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EeB-CA2: Energy Efficient Buildings Cluster Activities Coordination Action



Deliverable 4.4 & 4.6

Dissemination and Communication activities, Performance report

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Deliverable Administration & Summary

EeB-CA2

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Table of Contents

1 Executive Summary	5
2 Introduction	6
2.1 Purpose and target groups.....	6
2.2 Contribution of partners.....	6
2.3 Relations to other activities in the project	6
3 Dissemination and communication activities	7
3.1 Facilitate access to public results (Objective 1)	8
3.1.1 Collect and centralise of all EeB projects public deliverables and their executive summaries (Activity 1.1)	8
3.1.2 Upload public material on a dedicated section of the re-designed ECTP website (Activity 1.2).....	8
3.1.3 Establish a mechanism to ensure that the section is maintained and updated (Activity 1.3).....	9
3.2 Build a stronger social media presence (Objective 2)	10
3.2.1 Creation of the official EeB-CA2 LinkedIn group (Activity 2.1)	10
3.2.2 Invite all EeB projects partners and members to follow, use and promote this LinkedIn group (Activity 2.2).....	12
3.2.3 Overall community management and group promotion (Activity 2.3)	14
3.3 Raise awareness, support research clustering and partnerships (Objective 3)	15
3.3.1 Design of an attractive overall brochure presenting EeB projects and research activities, including leaflets per technology cluster (Activity 3.1)	15
3.3.2 Online promotion of the brochure on relevant general public / research-oriented platforms and associations (Activity 3.2)	17
3.3.3 Physical distribution of the brochure through participation in a major “Research-oriented” event (Activity 3.3)	18
3.4 Support industrial exploitation and market uptake (Objective 4).....	20
3.4.1 Design of attractive “Service offers” brochures per technology cluster for projects with high TRLs (Activity 4.1)	20
3.4.2 Online promotion of the documents on relevant industry / business platforms, websites and forums (Activity 4.2).....	22
3.4.3 Physical distribution of the documents on relevant industry / business platforms, websites and forums (Activity 4.3).....	22
4 Timeline and work allocation	25
4.1 Timeline	25
4.2 Work allocation per partner	26
5 Key performance indicators	27
6 Conclusions	28
6.1 Contribution to overall picture	28
6.2 Impact on other WPs and Tasks.....	28
7 Appendices	29
7.1 Appendix A	29
7.1.1 EU-GUGLE	29

7.1.2 DESIGN4ENERGY	30
7.1.3 CITYOPT.....	31
7.1.4 EE-EMBEDDED	33
7.1.5 NANOLEAP	34
7.2 Appendix B	37
7.2.1 E-balance	37
7.2.2 Ecodistr-ICT	38
7.2.3 CITYOPT.....	38
7.2.4 Sinfonia.....	38
7.3 Appendix C	39
7.3.1 ADAPTIWALL.....	39
7.3.2 FASUDIR.....	40
7.3.3 IN DE WAG	43
7.3.4 ECOBINDER.....	44
7.3.5 QUANTUM	45
7.3.6 RESSEEPE	46
7.4 Appendix D – Event report from WBC16	49

1 EXECUTIVE SUMMARY

EeB-CA2 initiative is to provide the right set of instruments supporting technology-clustering and geo-clustering upon the whole set of EeB PPP EC-funded projects related to energy efficiency in the built environment, with the following primary ambition: to enhance and rationalise coordinated and broader dissemination, technology transfer and future exploitation activities of clustered projects, so as to help them better promoting and marketing their achievements and deliverables.

This report contains an update of dissemination and communication activities achieved during the second year of the project according to the Integrated Dissemination and Communication plan presented in D4.1.

EeB-CA2 Dissemination and communication activities are organised around four main objectives:

1. Facilitate access to public results
2. Build a stronger social media presence
3. Raise awareness, support research clustering and partnerships
4. Support industrial exploitation and market uptake

The progress on Objective **1 - Facilitate access to public results** can be summarised as follows: the gathering of public deliverables from completed EeB PPP EC-funded projects has been continued. They have been uploaded on the re-designed ECTP web portal which was released during the second year of the project (July 2016). This activity will continue as part of the ECTP general secretariat after the end of the project.

The progress on Objective **2 – Build a stronger social media presence** can be summarised as follows: the official ECTP – Energy Efficient Buildings Committee LinkedIn group was maintained and updated. Its promotion was done jointly with the other CSAs (EEBERS, Swimming, AMANAC) and it gathers more than 800 members at m24. Its community management will be managed on the long term by ECTP. A YouTube channel gathering short promotional videos and the EeB webinars from the projects was also released and will be updated on the long term by ECTP.

The progress on Objective **3 – Raise awareness, support research clustering and partnerships** can be summarised as follows: the 2016 edition of the annual EeB PPP project review was distributed both on online platforms and at major exhibition and fairs (950 printed copies) including WBC16 Finland, the 2016 ECTP Conference, Smart City Expo Barcelona, BAU17 in June 2016 or the EeB and EE info days in Brussels.

The progress on Objective **4 - Support industrial exploitation and market uptake** can be summarised as follows: 5 brochures featuring the highly promising innovations from the EeB projects were released and widely distributed both on online platforms and at major exhibitions including Smart City Expo Barcelona, BAU17 and the 2016 ECTP Conference.

2 INTRODUCTION

2.1 Purpose and target groups

This report provides an update on achieved dissemination and communication activities during the second year of the project. An integrated plan for dissemination and communication activities (D4.1) was delivered at month 3: dissemination and communication activities are organised around four main objectives:

1. Facilitate access to public results
2. Build a stronger social media presence
3. Raise awareness, support research clustering and partnerships
4. Support industrial exploitation and market uptake

Although in the original Description of Action two separate deliverables were foreseen (D4.4 and D4.6, the first one focused on dissemination activities, the second one focused on communication activities), it was decided to combine those deliverables in a single one to be coherent with the original dissemination and communication plan.

2.2 Contribution of partners

CSTB is the main editor of the document.

ECTP, DAPP and SEZ provided updates on the description of their activities.

2.3 Relations to other activities in the project

Dissemination and Communication activities are addressed to a wide variety of stakeholders, grouped within communities developed in WP2. Also a number of experts selected in WP2 provided contributions to develop the dissemination and communication materials in WP4.

WP3, WP5 and WP6 also provide inputs for the content to be communicated and disseminated.

3 Dissemination and communication activities

Dissemination and communication activities are organised around four main objectives as illustrated in Figure 1:

1. Facilitate access to public results
2. Build a stronger social media presence
3. Raise awareness, support research clustering and partnerships
4. Support industrial exploitation and market uptake

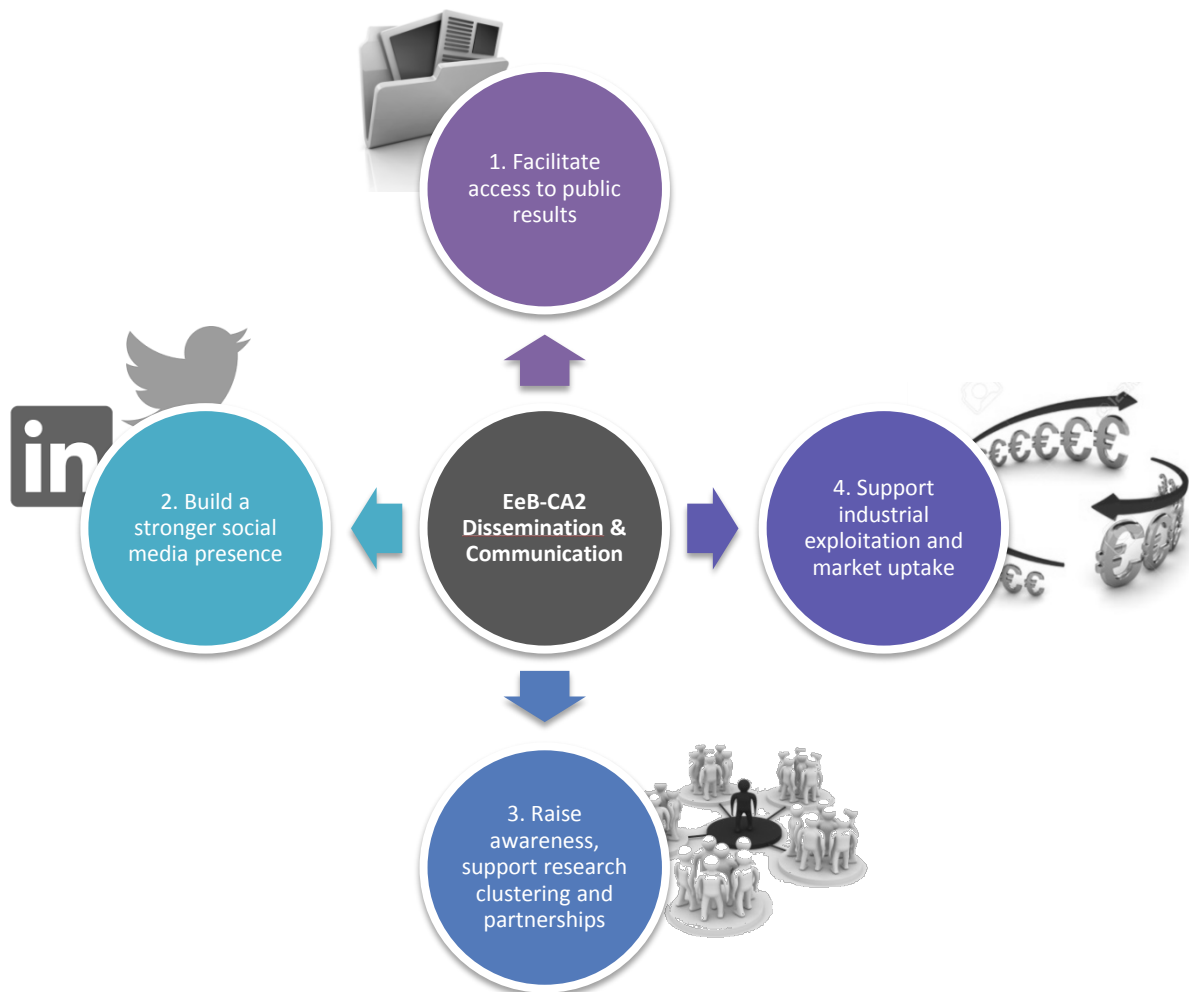


Figure 1. Four main objectives of EeB-CA2 Dissemination and Communication activities

The progress along each objective during the second year of the EeB-CA2 project (m12-m24 ► February 16 to January 16) is explained for each detailed activity in the following sections 3.1 to 3.4.

3.1 Facilitate access to public results (Objective 1)



Most EeB-PPP EC-funded projects create their own project website with a dedicated section where their public deliverables are uploaded. For newer projects, those websites are usually hard to find because it takes time to reach a good ranking with search engines. While for older projects, the issue is that when projects end, the access to their website and therefore to their public deliverables is stopped after a certain time.

The aim of objective 1 is therefore to facilitate a long-term and sustainable online access to public deliverables produced by EeB PPP EC-funded projects.

3.1.1 Collect and centralise of all EeB projects public deliverables and their executive summaries (Activity 1.1)

Public deliverables are collected from all EeB completed and ongoing projects from their project websites when available, or through a contact with their project coordinator. Executive summaries are extracted from the EeB impact assessment questionnaire or final public report.

Year 2 – Progress and achievements

- Up to 5 public deliverables have been collected for 51 completed EeB projects, as well as the publishable summary from their final report:
 - This material was collected by getting in touch with the EeB project coordinators, asking them to select the 5 most important / major deliverables from their project.
 - When no reply was obtained from the coordinators, the public deliverables were selected from their project website when available.
 - Finally the EC (Jose Riesgo) provided those public deliverables from their databases when the project coordinator did not provide an answer and when no project website was anymore available online.
- The 51 completed projects are the following: 3ENCULT, AEROCOINS, BEAMS, BEEM UP, BIOBUILD, CAMPUS21, CASCADE, CETIEB, CLEAR UP, COOPERATE, COST EFFECTIVE, E2REBUILD, EASEE, ECO SHOPPING, EeB GUIDE, EEPOS, EE-WISE, E-HUB, EINSTEIN, EnE-HVAC, ENRIMA, FC DISTRICT, GE2O, H2SusBuild, HEAT4U, HESMOS, HIPIN, ICT4E2B Forum, IDEAS, INTASENSE, IREEN, KNOHOLEM, LEEMA, MESSIB, NANO-HVAC, NANO INSULATE, NANOPCM, NEWBEE, ODYSSEUS, ORIGIN, READY4SmartCities, REVISITE, S4ECOB, School of the future, SEAM4US, SEEDS, SEEMPubs, SMARTKYE, SPORTE 2, SUS-CON, TIBUCON.
- This material is currently uploaded and stored on the ECTP webpage. At m24, 59 EeB projects are completed and work is ongoing to collect their material and upload it on the ECTP portal.

3.1.2 Upload public material on a dedicated section of the re-designed ECTP website (Activity 1.2)

This work was synchronised with the redesign of the ECTP website, which hosts a dedicated

section with a specific page / factsheet for each EeB project. The new ECTP website was launched in July 2016 (m18).

Year 2 – Progress and achievements

- The overall structure of the new ECTP website has been implemented and made available online.
- The factsheets for each EeB project was created, and the contact information, photos, videos, executive summary and deliverables were uploaded.
- All relevant news and events regarding EeB projects have been uploaded. This activity is ongoing and will continue after the end of EeB-CA2.
- Tests were conducted on the prototype of the redesigned ECTP website on its specific EeB Committee section prior to launch.



Figure 2. Preview of the redesigned ECTP website which hosts EeB projects public deliverables

3.1.3 Establish a mechanism to ensure that the section is maintained and

updated (Activity 1.3)

An appropriate mechanism is established to ensure that the section is maintained and updated with public deliverables from future EeB projects even after the end of EEB-CA2.

Year 2 – Progress and achievements

- The ECTP new website includes a back-end administration system which was designed to be accessed by multiple users. It means it will be possible to create an individual account for each existing / new EeB project contact point, allowing them to manage their project page and upload their description and attach their public deliverables.
- The following process is envisaged to keep the projects pages updated and accurate :
 - The ECTP – EEB committee will invite every 6 months all EeB projects to update their project page:
 - for ongoing projects, this includes the update of their project description and achievements;
 - for all newly completed projects , this includes the upload of up to 5 of their most important public deliverables as well as their final publishable summary from their final report.
 - If no action is directly undertaken by the EeB projects themselves, then the ECTP will take care of updating their project factsheets based on the information found on their project websites and/or with support from the EC.

3.2 Build a stronger social media presence (Objective 2)



EeB PPP EC-funded projects creating their own dedicated social media group or feed reveals itself to be often inefficient since getting popular requires long-term efforts. There are however a few initiatives of successful groups / feeds around the domains covered by the EeB value chain, but no overall umbrella.

The aim of Objective 2 is to create an official and acknowledged EeB PPP EC-funded social media group and to spend required efforts to grow its popularity on the long-term.

3.2.1 Creation of the official EeB-CA2 LinkedIn group (Activity 2.1)

An official EeB-CA2 LinkedIn group is created. The LinkedIn group will be integrated and promoted within the re-designed ECTP website.

To benefit from its list of members, it was agreed that EeB-CA2 would start from the existing “ICT for Energy Efficient Communities” LinkedIn group which was formerly managed by ICT4E2B Forum, IREEN, Ready4Smartcities projects. The group will be renamed and its ownership will be transferred to E2BA. Current members will be informed that the scope of the group is getting wider.

It will be assessed how much extra work is needed to create and maintain also an official EeB-CA2 Twitter feed (see especially if replication mechanisms can be used to publish at the same time on LinkedIn and Twitter). An ‘ECTP’ twitter feed was created for the last bi-annual ECTP conference: it has currently 200+ followers but is not maintained.

Year 2 – Progress and achievements

- The official ECTP – Energy Efficient Buildings Committee LinkedIn group was created and launched in November 2015. The group aims at sharing the latest updates from EeB projects. The group has inherited from the members of the former “ICT for Energy Efficient Communities” group. Just like in any other LinkedIn group, members receive daily or weekly email updates (according to their group settings) highlighting the latest discussions from the group.
- The group can be accessed at : <https://www.linkedin.com/groups/3744557>

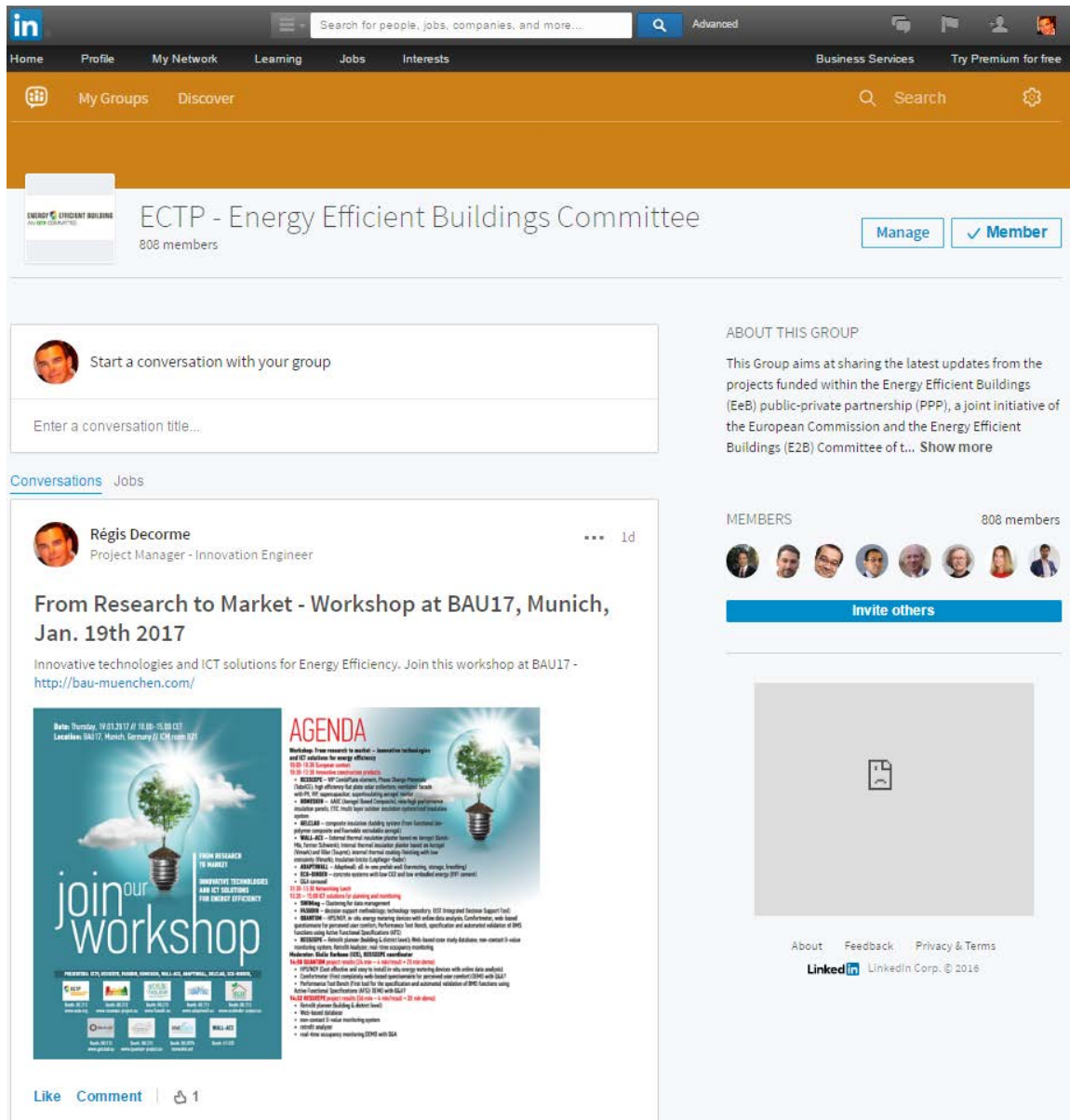


Figure 3. ECTP-EEB Committee LinkedIn group managed by EeB-CA2

- In addition, a YouTube channel gathering short promotional videos from the EeB projects and the EeB webinars (implemented as part of WP2) was also released and will be updated on the long term by ECTP. The YouTube Channel is available at https://www.youtube.com/channel/UC8LjrepSBN_apQNuFNuifg

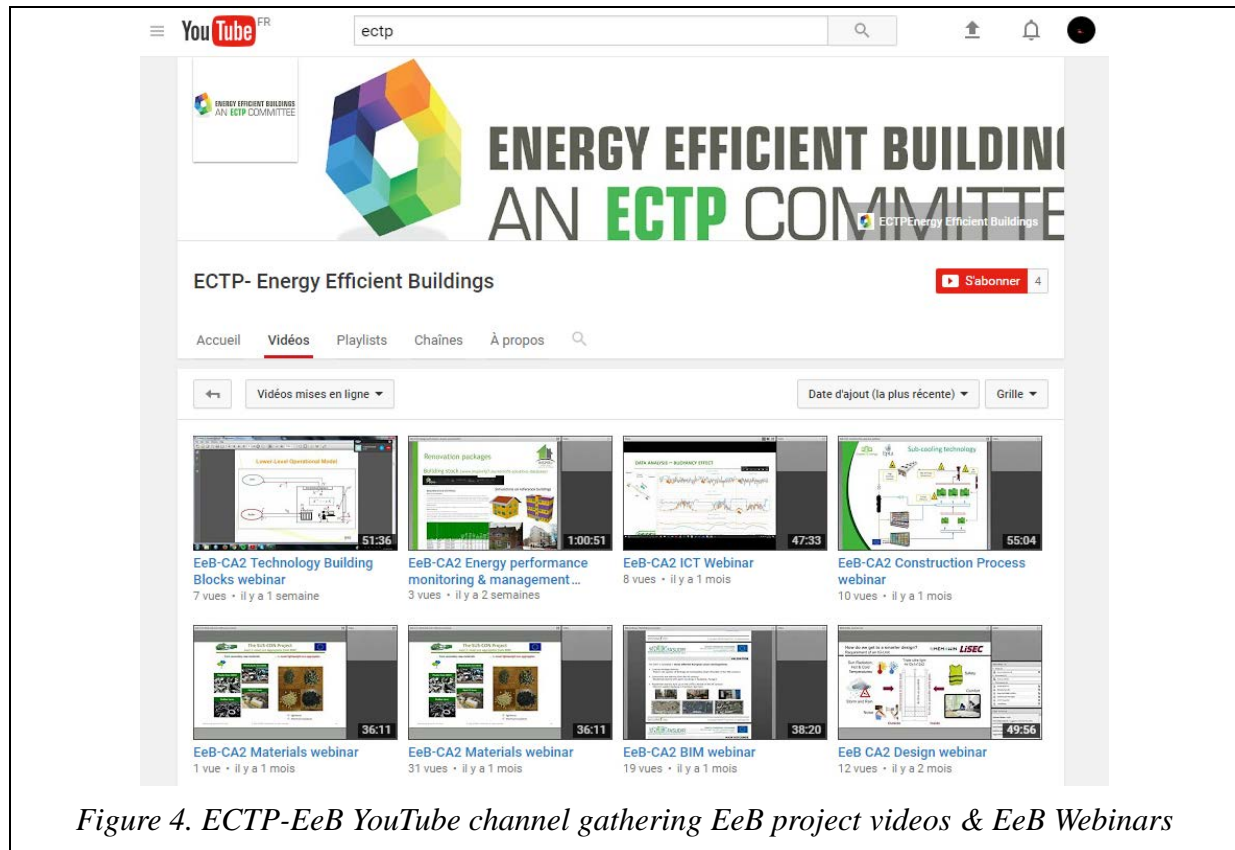


Figure 4. ECTP-EeB YouTube channel gathering EeB project videos & EeB Webinars

3.2.2 Invite all EeB projects partners and members to follow, use and promote this LinkedIn group (Activity 2.2)

All EeB PPP EC-funded project teams are invited to:

- follow the LinkedIn group from their own personal / project LinkedIn profiles
- promote their progress, results, and events through this LinkedIn group
- promote the LinkedIn group on their project website

EeB-CA2 will prepare and communicate training materials if necessary to support EeB project / dissemination managers to use and promote the group in appropriate ways.


Year 2 – Progress and achievements


- EeB-CA2, EEBERS, Swimming and AMANAC agreed all together not to open their own LinkedIn group but instead to focus their efforts on the above common group.
- An email was sent on 19 November 2015 to all EeB projects coordinators and/or contact points to invite them to join the group, to use it for sharing their results, and to invite all their project partners to do the same. The email also invites to follow the ECTP twitter feed and to use the hash tag #ECTP_E2B to publish EeB project related news. The invitation is co-signed by the 4 CSAs coordinators.
- Another email reminding about EeB-CA2 services (including these social media channels) was sent on 6 October 2016.

De : BOURDEAU Luc Date : jeu. 19/11/2015 12:20
 À : E2BA Secretariat
 Cc : Maria Founti; Kris McGlenn (Kris.McGlenn@scss.tcd.ie);
 Isabel PINTO-SEPPÄ (Isabel.Pinto-Seppa@vtt.fi)
 Objet : EeB PPP Clustering. Invitation to use LinkedIn and Twitter to promote your EeB PPP project

Dear EeB PPP Project Coordinator or Contact Person,

In a shared effort to improve visibility of EeB PPP projects on social media, we would like to invite you to join the following LinkedIn group and Twitter feed.
 Please use them as the main social media channels to share the latest updates from your project: newly released deliverable or publication, upcoming conference or workshop, EeB-related discussion, etc.

 [Join the ECTP – Energy Efficient Buildings Committee LinkedIn group](#)

 Use #ECTP_E2B in your tweets and [Follow the ECTP Twitter feed](#)

Those channels are supported and deeply promoted by the four Coordination and Support Actions (CSAs): [EeB-CA2](#), [AMANAC](#), [EEbers](#) and [SWIMing](#).
 The primary ambition of those CSAs consists in enhancing and rationalising coordinated and broader dissemination, technology transfer and future exploitation activities of clustered projects, so as to help them better promoting and marketing their achievements and deliverables.

We kindly ask you to circulate this invitation to all your project partners.

We look forward to hearing from you shortly on LinkedIn and Twitter,

Luc BOURDEAU, secretary general of ECTP, EeB-CA2 coordinator
 Maria FOUNTI, AMANAC coordinator
 Isabel PINTO-SEPPA, EEbers coordinator
 Kris MCGLINN, SWIMing coordinator



 AN ECTP COMMITTEE

Figure 5. Invitation to use the LinkedIn group co-signed by the 4 CSAs

- At m24 (January 17), the group has more than **800 members**. Over the last months, an average of **2 or 3 weekly updates** are posted on the group.
- The #ECTP_E2B hashtag is also getting used on a regular basis on Twitter.



Figure 6. Tweets implementing the #ECTP_E2B hashtag

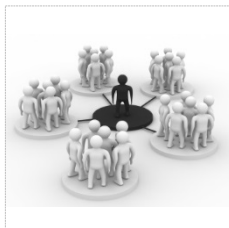
3.2.3 Overall community management and group promotion (Activity 2.3)

The group is moderated and promoted externally by ECTP. Promotion is done especially towards the communities built in WP2. An appropriate mechanism is put in place to ensure that the LinkedIn group remains active and updated even after the end of EeB-CA2.

Year 2 – Progress and achievements

- The “Owner” of the LinkedIn group is the ECTP (Anne-Claire Streck), and the following persons are also “Administrators” of the group: Stefano Carosio (DAPP), Sylvie Corrado (ECTP), Régis Decorme (CSTB). All those persons are able to manage the new membership requests, to moderate newly proposed discussions, to “Feature” important discussions so that they appear at the top of the group, etc.
- The ECTP contact person in charge of the community management of the ECTP e-news portal (Sylvie Corrado) followed a training session on social media at the end of 2015. From January 16 onward, every time a new article related to EEB is published on the ECTP eNews portal, she will replicate it on the LinkedIn group. This mechanism will ensure that the LinkedIn group gets regular new articles and gets moderated when needed even after the end of the EeB-CA2 project.
- The other CSAs (EEBERS, Swimming, AMANAC) have published regular updates about what is happening in and around their project.

3.3 Raise awareness, support research clustering and partnerships (Objective 3)



In the past EeB impact workshops organised by the EeB PPP, a frequent wish expressed by the projects is to increase joint dissemination activities. EeB-CA2 will prepare and disseminate joint communication and dissemination material to showcase EeB research activities as a whole, in order to raise awareness and stimulate external clustering, cooperation and partnerships.

3.3.1 Design of an attractive overall brochure presenting EeB projects and research activities, including leaflets per technology cluster (Activity 3.1)

This brochure is expected to substitute the “EeB projects review” report published yearly by E2BA. There will be both online and printed versions of the brochure. Budget for printing will be partly supported by ECTP.

Content of the brochure and the technology clusters leaflets is produced by the EeB-CA2 group of experts (WP2) and potentially with inputs from the 3 other CSAs (SWIMing, EEBERS, AMANAC-CSA).

The design / layout of the brochure will be subcontracted (budget planned in EeB-CA2 under CSTB).

Year 2 – Progress and achievements

- The 2016 EeB PPP Project Review was finalised in March 2016 (m14) and distributed for the first time at the MIPIM 2016 event in Cannes, France (see Section 3.3.3).
- The work leading to this brochure included :
 - Reworking the template for collecting EeB projects descriptions for the new brochure. The 2016 brochure is featuring 127 EeB (FP7 and H2020) projects: their description is shorter (400 characters, space included). Projects were asked to focus on their innovative aspects, expected or achieved impacts, and exploitable results.
 - Project descriptions as well as logo and pictures in high resolution formats were obtained from 117 projects. An English native expert was designated in WP2 to review, improve and harmonize the descriptions. For the 10 missing projects who never responded, a project description was written by the expert based on their previous description in last year brochure, or based on their reports or websites when available.
 - In the meantime 14 experts were missioned in WP2 to write synthesis (8.000 characters, spaces included) for each of the 7 Working Groups the EeB projects belong to.
 - Each synthesis is presented on 2 full pages of the brochure. Each synthesis was drafted by a duo of 2 experts, one being involved in the EeB PPP projects and one not involved.
 - Each synthesis presents the main R&D and innovation trends addressed by the EeB PPP Projects which belong to the category. It

contains at least one reference in brackets to each EeB PPP project within the category.

- Finally a selection of KPIs presenting the overall impact of EeB projects was extracted from WP6 and represented through a large infographic which appears on a full page in the brochure.
- Weekly updates were organized by emails or telco with the company in charge of the graphic design of the brochure (Experientia - <http://www.experientia.com/>). The brochure is printed on A4 Landscape format, and contains 72 pages + Cover page. The Cover page includes a “gatefold” to remind each of the 7 Working Groups with an associated color code.

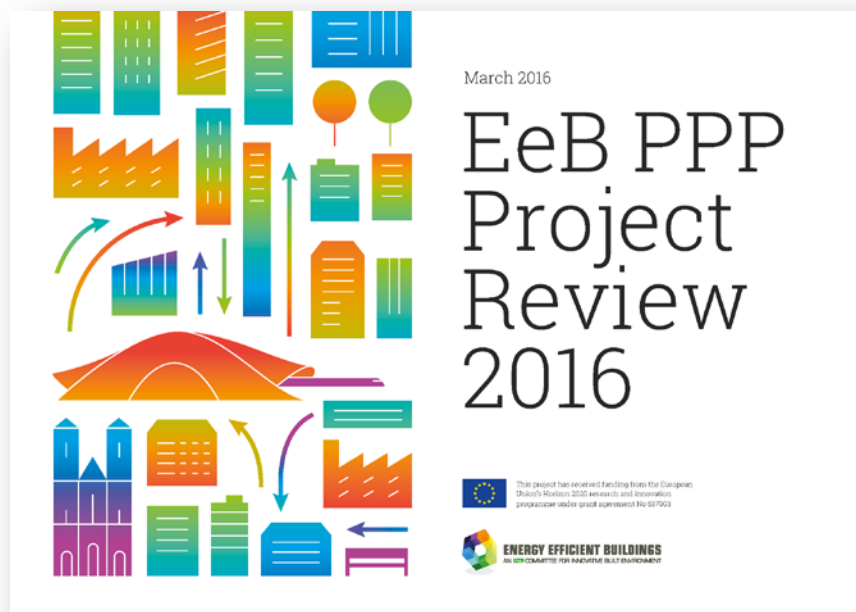


Figure 7. 2016 EeB PPP Project Review - booklet cover

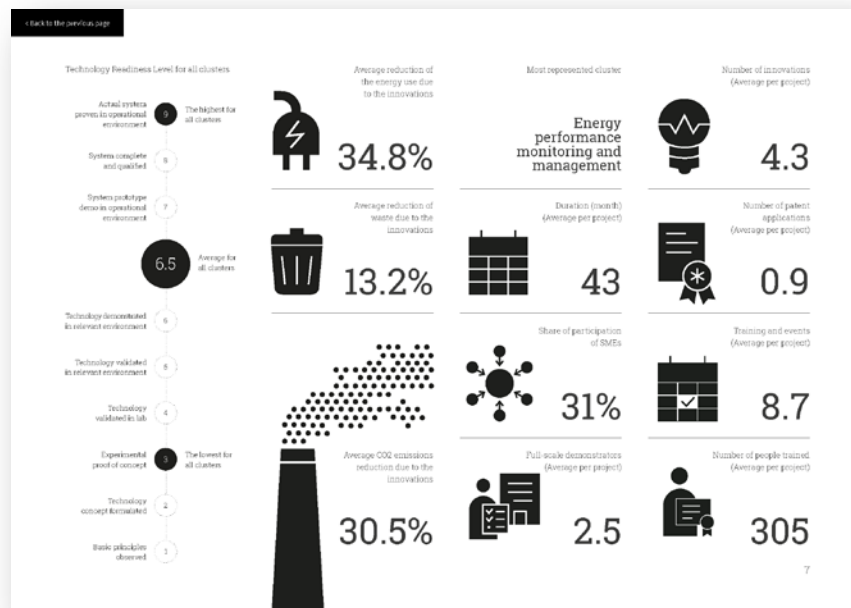


Figure 8. 2016 EeB PPP Project Review – KPI section



Figure 9. 2016 EeB PPP Project Review – Single page highlighting 3 EeB projects

3.3.2 Online promotion of the brochure on relevant general public / research-oriented platforms and associations (Activity 3.2)

Relevant online organisations are contacted in order to ask them to publish and advertise the release of the brochure developed in Activity 3.1 on their website. The list of organisations to be contacted is established in Task 2.2 – Downstream community building. Examples of relevant online platforms include Build-Up, Construction 21, BPIE, etc.

Year 2 – Progress and achievements


- All the organisations identified in WP2 were contacted and asked to publish an article to promote the brochure on their website, newsletters and / or social media channels when available.
- A large number of EeB projects also published an online article on their own project website to promote the brochure in which their project is featured.
- Online articles have also been published on Build-Up and Construction 21 websites to advertise the brochure.

3.3.3 Physical distribution of the brochure through participation in a major “Research-oriented” event (Activity 3.3)

EeB-CA2 will arrange an exhibition booth in connection with a major “research-oriented” event in order to distribute printed versions of the brochure developed in Activity 3.1. EeB-CA2 will also co-host on this booth some of the EeB projects featured in the brochure, so that they can showcase their research tools, demos, and results. The number of co-hosted EeB projects will depend on the surface area of the exhibition booth. Overall exhibition costs will be potentially shared between EeB-CA2 and the participating co-hosted EeB projects (on a first come / first served basis, and based on selection criteria).

The event target for this action is the CIB World Building Congress 2016.

Table 1. Tentative target event for Objective 3

Event	Location	Date	Primary Stakeholder target
 CIB World Building Congress 2016 (WBC16)	Tampere, Finland	May 30 – June 3 2016 (m17)	Public and private research community

The theme for CIB World Building Congress 2016 is "Intelligent built environment for life". It highlights the importance of build environment and its development to the society. This triennial congress will focus on the intelligent processes, products and services of construction industry: How can research help to improve the contribution of constructed assets to digitalizing world and service needs? How will the research community meet emerging new needs of the users?

Year 2 – Progress and achievements

- WBC16 Exhibition
 - ECTP exhibited at WBC16 with 5 EeB projects. The call for co-exhibition was circulated by ECTP to all EeB projects in September 2015. An application form was filled-in and sent back by the following 5 EeB projects: **eeEmbedded**, **Design4Energy**, **Nanoleap**, **CITYOPT** and **EU-GUGLE**. The application forms received are provided in the appendix of this report (see Section 7).
 - An agreement was established with EEBERS and Swimming CSAs: these CSAs supported the event through participation of the exhibition costs, and also through a coaching of the EeB projects to ensure their presentations and exhibitions were appealing and interactive. The final exhibition cost was 722€ per project.

- The ECTP / EeB-CA2 exhibition area dimension was 21m². It was the biggest booth at the event, in a strategic location just in front of the event organizers – See its location here : <http://www.wbc16.com/media/wbc-exhibition-area.pdf> (the booth is marked “ECTP”)
- The original envisaged layout is illustrated in the picture below – each project was provided with a table, 2 chairs, and boards to display posters – See example here : <http://www.wbc16.com/media/example-booth-4m2.jpg>
- Upon completion of the participation in WBC16, participating projects were asked to fill out an Exhibition Feedback Questionnaire. The feedback was used to write the WBC16 Exhibition Event Report, which highlights the exhibiting projects, the technologies that were presented, and the impact of the exhibition on the dissemination and exploitation of the project results. The WBC16 Exhibition Event Report and participating project feedback forms can be found in the appendix of this report.
- ECTP received around 80 visitors and was able to distribute 70 project review booklets in addition to sending out electronic versions of the booklet.
- The eeEmbedded project received about 100 visitors at their exhibition booth, and had 10 active participants at their expert seminar.
- Design4Energy/EcoShopping received 28 visitors, which resulted in discussions (e.g. situation in the construction market in EU member countries; dissemination activities & policy study; energy efficient technology solutions), and contact details were provided by visitors to the project manager. The projects are now maintaining follow up discussions with the interested visitors.
- The CITYOPT project received between 50-100 visitors.
- No feedback was received from the EU-GUGLE project.
- Nanoleap successfully engaged with potential end-users and other exhibitors to exchange information and make their project and competences public.
- In addition to WBC16, EeB-CA2 also distributed the brochure at several events as presented in the table below:

Event	Quantity
EeB PPP Impact Workshop, Brussels, April 2016	45
EIP Smart Cities General Assembly, Eindhoven, May 2016	60
CIB World Building Congress, Tampere, June 2016	70
EU Sustainable Energy Week, Brussels, June 2016 (Build Up stand)	30
EeB CA2 trainings, Brussels, June 2016	20
Sustainable Places, Anglet, June 2016	20
ECTP General Assembly, Brussels, June 2016	15

EASME Info Day, Brussels, September 2016	95
INSPIRE Final Workshop, Brussels, September 2016	15
EeB PPP Info Day, Brussels, October 2016	60
ECTP Biennial Conference, Brussels, November 2016	70
Smart City Expo, Barcelona, November 2016	60
BAU, Munich, January 2017	90

- **At month 24 (January 17), nearly all of the 1.000 hard copies of the brochures have been distributed.**
- EeB-CA2 also synchronized its efforts with the other 3 CSAs. A shared calendar was made available on an online Google Word document (https://docs.google.com/document/d/1WTC_tiOn67zPMGZwrBemfWM825rb73CQfzHuHF46UVw/edit?ts=5673cda2) to centralize envisaged participations from all the CSAs and share efforts when possible. EeB-CA2 therefore shipped physical copies of the brochures on the events which were addressed by the 3 other CSAs.

3.4 Support industrial exploitation and market uptake (Objective 4)



This fourth objective is to support EeB projects with higher TRLs on transferring their research results to the market. EeB-CA2 will prepare and disseminate attractive material to advertise service / market offers building upon EeB projects results. Dissemination will be achieved through participation in business-oriented events, which are usually hardly accessible for a single project because of their higher exhibition cost.

3.4.1 Design of attractive “Service offers” brochures per technology cluster for projects with high TRLs (Activity 4.1)

Brochures are elaborated based on:

- the outputs of the work conducted in WP5;
- the work done by the EeB-CA2 group of experts (WP2);
- Potential inputs from the 3 other CSAs (SWIMing, EEBERS, AMANAC-CSA).

The design / layout of the brochures will be subcontracted (budget planned in EeB-CA2 under CSTB).

Year 2 – Progress and achievements

- The **21 highly promising technologies** identified in WP5 were grouped into 5 market-oriented categories, corresponding to 5 different brochures: **Urban & District Scale Solutions, Advanced Materials Solutions, Energy & Building Systems, HVAC & Lighting Solutions, Monitoring and Diagnostic methodologies – Design & Retrofit.**
- The content of the brochures has been elaborated based on the Technical Validation of Exploitable Technologies questionnaire being done in WP5 by SEZ with validation

from WP2 experts.

- Each innovation is featured on a single page which includes :
 - *The innovation / technology title & subtitle.*
 - *One picture.*
 - *A short description of 400 words max.*
 - *Key innovative aspects (3 to 4 bullet points).*
 - *Time to market / technical completion, whether the innovation can be used in new and/or older buildings, and the compatibility with existing solutions.*
 - *The EeB PPP project acronym – name associated to the innovation and its logo.*
 - *The name of the innovation owner / expert and his/her email.*
- A contact was established with each innovation expert / owner in order to check that the information was complete and accurate.
- Brochures were designed by Experientia who also did the layout of the 2016 EeB PPP Project Review (see Section 3.3). They were finalized early November (m22). They are available in high resolution PDF format for printing (A5 format accordion layout) as well as a lighter PDF format for viewing online.



Figure 10. Covers from the 5 technology brochures

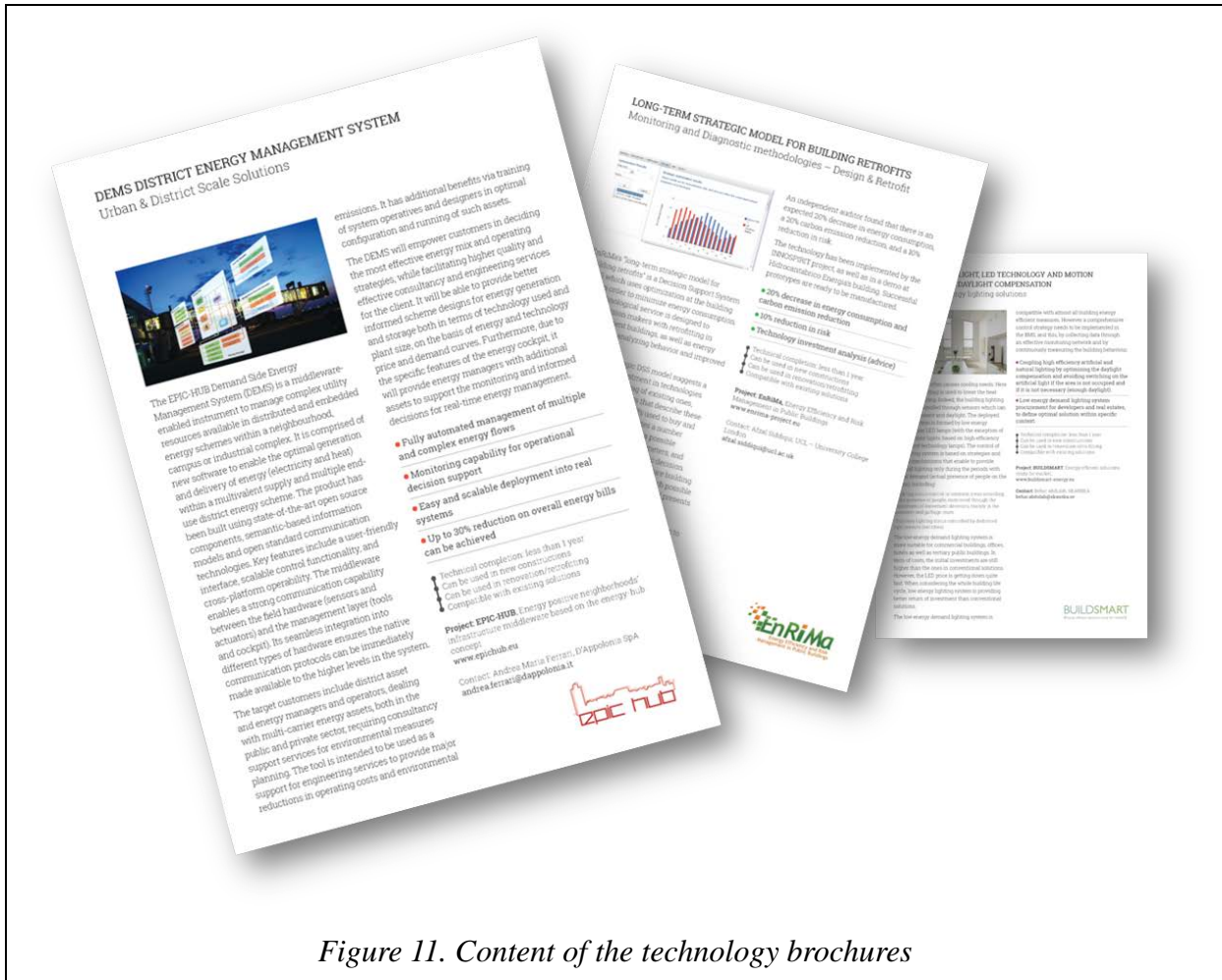


Figure 11. Content of the technology brochures

3.4.2 Online promotion of the documents on relevant industry / business platforms, websites and forums (Activity 4.2)

Relevant online organisations are contacted in order to ask them to publish and advertise the release of the brochures developed in Activity 4.1 on their website. The list of organisations to be contacted is established in Task 2.2 – Downstream community building.

Year 2 – Progress and achievements



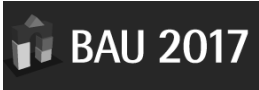
- Brochures have been primarily uploaded on the ECTP website as well as on the E2B committee specific website – in the **Resources – Publications** section.
- All the innovation owners / experts / contact points featured in the brochures have been invited to promote the brochures on their project(s) and / or organisation(s) websites as well.
- Finally all the community organisations identified in the context of WP2 – task 2.2 have also been contacted by ECTP and invited to promote the brochures through their websites, newsletters and social media accounts.
- Online articles have also been published on Build-Up and Construction 21 websites to advertise the brochures.

3.4.3 Physical distribution of the documents on relevant industry / business platforms, websites and forums (Activity 4.3)

EeB-CA2 will market the “Service offers” presented in the brochures developed in Activity 4.1 through participations in 3 major “Industry / Business” events. EeB-CA2 will arrange exhibition booths in those events in order to distribute physical copies of the brochures. EeB-CA2 will also co-host on these booths some of the EeB projects featured in the brochures, so that they can directly market their offers and get in touch with potential customers. The number of co-hosted EeB projects will depend on the surface area of the exhibition booths. Overall exhibition costs will be potentially shared between EeB-CA2 and the participating co-hosted EeB projects (on a first come / first served basis, and based on selection criteria).

The three tentative event targets are outlined below. With this selection of events, EeB-CA2 intends to cover a wide variety of stakeholders, so as to cover the whole EeB value chain.

Table 2. Tentative target events for Objective 4

Event	Location	Date	Primary Stakeholder target
 Smart City Expo World congress (SCEWC)	Barcelona, Spain	November 2016 (m22)	Public authorities – Cities and territories
<p><i>Smart City Expo World congress the key meeting point for experts and leaders of the world's most innovative cities, companies, research centres, universities and international organisations.</i></p>			
 European Utility Week (EUW)	Barcelona, Spain	November 2016 (m22)	Energy market, Utilities, ESCOs
<p><i>European Utility Week is the utilities market's key event bringing together all significant market forces and stakeholders under one roof.</i> => This event was collocated with the one above (same location, same dates) and was less demanded by the EeB projects willing to exhibit. It was therefore decided to skip it, and instead to organize a bigger co-exhibition at BAU in Munich.</p>			
 BAU	Munich, Germany	January 2017 (m24)	Construction, materials
<p><i>BAU is the world's leading trade fair for Architecture, Materials and Systems. The last edition attracted more than 250.000 visitors.</i></p>			

Year 2 – Progress and achievements

- 200 hard copies of the technology brochures were printed and distributed a 2 large industrial fairs on a large ECTP-E2B Committee booth hosting co-exhibiting EeB PPP projects
 - **Smart City Expo World Congress, Barcelona** (15-17 Nov 2016)
 - The call for co-exhibition was circulated by ECTP to all EeB projects in May 2016. An application form was filled-in and sent back by the following 4 EeB projects: **e-balance**, **Ecodistr-ICT**, **CITYOPT** and **Sinfonia**.
 - The final exhibition cost per project has been €67,27 per project.
 - The ECTP/EeB-CA2 exhibition area dimension was 16m². Each

project was allocated a counter and a stool.

- **BAU17, Munich** (16-21 Jan. 2017)
 - The call for co-exhibition was circulated by ECTP to all EeB projects in May 2016. An application form was filled in and sent back by 8 EeB projects, among of which 6 were selected: **ADAPTIWALL**, **FASUDIR**, **IN DE WAG**, **ECOBINDER**, **QUANTUM** and **RESSEEPE**.
 - SWIMing CSA also collaborated to the exhibition
 - The final exhibition cost was around €1500 per project.
 - The ECTP/EeB-CA2 exhibition area dimension was 25m², and it was a corner stand. It was located in the hall: Investing in the future. See the stand location here - http://fs-media.nmm.de/ftp/BAU/extras/BAU2017_B0.pdf (the booth is marked “ECTP”).
 - Each project was allocated a counter and a stool.
 - During the event, under an initiative of the RESSEEPE project, the co-exhibitors organized a joint workshop entitled : **From research to market – innovative technologies and ICT solutions for energy efficiency** – To this end a meeting room was booked within BAU premises.
- In addition, the technology brochures were distributed at the **2016 ECTP Conference** (17-18 Nov. 2016)



Figure 12. ECTP exhibition booth at Smart City Expo 2016 (Barcelona)

4 Timeline and work allocation

4.1 Timeline

Table 3. Timeline of EeB-CA2 communication and dissemination activities

Objective	Activities	1 Feb 15 ###/###/###	2 ###/###/###	3 Apr 15	4 May 15	5 June 15	6 July 15	7 Aug 15	8 Sept 15	9 Oct 15	10 Nov 15	11 Dec 15	12 Jan 16	13 Feb 16	14 ###/###/###	15 Apr 16	16 May 16	17 June 16	18 July 16	19 Aug 16	20 Sept 16	21 Oct 16	22 Nov 16	23 Dec 16	24 Jan 17
Objective 1 – Facilitate access to public results	Activity 1.1 - Collect and centralise of all EeB projects public deliverables and their executive summaries																								
	Activity 1.2 - Upload public material on a dedicated section of the re-designed ECTP website																								
	Activity 1.3 - Establish a mechanism to ensure that the section is maintained and updated																								
Objective 2 - Build a stronger social media presence	Activity 2.1 - Creation of the official EeB-CA2 LinkedIn group																								
	Activity 2.2 - Invite all EeB projects partners and members to follow, use and promote this LinkedIn group																								
	Activity 2.3 - Overall community management and group promotion																								
Objective 3 - Raise awareness, support research clustering and partnerships	Activity 3.1 - Design of an attractive overall brochure presenting EeB projects and research activities, including leaflets per technology cluster																								
	Activity 3.2 - Online promotion of the brochure on relevant general public / research-oriented platforms and associations																								
	Activity 3.3 - Physical distribution of the brochure through participation in a major "Research-oriented" event																								
Objective 4 - Support industrial exploitation and market uptake	Activity 4.1 - Design of attractive "Service offers" brochures per technology cluster for projects with high TRLs																								
	Activity 4.2 - Online promotion of the documents on relevant industry / business platforms, websites and forums																								
	Activity 4.3 - Physical distribution of the documents in major "industry / business-oriented" events																								
		Elaboration of D4.1 - Integrated Dissemination and Communication plan																							
		WBC16																							
		EUIW SCE																							
		BAU																							

Year 2 - Update and potential deviations

All activities ran according to the initial plan. No deviation.

4.2 Work allocation per partner

Table 4. Communication and Dissemination activities - Work allocation per partner

Objective	Activities	Leader	Contributors
Objective 1 – Facilitate access to public results	Activity 1.1 - Collect and centralise of all EeB projects public deliverables and their executive summaries	ECTP	DAPP
	Activity 1.2 - Upload public material on a dedicated section of the re-designed ECTP website	ECTP	
	Activity 1.3 - Establish a mechanism to ensure that the section is maintained and updated	ECTP	
Objective 2 - Build a stronger social media presence	Activity 2.1 - Creation of the official EeB-CA2 LinkedIn group	E2BA	
	Activity 2.2 - Invite all EeB projects partners and members to follow, use and promote this LinkedIn group	ECTP	ECTP, CSTB, SEZ
	Activity 2.3 - Overall community management and group promotion	ECTP	DAPP, CSTB, SEZ
Objective 3 - Raise awareness, support research clustering and partnerships	Activity 3.1 - Design of an attractive overall brochure presenting EeB projects and research activities, including leaflets per technology cluster	CSTB	DAPP, ECTP, SEZ
	Activity 3.2 - Online promotion of the brochure on relevant general public / research-oriented platforms and associations	DAPP	ECTP, CSTB, SEZ
	Activity 3.3 - Physical distribution of the brochure through participation in a major “Research-oriented” event	CSTB	ECTP
Objective 4 - Support industrial exploitation and market uptake	Activity 4.1 - Design of attractive “Service offers” brochures per technology cluster for projects with high TRLs	SEZ	CSTB, DAPP, ECTP
	Activity 4.2 - Online promotion of the documents on relevant industry / business platforms, websites and forums	SEZ	CSTB, DAPP, ECTP
	Activity 4.3 – Physical distribution of the documents on relevant industry / business platforms, websites and forums	SEZ	CSTB, DAPP, ECTP

5 Key performance indicators

Key performance indicators are associated to each communication and dissemination objective. They provide a way to assess the effectiveness of WP4 activities.

Objective	Key Performance Indicator	Target m12	Achieved m12	Target m24	Achieved m24
Objective 1 – Facilitate access to public results	Public deliverables available on the redesigned ECTP website - Percentage of completed EeB PPP EC-funded projects covered	50%	100% of public deliverables collected <i>(ECTP redesigned website not available online yet)</i>	95%	90%
Objective 2 - Build a stronger social media presence	EeB-CA2 official LinkedIn group – Number of members	400	650+	600	800+
Objective 3 - Raise awareness, support research clustering and partnerships	Number of online articles advertising the brochure			50	30+ on websites (more than 50 if considering articles in newsletters, social media, etc.)
	Number of downloads of the brochure (monitored from the ECTP website)			150	100+
Objective 4 - Support industrial exploitation and market uptake	Number of online articles advertising the brochures			50	20+ on websites (more than 50 if considering articles in newsletters, social media, etc.)
	Number of downloads of the brochures (monitored from the ECTP website)			150	340+

6 Conclusions

6.1 Contribution to overall picture

This report presented the progress achieved over the second year of EeB-CA2 (February 16 to January 17) on communication and dissemination activities which were grouped around four main objectives.

All activities have been running according to the Integrated Dissemination and Communication plan (D4.1) and most KPIs targets were or are about to be met for the 2nd year.

A summary of all Dissemination and Communication Activities achieved by EeB-CA2 over the 2 years of the project is provided in the Final report of the project.

6.2 Impact on other WPs and Tasks

WP4 has interacted closely with all other EeB-CA2 Work Packages.

7 Appendices

7.1 Appendix A

This appendix presents the 5 co-exhibition application forms received from eeEmbedded, Design4Energy, NANOLEAP, CITYOPT and EU-GUGLE for the WBC16 exhibition (see Activity 3.3 in Section 3.3.3)

7.1.1 EU-GUGLE

1. Acronym of your project: EU GUGLE

2. E2BA roadmap domain(s):

- Design
- Technology building blocks
- Materials
- **Construction process, end of life, cross-cutting information**
- **Energy performance monitoring & management**
- ICT
- BIM/Data/Interoperability

3. Description of what you wish to show

Video presentation “Cost efficient way to upgrade energy performance of 70’ pre-fabricated block of flat”

4. Maturity (TRL1 to TRL9 - see definition below)

TRL 9

5. Describe the interaction with the exhibition visitors

These kinds of buildings are very common in Eastern Europe, also in Finland. This concept has already attracted interest. By the video we will be able to disseminate information to large audience, as well as at the conference but also afterwards

6. This demonstration has been shown elsewhere in public?

No

7. Technical requirements

Please detail the equipment that you will bring, and the equipment you will need from the event organisers (e.g. large screens, etc.) Please note that those special equipment should be paid directly by your project to the event organisers.

Needed equipment can be arranged by us (Tampere city and local VTT)

8. Links (documents, videos, etc.)

<http://eu-gugle.eu>

7.1.2 DESIGN4ENERGY

1. **Acronym of your project:** Design4Energy

2. **E2BA roadmap domain(s):**

<ul style="list-style-type: none">• Design
<ul style="list-style-type: none">• Technology building blocks• Materials
<ul style="list-style-type: none">• Construction process, end of life, cross-cutting information
<ul style="list-style-type: none">• Energy performance monitoring & management
<ul style="list-style-type: none">• ICT• BIM/Data/Interoperability

3. **Description of what you wish to show**

Key message to show:

1. Project concepts and breakthroughs
2. Project research results, including demonstration of prototypes, such as
 - a. Collaborative virtual workspace (Design4Energy Portal),
 - b. Energy efficient enabled IFC based BIM component library and database,
 - c. Decision support tool for retrofitting,
 - d. Interoperability solution,
 - e. 3D gaming education environment for energy efficient building design.
3. Enhanced building life cycle for designing energy enhanced buildings
4. A new methodology for designing energy efficient buildings in neighbourhoods

4. **Maturity (TRL1 to TRL9 - see definition below)**

TRL6

5. **Describe the interaction with the exhibition visitors**

The main interaction will be the Presentation of the key messages aforementioned in Number 3, in detail:

For the videos: we expect to produce our project prototypes in a large screen, so the visitors can learn how the new tools work.

Poster: we will present the project concept with diagrams and photos

3D games: we will provide the gaming environment if possible to the visitors, in this way, the visitors can play and learn how the energy efficiency could be considered in the early design phase.

6. **This demonstration has been shown elsewhere in public?**

Yes

A workshop will be held in Madrid on 10 Nov, showing the research results and prototypes (Up to month 24) to the public. Sessions about technical expectation and business model will organized to interact with the participants.

7. **Technical requirements**

Please detail the equipment that you will bring, and the equipment you will need from the event organisers (e.g. large screens, etc.) Please note that those special equipment should be paid directly by your project to the event organisers.

Videos of the latest prototypes will be produced before the exhibition; We will need from the event organiser:

1. A large Screen to produce the videos.
2. If possible, a computer with internet connection will be perfect.

We will bring:

1. A large poster (about 2m x 0.7m)
2. Brochures of our project
3. Laptop

8. Links (documents, videos, etc.)

- **Reports:** <http://design4energy.eu/Download.html>
- **Papers:** <http://design4energy.eu/Papers.html>
- **Videos:** <http://design4energy.eu/Video.html>
- **Poster:** <http://design4energy.eu/Posters.html>
- **Brochure:** <http://design4energy.eu/Brochure.html>

7.1.3 CITYOPT

1. Acronym of your project:

CITYOPT

2. E2BA roadmap domain(s):

- Design
- Technology building blocks
- Materials
- Construction process, end of life, cross-cutting information
- **Energy performance monitoring & management**
- **ICT**
- BIM/Data/Interoperability

3. Description of what you wish to show

CITYOPT is a collaborative project with the aim of optimizing energy systems in smart cities. It develops a French case study in Nice which focuses on optimisation scenarios related to demand response services to reinforce the continuity of service of the fragile PACA region electricity supply network. Through a mobile application, participants are rewarded for their efforts in response to the utility's requests with points, a virtual currency which they can convert to support the realisation of community projects for their city.

Energy saving strategies often focus on reducing overall consumption (e.g. limiting usage of heating, keeping low temperature) rather than on avoiding peak hours. However, Nice is located in a very specific region with its single high voltage transport line which involves a high risk of black-out. In order to face and prevent this risk, EDF uses local power plants which generate important CO2 emissions and represent high maintenance costs.

Therefore, CITYOPT has developed a web-based mobile application to encourage energy saving behaviours during peak hours within a community of citizens.. The application promotes the reduction and/or shift of power consumption in homes according to instructions issued by EDF during peak loads. Behaviour changes are monitored through the analysis of the load curves provided by Linky.

200 volunteers equipped with the Smart meter Linky will be recruited to join the experiment. One of the expected outcomes is the assessment of how the population responds to demand-response solicitations.

Engaging individuals as members of a community, rather than only as consumers of energy, is an important strategy for changing energy-related behaviours. The CITYOPT project included social aspects, to evaluate the role of the communities in the local context.

All participants in CITYOPT are members of a community. If one of them shift and save energy, he is rewarding with points, a virtual currency which is then used to crowd fund energy efficient services or projects for their community. Such projects are for example support to cultural activities, local associations focused on sustainable development, green public transport infrastructures, etc. Crowd funding gives the opportunity to transform customers into investors through an innovative service platform.

Currently, the CITYOPT app is developed but an operational validation phase with the 200 volunteers will be conducted from Nov. 2015 to Oct. 2016.

4. Maturity (TRL1 to TRL9 - see definition below)

TRL 7

5. Describe the interaction with the exhibition visitors

The exhibition visitors will be able to navigate through the mobile app on tablets.

6. This demonstration has been shown elsewhere in public ?:

Yes/no (If yes, when and where)

Yes – Innovative City 2015 (Nice) <http://www.innovative-city.com/results?lang=fr>

7. Technical requirements

Please detail the equipment that you will bring, and the equipment you will need from the event organisers (e.g. large screens, etc.). Please note that those special equipment should be paid directly by your project to the event organisers.

Potential need for a large screen so that we can connect the mobile interface on a tablet to the wide screen – to make it more visible and to allow demonstration to a larger group of visitors

8. Links (documents, videos, etc.)

An article on the Nice case study developed in CITYOPT

: <http://www.experientia.com/category/perspectives/news/?n=getting-citizens-involved-in-protecting-fragile-energy-environments>

Attached is also a pdf showing some screens from the application, and a paper submitted at CIRED2015 conference further detailing the concept of the app.

7.1.4 EE-EMBEDDED



Co-exhibitor application details

1. Acronym of your project: eeEmbedded

2. E2BA roadmap domain(s):

- X Design
- Technology building blocks
- Materials
- Construction process, end of life, cross-cutting information
- Energy performance monitoring & management
- X ICT
- X BIM/Data/Interoperability

3. Description of what you wish to show

- 1) Project Overview (overall project concept and methodology)
- 2) Platform and tools (Scenario Manager, Multi-Model Navigator, Multi-Criteria Decision Support)
- 3) New Models and Interoperability System (ESIM, Multi-Model Approach, Ontology, etc.)
- 4) Energy Simulation on Test Cases

4. Maturity (TRL1 to TRL9 - see definition below)

TRL 5 – TRL 7

5. Describe the interaction with the exhibition visitors

- Videos & Posters. eeEmbedded partners will motivate individual debates with the visitors while posters about eeEmbedded outcomes as well as interactive demo videos about eeEmbedded platform and tools are shown.
- Presentations. eeEmbedded consortia aims at creating active discussions with the audience during and after the presentations, for that purpose open questions will be launched during presentation and a short questionnaire after it.



6. This demonstration has been shown elsewhere in public?:

Yes (partially). Some of the presentations and videos have been partially shown in previous events such as Lake Constant 5D-Conference 2015 and Webinars (2015) organized by the consortia as part of the dissemination activities. However, the material to be presented in WBC16 will include the latest developments. As we are in a very productive time of developments, there will be significant advances with respect to previous dissemination events.

7. Technical requirements

Please detail the equipment that you will bring, and the equipment you will need from the event organisers (e.g. large screens, etc.)

Please note that those special equipment should be paid directly by your project to the event organisers.

We will need projector and its screen, TV or PC Monitor to show videos.

We will bring posters (roll up) and laptops.

8. Links (documents, videos, etc.)

We attach some examples of presentation and poster that we already used in a previous event (Lake Constant 5D-Conference 2015 http://www.htwq-konstanz.de/Applied5d.applied-5d.0.html?&no_cache=1) as examples and reference that you can have an idea of the type of material and content that we would like to present. In any case, the presentations/videos/posters for the WBC16 will include the latest developments up to that time and will be shown for the first time in that event.

Definition of Technology Readiness Levels

- TRL 1 – basic principles observed
- TRL 2 – technology concept formulated
- TRL 3 – experimental proof of concept
- TRL 4 – technology validated in lab
- TRL 5 – technology validated in relevant environment (industrially relevant environment in the case of key enabling technologies)
- TRL 6 – technology demonstrated in relevant environment (industrially relevant environment in the case of key enabling technologies)
- TRL 7 – system prototype demonstration in operational environment
- TRL 8 – system complete and qualified
- TRL 9 – actual system proven

7.1.5 NANOLEAP

1. Acronym of your project:

NANOLEAP

2. E2BA roadmap domain(s) :

- Design
- Technology building blocks
- **Materials**
- Construction process, end of life, cross-cutting information
- Energy performance monitoring & management
- ICT
- BIM/Data/Interoperability

3. Description of what you wish to show

NANOLEAP project brings together a European Network of pilot production facilities focused on scaling up nanocomposite synthesis and processing methods. This Network of pilot plants properly equipped and skilled will be available to companies active across the European Construction value chain and for new players who are considering entering the market. Thus, through this focus on a near-industrial scale, NANOLEAP project will effectively support manufacturing SMEs in the implementation of research results for the development of innovative products and processes.

For the creation of the network, ten pilot plants dealing with the most promising applications of polymeric nanocomposites in the construction and engineering sector have been selected. This project will support these pilot lines for the scaling up and production of these nanocomposite based products in order to facilitate their further adoption by the entire construction chain:

- Coated nanoparticles with improved compatibility with the matrix providing a wide range of functionalities and leading to high quality products and important saves of energy when processed.
- Antiweathering and anticorrosion nanocomposite coatings for the protection of structures exposed to aggressive environments such as wind turbines, offshore, marine infrastructure.
- Multifunctional polymeric nanocomposites providing environmental resistance (antimicrobial, UV protection) and smart applications to traditional construction materials such as concrete and coatings including self-cleaning, hydrophobicity, early warning crack and water leak alarm.
- Prefab lightweight elements such as aerogels mechanically reinforced with nanoparticles for high-thermal insulation applications in building.

The governing structure for the Open Pilot lines network (legal, financial, technical management) will be set during the project to guarantee the success of the operation of the Network. Moreover, an “open call for tenders” targeted to SMEs will be launched during the project to validate and demonstrate the concept of “Open Access” and to step forward further collaboration after the end of EU financial support. The idea of this open call is to deploy a set of use cases where SMEs external to the Consortium and interested in developing or testing any of their technologies will be given the opportunity to use any of the pilot plants of the NANOLEAP network. Thus, the governing structure and business plan of the NANOLEAP concept will be validated.

4. Maturity (TRL1 to TRL9 - see definition below)

Manufacture of	Maturity expected at the end of the project
Functionalized nanoparticles	TRL4
Consolidated nanoparticles in microsized granules	TRL6
Anti-icing nanocomposite coatings	TRL5, TRL6

Anticorrosion nanocomposite coatings	TRL4
Lime-based coatings	TRL5
Multilayer nanocomposite films	TRL5
Biomimetic hydrophobic and self cleaning nanocomposites	TRL4
Multifunctional hybrid yarns	TRL5
Nano-reinforced silica aerogel	TRL5
Nano-reinforced polymer aerogel	TRL7

5. Describe the interaction with the exhibition visitors

Assuming that a stand or mini-stand will be available:

- Different products manufactured by the partners involved in NANOLEAP will be presented.
- Six posters with information related to the project and the partners involved in NANOLEAP will be located in the stand.
- Leaflets will be edited with the most relevant information related to NANOLEAP.
- Non-stop presentation will be displayed with the most relevant information related to NANOLEAP and the products manufactured by the consortium.
- Sweet, notebooks and pens with the NANOLEAP logo will be offered to potential visitors.

6. This demonstration has been shown elsewhere in public ?:

Yes/no (If yes, when and where)

No

7. Technical requirements

Please detail the equipment that you will bring, and the equipment you will need from the event organisers (e.g. large screens, etc.) Please note that those special equipment should be paid directly by your project to the event organisers.

For an optimal exhibition of NANOLEAP concepts and products, the following material is required:

- Mini-stand or stand with panels for posters, a table, two chairs and, if possible, a small screen and projector for showing the non-stop presentation above mentioned.
- The mini-stand or stand will be equipped by lighting and electricity.
- Public wifi connexion should be available.

8. Links (documents, videos, etc.)

Information related to the project can be viewed in the NANOLEAP website:

<http://www.nanoleap.eu>

7.2 Appendix B

This appendix presents the 4 co-exhibition application forms received from e-balance, Ecodistr-ICT, CITYOPT and Sinfonia for the Smart City Expo exhibition (see Activity 4.3 in Section 3.4.3)

7.2.1 E-balance

CO-Exhibitor Application Form: SMART CITY EXPO

1. Acronym of your project: e-balance (no 609132)
2. Contact person: Dr. Noemi Jimenez-Redondo Email: Noemi.jimenez@cemoso.es Phone: +34 852 230 842 / +34 651 890 922
3. Description of what you wish to show 1. Project overview: i) the environment (technologies, target users and goals), ii) the architecture, iii) methods and tools for energy balancing, resilience and privacy in smart grid environment 2. Relevant results of social studies and business models 3. How the e-balance system works: energy saving by coordinating the energy consumption of smart appliances with the energy production (e.g. PV panels) and distribution grid energy flows. All of it keeping resilience and privacy 4. Demonstration of the project: 2 real pilots (Batalha and Bronsbergen demos) and 1 virtual lab
4. Maturity (TRL 7 to TRL 9 – see definition below) <input checked="" type="checkbox"/> TRL 7 <input type="checkbox"/> TRL 8 <input type="checkbox"/> TRL 9
5. Describe the interaction with the exhibition visitors • Interactive simulation of the e-balance system with a friendly graphical user interface (one PC) • Posters & Oral Presentations to explain visitors the benefits of e-balance platform/system for target stakeholders (householders, DSOs, aggregators) and other relevant groups (city authorities, large energy producers). • Video presentation about e-balance approach, features and users' benefits. • Flyers, bookmarks...)
6. Has this demonstration been shown elsewhere in public? Yes or no. (If yes, when and where?) No.
7. Technical requirements Please detail the equipment that you will bring, and the equipment you will need from the event organizers (e.g. large screens, etc.). Please note that the special equipment will be paid directly by your project to the event organizers. We'll bring a laptop for simulations and we need a TV connected to a PC to show the video presentation and access to an internet connection.
8. Links (Documents, videos, etc.) The current flyer and poster (they will be updated)

http://www.e-balance-project.eu/download/e-balance_flyer_vFINAL.pdf

http://www.e-balance-project.eu/download/e-balance_poster_vFINAL.pdf

The interactive simulation and video (presentation) will be prepared on purpose for this fair.

7.2.2 Ecodistr-ICT

1. Acronym of your project: Ecodistr-ICT

2. Contact person: Bruno Sauer

a. email: brunosauer@bipolaire.net

b. phone: +34 687950820

3. Description of what you wish to show.

ECODISTR-ICT develops an innovative decision support tool to assist district renovation planning, integrating the needs of different stakeholders: inhabitants, local authorities and business investors. The tool gives the opportunity to select stakeholders' highest priorities and report building renovation scenarios. The tool specifically assesses related costs & benefits, as well as environmental & social impacts at a district level. Although energy efficiency is a major focus, the software environment includes as many aspects as possible in its modular platform structure.

We will show a real case application of the different case studies and can make the tool work during the congress if one or more fictive stakeholders participate.

4. Maturity (TRL 7 to TRL 9): TRL7

5. Describe the interaction with the exhibition visitors:

Every visitor can use the tool introducing variables in his own neighborhood or district. The tool is thought for whatever kind of urban user: citizen, administration, builder, investor, facility manager, Introducing data of your district, at the end a user-friendly visualization will show energy savings, decrease of maintenance cost, increase of health aspects, etc.

6. Has this demonstration been shown elsewhere in public?

Yes. Rotterdam (June 2015), Valencia (November 2015), Stockholm (March 2016), Warsaw (June 2016) and Antwerp (September 2016).

7. Technical requirements: good internet connection, (large) screen.

8. Links (Documents, videos, etc.): www.ecodistr-ict.eu

7.2.3 CITYOPT

- None?

7.2.4 Sinfonia

- None?

7.3 Appendix C

This appendix presents the 6 co-exhibition application forms received from ADAPTIWALL, FASUDIR, IN DE WAG, ECOBINDER, QUANTUM and RESSEEPE for BAU17 (see Activity 4.3 in Section 3.4.3)

7.3.1 ADAPTIWALL

1. Acronym of your project: ADAPTIWALL
2. Contact person: Agnieszka Lukaszewska & Wietske van Kanten Email: a.lukaszewska@prefasada.pl & Wietske.vankanten@tno.nl Phone:
3. Description of what you wish to show Portable prototype of ADAPTIWALL Explanatory movie of production, installation and use of ADAPTIWALL
4. Maturity (TRL 7 to TRL 9 – see definition below) <input checked="" type="radio"/> TRL 7 <input type="checkbox"/> TRL 8 <input type="checkbox"/> TRL 9
5. Describe the interaction with the exhibition visitors ADAPTIWALL panel is innovative due to its lightweight design and quick low-cost installation; switchable thermal resistance for heat exchange and storage; highly improved energy efficiency; and suitability to be used for façade or roof in cost-efficient retrofitting and new buildings in different European climate regions. The combination of these components makes ADAPTIWALL a unique energy efficient façade concept. We want to show the exhibition visitors the gains of this unique concept: energy savings, cooling, heating, space gain, reduced retrofit time, cheaper, better energy recovery, compact, prefab etc.
6. Has this demonstration been shown elsewhere in public? Yes or no. (If yes, when and where?) No.
7. Technical requirements Please detail the equipment that you will bring, and the equipment you will need from the event organisers (e.g. large screens, etc.). Please note that the special equipment will be paid directly by your project to the event organisers. t.b.d. : possibly one large screen

8. Links (Documents, videos, etc.)

The project video will be produced and available in Autumn 2016.

The project website: www.adaptiwall.eu

7.3.2 FASUDIR

1. Acronym of your project: FASUDIR – Friendly and Affordable Sustainable Urban District Retrofitting

2. Contact person: Paul Mittermeier
 Email: paul.mittermeier@hm.edu
 Phone: +49 89 1265-4393

3. Description of what you wish to show

On the trade fair the final running prototype of the FASUDIR IDST web-tool using the three real case study sites in Santiago de Compostela, Frankfurt and Budapest will be presented to the visitors in interactive live demos. Visitors would be able to use the web-tool prototype by themselves directly on the exhibition stand using a computer. It is possible to show the 3D-Vizualization and the Key Performance Indicators to the visitors live.

4. Maturity (TRL 7 to TRL 9 – see definition below)

TRL 7

TRL 8

TRL 9

5. Describe the interaction with the exhibition visitors

The FASUDIR IDST tool prototype can be shown for the three demo sites of Santiago de Compostela, Frankfurt and Budapest in live demos on a screen to the visitors of the trade fair. Moreover a live district retrofitting concept creation can be conducted for interested audience. The audience also would be able to use the FASUDIR tool by themselves on the demo computer and to visualize results, apply retrofitting interventions to building and the district. Furthermore the audience would be able to analyse the FASUDIR Key performance Indicators live via the web-browser, the feasibility of heat networks as well as the synergies between the buildings. More over the Decision-Support Function of the IDST can be used in order to create weighting systems for decision-making in urban district retrofitting projects.

6. Has this demonstration been shown elsewhere in public?

The demonstration of the pre-final prototype has been shown once in the public on the SBE16 Sustainable Buildings Conference in Torino in February 2016. (<http://sbe16torino.org/>)

7. Technical requirements

Please detail the equipment that you will bring, and the equipment you will need from the event organisers (e.g. large screens, etc.). Please note that the special equipment will be paid directly by your project to the event organisers.

- A large screen and a stable and fast internet connection (Wifi, LAN) have to be arranged by the organisers

8. Links (Documents, videos, etc.)

Website: www.fasudir.eu

Link to Prototype webtool (login account can be provided on demand): <http://fasudir-frankfurt.geonardo.com/>

Video: https://www.youtube.com/watch?v=CN-HaNz_Hic

FASUDIR

KPIs. http://fasudir.eu/documents/FASUDIR_WP2_D2%20IDSTKeyPerformanceIndicators_EZ12_Delivered_To%20be%20approved.pdf

Factsheets:

http://fasudir.eu/documents/FASUDIR_factsheet_260614_v2.pdf

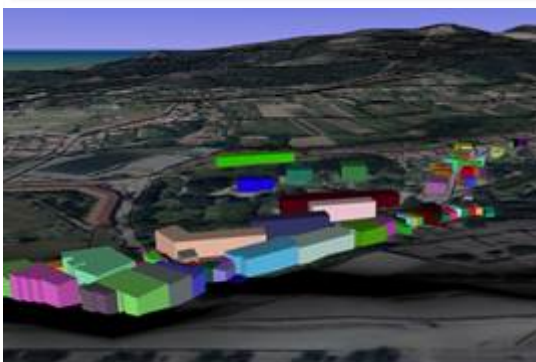
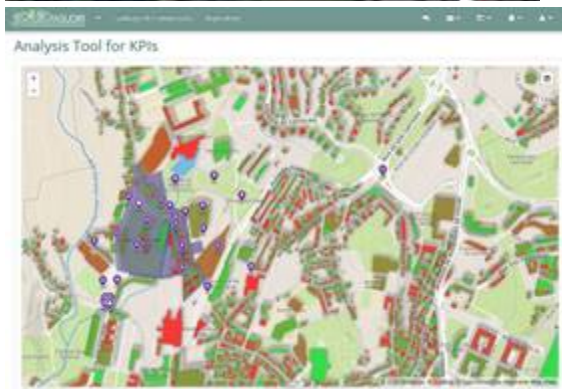
http://fasudir.eu/documents/FASUDIR_scope_180815_web.pdf

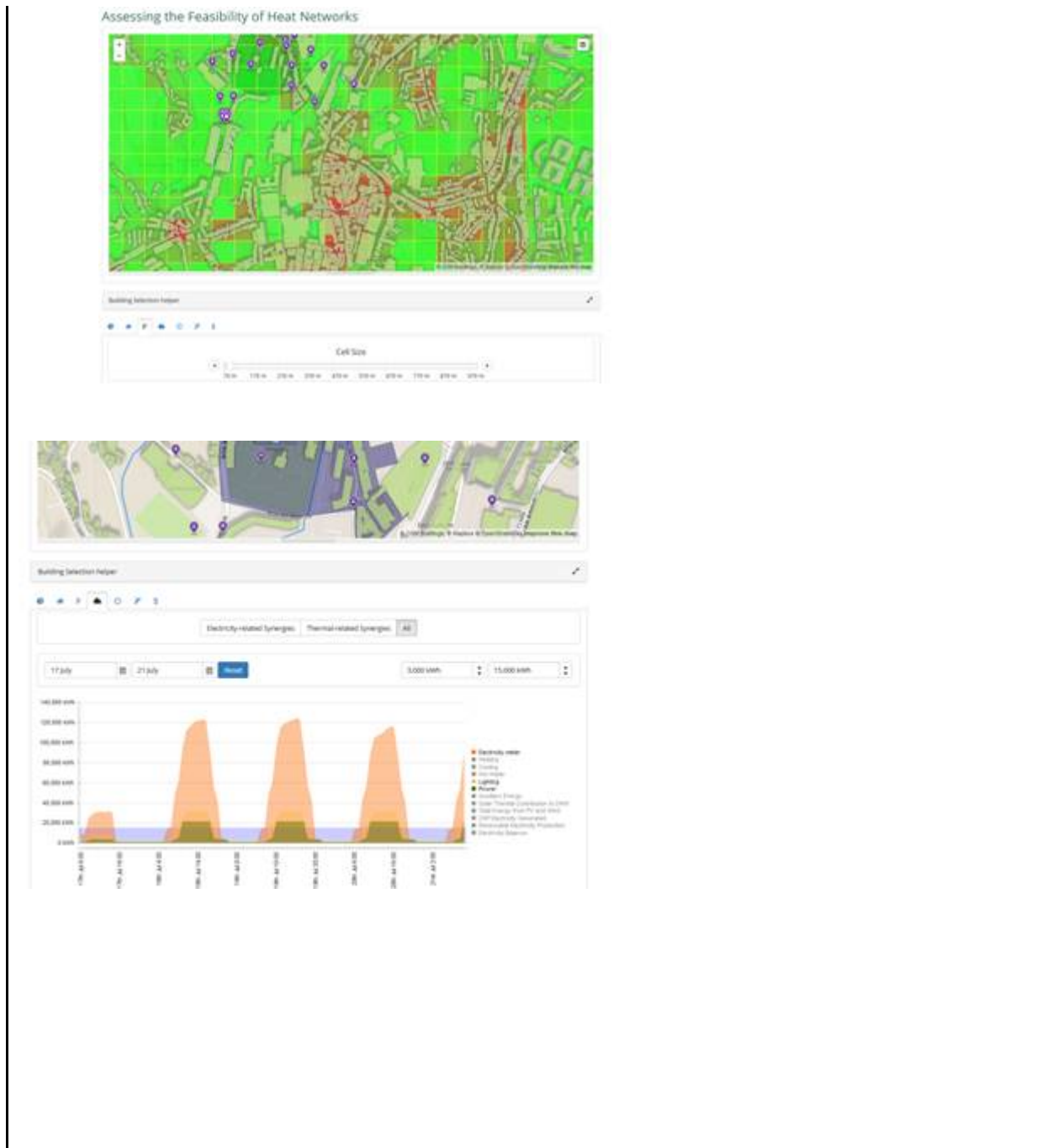
http://fasudir.eu/documents/FASUDIR_CaseStudies_071215_web.pdf

http://fasudir.eu/documents/FASUDIR_LPC_141015_web.pdf

Video of an Online-Demo of the working prototype can also be shown if required (please let me know).

Screenshots of the IDST web-tool prototype for urban district retrofitting:





7.3.3 IN DE WAG

1. **Acronym of your project:** InDeWaG
2. **Contact person:** Prof. Dr. Monika Willert-Porada, University of Bayreuth

Email: monika.willert-porada@uni-bayreuth.de

Phone: 49-921-55-7201

3. **Description of what you wish to show**

A to scale model (1:100) of a demonstrator-pavillion which will be build in Sofia/Bulgaria in the Sofia

TechnPark with a water-flow-glazing facade. The model has a water flow facade animation. In addition, a video will be shown of how the heat and mass flow works in such a facade (results of CFD simulation).

4. Maturity (TRL 7 to TRL 9 - see definition below)

TRL 7 The Demonstrator building in Sofia

TRL 8 Production of water flow glazing facade elements

TRL 9 none

5. Describe the interaction with the exhibition visitors

The model and the CFD-simulation will be used to explain the concept of dynamic g-value of water flow glazing facades, which enables optimum daylight utilisation while cutting-off heat gains or losses to the building interior.

In addition, information materials (printed brochures) on the additional installations (interior water flow glazing elements, passive heating/cooling systems) will be provided to exhibition visitors. The Bulgarian company in charge with production of the water flow glazing elements will be presenting their product in a small commercial booth. The visitors will be given the opportunity to discuss the technical details with the company representatives.

6. Has this demonstration been shown elsewhere in public?

No.

7. Technical requirements

All equipment will be brought by us, we need only an electrical power supply for the pumping system of the model and for computer/screen.

8. Links (Documents, videos, etc.)

www.indewag.eu/

7.3.4 ECOBINDER

1. Acronym of your project: ECO BINDER
2. Contact person: Email: arianna.amati@dappolonia.it Phone: +39010 6021 160
3. Description of what you wish to show New belite-ye'elimite-ferrite (BYF) class of low-CO2 binders: preliminary technical specification.
4. Maturity (TRL 7 to TRL 9 – see definition below) <input checked="" type="checkbox"/> TRL 7 <input type="checkbox"/> TRL 8 <input type="checkbox"/> TRL 9

5. Describe the interaction with the exhibition visitors

- images tests and characterization
- panel design (preliminary)
- demo design and explanation
- some preliminary information about BYF technical performances based on first 2 years about R&D activities compared to benchmark (i.e. OPC)
- preliminary information about environmental impact

6. Has this demonstration been shown elsewhere in public?

Yes or no. (If yes, when and where?)

No

7. Technical requirements

Please detail the equipment that you will bring, and the equipment you will need from the event organisers (e.g. large screens, etc.). Please note that the special equipment will be paid directly by your project to the event organisers.

Need: Video, internet connection, table and chairs

8. Links (Documents, videos, etc.)

project web site <http://www.ecobinder-project.eu/en/>

7.3.5 QUANTUM

1. Acronym of your project: QUANTUM
2. (GA 680529)
2. Contact person: Stefan Plesser Email: plesser@igs.tu-bs.de Phone: +49 - 531 - 39163405
3. Description of what you wish to show The project presentation will include the three innovative ICT-driven tools (EnergieNavigator, Comfortmeter, HPS/NG9) involved in QUANTUM: <ul style="list-style-type: none"> • HPS/NG9 (by Energy Team, Italy): Cost effective and easy to install in-situ energy metering devices with online data analysis • Energie Navigator (synavision , Germany): First tool for the specification and automated validation of BMS functions using Active Functional Specifications (AFS) • Comfortmeter (by Factor4, Belgium): First completely web-based questionnaire for perceived user comfort. The core mechanism is to "design for testability" by specifying transparent performance targets with cost effective testing methodologies. The tools all support digitalized quality management processes and will be presented online and interactively.
4. Maturity (TRL 7 to TRL 9 – see definition below) <input checked="" type="radio"/> TRL 7 <input type="radio"/> TRL 8 <input type="radio"/> TRL 9
5. Describe the interaction with the exhibition visitors Visitors will have the opportunity to experience the tools online and interactive. Demo cases can be used in real life scenarios and offer the opportunity to be use by visitors themselves.
6. Has this demonstration been shown elsewhere in public? Yes (Clima 2016)
7. Technical requirements Equipment (IGS): table, rollup, laptop, Tablet (WLAN!) If possible: presenter, screen, large screen
8. Links (Documents, videos, etc.) www.quantum-project.eu www.synavision.de www.comfortmeter.eu/ www.energyteam.it/

7.3.6 RESSEEPE

Acronym of your project: RESSEEPE
Contact person: Giulia Barbano Email: giulia.barbano@iesve.com Phone: +39 3926635322
Description of what you wish to show We would like to show several prototype and innovative technologies that have been developed for retrofitting of buildings within the European funded project RESSEEPE. The core idea of the project is

to technologically advance, adapt, demonstrate and assess a number of advanced retrofit technologies implemented on several pilot cases with different climate conditions across Europe (Coventry-UK, Barcelona-Spain and Skellefteå-Sweden) to ensure a high potential replication of the retrofit solutions.

The three demonstration sites are implementing the following technologies: Vacuum Insulated Panels, PCM tubes, Ventilated façade with Photovoltaic Panels, Electrochromic windows, Aerogel Mortar, PV panels and LED lighting. Some of the technologies listed have been developed specifically within the project, for the improvement of energy efficiency in public buildings.

Maturity (TRL 7 to TRL 9 – see definition below)

TRL 7

TRL 8

TRL 9

Describe the interaction with the exhibition visitors

This exhibitor is mainly addressed to the research community, Industry, building designers, and building users involved or planning energy efficient retrofitting projects of public building stock. The visitors will have the opportunity to interact with representatives involved in the work at the demo sites as well as the technology providers of the different technologies, raise questions, make contributions and share experience.

Moreover they will receive follow-up information from the project by having the chance to sign up for project newsletters and taking home project leaflets.

Has this demonstration been shown elsewhere in public?

Yes or no. (If yes, when and where?)

No, not yet because the installation on the demo-sites is still ongoing. The plan is to finish it by the end of the summer.

Technical requirements

Please detail the equipment that you will bring, and the equipment you will need from the event organisers (e.g. large screens, etc.). Please note that the special equipment will be paid directly by your project to the event organisers.

We will bring samples of the innovative technologies installed as well as models of the retrofitting systems installed.

We will need a large screen, projector and speakers in order to show some simulations and videos of the project.

Links (Documents, videos, etc.)

<http://ressepe-project.eu/>

7.4 Appendix D – Event report from WBC16

EeB-CA2/ECTP Exhibition at CIB World Building Congress 2016



The EeB-CA2 initiative is to provide the right set of instruments supporting technology-clustering and geo-clustering upon the whole set of EeB PPP EC-funded projects related to energy efficiency in the built environment, with the following primary ambition: to enhance and rationalise coordinated and broader dissemination, technology transfer and future exploitation activities of clustered projects, so as to help them better promote and market their achievements and deliverables.

An integrated plan for dissemination and communication activities (D4.1) for EeB-CA2 projects was delivered at month 3. Dissemination and communication activities are organized around four main objectives:

1. Facilitate access to public results
2. Build a stronger social media presence
3. Raise awareness, support research clustering and partnerships
4. Support industrial exploitation and market uptake

This report contains a comprehensive account of EeB-CA2/ECTP participation in the CIB World Building Congress 2016 (WBC16), a major “research-oriented” event in Tampere, Finland.

Participation in WBC16 is Activity 3.3 outlined in EeB-CA2 Deliverable 4.1, and was organized to facilitate objective 3 of the dissemination and communication activities plan.

EeB-CA2/ECTP arranged an exhibition booth in order to distribute printed versions of the EeB PPP Project Review 2016 brochure developed in Activity 3.1 (D4.1). EeB-CA2 co-hosted this event with 6 other EeB projects featured in the brochure, so that they could showcase their research tools, demos, and results.

About CIB World Building Congress 2016

The CIB World Building Congress 2016 was held from May 30 – June 3 in Tampere, Finland. The primary stakeholder targets of the event were the public and private research community.

The theme for CIB World Building Congress 2016 was “Intelligent built environment for life.” It highlights the importance of the built environment and its development to society. This triennial congress focused on the intelligent processes, products and services of the construction industry: How can research help to improve the contribution of constructed assets to digitalizing world and service needs? How will the research community meet emerging new needs of the users?

Over the five days of the congress, the best of all building and construction experts in the world, both in and outside the CIB community, were brought together through professional and academic papers, presentations of best practices or significant case studies, exhibitions, posters, training materials, product presentations, round tables, special sessions and workshops.

ECTP Booth Participants

The call for co-exhibition was circulated by ECTP to all EeB projects in September 2015. An application form was filled-in and sent back by the following 5 EeB projects:

1. eeEmbedded
2. Design4Energy
3. Nanoleap
4. CITYOPT
5. EU-GUGLE

An agreement was established with EEBERS and SWIMing CSAs- these CSAs supported the event through participation of the exhibition costs, and also through coaching the EeB projects to ensure their presentations and exhibitions were appealing and interactive. Representatives from EEBERS and SWIMing were also present at the booth. The final exhibition cost was 722€ per project.

ECTP Co-exhibition Booth

The ECTP/EeB-CA2 exhibition booth's dimension was 21m². It was the biggest booth at the event, in a strategic location across from the event organizers (CIB). The diagram in Figure 1 shows the strategic location of the ECTP booth.

WBC 16 Exhibition / Park Foyer 1

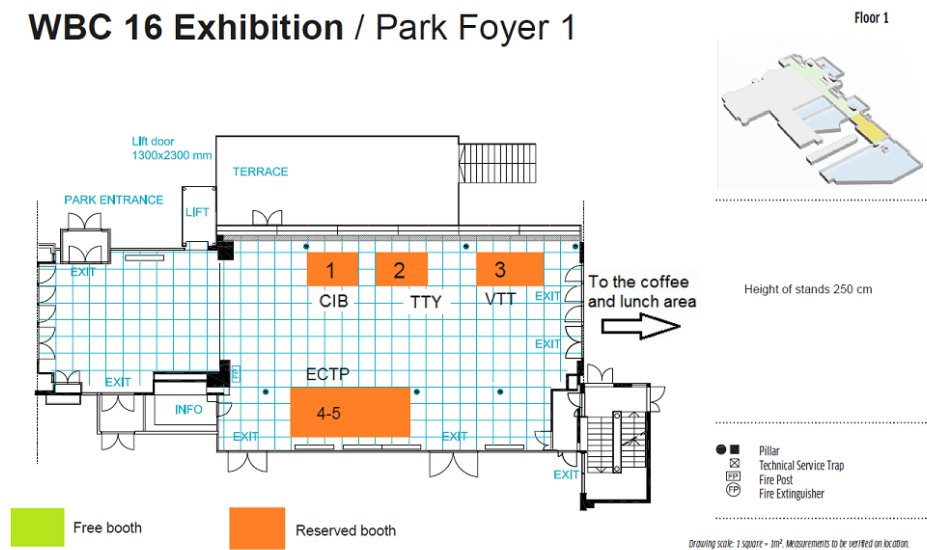


Figure 1. WBC16 exhibition booth layout

The original envisaged layout of the booth is shown in Figure 2 below.

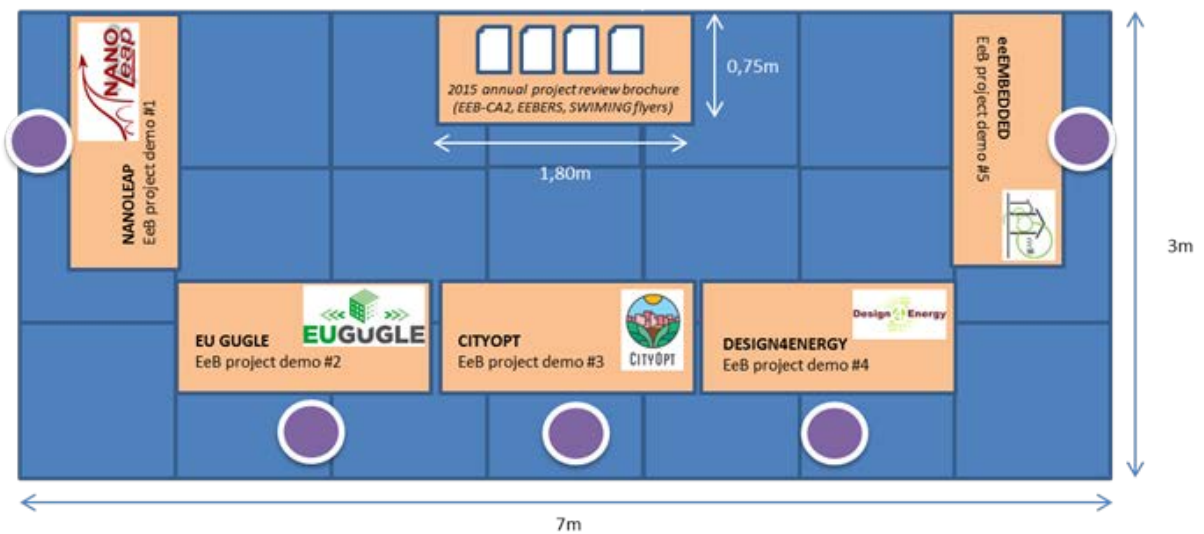


Figure 2. Envisaged layout of the exhibition booth at WBC16

Each project was provided with a table, 2 chairs, and boards to display posters as in the example in Figure 3.



Figure 3. Example of booth at WBC16

ECTP Booth Participants Actions and Activities

ECTP was the main exhibitor at the event, and co-exhibited along with 6 other EeB projects:

eeEmbedded, Design4Energy, EcoShopping, CityOpt, EU-GUGLE, and Nanoleap. The booth was also supported by 2 other CSAs: EEBERS and SWIMing. The aim of the exhibition was to participate in joint dissemination activities in order to raise awareness, support research clustering and partnerships.



Figure 4. Actual setup of ECTP Booth and EeB Projects

The following gives a brief description of the projects that exhibited, the results and technologies that were presented, and the impact of the exhibition on the dissemination and exploitation of the project results. Upon completion of the event, participating projects were asked to fill out an Exhibition Feedback Questionnaire, of which responses were extracted for the purposes of this report.

ECTP



ECTP exhibited at WBC 16 with the primary goal of physically distributing the EeB PPP Project Review 2016, and getting in touch with potential members for ECTP. The newest edition of the Project Review highlights current results and achieved potential impact of the EeB PPP projects.

Over the course of the congress, ECTP received around 80 visitors, and was able to distribute 70 project review booklets. However, since the project review is rather thick, many people preferred an electronic version, and therefore ECTP sent out project reviews electronically as well. Participants expressed an interest in the innovations and technologies developed within the EeB-CA2 projects as presented in the booklet and showcased at the exhibition.

ECTP also distributed numerous ECTP flyers, which gave potential members of ECTP an overview of the activities, the 5 committees, and the benefits of joining ECTP. Participants were interested in ECTP activities, which facilitated further discussion and interest in the next H2020 calls and the European Commission organized Info Days in Brussels.

In order to have further success at the upcoming co-exhibitions at Smart City Expo and BAU 17, ECTP will bring more ECTP flyers, consider having USB drives on hand for quick transfer of the electronic

version of the project review booklet, and create a large and attractive ECTP poster and/or tablecloth.



eeEmbedded

The eeEmbedded project is an on-going FP7 project to be completed in October 2017. eeEmbedded is developing an open BIM-based collaborative design and simulation platform, a related design methodology based on hierarchical verifiable check points (Key Design Parameters & Key Performance Indicators), an energy system information model and an integrated information management platform for designing energy-efficient buildings and their optimal energetic embedding in the neighbourhood.

At WBC16, the project showcased the eeEmbedded platform 'intelligent virtual engineering lab (iVEL)', which supports architects, engineers, facility managers and decision makers in their tasks. For this purpose, eeEmbedded makes use of existing ICT tools, provides them with an interoperability structure, and complements them with a set of new supporting services and tools for process support, information management and decision-making.

The following tools were also demonstrated: Scenario Manager, Multi-Model Navigator, Multi-Criteria Decision Support (TRL 5-7).

At the exhibition, eeEmbedded disseminated project results in the form of flyers, posters and videos, and also had an oral presentation in the expert seminar. They received about 100 visitors at the exhibition booth, of which 50% were active and asked questions. There were 10 attendants in the expert seminar, all of which were very participative and active. eeEmbedded received interesting feedbacks from participants that will be considered by the developers of the tools.

For further exploitation, eeEmbedded's 5 exploitation groups will take part in a second exploitation workshop to update their business models, while considering the feedbacks collected from visitors at the WBC16 exhibition.



Design4Energy/EcoShopping

Design4Energy and EcoShopping were both featured by the same representatives at one table within the booth.



Design4Energy is an on-going FP7 project to be completed in October 2017. Design4Energy develops tools and methodologies for designing energy-efficient buildings integrated in the neighbourhood energy systems. Using the platform at early design phase, it's expected to reduce cost and improve by at least 20% the energy efficiency compared with traditional methods. A Design4Energy portal together with an energy enhanced database, DST and guidelines will be available.

EcoShopping is an FP7 project that was completed in September 2015. EcoShopping is developing a comprehensive retrofitting solution for shopping buildings. The integration of novel and market available technologies of HVAC systems, energy generation, lighting and building automation complete with environmental and acoustic sensor networks will result in significant energy savings. The results are completed with a guide and business plan for shopping buildings.

Design4Energy presented a gbXML-formatted decision support system for the analysis of building's energy performance at district and local levels (TRL 4-5) in the form of posters, flyers, interviews and videos. EcoShopping presented retail building's energy retrofit's system (TRL 7) and mobile robot technology (TRL 6) through posters, flyers and interviews. Both projects received 28 visitors, which resulted in discussions (e.g. situation in the construction market in EU member countries; dissemination activities & policy study; energy efficient technology solutions), and contact details were provided by visitors to the project manager. The projects are now maintaining follow up discussions with the interested visitors.

The impact of the exhibition on the project can be identified as an enhancement of the project's exploitation of the results among mostly the scientific domains' representatives, and a reassurance of the innovativeness of the projects' current results.

The next steps for market uptake for EcoShopping, alongside continuous web-based dissemination, are planned for the after-end-results-achievement phase of the project, which will mostly be as technical KPIs dissemination. For Design4Energy, next steps are planned to be undertaken in a more technical-oriented environment, e.g. the domain of computer-aided civil engineering. To improve for future dissemination events, Design4Energy would consider a more easy to grasp presentation of the project's technical content.



CITYOPT



CITYOPT is an on-going FP7 project to be completed in February 2017. CITYOPT supports planning, detailed design and operation of energy systems in urban districts. A planning tool is developed to optimize energy systems in Vienna and Helsinki, and an operational tool sends demand-response notifications to households in Nice during energy peaks. CITYOPT targets up to 25% energy demand reduction through optimised urban planning and increased awareness.

At WBC16, CITYOPT presented the CITYOPT Operational Tool, the CITYOPT Planning Tool and selected results of demo cases (TRL 5-7). These results were presented through flyers, posters, a slideshow, and the first demo version of the project video. The interested industrial and research visitors got an overview of the project activities and received contact information from the shared brochures. The CITYOPT project was shared to 50-100 visitors.



EU-GUGLE

EU-GUGLE is an on-going FP7 project to be completed in April 2019. As part of EU-GUGLE, nearly 226,000m² of living space will be renovated in six smart districts with the objective of achieving 40% to 80% primary energy savings per pilot district while increasing their share of renewable energy by 25% by 2018. With support, three associated cities will implement a balanced mix of technical, socio-economic and financial solutions adapted to local needs.



Nanoleap



Nanoleap is an ongoing Horizon 2020 project to be completed in June 2018. The NANOLEAP project aims at the development of a coordinated network of specialized pilot lines (10) for the production of nanocomposite based products for different civil infrastructure and building applications. The goal of this infrastructure is to support the research activities of European SMEs in the Construction sector in nanocomposite products enabling the progress of the product to next steps of technology deployment such as installation of industrial pilot lines and enter in the commercialization stage.

The technologies and exploited by Nanoleap at WBC16, and the corresponding self-reported TRL levels were:

- Freeze-Drying pilot line (TRL 5, 6)
- Roll to Roll nanoimprinting (TRL 4, 5, 6)
- Pilot Plant for the production of limebased coating incorporating Nanomaterials for indoor use (TRL 5, 9)
- Inductively Coupled Thermal Plasma Pilot Line (TRL 4)
- Supercritical CO2 Drying of Aerogels (TRL 6, 7)
- Pilot plant of lacquering and lamination process roll-to-roll technology to produce multilayer nano-composite films for advanced applications in civil infrastructure (TRL 5)
- Preparation of functionalized nanoclays by ion exchange reaction with ions having long chain functionalized molecules (TRL 3, 5)

By means of WBC16, Nanoleap was able to demonstrate the project aims and characteristics. This was done through pilot line brochures, a video, posters, and a diptych. Nanoleap successfully engaged with potential end-users and other exhibitors to exchange information and make their project and competences public.

For further market uptake, Nanoleap plans on additional congress participation and networking, the publication of articles and book chapters, and continued contact with potential end-users.



EEBERS

The EEbers CSA was present at the exhibition in support of ECTP and the EeB projects. The mission of EEbers is to identify opportunities for synergies in ICT



related RTD in the EeB domain and to engage stakeholders in networking for future RTD and exploitation of results.

EEbers presented, in the form of a large poster and flyers, 23 different ICT technological solutions and an estimation of their market potential, all of which have high or medium market potential. These 23 promising technologies were presented in the form of EEbers Technology Radar, which presents them grouped into 5 clusters. Successfully, EEbers had around 20 discussions related to exploitation of results, and distributed upwards of 100 flyers.

The potential impact of the exhibition on the project is the engagement of stakeholders to download the EEbers D2.2 report from which the EEBERS technology radar presented at the exhibition was extracted. For further market uptake, EEbers plans on participating in the Stakeholder Workshop 2016 in Madrid, Spain.

SWIMing



The SWIMing CSA showcased at the exhibition, in support of ECTP and the EeB projects, with attractive project flyers and posters. The SWIMing project supports EeB projects to enhance the impact of their results by making their data models open and accessible. By making project outcomes open and accessible to multiple stakeholders across the building life cycle (BLC), SWIMing will have an impact on the ease and efficiency with which these outcomes will be exploited across BLC energy management processes.

Although the potential impact of the exhibition on future exploitation of the project was limited, there was still further engagement with fellow exhibitors (e.g. Design4Energy, eeEmbedded). The SWIMing CSA has also suggested that for improvement on future co-exhibitions, more pre conference preparation between the co-exhibitors should be done.

PROJECT FEEDBACK QUESTIONNAIRES

ECTP

Project name:	ECTP/EeB-CA2 Booth
CO-EXHIBITION FEEDBACK	
What type of dissemination materials did the project present at the exhibition (sample of technology, flyers, posters, video...)?	<ul style="list-style-type: none"> EeB PPP Project Reviews 2016: 150 printed reviews & online version on demand New ECTP flyer
Describe the response and feedback the project received from visitors. (Number of contacts made, number of demos done, number of follow up discussions planned, etc.)	<ul style="list-style-type: none"> Participants had an interest in the innovations & technologies developed within the EeB PPP projects Interest in the ECTP activities

	<ul style="list-style-type: none"> • Interest in getting the electronic version of the Project Review • Interest in the next H2020 calls/ Info Days in Brussels
What would be your recommendations/improvements for the next exhibition?	<ul style="list-style-type: none"> • Bring less Project Reviews as participants said it is too heavy. The rest of the Reviews must be then shipped back to Brussels, which is not cost-optimal. • Smaller format of the printed version (A5/A6). • USB sticks could be a good option. • Bring more ECTP flyers • The location of the stand was sometimes not ideal to attract people. • Bring a larger ECTP poster (ex. The pull up one, or table cloth with ECTP logo to cover table, etc.) to attract more visitors to the booth

eeEmbedded

Project name:	eeEmbedded
EXPLOITATION OF RESULTS AND TECHNOLOGIES PRESENTED	
Give a description of the technologies exploited at WBC 16 by the project. What is the TRL level of each technology?	<p>eeEmbedded platform '<i>intelligent virtual engineering lab</i> (iVEL)' to support architects, engineers, facility managers and decision makers in their tasks. For that purpose, eeEmbedded makes use of existing advanced ICT tools, provide them with an interoperability structure and complement them with a set of new supporting services and tools for process support, information management and decision-making.</p> <p>The following tools were demonstrated: Scenario Manager, Multi-Model Navigator, Multi-Criteria Decision Support</p> <p>TRL 5-7</p>
What is the potential impact of the exhibition on the future valorization/exploitation of the project?	We had interesting feedbacks to be considered by the developers of the tools
What are the projects' next steps for market uptake?	It depends on the partner. We have 5 exploitation groups. The 5 exploitation groups will take part in a second exploitation workshop to update their business models. Feedbacks collected in the Exhibition should be considered for that update.

CO-EXHIBITION FEEDBACK	
What type of dissemination materials did the project present at the exhibition (sample of technology, flyers, posters, video...)	Flyers, Posters and videos in the exhibition booth Oral presentations in the expert seminar,
Describe the response and feedback the project received from visitors. (Number of contacts made, number of demos done, number of follow up discussions planned, etc.)	We had about 100 visitors in the exhibition booth. About 50% were active and asked questions. We had 10 attendants in the expert seminar. They were very participative and active.
What would be your recommendations/improvements for the next exhibition?	Include information about the exhibitions in the programme to attract more people

Design4Energy

Project name:	Design4Energy
EXPLOITATION OF RESULTS AND TECHNOLOGIES PRESENTED	
Give a description of the technologies exploited at WBC 16 by the project. What is the TRL level of each technology?	A gbXML-formatted decision support system for the analysis of building's energy performance at district and local levels at TRL 4-5.
What is the potential impact of the exhibition on the future valorization/exploitation of the project?	The impact has been identified mainly as a reassurance of the innovativeness of the projects' current results.
What are the projects' next steps for market uptake?	The next steps in that matter are planned to be undertaken in a more technical-oriented environment, e.g. for the domain of computer-aided civil engineering.
CO-EXHIBITION FEEDBACK	
What type of dissemination materials did the project present at the exhibition (sample of technology, flyers, posters, video...)	Posters, flyers, interviews, videos.
Describe the response and feedback the project received from visitors. (Number of contacts made, number of demos done, number of follow up discussions planned, etc.)	The project (ECTP booth) has received around 80 visitors, taking Leaflet.

discussions planned, etc.)	The 28 of visitors have undertaken discussion (e.g: Situation in the Construction market in EU member countries; Dissemination activities & Policy study; Energy efficient technology solutions), and provide us with the contact details (business cards). At this moment we are follow up the maintained discussion with them.
What would be your recommendations/improvements for the next exhibition?	The improvement would consider a more easy-to-grasp presentation of the project's technical content.

EcoShopping

Project name:	EcoShopping
EXPLOITATION OF RESULTS AND TECHNOLOGIES PRESENTED	
Give a description of the technologies exploited at WBC 16 by the project. What is the TRL level of each technology?	Retail building's energy retrofit's system at TRL 7; Mobile robot technology at TRL 6.
What is the potential impact of the exhibition on the future valorization/exploitation of the project?	The impact is identified as an enhancement of the project's exploitation of the results among mostly scientific domain's representatives.
What are the projects' next steps for market uptake?	Next steps, alongside continuous web-based dissemination, are planned for the after-end-results-achievement phase of the project, mostly as technical KPIs' dissemination.
CO-EXHIBITION FEEDBACK	
What type of dissemination materials did the project present at the exhibition (sample of technology, flyers, posters, video...)	Posters, flyers, interviews.
Describe the response and feedback the project received from visitors. (Number of contacts made, number of demos done, number of follow up	The project (ECTP booth) has received around 80 visitors, taking Leaflet.

discussions planned, etc.)	The 28 of visitors have undertaken discussion (e.g: Situation in the Construction market in EU member countries; Dissemination activities & Policy study; Energy efficient technology solutions), and provide us with the contact details (business cards). At this moment we are follow up the maintained discussion with them.
What would be your recommendations/improvements for the next exhibition?	As stated in row 6, the schedule for the next dissemination event is to provide the net-results' KPIs.

CITYOPT

Project name:	CITYOPT - Holistic simulation and optimization of energy systems in smart cities
EXPLOITATION OF RESULTS AND TECHNOLOGIES PRESENTED	
Give a description of the technologies exploited at WBC 16 by the project. What is the TRL level of each technology?	The CITYOPT Operational Tool, CITYOPT Planning Tool and selected results of demo cases were presented by slideshow. TRL 5-7
What is the potential impact of the exhibition on the future valorization/exploitation of the project?	The interested industrial and research visitors got the overview of the project activities and have the contact information available by shared brochures.
What are the projects' next steps for market uptake?	Finalisation of CITYOPT tools and marketing tools for future demo cases.
CO-EXHIBITION FEEDBACK	
What type of dissemination materials did the project present at the exhibition (sample of technology, flyers, posters, video...)?	Poster. Project results presented by slideshow in laptop. Project video (first demo version) presented.
Describe the response and feedback the project received from visitors. (Number of contacts made, number of demos done, number of follow up discussions planned, etc.)	Posters shared to 50-100 visitors.
What would be your recommendations/improvements	The flow of visitors and location of posters should be

for the next exhibition?	planned more in details beforehand. Now the space was not optimal due to location of the poster hall. The hall was like walk-through corridor.
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NANOLEAP

Project name:	NANOLEAP
EXPLOITATION OF RESULTS AND TECHNOLOGIES PRESENTED	
Give a description of the technologies exploited at WBC 16 by the project. What is the TRL level of each technology ?	<p>NANOLEAP project aims at the development of a coordinated network of specialized pilot lines (10) for the production of nano-composite based products for different civil infrastructure and building applications.</p> <ul style="list-style-type: none"> • Freeze-Drying pilot line: TRL5, TRL 6. • Roll to Roll nanoimprinting: TRL4, TRL5, TRL 6. • Pilot Plant for the production of limebased coating incorporating Nanomaterials for indoor use : TRL5, TRL 9. • Inductively Coupled Thermal Plasma Pilot Line : TRL 4 • Supercritical CO2 Drying of Aerogels: TRL 6 , TRL 7. • Pilot plant of lacquering and lamination process roll-to-roll technology to produce multilayer nano-composite films for advanced applications in civil infrastructure: TRL 5. • Preparation of functionalized nanoclays by ion exchange reaction with ions having long chain functionalised molecules: TRL3, TRL5.
What is the potential impact of the exhibition on the future valorization/exploitation of the project?	Contact with potential end-users, exchange information, make project and their competences public.
What are the projects' next steps for market uptake?	Congress participation and networking. Publication of articles and book chapters. Contact with potential end-users.
CO-EXHIBITION FEEDBACK	
What type of dissemination materials did the project present at the exhibition (sample of technology, flyers, posters, video...)?	<p>Pilot lines brochures.</p> <p>Video: Aims, characteristics and description of NANOLEAP project.</p> <p>Diptych with relevant information of NANOLEPAR project.</p> <p>Posters: Aims, characteristics and description of NANOLEAP project.</p>
Describe the response and feedback the project received from visitors. (Number of contacts made, number of demos done, number of follow up discussions planned, etc.)	By means of this congress, we have explained our aims and project characteristics. Furthermore, it has been possible to discuss with other exhibitors and researches about interesting aspects to the project. Also we have made contacts, one of these contacts is

	Dr. Emil LEZAK (IZNAB).
What would be your recommendations/improvements for the next exhibition?	For the next exhibition , it would be advisable to have the opportunity of presenting an oral contribution of each project.

EEBERS

Project name:	EEBERS
EXPLOITATION OF RESULTS AND TECHNOLOGIES PRESENTED	
Give a description of the technologies exploited at WBC 16 by the project. What is the TRL level of each technology?	EEBERS (As a CSA) presented mainly in form of Poster and leaflet the so far best visual result of the ongoing project = technology radar os the 23 technological solutions including a estimation of they market potential.
What is the potential impact of the exhibition on the future valorization/exploitation of the project?	The Impact is planned to be interest towards the project in practice leading people to download the EEBERS D2.2 report (where the radar is extracted ti the poster and leaflet) Also the participation to the Stakeholder workshop (October 2016 / Madrid) is one possible way of interest
What are the projects' next steps for market uptake?	Stakeholder Workshop October 2016 (Madrid)
CO-EXHIBITION FEEDBACK	
What type of dissemination materials did the project present at the exhibition (sample of technology, flyers, posters, video...)?	Poster , Leaflet
Describe the response and feedback the project received from visitors. (Number of contacts made, number of demos done, number of follow up discussions planned, etc.)	Discussions totally about 20. Flyers < 100 The follow up is done by the amount of downloads of the report.
What would be your recommendations/improvements for the next exhibition?	The exhibition and the content of (all of it) should be mentioned (orally) clearly / daily @the presentation

	rooms ?
	Now hardly any ?

SWIMing

Project name: Willie Lawton	SWIMing
EXPLOITATION OF RESULTS AND TECHNOLOGIES PRESENTED	
Give a description of the technologies exploited at WBC 16 by the project. What is the TRL level of each technology?	N/A – project outcome will be open source
What is the potential impact of the exhibition on the future valorization/exploitation of the project?	Limited. Potential further engagement with some of the fellow exhibitor's
What are the projects' next steps for market uptake?	N/A – project outcome will be open source
CO-EXHIBITION FEEDBACK	
What type of dissemination materials did the project present at the exhibition (sample of technology, flyers, posters, video...)?	Project Flyers and poster
Describe the response and feedback the project received from visitors. (Number of contacts made, number of demos done, number of follow up discussions planned, etc.)	Very limited with Conference attendees. More engagement with some of the fellow exhibitor's (e.g. Design4Energy, EeEmbedded)
What would be your recommendations/improvements for the next exhibition?	<ol style="list-style-type: none"> 1. Select Conference better 2. Exhibition was very small and poor engagement 3. Some more pre conference preparation for joint exhibits – otherwise disjointed.