H2020 – LC – SC3 – EE – 2019 – GA 894240

Operating System for Smart Services in Buildings

D9.3 Initial Communication and Dissemination Plan

WP9 Dissemination, Exploitation and Communication

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Deliverable: D9.3
Version: 3.1
Due date: 28.02.2021
Submission date: 28.02.2021
Dissemination level: Public

www.domos-project.eu

Table of contents

Deliverable: D9.3
Version: 3.1
Due date: 28.02.2021
Submission date: 28.02.2021
Dissemination level: Public

www.domos-project.eu

List of figures

Terms, definitions, and abbreviated terms

WP	Work Package
T	Task
D	Deliverable
CMS	Content Management System
KPI	Key Performance Indicator
SRI	Smart Readiness Indicator
R&D	Research and Development

1. Executive Summary

This document deliverable D9.3 "Initial Communication and Dissemination Plan" presents the domOS project communication and dissemination strategy and is designed as an internal practical guide for project partners for engaging with communication and dissemination. The present document constitutes the first issue of Communication and Dissemination Plan in the framework of the domOS project, dedicated to Task 9.4 "Marketing the domOS Solutions" under the work package WP9 "WP9 Dissemination, Exploitation and Communication". The update of this Plan will be done on yearly basis, shared with partners and finally at the end of project will result to the D9.7 "Final Communication and Dissemination Plan, and Awareness Campaign".

2. Introduction

The objective of the Communication and Dissemination Plan is to identify and organize the activities planned in order to promote the commercial exploitation of the project's results and the widest dissemination of knowledge from the domOS project. The Plan is expanded in two directions: towards the marketing activities in order to enhance the commercial potential of the technology and towards the notification of project results in the scientific, EC and general R&D sector. This document summarizes the consortium's strategy and concrete actions to disseminate and communicate the results generated by the domOS project. Moreover, information related to the Communication and Dissemination Plan aiming to raise the public awareness on the project results and to demonstrate to the potential end-users the advantages of the new products/technologies, is presented. The Plan sets out what dissemination activities has already been achieved and provides an outline of what is planned till the end of the Project.

An overview of dissemination opportunities were identified through traditional channels such as event attendance and organization (e.g. conferences, seminars, workshops, fairs, etc.), project publications (e.g. brochures, posters, press releases as well as conference papers, articles in professional journals, etc.) and project presentations. By the time this plan is being developed, the coronavirus pandemic is still impeding the traditional dissemination opportunities. Events are being postponed and cancelled and the future is still highly uncertain. This is why the domOS project will put an emphasis to the online dissemination activities based around the project website, newsletter, and through the main social media profiles. The plan also takes webinar into account, as a possibility of replacing physical dissemination events. The dissemination activities were designed to target the key audiences and stakeholders and to maximize awareness of the domOS project and its results.

FIGURE 1: DOMOS DISSEMINATION PURPOSE

3. Obligation to Disseminate the Project Results

As stated in domOS Grant Agreement article 29, unless it goes against their legitimate interests, each beneficiary must - as soon as possible - disseminate its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications. A beneficiary that intends to disseminate its results must give advance notice to the other beneficiaries of - unless agreed otherwise - at least 45 days, together with sufficient information on the results it will disseminate. Any other beneficiary may object within - unless agreed otherwise - 30 days of receiving notification if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests. If a beneficiary intends not to protect its results, it may - under certain conditions - need to formally notify the Commission before dissemination takes place. Each beneficiary must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results. In particular, it must:

a) as soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications.

Moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.

b) ensure open access to the deposited publication — via the repository — at the latest:

   i) on publication, if an electronic version is available for free via the publisher, or

> ii) within six months of publication (twelve months for publications in the social sciences and humanities) in any other case.

c) ensure open access — via the repository — to the bibliographic metadata that identify the deposited publication.

The bibliographic metadata must be in a standard format and must include all the following:

- the terms "European Union (EU)" and "Horizon 2020",
- the name of the action, acronym, and grant number,
- the publication date, and length of embargo period if applicable, and
- a persistent identifier.

4. Communication and Dissemination Strategy

The domOS consortium will implement a wide set of measures to attract followers and potential customers for the solutions (WP9). The project aims to be recognized by the market as a holistic approach for smart buildings solutions that are easy to integrate in existing buildings and which are open for new services, new smart devices, and new smart appliances. One of the main goals of WP9 is to reach the widest dissemination of the results generated by the project. A strong communication strategy was set up in order to make the most of reaching the target impact. The whole domOS consortium committed to perform dissemination activities and proactively look for dissemination opportunities. Communication activities aim at creating a common project visual identity and public image, to raise basic interest in the proposed technology and processes, to provide an up-to-date information about the project, translate the scientific/technical results into messages that can be read by wide public.

The communication and dissemination plan is based on the following basic elements:

1) **Analysing stakeholder needs**
   The business models of the project partners need to reflect the customer's needs. A detailed analysis of drivers and restrictions of the smart building market will be carried out in order to find the opportunities to implement new products and services. The target groups and essential stakeholders will be analysed. The needs, values and pain points of future customers must be understood in depth.

2) **Involving stakeholders on trial sites at their best**
   Usability of smart building services is a key success factor for a broad uptake. All demonstrators will involve users in several fashions. Users of closed-loop services for SH, with effect on ambient temperature, will be asked for feedback on comfort. Services for user empowerment will be co-created with users, who will also be asked for feedback during service operation. The Paris demonstrator will demonstrate how a community affect the behaviour of its users regarding energy. Persons with an energy psychology background will oversee this activity in Sion and Paris.

3) **Scaling up and replicating trial experiments**
   The consortium builds on the lighthouse effects of the domOS trials in three countries with different framework conditions. Courageous and innovative first movers related to the initial trials will be

www.domos-project.eu

Deliverable: D9.3
Version: 3.1
Due date: 28.02.2021
Submission date: 28.02.2021
Dissemination level: Public

approached for further pilot implementations capitalizing on the experiences from the initial trials. Scaling up can concern the IoT environment, the smart services, or both.

4) **Approaching potential customers and users of the domOS solutions directly**

   domOS partners will present their plans and solutions at fairs and conferences where they have the opportunity to meet their potential customers such as utilities engaged in a digitalization process, appliance manufacturers, gateway companies, IoT platform developers and operators, smart service developers and operators. domOS will favour contact with utilities as they are considered as the main driver for the deployment of smart energy services. Typical events that shall be used are the Utility Week at ever changing places in Europe, the CIRED conference and national fairs / conferences for utilities.

5) **Involving intermediaries with outreach to a broad stakeholder base**

   To make domOS solutions significant at European scale, there is a strong need to contribute to a "Smart Building Interest Group" that is strong enough to have an impact on policy makers and agenda setters. A lot of communication is needed with those that shape the future "Building to Grid" domain and reach out to a broad set of utilities and policy makers. In order to communicate the domOS solutions to key intermediates, the communications and dissemination plan focuses on entities defining or influencing standards, such as:

   - The Smart Buildings Alliance, which integrates all stakeholders in building automation to promote smart buildings and smart cities in Europe.
   - The EEBUS Initiative e.V., which is the editor of the EEBUS and SPINE standards, the latter defining semantic data models for building and energy.
   - The entities in charge of promoting the SRI (Smart Readiness Indicator), both at the European and national levels.
   - The Swiss association SmarGridReady, which aims to define a label for flexible buildings and corresponding flexibility controllers.

6) **Publishing project information through different channels and for different target groups**

   Information about the domOS project will be published and distributed through the project website, social media campaign, promo materials, newsletter, videos, and publications.

7) **Clustering activities**

   Clustering activities with other European related projects and related European and National Technology Platforms.

8) **Organizing and actively participating at events**

   If the situation allows, the project consortium will present the domOS solutions at relevant fairs and expositions in Europe. A non-exclusive pre-selection includes the following: Smart Buildings show London, International Building Fair in Brno/Urbis Smart Cities Expo (43'223 visitors from 20 countries), BAU fair in Munich (250'000 visitors from 45 countries), Smart Building Expo Milan (25'000 industry professionals from 86 countries), PowerTage Fair Zurich, Nordic District Heating fair Jönköping (Sweden), Smart Building Alliance annual event, Enlit Europe (10'000 visitors, 350 exhibitors), Marché International des Professionels de l'Immobilier (MIPIM, the world's leading real estate market event, 26'800 participants, 6'380 investors), Integrated Systems Europe (116'000 visits, 1'300 exhibitors), Intelligent Building Systems, EU Sustainable Energy Week, Sustainable Places. A public workshop will be organized towards the end of the project (target: > 70 participants).

4.1. Target Audience and Stakeholders

The main focus for all dissemination activities is on the smart building community in general and the IoT (Internet of Things) community. A specific communication strategy for utilities, identified as a focus group, will be developed. The following target groups have been identified:

- Internet of Things (IoT) community (application developers, cloud service providers. The vision is either to support the creation of new players, or to help current actors to extends their business to smart building services),
- The smart building community (smart device manufacturers, smart appliance manufacturers, planners, system integrators, installers of energy appliances),
- The utility community (utilities more and more associate services to their traditional role of energy and fluids providers. As new players, they are willing to consider open and evolutive solutions such as those promoted by domOS),
- The standardization bodies (technical chambers, national and international standard organizations),
- The general public,
- Experts (other EU funded research project partners, researchers in the field, ECTP experts).

The role of the target groups will be to give feedback on on-going and foreseen development activities, bring useful inputs related to research findings, existing tools, best practices, and market evolution, to help to define the market needs. A stakeholder can be anyone who has an interest in the project or is affected by its outcomes. Stakeholders for domOS project were identified and assessed in terms of their interest in the project and the importance for its success and further dissemination.

4.2. Key Messages

Key messages that the domOS project wants to give to the targeted audience and stakeholders were defined, following the communication principles as shown on the graphic below. Key messages were agreed between partners and will be demonstrated through the project website, promo materials, newsletter, video, etc.

Message to be clear, simple, easy to understand

Using infographics, video, simplification, non-technical language used to reach the widest audience as possible.

Message to be tailored to the receiver

Carefully considered what receiver should know about the project, relevance of the message will be checked each time.

Message of different projects related to the same subject to be coordinated to enhance impact

Clustering activities with other EU funded projects with the same topic enhanced.

Information to be correct and realistic.

The content and activities towards the audience needs to be always approved by Steering Committee.

FIGURE 2: DOMOS KEY MESSAGES

Deliverable: D9.3
Version: 3.1
Due date: 28.02.2021
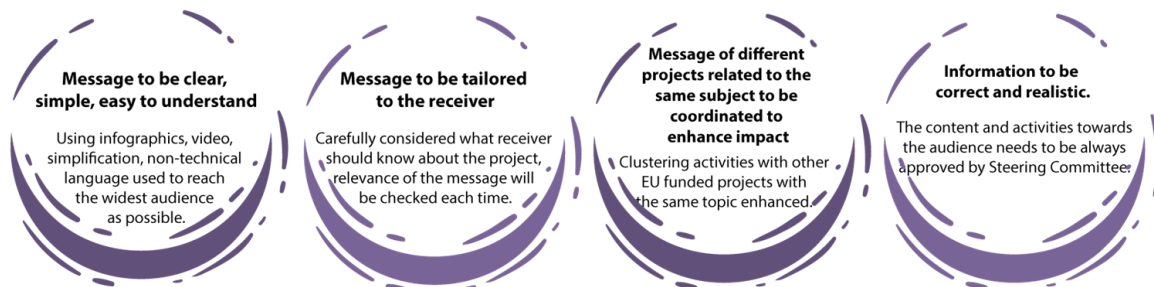Submission date: 28.02.2021
Dissemination level: Public

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4.3. Tools

Dissemination activities will be targeted both nationally and internationally. The tools that will be used for dissemination are the following:

- Publications (scientific, technical, and economical journals, popular magazines, newspapers)

- Conferences, congresses, workshops, seminars, forums participation

- Fairs, exhibitions participation

- Webinars

- Public workshops

- Press releases

- Digital (project website, social media profiles, thematic portals, online ads will also be considered)

- Links to other projects, clustering activities

- Common visual identity, logo, brochure, poster, project presentation

- Video production (project promo videos, videos from the events, training videos)

- E-newsletters, infographics

- Gadgets for promotion

4.4. Commitment of Project Partners

domOS partners involved in dissemination will proactively participate in communication and dissemination activities related to the Project by exploiting their communication channels to reach the widest audience performed in a structured way, and all these activities will be tracked in this report and its updates. Each dissemination activity will be carried out by the partner who is the most expert in the specific area. For the tracking of the actions executed by domOS partners, a set of tools for collection of inputs regarding performed and planned activities have been developed:

- List of scientific publications - Table 1

- List of dissemination events and activities - Table 2a

- Detailed description of events already performed - Table 2b

Each partner is required to provide updated information about dissemination events and activities performed and planned by his organization every six months. Partners need to provide to the dissemination leader (FENIX) proofs about events participation (photos, agendas, presentations, videos, etc.) and detailed information about the events (date, place, target audience, size of audience, type of dissemination such as ppt, brochure, poster, booth, etc.). Project partners are also requested to provide updates about the project progress and achievements in order for the domOS website and promo material to be kept up to date.

Deliverable: D9.3
Version: 3.1
Due date: 28.02.2021
Submission date: 28.02.2021
Dissemination level: Public

www.domos-project.eu

Table 1: List of publications														
Publication title	Link	Publication type	DOI	ISSN or eSSN	Authors	Periodical name/ Publisher	Number, Date	Place	Relevant pages	Public & private participation	Peer/review w	Open access, cost of	Partner/s	Status
Title of the article	Website link if applicable	(paper in conference, article in journal, books/monographs, chapters in books, thesis, etc.)	Digital Object Identifier	Number	Full names of the authors	Or equivalent	of journal	of publication	of article	YES/NO	YES/NO	YES (green, gold)/NO	As in GA	(Performed/ Planned)

Table 2a: List of dissemination events and activities										
Type of event/activity	Link	Event/activity title	Objective	Date	Place	Partner contribution	Countries addressed	Target audience and size	Partner/ s	Status
Conference, fair, workshop, social media, website, thematic portal, press release, newsletter, etc.	Website link if applicable	Official title of the event/activity description	Reason why participated/organized event/performed activity	Date of the event/activity performed	Place of the event/activity	(speech, ppt, poster, brochure, stand, etc.)	(national/international)	Scientific community, industry, ESCOs, etc.	As in GA	(Performed/ Planned)

Table 2b: Proof of events already performed	
Event title	
Attachments (agenda, photos, pictures, videos, ppt, etc.)	

FIGURE 3: TEMPLATES FOR DISSEMINATION ACTIVITIES, EVENT AND PUBLICATIONS TRACKING

4.5. Evaluation

Dissemination activities are targeted and can be more or less successful. To find out if the dissemination strategy was well chosen and well implemented, it is important to build an evaluation component into all major dissemination activities to monitor the quality and to see if they have achieved their aims. Some key performance indicators have been defined as the table below shows.

Dissemination activity	Description	KPI (end of the project)
Project website	A project website was created in M3 and it will serve as a place for storing, sharing, and downloading public documents related to the project as well as it will provide an opportunity for general public to get updated information about the project. The project website will be kept alive and maintained for at least 2 years after the project ends.	> 25 000 views > 5 000 users
Social media campaign	Created in M1 and regularly updated social media profiles, namely Twitter, LinkedIn, and Instagram	> 500 followers

Deliverable: D9.3
Version: 3.1
Due date: 28.02.2021
Submission date: 28.02.2021
Dissemination level: Public

www.domos-project.eu

Project brochure, roll-up, and presentation	The promo materials were designed in M5 and they include the general public information about the project. Approximately two updates of the promo materials are planned within the project. The brochures will be available for the attendees of the dissemination events and the roll-up will serve as the visual representation of the project even during webinars.	> 3000 printed copies > 500 downloads
Newsletter	E-newsletter will be distributed every six months (starting at M8). It will include the updates, findings, and outcomes of the research performed under the project as well as other interesting information about the project.	> 1000 subscribers and downloads
Videos	There will be two promo videos created about the project. In M12, a graphical video illustrating the project objectives, concept, demos, and partners will be created. At the end of project, the video including interviews with key partners, filming from demo site will be produced	> 1 000 views
Publications	Articles in dedicated scientific journals (IoT, smart grid) and professional magazines (mostly related to utilities). Press releases in the thematic portals (ECTP, BuildUp, EUAGenda, etc.)	> 5 scientific papers > 5 articles in magazines > 5 press releases
Cluster activities	Clustering activities with other European related projects and related European and National Technology Platforms, associations such as ECTP, SmartGrid Ready, etc..	> 3 cluster events participated
Organization of conferences or workshops	One public workshop will be organized towards the end of the project. The target audience will include policy makers, municipality representatives, industry and academia representatives, end-users and wide public. The workshop (if the situation allows) will be held near the demo-sites.	> 1 public workshop / webinar organization with > 70 participants
Participation at exhibitions, fairs, seminars, workshops, or conferences	Representation and exhibition of the project at various types of events. The purpose is to spread awareness about the project as well as to answer questions about particular research results.	> 20 various events / webinars participation

5. Project Identity and Public Image

Objectives of the project identity are:

- To develop a design structure that would accommodate standard project identity elements, a variable visual identity in various uses, and be able to convey thematic information when needed.
- To allow an immediate recognition of the domOS project thanks to standardized communication templates meant for external audiences.

Deliverable: D9.3
Version: 3.1
Due date: 28.02.2021
Submission date: 28.02.2021
Dissemination level: Public

www.domos-project.eu

- To develop specific guidelines and structures related to the project such as a definite set of colours and/or typography. These guidelines should be applied to templates that are easy to adapt, to understand and to use by the project partners.

5.1. Project Logo and Logo Manual

Initial task for the dissemination material design is logo development. The logo has been created by FENIX in vector resolution at the beginning of the project in order to define a distinguishable project identity. The logo was intended to be simple and recognizable. While designing the logo, it was important to keep in mind that it reflects the actual branding trends, so that the design is up to date during the whole project lifecycle. The target audience must identify the logo at a first glance; therefore, the logo should be easy to remember, and it must clearly reflect the aim of the project.

domOS is an European project that aims to develop Operating System for smart services in buildings. The symbol in the logo represents "OS" – an acronym of Operating System, the "S" symbolises a simplified image of a house. The three connected dots inside the symbol represent smartness of the system. The "OS" symbol is accompanied by the name of the project. The chosen typeface is strong and thick to go along with the "OS" symbol.

For the purpose of the project, two basic versions of the domOS logo were created. The **main logo** is oriented vertically.

FIGURE 4: DOMOS MAIN LOGO

The **horizontal version** of the logo is used on the domOS website due to height limitations.

FIGURE 5: DOMOS HORIZONTAL LOGO

The domOS colour palette contains the following colours: Violet, Turquoise, Light grey, White and Black. The domOS logo font is Montserrat Bold.

Deliverable: D9.3
Version: 3.1
Due date: 28.02.2021
Submission date: 28.02.2021
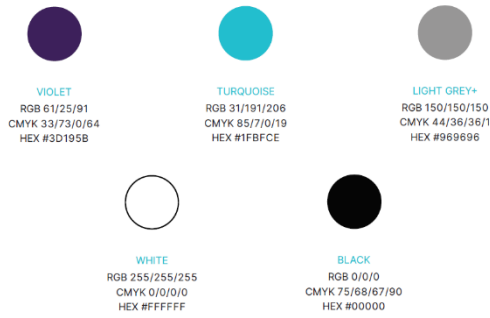Dissemination level: Public

www.domos-project.eu

FIGURE 6: domOS COLOUR PALETTE

It is important to follow and respect the project visual identity in order to maximize the impact on the audience. For this reason, a logo manual has been created, outlining the graphical identity guidelines (master brand logo, colour palette, logo usage, logo clear zone, other variants of the logo, typography, file formats, etc.).
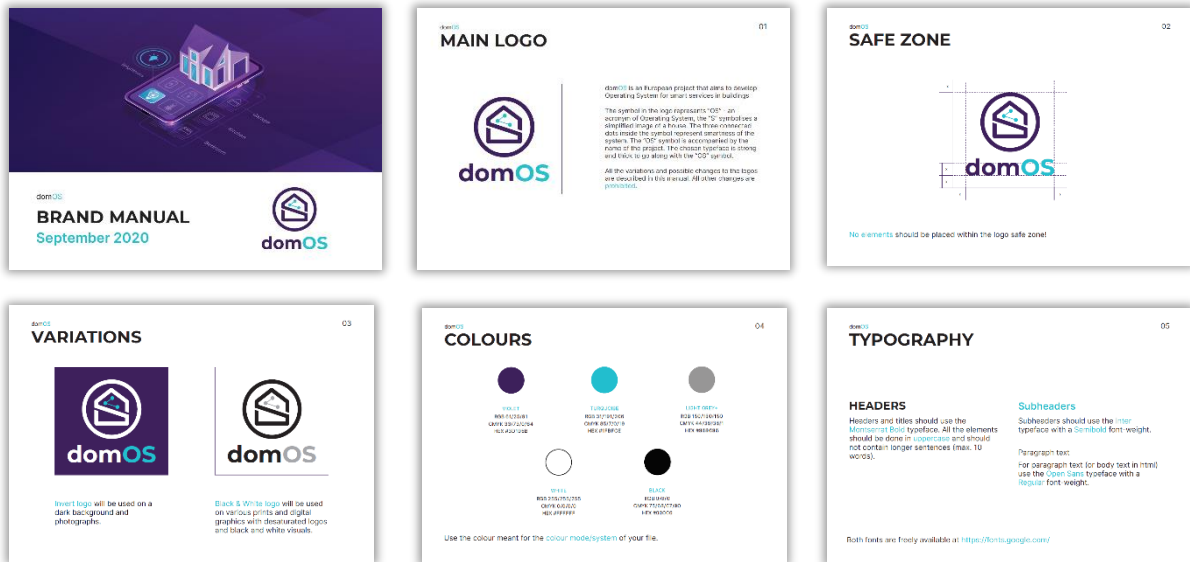

FIGURE 7: domOS BRAND MANUAL

As stated in the domOS Grant Agreement and article 27.3 Information on EU funding applications for protection of results (including patent applications) filed by or on behalf of a beneficiary must - unless the Commission requests or agrees otherwise or unless it is impossible - include the following:

"The project leading to this application has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869420".

FIGURE 8: EU LOGO

5.2. Project Website

The domOS website is considered as one of the key elements for communication. The website is hosted by FENIX though domain domos-project.eu. The design was developed by FENIX with the collaboration of the consortium. Website was designed in month M3 considering display on different devices such as desktop, mobile or tablet. The information included on the project website is likely to be valuable even after the project has finished. Therefore, the consortium aims at ensuring that the website will continue to exist after the project funding has finished (minimum 2 years).
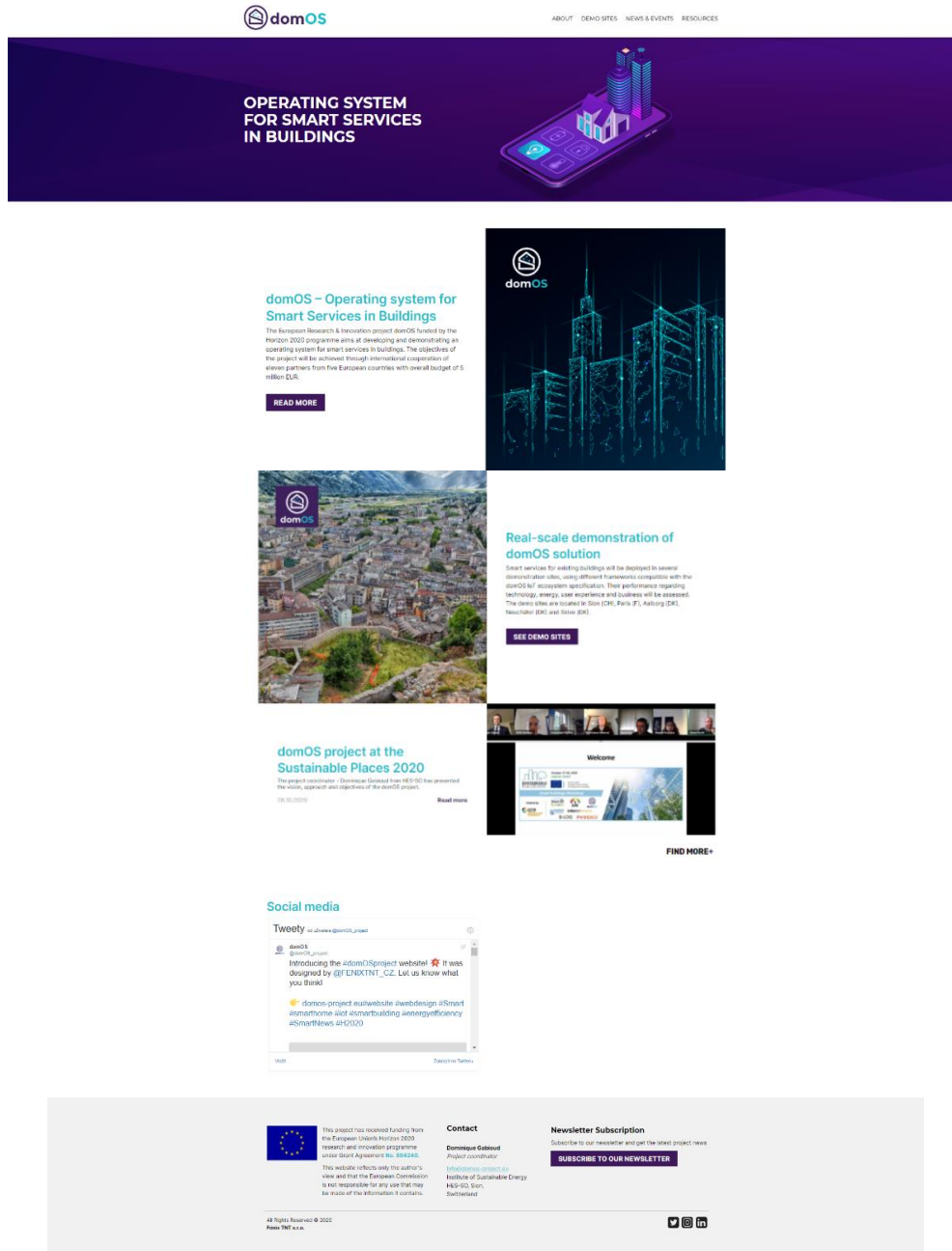
FIGURE 9: DOMOS WEBSITE

The website has been designed by FENIX and the main aim is to quickly address the key questions that external visitors to the website are expected to have:

- What is the project about?
- Who is participating in the project?
- What additional details are available?
- Who to contact for more information?

The website itself contains following information:

- general information about the project and demo sites,
- partners' details,
- list of news and events,
- all public material that is generated by the project,
- links to social network profiles, twitter feed online,
- newsletter subscription,
- contact information,
- videos and gallery.

Website cookies policy and google analytics tracking were also implemented (number of visitors, users, sessions, countries, languages, downloads, etc.). Short term improvements to the website are mainly: update of the website content based on project progress annually (and on demand when it is necessary), project video implementation. More information about the project website is in the deliverable D9.1 "Project website".
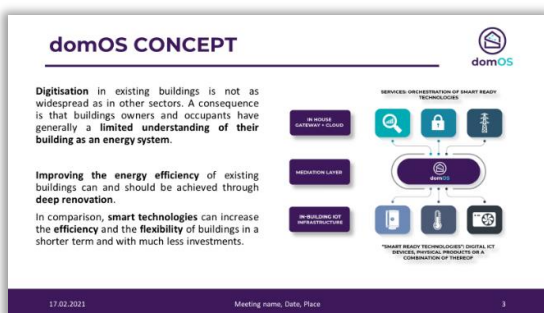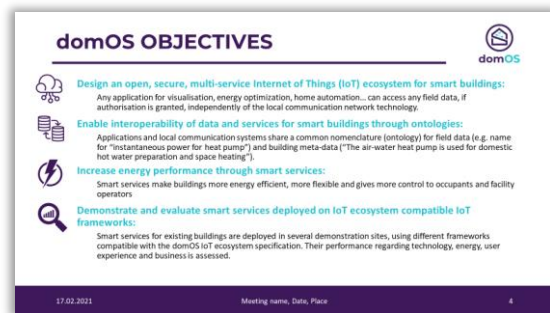
5.3. Dissemination Material

FENIX designed the promo materials from month M1 to M5 to support partners in dissemination events and raise awareness about the project, specifically a leaflet, roll-up poster, set of social media templates and a PowerPoint presentation. This promo material will be updated minimum three times per project duration in order to provide readers the latest information and news about domOS. More details about domOS dissemination material can be found in deliverable D9.2 "Promo material".

The poster is available on the project website (https://www.domos-project.eu/documents/promo-materials).
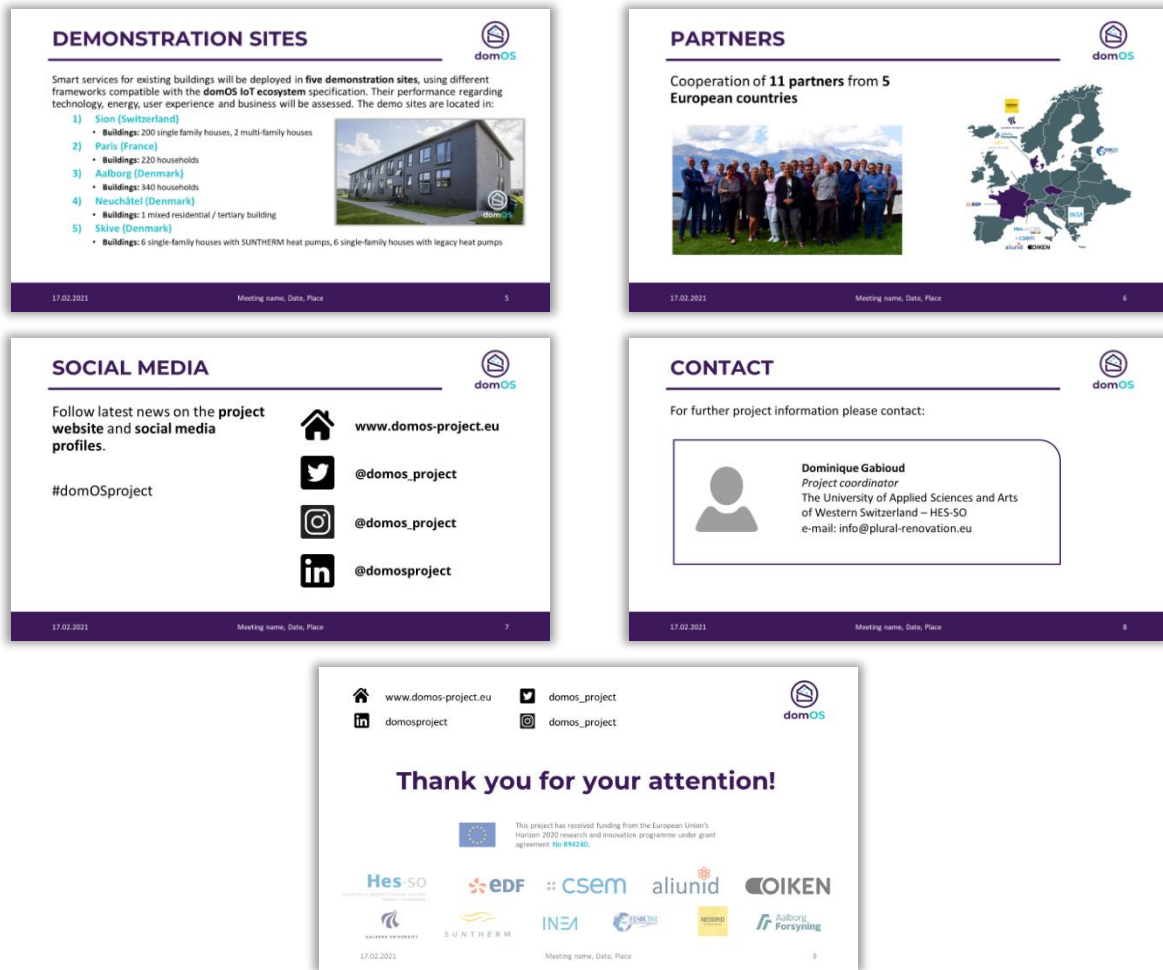
Deliverable: D9.3
Version: 3.1
Due date: 28.02.2021
Submission date: 28.02.2021
Dissemination level: Public

www.domos-project.eu

FIGURE 10: ROLL-UP POSTER

Deliverable: D9.3
Version: 3.1
Due date: 28.02.2021
Submission date: 28.02.2021
Dissemination level: Public

www.domos-project.eu

FIGURE 11: PROJECT PRESENTATION

FIGURE 12: LEAFLET

www.domos-project.eu

Deliverable: D9.3
Version: 3.1
Due date: 28.02.2021
Submission date: 28.02.2021
Dissemination level: Public

FIGURE 13: LANDSCAPE SOCIAL MEDIA TEMPLATE

FIGURE 14: SQUARE SOCIAL MEDIA TEMPLATE

6. Videos

One of the key methods for the effective dissemination is the creation and publication of videos. Video is the most popular format in online marketing as of 2021. FENIX with in-house video production will lead the videos creation for domOS project. Two promo videos, and few short videos from the demo sites are planned. Graphical video will be created in M12. The promo video is planned to be designed towards the end of the project when the technology is fully developed and tested at demo sites. It will include interviews, photos, filming, graphics, music, and voice over. The main aim of the videos will be introducing the domOS project to a wide public audience (project introduction, main objectives, innovation, design, demo versions, advantages, use, and contact info). The video presentation is meant to follow the successive introduction to the strategies regarding the "online campaigns": social media, workshops, web advertising in general. The videos will be then implemented into the domOS project website, uploaded on YouTube channel, and shared on social profiles, thematic portals, among partners, presented during events, etc.

7. Newsletter

Newsletter will be designed by FENIX with technical contribution of project partners, the first release is planned at M8 and the future releases will be published every 6 months. Each partner will share the newsletter among their contacts. The newsletter will be directly sent to the domOS subscribers who subscribed through the project website and published on social media profiles, project website, thematic portals, etc. The domOS project has developed its own Privacy policy (https://www.domos-project.eu/privacy-policy) and the newsletter subscription follows General Data Protection Regulation (GDPR) regarding the protection of personal data.

8. Social Media Campaign

In order to raise public awareness about the domOS project, these social network profiles were evaluated as the most suitable and created at month M1 – LinkedIn, Twitter and Instagram. A YouTube channel will be created when the first videos will be created. The links are already added into the project website, and the profiles are being updated with posts on weekly basis by FENIX based on the partners' contribution (general information about the project, updates about the project progress, photos from dissemination activities, infographics, and news from the related field).
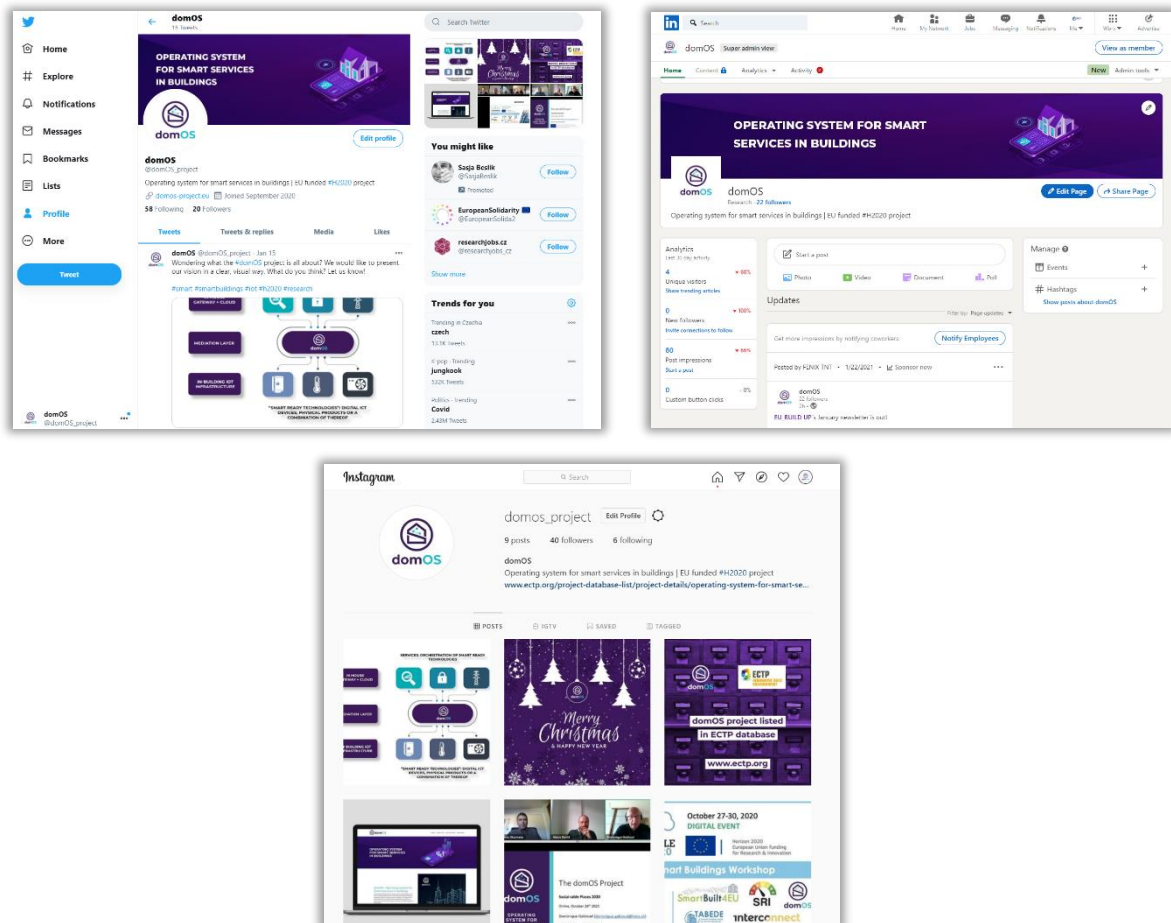

FIGURE 15: DOMOS SOCIAL MEDIA PROFILES

At month M6 the statistics are: 96 followers in total and 3500 impressions. As the project progresses, paid ad campaigns will be considered to boost the most important posts in order to reach the maximum amount of target audiences. Public workshop invitation, crucial project progress reports and other milestones will be considered for paid ads campaigns.

9. Publications

As stated in Article 29.2 each beneficiary must ensure open access (free of charge online access for any user) to all peer reviewed scientific publications relating to its results. In particular, it must:

a) as soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications.

Moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.

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- the name of the action, acronym, and grant number,
- the publication date, and length of embargo period if applicable,
- a persistent identifier.

Partners are going to publish articles about the domOS project in popularized and technical magazines. Other publications are planned in the thematic portals (e.g., BuildUp, EUAgenda, Construction21), EDMA Project repository journal, EU Research, Horizon Magazine and European Energy Innovation magazine. Project partners will publish the results also in the scientific literature and dedicated journals. domOS publications will be made accessible through either the Green Open Access or Gold Access model in accordance with H2020 guidelines on Open Access. The generated data will be stored on the project website and in the Zenodo repository (the website will be kept alive for minimum 2 years after the project end).

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Deliverable: D9.3
Version: 3.1
Due date: 28.02.2021
Submission date: 28.02.2021
Dissemination level: Public

9.1. Green Open Access

The green open access is also called self-archiving and means that the published article or the final peer-reviewed manuscript is archived by the researcher in an online repository before, after or alongside its publication. Access to this article is often delayed (embargo period). Publishers recoup their investment by selling subscriptions and charging pay-per-download/ view fees during this period during an exclusivity period. This model is promoted alongside the "Gold" route by the open access community of researchers and librarians and is often preferred.

9.2. Gold Open Access

This type of open access is sometimes called open access publishing, or author pays publishing and means that a publication is immediately provided in open access mode by the scientific publisher. Associate costs are shifted from readers to the university or research institute to which the researcher is affiliated, or to the funding agency supporting the research. This model is usually the one promoted by the community of well-established scientific publishers in the business.

10. Press Releases

domOS project is going to publish press releases about the project important milestones and achievements. First set of press releases about the project kick-off and dissemination material was shared through project partners' channels, domOS website and social media profiles.
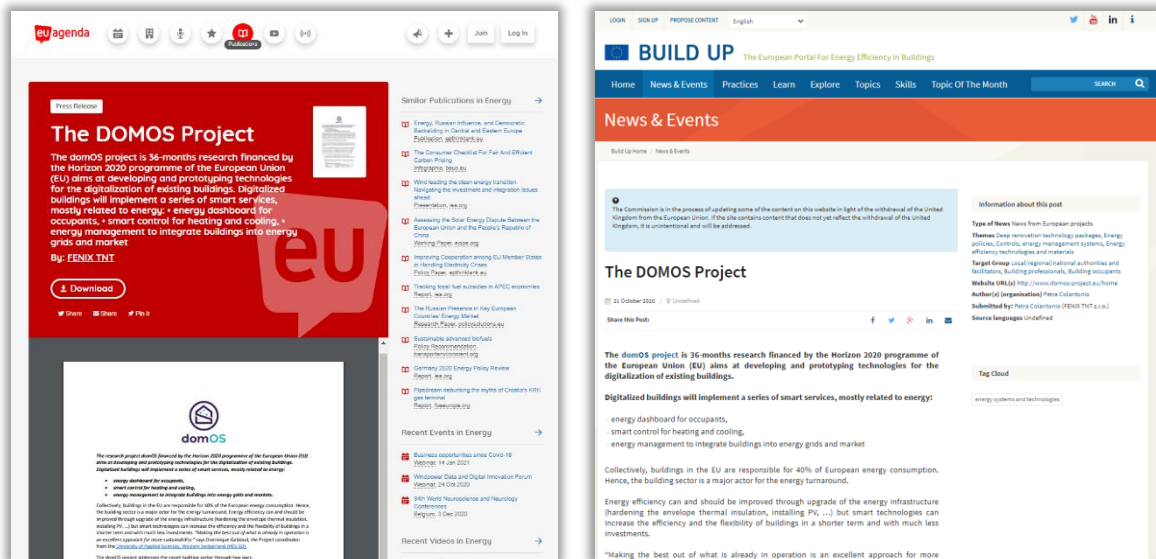

FIGURE 16: DOMOS PRESS RELEASES

11. Events Organization

Final public workshop of the project will be organized with the aim to promote the technology generated during the project as well as to connect EU officials, representative cities, industries, identified stakeholder segments to the project outcomes. A workshop will be organized close to a demonstration site in order to show the tentative project outcomes, technology and application in the real environment.

Deliverable: D9.3
Version: 3.1
Due date: 28.02.2021
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Dissemination level: Public

www.domos-project.eu

12. Events Presentation

To spread awareness about the project to the public, and to attract potential customers or investors, the project will be presented and exhibited at various fairs, expos, exhibitions, webinars, workshops, and seminars. Those events in focus:

- Smart Building Expo Milan (25'000 industry professionals from 86 countries)
- Smart Buildings show London
- PowerTage Fair Zurich
- International Building Fair in Brno/Urbis Smart Cities Expo (43'223 visitors from 20 countries)
- BAU fair in Munich (world´s leading building trade fair for materials, system, and architecture, 250,000 visitors from 45 countries),
- Nordic District Heating fair Jönköping (Sweden),
- European UtilityWeek (10'000 visotors, 350 exhibitors)
- Marché International des Professionels de l'Immobilier (MIPIM, the world's leading real estate market event, 26'800 participants, 6'380 investors)
- Integrated Systems Europe (116'000 visits, 1'300 exhibitors)
- Intelligent Building Systems,
- EU Sustainable Energy Week
- Sustainable Places
- Smart Building Alliance annual event

13. Cluster Activities

Project partners will seek collaboration with other H2020 projects that could complement activities and provide synergies enhancing dissemination. By month M6, one cluster partnership has already been established. The initiative is called "Smart Buildings" and is chaired by ECTP. The participating projects are: SmartBuilt4EU, SRI, TABEDE, Interconnect, B-LOG, PHOENIX, PLURAL, and domOS. First cluster event has already been organized – an online workshop within the Sustainable Places 2020 Conference and a webinar will take place at the end of M6, which is hosted by the BUILD UP portal.

FIGURE 17: CLUSTER WEBINAR FLYER

14. Liaison with EU Communities

Project partners are going to get in contact with relevant European communities involving potentially interested stakeholders, including the European technology platforms and Public Private Partnership as ECTP, the BuildUP initiative, SmartBuilt4EU H2020, Bridge H2020 initiative, etc.
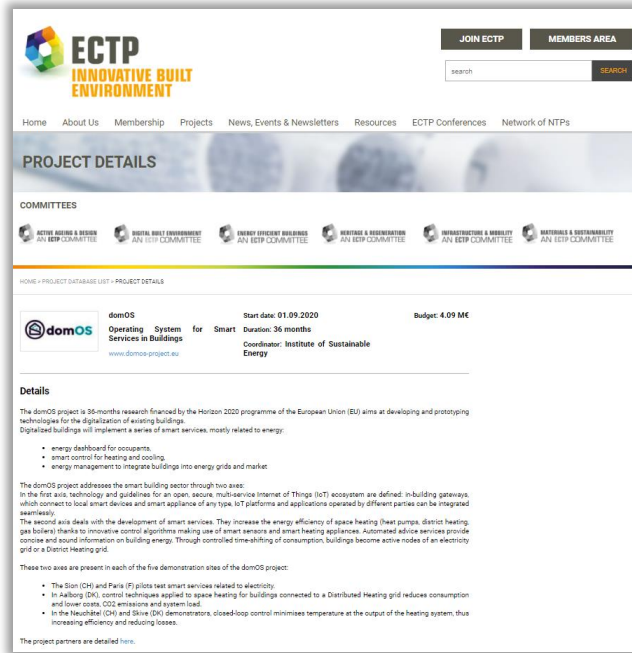

FIGURE 18: domOS PROJECT LISTED IN THE ECTP DATABASE

15. List of Publications

domOS partners have identified prospective journals and magazines in which they are going to publish the project results. At this stage, the list is quite short but every six months it will be updated and extended with new publications planned and performed.

Table 1: List of publications													
Publication title	Link	Publication type	DOI	ISSN or eSSN	Authors	Periodical name/ Publisher	Number, Date	Place	Relevant pages	Public & private participation	Peer/review	Open access, cost of publication	Partner/s	Status
Title of the article	Website link if applicable	(paper in conference, article in journal, books/monographs, chapters in books, thesis, etc.)	Digital Object Identifier	Number	Full names of the authors	Or equivalent	of journal	of publication	of article	YES/NO	YES/NO	YES (green, gold)/NO	As in GA	(Performed/ Planned)
TBC	TBC	Publication in magazine	TBC	TBC	TBC	EU Research magazine	Autumn 2021	Online + Offline (whole EU)	TBC	NO	NO	YES	FENIX	Planned
TBC	TBC	Publication in magazine	TBC	TBC	TBC	European Energy Innovation Magazine	Autumn 2021	Online	TBC	NO	NO	YES	FENIX	Planned
TBC	TBC	Publication in magazine	TBC	TBC	TBC	EDMA Project Repository Journal	Spring 2022	Online	TBC	NO	NO	YES	FENIX	Planned

FIGURE 19: LIST OF PLANNED PUBLICATIONS

16. List of Dissemination Events and Activities

domOS partners have identified prospective dissemination events they are going to participate and present domOS project mainly for the upcoming year. At this stage, there is one event that the project partners already participated in. The list will be updated and extended with new events and activities regularly, at least twice a year.

Deliverable: D9.3
Version: 3.1
Due date: 28.02.2021
Submission date: 28.02.2021
Dissemination level: Public

www.domos-project.eu

Table 2a: List of dissemination events and activities

Type of event / activity	Link	Event / activity title	Objective	Date	Place	Partner contribution	Countries addressed	Target audience and size	Partner(s)	Status
Conference, fair, workshop, social media, website, thematic portal, press release, newsletter, etc.	Website link if applicable	Official title of the event / activity description	Reason why participated / organized event / performed activity	Date of the event / activity performed	Place of the event / activity	Speech, ppt, poster, brochure, stand, etc.	National / international	Scientific community, industry, HVAC, ESCOs, etc.	As in GA	Performed / planned
Smart Building Expo 2021	https://smartbuildingexpo.it/en/	Fair	To raise awareness about the project	November 2021	Fierra Milano, Italy	TBC	International	Industry	TBC	Planned
Smart Building Show London 2021	https://smartbuildingsshow.com/	Fair	To raise awareness about the project	October 2021	London, UK	TBC	International	Industry	TBC	Planned
PowerTage Zurich 2021	https://www.powertage.ch/de-CH.aspx	Fair	To raise awareness about the project	June 2021	Zurich, CH	TBC	International	Industry	TBC	Planned
URBIS SmartCities Expo 2021	https://www.bvv.cz/en/urbis/	Fair	To raise awareness about the project	June 2021	Brno, CZ	TBC	International	Industry	TBC	Planned
Enlit Europe	https://www.enlit-europe.com/euw	Fair	To raise awareness about the project	December 2021	Milan, Italy	TBC	International	Industry, policy makers	TBC	Planned
Sustainable Places 2021	https://www.sustainableplaces.eu/	Conference	To raise awareness about the project	Autumn 2021	Milan, Italy	TBC	International	EU Research community, policy makers, scientific, industry	TBC	Planned
Webinar I Smart buildings: meet EU innovators	https://www.buildup.eu/en/events/webinar-smart-buildings-meet-eu-innovators	Webinar	To raise awareness about the project	25th February 2021	Online	Presentatiopn	International	EU Research community, policy makers, scientific, industry	TBC	Planned
Press release on ECTP portal	http://www.ectp.org/project-database-list/project-details/operating-system-for-smart-services-in-buildings/	domOS project - Operating system for smart services in buildings	To raise awareness about the project	October 2020	N/A	N/A	International	ECTP community	FENIX	Performed
Press release on Build Up portal	https://www.buildup.eu/en/news/domos-project	The domOS Project	To raise awareness about the project	October 2020	N/A	N/A	International	Build Up community	FENIX	Performed
Press release on EU Agenda portal	https://euagenda.eu/publications/the-domos-project	The domOS Project	To raise awareness about the project	October 2020	N/A	N/A	International	EU Agenda community	FENIX	Performed
Press release on Construction21 portal	https://www.construction21.org/articles/h/the-domos-project.html	The domOS Project	To raise awareness about the project	October 2020	N/A	N/A	International	Construction 21 community	FENIX	Performed
"Smart Buildings workshop" on SustainablePlaces 2020	https://www.sustainableplaces.eu/home/sp20-workshops-events/smart-buildings-workshop/	Smart Buildings Workshop	To raise awareness about the project	28th October 2020	online	project presentation	International	H2020 community, scientific, industry	HES-SO	Performed

FIGURE 20: LIST OF DISSEMINATION EVENTS AND ACTIVITIES

Deliverable: D9.3
Version: 3.1
Due date: 28.02.2021
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www.domos-project.eu

FIGURE 21: PHOTO FROM THE SMART BUILDINGS WORKSHOP

17. Conclusion

This report describes the first release of the Communication and Dissemination Plan and strategy, the definition of the target groups, dissemination channels, partners' roles and responsibilities, and the dissemination and communication actions already identified, performed, and planned for the domOS project. Due to the coronavirus pandemic, almost no physical events were taking place during the first six months of the project. Hopefully, from the year 2021 onwards the situation will get better, otherwise the dissemination events will be limited to online events, such as webinars. Dissemination activities are going to be undertaken at national, international and EU level by all domOS partners from the beginning of the project to its very end. The activities will be tracked, and the plan will be updated every year.