D7.2 Dissemination strategy and results

WP7, T7.2

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Technical references

Project Acronym	**HAPPENING**
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[1] PU = Public

CO = Confidential

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Versions

No.	Name SURNAME	Partner	Contribution	Date
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0.2	Javier PÉREZ	GBCe	Review	2021/07/15
0.3	Roberto FEDRIZZI	EURAC	Review	2021/08/20
0.4	Irantzu URKOLA	TECNALIA	FINAL VERSION	2021/09/30

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Abbreviations and acronyms

Acronym	Description
CTF	Communication Task Force
DHW	Domestic hot water
ESCO	Energy Services COmpany
GDPR	General Data Protection Regulation
GHG	GreenHouse effect Gases
PE	Primary Energy
PV	Photovoltaics
WP	Work Package

Abstract of the HAPPENING project

Currently, **buildings are responsible for 40% of the energy demand and 36% of the CO₂ emissions in Europe**. Decarbonisation of existing buildings plays a key role in order to reach the overall climate protection targets. However, current renovation rates lie in the order of 1%.

Heat pumps are a key technology in bringing renewable shares into heat supply of buildings; especially their combination with onsite renewable electricity production e.g. by PV allows to bring high renewable shares. Their current installation in existing multi-apartment buildings is however still marginal.

The proposed technological solution is based on decentralized heat pumps, in such a way that it results an easy-to-install solution for installers, low-intrusive for the occupants and easily adaptable to a large number of different building situations. This is flanked by developing near-zero planning, implementation and operation processes, in order to facilitate the work during the planning phase, ensure a high-quality installation and effective operation, and reduce the efforts and costs within the whole retrofitting project. The challenge of cost-competitiveness is addressed by developing new financial and business models. Bringing new players (such as financial experts) and financing models to the renovation market is expected to bring the needed paradigm change and boost investments in the residential retrofitting sector. Dissemination of measured performance and system characteristics from HAPPENING will be one of the key results of the project.

Through **3 demo sites (Spain, Italy and Austria)**, the project will demonstrate a highly versatile, scalable and replicable solution package for buildings energy system retrofitting allowing 70-75% of renewable energy fraction, 30-50% of PE and GHG savings, reduction of planning time by 50% and installation/operation time by 30% and payback time for ESCOs and investors of less than 8 years, compared to best available solution existing today.

1.   Introduction

1.1   Objectives of the deliverable D7.2

This document states the dissemination objectives, the targeted audiences, and actions to be applied based on the communication strategy defined on D7.1.

Linked to this and aiming at leveraging the success of HAPPENING at local, national, and European level, a robust and well-designed dissemination strategy has been detailed in this report, aiming at being a valuable deliverable for partners, especially those involved in the project activities.

1.2   Deliverable description

This deliverable D7.2 is structured into 6 sections, where the objectives, targeted group audiences, dissemination strategy (applied via channels and tools) and actions defined to increase project activities' impact are detailed:

- Objectives of the Dissemination Strategy

- Target groups: dissemination tools & channels and key messages

- Dissemination strategy: tools and channels

- Dissemination Activities

- Evaluation and monitoring of dissemination strategy

- Conclusions

Strategic dissemination will ensure maximum outreach and impact and seek to guarantee a future for the HAPPENING project beyond its set end date.

1.3   Contribution of partners

WP7 is led by GBCe and **participated by all partners**, with a person from each partner working in the Communication Task Force (CTF).

Being so, GBCe, as the WP leader, is the main contributor of the content provided in this deliverable. The members of the CTF are mainly contributing to the details concerning the local activities and to the general procedures defined.

1.4   Relation with other activities in the project

As explained in the deliverable "D7.1 Communication strategies and results of the first activities" throughout the project, it will be essential to implement both the communication strategy and the dissemination strategy to know the progress of technical developments (e.g. industrialisation of heating, cooling and DHW units, development of the smart energy management system or details about the progress in each demo implementation, specially from the point of view of residents).

To achieve this, regular meetings of the Communication Task Force (CTF) are being held and close contact between the WP leaders is being maintained.

2.   Objectives of the Dissemination Strategy

The objective of the current Plan is to define **a range of dissemination actions** aimed at communicating HAPPENING objectives and results to a wide targeted and potential audience groups by promoting the adoption of project's results and demonstrating its impact, as well as by facilitating the exchange of information and the interaction not only with other related projects and initiatives but also with activities in industry, academia, and citizens at local, national and European level.

2.1   Alignment and contribution to project objectives

The project objectives are each met through one WP, but also through a range of novel and engaging activities across WPs (see also D7.1). These are the main objectives of the HAPPENING project:

- **Objective 1**: To demonstrate a highly versatile, scalable, and replicable solution package for buildings heating and DHW system retrofitting allowing 70% of renewable energy fraction.

- **Objective 2**: Development of near-zero planning, implementation, and operation processes.

- **Objective 3**: Development of new financing and business models specific for building renovations.

- **Objective 4**: Unleash the full potential of the solutions developed through dedicated exploitation, dissemination, and communication activities.

As explained above, the dissemination strategy and actions defined in this document will **promote the dissemination HAPPENING objectives and results to a wide targeted and potential audience groups and foster the adoption of project's results and the derived impact**, facilitating the exchange of information and the interaction with other related projects and initiatives and also with activities in industry, academia, and citizens at local, national and European level.

2.2   Dissemination objectives

Going in detail, and in order to multiply the impact on the project goals within targeted and potential audiences, the specific dissemination objectives are:

- **Objective 1**: Demonstrate and promote the awareness of the replicability potential of HAPPENING at EU level, as an energy saving solution and RES implementation for residential buildings.

- **Objective 2**: Design and execute tailored dissemination strategies for the different stakeholders: European industry, the public administration, and the public at large.

- **Objective 3**: Provide a regular flow of information to targeted and potential audiences.

- **Objective 4**: Boost the communication between stakeholders and sister projects.

These four dissemination-objectives will be brought to fruition through the implementation of the dissemination strategy, which is composed of channels, tools, and activities (explained in detail in the next chapters of the document). The following Table 2.1 establishes the quantitative targets of the dissemination strategy:

Dissemination strategy (channels, tools, and activities)	Target in the project lifetime (quantitative)
Communication material	3 types of communication
Project website	https://www.happening-project.eu/
Press Releases	Production of 7 press releases
Newsletter	300 subscribers
Social media handles (Twitter and Youtube)	Followers: 200 Impressions: +20K
Conference and webinars	Number of events: 12 Attendees: +1k
Open day's events	Number of events: 4
Academic articles	4

Table 2.1: Targets (quantitative) of the dissemination strategy in the project lifetime

3.   Target groups: dissemination tools & channels and key messages

The targeted groups and project objectives for each target-group, as well as the communication tools for each group are defined on the deliverable "D7.1 Communication strategy and results of the first activities". In the next Table 3.1 the **specific dissemination actions** implemented via tailored channels and tools to achieve project objectives are presented:

Targeted audience		Impacts via… dissemination tools and channels[2]
Group	**Sub-group**	
Stakeholders	• Building owners • Building administrators • Financing entities • Investors • Installers • Planners • Utilities • ESCOs • Certification bodies	• Conferences, webinars and events • Workshops • Pilot projects • Word of mouth • Social Media • Newsletter • Press Releases • Website • Video production

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[2] This plan addresses just the actions related to the dissemination strategy. Communication strategy is detailed defined on the deliverable D7.1.

Targeted audience		Impacts via… dissemination tools and channels[2]
Group	**Sub-group**	
Public administration	• Municipalities • Energy agencies • Building regulators • EE labelling entities	• Conferences, webinars, and events • Workshops • Pilot projects • Word of mouth • Social Media • Newsletter • Press Releases • Website • Video production
Market / Industry	• Industry associations • Technology developers	• Conferences, webinars, and events • Workshops • Pilot projects • Word of mouth • Social Media • Newsletter • Press Releases • Website • Video production
Research community	• Academia • RTD centres • R&D departments of big enterprises	• Conferences, webinars, and events • Workshops • Pilot projects • Word of mouth • Social Media • Newsletter • Press Releases • Website • Video production
General public	Citizen/users	• Conferences, webinars, and events • Workshops • Pilot projects • Word of mouth • Social Media • Newsletter • Press Releases • Website • Video production

Table 3.1: Dissemination tools for target groups & key stakeholders

3.1 Key messages to impact targeted audience

Developing a strong communication and dissemination strategy should be accompanied by **key messages** in terms of impact and visibility. Communication messages, thus, should be tailored to different narratives.

The key messages are "short sentences designed to prompt an immediate response or encourage an immediate action by the audience". These messages will be sent across "calls to action" (CTA) commands or buttons.

The following Table 3.2 presents the adapted messages according to each targeted audience:

"HAPPENING is…	Audience group to be impacted	Call To Action
… A highly versatile, scalable, and replicable solution package for retrofitting buildings heating and DHW system allowing 70% of renewable energy fraction"	Stakeholders	*"Click here"* *"Don't miss"*
… A development of near-zero planning, implementation, and operation processes"	Planners / Installers / Public administration	*"Read more"* *"More info here"*
… A range of new financing and business models specific for building renovations"	Market / Planners / ESCOs / owners / public authorities	*"Get involved with"* *"Would you like to?"*
… An outline of the novel HAPPENING concept demonstrated in the project"	Research community / Planners	*"Read our publications"* *"Read this"* *"Stay tuned"*
… A way to engage citizens to demand HAPPENING technology beyond the project"	Users / owners and tenants in housing blocks	*"Tired of?"* *"Interested in"*

Table 3.2: Key messages linked to the tailored audiences and their CTA's

4.   Dissemination strategy: tools and channels

For HAPPENING to make an impact, the dissemination strategy needs to be strategically planned and incorporated creatively aiming at stimulating and engaging stakeholders and targeted- and potential- audiences to interact with the project and its activities.

Applying the same methodology that the one applied to define the communication strategy (the "5Ws" method used in Journalism), the 5 questions method (by asking What, Why, How, Who and Where questions) is applied to define and detail the characteristics of the main aspects of the dissemination strategy, i.e. dissemination channels and tools to achieve the dissemination commitment of the HAPPENING project.

4.1   Dissemination channels

The main dissemination channels that are considered in the HAPPENING project are:

- Website
- Newsletter
- Social media
- Blogposts
- Video interviews

In the next tables, the main characteristics of these dissemination channels are described applying the 5 questions method:

Website

What	Cross-cutting online channel which hosts key information produced by the project.
Why	Website is a valuable channel to impact online audiences spreading HAPPENING message beyond activities.
How	Share the website hyperlink across all dissemination actions related to the project with regards to specific activities/actions to announce (e.g. upcoming events, calls for participants).
Where	In the other online channels (e.g. social media network or the newsletter), all communications with stakeholders and targeted audiences and activities.
Who	Stakeholders, public administration, market industry, research community, general public

Table 4.1:Definition of the website as dissemination channel

Newsletter

What	Periodic newsletter (every 6 months) starting in M12, presenting information about project activities and updates.
Why	To keep subscribers informed about the latest news of the project, reaching them with valuable information that satisfied their interest about HAPPENING.
How	Via Mailchimp, an e-marketing automation platform which will facilitate the management of the mailing list according to GDPR.
Where	Via online sending.
Who	Stakeholders, public administration, market industry, research community, general public

Table 4.2:Definition of the newsletter as dissemination channel

Social media

What	Twitter and LinkedIn have been chosen as social channels to share experience and participate in conversations about project issues and disseminate project results and outputs.
Why	Social media is a powerful way to mainstream the project.
How	Regular social media updates about HAPPENING activities and workflow. Sharing the most relevant information from other social media handles and interactive forums at European national and local scale.
Where	Social media project handles, interacting with other related handles, focusing on Following up to other sister projects' and their joint communication activities.
Who	Stakeholders, public administration, market industry, research community, general public

Table 4.3:Definition of the social media as dissemination channel

Blogposts

What	A way to impact the less specialised target audience providing project information with non-jargon language.
Why	As blogposts are short and easy to read it makes them the ideal place to populate HAPPENING lessons and workflow to reach the less specialised audiences.
How	Partners and communication lead GBCe will be crucial to generate blogpost and developing content related to the project.
Where	Blogpost will be written on the website and shared via newsletter, social media and emails.
Who	Stakeholders, public administration, market industry, research community, general public

Table 4.4:Definition of the blogsposts as dissemination channel

Video interviews

What	Recorded questions addressing project activities, with special focus on pilot projects.
Why	Visuals are the perfect multimedia to enhance and bring clarity and synthesis to the HAPPENING message to those that don't find the time to read long reports as well as people who are not familiar with technical jargon.
How	Recording pilot project testimonies to present them as an example to follow by their neighbours at local level and to exemplify to stakeholders to engage with HAPPENING
Where	Hosted on YouTube channel, these interviews will be disseminated via social media, newsletter, and internal networks
Who	Stakeholders; Public administration; Market Industry; Research community; General public.

Table 4.5:Definition of the video interviews as dissemination channel

4.2   Dissemination tools

In order to put in place, the strategy presented in this deliverable, the dissemination tools are needed.

Some of these dissemination tools are internal. Consortium partners are the key audiences to disseminate the project; therefore, their liaison with HAPPENING will be essential to leverage the project impact. Internal communication leaders will develop a key role on this issue, coordinating all the internal actions to implement the internal project dissemination.

The main internal dissemination tools in HAPPENING project are the internal mailing, the confidential deliverables, and the guidelines to communicate project messages, explained in the next three tables:

Internal emailing

What	E-mails thread, led by WP's led partners, to keep all expected impacts and results on track with a robust monitoring process.
Why	To identify new perspectives, detecting risks and improvements when organising and carrying out an activity or communication.
How	Checking the current status of each WP or action related to the project by sending mails following a structure on the email subject which is: [HAPPENING] WP+Deliverable+issue
Where	Via internal emails.
Who	Consortium partners.

Table 4.6:Definition of the internal mailing as dissemination tool

Confidential deliverables

What	Documents which help partners to design an overview about the project reach and work completed
Why	A way to assist Consortium members to keep always informed via documents to increase their overall knowledge about HAPPENING
How	Sharing internally these produced deliverables
Where	Via email and/or in the sharepoint (see D7.1)
Who	Consortium partners

Table 4.7:Definition of the confidential deliverables as dissemination tool

Guidelines to communicate project messages

What	A range of documents covering all the technical information and how to proceed with online channels dissemination strategy.
Why	To provide information about dissemination ways to facilitate partners their dissemination tasks (e.g engaging with Twitter updates, recording videos)
How	Producing online guidelines
Where	Hosted on the SharePoint (see D7.1)
Who	Consortium partners.

Table 4.8:Definition of the guidelines to communicate the project messages as dissemination tool

Regarding the external dissemination tools, they focus on the impact of the project outside the project, enhancing the project's visibility and outreach. The main external dissemination tools are the conferences, webinars and events, the press releases and the academic articles, detailed in the next three tables:

Conferences, webinars, and events

What	Offline and online events to disseminate the innovative aspects of the project, the advantages of its implementation in pilot sites, etc.
Why	To impact local communities, media, and other stakeholders to increase the project activities impact to these audiences
How	Sharing the results and development. Robust dissemination of calls to action, ongoing conference coverage and the final conclusions related to HAPPENING.
Where	Online and offline, related to each pilot site or project activity and at a wide European level
Who	Consortium partners, local communities, stakeholders, industry, general public, etc.

Table 4.9:Definition of the conferences, webinars and events as dissemination tool

Press Releases

What	7 press releases during the lifetime of the project at strategic times translated to IT-EU-ES and DE
Why	To impact local communities and local and national media to increase the project activities impact to these audiences
How	Using the most specifically tailored communications channel for media which are the press releases
Where	Producing internally, circulated via partners press officers' members and increasing their impact via local and national media
Who	Media

Table 4.10:Definition of the press releases as dissemination tool

Academic Articles

What	4 academic articles lead by the 3 scientific partners plus communication lead GBCe.
Why	It will ensure that project research outputs are peer-reviewed to a high standard (thereby ensuring quality assurance), as well as provide a means to establish dialogue with research communities.
How	Using the most common repositories and journal specialised media
Where	Google Scholar or Research Gate will be a quick way to impact the researcher community
Who	Research community

Table 4.11:Definition of the academic articles as dissemination tool

5. Dissemination Activities

It is crucial for the dissemination strategy and its results to develop a unique strategy for each project activity to ensure the HAPPENING insights are communicated and disseminated properly. This section will go into more detail about the actions to be carried out and the designated dissemination tools and channels to be implemented for each dissemination activity, with the aim of boosting effectiveness to impact audiences.

For each of the main project activities, a roadmap is drawn up, following the structure and objectives presented below:

1. Actions for the pre-activity phase (announcement): The aim of this period is to establish the steps to follow for producing the outputs requested on time.

2. Actions for the ongoing activity phase (execution): With the objective of having all related information and multimedia files ready, a specific timescale is designed to follow the activities as the need arises.

3. Actions for the post-activity and monitoring phase (results and conclusions): The core goal is to keep audience and consortium members informed regarding the final conclusions or lessons learnt from each activity. Monitoring is also implemented through online and offline analytic tools and based on collected statistics. This information will be used to draw conclusions on an activities' success and how to increase its impact.

Most activities related to the project will be launched in 2022, and therefore, the aim of this section is to set up the bases on which the dissemination strategy will be implemented.

5.1 Dissemination activities at pilot sites level

As the main project activity, the dissemination of the pilot projects via several activities (e.g. workshops, demo activities, webinars) and project channels (website, social media, newsletter, press-releases) will be the core of the dissemination activity. The goal of this activities is to impact as wider stakeholders and audiences as better, specially at local level which may perceive the project as a valuable solution for their buildings.

It is important to underline that all the activities explained below will need to be supported by **demo teams** in these ways:

- providing detailed information about the project to GBCe
- sharing published information in their own channels, mainly online (social media, newsletter, websites)

Actions for the pre-activity phase at pilot sites level

The announcement of the dissemination activities related to the pilot sites as well as the ones related to the cross-cutting project activities will be essential to foster targeted audience generating their interest. The announcement will be carried out in:

- Online channels:
    - o Website: a dedicated webpage has been created to gather all pilot project information
    - o Multimedia (video, infographics, images) to leverage pilot project impact at local, national, and European level
    - o Social media updates: sharing material to arouse the interest and to engage online communities. An update related to the pilot project will be generated when the activity workflow requires it
    - o Newsletter: the announcement of the activity will be included in the regular newsletter or, if needed, in a newsletter special edition.
- Offline tools: Flyers, brochures, and posters

Actions for the ongoing activity phase at pilot sites level

Social media channels will gain importance while the dissemination activity is ongoing, because they are an easy way to provide a lot of information. This will be crucial to engage audiences, increasing their real and informed interest in the project.

The following-up of the ongoing dissemination activities related to pilot sites will be made on online channels, mainly in social media, as they are the way to show communities the pilot project roadmap, sharing all the related information which will include, at least, the following:

- Official HAPPENING hashtag
- Videos related with the people involved in the pilot project
- Mention all handles involved
- Information about the activity stage
- A CTA's encourage social communities to stay tuned with the pilot project

Actions for the post-activity phase at pilot sites level

Once the dissemination activity is finished, the information exposed will be shared in order to increase project authority and leverage the lessons learnt, being a reliable input to gain a rapid market replication of the innovative HAPPENING concept.

The conclusions or results will be shared in online channels:

- Website: the webpage will be updated when the pilot sites achieve relevant results, informing the website-users about the latest news about the activity.

- Social media. The produced information will be shared on social media channels to engage the audience with the activity. Social media posts will include:

    o Relevant persons involved on the activity handle

    o Official hashtag and the most popular topic related hashtags

    o Link to the website

    o Highlights about the activity's topic

- Video interviews: recording the testimony of the citizens involved with the pilot project will leverage the project visibility with the goal to engage other citizens, stakeholders and private and public institutions which might be interested in the pilot project results.

- Newsletter: to keep subscribers informed of the latest news about the project, the newsletter will be a valuable channel to impact and foster them to learn more about it.

- Press Releases: engaging press officers and local media could be critical to foster the HAPPENING impact.

In addition, the dissemination activities ought to be monitored and evaluated. Therefore, the results and conclusions will be explained in detail, highlighting how HAPPENING creates knowledge and has an impact on different levels, from local communities to the European level. The different dissemination channels and tools are monitored as follows:

- Website: monitor the traffic that the publications (results of the project uploaded) gain.

- Social media: once a publication is online and published on social media, monitor the online impact and focus on KPIs like, "shares", "likes", "comments" or "clicks" on the hyperlink.

- Newsletter: once the newsletter is sent, monitor the number of opened newsletters, click through rates and new subscribers gained.

- Press releases: number of webpage visits to check if audience found press releases interesting.

5.2   Conferences, webinars, and events

Conferences, webinars, and events are powerful dissemination tool and deserve their own section to explain in more detail the actions related to their development.

Actions for the pre-activity phase in conferences, webinars & events

In the pre-activity phase, the key actions are focused in the definition of how and when to disseminate the conferences, webinars and events, the topic to be addressed and how to gain participants on the event.

The main actions in this phase are:

- Multimedia material (videos, infographics, photos) to create a visual identity to engage targeted audiences and boost their participation.
- Blogpost entry, if consider.
- Newsletter sending - regular or special edition- including key information about the event.
- Social media updates related to the event including (but not limited to) the following:
    - o   The official hashtag #HappeningEUproject
    - o   Brief information about the conference and/or webinar
    - o   Names of relevant member(s) participating
    - o   Registration link
    - o   Deadline (if needed)
- Flyers, brochures and / or rollup, if the event requires these tools.

This pre-activity phase will be active until the day before the conference / webinar / event.

Actions for the ongoing activity phase in conferences, webinars & events

Generating dissemination material during the event will have a positive impact on the conference / webinar / event itself, especially on potential audiences which may increase their interest in HAPPENING.

The "Open-day events" will be one of the key events in the project. These events, part of the dissemination activities at pilot level, are co-organized by GBCe and partners in the 3 members' countries (IT, SP, AU). These events will present the project pilot novel concept and the most interesting highlights to engage stakeholders.

During the conferences, webinars, and events the social media will be updated, covering the following information:

- Trending Topic related issue hashtag of that day.

- Mentioning as many of the participants as possible (taking into consideration any data protection or ethical issues)

- Headlines covering the topics.

- If stakeholders, third parties, participants or partners post any related information, it will be shared by retweeting on Twitter.

This ongoing activity phase will be active as long as the conference / webinar / event is active.

Actions for post-activity phase in conferences, webinars & events

After the conferences, webinars, and events, in order to consolidate the engagement of the audience, it is important highlight the most important insights, increasing online project authority. The main online channels and tools to be applied with this aim are:

- Necessary multimedia files, which can contribute to strengthening activity impact.

- Social media: once a report or guideline related to the conference / webinar / event is finished, a social media post will be published to enhance impact on social media communities. For that, it will be crucial to include the following information:

  o Mention any relevant handles to increase the reports or guidelines' impact

  o Link to website where the document is attached

- Newsletters and press releases, including event insights. Press releases will be critically important to approach local targeted audiences.

This post-activity phase will be active for 30 days after the event and/or once the related publication has been released.

In addition, once knowing the impact of the conference / webinar / event, this information may help to establish good practices to further events, improving performance of some specific actions or identifying and keeping the most successful ones. The information to measure the impact of the conference / webinar / event is collected from:

- Social media: "likes", "shares" and "comments" (representing 'engagement') to determine the real impact and compare it with the expected one

- Website impressions and clicks if the event generates content on it

- Number of registration VS number of attendees

5.3　Participation in external events

Events are one of the most engaging activities, because they provide the possibility to have direct contact with a wider audience, and therefore, these dissemination actions are critical in helping to 'spread the word' about HAPPENING in external events and activities. With the goal to present insights and / or results of HAPPENING activities (i.e. pilot projects), each partner may capitalise on opportunities to leverage project impact with their presence in related events at local, national, and European level.

5.4　Dissemination actions in the first year of the project

The dissemination actions during the first year of the project addressed the definition and the ways to establish strong and wide dissemination actions to achieve valuable results. Being so, the following table shows the accomplished hits from the first year of the project, aiming at launching the project leveraging its impact:

Dissemination Action	Launched / Month
First Press Release	M2
Social Media Profiles	M4
Website	M6
Define target audience and key messages	M7
Stakeholders survey	M11
Launching video interview strategy	M12
Dissemination strategy and results (D7.2)	M12
First Newsletter	M12

Table 5.1: Dissemination Actions in the first year of the project

6.   Evaluation and monitoring of dissemination strategy

The impact generated by the dissemination actions will be measured based on general KPI's frameworks explained in the deliverable "D7.1 Communication strategy and results of the first activities".

It is crucial at this point to distinguish between (1) offline dissemination actions and (2) online dissemination actions, in order to identify and understand some specific and additional aspects to be considered to measure the impact of the different dissemination actions.

6.1   Evaluation and monitoring of offline dissemination actions

In order to measure the success of each offline dissemination activity (e.g. physical events) and the produced material to disseminate HAPPENING insights (e.g. flyers impact, roll-ups etc), the following KPI's will be taken into account: number of participants and produced promotional materials (flyers, roll-ups, brochures). Each event, however, will define their specific KPI's in coordination with their corresponding WP leaders.

6.2   Evaluation and monitoring of online dissemination actions

Although the monitoring indicators sort has specifications on each activity, all of them will be present on website and social media therefore, it is important to clearly define which are the common KPI's to be considered to monitor all the dissemination actions in HAPPENING.

- **Website** monitoring is an essential part of the dissemination strategy to verify whether the actions implemented to get the expected results are viable. To develop the monitoring goals, Google's free web analytics service has been chosen (Google Analytics, Search Console) to cover all needed KPI's:

  o Top Sources / Acquisition: Knowing which the most popular sources are (direct traffic, social media networks, newsletter) is a way to foster which source should be encouraged and enhanced to increase project visibility.

- o Website traffic: Using page views and most visited subpages as reference numbers will help to streamline the most relevant content for users. Focusing on organic traffic will disclose if the marketing strategy in terms of Google search results is working.

- o Audience Overview: Understanding which kind of online audience HAPPENING gets will be fundamental to maximise website traffic. Special attention will be paid to the number of new visitors against return visitors to shape the audience engagement.

- **Social media** impacts will serve as additional common monitoring channels to report on project dissemination actions. Analytics tools provided by Twitter will be essential to understand the real social media impact, visibility, and engagement:

  - o Engagement rate: Measures the amount of interaction social content earns relative to reach or other audience figures. The formula includes likes, shares, comments, link profile and clicks, among others.

  - o Followers: Increasing the number of new followers will provide a glimpse on whether the impact and visibility are developing according to the social media strategy.

7.   Conclusions

This dissemination plan provides the HAPPENING project with a robust framework as a starting point to disseminate project activities, insights, and results.

The plan has been established by defining the objectives of dissemination, the project content to be disseminated, the target groups to be approached, the channels and tools to be used, acts for the action plan and detailed dissemination activities.

This deliverable is a valuable guideline to provide Consortium partners the knowledge to support the dissemination strategy using the tailored tools, channels, and messages to impact the targeted audiences.

By monitoring and evaluating the impacts of the plan, the dissemination strategy will get relevant information about the success of the actions, being so profitable for the continuous review of this plan.