



WeForming

DELIVERABLE 7.1

COMMUNICATION AND DISSEMINATION PLAN AND BRANDING

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The UK participant is co-funded by UKRI.

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UK Research
and Innovation

The UK participant is
co-funded by UKRI.

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ABBREVIATIONS

DCS	Dissemination and Communication Secretariat
EU	European Union
EC	European Commission
HE	Horizon Europe
IPR	Intellectual Property Rights
KPIs	Key Performance Indicators
GDPR	General Data Protection Regulation
iGFBs	Intelligent Grid-Forming Buildings
RTOs	Research Organisations
SME	Small and Medium Enterprise
DSO	Distribution System Operators
OEMs	Original Equipment Manufacturers
O&M	Operations and Maintenance
ESP	Energy Service Providers
ESCOs	Energy Service Companies

Executive Summary

Deliverable 7.1: Communication and Dissemination plan and branding, reflects the communication and dissemination efforts, KPIs, planned activities, and its monitoring for the WeForming project.

The *communication activities* target larger audiences with the ultimate goal of promoting WeForming and enhancing the visibility of the project's objectives. The *dissemination activities* target our audiences with specific and detailed information on the projects' results.

The **Communication and Dissemination strategy** outlines the story of the WeForming project. It establishes the objectives and key messages tailored for each stakeholder, and how to build awareness of the project results. This section is segmented into the comprehensive WeForming Communication strategy, encompassing visual identity, communication tools, and channels; and the partner efforts for scientific dissemination.

The **Communication and Dissemination plan** outlines the methodological framework. It establishes a set of rules, KPIs, and standards that will guide WeForming partners through effective communication from the starting point of the project. It is important that all partners feel – and are – involved in all activities. For this reason, the document includes a plan for monitoring and ensuring regular tracking of events and media work from all partners. Each partner is assigned the responsibility of populating the monitoring file and notifying the WP7 leader (F6S) for necessary support.

The **document will conclude** with a compilation of efforts and timelines specific to WP7, culminating in a comprehensive conclusion.

This deliverable will act as a living document, which means that strategies and channels will be revised and updated to best align with challenges at any given time and adapt to the needs of both partners and target audiences. The next iteration of this deliverable is due at M18 (D7.3 Communication, dissemination, exploitation, and market exploration, standardisation and community building - 1st progress report and plan) and the final one is due at M36 (D7.4 Communication, dissemination, exploitation and market exploration, standardisation and community building - final report).

To develop an effective plan, it is crucial to **understand the context of the WeForming project** and have a clear image of the problem we are trying to solve. Therefore, the purpose of the next chapter is to introduce the reader to the WeForming project and the approach behind it.

1. Introduction

In a nutshell, the WeForming project is dedicated to reshaping the way energy is managed in buildings. Through ground-breaking solutions, this EU project addresses digital operation, management, and maintenance, along with efficient and interactive energy processing for Intelligent Grid-Forming Buildings (iGFBs). In this grid-forming approach, buildings seamlessly integrate into energy grids, functioning as dynamic components that harmoniously collaborate with the grid infrastructure.

Buildings account for 40% of energy consumption and 36% of greenhouse gas emissions in Europe. WeForming aims to pave the way for buildings as dynamic energy contributors involving them in co-creation activities, recognizing their critical role in achieving the EU's ambitious environmental and energy efficiency targets, and putting them at the forefront of Europe's decarbonization journey.

WeForming, an acronym for Buildings as Efficient Interoperable Formers of Clean Energy Ecosystems will be implemented and validated in six real-life demos across six countries. These use cases will target different systems, building types, consumer needs, economic conditions, and climates, providing a comprehensive assessment and adaptability across different scenarios:

- Luxembourg - Demo 1: A Multi-energy Grid-Interactive District with a Large Fleet of Electric Vehicles.
- Portugal - Demo 2: A Large Commercial Shopping Mall with Internal Power Generation, and Energy Storage Systems.
- Croatia - Demo 3: Grid-Supporting Renewable Districts on a Holiday Island with Large Seasonal Demand Variation.
- Belgium - Demo 4: An Interactive Residential District with Bidirectional Power-to-Heat and Thermal Storage Capabilities.
- Spain - Demo 5: Grid Supporting Rural Renewable Energy Community.
- Germany - Demo 6: Energy Market-Driven Multi-Sector Smart District.

2. Communication and Dissemination strategy overview

Our envisaged Communication and Dissemination strategy is tailored to contribute to the achieving of the overall project goal, reaching the defined target groups, creating impact, and making sure that the key messages of the project are disseminated from M1.

The WP7 strategy is divided into 5 different tasks: T7.1, in addition to creating a visual identity and a Communication and Dissemination strategy, assigns specific roles and responsibilities to project partners through a central body known as the Dissemination and Communication Secretariat (DCS) that will oversee the smooth implementation of the plan, coordinate partner activities within WP7, and manage the relationship with external target groups. T7.2 will focus on creating synergies while disseminating the results of the exploitation planning and new business models; T7.3 will establish a forum for co-creation, knowledge transfer, and workshops, while engaging with social innovators; T7.4 will disseminate the work on standardise interfaces, business models, and architectures; T7.5 will build synergies with relevant EU-projects and initiatives, such as BRIDGE Initiative while exchanging policy and standard recommendations.

The WP7 general objectives are outlined in the following table:

Raise awareness	Enhancing project visibility and impact through comprehensive communication, dissemination, and coordination efforts, using tools such as the website and social media, participating in events, and fostering synergies with existing initiatives for efficient information exchange and stakeholder engagement.
Promote collaboration and co-creation	Encourage collaborative efforts with external stakeholders, among project partners, and with other EU initiatives including IDSA and BRIDGE. Promote co-creation and proactive communication ensuring that stakeholders contribute to project goals and outcomes including decision-makers to facilitate policy uptake.
Promote innovative use cases and business models	Promote innovative use cases and new business models, such as in EV-fleet infrastructure and energy storage systems, aiming to communicate and support the exploitation strategy by attracting potential investors and collaborators for post-project market deployment, including SMEs and startups.
Promote energy efficiency	Promote WeForming's alignment with EU objectives in energy efficiency, showcasing our role in contributing to smart districts, and demonstrating the potential impact on the energy landscape and sustainable practices.

TABLE 1: COMMUNICATION AND DISSEMINATION OBJECTIVES

2.1. WeForming target audiences and key messages

2.1.1. Objectives

The starting point for every successful Communication and Dissemination strategy is to clearly identify the target audiences, and select the key messages and the suitable channels to **effectively convey project findings and outcomes**, as outlined in DCO1.

Differentiating the stakeholders and channels will benefit WeForming in implementing **an effective co-creation framework** (described in DCO2). Crafting tailored messages for each stakeholder group will be instrumental in motivating their engagement in online workshops and discussions, aligning WP7 Task 7.3: *European entrepreneurial engagement for social innovation and sharing economy* with the objectives of WP2 *WeForming Stakeholders Requirements And System Specifications*, fostering a comprehensive and holistic approach with the partners throughout the project.

Stakeholder engagement, collaboration, and co-creation within their respective local communities is vital for **showcasing the advantages of WeForming solutions and frameworks** (DCO3), utilizing tailored messages across the 6 Demonstrators – taking place in 6 European countries and with diverse industry requirements and regulatory policies -, thereby optimizing mutual learning and knowledge exchange.

Ultimately, we aim to underscore to all stakeholders the pivotal role of WeForming in **advancing a digitally enabled circular, climate-neutral, and sustainable economy** (DCO4), ensuring our messaging aligns seamlessly with the European Commission's overarching goals.

2.1.2. Strategy

WeForming's Communication and Dissemination strategy encompasses a broad public as well as specific stakeholders. Therefore, based on the level of involvement in the project, we can categorize our audience into general audience, external audience directly related to the project, and most direct audience in connection to the project. The key messages reflect the depth of information that will be conveyed to these groups.

- General audience: All target audience in a broader sense and not directly involved or benefiting from the project, but interested in the project outcomes.
- External audience directly related to the project: WeForming external target audience will actively participate in knowledge sharing, learning opportunities, and networking, contributing with valuable insights and recommendations to project activities. Co-creation workshops and development sessions will be strategically deployed to foster collaboration among them and the project partners to enhance outreach, and accelerate the implementation of innovative solutions. The project's inclusive approach, considering geographical and environmental diversity, ensures a comprehensive and adaptable strategy to address energy challenges in diverse contexts.

- Audience in connection with the project: Project participants actively involved in WeForming activities will primarily be drawn from the established network within the consortium. Leveraging connections, particularly through industrial partners, EU initiatives, and technology providers, will facilitate their direct engagement in the project's activities.

Target group	Key messages (WHAT)	Tools and channels (HOW)
General audience (GA)	<p>Smart cities transformation starts with getting all relevant stakeholders onboard;</p> <p>Current challenges WeForming is aiming to tackle;</p> <p>How WeForming works to shape the future of urban living in sustainable and energy-efficient cities.</p>	<p>Website, flyers, videos, newsletters, interviews, and featured articles, success stories, important dates alignment, social media, press kit (for journalists)</p>
External audience directly related to the project (EA)	<p>6 use cases in different geographies;</p> <p>Ways to collaborate as a stakeholder in WeForming network;</p> <p>Workshops and forums co-creation activities and results;</p> <p>New business models and how to be part of the revolution.</p>	<p>Website, flyers, videos, newsletters, interviews and featured articles, success stories, social media, events, media presence of WeForming partners, forum participation</p>
Audience in connection with the project (PA)	<p>Environmental, social, political, and technological changes that are dictated by market trends and iGBFs challenges and pathways based on our use cases;</p> <p>Standardization of the interfaces, APIs, business models, and architecture relating to the WeForming framework;</p> <p>AI/Big Data/Data Spaces in the energy domain;</p> <p>Liaison with other projects such as the BRIDGE Initiative and other European partnerships.</p>	<p>Website, flyers, videos, newsletters, interviews and featured articles, success stories, social media, events, and scientific publications. face-to-face engagement at events, B2B communication</p>

TABLE 2: TARGET AUDIENCES, KEY MESSAGES & CHANNELS

2.2. WeForming stakeholder engagement

While waiting for the strategy to be completed with the collaboration from WP2 partners as mentioned above, we have integrated into this document the communication and dissemination activities that will ensure the stakeholder interest to engage in the project is happening from the very beginning.

Our targeted stakeholder engagement aims not only to inform stakeholders but also to involve them in a human-centric manner, fostering meaningful dialogue. Furthermore, WeForming is positioned to be an influential resource for policymakers, conducting a comprehensive assessment of existing and upcoming EU policies and regulatory frameworks. It is crucial to recognise the varied layers of our target groups, each representing different levels of relevance and involvement in the project.

Table 3 lists WeForming's main stakeholders, as well as the respective communication goals and key messages.

Stakeholders	Communication goals and key messages
Energy Network Operators (DSOs)	WeForming offers a collaborative platform to navigate regulatory landscapes, enhance grid operations and flexibility, and fortify energy systems. As regulated entities that are tasked with building, managing and operating the distribution networks, DSOs are definitely among front-tier interested actors on the WeForming deliveries. A proactive involvement ensures that they play a pivotal role in shaping the future energy landscape.
OEMs (Original Equipment Manufacturers) / O&M (Operations and Maintenance) Providers	WeForming provides a collaborative platform, tools, and business opportunities necessary to stay at the forefront of advancements in equipment efficiency, production processes, and maintenance practices. By actively engaging in WeForming, OEMs and O&M Providers can position themselves as leaders in the new business models in alignment with the intelligent grid-forming building paradigm.
Energy service providers (ESP)	WeForming provides ESPs with a platform to actively contribute to the integration of interoperable buildings into the energy network, optimise equipment for diverse needs, and expand service offerings. ESPs can play a pivotal role in improving energy planning capability of balancing out demand and offer, ultimately contributing to a more resilient and efficient energy ecosystem.
Energy retailers, suppliers, and ESCOs (Energy Service Companies)	WeForming enables new energy monitoring and profiling services by leveraging iGFBs for energy consumption data collection. Stakeholders can tailor advice services based on individual or business consumers' specific needs and preferences learned from workshops, ultimately creating new business models. Additionally, participation enables the absorption of excess power from other grid members, contributing to efficient grid management.

Building owners / managers	WeForming optimises energy usage, leading to significant energy savings and increased building sustainability. WeForming equips building owners and managers with procedures to evaluate the effects and outcomes of various scenarios or investments on the building's energy ecosystem, empowering them to make informed decisions for long-term sustainability and efficiency.
Vertical application owners	WeForming lays the foundations for the Smart Cities of the future in terms of energy management. Being part of the WeForming stakeholder network offers the chance for vertical applications owners to integrate their systems into an optimized smart grid contributing to the future of Smart Cities by being at the forefront of the change.
Energy customers	WeForming empowers energy consumers by providing them with fair non-discriminatory access to consumption data easily and transparently, leading to energy bill reduction, and supply improvement as well as the potential for positive impacts on energy poverty, supply security, power quality, and sustainability.
Regulators and policymakers	WeForming provides an opportunity to monitor and mitigate risks related to market failures in iGFBs and building-to-grid integration technologies. The network also offers valuable real-life insights into new business models, building energy needs, and end-user acceptance, contributing to informed decision-making for the development and adaptation of regulations in response to emerging trends.

TABLE 3: STAKEHOLDERS OVERVIEW

3. Communication strategy

3.1. Objectives

WeForming is on a pioneering mission to redefine buildings as active participants within a dynamic energy ecosystem. At the core of this visionary project lies a comprehensive communication strategy designed to promote awareness and amplify its impact and acceptance.

Following the 5W1H method - who, what, when, where, why, and how -, this strategy encompasses various scopes, from establishing a distinctive brand identity as well as a dedicated website to leveraging the power of social media, media relations, and content marketing. Our multifaceted approach aligns with WeForming's overarching goals of empowering consumers by raising awareness, creating synergies in the energy market, and educating stakeholders on energy efficiency and smart grid integration to drive the transition towards more sustainable cities.

The creation of a distinct visual identity, meticulously crafted with the support of arts and design communication experts, serves as the cornerstone of WeForming's communication strategy. In parallel, the development of a dedicated website becomes the nexus for sharing information, cultivating active involvement, and ensuring continuous visibility.

Social media emerges as a powerful tool within this strategy, serving as a vibrant channel to boost awareness, interact with diverse audiences, and nurture a digital community around WeForming's vision. Media relations are an essential part of the communication efforts, facilitating engagement with external stakeholders and extending WeForming's reach through press releases, expert interviews, and targeted journalists outreach. Additionally, the elaboration and curation of content to be shared through blog posts and newsletters will also play an important role in delivering our key messages in a compelling and targeted way.

In essence, this holistic multi-channel communication strategy, spanning brand identity, website, social media, media relations, and content marketing, aims to position WeForming as a catalyst for transformative change in the energy sector, actively involving a global audience and building a collaborative innovation ecosystem. The diagram below illustrates a summary of our communication strategy's key objectives, which ultimately strives to contribute to the overall success of the project.

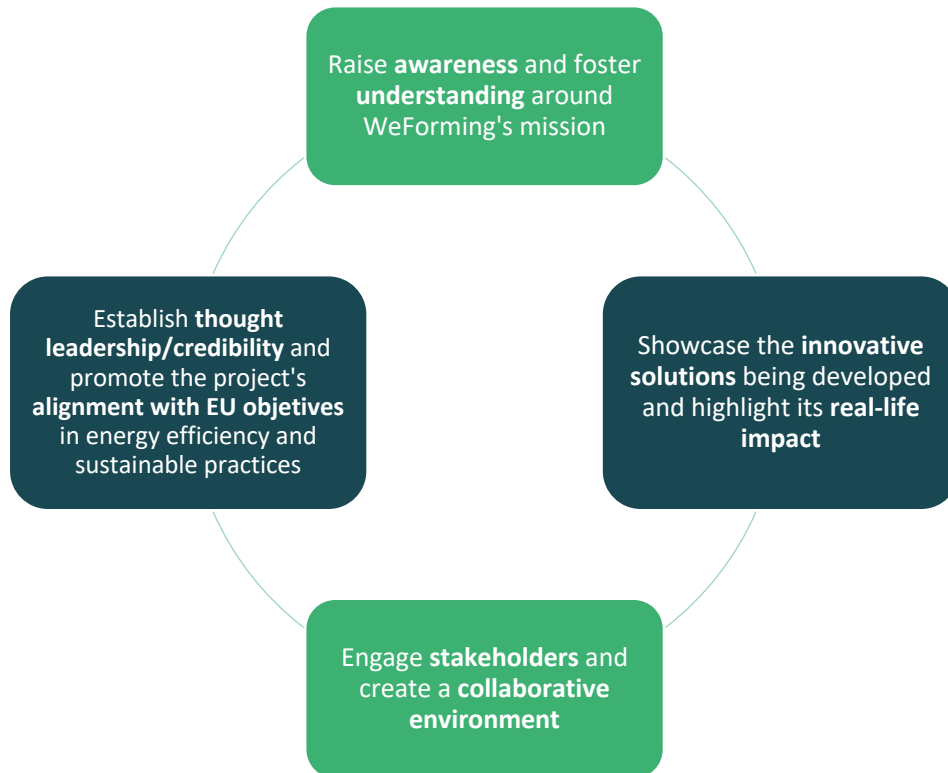


FIGURE 1: COMMUNICATION OBJECTIVES OVERVIEW

3.2. Strategy

This section describes the activities being undertaken as part of the communication strategy outlined above, as well as the channels used, their relevance, and the plan to leverage them.

3.2.1. Brand visual identity

A distinctive brand visual identity was assembled to convey WeForming's vision and scope, setting the baseline tone for future communication materials.

The goal was to have a brand that resonates with the target audience and reflects the cornerstones of the project at a glance: buildings, clean energy, and sustainability. In light of this, minimalism and innovation were the foundational principles for the development of the visual identity for WeForming.

Detailed guidelines on the brand visual identity have been compiled in a document named WeForming Brand Guidelines, which can be found in the project's file repository at ProofHub for partners to easily access at any given moment. This document describes the brand elements, namely typography and colour palette, and includes different versions of the logotype and recommendations on how to appropriately use them.

Logotype

Several proposals for the WeForming logotype were developed and below we present the one chosen by the consortium partners through majority voting.

The selected logo features a symbolic building, representing the core focus of the project. The building is divided into two distinct blocks, visually separating the supply, management, operational, and technological aspects from the consumer, business model, and smart city components. This design concept embodies the building as the central hub, effectively managing and connecting both sides of the energy ecosystem, fostering collaboration and interaction between different elements within the WeForming framework.

The inclusion of green tones in the logo was deliberate, alluding to the project's commitment to environmental sustainability through the establishment of an efficient and resilient net-zero energy ecosystem.

This overall minimalistic and clean style of the design goes hand in hand with the forward-thinking approach of the project.

The logo is meant to be used in different formats throughout the project lifespan depending on the template or material type.



FIGURE 2: MAIN VERSION OF THE WEFORMING LOGOTYPE



FIGURE 3: WEFORMING LOGOTYPE WITH SIGNATURE



FIGURE 4: BLACK AND WHITE VERSIONS OF THE WEFORMING LOGOTYPE

To prevent misuse of the WeForming logo, the Brand Guidelines document mentioned above includes a section with recommendations on how to properly incorporate the logo (vertically or horizontally) in visual compositions.

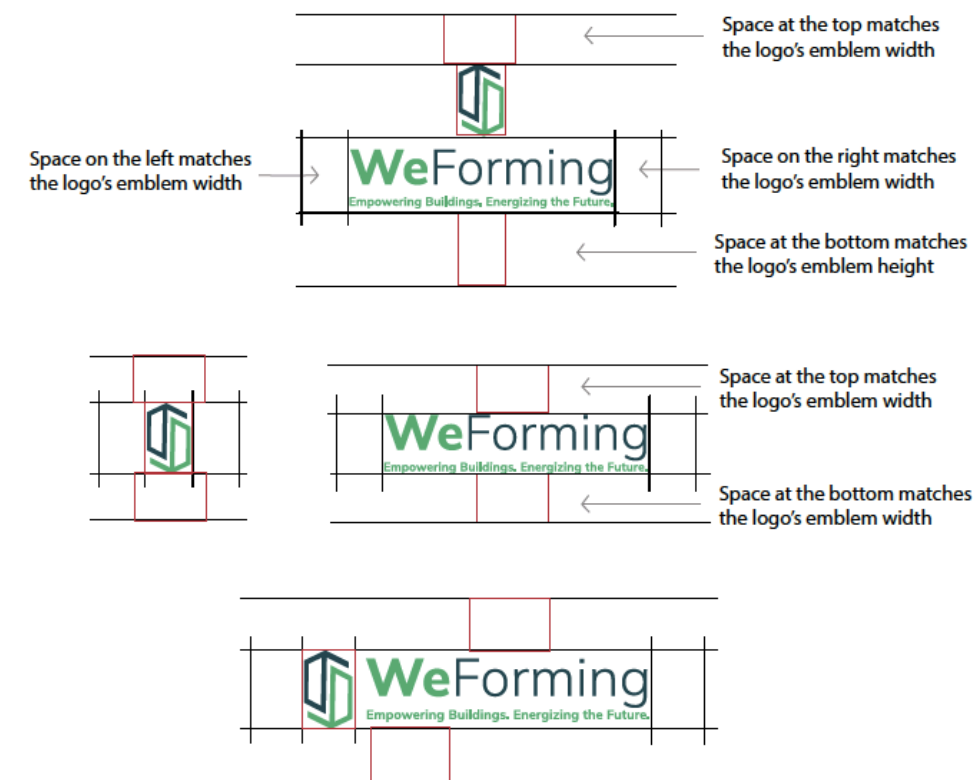


FIGURE 5: RECOMMENDED CLEAR SPACE

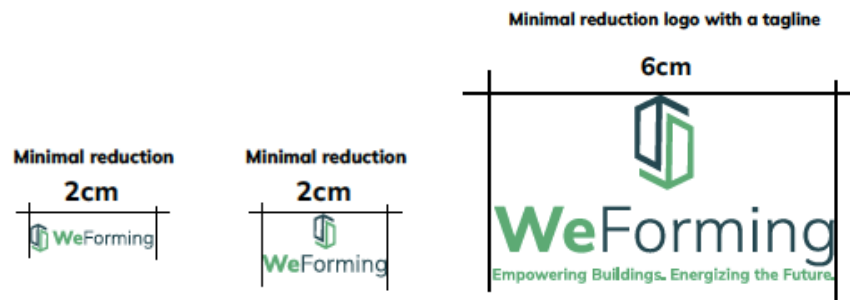


FIGURE 6: RECOMMENDED MINIMUM SIZE IN PRINT



FIGURE 7: EXAMPLES OF APPROPRIATE LOGO USAGE



FIGURE 8: EXAMPLES OF INAPPROPRIATE LOGO USAGE





Colour palette

The colour palette for the WeForming brand identity encompasses 4 primary colours and 3 secondary colours.




The different shades of green contribute to subconsciously draw a connection between WeForming and clean energy in the target audience's mind, and ultimately communicate the project's mission in association with the building shapes.

This colour palette establishes the theme for all project-related graphics, both official documents (such as deliverables and presentation templates) and promotion materials (including visuals for social media and offline materials).

Primary colors

	HEX: # 1a4853 PANTONE: 316 C C: 89 M: 58 Y: 52 K: 37 R: 26 G: 72 B: 83 RAL: 5020		HEX: # 414042 PANTONE: BLACK C C: 0 M: 0 Y: 0 K: 90 R: 65 G: 64 B: 66 RAL: 9011
	HEX: # 3cb172 PANTONE: 7480 C C: 73 M: 4 Y: 75 K: 0 R: 60 G: 177 B: 114 RAL: 6037		HEX: # 939598 PANTONE: COOL GRAY 7 C: 0 M: 0 Y: 0 K: 50 R: 147 G: 149 B: 152 RAL: 7045

Secondary colors

	HEX: # 91cd97 PANTONE: 345 C C: 45 M: 0 Y: 53 K: 0 R: 145 G: 205 B: 151 RAL: 6019		HEX: # caefcc PANTONE: 7485 C C: 21 M: 0 Y: 25 K: 0 R: 202 G: 239 B: 204 RAL: 6019
			HEX: # ededed PANTONE: 656 C C: 6 M: 4 Y: 4 K: 0 R: 145 G: 205 B: 151 RAL: 9003

GRADIENT





	HEX: # 1a4853 PANTONE: 316 C C: 89 M: 58 Y: 52 K: 37 R: 26 G: 72 B: 83		HEX: # 3cb172 PANTONE: 7480 C C: 73 M: 4 Y: 75 K: 0 R: 60 G: 177 B: 114
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FIGURE 9: WEFORMING COLOUR PALETTE

Typography

The main font for the WeForming brand identity is Mulish, a Google open-source font family. This is a Sans Serif typeface recognized for its simple slightly rounded stroke. It will be used for project-related visual materials.

We have decided to incorporate Calibri from the Microsoft Office Suite as an alternative font to prevent file deformation issues. This is also a Sans Serif typeface optimized for enhanced readability. It will be used for project-related documents (Word and PowerPoint).

Given the minimalist nature of both fonts, coherence is ensured across diverse mediums, maintaining a polished aesthetic.



FIGURE 10: WEFORMING TYPOGRAPHY

Funding information

In compliance with the European Commission's policy, all WeForming communication activities (i.e: media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result will acknowledge EU support and incorporate the European flag (emblem) and funding statement (translated into local languages, where appropriate).

Since one of the project partners is receiving funding from the UK Research and Innovation, a similar procedure applies. It is important to emphasize that the UKRI's emblem must always be displayed with less prominence than the EU's.

 <p>Funded by the European Union</p>	
<p><u>Longer version:</u> Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them.</p> <p><u>Shorter version:</u> The WeForming project has received funding from the European Union's Horizon Europe Programme under the Grant Agreement No. 101123556.</p>	<p>The UK participant is co-funded by UKRI.</p>

FIGURE 11: FUNDING ACKNOWLEDGEMENTS TO BE INCLUDED IN COMMUNICATION AND DISSEMINATION ACTIVITIES

Lastly, note that on social media, the funding statements and disclaimers have been added to each page's "About" section. As for the emblems, they are showcased in the cover pictures and will be included in every post which is accompanied by original visual content.

Visual and graphics

A suite of communication assets has been developed, in alignment with the project's brand identity to ensure a consistent visual language, regardless of the channel utilized.

All partners are required to adhere to the provided templates for their communication efforts pertaining to WeForming.

Digital templates

The templates listed below serve as a reference and can be upgraded over the project's lifespan according to its evolving needs and requirements.

- **General Word template** - meeting minutes, agenda, press releases, etc.

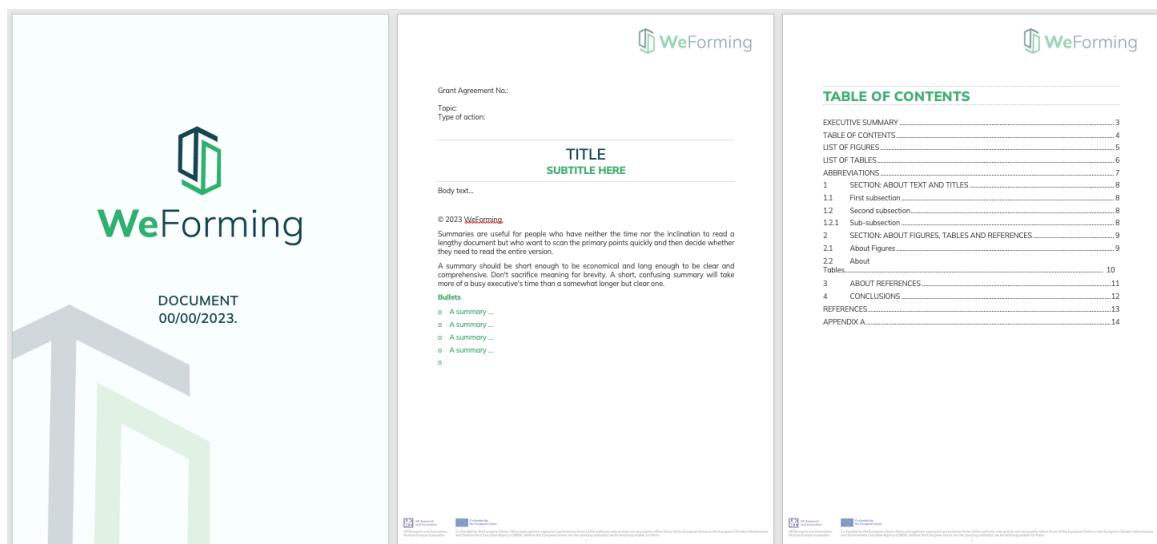


FIGURE 12: GENERAL WORD TEMPLATE

- **Deliverable Word template** - deliverables and reports

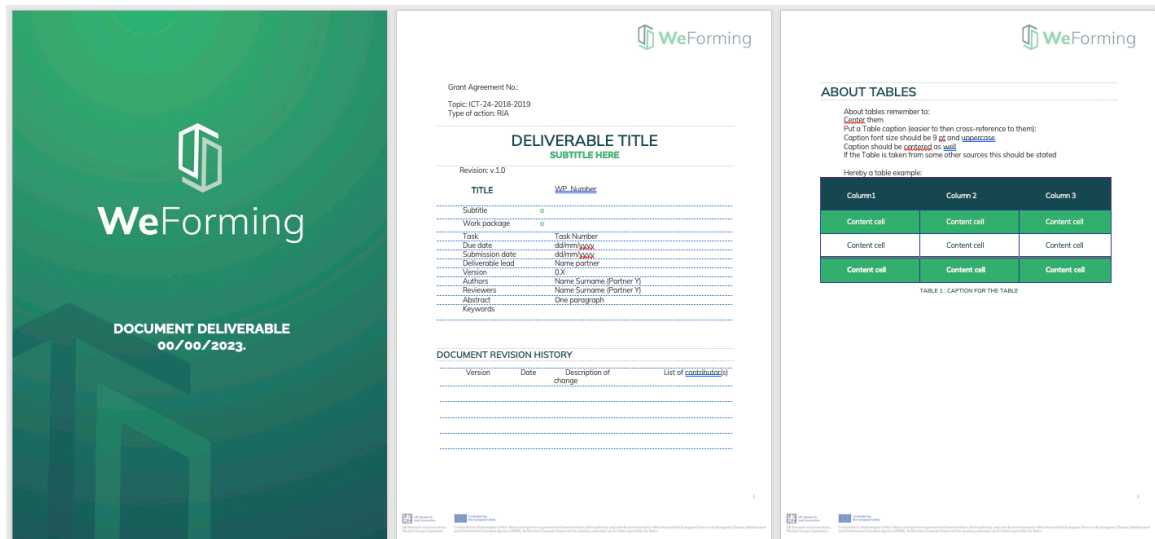


FIGURE 13: DELIVERABLE WORD TEMPLATE

- **General presentation PowerPoint template** - a visual aid for presentations, both internal and external (a tailor-made institutional presentation introducing the project's main goals will be ready by M6, coinciding with Milestone no. 2)

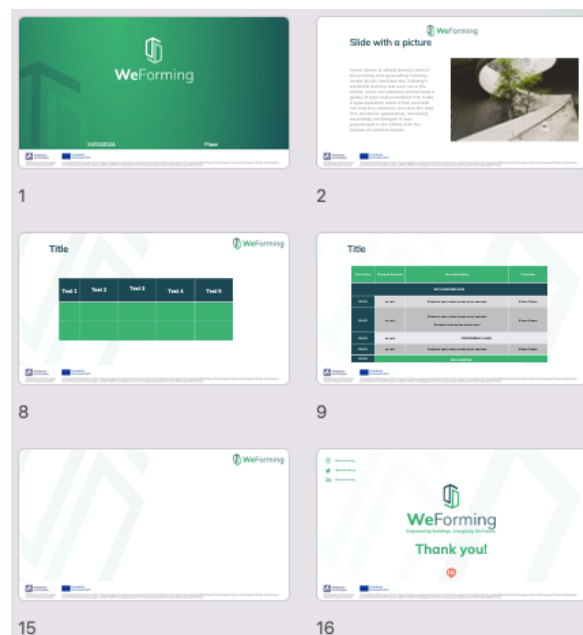


FIGURE 14: GENERAL PRESENTATION POWERPOINT TEMPLATE

- **Abstract presentation PowerPoint template** - a visual format to help partners disseminate their research results and abstracts in conferences and events



FIGURE 15: ABSTRACT PRESENTATION POWERPOINT TEMPLATE

Social media and newsletter templates will be presented later in this document within their dedicated sections (please refer to “Social media” and “Newsletters” entries for more details).

Offline materials

The promotional materials listed below serve as a reference and can be upgraded over the project’s lifespan according to its evolving needs and requirements.



FIGURE 16: LEAFLET MOCK-UP



FIGURE 17: POSTER MOCK-UP



FIGURE 18: ROLL-UP MOCK-UP



FIGURE 19: MERCHANDISING MOCK-UP

These are preliminary mock-ups. Complete versions, intended to be used in in-person events, will be prepared in the coming months, considering the project's priorities.

WeForming is committed to adopting an environmentally conscious approach towards promotional materials with the goal of minimizing the use of natural resources. Therefore, the quantities to be produced will be carefully considered throughout the project's duration, ensuring the implementation of responsible and sustainable practices.

3.2.2. Website

Structure

Besides being the most comprehensive source of information about the project, the website will also serve as WeForming's gateway to the world, engaging stakeholders in co-creation activities.

The WeForming project website is already live at: <https://weforming.eu/>. Additional sections will be incorporated to provide context on the consortium partners and the demonstrators, as well as a blog featuring news and project updates, a dedicated area for stakeholder engagement, and a repository for files. The core of the website will be completed by M6, coinciding with Milestone no. 2.

The website will be continuously updated throughout the project's lifespan. Further sections will be implemented to accommodate identified needs whenever applicable.

So far, the content for the website has been developed by F6S. In the future, consortium partners are encouraged to contribute as deemed relevant.

In terms of structure, the website will be organized as follows:

- **Homepage**
 - presents an overview of the project, outlining its mission, goals and key figures;
 - includes a header with the menu entries; a newsletter subscription form; and a footer with the funding acknowledgement, the social media links, and the terms of use, privacy policy and cookie policy.

- **About us**
 - offers more background information on the project;
 - introduces the consortium partners in detail.
- **Use cases**
 - describes the scope of each demonstrator (one subpage per demo);
 - provides ongoing updates on each demonstrator's progress throughout the project's duration.
- **Blog**
 - compiles news about project milestones and developments, as well as events and other initiatives;
 - showcases content pieces related to the project, in the form of opinion articles or blog posts.
- **Resources**
 - integrates a space for stakeholder engagement and a forum to foster discussion and collaboration around the project;
 - centralizes files, such as scientific publications released during the project's lifespan; deliverables cleared for public access after submission to the European Commission; and a press kit containing the essential communication assets - all readily available for direct download.
- **Contact**
 - promotes seamless communication with the audience;
 - features a form for users to submit inquiries, provide feedback or send messages.

weforming.eu					
Homepage	About us	Use cases	Blog	Resources	Contact
	The project	Demo 1: Luxembourg	News	Stakeholder network	
	The partners	Demo 2: Portugal	Events	Forum	
		Demo 3: Croatia	Articles	Scientific publications	
		Demo 4: Belgium		Press kit	
		Demo 5: Spain		Deliverables	
		Demo 6: Germany			

TABLE 4: WEBSITE MAP

At this stage, the website structure illustrated above might still be subject to modifications.

Concerning the website layout, it adopts a style that is simple and clean, in harmony with WeForming's brand identity, to deliver content in a clear, straightforward, and concise manner.

Moreover, the website was designed to be intuitive and mobile-friendly, ensuring swift loading times across all device types. Search engine optimization has been and will remain a top priority, and regular web analytics traffic monitoring will be conducted to assess website visitors, demographics, and overall performance.

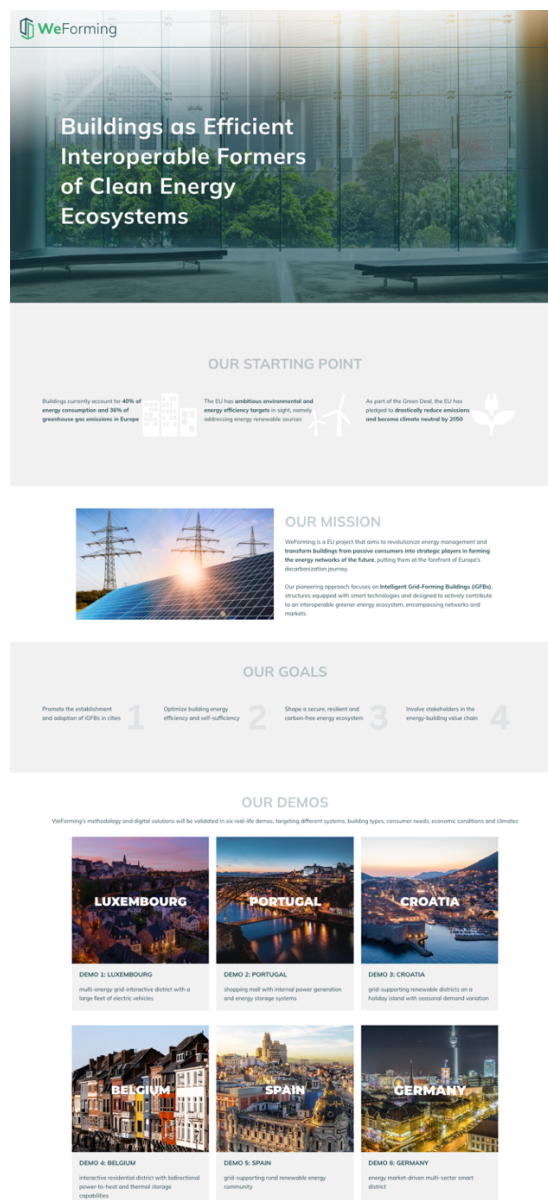


FIGURE 20: WEBSITE PREVIEW

The website will be actively promoted via social media activity, media relations, and further communication and dissemination efforts.

Maintenance

The domain of the website - <https://weforming.eu/> - was acquired specifically for WeForming and has been secured for the entire three-year duration of the project, with an additional three-year extension following the project's conclusion, in accordance with the terms outlined in the Grant Agreement.

The website was built on WordPress and it is fully compliant with Privacy and Data protection laws. English serves as the primary language for the website.

Email account

An email account tied to the website domain has been created: info@weforming.eu.

This account will be included in all used communication and dissemination tools, namely the project website, social media accounts, media relations, newsletter, printed material, etc. F6S will be responsible for the administration of the account - inquiries, comments, and information will be forwarded to consortium partners if necessary.

3.2.3. Social media

WeForming will strategically leverage social media channels to amplify awareness of the project's overarching mission, drive traffic to the official website, and foster meaningful engagement with its target audiences.

Our main goals are:

- **Inform** - provide consistent updates on the project and spotlight significant milestones and developments.
- **Educate** - explain key project concepts and share comprehensive insights derived from scientific and expert knowledge.
- **Engage** - promote a dynamic participatory environment and establish connections with different stakeholders.

By maintaining a consistent online presence, we strive to cultivate visibility and credibility for the project, solidifying its positioning and influence.

In pursuit of these goals, some social media campaigns have already been planned. As the project progresses, we remain flexible to make the necessary adjustments to these content categories and introduce new ones in accordance with eventual changing priorities.

Social media campaign	Description and suggestions
Meet the partners	<p>Present the consortium members, highlighting their expertise and project roles</p> <p>Format: profiles/short bios</p>
Knowledge sharing	<p>Break down complex concepts and share statistics/interesting facts related to energy efficiency and smart grids</p> <p>Format: glossary, blog articles, short interviews, video animations and infographics</p>
News sharing	<p>Feature news and studies related to clean energy and comment on recent developments/trends in the industry</p> <p>Format: third-party repurposed content</p>
Demonstrators	<p>Introduce the scope of each demo and outline the expected results/real-life impact</p> <p>Format: virtual tours to the demo sites and testimonials from the partners involved</p>
Newsletter subscription	<p>Promote the newsletter and generate leads</p> <p>Format: call to action and content previews</p>
Key dates	<p>Celebrate key dates with relevance to the project's mission</p> <p>Format: thematic visuals and quotes</p>
Interactive content	<p>Initiate discussions around central topics such as energy consumption and sustainability to empower consumers</p> <p>Format: polls/surveys</p>

TABLE 5: SOCIAL MEDIA CAMPAIGNS OVERVIEW

A mix of social media networks - [LinkedIn](#), [Twitter](#), and [YouTube](#) - will be harnessed to convey these campaigns and effectively communicate the project's values, activities, and outcomes, taking into account the target audiences and key messages detailed earlier in the "WeForming target audiences and key messages" section.

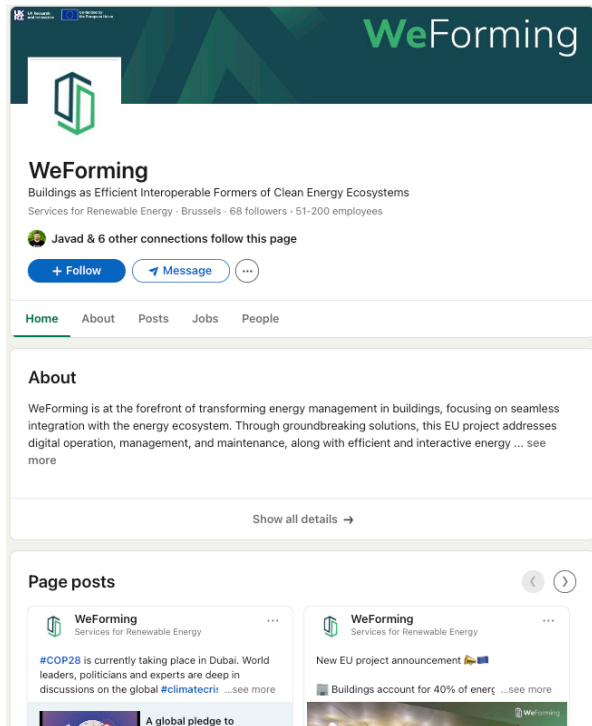


FIGURE 21: WEFORMING LINKEDIN PAGE



FIGURE 22: WEFORMING TWITTER/X PAGE

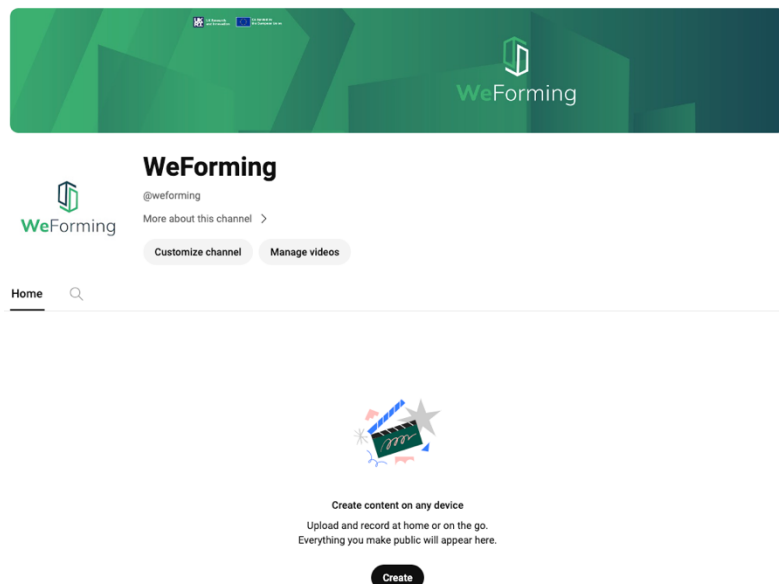


FIGURE 23: WEFORMING YOUTUBE PAGE

Social media network	Communication purpose	Content type	Post frequency
LinkedIn	Institutional and comprehensive approach to a professional audience	<ul style="list-style-type: none"> Mostly organic content (campaigns described above) Sporadic shares from stakeholders if related to the project or from third parties if relevant to the project 	At least once per week throughout the project's lifespan
Twitter / X	Light and straightforward approach to a broader audience		(We will increase frequency during specific occasions such as events)
YouTube	Video archiving and embedding	<ul style="list-style-type: none"> Promotional/explainer videos Interviews/testimonials Demo showcases Event recaps 	At least four throughout the project's lifespan

TABLE 6: SOCIAL MEDIA CONTENT PLAN OVERVIEW

As an integral part of WeForming's brand identity, a set of social media templates has been created to establish a cohesive and visual appealing presence, strengthening the project's online communication and dissemination strategy and ensuring a unified representation across different channels.

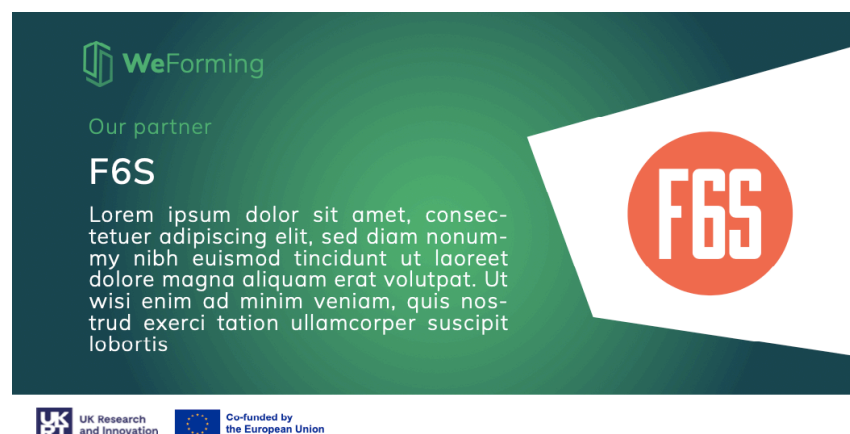


FIGURE 24: SOCIAL MEDIA TEMPLATE - MEET THE PARTNERS



FIGURE 25: SOCIAL MEDIA TEMPLATE - EDUCATIONAL CONTENT



FIGURE 26: SOCIAL MEDIA TEMPLATE - BLOG ARTICLES



FIGURE 27: SOCIAL MEDIA TEMPLATE - EVENTS



FIGURE 28: SOCIAL MEDIA TEMPLATE - KEY DATES

Social media communication will leverage the consortium partners' networks as well as the project synergies outreach. All partners are expected to follow the pages, extend invitations to their acquaintances, and endorse the content published by liking and sharing.

F6S is taking the lead in social media account management, yet a collaborative model is encouraged and partners are welcome to contribute with content whenever possible, according to their capabilities and expertise.

On select occasions, we may resort to targeted paid advertising on social media, namely when seeking to reach a specific audience or when an additional promotional push is deemed necessary. If paid advertising is implemented, the strategy will be carefully defined and tailored to the desired results.

To assess the impact of our social media efforts, data from each platform will be monitored on a regular basis, including key metrics such as number of followers, shares, and impressions.

3.2.4. Public relations and content marketing

Media relations

To shape the narrative of WeForming and ensure its widespread recognition and understanding, media relations play an instrumental role.

Through press releases, articles, and features in newspapers and magazines, we can cultivate a broader awareness of the project and its impactful contributions, reaching audiences that may not be directly engaged through other channels.

A proactive approach to media relations helps position the project as a thought leader on topics related to building energy management, energy efficiency, and smart grids. Additionally, media relations is a valuable tool for influencing public opinion and garnering support from stakeholders and policymakers, which could be decisive in the later stages of the project's exploitation.

A set of press releases will be thoughtfully crafted at key moments throughout the project's lifespan. As the project progresses and tangible results come to fruition, we will also reach out to journalists covering topics pertinent to WeForming to introduce them to the project and the work being developed. This outreach aims to create opportunities for interviews or opinion articles with different spokespersons from partner entities, depending on the subject matter.

Below, we have listed some examples of approaches, providing a framework to guide our media relations activities moving forward.

Communication focus	Goals	Angles/Hooks
Project updates and synergies	<ul style="list-style-type: none"> Share significant milestones and achievements Illustrate the collective impact of WeForming 	<p>"The new energy revolution: how WeForming is transforming energy management in buildings"</p> <p>"WeForming partners with [organization] to pave the way for buildings as dynamic energy contributors"</p>
Demonstrators progress and breakthroughs	<ul style="list-style-type: none"> Showcase WeForming's innovative technologies and methodologies Highlight success stories and real-life impact (prioritise national media) 	<p>Demo 1 Luxembourg: "Disrupting urban mobility with an EV-focused energy grid"</p> <p>Demo 2 Portugal: "The integration of commercial spaces in energy ecosystems"</p> <p>Demo 3 Croatia: "Holiday island transformed into a sustainable energy hub"</p> <p>Demo 4 Belgium: "Reshaping residential living with energy storage and heat management"</p>

		<p>Demo 5 Spain: “Powering sustainable rural development with energy communities”</p> <p>Demo 6 Germany: “The smart districts of tomorrow”</p>
Partners expertise	<ul style="list-style-type: none"> • Leverage partners’ technical knowledge to contribute to wider discussions about smart grids and the evolution of energy ecosystems • Establish thought leadership and credibility in the field 	<p>“WeForming is redefining energy management”</p> <p>“How smart grids and iGFBs are transforming urban landscapes”</p> <p>“5 sustainability trends in smart energy management”</p> <p>“The digital transformation of energy is here”</p>
Key dates	<ul style="list-style-type: none"> • Take these occasions to emphasize WeForming’s commitment to sustainability and energy efficiency (e.g.: International Day of Clean Energy, World Energy Efficiency Day, European Sustainable Energy Week, etc.) 	<p>“World Energy Efficiency Day: WeForming’s role in shaping a more energy efficient future”</p> <p>“WeForming marks International Day of Clean Energy: advancing sustainable energy solutions for a healthier planet”</p> <p>“European Sustainable Energy Week: WeForming is pioneering smart grids for cleaner energy”</p>

TABLE 7: MEDIA RELATIONS CONTENT PLAN OVERVIEW

Each press release will contain the following information:

- EU emblem and funding statement
- Boilerplate

WeForming is at the forefront of transforming energy management in buildings, focusing on seamless integration with the energy ecosystem. Through groundbreaking solutions, this EU project addresses digital operation, management, and maintenance, along with efficient and interactive energy processing for Intelligent Grid-Forming Buildings (iGFBs).

The WeForming project (full name: Buildings as Efficient Interoperable Formers of Clean Energy Ecosystems) is an innovation action funded by the European Union through the Horizon Europe Programme under the Grant Agreement No. 101123556.

- List of consortium partners
- Social media, website links and contacts

We will map out relevant local, national, European and specialized media outlets and platforms in order to put together a curated database for WeForming. Additionally, a press kit, containing all the essential information and visual assets, will be created and made available for download on the website.

All partners should support and get involved in media relations efforts by leveraging their existing media contacts to further spread the word about the project and translating the communication pieces whenever needed.

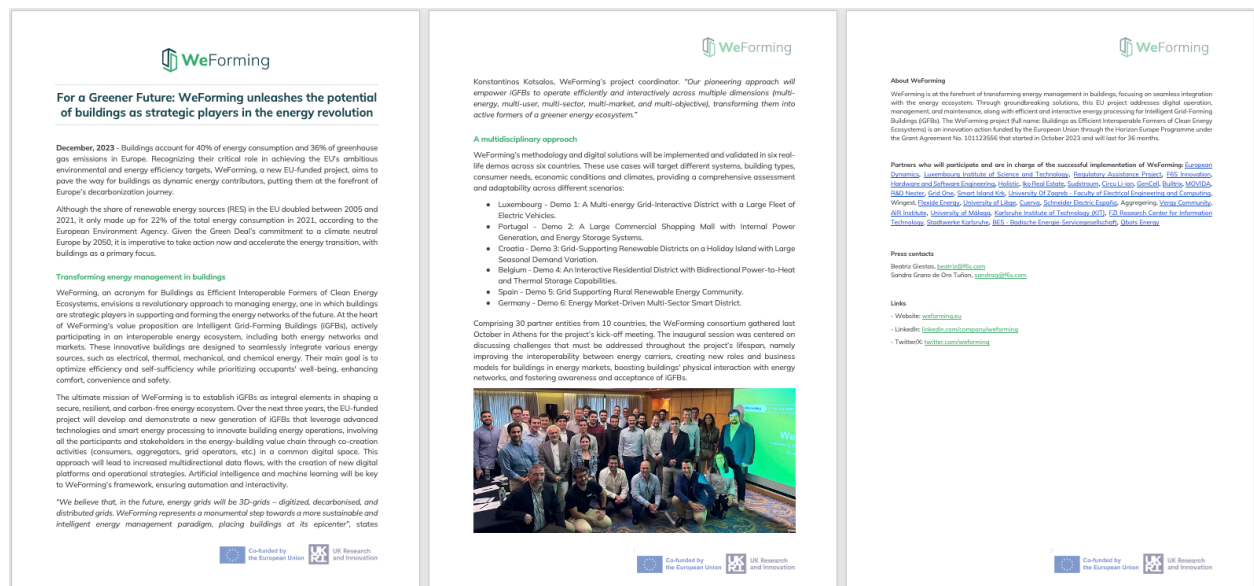


FIGURE 29: WEFORMING FIRST PRESS RELEASE

[WeForming's first press release](#), providing an overview of the project, was published in December 2023 coinciding with the launch of the website.

Blog articles

A well-structured content strategy for blog posts enables a more effective engagement of our target audiences.

Blog posts provide an opportunity to delve into technical aspects, and offer insights into the broader context of sustainable energy management. This not only promotes knowledge sharing and enhances understanding of the project but also establishes WeForming's website as a valuable resource for those seeking knowledge about transformative developments in the energy sector.

Through informative and engaging content, we ultimately aim to educate our readers on the significance of intelligent grid-forming buildings (iGFBs), the challenges faced in energy ecosystems, and the innovative solutions presented by WeForming.

We will identify and incorporate relevant keywords to contribute to the website's SEO, thereby generating increased traffic and expanding the project's overall traction.

Furthermore, we recognize the dual-purpose nature of our content, with materials being repurposed for media relations and vice versa, optimizing content development and leveraging partner contributions. To maximize reach and reinforce key messages, we plan to share this content extensively across social media platforms.

In our commitment to facilitating partners' participation in communication activities, we will circulate a file to identify areas of expertise for each. Simultaneously, we will support content development by providing detailed guidelines on how to prepare blog articles.

The table below presents some potential categories for blog posts along with corresponding topics of coverage.

Blog category	Content type and purpose
Newsroom	Compile press releases shared with media outlets and give access to updates and key announcements related to WeForming
Technology	<p>Provide insights into the innovative technologies and methodologies behind the project</p> <p>Examples:</p> <p>"The role of Intelligent Grid-Forming Buildings in modern cities"</p> <p>"Decoding the power of Smart Grids: unraveling the technology behind WeForming"</p> <p>"Artificial Intelligence and Machine Learning: the key to WeForming's automation and interactivity"</p>
Sustainability	<p>Highlight the environmental impact of the project and its goal to shape a cleaner energy landscape</p> <p>Examples:</p> <p>"Exploring WeForming's vision for sustainable energy ecosystems"</p> <p>"How WeForming is transforming energy ecosystems for a greener tomorrow"</p> <p>"Empowering communities: WeForming's impact on local energy ecosystems"</p>
Opinion articles	Share partner perspectives on a chosen topic based on their expertise, and give them the opportunity to explain both the role their entity plays and what is their vision for the project
Events	Promote participation in events - consortium meetings, conferences, industry events, workshops, webinars, etc.

TABLE 8: BLOG CONTENT PLAN OVERVIEW

Newsletters

Newsletters are instrumental in any integrated communication strategy, serving as an additional tool to engage audiences, share information, and foster a sense of involvement.

In the context of WeForming, we will undertake a dual approach, simultaneously developing our own newsletters and pursuing opportunities to be featured in external newsletters.

WeForming's newsletters will deliver a curated mix of content, ideally linked to blog articles to drive traffic to the website. Our proposed structure is built upon the following content pillars:

- **Project updates**
- **Industry insights and trends**
- **Quotes from partners**
- **Upcoming activities**
- **Cross promotion**



FIGURE 30: NEWSLETTER BANNER

Using Mailchimp, we will produce and distribute two newsletters per project year (delivered at six-month intervals). Subscription is available directly from the website's homepage and it will be incentivized periodically through recurrent social media posts. All email addresses collected will be managed in compliance with GDPR regulations (more details on this matter can be found in the Privacy Policy section of the website).

In parallel, we will actively seek to be featured in newsletters from partners or synergy projects/initiatives, fostering mutual promotion and partnerships with the ecosystem. Reciprocally, we will welcome external contributions in our newsletter. This cross-promotional approach not only amplifies the WeForming's visibility and reach but also establishes the project as a collaborative and influential player in the field.

To streamline the process, we will craft and provide both a newsletter blurb and a banner with key information on the project to all partners, with the goal of securing a mention to WeForming on their newsletters from M6 onward.

4. Dissemination strategy

4.1. Objectives

WeForming's dissemination strategy describes the actions envisioned to build awareness of the project results, create understanding, and aim for action among the relevant target audiences.

To maximise the dissemination of the project results, digital marketing methods will be leveraged as described in the section above - Communication Strategy: website; social media (e.g.: LinkedIn, Twitter, YouTube); press releases, interviews, videos and infographics for local, national, and international media organisations; blog posts, among others.

Project partners will collaboratively drive dissemination efforts, utilizing their individual systems and channels to amplify the impact of the WeForming project. Regular reporting, guided by F6S timelines and guidelines is mandatory, ensuring transparency and accountability. F6S will provide support to partners with targeted messages, templates, and other communication materials, enhancing engagement with key stakeholders throughout and beyond the project's lifespan.

Overall, WeForming's dissemination strategy aims at:

- Enhance visibility and awareness of the project outcomes through social presence, EU events, publications, and collaboration with related projects and initiatives (including IDSA and the active working groups of BRIDGE) and fast-track standardization initiatives such as the CEN-CENELEC. The goal is to establish Intelligent Grid-Forming Buildings (iGFBs) as modular building blocks for citizen-centric flexible energy systems in future smart cities;
- Create links and relevant contributions to standardisation bodies in the interplay between ICT/Smart Energy grids, such as SGAM/CIM/IEC, SAREF, and Data Space Architectures (CEN-CENELEC, IDSA). The goal is to provide input for standard adaptation/extension, collaborating with energy regulatory bodies and network operator associations;
- Leverage EU-funded initiatives such as SmartBuilt4EU and build an ecosystem to involve the European innovators and social innovators from an early stage to create a stakeholder ecosystem for accelerated adoption of iGFBs solutions;
- Actively collaborate with external stakeholders and end-users to anticipate potential issues and ensure their values, needs, and expectations are considered;
- Engage with public and private policy authorities, energy networks, and other stakeholders to use guidelines and training materials for Smart Cities development;
- Facilitate the expansion and capacity-building of iGFBs, seizing market opportunities. The aim is to define a concise business model for the sustainable growth of the WeForming framework, aligning with partners' individual exploitation plans.

4.2. Strategy

The project's consortium is highly versatile. Due to this, WeForming will leverage the strong positioning of its partners, including their involvement in initiatives, platforms, academic and entrepreneurial ecosystems, active participation in conferences and events, and experience of regular publication of scientific content, among other strategies. These efforts aim to reach and influence different target groups. Each partner will concentrate on engaging specific target groups.

Industrial partners / Leading Digital Technology Providers	System Operators / Energy Market Actors	Energy Managers / Aggregators	Technology Suppliers / Manufacturers	Users and/or Consumers / Buildings / Clusters of Buildings and/or Communities	Innovation and Co-Creation Organisations	Leading Academic institutions and RTOs (Research and Technology Organizations)
ED, HSE, AIR	SUDS, RDN, CUER, STKA	BLTRX, FLEX, AGG	CRCL, GNCL, QNRG, GRD1, SCHN	IKO, MOVI, SIK, WING, VERG, FZI, BESG	RAP, F6S, HOLI	LIST, UNIZG, ULG, UMA, KIT

TABLE 9: TARGET GROUPS ALLOCATION PER PARTNER

F6S will support all partners by supplying them with presentation materials, promoting their participation in events, disseminating results, and maintaining an up-to-date and vibrant website and social media channels. WeForming's dissemination strategy will have different levels:

- **Public reports**, designed for broad accessibility, will be shared through public facilities such as the website and between our stakeholder network, ensuring transparency and outreach.
- **Scientific publications** arising from the project will be either submitted to Open Research Europe or ensuring open access, selecting either 'green' or 'gold' open access. The consortium will ensure that data management is done according to FAIR principles (Findable, Accessible, Interoperable, Reusable) and in adherence with the GDPR guidelines - for this, there will be a thorough Data Management Plan (M6, Task 1.4), which will be continuously revised.
- **Confidential reports** will be handled with utmost sensitivity, recognizing the importance of privacy and data protection, especially concerning research involving demo users. This approach reflects WeForming's commitment to responsible and ethical handling of data throughout its research and development activities. For internal collaboration and information sharing among project partners, a common space will be established to ensure seamless access to data.

5. Communication and Dissemination plan

The communication and dissemination efforts of WeForming are closely linked to the project objectives and Key Performance Indicators (KPIs). The Communication and Dissemination plan is designed to create a methodology that will uphold them and establish the contributions of the WeForming partners. It is important to note that these activities should extend beyond the project's lifespan. The Communication and Dissemination plan has been set up to:

- I. Produce high-quality WeForming publications and presentations;
- II. Avoid overlaps and possible disclosure of restricted or confidential information;
- III. Monitor and record the dissemination activities of the project appropriately.

5.1. Key Performance Indicators

Key Performance Indicators (KPIs) play a crucial role in the program's strategy by outlining desired outcomes and facilitating impact analysis. WeForming will actively monitor and analyze various KPIs to gauge the effectiveness of communication and promotional activities, optimizing the overall strategy.

Table 10 outlines the Communication KPIs, detailing their scope, measurement methods, and anticipated results.

Type	Purpose	KPI (by the end of the project)
Online communication	Website	1
	Social media	>100 At least 200 organisations and 600 individuals following the project's channels.
	Articles	>=5
	Newsletters	>=4

		development to ensure stakeholder engagement, and communicate DCOs.	
	Press releases	Press releases will be issued to specialized and general media channels showcasing key project milestones. They will be translated to the partners' language and shared among their media contacts.	>=2
	Trial videos	A set of videos will be orchestrated, describing the trials of WeForming demos, their scope, business models, and the technologies tested and evaluated.	>=4
	Infographics	To show the results in a clear way to be shared with the different stakeholders. They will carry different messages depending on the interest of each stakeholder group.	10
	Institutional presentation	A Project Presentation (PPT) will be created at the beginning of the project, containing basic information about the project (activities, objectives, partnerships, events) to be used for the partners.	1
	Final publishable report	A Final Publishable Report will be developed to summarise the project's objectives, activities, and achievements. This report will be result-oriented, it will present the tangible results of the project, lessons learned, and impacts achieved.	1
Offline communication	Brochures	Electronic and hard copies with a general overview of the project, to share in offline meetings and conferences in different languages to reach large audiences in different countries, including those where the WeForming demonstrators will be carried out.	4
	Posters	A set of posters will be designed and printed to exhibit at partners' premises and use at events where the project will be present.	>4
	Banners	An attractive banner and one stand-up presenting a general image of the project aiming to capture a first interest/attention.	1+1
In-person communication	Talks in Workshops	Partners will participate in workshops and international events of reference to communicate the project experimentation platform and solutions.	On invite
	Events	Attend to events in European cities to make sure the WeForming story is spread. F6S will assist the partners with the communication of the project.	>=1

	Market uptake launch-event	Market Uptake Launch-Event, with a guided presentation of selected results.	>=1 1 SWOT analysis of the WeForming solution
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TABLE 10: COMMUNICATION KPIS

Table 11 outlines the Dissemination KPIS, detailing their scope, measurement methods, and anticipated results.

Type		Purpose	KPI (by the end of the project)
Online/offline dissemination	Publication in highly ranked international journals and magazines	WeForming research findings will be disseminated through publications in leading journals in the fields of energy, smart buildings, and electrical power systems. such as Energy and Buildings International Journal of Electrical Power & Energy Systems Sustainable Cities and Society IEEE Transactions on Smart Grid, and more. Publishing research findings in these reputable outlets ensures that the WeForming project gains visibility within the academic and industry communities, reaching a broad audience of researchers, professionals, and policymakers.	>10
	Cluster of European projects and other initiatives	WeForming will actively engage in clusters of relevant EU projects, participating in various working groups and task forces such as BRIDGE, Built4People, IDSA, BDVA/DAIRO, Regulation WG, and more. It demonstrates WeForming's commitment to collaborative efforts, knowledge exchange, and staying informed about developments in related domains.	>20 To create synergies with more than 20 relevant projects and major European initiatives.
In-person dissemination	Exhibition stands in industry fairs	WeForming will be featured at prominent events such as Smart Building Expo, Smart Buildings Show, International Smart Life, Smart Buildings Exhibition, Expo for Decarbonised Industries, BILT Europe, European Sustainable Energy Week, Enlit Europe, and IDSA conferences. These events provide WeForming with targeted audiences, fostering collaboration, visibility, and knowledge exchange within the relevant industries.	>5
	Contributions in international peer-reviewed conferences	WeForming research will be showcased at renowned conferences in the fields of smart buildings, ICT, and energy, including IEEE SmartGridComm, IEEE Power and Energy Society for Innovative Smart Grid Technologies Conference, IEEE Consumer Electronics Conference, and Conference on European Energy Market. Participating in these conferences allows WeForming to disseminate its research findings, connect with key players, and contribute to the broader discourse on smart buildings, ICT, and energy positioning WeForming as a significant contributor to advancements in these fields.	>10 Contribution to 5 standards

	Organization of thematic workshops	WeForming will conduct dedicated workshops strategically embedded in larger international conferences or industry events to engage specific target groups and promote WeForming among stakeholders. F6S will assist Task 2.2 which will organize workshops with energy networks and building owners to further assess their needs and desires in terms of iGFBs.	>=4
	Meetings with policy makers	Engaging with regional/national policy-makers and regulators is vital for WeForming to ensure alignment with existing policies, influencing future regulations, and addressing regulatory challenges for successful project implementation.	>6

TABLE 11: DISSEMINATION KPIS

5.2. Partners roles and responsibilities

Partners are encouraged to integrate communication and dissemination efforts across all WeForming activities. This involves effectively communicating research progress, organizing pertinent events, engaging with target audiences, collaborating with related projects, sharing best practices and insights from use-case development, and fostering synergies with other partners and channels. Partners are also encouraged to engage with local and national media (press, radio, TV) by offering interviews, visits, and demonstrations to enhance project visibility.

The distribution of responsibilities for communication activities among partners is outlined as follows:

- All partners are actively engaged in communication and dissemination activities, utilizing specified channels and tools. WP7 lead (F6S) will provide support to partners in executing communication and dissemination tasks.
- Each partner is accountable for furnishing content related to their project activities that F6S will use for blog posts on the project website and various WeForming channels. F6S is tasked with the development of project newsletters, with partners contributing relevant information.
- F6S holds the responsibility for managing social media networks, and website, while all partners will actively engage with these platforms: like, follow, repost, and post in their own channels.
- Regular and timely reporting of communication activities is a collective responsibility of all partners.

5.3. Monitoring and reporting

To enhance the efficiency and impact of the communication and dissemination campaign, regular and timely reporting is a collective responsibility of all partners. As the leader of WP7, F6S will oversee the monitoring report, fostering collaboration among all consortium partners.

The monitoring system will provide evidence on whether the WeForming Communication and Dissemination plan and the fulfillment of the relevant objectives and KPIs is being implemented by all partners as initially planned and scheduled. It will be reported in the deliverables D7.3 – *Communication, dissemination, exploitation and market exploration, standardisation and community building (1st progress report and plan)* and D7.4 – *Communication, dissemination, exploitation and market exploration, standardisation and community building (final report)*. The monitoring takes place throughout the entire project so that it is possible to adjust any strategy or approach to these activities as needed.

5.3.1. Monitoring of communication and dissemination activities

Partners will distribute press releases in their respective languages and provide insights on local press coverage or any media attention received. Feedback on media coverage will help identify areas of interest and guide strategic adjustments.

Partners will notify F6S through the discussions area in the ProofHub by filling in the information of the press coverage, including:

- Type of activity (communication or dissemination);
- Name of the activity (article, press release, interview, etc.);
- Type of dissemination or communication activity (What);
- Target audience (Who - citizens, stakeholders, academia, media, professionals, all...);
- Partner responsible;
- Website/URL.

5.3.2. Monitoring and dissemination procedure for internal and external events

Each partner's participation in (e.g. external conferences, workshops, etc.) and/or organization of project events must be reported to the WP7 leader in a timely and regular manner so that their involvement can be followed up with well-designed communication and dissemination activities.

The obtained feedback will assist F6S in communicating partner activities, evaluating emerging opportunities resulting from these interactions, the quality of outcomes, identifying stakeholder needs, measuring impact, and assessing the effectiveness of the overall strategy.

Therefore, we have prepared an internal event monitoring and guidelines procedure that will be shared with all partners. The objective of this activity is to gather information concerning events by asking the partners to fill in the information and notify F6S through the discussions area in the ProofHub, including:

- Title of the event;
- Partner(s) attending;
- Type of event (presentation, abstract, poster presentation, round table, attendance, etc.)
- Link of the event;
- Status (planned, done, organized by partner);
- Modality(online, offline, hybrid);
- Location (if physical);
- Starting date (mm/dd/yyyy);
- Ending date (mm/dd/yyyy);
- Link of the materials folder (photos, agenda, documents, etc.)

This dashboard will be a ‘live’ tool, regularly updated depending on the present project status. If dissemination activities include any project results protected through Intellectual Property Rights (IPR), review and approval of the WeForming coordinator and consortium representatives will be required.

Table 12 presents a step-by-step detailed plan for event guidelines and execution that every partner must follow.

Before the event - by the partner

Utilize the discussion section in the ProofHub, previously generated by F6S, to add event basic details mentioned above.

Create a new folder within WP7's ProofHub repository, adopting the format YYYY-MM-DD-name of the event/activity. The folder will be populated with essential materials, including agenda, abstract, photos, GDPR compliance, among others.

Add the folder hyperlink to the information requested and notify F6S for next steps.

Planning - with F6S support

Communicate WP7 leader (F6S) to align with the event participant or organiser, ideally one month in advance to prepare materials and communication campaign.

Ensure you prepare GDPR and data protection agreement in relation to consent to record and share photos of participants.

If applicable, prepare materials for distribution (printed materials or PPT presentations): make sure any communication material produced, published and shared includes the project logo, EC emblem, and disclaimer.

If it is an event organized by WeForming:

Attendance list: always collect the signatures of participants attending your online, face-to-face, or hybrid event. The signature list must include the title of the meeting/event, date and place, project title, project logo, and EU emblem + disclaimer.

Make sure there are indications for all locations or links to connect online. Ensure that all attendees and/or speakers have an updated schedule.

Promotion - F6S

Announce the event on the WeForming social media - including [F6S platform](#) as well - and, if applicable, website (F6S).

Keep the information updated before and during the event: posts on social media using diverse visuals such as photos, videos and live streams.

Post-event - with F6S support

Create at least one blog post about the event if applicable (WeForming project has been presented, we are the organizers of the event, participation in standards, etc.)

Share event photos and highlights via the project channels: make sure you have explicit consent from participants.

Share with the partners via email (weforming_WP7@eurodyn.com) the news link, encouraging them to disseminate it in their own channels.

If applicable, publicly thank all attendees for their participation.

Post-event engagement with publication of event outcomes on social media and potential follow-up events.

TABLE 12: EVENT GUIDELINES FOR PARTNERS

6. Final remarks

This deliverable (D7.1) introduces the WeForming Communication and Dissemination plan, a comprehensive and living document.

The main objective of the document was to develop a tailored strategy and plan for communication and dissemination with a view to effectively conveying the key messages of WeForming to its target audiences as well as increasing the visibility of the project along with its activities and results, thus paving the road for their post-project deployment and uptake.

All partners are committed to maximize the potential impact of WeForming outputs in terms of its dissemination to all relevant stakeholders, and thus they will all be actively part of the proposed activities.

The consortium recommends a periodic review of this document to ensure it includes up-to-date content and opportunities for disseminating and communicating project information. In the upcoming months, partners will continue working on the identification and further elaboration of the stakeholder strategy.