SUPER·i

D5.1 Communication and Dissemination Plan

D5.1: Communication and Dissemination Plan

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WP 5
T 5.1
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Technical references

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*   PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)

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List of Acronyms

Acronym	Description
EC	European Commission
EU	European Union
EE	Energy Efficiency
ESCO	Energy Service Companies
C&D	Communication and Dissemination
KPI	Key Performance Indicators
PPP	Public Private Partnership
CEI	Community Engagement Index
PEI	Publication Engagement Index
WEI	Website Engagement Index

Executive Summary

SUPER-i Communication and Dissemination Plan (C&D Plan) aims at outlining the project C&D strategy and at explaining how this strategy will be implemented to reach different stakeholder groups through the use of a mix of tools and channels. The C&D strategy will be designed and implemented to increase awareness, stimulate acceptance and foster uptake among the different project communities. The C&D strategy will set the basis to embed and support, with an integrated and circular approach, the exploitation activities taking place during the project to foster uptake and replication of the project results.

The C&D plan will:
- Identify target segments, with the aim to build a Community of Interest involving all stakeholders to be reached through specific C&D channels, formats and actions to foster replicability and pose the basis for exploitation;
- Establish related C&D actions, channels, tools, timing and geographical coverage;
- Describe internal consortium processes for the management of effective C&D activities at different geographical levels.

The activities foreseen by the plan will be continuously monitored through specific indicators assessing the strategy effectiveness in terms of reach and engagement. Thus, allowing to undertake corrective actions, if necessary.

This document (D5.1) has been developed to describe how Communication, Engagement and Dissemination activities will be rolled out during the implementation of the SUPER-I project.

- Chapter 1 "Dissemination and Communication Strategy" is a summary of the key objectives of the project dissemination and communication.
- Chapter 2 "Key Communication and Dissemination Activities" shows how the activities will be designed depending on the target audience and challenges identified.
- Chapter 3 "Management of Communication" sets up and explains the roles, responsibilities and interaction patterns between the WP5 leader, ICONS, and the rest of the partners involved in Dissemination and Communication activities.
- Lastly, Chapter 4 "Monitoring of Engagement" looks at the indexes and performance indicators that will be used to monitor community's engagement with the communication materials created.

The second version of this deliverable will be delivered at M20, integrating updates from the periodic assessment of the project communication and dissemination action as a result of the regular monitoring of the materials impact.

1-   Communication and Dissemination Strategy

1.1   Approach and objectives

The integrated and measurable impact-oriented approach has three main objectives:

- To generate awareness around the project through the definition of the project identity;
- To raise acceptance of the project results among different stakeholders through the set-up of targeted conversations and the building of relations;
- To foster the uptake and the replication of the project results through the exploitation activities.

The monitoring of the impacts generated by the different tasks of WP5, and their measurement through C&D KPIs, allows to measure the efficacy of the C&D actions and provide a feedback on whether the strategy is working well or if a revision is needed
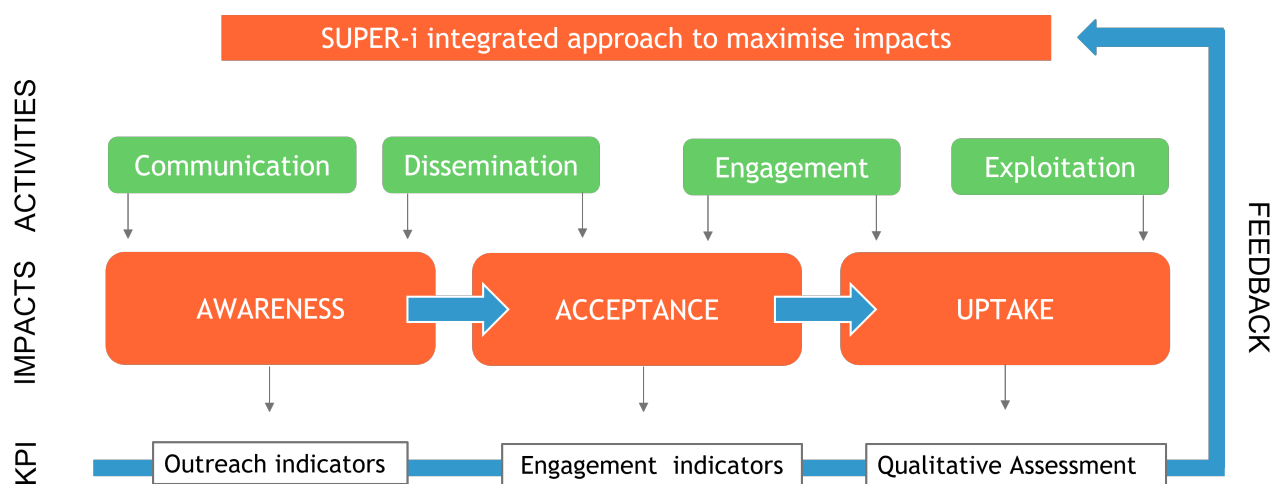
Fig. 1. SUPER-i integrated and measurable approach to maximise impacts

This document outlines the strategy that will govern and give shape to all the C&D activities to be rolled out during the implementation of the project.

In particular, the C&D Plan holds the following objectives:

1. Identify target segments, both at local and EU level, aiming to build a Community of Interest involving key stakeholders to be reached through C&D channels, formats and actions;
2. Define target-oriented key messages to: (i) inform key stakeholders, actors, social housings managers and ESCOs about the aims and expected final results of SUPER-i; (ii) increase awareness of relevant targets about the main project objectives;
3. Make plans for C&D actions, channels, tools, timing and geographical coverage, leveraging also on already existing channels and partners' networks to reach communities and experts;

4. Design ad-hoc C&D actions aimed to enable, since the beginning of the project, direct connections and exchanges with key stakeholders, thematic networks, clusters, policy and decision makers;

5. Set up a monitoring process, including performance KPIs and indexes, that will be adopted to collect data and information on the effectiveness of the C&D actions implemented, and that will be used to update and improve the Plan;

6. Describe internal consortium processes to ensure an effective management of C&D activities.

The project objectives will be met through a strong, inclusive and efficient communication and dissemination strategy.

The Communication element will allow SUPER-i to reach out to all types of audiences (including consumers) by using communication tools to be developed during the project.

On the other side, Dissemination actions will facilitate reaching professional stakeholders via selected channels and events.

	DISSEMINATION	COMMUNICATION
Objectives	Public disclosure of scientific and technical results	Promotion of the project and its results
Audience	Professional target groups, such as industrial stakeholders, scientific communities, policy-makers, etc.	General public, including EU citizens, civil society
Tone of Voice	Scientific/technical language	Non-specialised/plain language
Channels	Peer-review journals, scientific conferences, sector events, the web, newsletters etc.	The web, social networks, newspapers, TV channels, radio etc.

Table 1. Dissemination and Communication

ACCOUNTABILITY	Fondazione ICONS (ICONS), as D&C leader, will create links between relevant SUPER-i contents and specific D&C formats, distributing them through dedicated channels with the aim to maximise its impact in terms of awareness, acceptance and uptake.

1.2   Communication and Dissemination targets

The active involvement of relevant stakeholders plays a key role in the successful implementation of any co-design process and in the acceptance of innovation and further uptake and replication. Identifying key stakeholders and clarifying their role and their interconnections will be essential to engage them through the most effective key messages, channels and tools. In the following table a provisional list of key stakeholders' groups has been identified.

Stakeholders are mapped according to their level of participation and role and macro-groups:

- Stakeholders who are directly involved in the project activities;
- Stakeholders who will benefit from the project outcomes;
- Stakeholders whose involvement is fundamental for the successful implementation and dissemination of results;
- Stakeholders who own the necessary know-how and expertise to scale and replicate.

1.3   Key Messages

SUPER-i tagline:

Investing against energy poverty.
Our cities transitioning to a more inclusive future

Beyond the tagline, several target-oriented key messages have been designed to guarantee the consistency in communicating the SUPER-i main goals. Key messages are a crucial mean to provide meaningful impacts and expected outputs to the audience.

The identified stakeholders and the related key messages are listed in the following table. These can be further declined into powerful statements.

Key message	Key words	Target stakeholder
SUPER-i will foster inclusive urban transition though effective energy efficiency plans	Urban transition, energy efficiency	Local government, ESCOs (Energy Service Companies), Social housing managers General public
Energy efficiency renovation of social housing will help reduce energy poverty and drop energy bills	Energy efficiency, energy poverty, social impact	Local government, ESCOs (Energy Service Companies), Social housing managers
SUPER-i will create tailored financial schemes, roadmaps and solutions specific for each country increasing the private investors trust in public-private partnerships for the social housing market.	PPS (Public-Private Partnerships), financial schemes, roadmaps, specific solutions	Local government, Financial institutions, private investors

SUPER·i

Investors' capacity building will increase at local and national level	Investors, capacity building	Local government, Financial institutions, private investors
SUPER-i project will assist and support the European Commission to implement the European Green Deal.	European commission, European Green Deal	Local government, ESCOs (Energy Service Companies), General public
SUPER-i will generate a positive synergy between the ESCOS and the investors	Expertise, investment area, ESCOs services demand	ESCOs (Energy Service Companies), Private investors, Financial institutions

Table. 2 Key messages and target stakeholders

1.4   Clustering with EU projects and initiatives

Cooperation with fellow European projects and initiatives in knowledge transfer and sharing and in joint dissemination actions will be fostered to facilitate a better international positioning of the project and to maximise impacts.

In terms of joint dissemination, the following activities will be carried out:

- Creation on SUPER-i website of a section dedicated to the Fellow projects. In this section the logos and links of the projects will be displayed.
- Organisation of joint events (webinars, conferences, workshops).
- Involvement of fellow projects/initiatives in the final event of SUPER-i.
- Dissemination, through SUPER-i channels (newsletter, social media channels and website) of the fellow projects results.
- Interaction on social media platforms.

The table below includes a preliminary list of EU-funded projects with which SUPER-i will liaise with:

Sister Project	Link on Cordis
ESI Europe 2.0	https://cordis.europa.eu/project/id/101033691
NEEM	https://cordis.europa.eu/project/rcn/236029/en

SER	https://cordis.europa.eu/project/id/101024254/it
SEIFA	https://cordis.europa.eu/project/id/101033741/it
PROPEL	https://cordis.europa.eu/project/id/101033810
Transpareens	https://cordis.europa.eu/project/id/101033869

Table 3. Sister projects

1.5   Communication and Dissemination KPIs

The following table shows the KPIs expected from the implementation of the SUPER-i C&D strategy.

Activity	KPIs
Project website	≥8000 visits on the project's website
Project social networks	≥500 followers on the project's Twitter account.
Twitter social media campaigns	Once/year 10% increase of followers/mentions of Twitter by 10%
Flyers & other printouts	1000 flyers distributed, 1 roll-up
Project video	≥1000 viewers
Press & news releases	Min. 6 releases, hundreds of readers via website, social media, information multipliers & portals
Journalistic articles	2 journalistic articles, hundreds of readers reached via website, social media & multipliers
eNewsletter	sent out/downloaded from ≥150 users each
Info-packs	≥4 info-packs, ≥200 downloads from website ≥100 downloads of their final e-publication
Scientific publications	At least 2 publications in journals or conference papers
Participation in external events	At least 2 events per year officially attended by the project at EU level, project presented in at least 2 key events ≥ 100 participants each
Organization of project events	Three workshops (participants ≥30 each) 1 webinar ≥30 participants Final event ≥ 80 participants
Mobilization of Stakeholder Associations	≥ 30 associations contacted to promote SUPER-i to their associates

Table 4. Expected KPIs

2- Key Communication and Dissemination Activities

SUPER-i implements an integrated and impact driven communication and dissemination approach with a multi- actors and multi- channel strategy. The communication tools were chosen to be the most effective to reach the project target audience.

2.1 Project visual identity

SUPER-i logo and visual identity are based on the result of a brand personality exercise in which the coordinators of the project were actively involved. The aim of the brand personality exercise was to highlight the features, characteristics and elements that make SUPER-i stand out as European research and innovation project.

The project logo, a set of icons, graphic elements, images, infographics, social media GIFs and cards, templates for presentations and reporting will be designed to reflect the project values, key messages and characteristics.

For the identity system we took inspiration from these core concepts:
- Social housing
- Building together
- Change, improvement

Main personality traits: Essential, popular, friendly.

Three options for the logo and the visual identity were developed by ICONS, based on the result of the brand personality exercise.
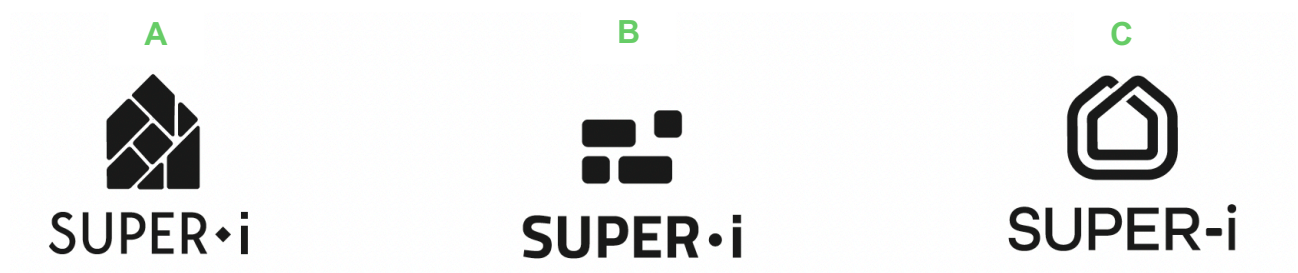
Fig. 2. SUPER-i logo options

The following logo was selected as the one that best conveys the project values and concepts that the consortium wants to raise when communicating SUPER-i:

Fig. 3. SUPER-i final logo

The shape of the logo is obviously a house, made of small pieces in a tangram puzzle figure. Each small piece represents the part of the house that you can retrofit (roof, windows, etc) with a green central heart which is the pulsing energy of the house. From a more distant perspective, the pieces themselves became houses, seen from above, representing a district. The colors have an important part in the logo, they are vibrant and energetic.

The official project Brand book is the document listing all the guidelines on how to use the project logo and the visual identity material. It is a rulebook for everyone involved in the creation of communication and dissemination material for SUPER-i. Partners are encouraged to follow the Brand book guidelines when communicating SUPER-i or presenting the project at events, training courses and workshops for stakeholders. The Brandbook has been published and released among the partners. The Brand book is presented in Annex 5.

All SUPER-i publications will include the following statement: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101028220" and display the EU emblem.

ACCOUNTABILITY	The SUPER-i logo and brand system have been developed by ICONS with feedback from the coordinator, the scientific coordinator and WP2 leader. All the SUPER-i project partners are encouraged to use the logo and the rest of the brand materials under the supervision of ICONS, following the graphic guidelines provided in the Brandbook.

2.2   Communication tools

A flyer, in English, (M6) describing the overall approach, objectives and expected impacts of the project will be produced for distribution at events.

A second version of the flyer will be produced towards the end of the project (M34) to present the achievements and main impacts of SUPER-i.

A roll-up, in English, (M7) describing the overall approach, objectives and expected impacts of the project will be produced to be used in fair and at events.

Other print-out materials will be produced according to the specific communication needs of the project. As a general principle, the project will prefer to use environment-friendly tools and paperless materials.

A **short web video**, in English, will be produced at M8 to present the project in an easy-to-understand way for a broad audience.

ACCOUNTABILITY	The flyer, the roll-up and the video will be developed and produced by ICONS. Contents will be elaborated with the support of the coordinator and the scientific coordinator.
DELIVERABLES	D5.2 - Communication Kit: flyer video roll-up (M8) D5.4 Second Flyer (M34)

2.3   Online channels

In order to ensure the best outreach of the project, the existing networks and channels of the partners will be fully exploited. See the list in Annex 2.

Below a short overview of the project online channels that are being set up for SUPER-i.

2.3.1   Website

The official project website will be launched in January 2022. Before that, to assure an online presence to SUPER-i (in addition to the social media channels) a temporary landing page was released in November 2021.

The website address is: https://super-i-project.eu/

ACCOUNTABILITY	The website is developed by EEIP.
	Web contents and updates will be provided by ICONS.

2.3.2 Social Media

Social networks are fundamental channels to communicate project goals, activities and results, and to engage with different communities. The target to be reached on social networks is wide and multilevel, ranging from professional audience to general public. Among others, a dialogue will be established with the project partners, the social media accounts managed by SUPER-i partners (ANNEX 3 – Partner's social media accounts), the leading stakeholders and influencers belonging to the SUPER-i pillars, the EU Commission, all the networks and associations with whom cooperation and open communication channels have been established. For each target specific channels, tone of voice and contents will be defined.

A Twitter and LinkedIn account have been opened at M1 in order to give visibility to the project from the beginning.

A short guide on how to use social media platforms to increase the outreach of the project contents has been distributed to all the partners.

2.4   Increasing public outreach

To build awareness, understanding and trust towards the project and increase impacts in terms of outreach and engagement with the broader public, a variety of editorial and audio-visual contents will be developed and distributed via multiple channels.

Public communication contents for media distribution:

- **Press and news releases** (at least 6, per year) focusing on specific project issues and milestones, promoting project events and progress, produced and distributed via information multipliers and promoted via social media.

- **2 independent journalistic articles and interviews** around the project and related topics, addressing a wider audience, produced and distributed through European and global information multipliers, online media and other information platforms and thematic portals.

- **Social media campaigns** on the occasion of the annual world and European Days and initiatives addressing sustainable energy and cities (such as EUSEW, the World Cities Day, EU Green Week, European Week of Regions and Cities).

2.5   Stakeholders' dialogue and engagement

2.5.1   Dissemination formats

To facilitate the dissemination of SUPER-i results and support the project exploitation and upscaling strategy, contents will be packaged into specific tools aimed at facilitating stakeholders' understanding and uptake of the project major achievements.

- **A periodic Newsletter**, issued every six months, featuring news, updates and events from the project, other fellow projects and similar initiatives. The Newsletter will be distributed to registered users and promoted via social media.

- **4 Info-packs** on specific solutions, outcomes, public deliverables, guidelines and recommendations produced in an easy-to-read format with the support of visual tools (e.g. infographics and factsheets), covering specific contents and take-aways for each addressed target group.

- **Scientific publications** will be produced by academic partners. SUPER-I will ensure open access to all peer-reviewed papers.

Creating an effective dialogue with key stakeholders and a strong community consisting of multiple actors is key to foster acceptance of innovation, replication and uptake of the project achievements.

Participation in external events

Partners will participate and present the project and its results at relevant forums, fairs, events and conferences to raise awareness about SUPER-i and engage with stakeholders. A short list of the relevant events will be integrated in Annex 4.

Organisation of SUPER-i events

One **final event** will be organised in collaboration with either fellow projects or other initiatives in the framework of another key European event. Other events (workshops, joint booths, roundtables) will be co-organised with EU networks, associations, platforms and initiatives.

A **final webinar** will be organised to present the project outcomes towards a broader, remote stakeholder audience. Recording will be accessible via the website.

3- Management of Communication

To ensure that EU-wide communication activities can reach out to the identified stakeholders and the general public, full cooperation needs to be established between the C&D Leader (ICONS) and the rest of the consortium. Strong interaction is expected between the project dissemination and communication, illustrated in the current document, and the partners' local activities, especially addressing stakeholders and professional audiences: therefore, full cooperation from the rest of the team is required.

The role and responsibility of ICONS, the project coordinator and all the other member of the SUPER-i's consortium have been indicated in the current document in the "Accountability" text boxes at the end of each chapter.

They can be summarised according to the following scheme:

Partner	Responsibility and involvement
CIVIESCO (Project Coordinator)	- As ICONS's first reference on communication and dissemination activity, CIVIESCO will validate the proposed Communication, Engagement and Dissemination strategy. - CIVIESCO will assess and provide feedback on the communication and dissemination contents to be released, approving them on behalf of SUPER-i consortium (e.g. leaflet, infopacks, etc.)
ICONS (WP5 Leader)	- Lead communication and dissemination action. - Develop a communication and dissemination strategy to be implemented for the duration of the project. - Formulate key messages that will convey the objectives and goals of SUPER-i based on the perspective of the project target audience. - Develop the project logo, visual identity and main communication materials i.e. flyers, newsletter. - Manage the D&C activities, acting as an internal reference for all communication and dissemination activities that will take place at different levels (EU, national, regional, local) on behalf of SUPER-i. - Produce contents to be published on the project website and external channels, newsletters and social media platforms, together with the active contribution of all partners. - Monitor the impact of every communication material produced and distributed for SUPER-i. - Deliver regular updates of the CED Plan based on the project emerging dissemination and communication requirements.

| All the other SUPER-I's partners | - Assist ICONS by providing input needed to create SUPER-i communication materials.
- Support the creation of the SUPER-i network and community.
- Keep ICONS informed on relevant progress made by the project in their respective work packages.
- Provide your input in the identification key stakeholders to be addressed by SUPER-i dissemination.
- Boost SUPER-i presence and coverage on social media.
- Act as a multiplier for SUPER-i dissemination initiatives and products.
- Provide ICONS with the list of events and publications they will be attending on behalf of SUPER-i. |

Table 5. SUPER-i partnership accountability in communication and dissemination

4-   Monitoring of Engagement

4.1   Purpose and methodology

The measurement of the impact of communication and engagement actions is based on the number of people that make use or come across a specific communication product and the number of their interactions. Outreach and engagement quantitative indicators therefore constitute the principal instrument to assess the impact of the SUPER-i project on its target audience.

- **Outreach indicators** measure online and offline communication reach with the aim of strengthening the impact on awareness. They are basic indicators that on their own do not provide a complete picture of SUPER-i effectiveness, but rather a starting point for deeper analyses.
- **Engagement indicators** measure activities associated to SUPER-i communication. They help understanding the impact of SUPER-i communication messages on target audiences with the aim of boosting acceptance. They provide a powerful tool to assess the effectiveness of SUPER-i communication.

Considering these broad definitions, SUPER-i takes a comprehensive multi-dimension monitoring approach to outreach and engagement indicators, defining their impacts at different levels:

- *Publications*, including articles, interviews, videos, page flows, news and press releases;
- *Project website* (https://super-i-project.eu/);
- *Social media* leveraged in the project (Twitter, LinkedIn, Facebook);
- *Webinars* organised during project execution;
- *Workshop and events*, carried out during project execution;
- *Other,* to cover other impacts which cannot be categorised above.

Tools that will be used to monitor outreach and engagement will be Google analytics, Twitter and LinkedIn analytics, Nuvi® a dedicated social monitoring tool.

The integration between outreach and engagement data across these 6 above-mentioned impact areas constitutes the basis for an integrated analysis of the overall impact generated by the project activities, which will be analysed in the "Interim report on Dissemination and Communication activities and their impacts" (D5.3 – M18) and "Final report on Dissemination and Communication activities" (D5.5 – M36). The C&D expected impacts and KPIs defined to measure them, according to the Document of Action, are shown in chapter 1.

4.2   Outreach measurement

Outreach data provide a quantitative assessment of the impacts in terms of awareness. Outreach data are monitored on web, social and during workshops and events. Web monitoring is performed by the project according to different approaches:

- Direct monitoring, by retrieving data on the web traffic (and views) for the SUPER-i public communication products (articles, interviews, videos) from the SUPER-i website.
- Direct monitoring of social media accounts managed by the project through social media analytics tools and the use of dedicated state-of-the-art software tools, such as Nuvi®.
- Indirect monitoring, by identifying the referrals made on SUPER-i materials by other on-line and social web resources. A more sophisticated analysis of top influencers mentioning and retrieving SUPER-i posts will be made possible by the use of Nuvi ®.

Outreach will also include the number of people reached through off-line dissemination and communication activities (such as number of participants at conferences/fairs where SUPER-i is represented, number of citizens participating at local events, etc.).
The outreach data retrieval will be aimed at the definition of the absolute outcome indicators, which will provide an input to the definition of the Community Engagement Index.

4.3   Community engagement monitoring and measurement

Engagement indicators, measuring activities of the users associated to SUPER-i communication products are:

- *For publications:* Number of likes, shares, comments, clicks related to each publication on website, social media, other platforms. Number of downloads if allowed by the platforms leveraged. Related Publication Engagement Index.
- *For social posts:* Number of likes, shares, comments, clicks related to each post. Related Website Engagement Index.
- *For website:* Number of page views lasting more than 1 minute
- *For webinars and events:* Number of participants to local events. Number of follow up requests. Related Webinars and Events Engagement Index.

To measure the effectiveness of engagement ICONS has developed the **Community Engagement Index (CEI).** This index integrates all communication activities (i.e. publications, project website, social media, webinars, workshops/events, and other activities) into a single metric.
It represents the level of interest and engagement generated by SUPER-i considering the overall community the project is able to generate through its different activities and describes their overall impact. The CEI therefore takes into account total outreach and related activities animating the

community, representing the total engagement of the SUPER-i community into the topics treated by the project.

It is worth stressing that CEI measures the engagement of a community with a content. It does not describe the overall effectiveness of SUPER-i communication activities, but only their engagement rate. Low values of the CEI indicate little interest by the target audience (compared to its outreach), while high values suggest high interest and engagement of the community in that specific content.

To improve the effectiveness of the communication activities, ICONS leverages its Communication Effectiveness Quadrants, which plot publications (but also social posts, web pages, events, etc) in 4 quadrants depending on their total outreach and engagement and consider the related PEI (or SEI of WEI or WEEI) to identify most successful communication outputs and potential pitfalls and take corrective actions whenever needed.

ACCOUNTABILITY	ICONS is in charge of the measurement of the impact of communication and engagement
DELIVERABLES	D5.3 Interim report on Dissemination and Communication activities and their impacts (M18) D5.5 Final report on Dissemination and Communication activities (M36)

5- Future timeline (M1- M20)

WHEN	WHAT	WHO
M4	D5.1 C&D Plan	ICONS
M6	Flyer Production	ICONS
M7	Roll-up Production	ICONS
M8	Presentation Video - Release	ICONS
	D5.2 Communication Kit: flyer video roll-up	ICONS
	First Newsletter	ICONS
M14	Second Newsletter	ICONS
M18	D5.3 Interim report on Dissemination and Communication activities and their impacts	ICONS
M20	D5.1 C&D Plan - UPDATE	ICONS

Table 6. Deliverables future timeline.

6- Conclusions

The communication and dissemination plan sets the C&D strategy of SUPER-i mainly at European and Global level. Together with the definition of the visual identity and the set-up of the online communication channels (website and social media) it kicks off the project communication activities.

The first version of this document defines the approach, the internal consortium C&D structure, the targets that the project aims to speak to, the specific channels and tools that will allow to build a solid community of citizens and targeted stakeholders.

Given the complexity of the project, the C&D plan must be considered a "living document". As SUPER-i will also evolve the C&D strategy will adapt to the emerging needs of the project and its pilots. If necessary, new tools and channels will be included, new stakeholder groups defined and the key-messages re-shaped.

The second version of the C&D plan will be released in M20.

Annex 1- Partners' membership in local/EU/global associations and initiatives

Partner	Existing membership	
	Key Platform / Network / Association / Initiative name	**Geographical scope: International / European / National (please specify country)**
CIVI	EEIFG	European
APRE	ENEA National Agency for new technologies, energies and sustainable economic development	
APRE	GSE	
APRE	ENEL	
APRE	OFFICINEA VERDE	
APRE	UNIVERSITA FEDERICO II NAPLES	
APRE	TERNA	
APRE	WOMEN ENGAGE FOR A COMMON FUTURE EV	
APRE	EUROPEAN GREEN CITIES APS (EGC)	
APRE	Energy Agency of Plovdiv	
APRE	EUROPEAN Centre FOR WOMEN and Technology	
APRE	Climate Alliance Italia Local authorities	
APRE	Climate Alliance Europa Local authorities	
APRE	INSME Network of SMEs	
APRE	European Green Cities	
APRE	SZZ Network of enterprises	
APRE	EURADA Network of enterprises	
APRE	Distretto La Nuova Energia	
BL	Housing Europe	EU
BL	Nordic council	Nordic
BL	DriftsNet	National
BL	Energy Forum Denmark	National
BL	EC Network RoundBaltic	Baltic/Nordic
EEIP	SPIRE	European
EEIP	Smart Cities Marketplace - Action Cluster lead of Business Model & Finance	European
EEIP	EEFIG initiative	European
EEIP	SEIF	European
EEIP	CircLean	European
EEIP	Climate Chain Coalition	European
EEIP	Digital Skills & Jobs Coalition	European

EGC	European Green Cities Network (EGCN)	International
EGC	Association of Sustainable Cities and Buildings - National	
EGC	Green Building Council	National
EGC	Green Transition Denmark	National
EGC	VE - Vedvarende Energi / EnergiTjenesten	National
TENDER	PRI	International
TENDER	Aiaf	National (Italy)
ATER	FEDERCASA	NATIONAL (ITALY)
HFROS	https://ssrs.si/	National- Slovenia
HFROS	https://www.spekter.info/	National- Slovenia
HE	Enti Kombëtar i Banesave	Albania
HE	ASBA - National social housing association foundation	Armenia
HE	Österreichischer Verband Gemeinnütziger Bauvereinigungen - Revisionsverband	Austria
HE	Fonds du Logement Wallon	Belgium
HE	Société du Logement de la Région de Bruxelles-Capitale	Belgium
HE	Sociéte Wallonne du Logement	Belgium
HE	Vlaamse Huisvestingsmaatschappijen	Belgium
HE	Vlaamse Maatschappij voor Sociaal Wonen	Belgium
HE	Cyprus Land Development Corporation	Cyprus
HE	SCMBD	Czech R.
HE	Boligselskabernes Landsforening	Denmark
HE	Eesti Korteriühistute Liit	Estonia
HE	KOVA RY	Finland
HE	Union sociale pour l'habitat	France
HE	undesverband deutscher Wohnungs- und Immobilienunternehmen e.V.	Germany
HE	Co-operative Housing Ireland	Ireland
HE	Irish Council for Social Housing	Ireland
HE	Alleanza delle Cooperative Italiane-Settore Abitazione	Italy
HE	Federcasa	Italy
HE	Fonds du Logement	Luxemburg
HE	Société Nationale des Habitations à Bon Marché	Luxemburg
HE	Aedes vereniging van woningcorporaties	Netherlands
HE	Norske Boligbyggelags Landsforbund SA	Norway
HE	Zwiazek Rewizyjny Spóldzielni Mieszkaniowych	Poland
HE	Gebalis	Portugal
HE	MatosinhosHabit	Portugal
HE	Housing Fund of the Republic of Slovenia	Slovenia

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HE	Asociación Española de Promotores Públicos de Vivienda y Suelo	Spain
HE	Confederación de Cooperativas de Viviendas y Rehabilitación de España	Spain
HE	HSB Riksförbund	Sweden
HE	RIKSBYGGEN	Sweden
HE	Sveriges Allmännytta	Sweden
HE	Wohnbaugenossenschaften Schweiz	Switzerland
HE	Community Housing Cymru	UK
HE	Northern Ireland Housing Executive	UK
HE	Scottish Federation of Housing Associations	UK
HE	TEI Athinon	Greece
HE	Social Housing & Property Rights in Kosovo	KOSOVO
HE	Habitat for Humanity International	SLOVAKIA
HE	Osteuropa - Schlüsselregion für den Klimaschutz	Germany
HE	Community Land Trust Brussels	Belgium
HE	Organisme de Foncier Solidaire de la Métropole Lilloise	France
HE	Fondazione Housing Sociale	ITALY
HE	Ministry of Physical Planning, Construction & State Assets, Croatia	Croatia
HE	Ekubirojs	Latvia
UoY	European Accounting Association	European
UoY	OECD	International
UoY	United Nations	International
UoY	BIS	International

Annex 2 - Partners' communication channels

Partner	Websites/Portals	Newsletter (recipients)	Magazines
CIVI	https://www.civiesco.it/		Local newpapers
UoY	https://www.york.ac.uk/		
	https://www.xpress-h2020.eu/		
APRE	www.apre.it		APRE Magazine. Quarterly magazine on Research and Innovation - Distributed via mailing to 25.000 selected contacts + published on APRE website.
	https://horizoneurope.apre.it/		
ICONS	https://www.icons.it/		
	https://www.youris.com/		
EEIP	https://ee-ip.org/en/	150000	
CIRCE	https://www.fcirce.es/en/		
EGC	www.greencities.eu	218	
	avedøregreencity.dk	106	
	http://fbbb.dk/	2167	
TENDER	https://tendercapital.com/en/	2000	Il Sole 24 Ore, Milano Finanza, Advisor, Citiwire, Blue Rating, Morningstar, Bloomberg, We Wealth
HE	https://www.housingeurope.eu/		
BL	https://bl.dk/		
ATER	www.federcasa.it		FEDERCASAINFORMA
	https://trieste.aterfvg.it/		
HFROS	https://ssrs.si/	>1000	
	https://www.housingevolutions.eu/		
	https://www.ourhomesourdeal.eu/		
ELE	http://www.element-energy.co.uk/		

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Annex 3 – Partner's social media accounts

Partner	TWITTER	LINKEDIN	OTHER
CIVI	https://twitter.com/civiesco (46 followers)	https://www.linkedin.com/company/civiesco-s-r-l (197 followers)	Webpage + social media of CIVIBANK
UoY	https://twitter.com/uniofyork (72600 followers)	Paola Zerilli (421 contacts)	https://instagram.com/uniofyork, https://www.facebook.com/universityofyork, http://www.youtube.com/universityofyorkuk
APRE	https://twitter.com/APREh2020 (2500 follower)	https://www.linkedin.com/company/apre-agenzia-promozione-ricerca-europea/ (8100 followers)	-
ICONS	https://twitter.com/ICONSinnovation (902 followers)	https://www.linkedin.com/company/iconsinnovation/ (1334 followers)	https://www.facebook.com/ICONSinnovation (422 followers)
	https://twitter.com/YourIS_com (646 followers)		https://www.facebook.com/youriscom (1167 followers)
EEIP	https://twitter.com/GreenCogEU (39005 followers)	https://www.linkedin.com/company/eeip/ (4392 followers)	https://www.facebook.com/EEIP2020/
CIRCE	https://twitter.com/fCIRCE (3241 followers)	https://www.linkedin.com/company/circe-centro-tecnologico (8646 followers)	-
EGC	-	https://www.linkedin.com/company/europeangreencities (207 followers)	-
TENDER	https://twitter.com/Tendercapital (200 followers)	https://www.linkedin.com/company/tendercapital-ltd/ (1000 followers)	https://www.instagram.com/tendercapital/, https://www.facebook.com/tendercapital
HE	https://twitter.com/HousingEurope (7402 followers)	https://www.linkedin.com/company/cecodhas-housing-europe/ (2977 followers)	-

BL	https://twitter.com/almeneboliger (1977 followers)	https://www.linkedin.com/company/bl-danmarks-almene-boliger/ (6092 followers)	https://www.facebook.com/Bogodt/
ATER	https://twitter.com/AterTrieste (about 100 followers)		https://www.youtube.com/channel/UCKziZl0XDyktATpnVwW5UzQ
HFROS	-	https://www.linkedin.com/company/stanovanjski-sklad-rs/ (136 followers)	https://www.facebook.com/housingeurope, https://www.youtube.com/user/CECODHAS
ELE	-	https://www.linkedin.com/company/element-energy (5457 followers)	-

Annex 4 – List of sector events

Name	Date	Link
European Energy Efficiency Conference 2022	2–4 Mar 2022	https://www.eceee.org/events/calendar/event/european-energy-efficiency-conference-2022-2/
FutureBuild	01 - 03 March 2022	https://www.futurebuild.co.uk/
World Sustainable Energy Days 2022	6 - 8 April 2022	https://www.wsed.at/
Social Housing Finance Conference	11 May 2022	https://www.socialhousing.co.uk/shfc/shfc/social-housing-finance-conference
5th SDEWES SEE Conference	22 – 26 May 2022	https://www.vlore2022.sdewes.org/
International Social Housing Festival	14–17 June 2022	https://socialhousingfestival.eu/info/ishf/
EUSEW 2022	TBD	https://eusew.eu/

Annex 5 – Brandbook

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Brandbook

v.1.0. December 2021

SUPER-i - Institutional project logo

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Small Version - Height < 15 mm
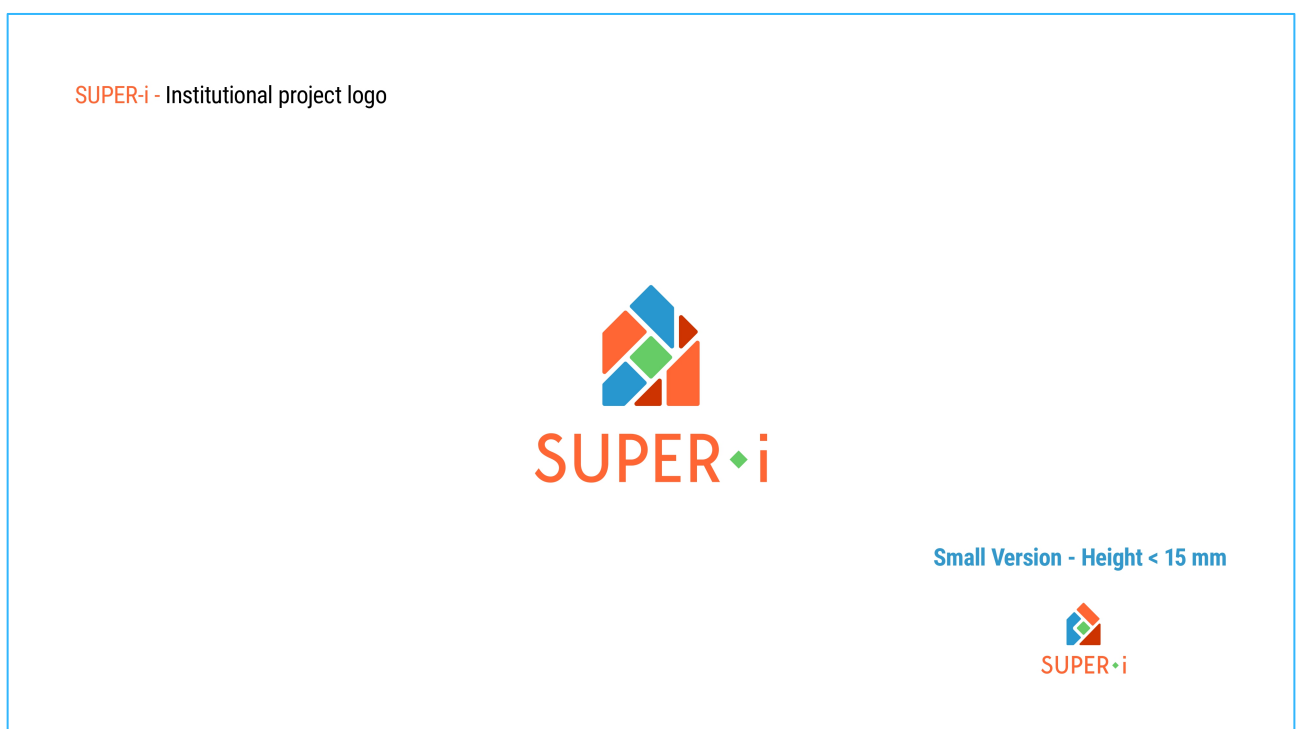
SUPER·i

SUPER·i

SUPER-i - Horizontal logo

Small Version - Height < 15 mm

SUPER-i - Colour scheme

C:0 M:70 Y:80 K:0
R:205 G:102 B:51
#ff6633

C:15 M:90 Y:100 K:5
R:200 G:52 B:25
#cc3300

C:75 M:25 Y:7 K:0
R:51 G:153 B:204
#3399cc

C:61 M:0 Y:74 K:0
R:102 G:204 B:102
#66cc66

SUPER-i - Typography

TITLES
Aaux Next

TEXT
Roboto Condensed

Lorem ipsum dolor sit amet, Lorem Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy

Lorem ipsum dolor sit amet, Lorem Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy

SUPER-i - Logo on different background

If the background's color is not black or white, please use the white version of it, as the visibility has the prority

SUPER-i - Icons

HOUSE

WINDOW

ROOF

As the concept of SUPER-i logo is the tangram, please use tangram pieces to form icons when possible.

SUPER-i - Patterns

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