

Deliverable 6.4 (D6.4)

Report on all communication and dissemination activities

The AmBIENCE Consortium

MAY | 2022



DOCUMENT CONTROL PAGE

PROJECT ACRONYM	AmBIENCe
DOCUMENT	D6.4 – Report on all communication and dissemination activities
TYPE (DISTRIBUTION LEVEL)	<input checked="" type="checkbox"/> Public <input type="checkbox"/> Confidential <input type="checkbox"/> Restricted
DUE DELIVERY DATE	31/05/2022
DATE OF DELIVERY	31/05/2022
STATUS AND VERSION	V01
DELIVERABLE RESPONSIBLE	INESC TEC
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EXECUTIVE SUMMARY

Deliverable D6.4 describes all communication and dissemination activities that the AmBIENCE partners developed throughout the three years of the project, in order to reach the objectives stated in the communication and dissemination plan drafted at the beginning of the project, and attract, engage and mobilise the stakeholders that could validate the output.

Chapter 1 describes the purpose and scope of this deliverable, as well as its context within the project.

Chapter 2 goes through all the activities that were developed from day one until AmBIENCE closing, including both digital activities and event organisation and participation. It describes the activities carried out, and the channels used to communicate and disseminate the project, giving examples and evidence of the work developed under the Work Package (WP)6.

Chapter 3 goes through the original objectives defined at the beginning of the project and reviews them according to what was achieved, presenting results and impact

Chapter 4 is instead a review of the communication and dissemination numbers that the Consortium achieved in the last three years, giving an overview of the main activities outcomes and assessing the performance of the WP6.

Lastly, **Chapter 5** summarises the results and lessons learned about the AmBIENCE Communication and Dissemination activities.

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1. INTRODUCTION

1.1 THE CONTEXT

The purpose of the AmBIENCE project is to reduce the CO₂ emissions of buildings by introducing Renewable Energy Sources (RES) in combination with electrification and Demand Response (DR)/flexibility. By uniting the best of two worlds and combining Energy Performance Contracting (EPC) with DR/flexibility the Active building Energy Performance Contracting (AEPC) is developed as a new concept [1] that allows specific new services, new business models [2] and new actors [3]. The AEPC extends the classic EPC concept to include DR value streams, and valorising the flexibility that is available in active buildings. Moreover, the AEPC is applicable to a wider range of buildings (among which are residential buildings), and clusters of buildings [4]. An Active Building Energy Performance Modelling (ABEPeM) platform has been developed to support the forecasting of DR value streams in the AEPC contracting phase [5]. The AEPC concept and tool were validated in two pilot buildings [6].

The introduction of the AEPC has several benefits:

- Emission reduction: Greenhouse Gas (GHG) emissions will be reduced by electrification in combination with flexible use of RES and, as such, by moving electricity consumption to times where carbon intensity is the lowest.
- Cost savings: Energy cost savings will be achieved by shifting consumption to times when the electricity cost is low, or by offering flexibility services.
- Support the Energy system: Increased flexibility from buildings can avoid or mitigate problems resulting from increased RES and electrification. As a consequence, the AEPC might support more investments in RES.
- Enriched EPC contracts: AEPCs have a higher value and are applicable to a wider range of buildings, providing the Energy Service Companies (ESCOs) additional business opportunities.

1.2 PURPOSE AND SCOPE OF THIS DOCUMENT

Communication and dissemination activities aim at raising awareness about the AmBIENCE project and to expand the reach of its results and resources while engaging its most relevant stakeholders. Having a set of target groups in mind, a variety of online and offline channels is used to convey relevant messages – whose performance is then assessed through the monitoring of pre-determined Key Performance Indicators (KPIs).

Communication and dissemination activities for AmBIENCE, as well as their performance assessment KPIs, were initially laid out in Deliverable 6.1 “Project communication and dissemination plan, including identity guidelines” [7], the Dissemination and Communication Plan.

This document is a report on the execution of said activities and on the results achieved. Due to the project extension of six months, the timeline proposed in Deliverable 6.1 [7] was extended when the overall project schedule was updated in the First Amendment. Generically, all communication and dissemination goals determined on D6.1 [7] were addressed (see Chapter 3).

2. PROJECT COMMUNICATION AND DISSEMINATION ACTIVITIES

Communication activities aim to raise awareness about the AmBIENCE project, while dissemination activities aim to expand the reach of the project's results and engage relevant stakeholders with AmBIENCE, promoting multi-lateral discussions on market needs and possible solutions to design new financing models for energy efficiency in buildings (Figure 1).

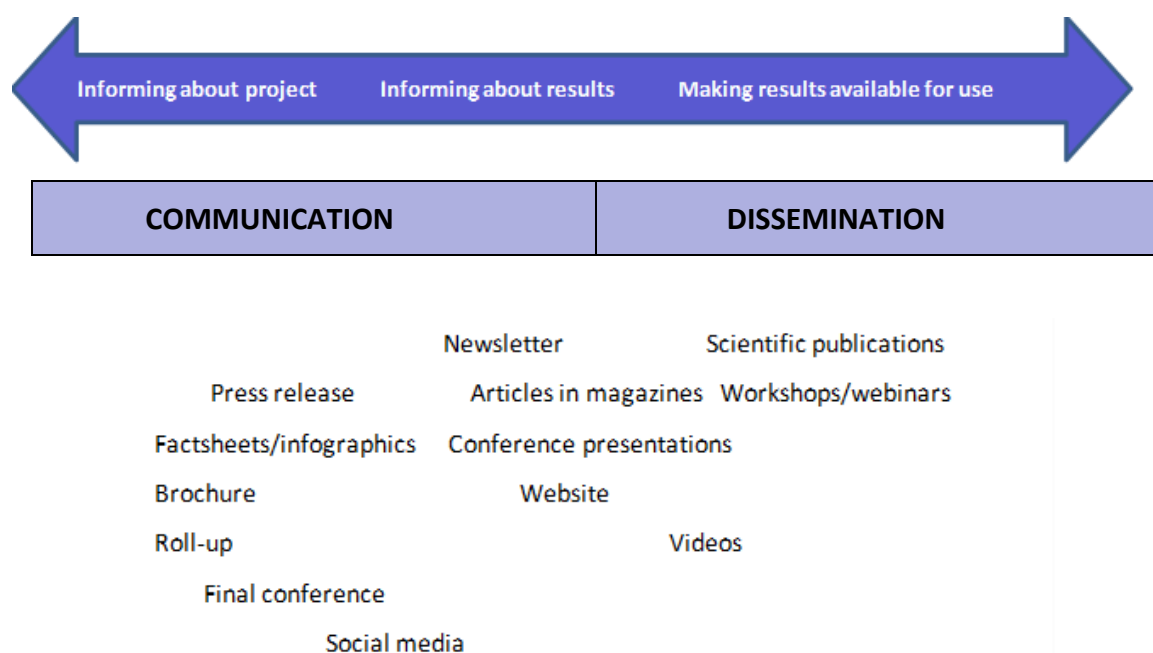


FIGURE 1: COMMUNICATION AND DISSEMINATION ACTIVITIES

Along this chapter, all communication and dissemination activities will be individually addressed and described in detail. It will follow the division previously used in the D6.1 (dissemination activities and communication activities) [7].

Therefore, Table 1 provides an overview of the communication and dissemination activities undertaken during the project. All the activities were carried out as planned and described in the Communication and Dissemination Plan Deliverable 6.1 [7], although some adjustments were needed in face of the COVID-19 pandemic and the suspension of all physical events for almost two years. In fact, the pandemic forced the project to find solutions regarding communication and dissemination activities to guarantee a regular contact with the project's target groups. Thus, the online communication was exploited, and new initiatives to widely share the outcomes of the project came out, such as the AmBIENCE Academy, which was not foreseen initially, as listed below in Table 1.

TABLE 1: OVERVIEW OF COMMUNICATION AND DISSEMINATION ACTIVITIES

TYPE	ACTIVITY
OFFLINE COMMUNICATION	Project brochure
	Infographics
	Factsheets
	AmBIENCE webinar backgrounds
	AmBIENCE Roll-up
	Videos, AmBIENCE Academy
ONLINE COMMUNICATION	Website
	Social media channels (LinkedIn, Twitter, and Youtube)
	Direct marketing - newsletters
	Digital networking and clustering
PUBLIC RELATIONS	Final brief report
	Press releases and articles
EVENTS	Webinars and workshops
	Final conference

Also, the lasting global pandemic has left most face-to-face events on hold and required some strategical adjustments to the Plan. Nevertheless, digital tools and digital events, such as webinars, have made up for the reduction of in-person interactions and ensured all the activities still took place.

The next points will focus on the different types of activities, carefully explaining each one and, providing some examples, and images to illustrate the initiatives carried out.

2.1 BRANDING AND TEMPLATES

The AmBIENCE logo (Figure 2) was developed at the beginning of the project and illustrated in D6.1 [7]. The logo aims at communicating two big concepts: energy management and business. The first one is communicated through its symbol as well as its letter “a” (that reminds a turn on/turn off button). The clean and simple but still attractive style instead recalls to the "business" context.

All publications should have the AmBIENCE logo on the front, or very prominently, to ensure brand recognition.

Variations of the logo are possible according to the colour scheme (Figure 3) and font (Figure 4) defined. These elements have been used in all subsequent communication and dissemination materials, thus ensuring visual coherence and reinforcing the project identity.


FIGURE 2: AMBIENCE LOGO



FIGURE 3: AMBIENCE COLOR SCHEME

The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog

FIGURE 4: AMBIENCE FONT

In addition to the logo and the brand guidelines, AmBIENCE partners were provided with different templates, that could allow consistency for each output of the project. By using the same base, the AmBIENCE identity was easily recognizable and stakeholders could make the connection to the project more immediately.

One year after the start of the project, the PowerPoint template was updated to include a short intro of AmBIENCE to make it consistent when partners were presenting the project to external audiences.

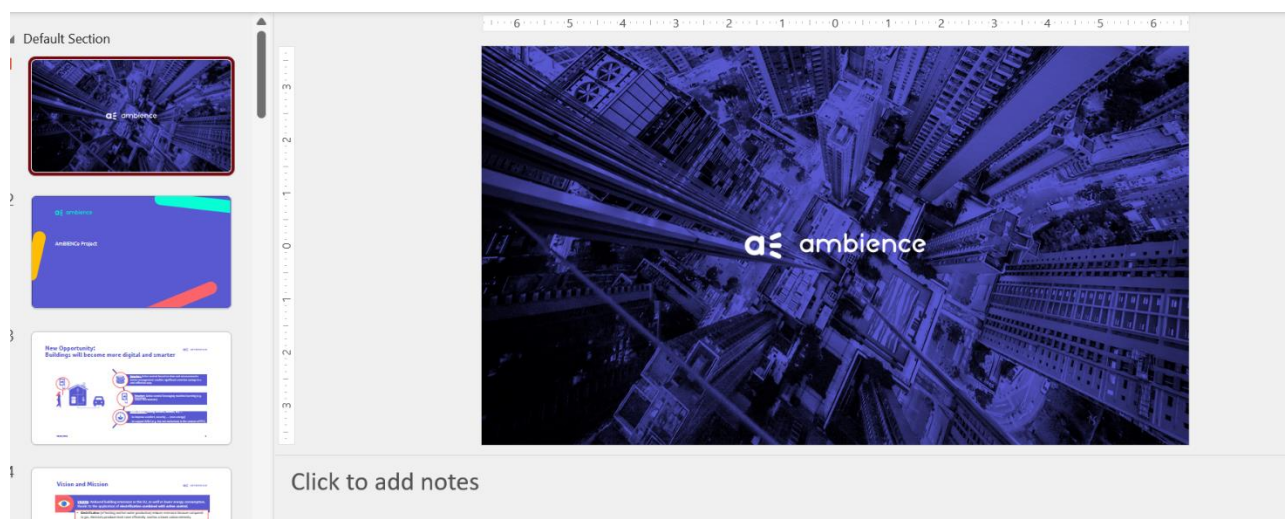




FIGURE 5: AMBIENCE POWERPOINT TEMPLATE


Active managed Buildings with
Energy performance Contracting




Deliverable Number (DX.X)

Deliverable Title

The Ambience Consortium

JULY | 2019


This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 740893. The project has also received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 740893. The project has also received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 740893.




DOCUMENT CONTROL PAGE

PROJECT ACRONYM	Ambience
DOCUMENT	D6.4 and title
TYPE (DISTRIBUTION LEVEL)	<input type="checkbox"/> Public <input type="checkbox"/> Confidential <input type="checkbox"/> Restricted
DUE DELIVERY DATE	xx/xx/20xx
DATE OF DELIVERY	xx/xx/20xx
STATUS AND VERSION	V00
DELIVERABLE RESPONSIBLE	
AUTHOR (S)	
OFFICIAL REVIEWER/S	


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FIGURE 6: AMBIENCE WORD TEMPLATE

2.2 PROJECT BROCHURE

The project brochure (Figure 7) is a communication collateral where stakeholders find all the essential information on Ambience – ambition, goals, methodology, expected outcomes, and consortium. It is used to raise awareness about the project with an extended reach.

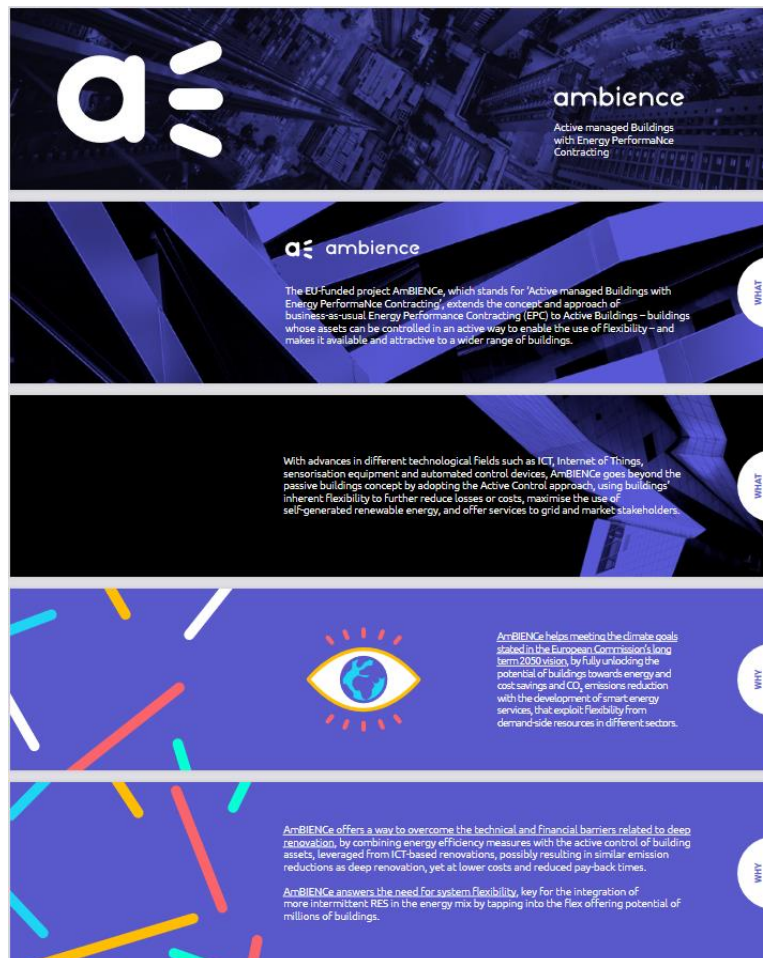


FIGURE 7: AMBIENCE BROCHURE (EXCERPT)

The AmBIENCE brochure was developed in several languages: English, Spanish, French, Italian, Dutch, and Portuguese. While the English version is the “general” brochure (to be disseminated worldwide), the other versions were thought to be disseminated locally by the consortium partners as having a version in their own language should ease communication with regional stakeholders. All brochures and more details are listed in Deliverable 6.2 “Project brochure, posters, roll-up, and infographics” [8].

Despite being initially designed with physical distribution in mind, the AmBIENCE brochures could not be distributed as originally planned. As the COVID-19 pandemic put face-to-face events on hold, the distribution of printed brochures was limited to the very beginning of the project and to the final conference. The consortium thus focused on digital distribution only: the AmBIENCE brochure is available in all languages for download at the project website¹. The AmBIENCE Project was downloaded more than 50 times.

¹ AmBIENCE communication material: <https://ambience-project.eu/deliverables/#communication-material>

2.3 PROJECT ROLL-UP

Like the project brochure, the AmBIENCE roll-up (Figure 8) was designed to be printed and used to reinforce branding at (project) events, workshops, conferences, other meetings, as described in D6.2 [8].

The roll-up has been used for the videos taken at the second general Assembly meeting in Spain in 2020 and the Covenant of Mayors Investment Forum event in February 2020, and is available on the project website². The global pandemic, however, has cancelled such events, making a physical roll-up become obsolete.

The idea behind making the design publicly available was to help consortium partners brand their events whenever they see suitable, even after the end of the project.



FIGURE 8: AMBIENCE ROLL-UP

² AmBIENCE communication material: <https://ambience-project.eu/deliverables/#communication-material>

2.4 ZOOM BACKGROUNDS

In order to replace the posters planned in the Communication and Dissemination Plan [7], two AmBIENCE-branded zoom backgrounds have been designed (Figure 9). These pictures are internally available to all consortium partners and aim to brand their interventions in digital events.



FIGURE 9: AMBIENCE ZOOM BACKGROUNDS

Zoom backgrounds became particularly useful when physical events were replaced with virtual events, where traditional roll-ups and paper brochures lack applicability. They are also easy to distribute even under heavily restricted circumstances.

2.5 FACTSHEETS AND INFOGRAPHICS

Factsheets and infographics serve a dual purpose of communicating and disseminating project methodologies and results. While factsheets resume relevant information for a well-informed audience belonging more to the sphere of disseminating key concepts to a target audience, infographics can both simplify information for the general public and resume it to market players, belonging more to the sphere of communication.

Throughout the duration of AmBIENCE, five factsheets have been developed (Figure 10). Four regional factsheets described the status of EPC in all four countries where consortium partners are located: Belgium, Spain, Italy and Portugal. A fifth, general factsheet was a compilation of the other four, gathering information about all four countries. Despite their regional approach, all documents were produced in English, so broad online distribution was possible, as demonstrated also by the number of downloads on both BPiE and AmBIENCE website, amounting to more than 600.



FIGURE 10: AMBIENCE FACTSHEETS

Infographics (Figure 11 and Figure 12), described more in detail in D6.2 [8], tend to be less extensive when compared to factsheets, thus better suiting digital communication channels and as means for reaching a wider audience. They illustrate specific details of the project (results) and are easily digestible. Although they are designed to be communicated as standalone pieces of content, infographics were also used by consortium partners to complement their presentations and event participations. All infographics produced within AmBIENCE are available on the project website³.

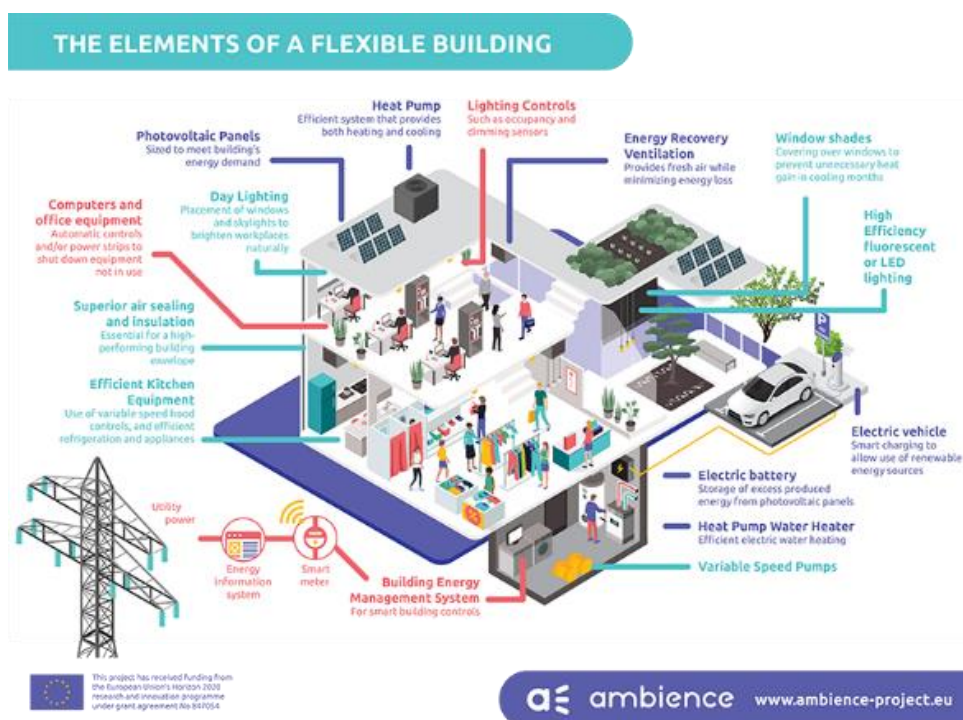


FIGURE 11: INFOGRAPHIC - THE ELEMENTS OF A FLEXIBLE BUILDING

³ AmBIENCE communication material: <https://ambience-project.eu/deliverables/#communication-material>



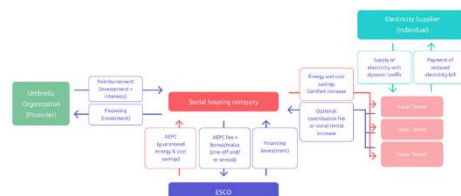
As the infographic was made publicly available in May 2022, a good assessment of the impact can be assessed in the next two months, considering the communication activities to be launched (e.g. press release, newsletter and social media).

⁴ Infographic: <https://ambience-project.eu/business-models/>

Variation D.2



This variation of the Business Model involves financing by a social housing umbrella organisation that is very common in many countries. It finances the investment programs of the Social Housing Companies within the general budget of the national or regional government. Often, they provide either subsidies or low interest loans.



As this type of financing is often mandatory for the SHCs, this limits the possibility to contract alternative financing (e.g. ESCO financing). Also, this type of financing often comes with imposed savings targets (e.g. renovation to label B), with a restricted budget per social housing unit. This will then limit the insulation capacity and still require a gas fired boiler for heating. In other words, such financing schemes may limit the capability of the SHC to do more deep energy renovations in combination with electrification of the heat supply. The deep energy renovation with prefabricated wall modules may not be feasible either. As this creates a potential strong limit on the flexibility, the Business Model in this case may be more complicated to implement and the business case may turn out not to be positive for an AEPIC in comparison to a standard EPC or even a separate contractor based approach.

DOWNLOAD FILE

FIGURE 13: INTERACTIVE INFOGRAPHIC ON BUSINESS MODELS VARIATIONS (VARIATION D.2 EXAMPLE)

2.6 PROJECT VIDEO

The project video (Figure 14) shows the AmBIENCE concepts and methodology in a nutshell. It was developed mid-project and is available on the AmBIENCE Youtube channel⁵. As videos are particularly efficient in digital channels, the AmBIENCE video was also shared on all the project's social media channels and embedded on the AmBIENCE website⁶. Such broad dissemination ensures that the video reaches all the target groups detailed in the Communication and Dissemination Plan [7].

The video was quite successful not only on YouTube, where it got more than 230 views, but also on LinkedIn, where we launched a paid social media strategy that managed to get thousands of impressions.

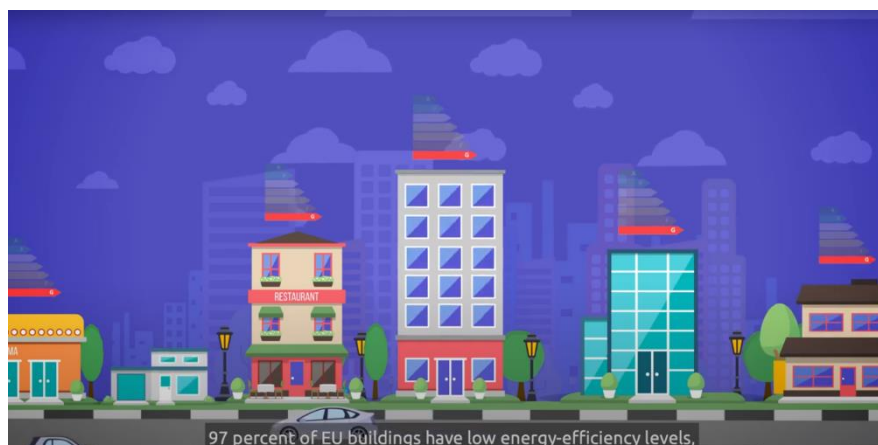


FIGURE 14: AMBIENCE PROJECT VIDEO

⁵ AmBIENCE Youtube channel: <https://www.youtube.com/watch?v=W3W6yJEBFxs>

⁶ AmBIENCE website: <https://ambience-project.eu/>

Besides the video of the project, several others were produced, including interviews with the partners⁷, a video from the First General Assembly, which took place in Spain, on February 2020, and the video of the AmBIENCE Academy⁸, which will be detailed in the next point of this deliverable. In total, the videos gathered more than 700 views, on YouTube⁹.

2.1 AMBIENCE ACADEMY

As videos have the power to transfer more complex information in an easy way, the Consortium decided to follow this approach when the idea for the AmBIENCE Academy was conceived. In order to explain the active energy performance contracting concept and the results on the topic that AmBIENCE developed first to our stakeholders and then a bigger audience of experts, some training videos (Figure 15) were developed and published under a password-protected page on the website.

The decision to create a password-protected page came from the need to keep track of the stakeholders interested in the Academy. The videos were developed with a professional video maker, who recorded different AmBIENCE partners explaining different parts of the project results. Each video contains graphics and demonstrations, to allow for more dynamic content.

As the Academy was published just before the final conference, in May, the real impact can be only assessed in one or two months. At the end of May 2022, there are 13 subscribers, but the number is most likely to increase, given the communication on social media and to our stakeholders that will happen in June 2022.

⁷ AmBIENCE interviews: https://www.youtube.com/watch?v=ZxBpG6_e6wg&list=PL6WIdVWLT1tEbodjl-c9YSpKESkWHG3Kd

⁸ AmBIENCE Academy: <https://www.youtube.com/watch?v=cQHNUF6O2B4&t=8s>

⁹ AmBIENCE Project youtube channel: <https://www.youtube.com/channel/UC-MbfbNviyNihM8eLFIwzQg>

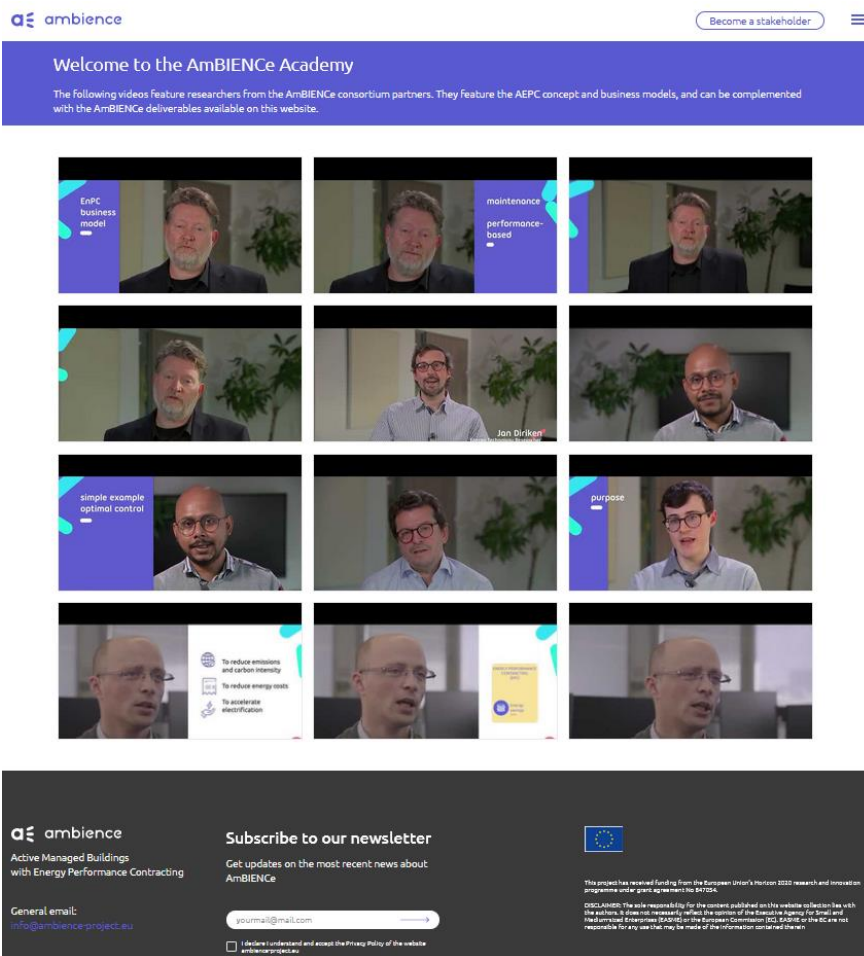


FIGURE 15: AMBIENCE ACADEMY VIDEOS

2.2 PROJECT WEBSITE

The AmBIENCE website (Figure 16) was launched in September 2019. Its structure has been designed not only to respond to the communication needs of an H2020 project - information on the project, consortium and pilots, upload of dissemination materials (brochures, posters, newsletters, press releases, clipping ...), sharing of news and events, and information on the partners -, but also to attract stakeholders to the project's value proposition, involving them in events organised by the consortium (T6.4).

The website has been adopting a double approach: informative vs business-oriented. It is available at www.ambience-project.eu and will be online until at least two years after the project ends. The project coordinator will maintain the website during this period allowing the AmBIENCE website to be used for further dissemination of project results and to inform the AmBIENCE community about possible exploitation of AmBIENCE products after the project ending.

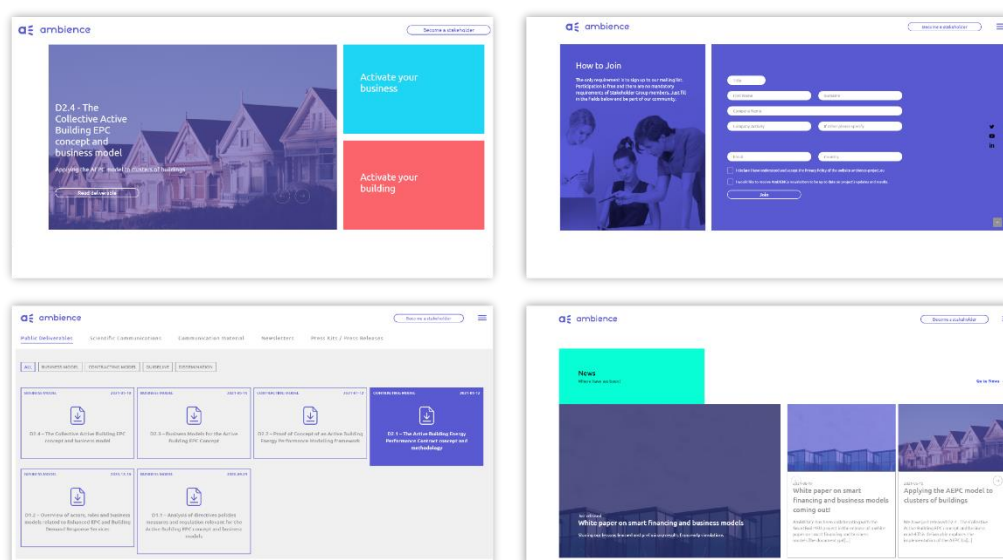


FIGURE 16: AMBIENCE WEBSITE SCREENS

2.3 SOCIAL NETWORKS

AmBIENCE social media profiles (Twitter¹⁰, LinkedIn¹¹, and Youtube¹²) were created in compliance with the strategy outlined in Deliverable 6.1 [7] and since then have served the purpose of communicating and disseminating project news, events, concepts and outcomes to several audiences, reinforcing the project's digital presence.

In total, the AmBIENCE social media gathered more than 750 followers. Almost 300 posts were made on Twitter and LinkedIn, and there are more than 30 videos on the YouTube channel. On LinkedIn and on Twitter the posts got more than 125 000 impressions. On YouTube, all the videos (including the videos of webinars) summed up around 1300 views and the people spent more than 35 hours watching the AmBIENCE channel. All the posts on social media got more than 500 likes.

Along with the project – and due to the different characteristics of each social media channel – posts varied in content, length, and objective, thus reaching different audiences with customized approaches and messages. In Table 2, we present some examples of the posts addressing different target groups and conveying specific messages.

¹⁰ HYPERLINK "https://twitter.com/AmbienceH2020" <https://twitter.com/AmbienceH2020>

¹¹ <https://www.linkedin.com/company/28494413/admin/>

¹² <https://www.youtube.com/channel/UC-MbfbNviyNihM8eLFlwzQg>

TABLE 2: OVERVIEW OF AMBIENCE ACTIVITY IN SOCIAL MEDIA

	OBJECTIVE	STRATEGY	EXAMPLES
TWITTER	Networking (at the EU level)	<ul style="list-style-type: none"> • Direct engagement with influencers; • Short sentences that quickly attract attention; • Sharing clipping, scientific communications, news, and events; • Retweets of EU Community accounts; • Charts, infographics, and short videos. • Post about ongoing initiatives or events, using threads, namely about the final conference. 	<ul style="list-style-type: none"> • https://twitter.com/AmbienceH2020/status/1413070693911121922 • https://twitter.com/AmbienceH2020/status/1384450236194689027 • https://twitter.com/AmbienceH2020/status/1354094618757967873 • https://twitter.com/AmbienceH2020/status/1524650209669787649 • https://twitter.com/AmbienceH2020/status/1524675308296810496
LINKEDIN	Attract stakeholders to join the project	<ul style="list-style-type: none"> • Leverage skills and expertise data to influence and engage professionals; • Longer and more descriptive phrases; • Sharing clipping, scientific communications, news, and events; • Charts and infographics; • Participation in specialized groups to communicate events/webinars. • Advertise and invite to project events, such as the final conference. 	<ul style="list-style-type: none"> • https://www.linkedin.com/feed/update/urn:li:activity:6802892119078957056 • https://www.linkedin.com/feed/update/urn:li:activity:6769985775921631232 • https://www.linkedin.com/feed/update/urn:li:activity:6758029706148274176 • https://www.linkedin.com/feed/update/urn:li:activity:6930068899598114816/
YOUTUBE	To engage and inform (webinars)	<ul style="list-style-type: none"> • Publication of videos segmented into three lists: (1) institutional videos; (2) webinars; 	<ul style="list-style-type: none"> • https://www.youtube.com/watch?v=W3W6yJEBFxs • https://www.youtube.com/watch?v=qnMWfEM11D8

		(3) Clipping (TV & radio interviews/news).	<ul style="list-style-type: none"> https://www.youtube.com/watch?v=3ek_G0VOI2A https://www.youtube.com/watch?v=UCUH2LVFuKw
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TARGET AUDIENCES ARE ALSO A BIG PART OF THE SOCIAL MEDIA STRATEGY BECAUSE THEY IMPACT PERFORMANCE AND EFFICIENCY. FOR THAT REASON, AUDIENCE ANALYTICS (FIGURE 17: AMBIENCE LINKEDIN AUDIENCE ANALYTICS

The project coordinator investigates the possibility to maintain the Twitter and LinkedIn channels for further dissemination of project results and to inform the AmBIENCE community about the possible exploitation of AmBIENCE products after the project ending.

2.4 DIRECT MARKETING

The direct marketing strategy of the AmBIENCE project focused mainly on a digital approach. This approach was based on e-mail channels, mostly newsletters and one-to-one emails, and proved to be particularly efficient during the pandemic period, when face-to-face direct relations became very limited in all European countries. Both newsletter and one-to-one emails are estimated to have reached more than 10 000 recipients.) were closely monitored throughout the project, ensuring fine and permanent alignment between the sought audience groups and the real audiences being reached by each channel.

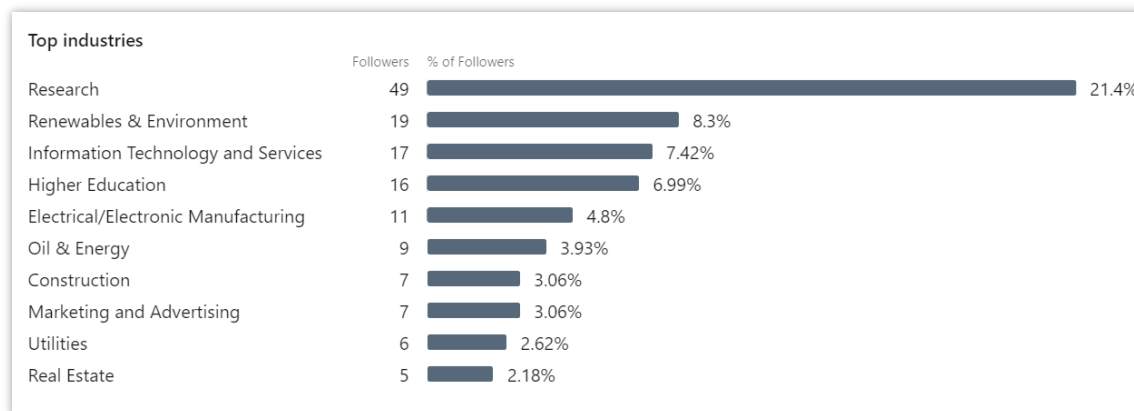


FIGURE 17: AMBIENCE LINKEDIN AUDIENCE ANALYTICS

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2.5.1 NEWSLETTERS

A database of newsletters subscribers was built throughout the execution of the AmBIENCE project. The subscription form is embedded in the project website (both as a [standalone page](#) and as a [permanent footer element](#)), but was also regularly [shared on social media](#) for broader reach. This resulted in more than 300 people subscribed to the newsletter.

[Newsletters](#)¹³ (example in Figure 18) were then regularly sent out to all subscribers, to registered stakeholders and to all the Advisory Board members. Content-wise, newsletters promoted the AmBIENCE project and events, and disseminated project results and resources, as well as some clipping, the agenda, and overviews of past events. All the issues of the AmBIENCE Newsletter are available on the website, [here](#)¹⁴. In total, we have five newsletters sent to over 300 people, with an open rate of 43,36%. In terms of locations, the issues were mostly open from people located at USA, Belgium, Portugal, Italy, Spain and France. A last issue of AmBIENCE Newsletter will be sent after the end of the project comprising and featuring all the main outcomes and public deliverables.

In addition to newsletters, there were targeted emails to our pool of stakeholders that included invitation to events, flagging of key outputs being published, invitation to fill in a questionnaire, events follow-ups and so on. In total, we sent 23 emails, with an open rate of 47,78%.

¹³ <https://mailchi.mp/a3439000b7d1/w4u5k811qe-3752434>

¹⁴ <https://ambience-project.eu/deliverables/#communication-material>

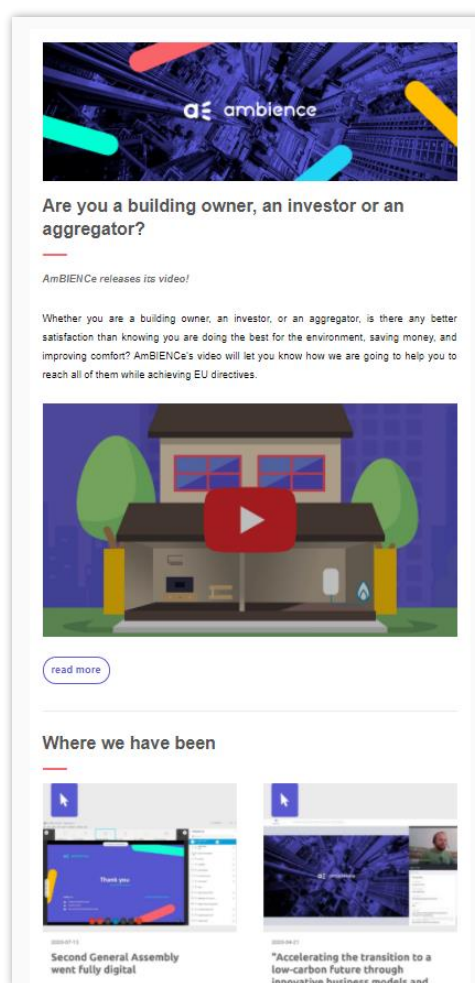


FIGURE 18: AMBIENCE NEWSLETTER EXAMPLE

2.5.2 ONE-TO-ONE E-MAILS

One-to-one e-mails promote a closer relationship with relevant stakeholders. Some of the most relevant contacts were thus directly approached by consortium partners, strengthening their relationship of trust and engagement with the project.

Being a more personal communicational tool, one-to-one e-mails were always sent from partners' individual accounts, so the communication partn did not interfere with their content – instead they performed a role of support upon request.

2.5.3 DIGITAL NETWORKING/PARTNERING

Networking with other European projects within the same R&D field widens the scope of AmBIENCE communication activities and expands their reach. During the course of the project, the AmBIENCE consortium clustered with many different Horizon sister projects (Built Hub, FrESCO, LAUNCH, NOVICE, SENSEI, Triple A, U-Cert, RenOnBill, X-tendo, RINNO, QUEST,

QualiTEE, [TABEDE](#)¹⁵, [HOLISDER](#), [eDREAM](#), [DRIVE](#), [DELTA](#),¹⁶ and [ebalanceplus](#)) and organised different joint activities, such as the open letter to policymakers¹⁷ (Figure 19), the event at Sustainable Places 2021 and the one with SENSEI and fresco, that was held on the 18th of March 2022 and whose recordings are available at HYPERLINK "<https://vimeo.com/692189383/a626a5893d>"[this link](#)¹⁸, that had more than 70 people registered and more than 30 people attending. The members of the sister projects agreed to [share each other's messages and social media posts](#)¹⁹ to increase their reach.

Besides joint activities, AmBIENCE attended several online meetings with sister projects where projects shared their concepts and outcomes, partnering among themselves to better explore (and exploit) their results.

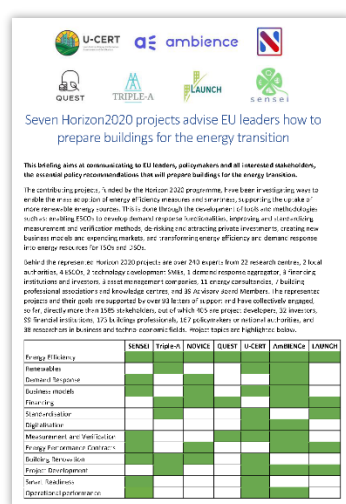


FIGURE 19: OPEN LETTER TO POLICYMAKERS

2.6 PUBLIC RELATIONS

A press release (see Annex I) has been sent out to several regional media outlets at the beginning of the project, raising awareness about it. Besides a joint version of the press release in English, also several translated versions were available for local dissemination in all the consortium countries. All versions of the Press Release are available on the website²⁰. As a result, AmBIENCE was featured in several news articles throughout Europe, reaching audiences in all countries where consortium partners are located. The clipping

¹⁵

¹⁶

¹⁷ https://ambience-project.eu/wp-content/uploads/2020/12/Seven-Horizon2020-projects_buildings-policy-recommendations-letter.pdf

¹⁸ <https://vimeo.com/692189383/a626a5893d>

¹⁹ <https://www.linkedin.com/feed/update/urn:li:activity:6771017627197341696/>

²⁰ <https://ambience-project.eu/deliverables/#communication-material>

results of this first press campaign were disseminated on the AmBIENCE website²¹.

A second press release will be sent soon after the end of the project to disseminate among the media the main output that was ready at the end of May. This decision was taken to be as impactful as possible and not to leave behind any of AmBIENCE key results. The press release will be sent mostly to media specialized in Energy themes, but also to some media related to economic and business sectors. It will be available in English so each partner can adapt it and distribute it among their respective networks. Also, some monitoring will be done using platforms, such as Cision. The Press Release will be available on the website.

A press kit was also available on the project website²². It provides journalists with essential details on AmBIENCE, facilitating access to information anytime, anywhere.

2.7 EVENTS

Events reinforce the awareness about AmBIENCE among relevant stakeholders. The global pandemic put physical events on hold. However, most of them were replaced with virtual sessions and online meetings, which turned out to be an opportunity to broaden their reach and attract new, more varied audiences. The AmBIENCE project was presented and contributed to external events, i.e., events organised by another organization, (see section 2.7.1), but also (co-) organised project branded events (see section 2.7.2).

At events organised by the AmBIENCE team or when possible, at external events, all branding materials were used: Zoom backgrounds, presentation layouts, and other communicational materials were visually coherent and included all the elements of the AmBIENCE brand identity.

Attendees of AmBIENCE-branded events and when possible, from external events received update e-mails after the sessions with more details on the project and an invitation to engage. Their contact details were also added to the newsletter subscription list (upon explicit consent), increasing the overall reach of future e-mail project communications.

2.7.1 EXTERNAL EVENTS

External events (Table 3) are organised by other organisations than those that belong to the AmBIENCE consortium. Consortium partners attended these events and presented the project, its concept, and/or its outcomes to the audience, serving a double purpose of communicating the project and disseminating its results.

Whenever possible, the audience of external events received a follow-up e-mail from AmBIENCE with an invitation to subscribe to the project newsletter and/or join AmBIENCE as a stakeholder. Recordings were also shared – either on the AmBIENCE website and/or on AmBIENCE social media channels – whenever authorized by the event organizers.

²¹ <https://ambience-project.eu/news/#clipping>

²² https://ambience-project.eu/wp-content/uploads/2019/10/Press-Kit_AmBIENCE.pdf

TABLE 3: EXTERNAL EVENTS ATTENDED BY AMBIENCE

ORGANIZER	EVENT	DATE
European Energy Research Alliance	32 nd Steering Committee JP Smart Grids	October 2019
Covenant of Mayors Investment Forum	Energy Efficiency Finance Market Place	February 2020
Novice Project	Accelerating the transition to a low-carbon future	April 2020
U-CERT project	Catalysing the EU renovation wave in the transition to the next generation EPC	June 2020
EHPA webinar	Planning support for cities'	July 2020
EDP	The R&D session about Smart Cities	October 2020
IEA CCB Annex	IEA CCB Annex	October 2020
SmartEN/Flexible Power Alliance Network	FLEXCON2020	October 2020
Several EU projects	Sustainable Places – Flexibility 2.0 workshop	October 2020
EU Korea Climate Action	Innovative Business Models for Energy-efficient Buildings in the EU and Korea	November 2020
Flexiblepower Alliance Network	Flexiblepower Alliance Network presentation (request for partners)	March 2021
SmartBuilt4EU	New services and user-centric business models	April 2021
SENSEI project	Energy efficiency as a resource for the electricity system	May 2021
TKI Urban Energy & FAN	Webinar Smart Energy Community voor woningen en bedrijfsgebouwen: Built together	June 2021
World Sustainable Energy Days	The AMBIENCE approach to the Active Building Energy Performance Contract (EPC)	June 2021
EUSEW2021	ESCOS AND ENPCS: KEY ENERGY EFFICIENCY TOOLS TO DELIVER FIT FOR 55	October 2021
Webinar Smart Energy Community: Build Together! Topsector Energie	Webinar Smart Energy Community voor woningen en bedrijfsgebouwen	December 2021
Innovation @EDP	Monitoring and control: the key to improve energy performance of buildings	February 2022

TKI Urban Energy and FlexiblePower Alliance Network (FAN)	Webinar Smart Energy Community voor woningen en bedrijfsgebouwen	March 2022
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2.7.2 PROJECT BRANDED EVENTS

Branded events are organised by AmBIENCE. Stakeholders, Advisory Board members, and newsletter subscribers are directly invited to attend, along with other relevant stakeholders pointed out by consortium partners.

For all events organised by the AmBIENCE team the project branding was used. Zoom backgrounds, presentation layouts, and other communicational materials were visually coherent and included all the elements of the AmBIENCE brand identity.

In a similar strategy to the one adopted for external events, attendees of AmBIENCE-branded events received update e-mails after the sessions with more details on the project and an invitation to engage. Their contact details were also added to the newsletter subscription list (upon explicit consent), increasing the overall reach of future e-mail project communications.

Branded events organised throughout the project were segmented into three types: AmBIENCE workshops series; AmBIENCE webinars; events with sister projects and a final conference.

2.7.2.1 FIRST AMBIENCE WORKSHOPS

The first series of AmBIENCE workshops focused on the first insights coming from the work in work packages 1 and 2 on different aspects related to AEPC. Along with three sessions (shown in Table 4), several consortium partners shared with the audience their experience and knowledge about barriers and opportunities for AEPC, both the regulatory and flexibility aspects, as well as business models and opportunities for AEPC. The three events were also recognized as Energy Days under the European Sustainable Energy Week 2020.

Participants were also encouraged to provide feedback on project developments and market/industry needs with polls and open questions. In the end, we had almost 80 people registered and for each of the three webinars we got around 40 people attending. All the events were followed up with an email sharing the presentations and the recordings.

TABLE 4: FIRST AMBIENCE WORKSHOP SERIES PROGRAM

	DATE	TITLE	Moderator
WORKSHOP 1	11.06.2020	Enablers and barriers for the Active Building EPC: Regulatory aspects	Marialaura di Somma (ENEA)
WORKSHOP 2	18.06.2020	Enablers and barriers for the Active Building EPC: Flexibility aspect	Nilufar Neyestani (INESC TEC)
WORKSHOP 3	29.06.2020	Exploring the Business model and opportunity for the Active building EPC	Lieven Vanstraelen (Energinvest)

2.7.2.2 AMBIENCE WEBINARS

The second series of AmBIENCE workshops were organised as contributions to external events (see above) and national events, allowing the member states of the consortium members to be supported to implement AEPC projects. Normally, all events were recorded, but the discussion part was kept confidential.

Four AmBIENCE webinars were organised to focus on the national landscape of EPCs. All webinars informed the attendees of the AmBIENCE project in general and the AEPC concept and business models. In all webinars, BPIE took care of the practicalities and technicalities, while the national partners took care of the content and of reaching out to the relevant key stakeholders.

- The first national workshop was held online in Belgium on the 20th of April 2021 and was organised in partnership with the Belgian ESCO association²³, as can be seen in Figure 20. This webinar had more than 80 registrants and targeted ESCOs and other relevant energy market players – who were strongly encouraged by speakers to provide feedback on project developments so far. However, the webinar was held in English to be open to all. Besides the AEPC concept and business models, also the market potential of AEPC and the possible Belgian pilots were presented.
- The national workshop for Italy was held online on the 30th of November 2021 and organised by ENEA (Figure 21). Besides the AEPC concept and business models, a dedicated presentation on the regulation in Italy was held as well as an introduction to the ABEPeM platform and the Belgian and Portuguese pilot was given. The webinar was held in English to allow the Italian participants to receive first-hand information immediately from the project partners. In contrast to the Belgian event, this one targeted specific stakeholders and was thus not publicly disseminate. 23 people registered to this session between the targeted stakeholders and many actively participated in the discussion. Recordings of this meeting are available on YouTube²⁴.
- The workshop for Portuguese attendees was held online on the 17th of March 2022 and organised by EDP and INESC TEC (Figure 22). It was held in Portuguese to allow easy exchange between the Portuguese participants. Besides the AEPC concept and business models, an introduction to the ABEPeM platform and the Belgian and Portuguese pilot was given, followed by a discussion. 35

²³ <https://www.belesco.be/>

²⁴ <https://www.youtube.com/watch?v=UCUH2LVFuKw>

people registered for this session and recordings are available on YouTube²⁵. This workshop was particularly impactful as live polling made it more interactive and allowed to get opinions from the 20 participants. This workshop confirmed the findings from Deliverable 1.1 [9] about the barriers existing in Portugal to implementing AEPC, and even traditional EPC.

- The national workshop for Spain was held online on the 8th of April 2022 and organised by TEKNIKER (Figure 23). The workshop was held in English allowing the project partners to present their experience on the market potential and the Belgian pilot, as well as on ABEPeM. Two currently running projects in Spain were presented by the Spanish partners. 20 people registered and 15 participated in this session and the recordings can be found here²⁶.



FIGURE 20: AMBIENCE & BELESCO WEBINAR PROGRAM



FIGURE 21: ITALY WORKSHOP AGENDA

²⁵ <https://www.youtube.com/watch?v=GDxRCsyivIs>

²⁶ <https://www.youtube.com/watch?v=8dtw8XqXDPC&t=143s>



FIGURE 22: PORTUGUESE WORKSHOP AGENDA

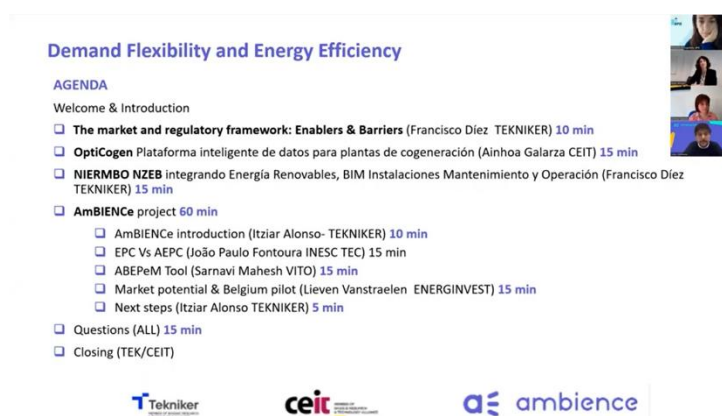


FIGURE 23: SPANISH WORKSHOP AGENDA

On the 28th of April 2022, the workshop scenario results and their validation in the stakeholder co-creation workshop were held to validate the ongoing work in task 4.2. In order to have a targeted audience, the invitation was shared only with the AMBIENCE stakeholders, its sister projects and some key targets from the national events. The total number of registered people was around 20 and the people who attended and give feedback around 15.

In addition to the events mentioned above, AmBIENCE held regular meetings with the Advisory Board, that was invited to meet with the consortium or with single partners throughout the project to provide feedback on the work packages within a secure and confidential environment. In particular, two plenary meetings, one to introduce the topic of the project and one to validate the findings coming from WP4, various bilateral meetings and a round of interview calls were held with the members that allowed them to verify, question and validate our results.

2.7.2.1 OTHER AMBIENCE EVENTS

As anticipated in the paragraph on Digital networking, AmBIENCE organised a number of events in collaboration with other sister projects or under the framework of big events, that had the results of increasing our outreach, reinforcing our networks and joining forces to achieve the common results of bringing together the stakeholders of different projects and engage with them. The list of events with sister projects is below:

- Accelerating the transition to a low-carbon future through innovative business models and price based service contracts – **Joint webinar with Novice project**. Organised on the 21st of April 2020, the webinar had more than 80 people joining.
- **World Sustainable Energy Days 2021** – the workshop, held on the 25th of June and organised by AmBIENCE under the framework of the event that brings together each year more than 600 stakeholders, was held exceptionally digitally due to the covid pandemic and saw more than 20 people joining
- **Flexcon 2020**: held online on the 28th of October 2021, this webinar had almost 100 people participating and was organised in the framework of an event targeting flexibility actors and experts, between the target groups of AmBIENCE
- **Sustainable Places 2021**: This workshop was organised in collaboration with [TABEDE](#), [HOLISDER](#), [eDREAM](#), [DRivE](#), [DELTA](#), [AmBIENCE](#), and [ebalanceplus](#) and aimed to foster knowledge transfer between several EU projects, each developing innovative solutions within the field of demand response and energy flexibility. It was held in October 2021 and saw around 30 attendants.
- **ESCOS AND ENPCS: KEY ENERGY EFFICIENCY TOOLS TO DELIVER FIT FOR 55**, under the framework of EUSEW 2021: this event was organised in collaboration with Efiees and Eu.bac, two relevant actors in the field of Energy Performance Contracting in Europe and was accepted as side event during the EUSEW2021. This event highlighted the potential of energy service companies (ESCOs), notably by using Energy Performance Contracts (EnPCs), to support Europe in reaching the objectives of the Green Deal, Renovation Wave and, more specifically, the Fit for 55 package. It counted on more than 60 people attending
- **From commercial to residential: extending Energy Performance Contracts - Joint event with Fresco and Sensei**: Held as a webinar on the 18th of March 2022, this event mainly discussed challenges and opportunities for the definition and deployment of innovative business models that can transform the residential energy markets. The event had more than 50 people registered and recordings are available [here](#).

2.7.2.2 FINAL CONFERENCE

On the occasion of the closing of the project, AmBIENCE organised a final conference that was held on the 12th of May 2022 in the Double Tree hotel in Brussels and online. The programme told the story of this H2020 research and innovation project, highlighting main results and preparing the floor for the exploitation of the outputs, with external guests sharing their views and experience.

The first session focused on how the energy performance contracting and the active elements introduced by AmBIENCE fit into the current EU framework. We discussed the current status of the regulations in the four focus countries of the project (Italy, Spain, Belgium and Portugal) and gave recommendations on the future deployment of the Active building energy performance contracts in the EU.

The second session instead focussed on the practical implementation of the Active building energy performance contracts, with lessons learned from the AmBIENCE pilots in Belgium and Portugal and best practices from the EU. We discussed further future trends and exploitation in a panel discussion putting together different experts in the field.

The final agenda and the speakers' bios, distributed on the day of the conference are available in Annex II.

The conference counted more than 90 registered people and more than 70 between online and in-person attendees. The full list of registered organisations can be found in Annex III. The presentations and recordings²⁷ are available on the AmBIENCE website, and will be shared with the registrants. The final conference was advertised on the partners' websites, social media and on different platforms and different email invitation campaigns were launched before the conference on a regular base to attract more attendees.

The AmBIENCE Twitter account was used on the day of the event to tweet about the presentations, with the specific #AmBIENCEFinalEvent hashtag. This also helped attract people to join the live streaming on the day of the event itself.

In order to further advertise the recordings and attract the attention of the media to the final AmBIENCE results, a press release will be sent out in June 2022.

²⁷ <https://www.youtube.com/watch?v=weN9LnFtjxo>

3. THE COMMUNICATION AND DISSEMINATION GOALS

Five communication and dissemination objectives have been defined in the Communication and dissemination plan [7]:

1. Develop effective dissemination activities targeting the primary and secondary groups of the project with specific and detailed information on the project results and communication activities targeting larger audiences.
2. Raise awareness on best practices and lessons-learned (from European and international case studies) through easily accessible and understandable material.
3. Create synergies with other EU and non-EU projects and initiatives.
4. Bring stakeholders and experts together and engage them in sharing information and experiences and giving feedback on proposals and results.
5. Elaborate clear and comprehensive material that can be communicated, disseminated and implemented online & physically (regional and/or thematic workshops) with the aim of (re)boosting the ESCO ecosystem through enriched products and services.

The different goals with the activities undertaken and their impact are described below.

3.1 GOAL 1

Goal 1 is defined as: Develop effective dissemination activities targeting the primary and secondary target groups with specific and detailed information on project results.

TABLE 5: AMBIENCE TARGET GROUPS

PRIMARY TARGET GROUPS	SECONDARY TARGET GROUPS
Building managers and facility management companies	Real Estate companies
Energy retailers and providers	Policymakers (EU, national, regional, local)
(EPC) ESCOs	Building owners and tenants
	Financial institutions

The different AmBIENCE target groups (Table 5) were addressed with the variety of activities, that was described above. Each activity had specific targets belonging to the two groups that aimed to address specific information on AmBIENCE results. For example, the AmBIENCE Academy targeted the primary group, as the videos presume some knowledge of the topic from the audience. The infographics and the factsheets instead targeted both groups as they aimed to simplify the complex information developed by the project. Also events followed this logic, as there were some (like the workshops from WP4) that targeted the first group given the need of result validation, and others that instead were targeting mostly the secondary group (such as the WSED and the Sustainable Places) as the content presented, so as the audience was not an expert.

3.2 GOAL 2

Goal 2 is defined as: Raise awareness of best practices and lessons learnt (from European and international case studies) through easily accessible and understandable material.

Looking to reach out to a European and international audience with easy-to-consume information about lessons learnt from AmBIENCE, the consortium partnered with other energy efficiency-related European projects in an open letter to European policymakers²⁸.

All the communication and dissemination materials developed in the course of AmBIENCE tried to turn complex information into accessible and understandable material, also to a non-expert audience. This commitment is reflected in the use of attractive visuals in line with the project's identity and the development of extra papers that were describing in an easier way the information contained in the technical reports of the project.

In order to raise awareness of other best practices, AmBIENCE referred to such cases in its reports and collaborated with its sister projects, that shared their findings and lessons learnt and influence the course of collective decision-making when it comes to implementing new, collaborative measures for improving energy efficiency in buildings throughout Europe.

Also, the infographics released in May 2022²⁹ are of great relevance to share with the European and international ecosystems the business models developed under AmBIENCE.

3.3 GOAL 3

Goal 3 aims to: Create synergies with other EU and non-EU projects and initiatives.

Throughout the project, AmBIENCE kept a lively communication with its sister projects, resulting in regular calls at the beginning, an open letter to European policymakersⁱ, AmBIENCE established bilateral partnerships with different European projects: Novice, Sensei, frESCO, an interview that is now available as a podcast and events that were organised under the scope of these partnerships, increasing the reach of AmBIENCE's communication and dissemination activities.

AmBIENCE also contributed to [a white paper released by the SmartBuilt4EU project](#).³⁰ After attending an event organised by this project, consortium partners shared their experience and lessons learnt from the AmBIENCE demos.

²⁸ https://ambience-project.eu/wp-content/uploads/2020/12/Seven-Horizon2020-projects_buildings-policy-recommendations-letter.pdf

²⁹ <https://ambience-project.eu/business-models/>

³⁰ <https://ambience-project.eu/white-paper-on-smart-financing-and-business-models-coming-out/>

3.4 GOAL 4

Goal 4 consists of: Bringing stakeholders and experts together and engage them in sharing information and experiences, encouraging them to provide feedback on AmBIENCE proposals and results.

By the time the AmBIENCE consortium began to formulate the first AEPC model proposals, AmBIENCE has always consulted with its stakeholders and Advisory Board members. Some examples are an e-mail asking (Figure 24) them to share their views on the needs of the energy market or the bilateral meetings with the Advisory Board to understand their views on the concept developed by the project and on their willingness to contribute to specific results.

However, AmBIENCE reached this goal through especially through its events, that were always targeted to a specific audience. Each one indeed had elements of interactivity and/ or contained a Call to Action to register as stakeholders, stay informed on the project and provide extra feedback. Stakeholders also had privileged access to project deliverables, becoming the first to know about new findings and results. At the end of the project we can count on almost 100 people registered as stakeholders.

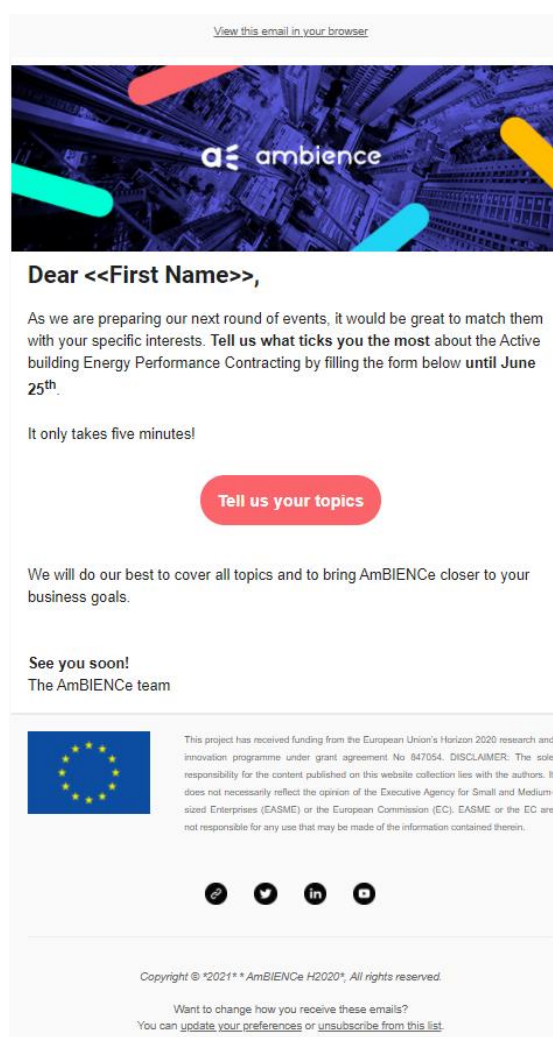


FIGURE 24: INQUIRY TO STAKEHOLDERS

3.5 GOAL 5

Goal 5 is defined as: Elaborate clear and comprehensive material that can be communicated, disseminated, and implemented online and physically (regional or thematic workshops) with the aim of (re)boosting the ESCO ecosystem through enriched products and services.

A more general audience of ESCOs was addressed by AMBIENCE with a set of regional factsheets on the status of EPC in Belgium, Italy, Portugal, and Spain. These factsheets provided an overview of past and current regional figures, laying the foundation for future innovations and the optimization of energy efficiency services.

[An interactive infographic](https://ambience-project.eu/business-models/)³¹ was also developed for this audience. It provided short information on several business model variations and matched them with different types of buildings and energy players.

³¹ <https://ambience-project.eu/business-models/>

4. KPI ASSESSMENT

Along with the execution of all tasks proposed in the Communication and dissemination plan D6.1 [7], also the accomplishment of pre-determined KPI was monitored throughout the project, as shown in Table 6. These KPIs are defined into four distinct types, namely, (i) offline communication, (ii) online communication, (iii) public relations, and (iv) events.

TABLE 6: ACCOMPLISHMENT OF KPI

TYPE	ACTIVITY	KPI	RESULTS
OFFLINE COMMUNICATION	Project brochure	1000 downloads	52
		1000 printed copies distributed	1000 printed copies in different languages, distributed in 3-5 events
	Infographics / Fact Sheets / Poster / Roll-up	500 downloads	103
	Videos	500 visualizations	2321
ONLINE COMMUNICATION	Website	1500 unique visitors per year	Around 1400 per year
		Other downloads	495
	Social media channels	800 followers on Twitter	487
		300 followers on LinkedIn	266
	Direct marketing - newsletters	5000 recipients	10251
		25% open rate	43,36%
	Digital networking and clustering	20 online references to AmbIENCE	99
	Final digital booklet	400 downloads	Tbc (it will be published after the end of the project)
PUBLIC RELATIONS	Press releases and articles	2 press releases	1 sent, 1 planned in June 2022
		10 references on the media	12
		15 references online	48
EVENTS	Webinars and workshops	1000 video visualisations	327
		100 participants	698
	Final conference	80-100 participants	96 people registered,

			around 75 attending
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The accomplishment of KPI along the project guides strategical adjustments and supports the performance assessment of the communication and dissemination plan. As the plan was being executed, however, some KPIs were reviewed – namely those related to downloads, especially in view of the GDPR and the cookie settings that is now mandatory on each website that prevent the tracking of users.

In addition to the materials described here (such as the project brochure, fact sheets, and infographics), other materials were produced throughout the project and made available on the AmBIENCE website, such as the presentations given at different events, news from other projects. As these new materials add up to the download count, they were added to the KPI list and monitored until the end of the project.

Also, the low number of newsletter subscribers against the high KPI can be justified with the coming into force of the GDPR regulation, that cut many databases down because of the needed explicit consent. The consortium however, still managed to reach the target, as it capitalised on the distribution list and newsletters of the different partners. BPIE for example included AmBIENCE news in each newsletter, that is sent monthly to a database of over 2500 contacts.

5. CONCLUSIONS

The dissemination and communication activities planned in the Communication and Dissemination Plan [7] were carried out successfully throughout the course of AmBIENCE and most of the proposed KPIs were achieved – even overcome in some cases.

The communication and dissemination efforts allowed the AmBIENCE consortium to build up a strong and steady presence. The offline communication activities gave the partnership all the tools to present AmBIENCE, ensuring a coherent identity. Also, in this context, a set of materials were developed, being of great relevance to support the partners, for instance, when presenting the project (e.g. one thousand of brochures were printed to distribute in events).

The online communication tools were of great relevance to ensure the digital presence of the project, which allowed a broader communication and dissemination of the project activities and outcomes, not only in Europe as the newsletters, for instance, were read by people located in the USA. With a community of more than 750 followers on LinkedIn and Twitter, and with more than 4300 visitors on the website, it is estimated that AmBIENCE direct marketing messages reached out to more than 10 000 people (if we consider the number of people who have received the project news either by its own newsletter or the partners' newsletters).

Public Relations played also a relevant role as it resulted in several references (around 60) on media, mostly at a national level.

The events were a major achievement too as they were of great relevance to involve the stakeholders in the project activities, but also inviting them to take part in the discussion, and, therefore, in the future of Active Buildings Energy Performance Contracting. The events, especially the webinars, allowed the partners to reach out to the target audiences during a difficult period, and resulted in a set of videos that are available and can be watched at any time. In total, the consortium managed to gather more than 750 attendees in all the events (webinars, workshops and final conference) organised.

It is also important to highlight the effort of the partnership to put together a set of videos to explain concepts such as Active Buildings Energy Performance Modelling or the AEPC Model, taking advantage of the knowledge produced as part of the project. Although it is not possible to measure the impact of the AmBIENCE Academy as it was launched in May of 2022, we believe it will play an important role in providing relevant content for the Energy sector professionals.

However, due to the global pandemic of COVID-19 and the consecutive shutdown of most public gathering spaces and unexpected issues encountered during the project in the technical work packages, some adjustments to the Communication and Dissemination Plan [7] (Table 1) were necessary. The changes were however taken up on time and managed with creativity and efficiency, bringing new results and numbers to the achievements of our goals. In addition, some additional activities were carried out – either by the initiative of the consortium or under the scope of partnerships with sister projects. Despite not being initially planned, these activities contributed to the communication and dissemination performance and were considered in the monitoring of KPIs.

In order to ensure that this impact is not lost and that all the material developed can be further exploited by the consortium partners and sister projects even after the end of the project, all AmBIENCE channels and public resources will remain available on the AmBIENCE website for at least two more years and will be managed by the coordinator VITO.

The public availability of AmBIENCE results will facilitate external access to information, encouraging entities outside the consortium to use project resources as a basis for their own innovation and development projects. Lessons learned within the project will also be shared in events organised by sister projects with the aim of supporting other research activities within the field of energy efficiency in buildings.

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ABBREVIATIONS AND ACCRONYMS

ABEPeM	Active Building Energy Performance Modelling platform
AEPC	Active building Energy Performance Contracting
DR	Demand Response
EPC	Energy Performance Contracting
ESCO	Energy Services Company
GHG	Greenhouse Gas
KPI	Key Performance Indicator
M	Month
R&D	Research and Development
RES	Renewable Energy Sources

ANNEX I. FIRST PRESS-RELEASE

A new platform for smarter energy performance contracts is coming to Europe

Innovative solutions for building owners and investors through the active control of smart buildings will be tested in Portugal and Belgium

A new concept for adding flexibility in the Energy Performance Contracting model is currently being developed at a European level. This approach aims to support building owners and investors by promoting comfort and energy-cost savings through active demand response solutions. Additionally, it will have a beneficial effect on the environment as it helps reducing overall emissions. To achieve this, seven partners from four different countries are developing a proof-of-concept platform for valorising building flexibility, which will be validated in two pilot sites in Portugal and Belgium.

A decarbonised building stock by 2050 requires a large majority of buildings in the EU to be highly energy efficient, compliant with an Energy Performance Certificate label A. Chris Caerts, project coordinator, from EnergyVille and VITO, highlights that, *“To reach the target emission reductions for the building stock, about 97% of buildings should be renovated. This is very challenging; therefore, we are convinced that actively steering consumption to use emission-free electricity is a key measure.”*ⁱ

AmBIENCE – *Active Managed Buildings with Energy Performance Contracting* – is the name of the European project that is working to develop a contract and business model for active energy performance contracts and a proof-of-concept platform to calculate the associated savings and incentives.

The developed concept and platform, to be piloted in Portugal and Belgium, outlines the characteristics of an active building and the requirements for having an active building energy performance contract that covers the contract model as well as the associated business model. Various innovative energy and non-energy services (e.g., comfort, asset value, health) are also considered as part of the new performance contracting model.

Moreover, AmBIENCE will create improved guidelines and recommendations for policy makers and regulatory bodies to implement active building energy performance contracts in a wide range of building types (residential, commercial, tertiary).

The project’s solutions will mainly target energy service companies (ESCOs), building owners and investors.

New solutions to activate buildings and businesses

By adding the flexibility of a smart building in the process of evaluating a building’s energy performance, the Active Building Energy Performance Contracting concept in AmBIENCE allows building owners and users to reduce energy costs and effectively maintain their comfort level.

The AmBIENCE approach invites building owners to be active prosumers, providing full transparency on energy billing and consumption. Moreover, adopting an active control in the energy management of buildings enhances the reliability of services, increases energy efficiency, and unlocks the potential for energy and cost savings as well as CO₂ emission reductions.

Additionally, the business side will benefit from the solutions developed under this Horizon 2020 project. AmBIENCE's business and contract models offer customer-oriented solutions that provide an optimal balance between the investment cost and savings, through active building control and a performance guarantee. The solutions will favour investments in energy retrofits (e.g. building envelope and energy systems), photovoltaic cells, storage, electrification of heating, and deployment of electrical vehicle recharging points in buildings. Moreover, the developed platform will help service providers and ESCOs to engage with building owners in order to offer value-added services. The platform aims to increase the demand for market and grid stakeholders and ESCOs that need to acquire flexibility for their business.

The consortium is composed of seven partners based in four countries: [VITO/ EnergyVille](#) (project leader), [BPIE](#) and [Energinvest](#), from Belgium; [ENEA](#), from Italy; [IK4](#), from Spain and [INESC TEC](#) and [EDP CNET](#), from Portugal.

For more information on the project: <http://ambience-project.eu/>.

The AmBIENCE project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 847054.

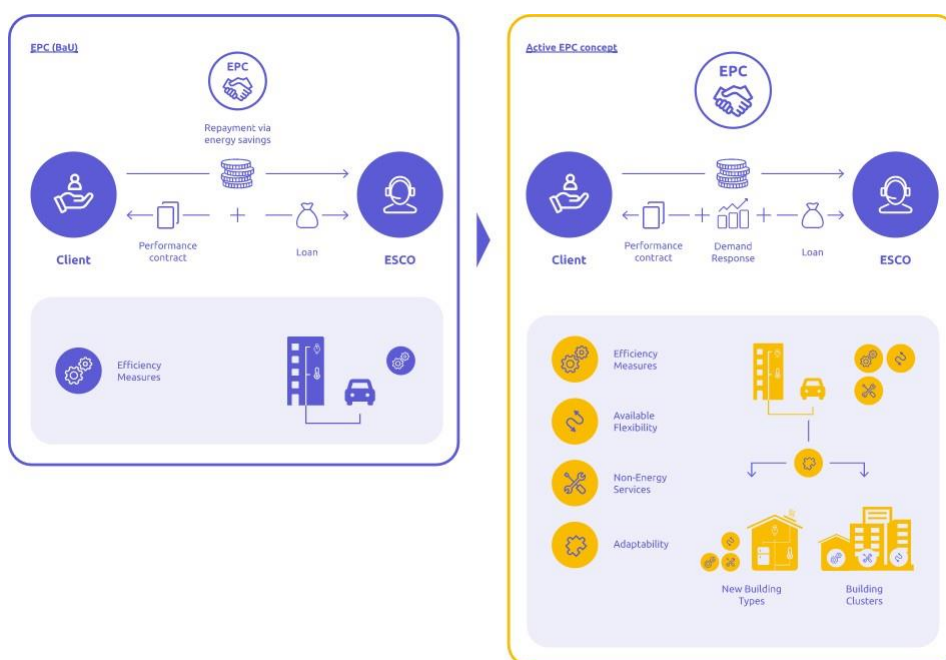


FIGURE 1 - AmBIENCE Concept



FIGURE 2 - AmBIENCE Team



ⁱSource: <http://bpie.eu/publication/97-of-buildings-in-the-eu-need-to-be-upgraded/>

ANNEX II. AMBIENCE FINAL CONFERENCE AGENDA AND SPEAKERS' BIOS

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Final Conference

Lessons learned and future trends for deploying active energy performance contracting in the EU

12th May 2022, DoubleTree, Brussels and online

Session 1:

Introduction to Active Energy Performance Contracts (AEPC) and AmBIENCE

Moderator: Armin Mayer, ep group

Time	Title	Speakers
08:30	Welcome coffee	
09:00	Welcome and introduction from the moderator	Armin Mayer, ep group
09:05	Welcome and introduction on AmBIENCE and AEPC	Annick Vastiau, VITO
09:20	Energy performance contracts in the current EU policy framework	Carlos Sanchez Rivero, DG ENER, European Commission
09:35	AEPC regulation and actors	Valeria Palladino, ENEA
09:55	Policy recommendations on the way forward	Jesse Glicker, BPIE
10:10	Q&A	
10:30	Coffee break	



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 847056.

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Final Conference

Lessons learned and future trends for deploying active energy performance contracting in the EU

12th May 2022, DoubleTree, Brussels and online

Session 2:

The AmBIENCE experience and the way forward

Moderator: Armin Mayer, ep group

Time	Title	Speakers
10:45	Business models and the AEPC contract	Lieven Vanstraelen, Energinvest
11:00	The AEPC into practice: AmBIENCE pilots in Belgium and Portugal	Lieven Vanstraelen, Energinvest Claire Harvey, EDP NEW
11:30	EnPCs form a sales perspective	Volker Dragon, eu.esco & Siemens
11:45	Panel discussion	Lieven Vanstraelen, Energinvest Chris Caerts, VITO Claire Harvey, EDP Gregory Tilte, Equans Volker Dragon, eu.esco/Siemens Sofia Tavares, EDP Commercial
12:40	Conclusions	Annick Vastiau, VITO
12:45	Lunch & Networking	



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Final Conference

Lessons learned and future trends for deploying active energy performance contracting in the EU

Speakers

Armin Mayer, Consulting Director, ep group



@ArminMayer

Armin Mayer has been active in the field of energy efficiency and the clean energy transition for more than 15 years, working across public and private sector organisations, including Johnson Controls, General Electric and the International Energy Agency. He is an entrepreneur and consultant who combines frontline experience in energy services companies (ESCOs) and energy management in commercial buildings with expertise in energy efficiency policy-making. Armin is passionate about the role of governance in driving the transition to a sustainable, low carbon energy system.

Annick Vastiau, Project Manager, VITO

Annick Vastiau holds a degree of bioscience engineer and obtained a PhD in medicine from the KU Leuven (Belgium). Networking, cooperating on scientific topics and coordinating projects was the red line in her work at Cleantechplatform.be and Cleantech Flanders focussing on cleantech opportunities. She is currently project manager at VITO / EnergyVille, working at the unit Energy Technology, and is the coordinator of the AmBIENCE project.



@VITObelgium

Carlos Sanchez Rivero, Team Leader, DG ENER



@carlosanriv

Carlos Sanchez Rivero is Team Leader at the European Commission. He is heading the Financing for Energy Efficiency team in DG ENER. Before joining the European Commission, he worked as analyst in private equity and real estate investment firms, and later as performance auditor at the European Court of Auditors. He holds a Master's degree in Industrial Engineering (UPM, Spain).

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Final Conference

Lessons learned and future trends for deploying Active energy performance contracting in the EU

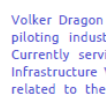
Speakers

Claire Harvey, Project Manager, EDP NEW



Claire Harvey holds a double degree MSc in Energy Engineering & Management from Karlsruhe Institute of Technology, Germany, and Instituto Superior Técnico, Portugal, as well as a Masters of Engineering (MEng) from the University of Glasgow. She has worked in the energy sector across Europe, specialising in decentralised power and grid integration, having work experience in leading research institutes, energy consultancies, microgrid developers as well as the Portuguese DSO. She is currently an R&D engineer and project manager at EDP CNET - NEW R&D in the areas of Renewable Energy and Positive Energy Communities.

Volker Dragon, Vice President Industry Affairs, Siemens



Volker Dragon is an industry expert with over 25 years of experience in piloting industry marketing along the entire energy conversion chain. Currently serving as Vice President Industry Affairs at Siemens Smart Infrastructure Volker oversees and analyses economic and political trends related to the companies Energy Efficiency Business. In addition to his current function he serves as Chairman of eu.esco, the European Association of Energy Service Companies. During his career Volker has held management positions in the Power, Steel, Engineering and Building Automation Business.



@DragonVolker

Chris Caerts, Research Activity Leader, VITO



@VITObelgium

Chris Caerts joined VITO in 2013 after various program and product management positions in large international semiconductor companies. In VITO, he is responsible as Research Activity Leader for the definition of technology development roadmaps related to Building Energy Management Systems for Grid Interactive Buildings. Grid Interactive Buildings are envisaged to be the next evolutionary step beyond active buildings, and they address the need for grid-aware flexibility service offerings and flexibility activations. This requires Building Energy Management Systems that support coordination and flexibility trading among buildings and between buildings and other energy system stakeholders.

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Final Conference

Lessons learned and future trends for deploying active energy performance contracting in the EU

Speakers

Valeria Palladino, Researcher, ENEA



@ENEAOfficial

Valeria Palladino has a master's degree in Electronic Engineering and the qualification to practise as an engineer. Since May 2021 Valeria is a permanent Researcher of the Energy Technologies and Renewable Sources Department - Smart Grid and Energy Networks Laboratory, Research Centre ENEA of Portici (NA). Her research activities include experimental analysis of power converters for applications in energy renewable sources production systems, management and optimization of distributed energy resources, development of methodologies for applications in smart grid and energy networks, CBA for energy systems, study, and analysis of components for the implementation of energy systems.

Jesse Glicker, Project Manager, BPIE



@jglickster

Prior to joining BPIE as a Project Manager, Jesse Glicker worked at the International Energy Agency as an analyst on the energy efficiency team, where she focused on clean energy investment and finance. Additionally, Jesse worked for several years in architecture in New York City, at a sustainable architecture firm, where she became a LEED Accredited Professional (Leadership in Energy and Environmental Design). In 2017, Jesse co-founded the Paris Women in Energy and Climate Network, and remains active in coordinating and finding ways to bring together the climate community.

Lieven Vanstraelen, Co-Founder/Partner, Energinvest



@lvansraael

Lieven Vanstraelen is co-founder and partner at Energinvest Belgium, a specialized consultancy company in the sector of energy services, building renovation and energy efficiency financing. He provides consultancy services in building energy efficiency policies and project finance to public and private entities for ESCO management and Energy Performance Contract (EPC) development. He is one of the ESCO & EPC experts in Belgium and Europe and a regular speaker at conferences addressing energy services and financing models applied to energy efficiency.

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Final Conference

Lessons learned and future trends for deploying Active energy performance contracting in the EU

Speakers

Gregory Tiltte, Division Manager, Equans



@GregT_be

Gregory Tiltte holds a double degree in Electrical Engineering from Faculté Polytechnique de Mons, Belgium, and Supélec, France, as well as an Executive Master in Finance from Solvay Business School, Belgium. He has worked in the energy sector in Europe in various functions: trading and portfolio management, investment and financial analysis, project finance, structuring, merger & acquisitions... He is currently Division Manager for Sales and Smart Solutions in the Smart Buildings Business Unit of Equans Belgium.

Sofia Tavares, Director, EDP Commercial



Director at EDP, Portuguese utility, responsible for the Product MKT B2B for Europe retail business. Before she was responsible for the EU business unit of Energy Services B2B between 2021 and 2012, having worked in energy efficiency since she joined EDP in 2002. She began her career at the Portuguese Energy Agency - ADENE in 1997 as a Consultant in Energy Efficiency and Rational Use of Energy, where she was responsible for managing, coordinating, and developing national and EU projects in rational use of Energy and DSM. He holds a degree in Energy Engineering and an Executive MBA.



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ANNEX III. AMBIENCE FINAL CONFERENCE REGISTERED ORGANISATIONS

Baumann Consulting
Technical University of Munich (TUM)
173 Partners
American Student Society In Belgium
BBRI
BELIMO Automation AG
BPIE
BuildingPhysics South Africa
CarbonLaces
CC Wizard Oy
Ceit
CESI/LINEACT
colardyn consult
DENEFF e.V.
ECO EUROPE ENGINEERING
EDP
EDP New R&D
EFIEES
ENE
ENEA
ENERGINVEST
energy managers association
EP
EURADA
European Investment Bank
Factor4

Flemish Energy and Climate Agency
Foreign Affairs
Glensol Energy
Honeywell
ICLEI Europe
IEECP
IKEHU
INESC TEC
LEI
Malvar Controls, Lda
Member of Turkish Contractors' Association, İntaya İntes İnşaat A.Ş.- Green Reco
NTTdata Green Deal
OLUM Shop
PNO Consultants
Puglia Nuove Energia
PwC Business Services
Ranbir Consulting
SINTEF
Smart Energy Lab
Studio Ingegneria
Tekniker
Tractebel Engineering
TU Darmstadt, Institut für Statik und Konstruktion
Turku University of Applied Sciences
UBO,Brest
UCLouvain
ULB
University of Calabria
University of Trento

Vebode Consulting
Veolia
VITO / EnergyVille
VITO NV

