

# E3 ENTRANCE

## Second Communication & Dissemination plan Update and reporting

D8.2



Project Data	
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## Executive Summary

This deliverable presents the first update of the ENTRANCE Communication and Dissemination Plan and reports on the progress achieved during the first 12 months of the project (M1–M12). Building on Deliverable D8.1, which defined the initial strategy, this document provides an overview of the communication and dissemination activities implemented so far, assesses progress towards the established KPIs, and outlines the updated plan for the next phase of the project.

During the first year of the project, communication activities focused on establishing ENTRANCE's visibility and digital presence. The project website was launched and regularly updated with relevant information, while social media channels—primarily LinkedIn and Bluesky—were used to promote project news, partner activities, and introductory content. The newsletter structure and mailing list were created. Core promotional materials, such as the flyer, roll-up and introductory animated video, were also initiated, with the aim to be rolled out starting M13, coinciding with ENTRANCE's first results. Dissemination actions progressed in parallel. The project achieved its first non-academic publication in the REHVA Journal and initiated its first academic publication with an abstract being submitted to the BuildSim Nordic 2026 Conference. ENTRANCE formally joined the BRIDGE Initiative, being showcased in the BRIDGE 2025 brochure within the "Smart Grid-Ready Buildings" cluster. ENTRANCE also engaged in the initial stages of clustering and liaising activities, including participation in targeted workshops organised by the European Commission in the framework of the BRIDGE Initiative for the Strategic Roadmap on Digitalisation and AI in the Energy Sector.

KPI monitoring shows steady progress in several areas, such as social media engagement, website updates, and stakeholder visibility. Some indicators are progressing more slowly due to the early stage of technical developments, which limited the availability of publishable results in the first year. These challenges are addressed through an adaptive communication strategy that will intensify as project outputs become available.



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## 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.

Deliverable D8.1, submitted at the M6, defined the initial Communication and Dissemination Plan, outlining the strategic framework, target audiences, key messages, channels and visual identity to guide WP8 activities throughout the project.

This Deliverable D8.2 builds on that foundation and provides an update after the first 12 months of the project. It reports on the activities implemented so far, monitors progress toward the communication and dissemination KPIs, and identifies any adjustments needed to ensure alignments with the project's evolution.

Throughout the first year, ENTRANCE has focused on establishing its communication tools and visibility, including the project website, social media presence, visual identity, and initial dissemination actions. While some activities progressed as planned, others were adapted to match the pace of technical developments and the availability of results.

This updated Communication and Dissemination Plan therefore reflects:

- The actions carried out in M1-12
- The performance achieved against the initial objectives
- The planned adjustments to sustain and strengthen communication in the next phases of the project.



## 1.1 Deliverable overview & objectives

This deliverable presents the first update of the ENTRANCE Communication and Dissemination Plan. D8.1 defined the initial strategy at project start, while Deliverable 8.2 focuses on reporting and evaluating the communication and dissemination activities implemented during the first 12 months of the project.

The objectives of this deliverable are to:

- Summarise the actions carried out across all communication and dissemination channels
- Assess progress towards KPIs established in D8.1
- Identify challenges and lessons learned during the reporting period
- Update the planned activities and priorities for the next phase of the project
- Ensure the alignment between communication efforts and technical progress of the project.

D8.2 acts as a reporting and adjustment tool, ensuring that communication activities continue to support ENTRANCE's objectives effectively as the project evolves.

The structure of the document is as follows:

**Chapter 2** summarises the ENTRANCE visual identity and the core materials developed to ensure a coherent and recognisable image across all communications. The full visual identity is presented in D8.1; this chapter serves only as a brief reminder.

**Chapter 3** identifies the **target audiences** of the project, from technical stakeholders to policymakers and the general public.

**Chapter 4** details the **communication channels and activities**, including the use of digital platforms, media engagement. It also presents the current status of the social media platforms.

**Chapter 5** focuses on **dissemination events**, outlining planned participation in relevant conferences, workshops, and networking opportunities and synergies with other initiatives

**Chapter 6** provides the **conclusions and reporting methodology**, including how the plan will be evaluated and updated during the project lifecycle.

## 1.2 Relation to D8.1

Deliverable D8.1 established the initial Communication and Dissemination Plan at project start. D8.1 defined the strategic approach, project objectives, target audiences, key messages, channels, KPIs and the official visual identity. The present deliverable, D8.2, builds on D8.1 and does not replace it. Instead, it provides an update after the first 12 months of the project, reporting on the activities carried out, the progress towards KPIs, and any adjustments needed based on the project evolution. The core purpose of D8.2 is to detail the Communication and Dissemination activities executed, report on the measurable progress achieved toward the established KPIs, and propose any necessary strategic adjustments based on the evolution of



the ENTRANCE project. Therefore, D8.1 remains the baseline strategy, and D8.2 serves as its subsequent reporting milestone and operation revision at M12.

### 1.3 Period of Reporting

This deliverable reports on communication and dissemination activities performed during the first 12 months of the ENTRANCE project (M1-M12). All achievements, KPI measurements, challenges, and lessons learned in presented in this document refer exclusively to this period.



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## 2. Visual Identity

The ENTRANCE visual identity was fully defined in Deliverable D8.1 and remains unchanged. The visual identity outlined in D8.1 includes:

- 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)
- Set of graphic elements reflecting the project's concept of a European Energy Ecosystem

These elements continue to ensure a coherent and recognisable appearance across all project communication materials.

During the first year of the project, the visual identity was consistently applied to all core communication tools, including:

- The project website and its banners:
- The official LinkedIn page and other social media graphics:
- The templates for deliverables and presentations used by all partners.

Partners have been instructed to apply the visual identity in all external communication to maintain consistency across countries and stakeholder groups.

All items are available on the project repository.



### 3. Target Audience

The target audience groups identified in D8.1 remain valid and relevant for the first year of the ENTRANCE project. The consortium continues to address these groups through tailored communication and dissemination actions.

In the next updates of the deliverable changes will be made if necessary. Particularly linked to T8.2 Stakeholder mapping and engagement, which deals with the stakeholder mapping and analysis.

Table 1 reproduces the target audience matrix, originally presented in D8.1, which is maintained as reference framework for all outreach activities.

Table 1. Target Audience

Audience	Subtype of target	Why this audience?	Key messages
<b>Solution providers in the smart buildings value chain</b>	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"> <li>- Innovative, attractive, cost-effective, and close-to-market solutions</li> <li>- Increasing demand of smart grid-ready solutions</li> <li>- Commercial and technical material to boost market activities and opportunities</li> </ul>
<b>Building (and related asset) owners</b>	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"> <li>- Increased resilience of the assets (reliability on the energy supply, shielding from environmental and cost shocks, etc.)</li> <li>- Increased market value of the assets (higher performance and comfort, lower operational costs, economic revenue from grid interaction, etc.)</li> </ul>
<b>End-users</b>	Owners (if users), tenants Private companies as non-residential building managers	They will be the direct beneficiaries of enhanced building performance and IEQ.	<ul style="list-style-type: none"> <li>- Increased performance of the assets (IEQ, energy, etc.), sense of ownership and empowerment, capitalisation of awareness and behaviour</li> </ul>



Audience	Subtype of target	Why this audience?	Key messages
	(facility managers, aggregators)		
<b>Grid operators</b>	TSO, DSO, market operator	Their endeavour towards grid robustness and network management will be improved through ENTRANCE solutions.	<ul style="list-style-type: none"> <li>- Improved integration of buildings with energy carriers and non-energy services</li> <li>- Improved contribution of buildings to energy production, flexibility, and grid balancing</li> <li>- Innovative, operational, and standardized building-to-grid integration solutions and data exchange</li> </ul>
<b>Policymakers</b>	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"> <li>- Expert feedback on impact of policy measures and standards</li> <li>- Policy recommendations for effective decarbonisation through holistic integrated smart solutions and electrification</li> </ul>
<b>Others (service providers)</b>	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 adapting their business strategies</p> <p>To include the solution (or the approach) in their portfolio</p>	



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

No modifications to the target audience categories are required at this stage. The relevance of each group will be reassessed in the next update based on the progress of pilot activities and stakeholder engagement



## 4. Communication activities

This chapter presents the communication activities implemented during the first 12 months of the ENTRANCE project. The achievements are reported against the strategy defined in D8.1 and reflect the current progress toward the project's communication objectives.

Table 2. Communication activities and KPIs

Activity	Purpose	Target Audience	KPIs
<b>Project website</b>	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
<b>Newsletters</b>	Regular updates on project progress & results.	All target groups & wider public.	Minimum 5 Newsletters Number of subscribers: 120
<b>Social Media</b>	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
<b>Public and digital PR – promotion</b>	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 contracting market Minimum 2 videos

REHVA is keeping track of all project results to be published by establishing a publication plan for the coming years, as shown in Figure 1. During 2026, we expect to publish and disseminate seven deliverables through the project website and social media channels, together with updates from the Turin consortium meeting and continuous news from the pilot sites. At least one major publication per quarter is planned, complemented by updates on related activities, events, and collaborations carried out within the ENTRANCE project. This approach ensures



preparedness for the communication and dissemination of the main results arising from the different work packages.

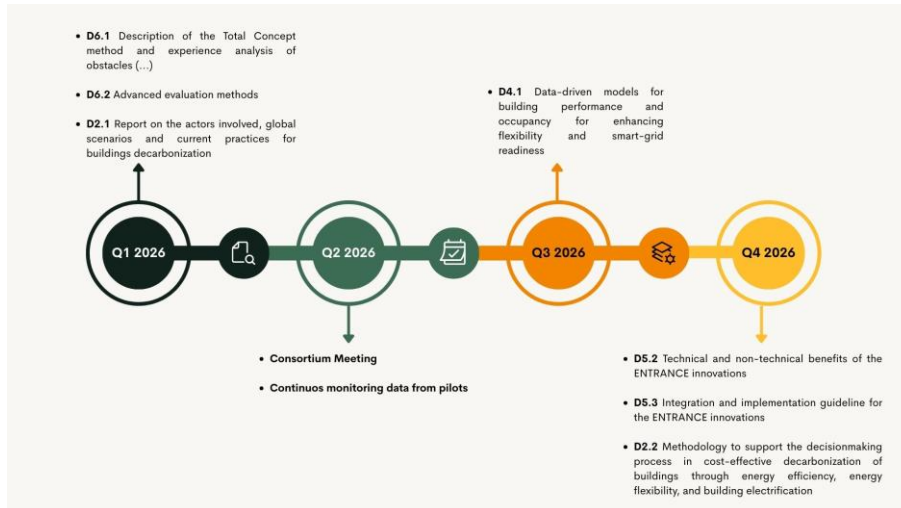


Figure 1. Overview of the planned project results timeline for 2026

## 4.1 Project Website

The ENTRANCE project website (<https://entrance-project.com/>) went live in M5. And has served as the main information hub for all public-facing content. 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 result 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 outlined in the communication KPIs established in D8.1, 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.

At M12, the website reflects the following preliminary status:

- **Unique visitors during the first year:** 2227
- **Average time spent per user:** 33 seconds
- **Downloads of public materials:** there is an issue with the website analytics that prevents the retrieval of the actual number of downloads. This issue appears to be recurrent, and the web developer has indicated that a resolution cannot be guaranteed. Consequently, at this stage, we are unable to commit to tracking this KPI as originally specified. Should the issue be resolved, this will be reported in the next reporting period.  
**The available data indicates that the website's results page recorded 176 page views and 93 active users.**

Since the project is only in its first year and the majority of technical work packages are still in their early stages, the volume of results and publications available for dissemination remains limited. Consequently, website traffic and downloads are expected to increase significantly during the second year, when more outputs, updates, and demonstrator-related content will become available. **Despite the limited availability of results during the first year, the project reached 2,227 unique visitors, exceeding the KPI for unique visitors set at 1,200.**

**Commented [PC1]:** Good, while this statement is good to justify why on 3 of the 4 KPIs above we "failed", make sure to highlight that despite that the project is receiving attention since we exceed expectations in one KPI (unique visitors)

## 4.2 Social Media

For ENTRANCE, LinkedIn has been selected and used 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 action, ENTRANCE tested the use of Bluesky as an emerging social media platform. The outreach and engagement observed were limited. Consequently, dissemination activities will continue to focus primarily on LinkedIn. A possible future option, which has not yet been discussed within the consortium, could involve the use of Bluesky



through the personal profiles of project partners; this remains a preliminary idea and has not been assessed at this stage.

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 adopted from D8.1 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 Interactions**

- Although 2–3 posts per week were planned in D8.1, this target could not be achieved. Therefore, the strategy will be adjusted to one to two interactions per week (including reposting, commenting, and posting) in order to maintain an active presence while accommodating the availability of results to be published.
- **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**.

#### 4.2.1 Social Media Performance in M1-M12

During its first year, ENTRANCE focused on establishing visibility and building a foundational online presence (Phase 1 of the posting strategy defined in D8.1). The LinkedIn account published updates, including:

- Introductory posts presenting the project concept
- Posts highlighting the consortium and pilot sites,
- Updates from project and consortium meetings
- General communication materials aligned with early-stage activities

At M12:

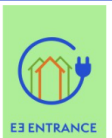
- LinkedIn followers: 108
- Number of posts: 11

Follower growth was stronger during the first months after launch, consistent with typical early-phase engagement patterns in Horizon Europe projects. Since most technical work packages are still in development, no major results, collaborations, or pilot achievement were yet available to generate higher engagement or more frequent posting.

It was not possible to maintain three social media interactions per week, as the project is still in its first year and most technical work packages are in their early stages. As a result, the volume of results and publications available for dissemination remains limited, and the available material did not allow for such a consistent communication effort. For this reason, a structured dissemination timeline for 2026 has been planned in advance, in order to ensure readiness for forthcoming publications and result (Figure1).



# E3 ENTRANCE



## ENTRANCE Horizon Europe

Enabling smart-grid ready building through integrated solutions and digital technologies

Edilizia · 108 follower · 11-50 dipendenti



### ENTRANCE Horizon Europe

108 follower  
8m ·

◆ ENTRANCE Project Meeting in Trondheim: Innovation in Action! no 📺  
Last week, the ENTRANCE project partners gathered in Trondheim, Norway, for a dynamic and inspiring meeting hosted by our coordinator, [Norges](#) ... altro

Mostra traduzione



👍❤️👍 32

2 diffusioni post

Figure 2. ENTRANCE LinkedIn profile screenshots



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The BlueSky account currently has 19 followers and replicated LinkedIn content. Its long-term use remains under review. The exploratory use of Bluesky resulted in minimal outreach and engagement and, at this stage, does not justify continued project-level dissemination activities on this platform. Consequently, LinkedIn will remain the project's primary and only social media channel. A possible alternative, which has not yet been discussed within the consortium, could be to consider the use of Bluesky through the personal profiles of project partners to share ENTRANCE-related news; this remains a preliminary idea subject to future internal discussion.



Figure 3. ENTRANCE Bluesky profile screenshot

#### 4.2.2 Next Steps and Posting Strategy

Given the project is still in the early stages of results generation, ENTRANCE will adopt an adjusted frequency of posting until more substantial outputs become available. Planned improvements include:

- Planning one interaction per week, focusing on:
  - Short recaps of project objectives and activities,
  - Updates on consortium participation in relevant events,
  - Initial collaborations with EU initiatives and clusters,
  - Preliminary findings and insights as work packages progress
- Increasing visibility once pilot-sites activities begin producing results
- Integrating multimedia content (short video, Rollups) to enhance engagement



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- The use of Bluesky could be shifted to the consortium partners' personal profiles, which show higher engagement. This alternative has not yet been discussed with the consortium. Updates will be provided in the next reporting period

## 4.3 Newsletter

The newsletter strategy defined in D8.1 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.

### 4.3.1 Newsletter progress update

The first newsletter, originally planned for Month 6 as stated in D8.1, was not issued because the project was still in its initial phase and no major results, outputs, or participation in relevant events had yet occurred. Publishing a newsletter at that stage would not have provided meaningful value to subscribers.

The first edition will therefore be released at Month 13 and will include the most relevant updates from the project's first year. At the time of writing, the newsletter mailing list counts 54 subscribers. To increase this number, a dedicated social media post inviting stakeholders to subscribe will be published during M12.

The first ENTRANCE newsletter is planned for distribution in Month 13. At the time of writing this deliverable, the newsletter is not yet ready to be shared; it will be published in the next reporting period.

## 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.

## **4.4.1 Public and digital PR- promotion progress update**

### **Videos**

The introductory video planned for Month 12 is currently under development. The script is being drafted, but the final video will not be available in time for this deliverable.

The Results and Impact video, scheduled for the second half of the project, remains on track as originally planned.

### **Leaflets, Posters, and Infographics**

Printed and digital materials are currently being drafted to ensure they are ready from Month 13 onward and can be used strategically depending on the type of event and target audience. During the first year of the project, no events were planned, so the development of these materials was postponed. However, they will be fully ready for use in the second year of the project.



## 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
<b>Workshops, webinars &amp; other joint events</b>	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)
<b>Scientific and journalistic articles</b>	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
<b>Liaising &amp; clustering activities</b>	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

The first year of the project included one journalistic publication in the REHVA Journal, published on Month 12. The article, titled *“Hybrid Physics-Data Modelling of Building Thermal Dynamics,”* is featured in the *Artificial Intelligence in HVAC* issue of the journal. This is the link to the article <https://www.rehva.eu/rehva-journal/chapter/hybrid-physics-data-modelling-of-building-thermal-dynamics>.

The core of the article focuses on Task 4.1, which addresses data-driven dynamic models for enhancing energy flexibility. It presents a hybrid framework aimed at developing a simple, physics-informed and interpretable data-driven model of the thermal dynamics of one of ENTRANCE’s pilot buildings.

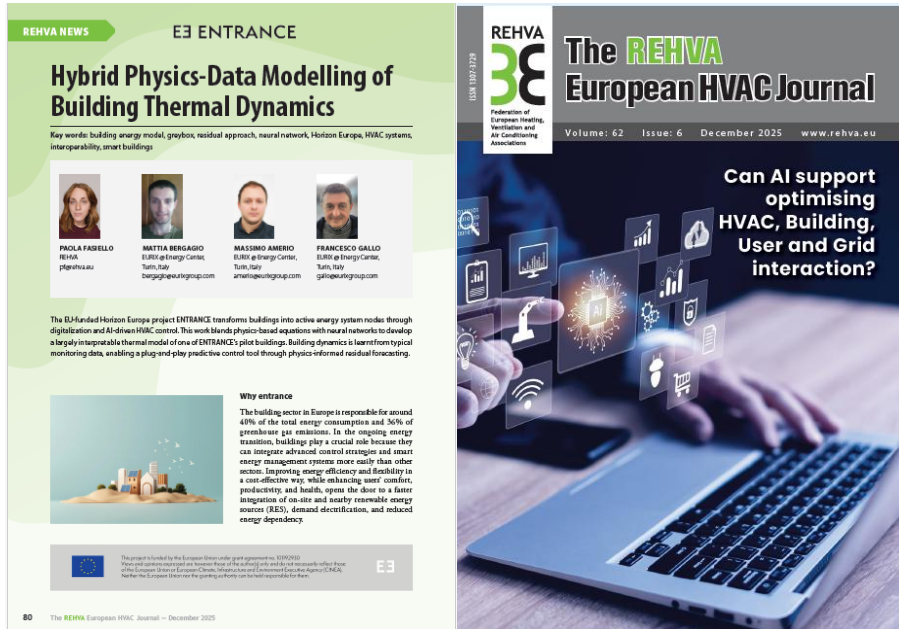


Figure 4. Screenshot of the journal article *“Hybrid Physics-Data Modelling of Building Thermal Dynamics,”* published in the REHVA Journal.



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## 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.

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

## 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.***



### 5.3.1 BRIDGE Initiative

In 2025, ENTRANCE was featured in the BRIDGE Initiative 2025 brochure, within the cluster HORIZON-CL5-2024-D4-01-02 — Smart Grid-Ready Buildings. The brochure presents the main features of the project, as shown in the images below:



Figure 5. Screenshot of the ENTRANCE page from the BRIDGE initiative 2025 brochure

Following an invitation circulated within the BRIDGE community, the ENTRANCE consortium decided to participate in the targeted workshops organised by the European Commission. The consortium recognised the relevance of these workshops in supporting the consultation process for the Strategic Roadmap for Digitalisation and Artificial Intelligence in the Energy Sector. **Mattia Bergagio (Eurix)** represented ENTRANCE and participated in two online workshops held on 15 September 2025 (focused on opportunities of AI and foundation models) and on 25 September 2025 (focused on challenges and risks related to AI use in the energy sector).

Feedback from the first workshop highlighted key aspects relevant to ENTRANCE, including the need to address data availability and protection through synthetic data, data spaces, and interoperable data formats; the importance of open-source and physics-informed models; access to high-performance computing infrastructures such as EuroHPC; and the integration of AI models into legacy systems, supported by early cost-benefit and risk assessments and cross-disciplinary skills development.

The second workshop emphasised the risks of inaction, the importance of harmonised standards, certification, and systematic testing as risk mitigation measures, as well as the relevance of the evolving regulatory framework, including the AI Act, the NIS2 Directive, and



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the Cyber Resilience Act. The insights gathered were shared within the ENTRANCE consortium and contributed to aligning project activities with ongoing European policy and technical developments.

As next steps in liaising with the BRIDGE initiative, ENTRANCE has already begun the necessary work to ensure its appearance on the BRIDGE website alongside all other participating projects. In addition, ENTRANCE is organising its schedule of results to develop news items that can be shared in the BRIDGE newsletter. This will help increase the project's visibility and reach among stakeholders and sister projects.



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## 6. Reporting methodology

All activities will be monitored and reported every six months by the responsible project partners, under the supervision of REHVA. REHVA will issue biannual reminders to partners to update the shared Excel file available in the project’s repository, where activities are organised by type. An annual summary of these activities will be included in the updated version of this deliverable every 12 months.

Partners are still reporting the activities carried out during the first year. At this stage, a fully updated file is not yet available, Figure 6 shows the activities reported by REHVA.

Responsible partner	Name of Website	Title/description	Outreach	Target Audience	Link
REHVA	<a href="https://entrance-project.com/">https://entrance-project.com/</a>	News item on ENTRANCE we	120 views	Industry	<a href="https://entrance-project.com/2025/04/09/entrance-project-officially-launched-at-nru-university-in-brandenburg/">https://entrance-project.com/2025/04/09/entrance-project-officially-launched-at-nru-university-in-brandenburg/</a>
REHVA	<a href="https://www.rehva.eu/">https://www.rehva.eu/</a>	News item on ENTRANCE la	30000 views	Industry	<a href="https://www.rehva.eu/news/article/stay-updated-on-the-entrance-project">https://www.rehva.eu/news/article/stay-updated-on-the-entrance-project</a>
REHVA	<a href="https://www.rehva.eu/">https://www.rehva.eu/</a>	Nwes item on ENTRANCE we	30000 views	Industry	<a href="https://www.rehva.eu/news/article/entrance-simacc-websites-are-up-and-running">https://www.rehva.eu/news/article/entrance-simacc-websites-are-up-and-running</a>

Responsible partner	Title/Description	Social Media Channel	Outreach	Target Audience	Link
REHVA	Introducing ENTRANCE post	LinkedIn	1567	Industry	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7332422513715947034">https://www.linkedin.com/feed/update/urn:li:activity:7332422513715947034</a>
REHVA	Meet the ENTRANCE consortium post	LinkedIn	1030	Industry	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7335138831432923336">https://www.linkedin.com/feed/update/urn:li:activity:7335138831432923336</a>
REHVA	Kick off meeting in Trondheim post	LinkedIn	1003	Industry	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7333313994631812577">https://www.linkedin.com/feed/update/urn:li:activity:7333313994631812577</a>
REHVA	Entrance project meeting in Trondheim post	LinkedIn	954	Industry	<a href="https://www.linkedin.com/feed/update/urn:li:activity:733113954248292333">https://www.linkedin.com/feed/update/urn:li:activity:733113954248292333</a>
REHVA	website launch post	LinkedIn	277	Industry	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7328145452851491628">https://www.linkedin.com/feed/update/urn:li:activity:7328145452851491628</a>
REHVA	Prior Turn post	LinkedIn	228	Industry	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7326113211891129181">https://www.linkedin.com/feed/update/urn:li:activity:7326113211891129181</a>
REHVA	Prior Aarhus post	LinkedIn	193	Industry	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7324139681889718868">https://www.linkedin.com/feed/update/urn:li:activity:7324139681889718868</a>
REHVA	Prior Poregure post	LinkedIn	148	Industry	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7342298671413645776">https://www.linkedin.com/feed/update/urn:li:activity:7342298671413645776</a>
REHVA	Prior Lubin	LinkedIn	149	Industry	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7343257884856276688">https://www.linkedin.com/feed/update/urn:li:activity:7343257884856276688</a>
REHVA	Prior Gøttenburg	LinkedIn	173	Industry	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7343276443331821137">https://www.linkedin.com/feed/update/urn:li:activity:7343276443331821137</a>

Figure 6. Screenshots of the reporting table



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Our partners:



Politecnico di Torino



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Renenergy

AALBORG UNIVERSITY

TAL TECH



Norconsult 



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