

E3 ENTRANCE

First Communication & Dissemination Plan



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Executive Summary

The ENTRANCE Communication and Dissemination Strategy outlines a structured approach to ensure the visibility, uptake, and long-term impact of the project's outcomes. It targets a wide range of stakeholders—such as SMEs, public authorities, real estate professionals, financial institutions, and the research community—through a combination of clear messaging, targeted channels, and tailored formats.

The strategy is built around three core pillars:

1. **Awareness and Engagement:** Raising awareness of the ENTRANCE objectives and solutions through social media, project branding, an informative website, and introductory promotional materials.
2. **Knowledge Sharing and Capacity Building:** Disseminating project results through scientific publications, conference participation, pilot-site demonstration events, and national training workshops aimed at SMEs and key actors in the building sector.
3. **Stakeholder Involvement and Collaboration:** Engaging stakeholders via workshops in each pilot country and through participation in EU-wide events. ENTRANCE will also actively collaborate with related EU initiatives, particularly the BRIDGE initiative, supporting the creation of an innovation cluster and joint activities with sister projects.

Various tools will support these efforts, including videos, infographics, leaflets, and digital resources adapted to partners' needs and sustainability principles (e.g. minimising printed materials through the use of QR codes).

All activities will be tracked biannually, coordinated by REHVA, and reported annually through updates to this strategy. This dynamic and adaptive approach ensures that ENTRANCE communication and dissemination activities remain aligned with project progress and stakeholder needs throughout its duration.



1. Introduction

ENTRANCE aims to enable smart-grid-ready, decarbonized buildings by integrating energy efficiency, flexibility, renewables, mobility, and user empowerment. The project develops and demonstrates solutions that ensure user comfort while enhancing buildings' role in the energy system and market. Guided by four principles—technology integration, digitalization, user engagement, and performance-driven economics—these solutions will be tested across six European countries to ensure wide applicability.

Effective communication, dissemination, and exploitation are essential to maximise the impact of the ENTRANCE project. These activities are designed to ensure that the project's innovative solutions—geared toward making buildings smart-grid-ready and decarbonized, reach the right stakeholders, stimulate collaboration, and lead to real-world adoption.

This **Communication and Dissemination Plan** outlines the strategic approach (Task 8.1) that will guide how ENTRANCE engages its audiences, shares knowledge, and builds visibility across Europe and beyond. It aligns with the project's overall objectives and impact pathway, ensuring that progress, milestones, and results are communicated in a timely, targeted, and effective manner.

The strategy is structured around three core objectives:

1. **Communicating effectively** with key stakeholders by sharing relevant and high-impact project updates and outcomes.
2. **Fostering collaboration** within the consortium and with external partners, projects, and networks.
3. **Enabling sustainability** of results through exploitation activities and long-term adoption beyond the project's duration.

Together with the exploitation plan (Task 7.3), which covers value chain analysis, market uptake, business models, and policy recommendations, this plan ensures that ENTRANCE remains on track to deliver lasting contributions to the smart building and energy transition ecosystem as part of WP8 work.

The following sections detail the planned communication and dissemination activities, channels, tools, and audiences, all tailored to support ENTRANCE's mission and visibility throughout the project lifecycle.



1.1 Deliverable overview & objectives

This deliverable presents the initial **Communication and Dissemination Plan** for the ENTRANCE project. Its purpose is to establish a tailored strategy to effectively communicate ENTRANCE's key messages, raise the visibility of the project, and support the broader uptake of its results, laying the groundwork for long-term impact beyond the project's duration. Developed at the start of the project, the plan defines the communication and dissemination objectives, key messages, target audiences, and the most suitable channels to reach them. It outlines the indicators for monitoring progress (KPIs), evaluation methods, potential risks, and mitigation strategies.

The plan includes a variety of communication channels and activities, such as a social media toolkit for partners, participation in relevant conferences and events, identification of media opportunities, and collaboration with other EU-funded projects and networks. It also defines the ENTRANCE visual identity and core promotional materials to ensure consistent and recognisable communication across all platforms.

This deliverable sets the foundation for all outreach activities in ENTRANCE and will be periodically reviewed and updated throughout the project to ensure relevance, effectiveness, and alignment with evolving communication needs.

The structure of the document is as follows:

Chapter 1 introduces the **visual identity** of ENTRANCE and the core materials developed to ensure a coherent and recognisable image across all communications.

Chapter 2 identifies the **target audiences** of the project, from technical stakeholders to policymakers and the general public.

Chapter 3 details the **communication channels and activities**, including the use of digital platforms, media engagement, and synergies with other initiatives.

Chapter 4 focuses on **dissemination events**, outlining planned participation in relevant conferences, workshops, and networking opportunities.

Chapter 5 provides the **conclusions and reporting methodology**, including how the plan will be evaluated and updated during the project lifecycle.



2. Visual Identity

From the very beginning of the ENTRANCE project, the consortium has collaborated to establish a strong and consistent visual identity that supports the communication of the project's objectives, activities, and future outcomes.

The visual identity package includes the following elements:

- Project logo and colour scheme
- Typography
- Brand identity manual
- Custom banners for the website and social media profiles (LinkedIn, Bluesky)
- Illustrations
- Infographic & Roll up Draft
- Templates for deliverables (Word) and presentations (PowerPoint)

This visual toolkit ensures coherence across all communication materials and strengthens the visibility and recognisability of the ENTRANCE project across platforms and audiences.

All items are available on the project repository.

2.1 Brand Identity Manual

The ENTRANCE brand is built around the concept of a **“European Energy Ecosystem”**, reflecting the project's broad geographical scope and emphasis on cross-border collaboration. The visual style is dynamic and diverse, featuring bright colours with a playful yet professional touch. Geometric shapes and stylised cityscapes with energy-efficient buildings visually convey the interconnected nature of the European energy landscape. Data visualisation elements—such as representations of energy flow and smart grids—highlight the project's focus on digitalisation and innovation. Bold typography adds an energetic and forward-looking tone, reinforcing ENTRANCE's mission to drive smart, sustainable, and interoperable energy solutions across Europe.

2.1.1 Logo

The logo represents the choice of the whole consortium which was given four logo choices. The result consists in the same logo with four colour variations plus one without icon for different needs.



Logo with Symbols – Colour variations



Figure 1. Entrance Icon Logo

E3 ENTRANCE

Figure 2. Entrance logo no icon

2.1.2 Colour

Following the same logic of the logo, ENTRANCE counts on two colours palettes to answer all needs.

Color Palette

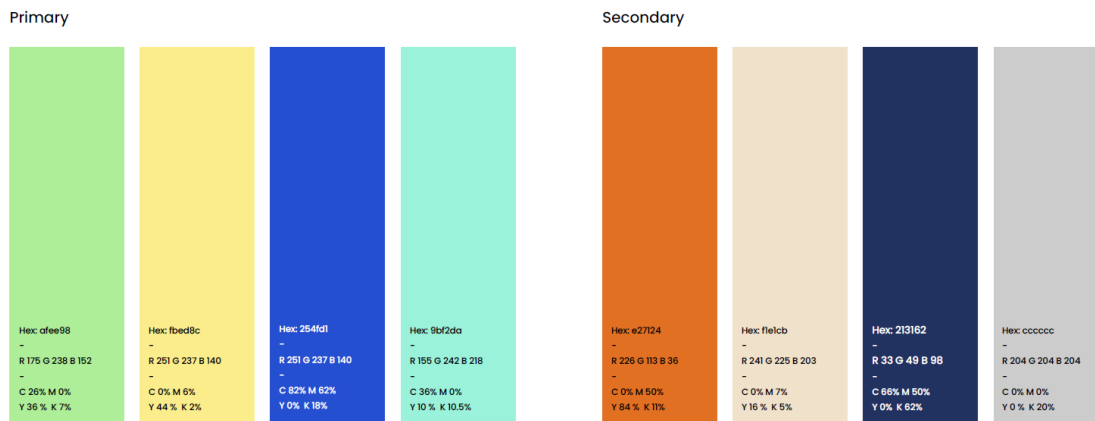


Figure 3. Colour Palette



2.2 Roll up & Infographic Drafts

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Entrance
www.entrance.com



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E3 ENTRANCE

TITLE

ENTRANCE aims to develop and showcase innovative solutions that seamlessly integrate buildings into the energy system while actively engaging end-users in the energy market. By ensuring comfort, empowering users, and creating value for key energy sector stakeholders, ENTRANCE paves the way for a smarter, more sustainable energy future.

DEMOSITES

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 Poland

 Norway

 Sweden

 Estonia

 Italy

 Denmark

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Figure 4. Infographic



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E3 ENTRANCE

SMART-READY AND DECARBONIZED BUILDINGS

DISCOVER OUR PRINCIPLES



- Technology
- Digitalisation
- User Engagement
- Performance Driven Economics



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Figure 5. Roll up Draft



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E3 ENTRANCE

SMART-READY AND DECARBONIZED BUILDINGS



DEMOSITE SWEDEN



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Figure 6. Roll up draft for demosites



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2.3 Templates

Templates for Word documents and PPT presentations are given in Figure 7 and Figure 8, respectively.

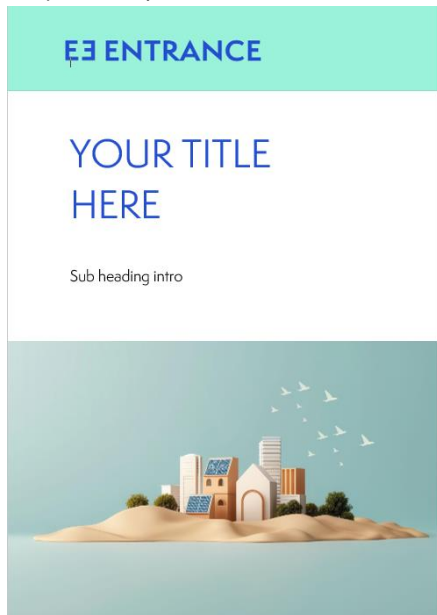


Figure 7. Word Template



Figure 8. PPT template



3. Target Audience

Defining a clear communication and dissemination strategy is essential to ensure that ENTRANCE's objectives, activities, and results are effectively shared with relevant stakeholders. By identifying strategic goals, target audiences, key messages, and appropriate channels, the project can maximise its visibility, foster engagement, and support the uptake of its innovative solutions. A well-structured strategy also ensures consistency across communication efforts and helps align the consortium's outreach activities with the overall impact goals of the project. In the grant agreement a table with the target audience was already drafted and it's reported below. In the next updates of this deliverable changes will be made if necessary. **Moreover, this table is strictly linked with T8.2 Stakeholder mapping and analysis.** A first mapping will be done by all partners in M6 and coordinated by REHVA so this deliverable will not focus on this aspect.

Table 1. Target Audience

Audience	Subtype of target	Why this audience?	Key messages
Solution providers in the smart buildings value chain	Smart product suppliers (BACS, EMS, etc.), technical building system suppliers (heating, cooling, electricity, etc.)	They will be the main stakeholders to facilitate the market uptake of the ENTRANCE solutions	<ul style="list-style-type: none"> - Innovative, attractive, cost-effective, and close-to-market solutions - Increasing demand of smart grid-ready solutions - Commercial and technical material to boost market activities and opportunities
Building (and related asset) owners	Residential building owners Public sector, as asset owners (buildings and other grid-related infrastructure) Private companies as non-residential building owners (offices, industry, and Universities)	They will be the adopters of the ENTRANCE solutions	<ul style="list-style-type: none"> - Increased resilience of the assets (reliability on the energy supply, shielding from environmental and cost shocks, etc.) - Increased market value of the assets (higher performance and comfort, lower operational costs, economic revenue from grid interaction, etc.)
End-users	Owners (if users), tenants	They will be the direct beneficiaries of	<ul style="list-style-type: none"> - Increased performance of the assets (IEQ, energy, etc.), sense



Audience	Subtype of target	Why this audience?	Key messages
	Private companies as non-residential building managers (facility managers, aggregators)	enhanced building performance and IEQ.	of ownership and empowerment, capitalisation of awareness and behaviour
Grid operators	TSO, DSO, market operator	Their endeavour towards grid robustness and network management will be improved through ENTRANCE solutions.	<ul style="list-style-type: none"> - Improved integration of buildings with energy carriers and non-energy services - Improved contribution of buildings to energy production, flexibility, and grid balancing - Innovative, operational, and standardized building-to-grid integration solutions and data exchange
 Policymakers	EPBD (also RED, EMD) implementing bodies and regulators	They are the stakeholders politically responsible for the decarbonisation of the economy.	<ul style="list-style-type: none"> - Expert feedback on impact of policy measures and standards - Policy recommendations for effective decarbonisation through holistic integrated smart solutions and electrification
Others (service providers)	Private companies as non-residential building managers (facility managers, aggregators) ESCOs Energy consultants & advisors Efficiency certification bodies	<p>Their practice will benefit from the developed ENTRANCE solutions.</p> <p>To understand the advances on this kind of solutions and examples as inputs for adapting their business strategies</p> <p>To understand the advances on this kind of solutions and examples as inputs for</p>	



Audience	Subtype of target	Why this audience?	Key messages
		<p>adapting their business strategies</p> <p>To include the solution (or the approach) in their portfolio</p> <p>To be aware of the advances on this kind of solutions and get feedback from Smart Readiness Indicator</p>	
<p>Scientific Community</p>	<p>Academia</p> <p>Other EU-funded projects and initiatives</p>	<p>ENTRANCE is an Innovation Action, which will contribute to the existing body of research in smart grid-ready buildings</p> <p>They reap the advantages of the spillover effects they can use to further build their own work on.</p>	<p>Wider research, improvements and uses of advanced method based on Total Concept principles and the technological solutions.</p> <p>To feed into other initiatives and by doing so increase the multiplier effect of the project results</p>



4. Communication activities

The communication activities for ENTRANCE are organised into distinct categories to ensure broad and effective outreach across various audiences. Under the **digital outreach** group, key tools include social media channels, the project website, newsletters, and promotional videos – all aimed at raising visibility, engaging stakeholders, and sharing project updates in real time. Complementary **promotional materials** such as leaflets, posters, and roll-ups will support visibility at both physical and online events. Each activity is linked to specific Key Performance Indicators (KPIs), as outlined in the Grant Agreement, and will be further detailed in the following sub-chapters to ensure targeted, measurable, and strategic communication throughout the project’s lifecycle. Under dissemination, in addition to digital efforts, ENTRANCE will also produce **scientific publications** to contribute to the academic and research communities and actively participate in **events** to present the project’s progress and results. Both activities will be described in the next chapter.

Table 2. Communication activities and KPIs

Activity	Purpose	Target Audience	KPIs
Project website	Main communication interface and repository of information with continuous updates.	All target groups and wider public.	Unique visitors: an average of 1.200 per year Average time on website: at least 40% of users > 2 min Nr. of downloads: >8000 Weekly update of website
Newsletters	Regular updates on project progress & results.	All target groups & wider public.	Minimum 5 Newsletters Number of subscribers: 120
Social Media	Continuous raising awareness of project developments & engagement to additional stakeholders.	All target groups and wider public	Number of targeted followers combined on LinkedIn and Twitter: Minimum 500 Combined impressions: >70.000 Combined posts/shares: 3 per week
Public and digital PR promotion	Leaflets / posters / infographics / videos	All target groups, mainly EU Stakeholder with infographics	Minimum 2 project leaflets Minimum 1 poster Minimum 1 infographic with an overview performance



Activity	Purpose	Target Audience	KPIs
			contracting market Minimum 2 videos

4.1 Project Website

The ENTRANCE project website (<https://entrance-project.com/>) was conceived at the very start of the project and went live in M5. In parallel, every consortium partner was asked to host a dedicated ENTRANCE page on their own organisational website to maximise visibility.

The site offers:

- **A clear Home page and About page** outlining the project's background and objectives.
- **A Pilots section** where each demonstration site is illustrated with a photo and a concise description of the solutions to be implemented.
- **News & Events pages** for regular updates.
- **A Results area** aggregating deliverables and publications.
- **A Community page** highlighting related initiatives and, if established, a project cluster.

Together, these sections provide a single source for all public information on ENTRANCE: progress reports, pilot updates, and key outputs are all stored here and shared via social media to engage followers. Partners also mirror major announcements on their own sites, ensuring consistent outreach across the consortium.

As mentioned in the table above The ENTRANCE project website aims to attract an average of **1,200 unique visitors per year**, with **at least 40%** of users spending **over 2 minutes** on the site. It also targets **over 8,000 downloads** of public materials and ensures **weekly updates** to keep content fresh and relevant.



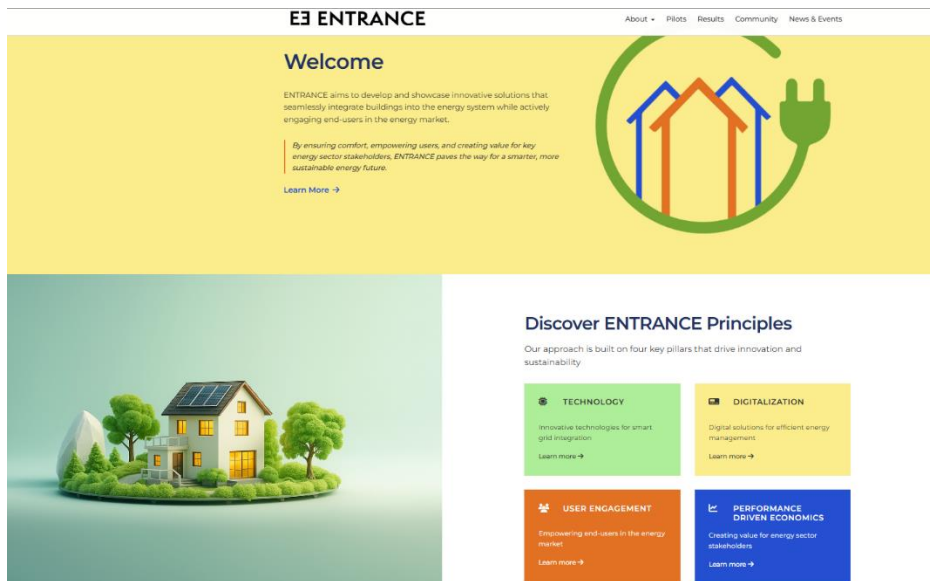


Figure 9. Homepage

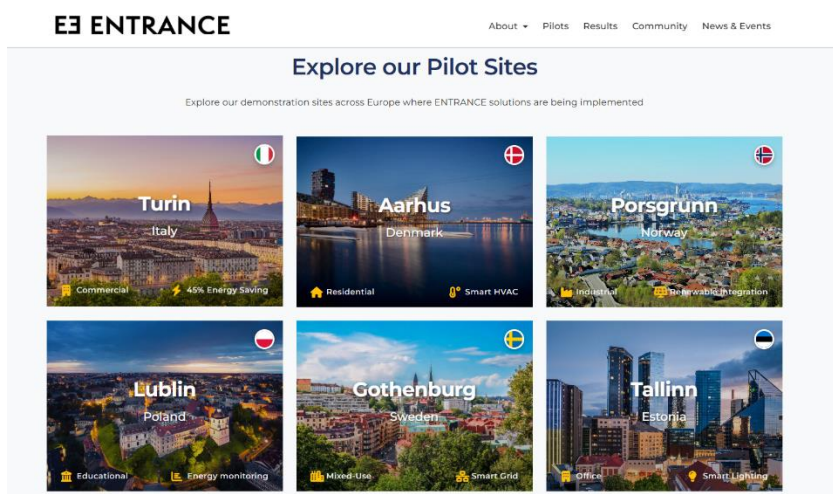


Figure 10. Pilots' page



Publications & Deliverables

Access the latest research outputs, technical reports, and scientific publications from the ENTRANCE project. Our work advances the transformation of buildings into energy flexibility assets, contributing to a more sustainable and resilient energy system.



Official reports and documents detailing our project's progress, methodologies, and results.

Figure 11. Results' page

4.2 Social Media

For ENTRANCE, [LinkedIn](#) has been selected as the primary social media platform for communication and dissemination activities. Based on lessons learned from similar EU-funded projects, LinkedIn consistently offers higher engagement among relevant stakeholders, particularly those from the research, policy, and smart buildings sectors. Its professional audience makes it the most suitable channel to share project updates, results, and insights with a focus on dialogue and visibility.

X has shown decreasing returns in terms of engagement and reach within the scope of technical and policy-driven projects. Likewise, platforms such as Instagram are not considered appropriate for ENTRANCE, given their focus on consumer-facing visual content, which does not align with the project's objectives of targeting professionals, regulators, and technical stakeholders.

In addition, as an exploratory effort, ENTRANCE will test the use of [Bluesky](#) as an emerging platform. While its relevance for professional audiences in the energy and building sector is still uncertain, this pilot use will help assess whether it offers alternative engagement dynamics that could complement our LinkedIn-focused strategy.

To support these efforts, video materials will be developed and hosted on YouTube. These will serve as flexible content pieces that can be shared across social media platforms, embedded on the project website, and circulated by partners through their institutional channels.

Content Calendar & Posting Strategy

ENTRANCE will adopt a **two-phase approach** to social media engagement:

Phase 1 – Establishing Presence:



- Share relevant sector news and replicate existing public content aligned with ENTRANCE goals
- Upload project materials and updates
- Follow key influencers and stakeholders in the smart buildings and energy systems sectors
- Actively engage with other EU projects and related initiatives to build a collaborative network

Phase 2 – Continuous Promotion of Results:

- Share updates on project outcomes, pilots, and events
- Interact with followers to gather feedback and foster discussion
- Respond to comments and private messages across channels
- Continue uploading public materials, resharing relevant sector content, and monitoring topical hashtags

Regular Posting

- **2–3 posts per week** on LinkedIn and Bluesky (same content will be cross-posted on both platforms)
- **1 short video clip** every 12 months highlighting key milestones or results

Hashtags & Tags

Project-Specific Hashtags:

- #ENTRANCEproject
- #SmartBuildings
- #EnergyFlexibility
- #SmartGridReady
- #BuildingDecarbonisation
- #BuildingEnergyEfficiency
- #UserEmpowerment
- #HorizonEurope
- #EUResearch
- #DigitalBuildings

Relevant LinkedIn Accounts to Tag:

- @EuropeanCommission
- @HorizonEU
- @CINEA – European Climate, Infrastructure and Environment Executive Agency
- Partner organisations' LinkedIn pages
- Related EU projects and initiatives



The project aims to reach a **minimum of 500 combined followers** on LinkedIn and Bluesky, generate **over 70,000 impressions**, and maintain a consistent presence with **3 posts or shares per week** across platforms.

4.3 Newsletter

The project aims to send a **minimum of 5 newsletters** throughout its duration, with a target of **120 subscribers**. The strategy is to issue two newsletters per year, starting from Month 6, with one in the first year and two in each of the following years. Instead of replicating website content, the newsletters will serve as comprehensive updates, gathering key news and results from recent months. To add value, options like exclusive updates or special campaigns—such as partner interviews—may also be explored.

Newsletters are produced through Mailchimp, and a subscription pop-up is available on the project website to encourage sign-ups. Additionally, REHVA, will support dissemination by publishing major project updates in its own newsletters, which reach an audience of over 4,000 followers.

There are no delays, and the first newsletter will be sent in M6 but is not ready yet at the time of writing this deliverable.

4.4 Public and digital PR – promotion

Videos

To maximise outreach and engage a broader audience, videos will be used as a dynamic tool to communicate ENTRANCE's vision, progress, and results.

- **Introductory Video (M12):** A 2–4 minute animated video will be produced to raise awareness about the project's objectives and ambitions. It will serve as a general introduction to ENTRANCE and be used in early-stage dissemination activities, including events and social media.
- **Results & Impact Video (Second Half of Project):** A second 2–4 minute video will showcase the outcomes from the pilot sites, highlighting the benefits of the developed solutions and offering guidance for end-users. This video will support communication at conferences, training activities, and in the preparation of final guidelines.

Both videos will be adapted into shorter formats suitable for publication on ENTRANCE's social media platforms to ensure wider visibility and engagement.

Leaflets, Posters, and Infographics

Printed and digital materials such as leaflets, posters, and infographics will be developed and used strategically depending on the type of event and target audience. These materials will be



tailored to effectively communicate key messages, project results, and benefits in a clear and accessible format. To align with sustainable practices, excessive printing will be avoided; instead, materials will often include QR codes linking to digital versions (e.g. PDFs) to reduce paper waste. Content and design will be adapted to meet the specific needs of partners and support their local dissemination activities.

5. Dissemination activities

Dissemination activities in ENTRANCE aim to share the project’s results, methods, and insights with specialised audiences, including researchers, practitioners, and policymakers. This will be achieved through scientific publications in peer-reviewed journals, presentations at relevant conferences, and active participation in expert events and networks. These actions ensure that ENTRANCE contributes to the broader knowledge base and fosters uptake and replication of its outcomes across Europe.

Table 3. Dissemination activities and KPIs

Activity	Purpose	Target Audience	KPIs
Workshops, webinars & other joint events	Active and focused raising awareness of project objectives and results tailor-made to different audiences.	National stakeholders, certification bodies, energy auditors; EU-stakeholders; policy-makers and standardization bodies; building professionals.	Minimum 6 events (with minimum 25 attendees)
Scientific and journalistic articles	Increase project’s visibility of important results.	All target groups but mainly building professionals, end-users and policy-makers.	Scientific articles target downloads: <5 = poor 5–10 = good >10 = excellent
Liaising & clustering activities	Increase project visibility and exchange with projects working on the same topic	All target groups	Minimum of engagement with 3 projects



5.1 Publications

The ENTRANCE project foresees at least **two key publications in the specialized press**, specifically targeting SMEs and researchers, to be published in channels such as the REHVA Journal, which focuses on the HVAC (Heating, Ventilation, and Air Conditioning) sector, and relevant outlets in pilot countries. The first article will be released in the second half of the project to raise awareness about ENTRANCE and the solutions being implemented. The second will be published toward the end of the project, focusing on results and impacts.

In addition, the project aims to produce **scientific publications**, which are essential for reaching the research and academic community. This audience plays a critical role in validating, disseminating, and building upon the project's findings. Academic engagement ensures the scientific rigor and replicability of ENTRANCE solutions and can inspire future research and cross-project synergies.

The performance of these articles will be monitored based on download metrics:

- <5 downloads = Poor
- 5–10 downloads = Good
- >10 downloads = Excellent

5.2 Events

Participation in events will play a central role in ENTRANCE's outreach and stakeholder engagement strategy. A variety of in-person and online events will be organised and attended to showcase project results, engage stakeholders, and build capacity across Europe. These include EU-wide demonstration events to present the developed solutions, national training workshops to support SMEs, and annual contributions to major sectoral conferences such as EUSEW or CLIMA. In addition, local workshops in each pilot country will ensure continuous stakeholder feedback and promote the uptake of project outcomes.

- **6 EU-wide demonstration events** (starting from Month 28) to showcase the project's smart solutions in action to a broad professional audience.
- **6 national training workshops** (one in each pilot country) dedicated to SMEs, focusing on the use and benefits of ENTRANCE solutions.
- **6 pilot country stakeholder workshops** aimed at gathering feedback, ensuring local engagement, and facilitating adoption at regional level.
- **Annual participation in major professional conferences**, such as the EU Sustainable Energy Week (EUSEW) and Sustainable Places, to present project insights and strengthen European collaboration.

This activities are strictly linked to **T8.2 Stakeholder mapping and engagement**.



In the next update of this deliverable a clearer picture of what international and demonstration events ENTRANCE will attend will be drafted. Here are possible targeted events:

<u>Event</u>
<u>European Sustainable Energy Week</u>
<u>World Sustainable Energy Days</u>
<u>World Green Building Week</u>
<u>European Energy Efficiency Day</u>
<u>EE Global Forum</u>
<u>International PassivHouse Conference</u>
<u>Enlit Europe</u>
<u>GreenBuild</u>
<u>Building Greening</u>
<u>International Energy Forum on Advanced Building Skins</u>
<u>Renovate Europe Days</u>
<u>Citizens Energy Forum</u>
<u>Mostra Convegno Expocomfort</u>
<u>RECHARGE</u>
<u>Energy Efficiency Conference</u>
<u>Sustainable Places conference</u>
<u>SmartBuilt4EU, final meeting</u>
<u>MIPIM</u>
<u>ISEC Conference</u>
<u>Impact Days RENOWAVE.AT</u>
<u>Energy Evaluation Europe</u>
<u>Alliance to Save Energy</u>

5.3 Liaising & clustering activities

ENTRANCE will actively engage with related EU-funded projects and initiatives to maximise synergies, exchange knowledge, and promote coordinated innovation efforts. A key focus will be on supporting the formation and continuation of an Innovation Cluster aligned with the **BRIDGE initiative**, with 2% of the project’s total budget dedicated to this collaboration. In the first half of the project, ENTRANCE will coordinate—or support coordination if led by another project—at least one closed workshop with other projects funded under the same call or topic. This workshop will serve to establish the cluster’s structure, align project objectives, and lay the groundwork for future joint activities. ENTRANCE will also contribute to overcoming innovation barriers in the building and energy sectors by engaging in relevant **BRIDGE working groups** that align with its scope and expertise.

These activities will be coordinated under ***T8.4 Liaising with other projects, initiatives, and other clustering activities.***



EE ENTRANCE



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 ENTRANCE-HE

Our partners:



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ReMoni



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