



WP6

D6.2 Communication & Dissemination Plan

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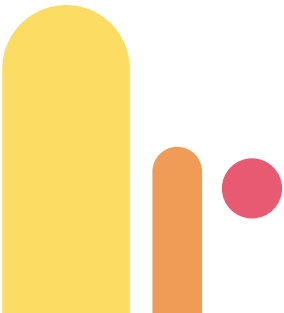


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Executive summary

This document, with the purpose of being used by the project partners, presents the communication and dissemination strategy of the H2020 funded WELLBASED project. It describes the objectives, target audiences and key messages for communication and dissemination activities. It also outlines the planned activities, lists potential partners to enhance the dissemination of the project and its results, and it specifies monitoring and evaluation tools.

The strategy is organized around communication activities, which aim to provide visibility of the project, and to raise awareness of energy poverty as a major societal challenge, and dissemination activities, which objective is to share the project outputs for advancing the energy poverty cause in the political, scientific, and practical sphere.

The website and social media are identified as the main communication tools, whereas scientific publications, participation in congresses and networking events are the core of the dissemination strategy, in order to spread the results of the project and to promote relevant policy recommendations.

Moreover, the dissemination activities will support the WELLBASED Manifesto, the Hackatons and the End of Energy Poverty! Forum, in collaboration with WP5.

The WELLBASED project is part of the Urban Health Cluster and will also rely on synergies with the Cluster's partners and possible shared tools.

The strategy will be updated alongside the life of the project, every 12 months.



Introduction: the WELLBASED mission

WHY? Energy poverty is becoming a main challenge of the European welfare systems. Over 10% of the EU population suffers from it. The causes are manifold and combined, such as:

- Low incomes for a certain share of population
- High energy prices
- Poor energy performance of Europe's building stock

Energy poverty happens when a household finds it difficult or impossible to afford its basic energy needs. It mostly affects low-income households – people who are retired, unemployed or poorly paid, single parents, dependent on social benefits. Their economic disadvantage is often matched with poor energy efficiency in their homes (poor insulation, outdated heating systems, expensive or polluting fuel). In addition, energy-poor households are often socially isolated and lack support from others. They tend to be subject to degradation of dwellings, excessive debt and also to physical and mental health risks. As a matter of fact, evidence from some European countries has shown that energy poverty has an important effect on health and wellbeing.

Health problems attributable to energy poverty include respiratory diseases, heart attacks, stroke and mental disorders (stress, anxiety, depression), but also acute health issues, such as hypothermia, injuries or influenza.

The complex nature of this recently identified phenomenon requires a comprehensive analysis of the problem and its solution from a multidimensional approach, which should involve environmental, political, social, regulatory and psychological issues, thus involving other social determinants of health and health inequalities. However, most EU countries still do not identify or quantify vulnerable energy consumers and do not implement adequate alleviation measures.

HOW? At the core of the project is the design of an urban program and its experimentation in 6 pilot cities: Valencia (Spain), Heerlen (Netherlands), Leeds (UK), Edirne (Turkey), Obuda (Hungary) and Jelgava (Latvia). Skopje (Macedonia) joined this group of cities to learn and, later, implement its own urban program. WELLBASED will develop, test and evaluate new innovative health-focused approaches to alleviate energy poverty amongst the most vulnerable and disadvantaged, while promoting energy efficient behaviours and reducing energy demand in those households.

WHAT? The project aims at lifting people out of energy poverty thanks to solutions that improve citizens' wellbeing and health. The measures will address this problem both from an individual, i.e. behavioural, and a socio-political perspective through regulations and urban planning.

The project consortium and WP6 responsibilities

WELLBASED is composed of an interdisciplinary team of 19 partners from 10 countries, covering various disciplines including scientific, clinical, social and environmental skills.



The communications and dissemination activities within WP6 are led by Energy Cities with support from KVELOCE and inputs from other partners, if relevant.

1. Outreach overview: Target groups and overarching key messages

WELLBASED outreach will be two-stranded: on the one side communication (the whole project and its focus topic) and, on the other, dissemination (project results). These activities will be designed as two differentiated, but interlinked activities taking place at different phases.

Communication aims at providing visibility of the project and raising awareness of energy poverty as a major societal challenge. It will be enhanced by using techniques from social marketing and public health communications.

Dissemination aims at ensuring that project outputs are shared and put at the service of others, both for increasing outreach as well as for advancing the energy poverty cause in the political, scientific and practical sphere.

This strategy will be updated every 12 months.

Below, the overarching key messages and target groups of the project are listed. They will be described more in detail in the dissemination and communication strategies in sections 2 and 3.

1.1 Key messages

- Energy poverty produces severe impacts on health and needs to be tackled urgently.
- WELLBASED will enhance self-empowerment of people living in energy poverty and improve their health and well-being
- WELLBASED will provide important learnings through the experimentation of six urban programmes aimed at reducing energy poverty in six pilot cities.
- WELLBASED will help improve urban energy policies aimed at tackling the structural problem of energy poverty

1.2 Target groups

As shown in the figure below, four target groups have been identified and will be recipients of communication and dissemination activities at three levels: EU, national and local.

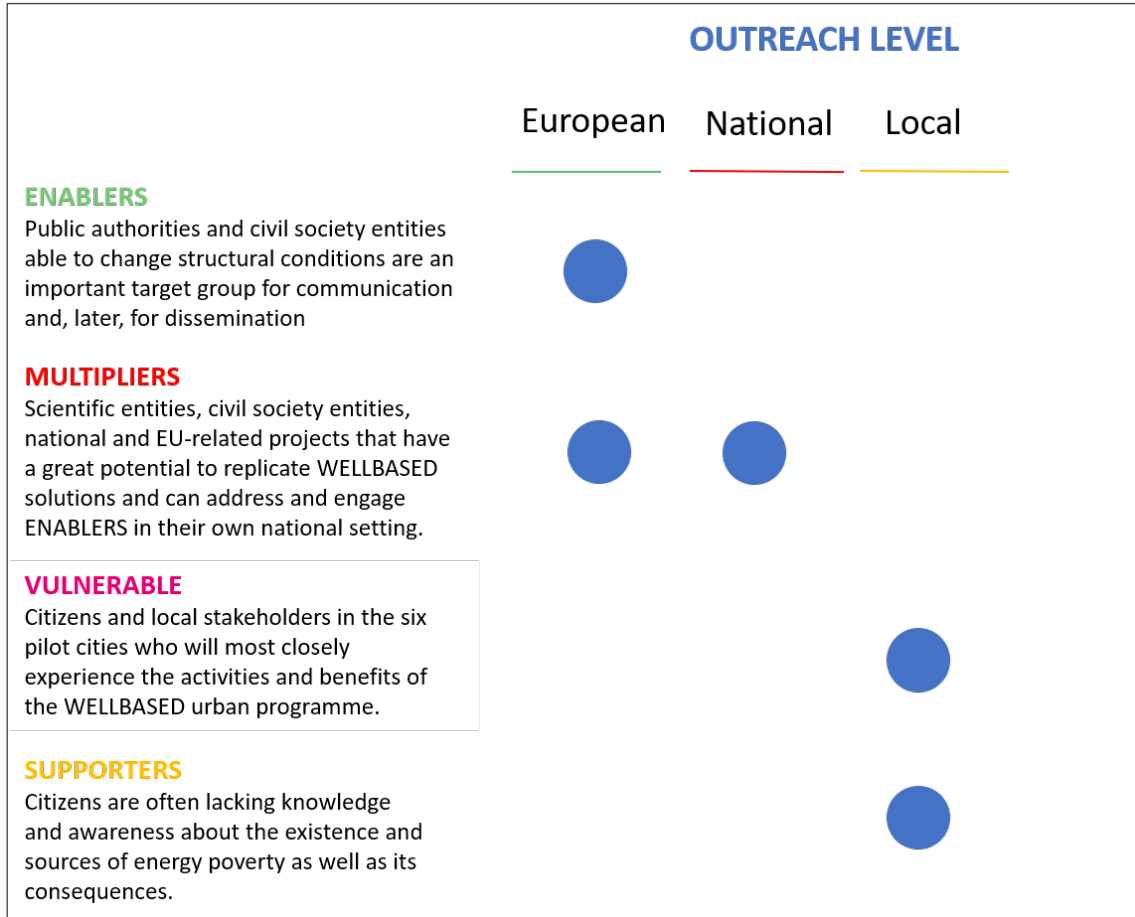


Figure 1 - Target groups for the communication and dissemination activities

For an efficient outreach, specific calls for action have been identified depending on the type of stakeholders behind each target group and following a rationale.

Table 1 - Calls for action relevant for different stakeholders

Group	Subgroups	Rationale and call-to-action	Geographic scope
ENABLERS	<ul style="list-style-type: none"> - Local governments - Public administration and decision makers at regional, national and European levels policy-makers - Healthcare institutions and 	Players able to change structural conditions are an important target group for communication and, later, for dissemination	EU-wide



	<p>professionals</p> <ul style="list-style-type: none"> - Social care institutions and professionals - Social housing institutions - Civil society (Associations and NGOs, etc.) 	<p>CALL FOR ACTION:</p> <p>Energy poverty and the related chronic health problems are a heavy burden for the welfare system and pose a threat to social cohesion and environmental quality in a neighbourhood/city. Take inspiration from the WELLBASED policy solutions which are a practical application of research. They will help you respond very efficiently to energy poverty and its effects on your citizens' wellbeing and health.</p>	
MULTIPLIERS	<ul style="list-style-type: none"> - Scientific community Researchers and academic bodies - National and EU-related projects, including the Urban Health Cluster innovating in the energy poverty or complementary fields. - Civil society (Associations and NGOs, etc.) 	<p>Players that have a great potential to replicate WELLBASED solutions, further develop findings, and can act as multipliers to address and engage ENABLERS in their own national settings.</p> <p>CALL FOR ACTION:</p> <p>Spread science-based evidence about the consequences of energy poverty on health, and learnings from the WELLBASED pilots.</p>	EU-wide and national
VULNERABLE	<ul style="list-style-type: none"> - Vulnerable people of society (unemployed or, low-income, older people – including with disability - living alone, single parents -often women-, Roma people...) <p>WELLBASED local intervention beneficiaries in six pilot cities</p> <p><i>During M1-M9 WP2 partners will establish what kinds of people will be targeted by the pilot and what their social circumstances entail.</i></p>	<p>Civil society, i.e. citizens and local stakeholders in the six pilot cities will most closely experience the activities and benefits of the WELLBASED urban programme. That is why they are the main target of the local communication measures: They will be addressed through a series of intervention measures and related communication campaigns (to be designed around M9).</p> <p>CALL FOR ACTION:</p> <p>Participate in WELLBASED as it can contribute to change your life: accept/ask for help, change your habits, learn how to save energy to</p>	Local in Turkey, The Netherlands, United Kingdom, Hungary, Spain, Latvia



		reduce the energy bill and improve your health.	
SUPPORTERS	General public	<p>Citizens are often lacking knowledge and awareness about the existence and sources of energy poverty as well as its consequences.</p> <p>CALL FOR ACTION: Identify energy poverty and its consequences. Support initiatives to mitigate and prevent it.</p>	<p>Local in Turkey, The Netherlands, United Kingdom, Hungary, Spain, Latvia</p> <p>And EU-wide</p>

All target groups will be addressed at different stages of the project, either through communication or through dissemination activities.

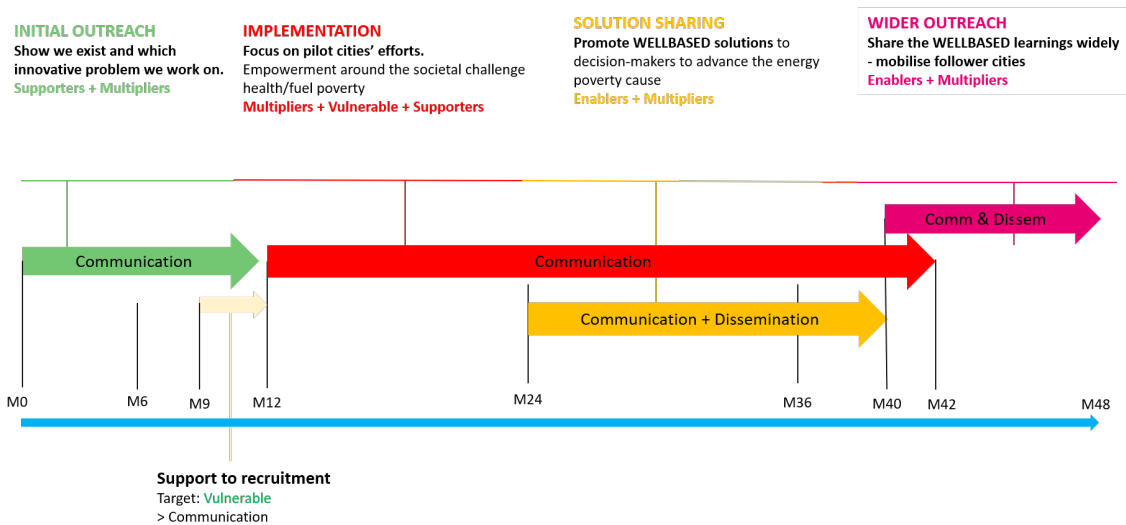


Figure 2 - Timeline - Stages of the project and target groups



2. Communication

2.1 Main Objective

The overarching goal of the WELLBASED communication is to lead the conversation at European level on the fight against energy poverty and its effects on health, to increase the visibility of the project and to foster the engagement of the different target groups through a positive narrative.

2.2 Specific Objectives

Specific objectives are:

- To increase the knowledge and understanding of chronic health problems related to energy poverty and of ways to prevent it by making energy poverty visible and underlining the right to energy.
- To show WELLBASED is a strategic and topical project: The consequences of the pandemic, including home confinement, have further highlighted the need to implement public policies to address energy poverty.
- To engage energy poor people in pilot activities and empower them to improve their situation (linked to WP3).

Secondarily:

- To promote WELLBASED events: the "End Energy Poverty!" Forum, the Hackathon and the International Final Event.
- To link this project with like-minded and thematically overlapping initiatives, projects, networks and events.



2.3 Target Audience & Key Messages

EU level communication for awareness-raising and advocacy

Through communication on the project website and in social media, essentially through content curation, as well as on the Urban Health Cluster website and through WELLBASED partners communication channels, we will provide visibility to the topic and project. Moreover, the communications team will support the campaign launch around the WELLBASED manifesto aimed at getting cities to sign (Task 5.3).

There is emphasis on one key message: Energy poverty produces severe impacts on health, and solutions exist to tackle it urgently.

Local level communication for awareness-raising and engagement

A series of communication campaigns will be implemented in the six pilot cities. While the WP leader will provide some guidance for campaigning, each pilot partner will adapt it to its specific context. Within WP3, recruitment channels and materials will be created (subtask 3.1.5) in order to facilitate the recruitment of participants for the pilot activities.

Each pilot city campaign will take the individual (behavioural) and community (empowerment) dimension of the question into account as it will pursue the following objectives:

- Support the recruitment of participants to the pilot project (WP3)
- Share knowledge on the problem and its effects among key stakeholders (healthcare professionals, community leaders, NGOs, civil servants)
- Raise problem awareness, empathy and the spur to act amongst the wider local population

For the implementation of the local communication campaigns, positive and non-stigmatising narratives will be developed. Several stakeholders will serve as important relays of messages:

The members of the Urban Local Alliances that are to be set up within WP 3 (subtask 3.1.2)

Frontline staff in delivering the services to the vulnerable people: the social and health care employees and technology partners (subtask 3.1.4)

In addition, the Hackathons that are to be organised in each of the six pilot cities (task 6.4) will be used as well to trigger a city-wide conversation around the energy poverty topic.



Table 2 - Summary of the target audience and key messages of the communication campaigns

Target audience	Topic	Key Messages	Tools & activities
EU level communication for awareness-raising and advocacy			
ENABLERS	Social and health inequalities	• Energy poverty is a matter of public health	<ul style="list-style-type: none"> • Project website www.wellbased.eu • The Urban Health Cluster website www.urban-health.eu • Social media • Consortium partner communication channels
	Decision and policy-making	• How to tackle the challenges that poverty brings to public health?	
	Urban Policies	• Health needs to be a cross-cutting topic in all policies at urban and regional levels	
Local level communication for awareness-raising and engagement			
SUPPORTERS	Scientific evidence-based consensus	• Health inequalities are real	<ul style="list-style-type: none"> • Local informative periodic campaigns: web & social media, • Local/municipal information channels • Posters in the public realm: public transport, digital outdoor city displays other key sites (groceries, supermarkets, religious centres, doctors, etc.)
		• Women are at greater risk of energy poverty than men.	
		• What science says about poverty and social inequalities in health.	
	Agency and empowerment	• Energy poverty can affect anybody, but it is particularly strong with the most disadvantaged and vulnerable groups of society	
		• If you know a fuel poor, do not discriminate her/him, help her/him!	
VULNERABLE	Agency and empowerment	• You are not alone.	<ul style="list-style-type: none"> Bilateral meetings between people in need and municipal/social services • Use of existing municipal and social services information tools (e.g., social and municipal services letters and emails) • very short videos giving tips for energy savings and helpful contacts could be a nice tool for social media and getting in touch with the vulnerable public
		• You can get help to get out of energy poverty	
		• You can participate in pilot activities and that will bring you long-lasting lower energy bills, better health, comfort, and self-confidence	
	Energy efficiency	• Find out how you can reduce your energy bill.	• Posters in public transport or other key



		<ul style="list-style-type: none"> • Energy Efficiency: little steps that will help you do better. 	<ul style="list-style-type: none"> sites (groceries, supermarkets, religious centres, etc.) • Appearances in radio and local TV • Press releases
	Health literacy	<ul style="list-style-type: none"> • Do you know that asthma, COPD and respiratory disease exacerbations are related to energy poverty (i.e., indecent home etc.)? 	
		<ul style="list-style-type: none"> • Do you know that bad housing conditions may affect your mental health and wellbeing? 	

2.4 Communication support of activities related to other work packages

WELLBASED Manifesto

A manifesto called “The WELLBASED Manifesto” will be drafted. Cities determined to fight energy poverty and improve the health and well-being of their citizens are invited to underpin their commitment by signing the manifesto.

Target	ENABLERS
Timeframe	M40 (signed by cities)
Partner	Lead partner: ENC Contributors: Pilot cities
WP	5

End of Energy Poverty! Forum

An inter-EU project forum bringing together officers from EU-funded projects working on the same topic and city officers will be launched. The Forum meets mainly virtually, with two physical gatherings during the WELLBASED project. The objective is to use collective intelligence to adjust our project work, to receive feedback on our activities and to improve them. Members of the External Advisory Board (further details on the EAB in Section 3.2) will be invited to take part in the Forum and will attend the meetings.

This Forum will be organised in a way as to converge with the Urban Health Cluster.

Dissemination will use the summary report of each Forum (D5.3 and D5.4)

Target	ENABLERS, MULTIPLIERS
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	Officers from related EU-funded projects and local authority representatives
Timeframe	M24-M48 The physical gatherings will be organized during project meetings/final event.
Partner	ENC
WP	5

Final International event (WP5)

The Final International Event will be organized in Valencia (Spain) at the end of the project. It is the occasion to present the main outcomes of WELLBASED and it also foresees the organization of a workshop to design proposals for the future based on the results and evidence generated by the pilots. The event will target an international audience of circa 150 persons (policy makers, urban planners, cities representatives, social workers, environmental experts, health professionals and other strategic and interested stakeholders). The event will also serve as

- a showcase for the WELLBASED Manifesto (see task 5.3)
- a presentation of the policy recommendations (task 5.5).
- the meeting place for the second physical gathering of the End Energy Poverty! Forum

Moreover, synergies will be created with the final event of the Urban Health Cluster to be co-organised and coordinated by WELLBASED and eMOTIONAL Cities. This event is meant to be organised near the end of the cluster lifetime to convey key results and messages to stakeholders such as national, EU and international regulatory communities, NGO's, industry, the scientific community, etc. It will be organised by the Cluster Coordination Team in close collaboration with DG RTD.

Target	ENABLERS, MULTIPLIERS
Timeframe	M48
Partner	LNV
WP	5

Recommendations to EU institutions

Results and data obtained in the pilots may inform and reshape policy, driving the adaptive implementation of energy poverty alleviation efforts. Partners will draft policy recommendations to promote the adoption of urban programmes aimed at reducing energy poverty at local/regional/national/EU and international level (with health as a horizontal issue).



Target	EU institutions
Timeframe	To be defined
Partner	LNV
WP	5

2.5 Outreach allies: Related organisations & projects

In the table below, we have identified a preliminary list of organisations and projects that might be supportive of our messages and could act as multipliers. We will reach out to them to evaluate potential collaboration opportunities and ask them to promote our content to maximise the impact of our communication actions. This table will be updated by Energy Cities whenever partners share relevant inputs.

Urban Health Cluster: coordinated communication and dissemination efforts with other involved partners are foreseen within WP 1 D1.7-D1.12.

Table 3 - Table of possible partners for the communication & dissemination activities

Name	Focus	Website	Social media (handle and hashtags)
eMOTIONAL Cities	The influence of urban design on emotions, decisions, health.	https://cordis.europa.eu/project/id/945307	
EnlightenMe Project	Improving citizens' quality of life addressing indoor and outdoor lighting.	www.enlightenme-project.eu	
HEART	Buildings retrofit: transforming existing buildings into smart buildings	https://heartproject.eu	https://twitter.com/HEARTProjectEU https://www.linkedin.com/company/heart-project-eu/ https://www.youtube.com/playlist?list=PLK1DMovauS8Me3aXIKC-KoF2uUce0c2pL



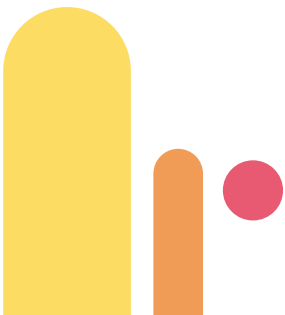
RECETAS	Focus on urban nature-based solutions to address loneliness.	https://cordis.europa.eu/project/id/945095	
URBANOME	Focus on creating a common EU Framework for evaluating urban health policies supporting the “Health in all Policies” approach of WHO.	https://cordis.europa.eu/project/id/945391	
GO GREEN	Nature-based solutions for urban liveability (Las Naves)	http://growgreenproject.eu/	
Covenant of Mayors	Cities committing to making Europe a carbon-neutral place	www.eumayors.eu	https://www.facebook.com/eumayors/ https://twitter.com/eumayors https://www.linkedin.com/company/covenant-of-mayors-office/ https://www.youtube.com/channel/UCK2OjYb_epw5g4uXXSuqi-Q
ComAct project	Renovation works in multi-family buildings and approaches to make that affordable, Central and Eastern European focus.	www.comact-project.eu	https://twitter.com/ComActProject
ENPOR	Addresses energy poverty in the Rented Private Sector by making it visible and testing energy efficiency support schemes.	www.enpor.eu	https://twitter.com/EnporProject https://www.facebook.com/ENPOR-Project-107020977860481 https://www.linkedin.com/company/enporproject/
ECCAR : European Coalition of cities against racism and discrimination	Cities network to fight racism, discrimination and xenophobia. Knowledge sharing for relevant policies.	www.eccar.info	https://www.facebook.com/ECCARnetwork/ https://twitter.com/ECCAR_Network https://www.youtube.com/channel/UCXQjW5DbH-



			B9tVB7Wekecrw https://www.dailymotion.com/ ECCAR
Right to Energy Coalition	Informal alliance. Advocacy and campaigns to tackle energy poverty	https://righttoenergy.org	https://twitter.com/RightToEnergy https://www.facebook.com/RightToEnergy/ @Righttoenergy #Right2energy
Alleanza contro la povertà energetica	Network with the intention of establishing a dialogue between best practices, researcher, citizen and institutional stakeholders. Founded by the magazine Canale Energia	www.povertaenergetica.it	https://www.facebook.com/AlleanzaControlaPovertaEnergetica/ https://twitter.com/Alleanzapovert1?lang=en
Cold at Home EN/ACT (Energy Action Project)	Project from EN/ACT, multimedia information platform advocating "sustainable energy for all".	www.coldathome.today/ cold-at-home http://en-act.org/energy-poverty/	https://twitter.com/EnActNow https://www.facebook.com/TheEnergyActionProject https://www.linkedin.com/company/the-energy-action-project/about/
MatchUP (H2020)	Put together energy, mobility and ICT solutions in cities for promoting social inclusion, liveability and prosperity for their citizens.	www.matchup-project.eu	https://twitter.com/matchupEU https://www.linkedin.com/company/matchup-an-innovative-palette-of-solutions-for-your-city/
VALUECARE (H2020)	Deliver social and health care to older people, with ICT based solutions, improve caring staff satisfaction.	https://projectvaluecare.eu	https://twitter.com/valuecare_eu
REMOURBAN	Urban regeneration model for the implementation of Smart Cities, combining ICT, transport and energy sectors.	www.remourban.eu	https://twitter.com/Remourban_EU https://www.youtube.com/channel/UCelv6YKvBocjR9nlXHgkZ8w



			https://www.linkedin.com/company/remourban---regeneration-model-for-smart-urban-transformation/
CrowdHEALTH & MIDAS projects	CrowdHEALTH Health research program aggregating multiple sources of health data to support policymakers.	https://crowdhealth.eu	https://www.facebook.com/CrowdHEALTH.EU/ https://twitter.com/CrowdHealth_EU
STEP-IN	Network of Living Labs across Europe to identify policies for reducing energy poverty.	www.step-in-project.eu	https://www.facebook.com/artistic.stepin.1 https://twitter.com/STEPIN_project https://www.linkedin.com/in/step-in-project-246709175/
COMBI	Quantifying non-energy benefits of energy efficiency in EU28 countries	https://combi-project.eu	
ECPE research project	Enabling Consumer to become Prosumer in the Energy Transition Era is a project who involves 45 researchers of all around the world. It started in July 2020 and is going to finish next June 2022.	https://ecpe.unicam.it	
ASSIST	ASSIST approach #energypoverty energy and social issues, promoting active engagement of consumers in energy markets and influencing the design of policies.	https://www.assist2gether.eu	@Assist2gether
100 Aldeias - Cleanwatt	main objective is to combat energy poverty in rural communities, through access to clean, solar-sourced, locally produced, and cheaper electricity, without the need of member's investment		Maria Joao Benquerenca mbenquerenca@cleanwatts.energy





3. Dissemination

The learnings from the urban programme in six pilot cities will clear the path for interventions in the field by potential followers (decision-makers or researchers). It will therefore be an important contribution for mitigating and preventing energy poverty. To speed up the spread of solutions, WELLBASED results will be extensively disseminated towards carefully identified target groups. It is anticipated that these groups will use and build upon the project results and experiences acquired by the cities and/or promote them.

3.1 Main Objective

The main objective of the dissemination strategy is to widely spread the project results and in particular the successful interventions carried out by the partners, and to raise the impact of the outputs and results at long-term. We will therefore make research results last and encourage their adoption within the European health and social care systems.

The WELLBASED interventions in pilot sites will be evaluated (WP4) after 12 months regarding the benefits on health and well-being of citizens but also for cost-effectiveness. These results will also frame the dissemination activities.

3.2 Specific Objectives

- To spread how WELLBASED addressed significant challenges of urban health, energy poverty and chronic conditions.
- To raise the awareness and improve knowledge of policy makers, health professionals, urban planners, energy experts, social services, NGOs, public administration officers and the whole society (see overarching key messages).
- To support the uptake of acquired knowledge strategy through further urban energy poverty interventions, new business models or alternative ways of financing the urban health interventions tackling energy poverty.
- To echo the key statements and productions that will come out of the “End Energy Poverty!” Forum (considered as a key networking activity with EU-funded projects), the Hackathon (also sustained by the communication activity) and the International Final Event (supported in the communication plan as well).



3.3 Target Audience & Key Messages for Dissemination

Stakeholders mentioned in section 1 as multipliers, have the potential to ensure the highest impact of the dissemination activities.

Table 4 - Target audience and key messages of dissemination activities

Target Audience	Action & Key messages	Means
MULTIPLIERS	<p>Dissemination with a scientific purpose</p> <p>Messages: Learnings and useful insights to fight energy poverty! Scientific evidence of the impact of energy poverty on health and well-being, the implementation of an urban framework and the effectiveness of interventions addressing energy poverty on a broad range of outcomes including health.</p>	<p>Project outputs:</p> <ul style="list-style-type: none"> • Number of scientific papers • Webinars presenting findings. <p>Media used:</p> <ul style="list-style-type: none"> • Scientific journals • Scientific events, seminars, conferences, congresses, and workshops • Social Media explicitly aimed at dissemination: • Research Gate • Academia.edu • The project website
ENABLERS	<p>Dissemination with a policy purpose</p> <p>Message: Success stories! Use our lessons learnt to advance the energy poverty cause in Europe.</p>	<p>Project outputs:</p> <ul style="list-style-type: none"> • Report on public policies and interventions to reduce energy poverty (D2.1) • Capacity-building webinars (task 5.3) • WELLBASED manifesto (task 5.3) • Policy recommendations (task 5.5) <p>Media used:</p> <ul style="list-style-type: none"> • The project website • Direct engagement of professionals (see target groups) including the already identified multipliers



		<ul style="list-style-type: none"> • Identification and participation of potentially interested entities with a high wide-spreading potential • Networking with companies and potential investors • Networking with EU-funded projects
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3.4 Outreach allies: Relevant organisations

We have identified a preliminary list of organisations and projects that might be interested in our results and could act as multipliers. We will reach out to them to evaluate potential collaboration opportunities and ask them to disseminate our content to maximise the impact of our findings. This list will be regularly updated with relevant inputs from all partners.

- The Hungarian Society for Urban Planning
- Budapest University of Technology and Economics
- Corvinus University of Budapest
- Debrecen University
- Szent István University
- SoVaMFIC (Societat Valenciana de Medicina Familiar i Comunitària)
- Valencia Reference Site at EIP AHA
- European Connected Health Alliance (ECHALLIANCE)- Valencia Health Ecosystem
- Xarxa Salut (regional network of municipalities of Comunitat Valenciana targeted to develop and implement interventions for promotion of local community health)
- AEC (National Association of Community Nursery)
- Avalua-Lab (a space for debate, reflection, and action in which to bring together experts in different areas and fields of social science, people involved in government management at the municipal, regional and national levels and representatives of organized civil society)
- Connecta Salut: Local Innovation network connecting CITIZENSHIP, RESEARCHERS, HOSPITALS, FIRMS, POLICY MAKERS, ENTREPRENEURS and PROFESSIONALS from health sector.
- Energy Poverty Group (Las Naves' Red Connecta)
- Energy Transition Chair at Polytechnic University of Valencia
- Local and national organizations involved in citizens' health and energy poverty. National networks on energy, cities and well-being
- ISUH-International Society for Urban Health
- EU Energy Poverty Advisory Hub (formely EU Observatory on Energy Poverty)
- The European Covenant of Mayors
- European Healthy Cities Network



3.5 The long-term dissemination

A network of stakeholders involved in the energy poverty issue will be built along the project implementation to improve the long-term dissemination of the results. For example, via partnerships with organisations such as the EU Energy Poverty Advisory Hub/EU Energy Poverty Observatory or the Urban Health Cluster.

4. Communication guidelines

4.1 Visual identity

Logo & visual identity

A visual identity will be created by KVC, including a logo and graphic charter. It will convey the positive and solution-oriented narrative of WELLBASED while being easily recognizable and easy-to-use in different settings.

Graphic Charter

A graphic charter will be available by KVC to make sure all communication and dissemination items are consistent with the project's visual identity and funder's requirements for visibility. All partners are requested to make sure such consistency is respected. The Communication WP leader is available to provide advice upon request.

Templates

Templates for different document types will be produced by KVC based on the WELLBASED visual identity. All partners should make sure they use the templates available for any activity related to the project. The set of templates for presentations and reports will be made available on the cloud.



4.2 Acknowledgement of EU funding

ACKNOWLEDGE THE EU FUNDING

Any communication activity related to your project needs to acknowledge the EU funding you have received, according to the grant agreement that you have signed.



38.1.2 Information on EU funding — Obligation and right to use the EU emblem

Unless the Agency requests or agrees otherwise or unless it is impossible, any communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure funded by the grant must:

- (a) display the EU emblem and
- (b) include the following text:

'This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No [number].'

When displayed together with another logo, the EU emblem must have appropriate prominence.

In practice, it looks like this:



+

This project has received funding
from the European Union's Horizon
2020 research and innovation
programme under grant
agreement No [number].

Source: <https://ec.europa.eu/inea/sites/default/files/print2.pdf>

4.3 Communication and dissemination: governance with partners

All partners will play an active role in the dissemination and communication process, including the activation of their own network partners. They are responsible for providing necessary information to the Communication WP leader about activities they will implement/have implemented in their geographical scope as well as about their impacts. Such information is key to feeding into the various activities such as the website, social media, etc. The WP leader will provide a shared document to partners as a tool to regularly collect content. Additionally, all partners should ideally involve their communication officers to disseminate the produced knowledge, results and processes of WELLBASED to the target groups via their own communication channels. Reporting will be done via a shared file in the [common repository \(https://bit.ly/2UfM2zH\)](https://bit.ly/2UfM2zH).

Each partner is responsible to make sure GDPR rules are ensured in any of their activities according to instructions provided by WP7. This applies also to any activity carried out by pilot cities in the framework of WELLBASED (see also D7.4 and D8.2 for GDPR compliancy).

5. Overview and calendar of communication and dissemination activities

5.1 Phases of the communication and dissemination strategy

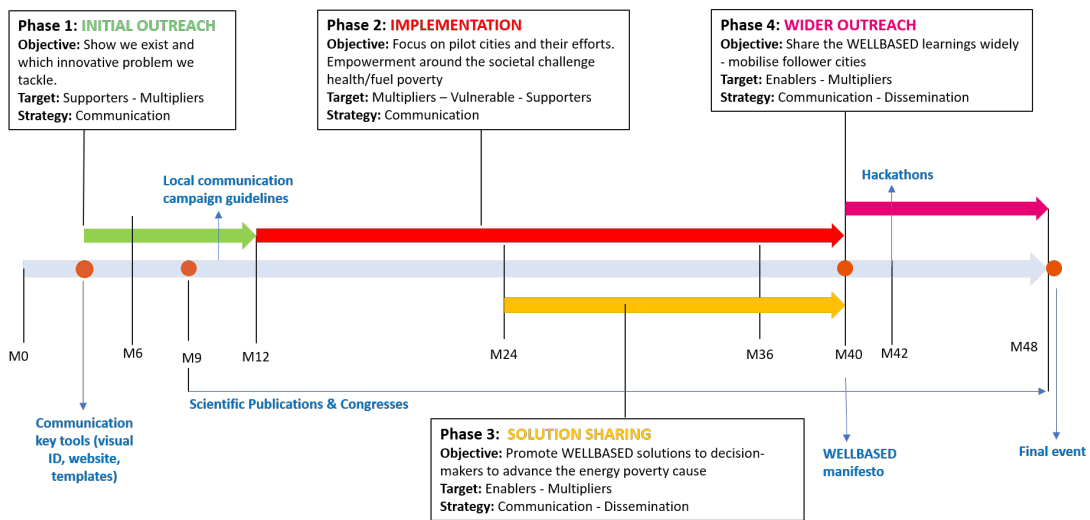


Figure 3 - Phases of the communication and dissemination strategy.

5.2. Visual identity

KVC and ENC will work on a visual identity to ensure coherent branding of all project activities.

Target	All
Timeframe	M3 – May 2021
Partner	Lead partner: ENC and KVC



5.3. Branded supports & templates

The following templates will be developed: power point presentation, report, letterhead.

Target	All
Timeframe	M3 – May 2021
Partner	Lead partner: KVC and ENC

5.4. Project website

The project website will be WELLBASED resource centre and a central tool to gather all project-relevant information. All partners will regularly share information with the WP leader in order to keep it up to date and useful as a powerful central dissemination tool.

The website will present the project, its partners, present city pilots and showcase their results as well as other resources (Manifesto etc.) as they are produced during the project lifetime. It will also redirect visitors to the umbrella website of the Urban Health Cluster. It will be in line with the instructions provided by WP7 in the “web GDPR compliance” document.

Target	Enablers and multipliers
Timeframe	M3 – May 2021
Partner	Lead partner: KVC and ENC Contributors: all partners

5.5. Step-by-step guidance for the roll-out of local communication campaigns

ENC will provide some guiding principles to pilot cities as a support to their local communication campaigns. Each city will adapt the advice to its local context and means.

Target	6 pilot cities and Skopje
Timeframe	M9-11 (to be confirmed)
Partner	Lead partner: ENC



	Contributors: all partners
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5.6. Social Media

To reach out to the target groups “Enablers” and “Multipliers” we will make use of Twitter in priority. As a professional network, LinkedIn is also adequate to identify stakeholders and engage with them. We may explore the possibility to join a thematically related LinkedIn group around the topic of energy poverty to share WELLBASED outputs to and to get input from other interested people.

For Twitter, a dedicated account will be created and run by ENC (@wellbasedEU), and regular input will be required from all consortium partners. Additionally, all partners will be required to systematically repost content on their own communication channels.

For LinkedIn we will build upon ENC’ community of followers to amplify the dissemination of the work carried out and results achieved. Like for Twitter, partners will be encouraged to widely repost the content through their own account/channels.

Other social media may be considered (Facebook, Instagram...), especially for the local level communication by pilot cities. Facebook may target the vulnerable people as well as the general public.

Social media activities will be thoroughly planned, and the schedule regularly updated. For that purpose, partners will be asked to regularly share interesting contents through a shared document, may they be project-related or topic-related. Energy Cities, as WP leader, will hook into relevant news, dates and events at European and international level to feed the discussion through social media channels, and maximise opportunities. Guidelines for social media content creation and sharing will be provided by ENC to all consortium partners.

For target content curation, Energy Cities will regularly conduct media monitoring activities to identify relevant information to share on social media. For this purpose, a dedicated channel has been created on [Energy Cities’ public news board](#) monitoring information specifically related to energy poverty.

Partners should always tag the handle @wellbasedEU in their posts, and thematic hashtags will be suggested depending on the context such as #EnergyPoverty, #PublicHealth, #HealthInequalities, #energyjustice

Target	Twitter and, to a lower extent, LinkedIn: Enablers and Multipliers Facebook (and Instagram) in pilot areas: Vulnerable people and general public
Timeframe	Project duration
Partner	Lead partner: ENC Contributors: KVC and, to a minor extent, all other partners



5.7 Promotional cards

Energy Cities will develop original eco-friendly cards (100% cotton from recycled tee shirts) that will be used as a promotion tool for the project. All partners will share them during events they take part in, either as speakers or as regular participants. A general version of the card will be in English and printed in higher quantity, but national versions will also be created, in the language of the partner cities to ease dissemination at national level.

Target	Enablers and multipliers
Timeframe	To be decided with other WP leaders
Partner	Lead partner: ENC Contributors: other WP leaders, esp. ASIDEES (WP3) and MUTK (WP5)

5.8 Networking and events

Hackathons¹

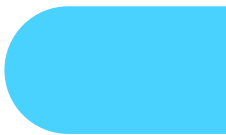
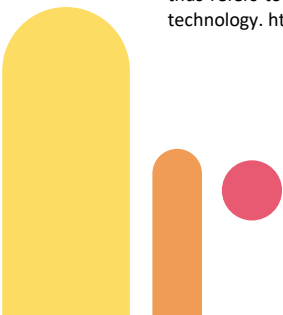
The possibility to exploit the platform generated and the open data made available by the project will be analysed to generate new business models for SMEs and best-informed decisions for policy makers. Hackathon events will be organised in each of the cities to involve the local community in a creative problem-solving discussion on what outcomes to exploit and how to it to identify and promote new entrepreneurial ideas and business models around the project outputs.

Target	Multipliers
Timeframe	M42
Lead partner	KVC

Representation to third-party events

In addition, within the networking activities, the policy recommendations and the alternative financing models will be disseminated through the participation in the following events:

¹ The hackathon has its origin in software and hardware engineering, but the concept is now also successfully applied in other sectors for developing innovative solutions. Hackathons have become increasingly popular in recent years as a modern tool for innovation. Hackathon thus refers to any event where people come together to solve problems/challenges within a short time and it does not have to involve technology. <https://hackathon.guide/>; <https://www.lead-innovation.com/english-blog/what-is-a-hackathon>





- Annual International Conference on Urban Health, organized by ISUH-International Society for Urban Health;
- International Conference on Urban Health, organized by IAP for Health
- Urban Health flagship or the WHO European Healthy Cities Network (Different events)

Dissemination at third-party events will be subject to opportunities. Potentially relevant events will be identified by partners during the project and connections be made with organisers to present. Project meetings can be used for updating opportunities and targets.

Target	MULTIPLIERS
Timeframe	To be defined
Partner	All

5.9. Scientific Publications & Congresses

To support ongoing and future research, EMC will share the WELLBASED findings with the larger scientific community. This is a highly novel area of research. Exchanging questions and results with academic peers will be fruitful for advancing the fight against energy poverty. This task will use the following opportunities to bring the WELLBASED knowledge to researchers working in the same field:

- Conferences
- Congresses
- Scientific (peer-reviewed) publications
- Academic outcomes such as MSc dissertations.

Scientific dissemination will also be covered by the science communication activities aimed at the whole of society such as posting on the project website, social media sign posting.

Target	Multipliers
Timeframe	M9-48
Partner	EMC Contributors: UNIVLEEDS, EOG, TNO, INCLIVA, ASIDEES, KVC

As regards Scientific Dissemination, the following (not extensive list of) journals and congresses are considered relevant to submit papers and proceedings:



Publications

- Quality in Primary Care
- Diversity & Equality in Health and Care
- European Journal of Public Health & Place
- Journal of Community Medicine & Health Education
- Health Science Journal
- Occupational Medicine & Health Affairs
- Journal of General Practice
- Journal of Women's Health, Issues and Care
- Journal of Health Education Research & Development
- Journal of Preventive Medicine
- Research & Reviews: Journal of Medical and Health Sciences
- Health & Medical Economics
- Energy Research and Social Science
- Energy Policy

Congresses

- World Congress on Public Health, Epidemiology & Nutrition
- World Congress on Healthcare and Healthcare Management
- International Summit on Aging & Gerontology Global summit on Public Health and Health care World • Congress on Public Health, Nutrition & Epidemiology
- 3rd European Conference on Public Health, Well-being and Healthcare Management
- European Society of Cardiology
- European Society of Respiratory Medicine
- International Conference on Energy Research and Social Science

Approval of scientific publications by the WELLBASED scientific committee

All scientific publications must be submitted to the WELLBASED Scientific Committee for approval and must comply with the publication procedures defined in the document "Publication guidelines and procedures". This document being drafted. It will be finalized and shared with all partners in the [WELLBASED repository \(https://bit.ly/2UfM2zH\)](https://bit.ly/2UfM2zH).

By way of definition, a scientific publication is any scientific report, paper, conference abstract or presentation on information that is produced within the project. Press releases and interviews do not require prior approval from the Scientific Committee (SC).



6. Outreach monitoring & evaluation

All outreach activities will be monitored to keep track and evaluated through key SMART indicators.

6.1 Monitoring Tools

As lead partner for communications, Energy Cities will make sure all partners provide progress update on their communication activities. Continuous dialogue between Energy Cities and partners will be ensured through:

- The WP6 mailing list (relevant persons from each partner organisation)
- The regular project meetings will be used for updates on communication and dissemination activities.
- Monitoring tables for communication and dissemination activities to keep track of events and media activities (communication tracker).

For third party events where the project and the results will be presented, a shared excel has been created in the [WELLBASED repository \(https://bit.ly/2UfM2zH\)](https://bit.ly/2UfM2zH), where all partners can provide information on the number of participants and meaningful interactions. After each project event (workshops and on-site events), a short event report with data on participation, participants' feedback, online engagement, and suggestions for improvements will be produced.

6.2 Indicators

A set of qualitative and quantitative check points should allow Energy Cities to properly monitor and evaluate WELLBASED communication activities, and to adjust them if needed. Concerning the set indicators, it is important to note that these are approximations based on previous EU projects. The evaluation of communication effectiveness remains a challenge. In addition to resources and efforts invested by the consortium, many external factors will play into the visibility and reception of project information (such as other “competing” projects and initiatives, the overall news and policy landscape, etc.). For WELLBASED, as good as we could, we’ve tried to define metrics that matter and to set the most realistic targets. All the information collected will be analysed against the expected results to be achieved by the end of the project. Energy Cities will share information on the performance of the communication activities in the framework of the project reporting.

KPIs and estimates for communication and dissemination activities

Table 5 - Social media performance targets and indicators

MEASURED ACTIVITY	TARGET BY M48	INDICATORS & PROOF OF SUCCESS	Method and reasoning used for indicator-setting
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Website			
WELLBASED website page views	>200 per day between M24-M36	Traffic statistics: Google analytics	<p>The indicator was set based on a comparison with analytics of previous EU-funded projects in which Energy Cities was involved helped</p> <ul style="list-style-type: none"> - Tomorrow (2019-2022): 60,000 page views in total - Hotmaps (2016-2020): 49,668 page views - INNOVATE (2017-2021): 9,860 page views <p>Energy poverty being high on the agenda and evidence from the project being very relevant, we aim for an ambitious number, especially thanks to published findings (and their wider promotion in various communication channels).</p>
Views of webinar replays	>30 per webinar	Youtube metrics	<p>Competition for views on Youtube is high and targets difficult to set (unless money is spent on YouTube Ads to grow audience). We compared previous (not necessarily energy poverty related) projects and their reached views until the end of the project:</p> <p>Tomorrow project: 145 views (webinar) and 31 views (final conference)</p> <p>Hotmaps project: The youtube playlist shows that 2 years after the project completion, webinar replays vary between 9 and 314 views.</p> <p>Innovate: 10 videos on the very prominent topics of one-stop-shops were published whereby, 3 years after completion, the view number ranges from 27 for the lowest to 213 for the highest.</p> <p>Out of caution, we chose a target indicator at the lower threshold, but will make any possible efforts to increase the final result.</p>
Download of manifesto	At least 30 times	Google Analytics	<p>With the WELLBASED manifesto we want to encourage other cities to follow the steps of our pilot cities. We have 5 pilots. If we get at least 6 times that number of cities to download (and ideally) sign the manifesto, we can talk about a first success for replication.</p>
Visits on page presenting project results	At least 20% of total traffic	Google Analytics	<p>The project website https://wellbased.eu/ counts 5 content pages related to the project. The remaining 3 focus on the “Urban Health Cluster” and on means to “join” and “contact” the project. Our aim is to spread the visits over those 5 items,</p>



			<p>i.e. with at least 20% per page, including the resources page where results will be displayed.</p> <p>For comparison, we explored analytics of past H2020 and Interreg projects to whose statistics Energy Cities had access. We see a big variety of results:</p> <p>https://www.citiesoftomorrow.eu (2019-2022): 30.000 website visits (20% = 6000 visits)</p> <p>https://www.hotmaps-project.eu (2016-2020): 20,869 website visits (20% would be 4173 visits)</p> <p>INNOVATE project https://www.financingbuildingrenovation.eu/ (2017-2021) : 4,226 visits (20% = 845 visits)</p>
Social media			
Engagement rate on WELLBASED-related postings in used social media accounts	>2,5%	Metrics by Twitter	<p>We wanted to know whether followers like and interact with our Twitter content and therefore chose the “engagement rate” as an indicator. Many experts (incl. London School of Economics) define 0,5-1% as a good engagement for brands. Hootsuite even asserts that the most realistic indicator for good engagement is a rate between 1 and 5%. Therefore, we went for the middle target as the lower threshold of our objectives. Twitter engagement rate is calculated by the tool as follows:</p> <p>$[\text{Likes} + \text{retweets} + \text{replies}] / [\text{total number of followers}]$</p>
Engagement in dedicated LinkedIn group (if set up)	100 members minimum	LinkedIn metrics: Number of group members, Number of posts	This number was based on experience by Energy Cities with previously created groups.
Volume of hashtags #EnergyPoverty and #RightToEnergy mentions	5% increase per year in number of mentions	Hashtag tracker like Ritetag or Hashtagify	This number was based on experience by Energy Cities with previously created groups, but is a rough estimate only. N.B.: Considering that many organisation and people outside the project are now widely using this hashtag, this might not anymore be an indicator that reflects the interest raised by/popularity of our project.
Twitter follower base on wellbasedEU account	Over 200 followers	Twitter metrics	The follower metrics on the WELLBASED account measures the popularity of our project. As the Twitter channel was created from scratch and the frequency of tweets was planned



			to be moderate, we aimed for a considerably low number of followers, counting 50 new followers per year.
Reposts of Wellbased content	20% of posts	Twitter metrics	Retweets are a key metric in Twitter. It is one way to engage with our posts. When looking at the number of retweets on a particular tweet, we can get an idea of how popular that tweet is and get a chance for it to be seen on other accounts. We set the 20% target as a minimum as retweet activity hoping that more than 20% of our followers will endorse what we are saying and sharing.
Local communication			
Content related to project's key activities or results in the local partners' communication channels (in the local languages)	1 article on pilot city website At least 10 posts/pilot city 4 posters in each pilot city	Pilot city websites Pilot city social media channels Number of displays in the public realm	Local level communication here refers to sharing outcomes from the interventions. Initially, the pilots' activities implementation (T3.2) was scheduled for M18-M37. This means, there are 11 months left until the project end during which communication activities were relevant. Based on this available time span, we estimated: <ul style="list-style-type: none"> - Around 1 post/pilot city per month - 1 supporting article on the local website - At least 4 posters to make the WELLBASED activities visible in more than one place. This allows for 2 options: <ul style="list-style-type: none"> - A: spreading the poster campaign over several months, with a sequenced display of 4 different posters. - B: shorten the poster campaign duration and display 4 posters at once.
Hackathons	At least 20 participants in 6 pilot cities	Number of participants	As hackathons are still a rather new type of activity, we set a target based on realistic assumptions by pilots. Our strategy was based on the idea that we'd use EU funding resources more efficiently if we aim for a small thriving community of people rather than a large group of marginally interested people. The more people attend, the more complicated and expensive (staff and budget) it will be to manage the overall process.
Events			
Attendance to non-academic third-party events (online or offline conferences or workshops) with	>2/year	Agenda (if WELLBASED presentation included) screenshot/replay of	This figure has been set based on the time and budget constraints of the consortium partners. Participation at in-person events might be restricted as travel costs for partners do only cover periodic project meetings. Therefore, attendance at 2 in-person events is feasible without putting pressure on any partner. We will aim for well-selected events



visibility for WELLBASED		WELLBASED mention	where we can make sure we reach the right target audience. Participation at more (esp. online) events is envisaged and will depend on both, ad-hoc invitations or event opportunities and available budget.
Final international event	>125	Number of participants on list of participants	Each year, Energy Cities is organising its Annual Conference, targeting members of the network (local authorities) as well as other stakeholders working in the same field. Despite the longstanding experience of the network, Energy Cities does rarely exceed 150 participants. Even though WELLBASED is a temporary project, we count on the relevance of its topic and aim for a large-scale event with at least 125 participants.
Scientific dissemination			
Journal articles peer-reviewed submitted	>10	Statistics for downloads	
MSc Dissertations (ongoing or published)	>3	Number of dissertations	
Attendance to scientific workshops or special sessions	>20	List and number of participants	

WELLBASED



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