

E2District

Deliverable 6.1

Dissemination and Communication Plan (DCP)

Dissemination Level: PU

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Abstract

This document is the project Dissemination and Communication Plan detailing dissemination strategy, activities, KPIs and targeted stakeholders.

Keyword list

Dissemination, Communication

Document History

| Date | Revision | Comment | Author/Editor | Affiliation |
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| 20/09/2016 | 8 | Modifications in section 6.3 | R. Decorme | CSTB |
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Executive Summary

This report outlines the E2District Dissemination and Communication Plan (DCP).

This plan identifies, organises and defines the management and promotion of project objectives and results. The aim of the E2District project is to develop, deploy, validate and demonstrate a novel cloud based District Management and Decision Support framework for next generation DHC systems. Therefore the dissemination strategy employed builds on the requirements specification conducted in the early stages of the project (D1.1) to ensure a focus on the relevant stakeholders.

The idea underpinning the dissemination strategy (see table below) is to take key external stakeholders through a three stage process of awareness, understanding and action: So that ultimately relevant stakeholders are applying the E2District solution for optimized community energy management.

Dissemination Strategy

| Stage | Purpose | Project communication media employed |
|---|--|---|
| Stage 1. Dissemination for awareness (Month 1-22) | In the first instance, the purpose of the E2District dissemination plan is to make the general public, relevant external organisations, stakeholders and potential users of the E2District outputs aware of the project and its aims and its objectives. | Project web portal Social Media Press Release and online articles Leaflets Posters |
| Stage 2. Dissemination for understanding (Month 22-34) | Within the wide target audience to which the dissemination for awareness activities is targeted, there is a narrower set that will be able to directly benefit from the project in significant ways. For this group, an important function of the dissemination plan is to provide a deeper understanding of the E2District project's work. | Project web portal Social Media Press Release and online article Conference and journal papers Industrial exhibitions & conferences Demonstration case (visits, workshops) |
| Stage 3. Dissemination for action (Month 34-36) | For a further sub-set of the E2District stakeholders, it is intended that their adoption of the applications and approaches resulting from the project will lead to actual increased energy efficiency and associated benefits. This group will be equipped with the skills, knowledge and understanding of the E2District project in order to achieve real change and uptake of the E2District platform. | Project web portal Social Media Demonstration case (visits, workshops) Industrial exhibitions & conferences Final project event – advertising the market and service offers developed in the exploitation plan |

The stakeholder analysis conducted as part of the requirements specification of the E2District project identified both primary and secondary stakeholders in the value chain of optimisation and control of DHC systems.

The primary stakeholders include DHC managers and DHC operators.

The secondary stakeholders include Subscribers and End-users, DHC owners, local authorities, designers and technical providers.

In the first 22 months of the project the main focus of the dissemination actions will be on Stage 1 of the dissemination strategy i.e. dissemination for awareness.

During the next 10 months of the project it is anticipated that project partners continue with stage 1, but as more of the work is completed, the primary stakeholders move towards Stage 2 of the dissemination strategy i.e. dissemination for understanding.

In the final couple of months of the project it is expected that with a subset of the primary stakeholders the project partners move towards Stage 3 of the dissemination strategy i.e. dissemination for action, in which the focus will be on those stakeholders with the ability to adopt, implement and replicate the E2District platform.

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1 Overall Dissemination and Communication strategy

The overall E²District dissemination and communication approach will take key external stakeholders through the process of awareness to understanding and ultimately to the state in which they are applying the project outputs and using the E²District platform and systems.

| Stage | Purpose |
|--|--|
| Stage 1. Dissemination for awareness (Month 1-22) | In the first instance, the purpose of the E2District dissemination plan is to make the general public, relevant external organisations, stakeholders and potential users of the E2District outputs aware of the project and its aims and its objectives. |
| Stage 2. Dissemination for understanding (Month 22-34) | Within the wide target audience to which the dissemination for awareness activities is targeted, there is a narrower set that will be able to directly benefit from the project in significant ways. For this group, an important function of the dissemination plan is to provide a deeper understanding of the E2District project's work. |
| Stage 3. Dissemination for action (Month 34-36) | For a further sub-set of the E2District stakeholders, it is intended that their adoption of the applications and approaches resulting from the project will lead to actual increased energy efficiency and associated benefits. This group will be equipped with the skills, knowledge and understanding of the E2District project in order to achieve real change and uptake of the E2District platform. |

2 Dissemination target groups

2.1 Stakeholders overview

The main target group of E²District are DHC managers and operators. However, the E²District project also aims at targeting other groups and stakeholders which are described in the table below:

| Target groups | Objective | What benefits can we offer |
|--------------------------|--|---|
| DHC managers | 1) Gathering input and feedback 2) Promoting the adoption and exploitation of E ² District outcomes | <ul style="list-style-type: none"> Peer-to-peer learning Innovative solutions (E²District platform and systems) lessons resulting from the E²District pilot |
| DHC operators | 1) Gathering input and feedback 2) Promoting the adoption and deployment of E ² District outcomes | <ul style="list-style-type: none"> Secure, safe, robust and optimally performing solutions |
| Subscribers | 1) Gathering input and feedback 2) Promoting the subscription to solutions promoted by E ² District | <ul style="list-style-type: none"> Tailored solutions to decrease the energy bill |
| End-users | 1) Gathering input and feedback 2) Promoting the use of solutions promoted by E ² District | <ul style="list-style-type: none"> Simple but efficient DHC response solutions (including prosumers solutions) |
| DHC owners | 1) Gathering input and feedback 2) Promoting the deployment of solutions promoted by E ² District | <ul style="list-style-type: none"> Solutions to properly manage infrastructure and maximize benefits from DHC assets Increase local attractiveness. |
| Local authorities | 1) Gathering input and feedback 2) Promoting the adoption of solutions promoted by E ² District | <ul style="list-style-type: none"> Smart and sustainable image of the city |
| Designers | 1) Gathering input and feedback 2) Promoting the adoption and use of DHC network design solutions promoted by E ² District | <ul style="list-style-type: none"> Reliable and low-risk solutions to design DHC networks |

| | | |
|--------------------------------------|---|--|
| Technical providers | <ol style="list-style-type: none"> 1) Gathering input and feedback 2) Promoting E²District ICT and technological components | <ul style="list-style-type: none"> • Improved and reliable monitoring, control and optimization technology solutions for energy efficient DHC networks and increased market penetration |
| Investors | <ol style="list-style-type: none"> 1) Gathering input and feedback 2) Promoting the investment in solutions promoted by E²District | <ul style="list-style-type: none"> • Innovative solutions with maximized ROI |
| Related projects/ initiatives | <ol style="list-style-type: none"> 1) Sharing best practices and lessons learnt 2) Working on joint methodologies and evaluation framework | <ul style="list-style-type: none"> • Peer-to-peer learning • Opportunities for joint dissemination and exploitation activities |

2.2 Stakeholders' database

An E2District stakeholders' database was initiated in first months of the project. It consists of a list of the contact details of relevant stakeholders. It is gradually being expanded as the project progresses using a snowball approach based on contacts supplied by the project partners' growing networks and within the project demonstration case.

In addition to contact information, this database contains information on e.g.:

- Field of expertise/type of stakeholder
- If the person is related to the E2District demo areas
- Language they understand
- What type of information they would be interested in receiving

The subscribers receive targeted dissemination material from the project (public reports, newsletters, etc.). Selected members of this database are also being asked to provide inputs for the project activities (through surveys, peer-reviews of deliverables, or participation to workshops etc.).

3 Dissemination channels and activities

3.1 Dissemination channels overview

The following channels, media and activities will be activated. Selection of the appropriated channel is realised according to related content and target groups to be addressed.

| Dissemination channel / media | Description |
|---|--|
| E²District project website | <p>The website is the project's main gateway to the outside world, providing detailed information on E²District objectives, partners, methodologies, results, publications and news.</p> <p>The website is available at http://www.e2district.eu</p> |
| Publication of articles on popular: <ul style="list-style-type: none"> • Social media; • Blogs; • Web portals. | <p>To maximize the impact, E²District will use existing popular websites, blogs and social media groups and feeds (see also section 3.2).</p> <p>Example of relevant social media groups or web portals include : DHC+ Technology platform, LinkedIn groups "CIBSE CHP & District Heating Group" (827 members) ; "ECTP - Energy Efficient Buildings Committee" (733 members), Build-Up web portal, Construction 21 web portal, Smart Cities and Communities Stakeholders platform, etc.</p> |
| Press releases | <p>Press releases will be issued at key milestones of the project in English, and potentially in French (VERI, CSTB) and Spanish (ACCIONA), with a particular focus on the innovative aspects of the E²District platform and the achievements at the demonstration district in Cork.</p> |
| Contribution to relevant International or National conferences and events through Posters, Presentations, and/or platform Demo. | <p>Example of relevant conferences include:</p> <ul style="list-style-type: none"> • European Utility Week • Euroheat & Power Congress • Sustainable Energy Week • Eurovent Summit • ECTP conference • Smart City Expo World congress <p>A calendar of upcoming relevant conferences and fairs is maintained throughout the project duration – see <i>Section 3.2</i>.</p> |
| Dissemination workshops | <p>Workshops organised with external stakeholders and / or E²District sister projects in order to gather feedback on project results, share best practices, and converge toward standardised data models, evaluation methodologies, etc.</p> <p>Those workshops will potentially involve the project Stakeholder Advisory Board (SAB) and are tentatively planned in conjunction with the Sustainable Places annual event (http://sustainable-places.eu/)</p> |
| Conference and journal papers | <p>Publications jointly authored by researchers from Energy, Construction and Building systems, ICT experts.</p> <p>Example of relevant journals include: Energy and Buildings, Energy Conversion and Management, Renewable and Sustainable Energy Reviews, International Journal of Electrical Power and Energy Systems, IEEE Cloud Computing, IEEE Transactions on Services Computing, Journal of Cloud Computing, ACM BuildSys, IFAC World Congress, European Control Conference, IEEE Transaction on</p> |

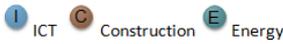
| | |
|--------------------|---|
| | Automatic Control, IEEE Innovative Smart Grid Technologies Conference series, International Conference on Green Energy, and others. |
| Site visits | Visits of the demonstration District (CIT Bishopstown campus district in Cork, Ireland) will be organised for external stakeholders to gather feedback and to assess transferability of results and approaches. When possible these visits will be combined with stakeholder workshops in order to mutualise efforts and save resources. |
| Final event | A E ² District final one-day public dissemination event will be held at the end of project, in order to present at a largest audience the final E ² District efforts and results. It will be organized in Cork, and will offer a visit and demo of the final platform. |

3.2 E²District calendar of relevant conferences and fairs

A calendar of events is regularly updated by the Dissemination & Exploitation manager to keep track of upcoming relevant fairs and keep track of E²District partners' involvement. The above mentioned dissemination workshops and project presentations can be organized in conjunction with these conferences and fairs.

This calendar is available in the E²District SVN workspace at:

<https://projects.nimbus.cit.ie/svn/e2district/Project/WP6/T6.1>

| Relevant conferences & fairs for E2D WP6 dissemination activities | | | | |
|--|--|-------------------|-------------|---|
|  | | | | |
| Date | Name of the event/conference | Location | Core topics | Website |
| E2D Year 1 | | | | |
| m8 8-9 Sept. 16 | Behave 2016 - 4th European Conference on Behaviour and Energy Efficiency | Coimbra, Portugal | E | http://www.ecees.org/events/calendar/2016/BEHAVE-2016 |
| m8 27-28 Sept. 16 | Smart Energy Systems & 4th Generation District Heating | Aalborg, Denmark | E | http://www.4dh.dk/events/events/details/53-conference |
| m9 11-12 Oct. 16 | 2016 Euroheat & Power District Energy Days | Brussels, Belgium | E | https://www.euroheat.org/events/16ehp-autumn/ |
| m10 15-17 Nov. 16 | European Utility Week | Barcelona, Spain | E | http://www.european-utility-week.com/ |
| m10 17-18 Nov. 16 | ECTP Conference | Brussels, Belgium | C | http://ectp.org/ |
| E2D Year 2 | | | | |
| m16 14-17 May 17 | 38th Euroheat & Power Congress | Glasgow, UK | E | http://www.ehpcongress.org/ |
| m18 3-5 July 17 | Sustainable Places 2017 | Middlesbrough, UK | I C E | http://sustainable-places.eu/ |

Preview of the E2D calendar of relevant conferences and fairs, as of August 19th, 2016

3.3 E²District partners' social media feeds

E²District partners' official social media feeds will be used – most often through internal PR & communication departments - to relay E²District news and updates. Available feeds per organization are listed in the table below.

| Partner | CIT | UTRCI | VEOLIA | CSTB | ACCIONA |
|------------------|---|--|---|--|--|
| News feed / Blog | ✓ http://nimbus.cit.ie/ - http://www.cit.ie/ | ✓ http://www.utrc.utrc.com | ✓ https://livingcircular.veolia.com/en Different communications will be proposed by VERI to Corporate Communication without certainty of publication | ✓ http://www.cstb.fr/actualites/ | ✗ |
| Newsletter | ✗ | ✗ | ✗ | ✓ http://www.cstb.fr/newsletter/ | ✓ http://www.acciona.com/pressroom/publications/ |
| Twitter | ✓ https://twitter.com/CIT_ie https://twitter.com/nimbuscentre https://twitter.com/PBTINimbus | ✗ | ✓ https://twitter.com/veolia?lang=fr Different communications will be proposed by VERI to Corporate Communication without certainty of publication | ✗ | ✓ https://twitter.com/acciona |
| Google+ | ✗ | ✗ | ✗ | ✓ https://plus.google.com/+CstbFr | ✓ https://plus.google.com/u/0/+AccionaCorp/posts |
| LinkedIn | ✓ https://www.linkedin.com/groups/5125473/ https://www.linkedin.com/company/cork-institute-of-technology | ✓ https://www.linkedin.com/company/united-technologies-research-center | ✗ | ✓ https://www.linkedin.com/company/22040 | ✓ https://es.linkedin.com/company/acciona |
| Facebook | ✗ | ✗ | ✗ | ✗ | ✓ https://www.facebook.com/acciona |
| YouTube | ✗ | ✗ | ✓ https://www.youtube.com/channel/UC7FCUF2yedOT-Ot55kKZ1iw Different communications will be proposed by VERI to Corporate Communication without certainty of publication | ✓ https://www.youtube.com/user/CstbFr | ✓ https://www.youtube.com/c/accionacorp |

In addition dedicated E²District social media have been created including:

- A Twitter feed - <https://twitter.com/E2District>
- A Facebook page - <https://www.facebook.com/E2District-1729905883911735>
- A LinkedIn group - <https://www.linkedin.com/company/10671239>

4 Dissemination content and timeline

4.1 Key milestones

The E²District three-level strategy – awareness, understanding, and action - is articulated around 3 major milestones at m12 (MS1 - Awareness), m22 (MS2 - Understanding) and m34 (MS3 - Action), as outlined in the table below. Most important dissemination activities (such as press releases, stakeholders' workshops, etc.) will be planned next to these milestones which are specific to dissemination activities (see also the milestones related to the overall project in the DoA).

| Milestone number | Milestone name | Timeline | Description |
|-----------------------------|-----------------------------------|--|---|
| MS1 Awareness | Use case specification complete | Started from m1; increased from m12 to m22 | Use cases for next generation district heating and cooling system identified (D1.2). Specification of the District Heating Operation System (DOS) complete (D4.1) and interfaces for interoperability with district simulation platform specified (D2.1). Establishment and first interactions with SAB, Successful dissemination / communication of year 1 progress and current DHC business model survey complete (D6.3). |
| MS2 Understanding | 1st Version of Framework complete | m22 to m34 | Final version of the intelligent district heating and cooling control and optimization techniques developed and implemented in the E ² District framework (D3.3) |
| MS3 Action | Validation of Technology complete | m34 to m36 | Final validation and demonstration of E ² District approach and framework complete and energy savings and efficiency results analysed (D5.4). E ² District approach replication and exploitation guidelines completed for public dissemination (D6.7) and report on E ² District demonstration experience: "How to operate a DHC network in an efficient manner" completed (D6.8). Final year engagement with SAB, extensive dissemination and communication of results carried out (D6.5). Final project report delivered to EC (D7.4). |

4.2 Public deliverables

In addition, the E²District work plan includes 22 public deliverables. Each of these represents an opportunity for external dissemination, such as issuing web articles, social media alerts, etc. Those public deliverables are listed below.

| Deliverable n° | Deliverable name | Delivery date |
|----------------|---|---------------|
| D1.1 | Report on requirements for District Heating and Cooling | m6 |
| D1.3 | Reports on KPIs and monitoring strategy for district heating and cooling | m6 |
| D6.1 | Dissemination and communication Plan (DCP) | m6 |
| D6.2 | Data Management Plan (DMP) | m6 |
| D2.1 | Detailed specifications on interoperability | m8 |
| D4.1 | District Heating Operation System Platform Architecture Specification | m12 |
| D1.2 | Report on use-cases scenarios specification | m12 |
| D6.3 | Implementation of dissemination/communication of Results - Report 1 | m12 |
| D2.2 | Report on physical and numerical models of the technical solutions | m18 |
| D5.1 | Design of the Demonstration District, Baseline | m18 |
| D4.2 | Specification of Energy Management Service Implementation | m22 |
| D5.2 | Design of the Demonstration District, Selected Asset Portfolio | m24 |
| D5.3 | Energy Savings Evaluation, initial version (baseline measurements) | m24 |
| D6.4 | Implementation of dissemination/communication of Results - Report 2 | m24 |
| D6.6 | Business models for E ² District replication in EU28 countries and beyond | m24 |
| D3.5 | Report on simulation-based assessment of the district control and diagnostics | m26 |
| D3.6 | Prosumer Engagement & Behaviour Analytics | m26 |
| D4.4 | Open Public API for E ² District system extensibility Implementation | m26 |
| D6.7 | E ² District replication and exploitation guidelines | m34 |
| D5.4 | Energy Savings Evaluation, final version | m36 |
| D6.5 | Implementation of dissemination/communication of Results - Report 3: use-cases | m36 |
| D6.8 | E ² District demonstration experience; how to operate a DHC network in an efficient manner | m36 |

5 Dissemination overview and KPIs

Yearly KPIs targets per dissemination activity are set for the project duration and are summarised in the table below.

| Type of activity | Stakeholders addressed | KPIs | Year 1 | Year 2 | Year 3 | Total |
|---|--|---|------------|-------------------------|-------------------------|------------|
| | | | KPI target | KPI target | KPI target | KPI target |
| | | | Awareness | Understanding | Action | |
| Website | All groups | Page Rank <i>http://www.prchecker.info</i> | 1 | 2 | 4 | 4 |
| | | Number of hits | 100 | 200 | 500 | 800 |
| Online articles (blog posts, social media, public web portals, etc.) | All groups | Number of articles | 5 | 10 | 20 | 35 |
| Press releases | DHC stakeholders, Research groups, general public | Number of press releases | 1 | 3 (1 EN, 1 FR, 1 SP) | 3 (1 EN, 1 FR, 1 SP) | 7 |
| Presentations/exhibitions in conferences | Research groups, scientific community | Number of participations | 3 | 5 (1 per partner) | 5 (1 per partner) | 13 |
| Dissemination workshops | Research groups, sister projects and DHC initiatives | Number of workshops | 1 | 1 | 1 | 3 |
| Conference papers | Research groups, scientific community | Number of <u>accepted</u> papers | 1 | 2 | 3 | 6 |
| Journal papers | Research groups, scientific community | Number of <u>submitted</u> papers | | | 1 | 1 |
| Site visits | Stakeholders interested in replication | Number of site visits | | 1 | 2 | 3 |
| Project final event | All groups | Number of events | | | 1 | 1 |

6 Dissemination guidelines

6.1 Visual identity

6.1.1 Logo and project identity

The E²District logo is the primary identifier on all materials and communications issued by E²District. The overall project identity feeds into all communications material being produced from the consortium and which reflects the ideas and fundamental concepts behind the project.



According to the European Commission guidelines, all materials and communications issued by E²District will include the EU emblem and the following sentence:



“This project has received funding from the Horizon 2020 Programme for research, technological development and demonstration under grant agreement n° 696009”

6.1.2 Templates

Templates are available in the E²District SVN workspace Templates for:

- Word **Documents**
- Project **Deliverables**
- PowerPoint **Presentations**

Link : <https://projects.nimbus.cit.ie/svn/e2district/Project/Administration/Templates>

6.2 Dissemination toolkit

Communication materials including a standard project presentation, a project leaflet and a pull-up banner have been developed.



E2District leaflet



E2District pull-up banner

6.3 Validation process

The following validation process has to be followed by all project partners before a E2District dissemination document goes external:

| Document type | Validation process |
|----------------------------|---|
| Web article | <ul style="list-style-type: none"> • Send for validation to <ul style="list-style-type: none"> ○ the project coordinator, ○ the dissemination manager, at least 20 working days before the publication. • If no reply, the article is considered validated. |
| Press release | <ul style="list-style-type: none"> • Send for validation to <ul style="list-style-type: none"> ○ all partners, at least 20 working days before publication. • If no reply, the press release is considered validated. |
| Conference / Journal paper | <ul style="list-style-type: none"> • Send for validation to <ul style="list-style-type: none"> ○ all partners, at least 10 working days before submission. • If no reply, the publication / article is considered validated. |

| | |
|--|---|
| PowerPoint presentation | <ul style="list-style-type: none"> • Send for validation to <ul style="list-style-type: none"> ○ the project coordinator, ○ the dissemination manager, <p style="margin-left: 40px;">at least 10 working days before the presentation.</p> • If no reply, the presentation is considered validated. |
| Any other material (e.g. video, etc.) | <ul style="list-style-type: none"> • Send for validation to <ul style="list-style-type: none"> ○ all partners, <p style="margin-left: 40px;">at least 10 working days before publication.</p> • If no reply, the material is considered validated. |

6.4 Reporting

6.4.1 Event report template

Participation to and organisation of conferences, exhibitions and workshops must lead to an event report filled-in and returned to the dissemination and exploitation manager. The event report includes a description of the event and explains the impact for the project.

The event report template is available in the E²District workspace

Link: <https://projects.nimbus.cit.ie/svn/e2district/Project/WP6/T6.1>

At the end of each period, event reports are compiled by the dissemination and exploitation manager for the periodic reporting to the European Commission.

6.4.2 KPIs monitoring

The dissemination and exploitation manager is in charge of monitoring the actual efficiency of dissemination activities against the KPIs targets set in Section 5, and subsequently sending reminders to project partners.

7 Conclusion

This report presents the overall Dissemination and Communication Plan (DCP) for the E²District project. The implementation of this plan will be monitored and reported in the following deliverables:

- D6.3 - Implementation of dissemination/communication of Results - Report 1
 - Report on the dissemination activities completed in the first year of the project as per the Dissemination and Communication Plan – due m12
- D6.4 - Implementation of dissemination/communication of Results - Report 2
 - Report on the dissemination activities completed in the second year of the project as per the Dissemination and Communication Plan – due m24
- D6.5 - Implementation of dissemination/communication of Results - Report 3
 - Report on the dissemination activities completed in the third year of the project as per the Dissemination and Communication Plan – due m36