings, <http://www.sciencedirect.com/science/journal/09591524/24/6>)
- HVAC & R Research (supports open access)
- WIT Transactions on Engineering Sciences (supports open access)
- WIT Transactions on The Built Environment (supports open access)
- Energies (supports open access)
- Sustainability (supports open access)

**Indicative list of industry fairs and professional events where QUANTUM can be presented or promoted (years to be defined according to the project status):**

- REHVA Annual Conferences
- CLIMAMED
- Light and Building, Germany
- ISH, Germany
- MCE Mostra Convegno Expocomfort, Italy
- World Sustainable Energy Days, Wels, Austria
- EcoBuild, United Kingdom,
- Chillventa, Germany
- FinnBuild, Finland
- BAU, Germany

**International scientific and professional collaborations:**

- The outcome of the project will be shared within the international EBC Annex 66 “Definition and Simulation of Occupant Behaviour in Buildings” managed by the International Energy Agency (IEA), because the behaviour of occupants is one of the most important factors influencing the energy and comfort performance of a building during its operational phase.
- REHVA will also establish a Task Force (TF) on Life-cycle quality management as a means to reduce energy consumption in buildings. The TF will consist of experts from different countries from within and beyond the QUANTUM consortium resulting in a REHVA Guidebook on the topic based on the outcomes of the project.
- There will also be an information exchange via mails, documents, presentations or direct meetings with representatives of JRC - the Joint Research Centre of the European Commission (<https://ec.europa.eu/jrc/>) via the liaison partner eERG.
- Information on the project outcomes and on the state of the art of the CEN standards related to the topic will be communicated to representatives of CEN, which will increase the opportunity to contribute to the standardization process with the QUANTUM project.
- QUANTUM will exchange information with Eceee (European Council for an Energy Efficient Economy, [www.eceee.org](http://www.eceee.org)) via eERG, who is a member of the board.
- Furthermore, clustering with other European projects (e.g. ALDREN) and cross-fertilization with other national and European initiatives (e.g. the Guidance note on Inspections promoted by DG ENER) will also be fostered by the project’s communication strategy.

### 3 COMMUNICATION AND DISSEMINATION ACTIONS IN 2018

QUANTUM partners plan the foreseen communication and dissemination actions each year. Thus, in this second update of the communication strategy the performed and planned actions for the third year of the project (2018) are presented.

The indicative list of communication and dissemination actions planned/carried out in 2018 is listed below.

Table 1. Communication and dissemination activities in 2018

TIME PERIOD	REFERENCE PARTNER	TITLE OF ACTIVITY	TYPE OF ACTIVITY	LOCATION	REACHED TARGET GROUP(S)
18.01.16	E7	Presentation of the qm-service @ an event for internal facility managers	Workshop participation	Vienna	Energy specialists
18.02.12	CVUT	Participation at Vykurovanie 2018	Conference participation	Tatry (Slovakia)	Architects, Engineers, Building service professionals and HVAC industry
18.02.18	CVUT	workshop at Aquatherm trade faire	Workshop organisation	Praha (Czech Republic)	Architects, Engineers, Building service professionals and HVAC industry
18.02.28	Factor4	Building Deep Energy Retrofit: Using Dynamic Cash Flow Analysis and Multiple Benefits to Convince Investors	Scientific-Publication in conference proceeding/workshop	n/a	Building service professionals and HVAC industry, Public authorities, Facility Managers
18.03.01	CVUT	kurz Eurem	Training	Praha (Czech Republic)	Architects, Engineers, Building service professionals and HVAC industry
18.03.02	NTNU	QUANTUM news retweet on NTNU LinkedIn	Social media	n/a	Engineers, Scientific community, Architects, Building service professionals and HVAC industry

18.03.18-23	SYNA	Light+Building Presentation of PTB on booth of BACnet Interest Group Europe	Exhibition	Frankfurt (Germany)	Engineers, Building owners, Energy specialists, ESCOs, Public authorities, Tenants, Scientific community
18.03.20	REHVA	QUANTUM brochures at Light+Building expo	Flyers	Frankfurt (Germany)	Engineers, Energy specialists, Building service professionals and HVAC industry, European organizations, Scientific community
18.03.20	SYNA	QUANTUM presentation at REHVA seminar at Light+Building expo	Conference participation	Frankfurt, Germany	Building service professionals and HVAC industry, Energy specialists, Engineers
18.03.24	Energy Team	Presentation at that's smart workshop, digital energy controls, during MCE Fair	Workshop participation	Rho (Italy)	Building service professionals and HVAC industry
18.03.29	REHVA	QUANTUM & AMEV Guidelines link shared on Twitter	Social media	n/a	Engineers, Energy specialists, Building service professionals and HVAC industry, European organizations, Scientific community
18.04.01-30	SYNA	Publication on PTB	Publications - Non-scientific and non-peer reviewed (popularised publications)	n/a	Engineers, Tenants, Building owners
18.04.10-11	SYNA	Conference in cooperation with TÜV SÜD, MBS and eu.bac / BIG-EU on building automation	Conference organisation	Munich, Germany	Architects, Engineers, Building owners, Building service professionals

					and HVAC industry
18.04.12-13	IGS	14. Laborrunde	Conference participation	Berlin (Germany)	Industry, investors, policy makers, building professionals
18.04.12-15	NTNU	Presentation of the article "The assessment of the environmental quality directly perceived and experienced by the employees of 69 European Offices" at Windsor Conference on Rethinking Comfort	Scientific-Publication in conference proceeding/workshop	London (the United Kingdom)	Scientific community, Building service professionals and HVAC industry, Energy specialists, Architects
18.04.17	E7	Workshop Technical Monitoring	Workshop organisation	Vienna	Facility Managers
18.04.17	IGS	Presentation of PTB and the QUANTUM project at AMEV WORKSHOP in Vienna	Conference organisation	Vienna	Industry, investors, policy makers, building professionals
18.04.17	SYNA	Workshop on AMEV recommendation in Vienna with e7	Activities organised jointly with other H2020 project(s) - participation	Vienna, Austria	Architects, Engineers, Building owners, Tenants
18.04.21-23	REHVA	QUANTUM Brochures at REHVA Annual Meeting	Event (other than a conference or workshop) participation	Brussels, Belgium	Engineers, Energy specialists, Building service professionals and HVAC industry, European organizations, Scientific community
18.04.21-23	REHVA	Status of QUANTUM Task Force and Project at the REHVA TRC meeting	Event (other than a conference or workshop) participation	Brussels, Belgium	Engineers, Energy specialists, Building service professionals and HVAC



					industry, European organizations, Scientific community
18.04.23	Factor4	REHVA - ATIC conference Low carbon technologies in HVAC	Conference participation	Brussels (Belgium)	Building service professionals and HVAC industry, Public authorities, Facility Managers
18.05.17	SYNA	Cooperation with BMS system provider INGA mbH ( Ingenieurgesellschaft für Gebäudeautomation)	Event (other than a conference or workshop) participation	Aerzen, Germany	Engineers, Building service professionals and HVAC industry
18.05.23	NTNU	Presentation of the task "Verification of the Comfortmeter" at IEA EBC Annex 69 Meeting	Workshop participation	Canada	Scientific community, Building service professionals and HVAC industry, Energy specialists, Engineers
18.06.06	E7	In-house training @ a construction & building management company	Training	Vienna	Energy specialists
18.06.06	CVUT	RCEPB Bucharest	Conference participation	Bucharest (Romania)	Architects, Engineers, Building service professionals and HVAC industry
18.06.07	REHVA	QUANTUM leaflets at EUSEW 2018	Flyers	Brussels, Belgium	Energy specialists, European organizations, Architects, Engineers
18.06.07	REHVA	QUANTUM information at REHVA booth at EUSEW 2018	Event (other than a conference or workshop) participation	Brussels, Belgium	Energy specialists, European organizations, Architects, Engineers
18.06.18	REHVA	QUANTUM June Newsletter	Web-site	n/a	Architects, Engineers, Energy specialists, Building service professionals





					and HVAC industry, ESCOs
18.06.25	REHVA	QUANTUM leaflets distributed at the BIM conference	Flyers	Brussels, Belgium	Architects, Engineers, Energy specialists, European organizations
18.06.27	UOA	Discussion and leaflet distribution at the Sustainable Places 2018 symposium	Flyers	AIX-LES-BAINS, FRANCE	Policy makers, Consultants, Engineers, Energy specialists, Building service professionals
18.06.27-28	SYNA	Clean Energy Building Expo and lecture on PTB	Exhibition	Karlsruhe, Germany	Architects, Energy specialists, Engineers, Building owners, Tenants, Building service professionals and HVAC industry, Public authorities, Scientific community
18.09.25	REHVA	QUANTUM leaflets at Eurovent Summit	Flyers	Sevilla	Engineers, Energy specialists, European organizations, Building service professionals and HVAC industry
18.09.30	SYNA, IGS, REHVA	Meeting with DG ENER	Other	Brussels, Belgium	Energy specialists, Public authorities, European organizations
18.11.12	REHVA	Updates about QUANTUM Task Force at the REHVA TRC meeting	Event (other than a conference or workshop) participation	Brussels, Belgium	Engineers, Energy specialists, Building service professionals and HVAC industry, European organizations,

					Scientific community
18.11.13	SYNA	Presentation about QUANTUM at REHVA Brussels Summit	Conference participation	Brussels, Belgium	Engineers, Energy specialists, Building service professionals and HVAC industry, European organizations, Scientific community
18.12.30	REHVA	Publications on REHVA Journal	Scientific-Article in journal	n/a	Architects, Engineers, Energy specialists, Building service professionals and HVAC industry, ESCOs
18.12.30	REHVA	QUANTUM December Newsletter	Web-site	n/a	Architects, Engineers, Energy specialists, Building service professionals and HVAC industry, ESCOs
continuous	REHVA	Sharing contents on QUANTUM website	Web-site	n/a	Architects, Engineers, Energy specialists, Building service professionals and HVAC industry, ESCOs
continuous	REHVA	Sharing contents on QUANTUM LinkedIn group	Social media	n/a	Architects, Engineers, Energy specialists, Building service professionals and HVAC industry, ESCOs
continuous	REHVA	Sharing contents on QUANTUM Twitter account	Social media	n/a	Architects, Engineers, Energy specialists, Building service professionals and HVAC industry, ESCOs



continuous	SYNA	QUANTUM news retweet on SYNA Twitter	Social media	n/a	Engineers, Energy specialists, Building service professionals and HVAC industry, European organizations, Scientific community
continuous	EKO	QUANTUM news retweet on EKO Twitter	Social media	n/a	Engineers, Energy specialists, Building service professionals and HVAC industry, European organizations, Scientific community
continuous	eERG-PoliMI	QUANTUM news retweet on eERG Twitter	Social media	n/a	Engineers, Energy specialists, Building service professionals and HVAC industry, European organizations, Scientific community
continuous	REHVA	QUANTUM news retweet on REHVA Twitter	Social media	n/a	Engineers, Energy specialists, Building service professionals and HVAC industry, European organizations, Scientific community
continuous	REHVA	QUANTUM news on REHVA Facebook page	Social media	n/a	Engineers, Energy specialists, Building service professionals and HVAC industry, European organizations, Scientific community

continuous	REHVA	QUANTUM news on REHVA Energy Group on LinkedIn	Social media	n/a	Engineers, Energy specialists, Building service professionals and HVAC industry, European organizations, Scientific community
continuous	NTNU	QUANTUM news retweet on Twitter	Social media	n/a	Engineers, Building service professionals and HVAC industry, Scientific community
continuous	NTNU	QUANTUM news retweeted on NTNU Twitter	Social media	n/a	Energy specialists, Building service professionals and HVAC industry, Public authorities
every 2 months	REHVA	QUANTUM News on REHVA Supporter Bulletin	Web-site	n/a	Engineers, Energy specialists, Building service professionals and HVAC industry, European organizations, Scientific community
every 2 months	REHVA	QUANTUM News on REHVA newsletter	Web-site	n/a	Engineers, Energy specialists, Building service professionals and HVAC industry, European organizations, Scientific community
every 2 months	EA	News on website	Web-site	n/a	Building service professionals and HVAC industry, ESCOs, Energy specialists



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