SUPER·i

D5.3 - Interim report on D&C activities and their impacts
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WP 5

1. Technical references

Project Acronym	SUPER-i
Project Title	Extended Public-Private Partnership for Investment in Smart Energy Efficiency Projects in a Social Housing context
Project Duration	September 2021 – August 2024 (36 months)

Deliverable No.	D5.3
Dissemination level*	PU
Work Package	WP5 - Communication, Dissemination and Exploitation
Task	Task 5.5 – Monitoring and measuring of impacts from C&D strategy
Lead beneficiary	ICONS
Contributing beneficiary/ies	
Due date of deliverable	February 2023
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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)

v	Date	Beneficiaries	Track changes
1	28/02/2023	ICONS	First draft (Alice De Ferrari)
2	06/03/2023	UoY	Second Draft (Paola Zerilli)
3	05/04/2023	UoY	Third Draft (Paola Zerilli)

2. Table of contents

3. Summary

The current report represents the mid-report on communication and dissemination activities and aims to provide with an overview of the progress made in each task of WP10, in line with the last version of the SUPER-I's D5.1 Communication and Dissemination Plan.

It displays the main activities done in. the first part of the project, with a focus on the visual identity (logos, communication kit, video), the channels set up (website, social media) and the stakeholder engagement (events, social campaigns, etc.).

4. Introduction

The SUPER-i C&D strategy has been designed at the beginning of the project and further evolved throughout its execution to raise awareness, stimulate acceptance and foster uptake of project's results towards the different audiences addressed. The approach being followed is geared to ultimately support the exploitation activities while fostering uptake and replication of the SUPER-i results.

The next chapters will provide with an overview of the progress made in each of the dissemination activities as of the current date.

In the first part of the project, the activities focused on the set up of the identity of the project and the creation of the community around the project.

The foundations have been laid for the dissemination activities which will be more concentrated in the second half of the project (info packs, newsletter, journalistic articles, projects' events, etc), when the project results will begin to be shared.

5. Communication and Dissemination activities implementation

5.1. Communication and Dissemination Plan

On December 2021 the SUPER-i Communication and Dissemination Plan has been released. The aim of the document is to outline the project C&D strategy and to explain how this strategy is implemented to reach different stakeholder groups using a mix of tools and channels.

The Plan Identifies target segments, formats and actions to foster replicability and pose the basis for exploitation as well as establishes related C&D actions, channels, tools, timing and geographical coverage.

Th Plan also defines the main objective of the Work Package:
- 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.

5.2. Project Identity

5.2.1. Visual identity

The visual identity of SUPER-i has been launched at the beginning of the project and, since then, it has been coherently applied in all C&D channels and formats developed. The rules for the proper governance and use of the SUPER-i identity have been shared will all partners and have been outlined in the Brand-book.

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 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:

Figure 1 - SUPER-i logo - Horizontal format

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 colours have an important part in the logo, they are vibrant and energetic.

During the participation of the consortium in the offer for the SUPERSHINE project, subsequently funded by the commission and started in November 2022, a logo was designed that related to that of SUPER-i, including the concept of district. SUPERSHINE and SUPER-i logos are strongly linked together:

Figure 2 - SUPERSHINE logo - Horizonal format

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 Brand book.

5.2.2. Communication tools

Other materials were produced in the framework of this task: a flyer, a roll-up and a presentation video. These have been bundled into the "Project Communication Kit" (**D5.2 Communication Kit: flyer video roll-up (M8)**).

The flyer

The flyer is meant to raise awareness of the project, its objectives and main areas of activity.

It has been used to support the dissemination activities and distributed at the events attended by the consortium members.

The flyer is based on a twofold layout consisting of four pages in total. In closed format it measures 210x148 mm.

The Roll Up

The SUPER-i poster is a synthesis of the key elements we want people to take in about our project: objectives, main activities, pilot case, consortium partnership and contact details.

It is a standard roll-up size a (200x80cm). One hard copy of the poster was printed for the project coordinator, CIVIESCO.

The presentation video

The SUPER-i video is a touchpoint between the project and its public. It provides a glimpse into the project at an early stage, when most operational activities are still to be implemented. It is meant to raise awareness and get viewers involved with our initiative.

Therefore, the information relayed is essential and needs to be matched with the details available on the other communication channels, like the website and social media.

The video lasts approximately 1:30 minutes. This duration will keep the audience interested and get them to watch it through to the end.

The video is based on a technique of graphic animation and video footage, which draws attention to key concepts, while a subtle soundtrack keeps the rhythm and makes the clip enjoyable to watch. The voiceover is in English.

To ensure consistency with the project image and allow viewers to immediately associate it to SUPER-i production, the logo is strongly used in animations. The video exploits the visual potential of the tangram, the core of SUPER-i identity, to address project values and objectives. Colourful animations bring the viewer through the narration, while the voice completes the explanation.

The video was uploaded on ICONS YouTube channel to maximize video exposure and benefit from an archive channel that promotes and supports European projects. **The video is available here** and in the homepage of the project website.

Currently, it has registered 121 views on YouTube, 192 on LinkedIn and 114 on Twitter, for a **total of 427 views.**

Figure 3 - Frame from SUPER-i project presentation video

Extra materials

SUPER-I produced some extra materials:
- The project folder, to be used in events and conferences;
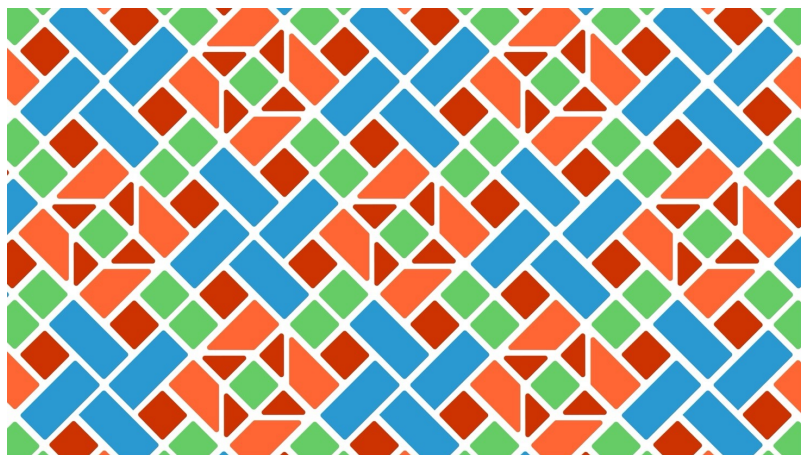- The online meeting background.

Figure 4 - SUPER-i call background

5.2.3. Online channels

SUPER-I project relies on a synergic ecosystem of channels:
- The project website
- A Twitter channel
- A LinkedIn page
- Parnters' existing channels.

5.2.3.1. 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/
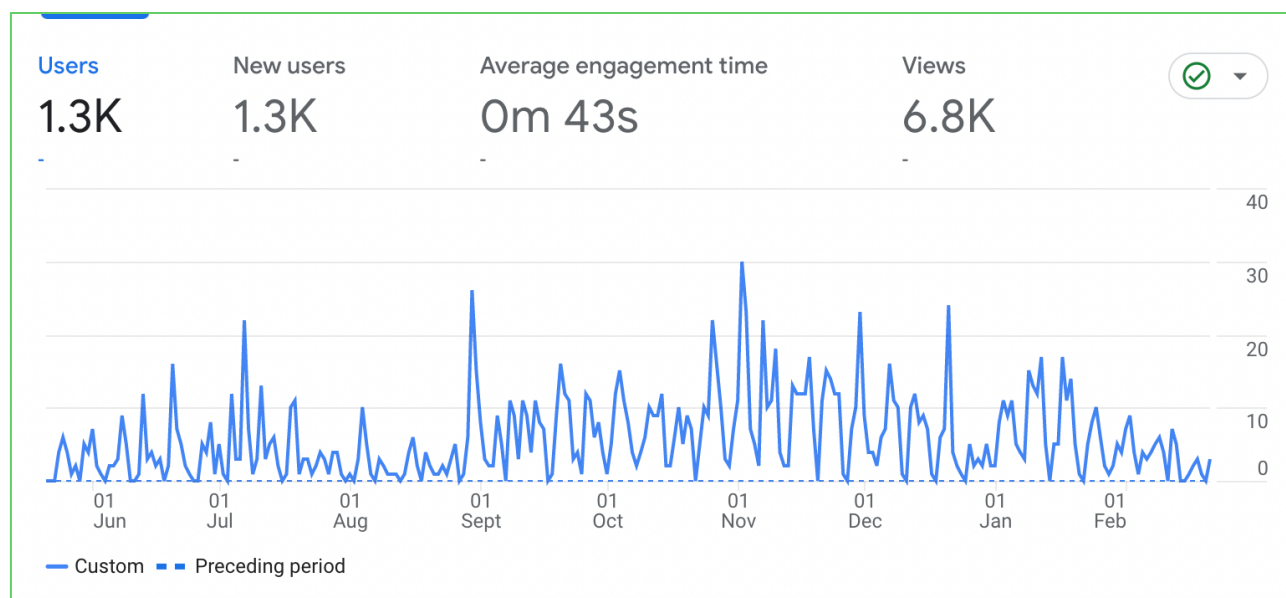
The website registered 6.800 views from 1.300 users.

Figure 5 - Analytics from SUPER-i website

The website is updated with news from the projects, relevant event and available resources. Furthermore, it hosts the SUPER-I e-Room where data on fuel poverty in social housing across EU are displayed.

With the start of SUPERSHINE project, it was decided to optimize resources and share the website between the two projects. In the coming months, the website will therefore be revamped to host information on the new project, while some sections will be shared (resources, events, news, e-

room). The **homepage** will be redesigned to guide the user through the knowledge of the two projects.

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

5.2.3.2. Social Networks

Since its start, SUPER-I got a stable and strategic presence on social media in view of building, nurturing and engaging a broad, diverse and interested community. The existing partners' social media networks represent precious channels to distribute the project contents towards already active communities.

Each channel used reflects the project's identity both in visual (through dedicated social media cards, GIFs) and written terms (the tone of voice is tailored to the channel used and always reflect the identity characteristics outlined in the C&D plan).

To enhance the work done so far and strengthen the community that is emerging, the SUPER-i social media have also been shared with the SUPERSHINE project.

Figure 6 - Tweet for announcing the start of SUPERSHINE and the channels sharing policy

Twitter

The Twitter account @SUPERi_project was set up since the start of the project and counts, to date**, 337 followers**. Beyond the direct management of the project's social media channels, the conversation is being tracked through # #SUPERi_EU and #SUPERSHINE_eu and the reach of its post is being expanded though direct mentioning of key accounts, influencers, cities associations, thematic news portals, EU commission or by using established hashtags (such as: # energypoverty #energyefficiency, #climateaction #endenergypoverty, etc) associated to well recognized thematic initiatives.

LinkedIn

The project also launched its LinkedIn page. Its objective was to invite the LinkedIn professional community to learn more about the SUPER-i project when initial results could be shared with them, and for them to join SUPER-i's stakeholder engagement community. It has **124 followers**.

5.3. Enhancing Public Awareness

Project's advancements, results, partners' participation to conferences and events are regularly promoted through the publication and distribution of press and news releases, journalistic articles and social media campaigns.
Formats and activities aimed at increasing public awareness around the project include:

Press and news releases (at least 6) focusing on specific project issues and milestones, promoting project events and progress. Press and news releases are distributed via dedicated portals and promoted on social media. At the time of the present deliverable more than 3 news and press releases have been published and distributed online.

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).

In 2022, ICONS planned a campaign on the occasion of the International Day of Women and Girls in Science (February 11) to highlight women's work in scientific disciplines. To participate, the researchers were asked to share their experiences using the hashtag #WomenScientistsPortraits. SUPER-i participated with the scientific coordinator statement.

Figure 7 SUPER-i Scientific Coordinator's contribution to the campaign for International Day of Women and Girls in Science

Independent journalistic articles and interviews (2) around the project and related topics, written by professional journalists and addressing a wider audience, produced and distributed through European and global information multipliers, online media and other information platforms and thematic portals. At the time of the present deliverable the editorial production is not started yet.

5.4. Stakeholders dialogue, networking, and clustering

Part of the activities included in this task are concentrated in the second part of the project, when the results will be available and the stakeholders can be involved more deeply.

The activity in the first part of the project therefore concentrated on the set up of some tools, such as the newsletter. Both Info packs and scientific publications will be done in the second half of the project. Due to technical issue, the first launch of the SUPER-i newsletter has been postponed to build a stronger community of registered people.

A lot of effort has been put into the participation of crucial partners (in particular, the coordinator and the scientific coordinator) in relevant events (Ecomondo, XPRESS Final Conference).

In October 2022, SUPER-i organised a workshop in the framework of Sustainable Energy Days with the participation of Social Housing Amabilina, Città di Marsala and IACP. The event highlighted solutions and resources aimed to increase investments in energy efficiency in a social housing context, with the final goal of decreasing energy poverty in Europe.

5.4.1. Clustering

SUPER-i established links with other EU funded projects in the field of social housing and energy efficiency to create greater synergy and maximize the impact of C&D activities. To this aim, initiatives aligned with SocialRES were offered, among others, the following options (actions intended to be mutual):

- Insertion in the list of fellow projects on the project website.
- Support and promotion via social media, project's website and newsletter;
- Support in the promotion of events, webinars, conferences etc.

5.5. Monitoring and measuring of impacts from C&D strategy

Under task 5.5, ICONS, with support of the whole consortium, continuously monitored the impacts of the Communication and Dissemination activities through an integrated analysis of quantitative performance indicators. This activity provides data on the outreach of the C&D actions and the degree of engagement that these actions were able to create with the communication targets. Further details about methodology and tools are to be found in *D5.1 Communication and Dissemination Plan*.

The monitoring methodology is based on **outreach and engagement indicators** calculated from data collected via dedicated web analytics and software tools:

- **Outreach indicators** measure online and offline communication reach with the aim of strengthening the impact on **awareness**. They provide an estimate of the number of people who came across a specific content.
- **Engagement indicators** measure the amount of interactions that stakeholders made with the content they came in contact with. They give an estimate of the project **acceptance**.

The Social Engagement Index (SEI) measures the level of interest generated by all the social media posts made by the SUPER-i project; it also represents the amount of engagement made between the social media users with the content present in these posts. This is calculated by finding the ratio between the outreach and engagement levels for each social media channel.
SEI is 5.85% (being 2,3% the average in the energy sector).

Table 1 - Social media channels analytics

Channel	Followers	Outreach*	Engagement**	SEI
Twitter	337	27.491	1.181	4,3%
LinkedIn	124	9.001	955	10,6%
Totals	**461**	**36.492**	**2.136**	**5,85%**

*Outreach = Impressions = visits, views of a content
**Engagement = interactions with the content = likes, shares, clicks, comments

5.5.1. Communication and Dissemination KPIs

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

Activity	KPIs	Results at M18
Project website	≥8000 visits on the project's website	6300 visits Partially achieved
Project social networks	≥500 followers on the project's Twitter account.	337 followers Partially achieved
Twitter social media campaigns	Once/year 10% increase of followers/mentions of Twitter by 10%	Partially achieved
Flyers & other printouts	1000 flyers distributed, 1 roll-up	Achieved
Project video	≥1000 viewers	427 views Partially achieved
Press & news releases	Min. 6 releases, hundreds of readers via website, social media, information multipliers & portals	3 Partially achieved
Journalistic articles	2 journalistic articles, hundreds of readers reached via website, social media & multipliers	Not done yet
e-Newsletter	sent out/downloaded from ≥150 users each	Not done yet
Info-packs	≥4 info-packs, ≥200 downloads from website ≥100 downloads of their final e-publication	Not done yet
Scientific publications	At least 2 publications in journals or conference papers	Second part of the project
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	Partially achieved
Organization of project events	Three workshops (participants ≥30 each) 1 webinar ≥30 participants Final event ≥ 80 participants	Second part of the project
Mobilization of Stakeholder Associations	≥ 30 associations contacted to promote SUPER-i to their associates	Partially achieved

6. Conclusions

This report provides an overview of the activities implemented in the first part of the SUPER-i project.

The focus was on the creation of the project identity, to gain awareness from the stakeholders. Furthermore, the foundations have been prepared for many activities that are concentrated in the second half of the project, such as editorial production, the info packs, and the scientific publications.

The KPIs set at the beginning of the project have been partially achieved, and the trends are in line for achieving them at the end of the project.

The next actions will be the writing of the first journalistic article, the creation and launch of the first newsletter and the set-up of the info packs.