



**Project Number:** 101147078

**Project Acronym:** I-UPS

## D6.1 – Dissemination and Stakeholders’ Engagement Plan and D&C material

**Date:** 30/08/2024

**Author:** Kyoto Group AS

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Project Title	Innovative High Temperature Heat Pump for Flexible Industrial Systems
Project Acronym	I-UPS
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Website	<a href="http://www.I-UPS.eu">www.I-UPS.eu</a>

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## Executive summary

The “Dissemination and Stakeholders’ engagement Plan and D&C material” focuses on the identification of communication and dissemination objectives, the definition of key-messages, the identification of target groups and audiences and the choice of the most appropriate channels.

All partners will be actively involved in the communication and dissemination activities of I-UPS in order to assure the proper exploitation of the project results and maximize the impact of the innovative technologies that will be develop in the framework of this project.

The I-UPS project consortium will adopt a content marketing approach which will provide the creation of an editorial plan, regularly updated by all project partners with new content ideas and customised according to various target audiences.

The I-UPS editorial plan will describe the contents, the target audience, the channel and the date of publication of the news on the website as well as the social network posts.

Furthermore, the effectiveness of the project’s communication activities will be tested every six months to track the proper key performance indicators.





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# 1 Introduction

The I-UPS project aims to develop and validate a first-of-a-kind, cost effective and reliable high-temperature heat pump; fully integrate it into a flexible energy system for industrial medium temperature ( $\sim 400^{\circ}\text{C}$ ) heat, and assist with decarbonisation of the industrial sector. Despite industry being a major source of wealth, producing about one-quarter of the global gross domestic product, it is also a major emitter of  $\text{CO}_2$  and represents a key challenge towards achieving the global  $\text{CO}_2$  emission reduction targets. Currently, about 25% of the total energy demand is heating for the industrial sector largely produced by fossil sources, resulting in the generation of about 40% of the global  $\text{CO}_2$  emissions. Innovative solutions tackling this challenge, reducing the environmental impact of the heating sector and maximizing energy systems integration and flexibility are urgently deemed.

The Communication, Dissemination and Stakeholder Engagement Plan outlines the communication, dissemination and stakeholder engagement objectives and describes in detail the measures that will be taken to increase the impact of the project. It focuses on the methods and activities that will be used to disseminate and communicate the scope, aim, messages, key findings and outcomes of the project to all relevant external stakeholders. It also includes the target audiences for I-UPS results and the key stakeholder groups for market uptake.

This document includes the specific strategy for D&C activities including its main objectives and the key methodological steps. Specific insights on the developed D&C material are provided, in parallel with an overview of targeted event and communication channels.





## 2 Strategy

The communication strategy for I-UPS is aimed at tackling the typical go-to-market challenges that new businesses face as entrants to market. The most common challenge working with any kind of innovation like I-UPS, is that people for whom you create a product, do not necessarily know that they need it, or even know that it exists.

As for many technical solution providers, I-UPS will develop a complicated product with functions difficult to explain, and a product which in its current state, is not meant for the masses, but rather suited for specific target groups (see section 2.3), specific industry or specific technology. Before they can adapt, they need to understand.

### 2.1 Overall Goal and Methodology

The core aim of this communication strategy is generating trust while making sure that the I-UPS project with its dependencies are:

- Understood
- Believed
- Remembered

With the purpose of generating visibility, understanding and trust for I-UPS, our resources are limited working on all levels at the same time. Hence our strategy is implemented in phases.

- **Positioning:** Become known and respected, claim your space in society
- **Campaigns:** Generate demand, explain why industry should care
- **Inbound:** Provide answers, capture users before competing technologies
- **Personal:** Build relations, connect with people who has shown interest, get personal

Although I-UPS is not commercial from the start, we chose to implement an Inbound marketing strategy that focuses on the conventional B2B demand generation funnel where:

1. Awareness for I-UPS is created through marketing tactics that reach the masses
2. Individuals that express interest in the HTHP & TES concept are then identified as marketing qualified leads (MQL) or sales qualified leads (SQL)
3. These individuals are then engaged, nurtured and developed
4. Corporations that are ready to make the purchase can become customers

The major difference for I-UPS is our **backwards approach**, starting at bottom of the funnel. Therefore, the dissemination and stakeholders' engagement strategy consists of three main phases:

- Phase 1 focusing on raising interest among stakeholders:

The first phase aims to increase project visibility about the project concept and its innovations via interest raising activities using the common project's visual identity. The project will be





promoted via the project website and public communication and dissemination material (project brochure, leaflets etc).

In this phase, Stakeholders are engaged to collect insights/feedback on I-UPS: main target groups are represented by RTOs taking advantage of partners' network in both heat pump and energy storage sectors.

- Phase 2 focussing on the exploitation-oriented dissemination of results:

The second phase aims at showing I-UPS potential by disseminating its results. The planned activities include the publication of papers and articles in open access journals and the participation at relevant conferences, events and further stakeholder workshops aimed at improving interaction with relevant industries and partners.

- Phase 3 focussing on the promotion of overall results beyond the project:

The third phase aims at simulating the scaling of the project, engaging additional technology enablers and further potential clients. The results of the project (validation campaign, replication analyses, stakeholder feedback) will be promoted during the latter phases of the project.

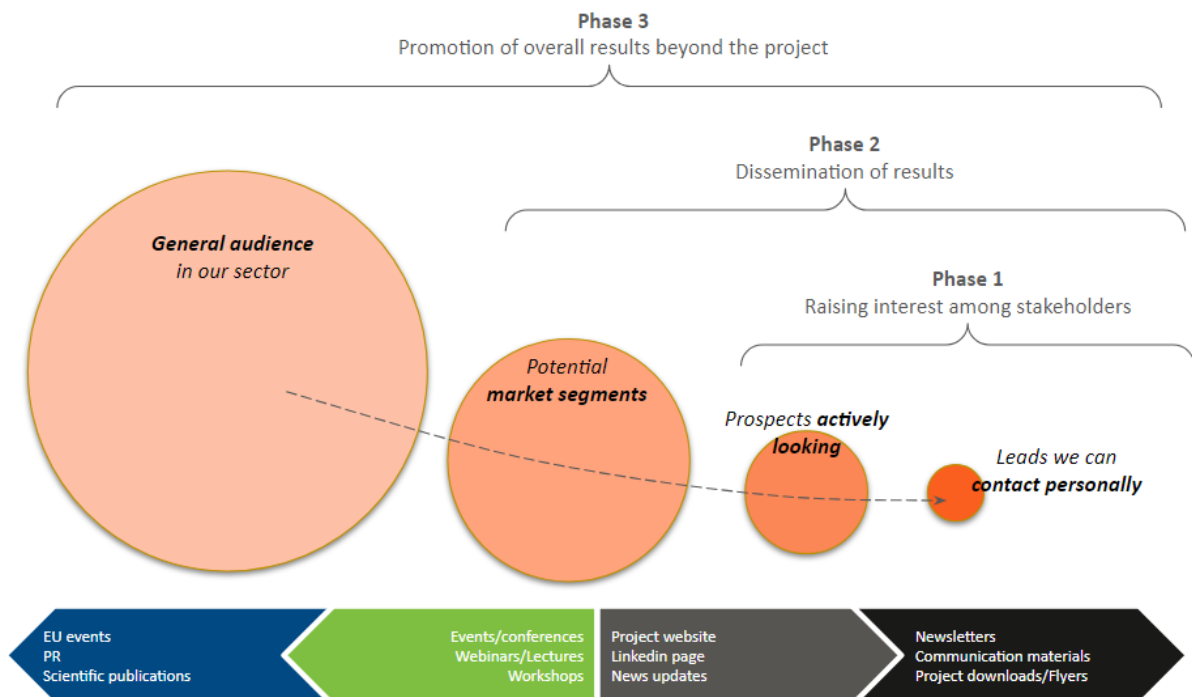


Fig 1. Traditional B2B funnel and I-UPS three phases

## 2.2 Objectives

This communication and dissemination strategy aims at maximising the project visibility towards the targeted stakeholders, disseminate the generated knowledge to the end-users and exploit I-UPS key technologies. Specifically, the main goals are the following:





- Establish a distinct visual identity to allow I-UPS to stand out from other projects with similar goals.
- Involve relevant stakeholders, including related ongoing H2020/HE projects by means of targeted dissemination and communication actions (events, fairs, workshops, etc).
- Build a strong online presence through an effective project website and social media account on LinkedIn.

To achieve these objectives, the communication and dissemination activities include:

- Analysis of the target and selection of the appropriate communication modes to achieve the I-UPS target.
- Development of key messages and valuable content to meet the target needs.
- Definition of the tactics to engage stakeholders.
- Definition of key performance indicators.

The dissemination and stakeholders’ engagement plan is designed to be a practical tool to be used by all partners to develop their communication and dissemination activities efficiently through the most appropriate channels to contribute the global project objective.

In this regard, the communication strategy is structured so that a successful and targeted action plan aimed at communication, dissemination and exploitation actions will be created.

	<b>Objective</b>	<b>Target Audience</b>
<b>Communication</b>	Show the general public the impact and benefits of the I-UPS project.	Media and broad public
<b>Dissemination</b>	Transfer knowledge with the aim to enable others to take advantage of the project results.	Scientific community.
<b>Exploitation</b>	Effectively using project results to create an effective impact for society.	Subjects that make use of the project results.

Table 1. Communication, Dissemination and Exploitation objectives and target audience.

All partners must contribute by:

- Identifying and involving all potential stakeholders to promote engagement on the I-UPS project and increase awareness of the activities.
- Promoting the project outcomes at national and international level.
- Contributing to content ideas with useful and engaging material (pictures, technical content, project newsletters, etc).
- Undertaking dissemination activities in their respective countries by contributing to the promotion of the project at national and European levels.





A fundamental step in the development of I-UPS Communication and Dissemination Plan is the definition of SMART objectives:

- **Specific:** I-UPS objectives specifically describe the result that is desired in a way that is detailed, focused and well defined.
- **Measurable:** I-UPS objectives are measurable in order to keep track of the achievements of the project and to report all the dissemination and communication activities.
- **Attainable:** I-UPS objectives are achievable and realistic.
- **Relevant:** I-UPS objectives aim at achieving the expected impacts presented in the project call.
- **Time-based:** A deadline, date or time when the objective will be accomplished is clearly defined in the Dissemination and Communication Plan.



Fig 2. Smart Goals

I-UPS communication strategy, main objectives are:

- Develop an effective brand identity to allow an easy identification of the project based on the presence of a logo with a visual impact that helps I-UPS to stand out from other similar H2020 projects.
- Provide up to date information about the project to various groups of stakeholders.
- Spread the main impacts of I-UPS among specialised and non-specialised target audiences.
- Communicate the competitive advantages of the project to selected target groups.
- Promote the exploitation of the project results.
- Convert the scientific/technical results into messages for public outreach, ensuring clear and understandable communication to industry and the wider public.
- Raise awareness of potentially interested parties across relevant stakeholders from the renewables sector about I-UPS proposed technologies.





- Promote knowledge transfer of I-UPS innovative solutions, along with the benefits they can provide, towards potential owners/end-users to speed up their adoption.

## 2.3 Target

To maximise the impact of the communication strategy, communication and dissemination activities shall be carefully selected based on the target audiences, the objectives to be reached and the designated communications channels. With the ambition of introducing high levels of innovation in further developing HTHP technology, I-UPS will also contribute to foster the EU energy efficiency transition. For this reason, its outcomes are going to be relevant for a wide range of stakeholders: business partners, policy makers at EU and national level, research and academia, other research projects, EU initiatives and local communities.

The following table shows:

- The audience the project activities are targeting.
- The objectives to reach by communicating to the selected target groups.
- Key messages which identify the issues particularly important for the different target.
- Communication channels we are going to use to reach them.

The list of target groups will be gradually expanded and detailed during the project lifetime.

Target audience	Objectives	Key messages	Communication channels
Utility Providers, Industry, Engineering Firms.	<ul style="list-style-type: none"> <li>● Raise awareness of I-UPS and its goals</li> <li>● Inform about new solutions developed including economic impact</li> <li>● Increase competitiveness</li> </ul>	<ul style="list-style-type: none"> <li>● Benefits of HTHP with TES</li> <li>● Replicability</li> <li>● Scalability</li> <li>● Business Opportunity</li> </ul>	<ul style="list-style-type: none"> <li>● Communication materials</li> <li>● Project website</li> <li>● Fairs and Events</li> <li>● Newsletters</li> </ul>
Scientific Community, R&D Institutions, universities and tech sector.	<ul style="list-style-type: none"> <li>● Raise awareness of I-UPS and its goals</li> <li>● Provide knowledge to the scientific community</li> <li>● Promoting further R&amp;D activities</li> </ul>	<ul style="list-style-type: none"> <li>● High levels of innovation</li> <li>● Replicability</li> <li>● Key findings</li> </ul>	<ul style="list-style-type: none"> <li>● Events/conferences</li> <li>● Scientific publications</li> <li>● Webinars</li> <li>● Newsletters</li> <li>● Lectures</li> </ul>
Policy makers at EU and National level, Public bodies.	<ul style="list-style-type: none"> <li>● Raise awareness of I-UPS and its goals</li> <li>● Raise awareness about environmental impacts</li> <li>● Promote policies and supporting schemes</li> </ul>	<ul style="list-style-type: none"> <li>● Decarbonisation transition</li> <li>● Grid stability</li> <li>● Energy Storage and its necessity with increasing renewal energy production</li> </ul>	<ul style="list-style-type: none"> <li>● Project website</li> <li>● Communication materials</li> <li>● EU events</li> <li>● Position papers</li> </ul>





<b>Other EU funded projects and sister initiatives.</b>	<ul style="list-style-type: none"> <li>● Raise awareness of I-UPS and its goals</li> <li>● Collaboration (E.g. joint events)</li> <li>● Exchange of best practices</li> <li>● Knowledge sharing</li> </ul>	<ul style="list-style-type: none"> <li>● Replicability</li> <li>● High levels of innovation</li> </ul>	<ul style="list-style-type: none"> <li>● Webinars &amp; Workshops</li> <li>● Joint events</li> <li>● Social Media</li> <li>● Newsletters</li> </ul>
<b>Local communities, General public.</b>	<ul style="list-style-type: none"> <li>● Raise awareness of I-UPS and its goals</li> <li>● Raise awareness of economic empowerment</li> <li>● Raise awareness of environmental impact</li> </ul>	<ul style="list-style-type: none"> <li>● Positive impact on society (job creation, community welfare etc)</li> <li>● Relevant contribution to carbon neutrality</li> </ul>	<ul style="list-style-type: none"> <li>● Project website</li> <li>● Communication materials</li> <li>● Newsletters</li> <li>● Project website</li> </ul>

Table 2. Objectives, Key Messages and Communication Channels for each target audience.

It is anticipated that organising joint webinars and workshops with sister projects shall increase attractiveness and raise awareness of the topic among stakeholders. Any dissemination of results will duly display the EU emblem and include information on EU funding.

## 2.4 Definition of the Key Indicators

In order to understand if the set objectives will be reached, clear Key Performance Indicators (KPI's) have been identified. The KPI's aim at determining measurable objectives, identify, monitor and foresee trends in order to implement corrective, preventative and improvement actions when necessary.

<b>Channel/Content</b>	<b>KPI</b>	<b>Value</b>
<b>Project Website</b>	Global visibility measured by visits	<5000 visits = poor; 5000-10000 = good; >10000 = excellent.
<b>Public Report</b>	Number of website downloads	<50 = poor; 50-100 = good; >100 = excellent.
<b>Promotional Material</b>	Number of copies distributed	<500 copies = poor; 500-1000 = good; >1000 = excellent
<b>E-Newsletter</b>	Number of subscribers	<50 = poor; 50-100 = good; >100 = excellent.
<b>Papers</b>	Number of papers submitted	<4 = poor; 4-6 = good; >6 = excellent.
<b>Conference Presentations</b>	Conference Presentations	<5 = poor; 5-8 = good; >8 = excellent.
<b>Workshops</b>	Overall Participation	<20 = poor; 20-40 = good; >40 = excellent.

Table 3. I-UPS KPI's





## 2.5 EU Emblem and official disclaimer

In accordance with the Commission's guidelines on visual identity, I-UPS will be identified by the EU emblem and the official disclaimer "Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.", and "This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101147078".

All the promotional material displays the EU emblem (minimum height: 1 cm) and the name of the European Union is always be spelled out in full.



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### 3 Brand Identity

Brand identity is the visible elements of I-UPS which aims to reinforce the projects’ external image and to convey a coherent image and brand recognition. It makes the project easily recognizable enhancing the success of the communication strategy.

The brand identity must clearly convey the projects’ messaging and has been developed analysing the project target audience, goals and key message.

The I-UPS brand identity consists in its project logo, colours and fonts, and document templates.

#### 3.1 Project Logo

The logo has been designed in the early stage of the project to identify the I-UPS concept and vision. The I-UPS logo serves to represent a recognisable visual identity that will be used across all communication materials to ensure a common look and feel to provide a wide dissemination of project results. Its colours and design will be used in all the upcoming visual materials so that the identity of the project could appropriately be valorised.



Fig 5. I-UPS Conceptual Logo

The colour palette and fonts used for the visual identity is the following:

<b>Medium blue</b> HEX #014983 CMYK: 99/44/0/49 PMS: 301 C	<b>Light blue</b> HEX #1050A8 CMYK: 90/52/0/34 PMS: 2945 C	<b>Bright orange</b> HEX #FA5F1F CMYK: 0/80/100/0 PMS: 165 C	<b>Beige</b> HEX #F2F1E6 CMYK: 5/3/12/2 PMS: N/A	<b>Light green</b> HEX #7EBF41 CMYK: 34/0/66/25 PMS: 368 C	<b>Green</b> HEX #009847 CMYK: 100/0/53/40 PMS: 347 C	<b>Grey</b> HEX #565552 CMYK: 0/0/5/75 PMS: 418 C	<b>Dark Grey</b> HEX #191918 CMYK: 0/0/5/95 PMS: Black 6 C
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Fig 3. I-UPS Colour Palette



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Fig 4. I-UPS Fonts



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To convey the project concept the three main corporate colours, Orange, Green and Blue, (Kyoto Group AS, Enerin AS, and KTH) have been utilised in the logo, while the design itself is representative of the heat pump development, combined with TES and steam generation cycle that this project shall demonstrate.

### 3.2 Templates: Deliverables and Presentation (slides) Layouts

A set of templates have been drafted based on the logo design.

All of these materials will be used by project partners during all of their meetings, workshops and presentations so that the visual identity of the project is sustained throughout all events both internal and external to the project.

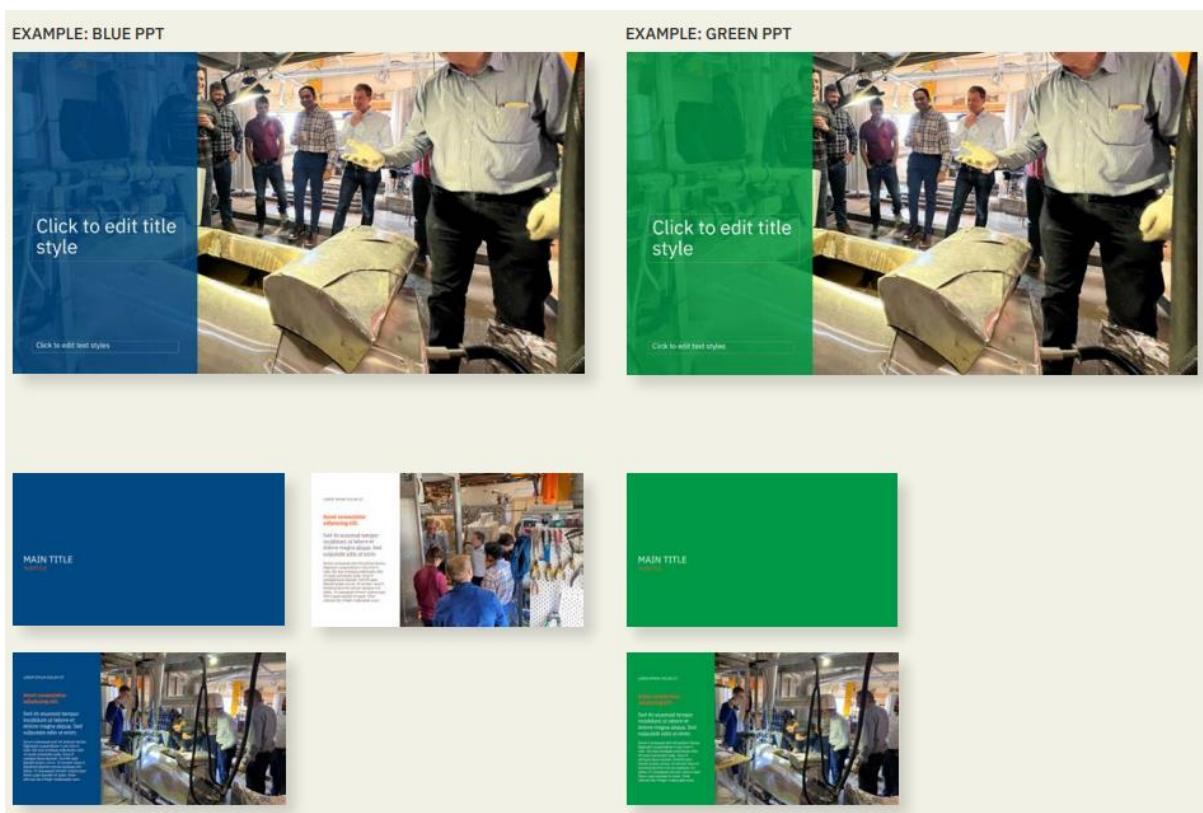




Fig 6. Presentation slide examples.





Fig 7. Word letter template

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Final Review and Quality Approval	30/08/2024



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Fig 8. Report Template



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## 4 Communication and Dissemination Material

Several graphic communication materials are expected to be produced and updated during the project lifetime to build the project awareness and visibility.

In accordance with the Commission's guidelines on visual identity, all of I-UPS promotional material will be identified by the EU Emblem and the official disclaimer "This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101147078".

The developed promotional material is the following:

- Project leaflet
- Project poster
- Project roll-up

### 4.1 Project leaflet

The project leaflet displays the core information about the project and aims at gaining interest in the wider public domain. It contains the following information:

- Introduction to the project
- Main objectives
- Key technologies and innovation adopted
- List of partners

Since the leaflet is mainly targeted to the wider public, it is particularly important to propose a strong visual design that draws attention.

Therefore, the leaflet shall contain pictures and graphics to assist the reader in better understanding the project objectives and technology employed as well as how to obtain further information regarding I-UPS.

The project leaflet has been designed to achieve the following goals:

- Promote the project
- Inform the reader about the technology being developed
- Present the project objectives and scope in a clear and easily understandable way

The leaflet will be used by all partners during conferences, events and workshops where I-UPS will be presented. As the project progresses, updates shall be made either targeting and engaging a wider audience or to update details as the technology is developed.





Fig 9. Conceptual Project Flier

## 4.2 Project poster

The project poster is a communication tool that summarises project information concisely and attractively to help publicising the project during public events. It has been designed to achieve three main objectives:

- Increase knowledge of the project
- Convey the project objectives clearly and concisely
- Involve Stakeholders and potential end users

The poster shall contain the project logo, full title and acronym, partner names and logos, reference to the EU funding and grant number, the project concept, technology, key innovations and expected impact. Finally, the project email, website and social media channels shall be clearly displayed.





Fig 10. Conceptual Project Poster

### 4.3 Project roll-up

As an extension to the project poster, a roll-up will be created in order to further demonstrate the project at national and international public events. The roll-up shall have the same information and key objectives as the poster.



Fig 11. Conceptual Project Roll-up



This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101147078.



## 5 Channels of Communication

With focus on the three phases, we will use suitable channels of communication to reach out and engage our target audience. The type of content can enforce each stage respectively.

**Strategic content:** Enter peoples mind, be remembered for the right thing. Get validation from the right people. For I-UPS open publications and PR assets are relevant examples.

**Educational content:** Get potential target groups to realize your solution solves a problem they have, and make them act upon it, such as the public reports, and content of the planned newsletters.

**Practical content:** Be found and preferred by those who have higher interest levels. Provide facts and keep connected like downloadable product brochures, flyers and potential how-to-guides.

**Tactical content:** Negotiate and stay personal. Make them answer your calls. Newsletters, connecting at conferences and hosting workshops which also would provide a positing effect.

Stage	Positioning	Demand	Inbound	One to One
Job to be done	Become respected	Generate leads	Provide answers	Build relations
Content type	Strategic	Educational	Practical	Tactical
Goal	Claim your space in society	Explain why people should care	Capture the interest of engaged users ahead of your competitors	Connect and get personal with new clients
Audience	General sector audience	Specific commercial segments	Prospects actively looking to buy	Leads you can contact personally
Channels	Broad media channels, influencers	Digital targeted channels	Google search, Social Media, subscriber lists	CRM, email, calls
Description	<b>Reach out</b> into the world and enter people's minds. Be remembered for the right thing. Get validation from the right people.	<b>Find</b> and educate the market. Get buyers to realize your solution solves a problem they have, and make them act upon it.	<b>Be found</b> and preferred by those who are about to act. Provide facts and keep connected to those who look you up.	Negotiate and <b>stay personal</b> . Make them answer your calls.



Table 4. Communication stages and examples of content, goals, audiences, and channels.





The planning will be updated and revised continuously to adapt to project development and considers the results in accordance with the set KPIs.

Kyoto Group will maintain the project website, which in combination with social media, will be the centre of communication. Here you find detailed information about I-UPS objective, collaborators, deliverables, deliverables and reports. In addition, visitors will find short updates, while we have chosen our social media account (LinkedIn) as the primary channel of distribution, facilitating connections and synergies with relevant partners, EU bodies and other EU projects.

Furthermore, a periodic newsletter will keep the stakeholders and interested subscribers updated on the project achievements.

For positioning activities I-UPS has chosen to produce and distribute scientific articles and technical reports that will be published in open access journals of relevance and high standard, as well as hosting workshops and attending relevant conferences and seminars/webinars.

## 5.1 Website

The website [www.i-ups.eu](http://www.i-ups.eu) has been structured and designed according to brand guidelines, with the goal of presenting the key information about the project and giving the visitors access to updates, deliverables, downloads and general information, targeting both technical and non-technical audiences. The website allows users to browse elements of the project and provides information on the partners involved, the goals of the project and has the EU emblem.

Top navigation allows for logical and user-friendly navigation. The primary function of the website is to:

- To provide relevant and ongoing information about the project to the public.
- To serve as a central database of all the activities and deliverable carried out by I-UPS project and partners.

The website is hosted on a user-friendly content management system (CMS) connected to a customer relationship management system (CRM), enabling all communication efforts being hosted, logged and tracked in the same system.

The website is structured into the following sections:

- 1) **HOME:** As a welcome page, with the primary function is to summarise and provide a holistic overview of the project, including an introduction, a summary of latest news, upcoming I-UPS events, project partners, newsletter signup and key project managers. The welcome page provides easy navigation for visitors interested in learning more with linking to relevant subpages of the site.





- 2) **THE PROJECT:** Goes deeper into details of the project, providing structured information on the what I-UPS is, the actual product, market fit of our heat pump, the technology, benefits, key objectives, project timeline, information on EU funding, partners/collaborators, newsletter signup and contact information.
- 3) **INSIGHTS:** A section that function as an online repository of the project's communication materials, divided into three sub sections:
  - a. **I-UPS News** - updates on the project, public project deliverables, including scientific publications released by partners that will be shared and available to visitors.
  - b. **I-UPS events** - overview of events and conferences in which I-UPS and partners will contribute.
  - c. **I-UPS resources** - in this subsection you will find all the promotional materials (logos, product brochures, poster, public presentations will be shared and made available for the visitors.
- 4) **CONTACT US:** This section of the website functions as the primary point of contact. As the website is connected to a CRM, ideally, all contact information shall be passed through a website form, notifying key members of the team.
- 5) **PRIVACY POLICY:** A privacy policy page on a website is a crucial document that outlines how a site collects, uses, stores, and protects visitors' personal information. It is essential for legal compliance, as many laws and regulations (such as the GDPR, CCPA, and others) require websites to disclose their data handling practices transparently.

A newsletter subscription form is present throughout on website, easily accessible on both the home, project, insight and contact sections. The website and content will be continuously updated until the end of the project.

## 5.2 Social Media channels

Any project news, updates or public assets will be communicated and distributed through the project's own social media accounts. The social media management will be implemented following the rules outlined in the Social Media guide for EU funded R&I projects.

The communication will be documented, planned and executed according to a SoMe calendar, inviting the project partners to use their social media accounts to further promote the project related activities. For the purposes of collecting communication, we encourage all to use the hashtags: **#I-UPS** and **#CINEA**. This hashtags will be used in ever post related to the project to increase visibility.





Editorial and publishing plan																			
I-UPS- 2024 - 2025 - 2026						0,0													
Social Media Copy						<a href="https://docs.google.com/document/d/15qGSyHuBOLVMYsaxC_nNNpLF49R-BpednOalcKW4/edit#heading-h.5lpvwrnooyc">https://docs.google.com/document/d/15qGSyHuBOLVMYsaxC_nNNpLF49R-BpednOalcKW4/edit#heading-h.5lpvwrnooyc</a>													
Main information						# 5	# 6	# 7	# 8	# 9	# 10	# 11	# 12	# 13	# 14				
Project Month	Content	Category	Format	Responsible person	Status	1	1	1	1	1	1	1	1	1	1				
# 5	LinkedIn Company page launch	Company Events	Simple Post	Carl Wilhelm	Suggested	35													
# 6	Project update	Evergreen/Factua	Simple Post	Thomas	To do		38												
# 7	Monthly update	Company Events	Simple Post	Thomas	To do			43											
# 8	Newsletter #1	Thought Leadersh	Blog Post	Carl Wilhelm	To do				48										
# 9	Monthly update	Company Events	Simple Post	Thomas	To do					1									
# 10	Project update	Partners	Press Release	Thomas	To do						6								
# 11	Monthly update	Breaking News	Blog Post	Lelagh	To do							10							
# 12	Monthly update	Company Events	Simple Post	Thomas	To do								14						
# 13	Project update	Partners	Press Release	Thomas	To do									20					
# 14	Newsletter #2	Thought Leadersh	Simple Post	Carl Wilhelm	To do										24				

Fig 12. Extract of the SoMe calendar

The below table lists the project partners’ social media accounts and websites:

Partner	Website	LinkedIn
ENERIN	<a href="http://www.enerin.no">www.enerin.no</a>	LinkedIn.com/company/Enerin-as
KTH	<a href="http://www.kth.se/en">www.kth.se/en</a>	LinkedIn.com/school/kth
KYOTO	<a href="http://www.kyotogroup.no">www.kyotogroup.no</a>	LinkedIn.com/company/kyoto-group-as
RPOW	<a href="http://www.rpow.es">www.rpow.es</a>	LinkedIn.com/company/rpow-consulting-s-l
UNIGE	<a href="http://www.tpg.unige.it">www.tpg.unige.it</a>	LinkedIn.com/school/university-of-genoa/

Table 5. Project Partner Social Media accounts

We will prioritize one social media channel from the start, and with more than 1 billion users in more than 200 countries worldwide, LinkedIn is the largest professional social network. For I-UPS LinkedIn will be the primary digital platform for distribution, as most stakeholders, collaborators, policy maker and industrial managers are present on the network. Furthermore, with reference to LinkedIn Ad Reach ranking, six European countries are on the top list of LinkedIn’s reach and penetration.

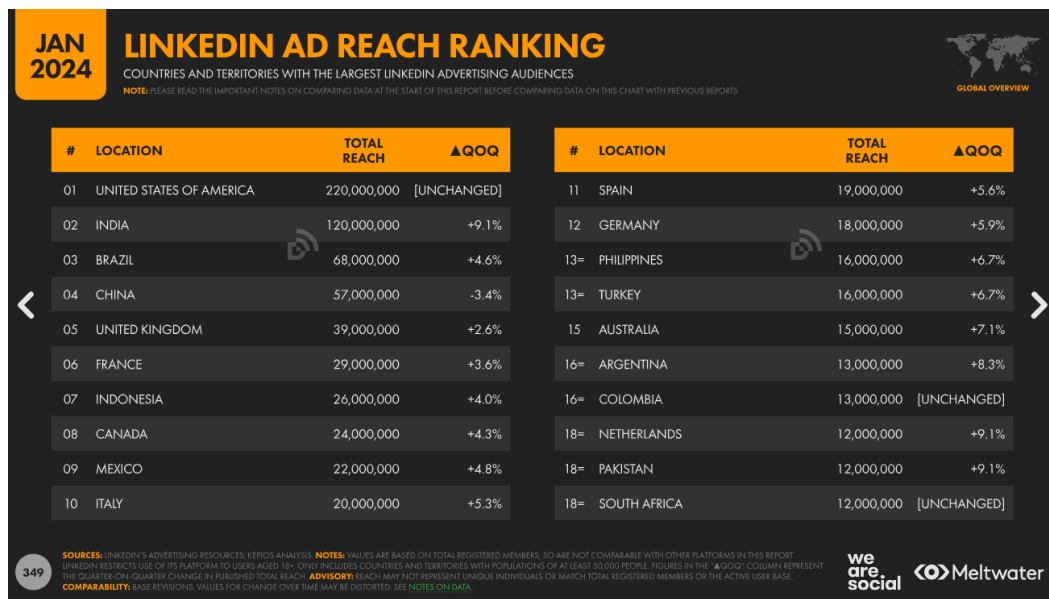


Fig 13. LinkedIn Ad Reach Ranking, We are social Digital Report 2024



This project has received funding from the European Union’s Horizon Europe research and innovation programme under grant agreement No 101147078.



We have created the LinkedIn company page: <https://www.linkedin.com/company/i-ups>, and to promote engagement rich content will be periodically shared according to the calendar referenced above.

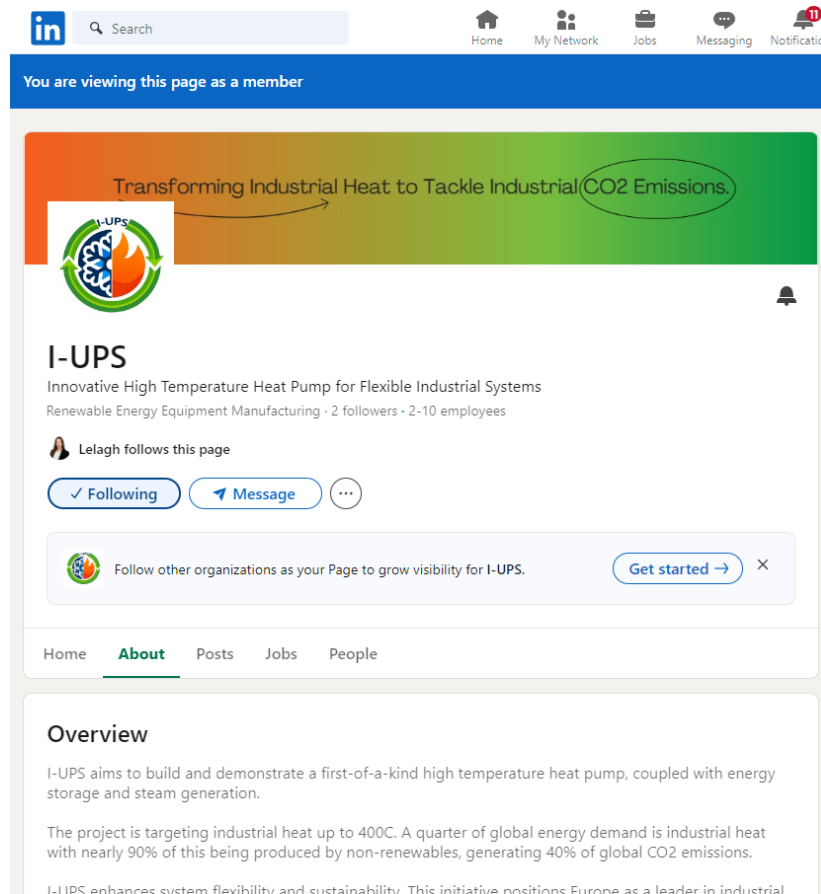


Fig 14. Screenshot of I-UPS LinkedIn Profile

We have considered using other social media platforms such as Twitter or Facebook but will initially focus on one platform. Although I-UPS is not yet ready for commercialization, establishing a good foundation on LinkedIn is a long-term strategy. Data compiled by LinkedIn Business shows that half of B2B buyers rely on peer recommendations, while another 76% prioritise vendors suggested by their peers. This is why over 80% of B2B purchases begin with a referral. As B2B buyers get more and more connected with their networks and peers, thus it is clear to see that word-of-mouth now drives many purchase decisions.

### 5.3 Newsletter

With reference to future dialogue with potential clients and end users, it is important to note that 73% of millennials prefer communications from businesses to come via email. Email marketing is a personal and cost-effective way to establish one-to-one relationships.

Hence, I-UPS plans for periodic newsletters to be delivered every 6 months with content keeping stakeholders updated on project developments, sharing the release of key assets,



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relevant brochures and updates on official publications. In combination with our social media efforts, we hope to generate an I-UPS community of followers. The ability to subscribe to our newsletter is strategically placed on our website encouraging visitors to sign up. These newsletters will also be formatted for LinkedIn and distributed among our followers at the same time.

## 5.4 Scientific Publications

To maximise the impact of the project and generate trust and deeper understanding, scientific articles and technical reports will be published in open access journals of high standard.

The project results will be published in full open access international scientific/technology journals, guaranteeing Open Access via Green Open Access approach (Energy, Applied Energy, Advances in Applied Energy). The results will be divulged also in relevant scientific journals at national level mainly in the member states where partners are established.

Having I-UPS content published in such, will generate trust and a potential thought leadership position for the parties involved. When relevant, we aim to pitch some of the news to relevant trade specific media.

Results will also be presented at relevant conferences such as SOLARPACES, EU Forums, EU Green Week, EUSEW, ENLIT, etc, either through oral or poster presentations. All publications will be collected in a dedicated space within the project website for open access/download. OA to peer-reviewed scientific publications will be provided.

## 6 Stakeholders interaction and relations with sister Projects

Interactions with relevant initiatives and sister project will be guaranteed thanks to the presence of KTH Royal Institute of Technology and UNIGE, who are both active in these frameworks and are interested to develop synergies among interdisciplinary projects.

The consortium will seek liaison with the most relevant European communities involving potentially interested stakeholders, including the relevant European Technology Platforms (ETPs), and other associations.

To this end, I-UPS is committed to create synergies with sister projects and other projects working on similar topics, also leveraging ongoing projects where partners are participating with help from UNIGE and KTH.





## 7 Events

In order to track any communication and dissemination actions performed by I-UPS partners, Kyoto and RPOW has shared the “Communication and Dissemination Tracking” files, a tool for the collection of inputs from partners referring to planned and future communication and dissemination activities that will be updated every 6 months thanks to inputs from all consortium partners.

Partner	Channel	Link	Total Followers
KTH	LinkedIn	<a href="https://www.linkedin.com/school/kth/">https://www.linkedin.com/school/kth/</a>	209000
Kyoto Group AS	LinkedIn	<a href="https://www.linkedin.com/company/kyoto-group-as">https://www.linkedin.com/company/kyoto-group-as</a>	7400
Enerin AS	LinkedIn	<a href="https://www.linkedin.com/company/Enerin-as">https://www.linkedin.com/company/Enerin-as</a>	922
RPOW Consulting SL	LinkedIn	<a href="https://www.linkedin.com/company/rpow-consulting-s-l">https://www.linkedin.com/company/rpow-consulting-s-l</a>	4000
University of Genoa	LinkedIn	<a href="https://www.linkedin.com/school/university-of-genoa">https://www.linkedin.com/school/university-of-genoa</a>	122000

Fig 15. Extract from Communication and Dissemination Tracking File

Several events will be organised to promote the project outcomes and collect input from stakeholders. The first launching even will be held during Q4 2024 in the form of a relevant conference.

Having an unknown brand, I-UPS will generate legitimacy by borrowing the trust and expertise of other experts as sources of reliable, research-backed and authoritative information. Furthermore, it is more efficient to seek the stages of others, where I-UPS representatives can access target audiences, establish connections while using opinion leaders and influencers in our industry as well as promoting I-UPS representatives. Thus, we would like to create a stage - both online and physically - that attracts guests I-UPS want to connect to.

The following table shows the planned and completed events in which the project has been or will be presented:

Type of event	Title	Date	Location	Target	Partners Involved	Status	People reached	Link
Conference	ASME Turbo EXPO 2024	24-28 June	London	Academia, Tech developers	KTH, UNIGE	Completed	2000	<a href="https://event.asme.org/Turbo-Expo-2024">https://event.asme.org/Turbo-Expo-2024</a>
Conference	4th Int. Workshop on Carnot Batteries	23-25 September	Stuttgart	Academia, Tech developers	KTH, UNIGE	Planned	200	<a href="https://iwcb2024.welcome-manager.de/">https://iwcb2024.welcome-manager.de/</a>

Table 6. Currently planned events for I-UPS

This list will be updated throughout the project thanks to contribution from all partners.





## Conclusions

In conclusion, D6.1 “Dissemination and Stakeholders’ engagement Plan and D&C material” focuses on the identification of communication and dissemination objectives, the definition of key-messages, the identification of target groups and audiences and the choice of the most appropriate channels.

All partners will be actively involved in the communication and dissemination activities of I-UPS to assure the proper exploitation of the project results and maximize the impact of the innovative technologies that will be develop in the framework of this project.

The I-UPS project consortium will adopt a content marketing approach which provide the creation of an editorial plan, regularly up-to-dated by all project partners with new content ideas and customised according to the various target audiences.

The I-UPS editorial plan will describe the contents, the target audience, the channel and the date of publication of the news on the website as well as the social network posts.

Furthermore, the effectiveness of the project communication activities will be tested every six months in order to track the proper key performance indicators.

