



# ECOLOPES

ECOlogical building envelOPES: a game-changing design approach for regenerative urban ecosystems

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Action number 964414

## D2.3

### First Dissemination and Exploitation Plan (Interim)

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#### **Abstract**

The aim of the dissemination and exploitation plan is putting in place a process to identify, assess, protect, and exploit or disseminate all relevant project results. In the first year, the focus of activities was on the development of an initial dissemination and communication strategy, whereby an agile development approach was deliberately chosen. Furthermore, methodological basics for the exploitation strategy were compiled

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## AUTHOR LIST

Organization	Name	Contact Information
TUM	Ferdinand Ludwig	Ferdinand.ludwig@tum.de
TUM	Wolfgang Weisser	wolfgang.weisser@tum.de
UNIGE	Enrica Roccotiello	enrica.roccotiello@unige.it
Technion	Assaf Shwartz	shwartz@technion.ac.il
McNeel	Ayman Monguieu	ayman@mcneel.com
TUM	Anne Mimet	anne.mimet@tum.de



## **EXECUTIVE SUMMARY**

Deliverable D2.3 – First Dissemination and Exploitation Plan - establishes the basis for the development of a common dissemination & exploitation strategy in the project. Since the whole consortium is involved in these activities, this is a document for use of all ECOLOPES partners. The deliverable is essential to keep the Dissemination, Communication and Exploitation strategies of the project and to identify in detail relevant stakeholders, adequate dissemination, communication and exploitation measures and materials. This means that this deliverable is alive and will be progressively modified according to the project needs. The results of the strategies implemented will be complementarily made visible every year through the Report on dissemination and communication activities (M12, M24, M36, M48, respectively). In the first year, the focus of activities was on the development of an initial dissemination and communication strategy, whereby an agile development approach was deliberately chosen. Furthermore, methodological basics for the exploitation strategy were compiled based on previous experiences of project partners and on best-practice examples of comparable research projects.



## Abbreviations and Acronyms

Abbreviation	Description
AEC sector	Architecture, Engineering and Construction sector
CA	Consortium Agreement
EDM	Exploitation and Dissemination Manager
EC	European Commission
IP	Intellectual property
IPR	Intellectual property rights
GA	Grant Agreement
KPI	Key Performance Indicator
WP	Work Package



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## 1 INTRODUCTION

This is the report for the first 12 months regarding the development of a common dissemination, communication and exploitation strategy. It presents the interim results of putting in place a process to identify, assess, protect, and exploit or disseminate project results. This includes the mapping of appropriate dissemination channels to define their best use within the ECOLOPES project, the planning and completion of dissemination activities, and the assessment of the dissemination via KPIs. The aim is to fully exploit the project results from both the academic and commercial/economic perspectives, with special reference to ECOLOPES' key outputs. Therefore, potentially exploitable assets and IP arising from the project according to their potential impact at commercial/academic research levels will be identified and categorized. This includes a roadmap for addressing potential IP issues (e.g., property and IPR distribution among partners).

TUM is the leader of the WP2 about Dissemination, Communication and Exploitation Activities. The actions and processes are coordinated with all members of the consortium through the EDM, conformed by one member of each partner and the support of the Communication/Marketing Departments of each organization. It is indispensable a collaboration among the partners to elaborate a meaningful communication strategy that reaches all target groups on the local, regional, European or global scale.

TUM has nominated an Exploitation and Dissemination Manager (EDM) and a contact person from each partner to coordinate the interaction among the partners, implement and monitor the strategy and act as the main contact of reference for Media and journalists.

## 2 OBJECTIVES AND APPROACHES OF THE DISSEMINATION AND COMMUNICATION STRATEGY

The following aims have been identified as a common ground for the dissemination and communication strategy. The activities should:

- raise interest and awareness on the ECOLOPES objectives, methodologies, and outcomes among, researchers, practitioners, companies and the public.
- provide visibility of the overall project concept and approach.
- initiate a debate among professional and researchers in the involved fields.
- inform about main project outcomes.
- communicate key features and benefits for potential users of key outcomes like e.g., the simulation environment.



- showcase the results by demonstrating the immediate applicability of ECOLOPES outcomes as effective working tools for the disruptive design of regenerative buildings.
- nudge the emergence of a new community of designers, ecologists, practitioners and other stakeholders.

### 2.1 Agile Development of the Dissemination Strategy

The ECOLOPES consortium pursues an agile development of the dissemination strategy. This means that instead of first developing a complete strategy, an attempt is made to reach out to the public as early as possible so that the strategy can be further developed based on the experience gained along the way. The reason for this is that at the beginning of a research project, there is always the difficulty regarding dissemination that no relevant results have yet been produced and thus no specific visual material is available that could be used to address potential target groups and the media. Without relevant results and convincing visual material, the ability to draw attention and interest of a target audience and the public in general is limited. At the same time, however, it is important to build up a network to be able to reach the targeted recipients in a focused manner as soon as there is something to be shown and communicated. In addition, in highly innovative projects such as the ECOLOPES Future Emerging Technologies project, the target groups cannot be precisely defined at the beginning. The potential roles of users and thus also target groups did not crystallize more concretely until the end of the first year of the project based on the work on the design and user workflow.

Against this background, in the first year the homepage and all social media channels were launched, primarily using, and systematically activating the existing networks of the project partners. On the content side, the focus was on introducing the team and its network. This enabled a comparatively large and broad audience to be reached and initial feedback to be obtained. At the same time, it was possible to test and further develop the corporate identity that had been developed. Building on this, the target groups will be identified more precisely in workshops in the second year of the project, and the dissemination activities will be further developed and tailored accordingly.

### 2.2 Target Audience and Main Actors

The identification of target groups of the ECOLOPES project is crucial to tailor the messages and dissemination & communication activities to every different group. Each group of stakeholders have different points of interest and demands regarding the project. According to this strategy, messages must be shaped and delivered in an effective manner.



The following main and supporting actors have been identified before the starting of the project and they will be considered at the global, European, national, and regional level. During the development of the project, the ECOLOPES partners will be asked to report about contacts, networking and activities established with these groups:

- Main actors (practical application of design technology in the AEC sector):
  - Architects, engineers, and students of these disciplines.
  - Corresponding professional organizations (associations of architects, etc.).
  - Architectural, engineering and environmental consultancy firms.
  - Building industry professionals and corresponding institutions.
  
- Key supporting actors (general results and insights):
  - Landscape architects, urban planners, ecologists, local administrations, and municipalities (to systematically integrate the results in a larger scale planning like urban master plans and landscape plans).
  - Ecologists and NGOs on green building councils (to enable regenerative solutions, contributing to protect and restore biodiversity and ecosystems).
  - Environmental medical doctors and wellbeing advocates groups.

In the next step (year 2) a systematic network directory and engagement strategy will be set up and continuously updated to:

- Identify key stakeholders and opinion leaders, their needs, and priorities
- Develop a strategy to engage each stakeholder type
- Identify most adequate dissemination channels and key messages for each group and type

The already established measures (ECOLOPES TALKS with newsletter registration, social media networks, etc. (see D2.2 'First Report on Dissemination and Communication Activities') will support this task.

### **2.3 Dissemination and Communication Policy and Rules and Support of the EU**

The support to the ECOLOPES project by the European Commission must be recognised in all the dissemination and communication tools and materials including the following disclaimer:





***This project has received funding from the European Union's Horizon 2020 FET OPEN program under grant agreement number 964414.***

Dissemination activities in the ECOLOPES project are deeply connected with the intellectual property (IP) rights protection, which is clearly stated in the grant agreement, article 26 and 27:

- Results are owned by the beneficiary that generates them.
- 'Results' means any (tangible or intangible) output of the action such as data, knowledge or information — whatever its form or nature, whether it can be protected or not — that is generated in the action, as well as any rights attached to it, including intellectual property rights.
- Two or more beneficiaries own results jointly if they have jointly generated them and it is not possible to establish the respective contribution of each beneficiary, or separate them for the purpose of applying for, obtaining or maintaining their protection.
- The EU may assume ownership of results to protect them, if a beneficiary intends to disseminate its results without protecting them.
- Each beneficiary must examine the possibility of protecting its results and must adequately protect them if the results can reasonably be expected to be commercially or industrially exploited and protecting them is possible, reasonable and justified.

## **2.4 Publication Policy**

It is expected that ECOLOPES develops a significant amount of research results which will be disseminated to different key scientific communities. It is relevant for the Consortium that research results will be published and exploited, therefore the Consortium agreed on and invites the involvement of all the participants as potential authors and contributors, establishing a publication workflow, to define how to proceed. A detailed Data sharing and publication policy is currently being developed.

Any member that plans to publish a paper should send an email to all other members to inform them of his/her intention. In this way, the consortium is given the chance to contribute to the work or raise objections. The draft should include an abstract, an author list, the submission deadline, and some additional information using a template developed by the consortium (Paper proposal ECOLOPES.doc, see Annex). Members of the consortium can voice their interest to take part in the paper and negotiate with the original authors their role in the



planned paper. If the potential author and the original authors cannot agree, the Data use and publication board will be consulted to mediate a solution. Before submission, the full paper needs to be circulated among the members of the consortium and members should be given at least 10 days for any comments they would like to make on the paper.

### 2.5 Visual Guidelines and Corporate Identity

Visual guidelines and a corporate identity have been developed in the first year of the project. They will be further refined and developed in the upcoming year. The Corporate Identity, including the logo, used colours, fonts etc. are documented in D2.2, “First report on dissemination and communication activities”. Templates for deliverables and presentations have been developed, as already reported in D1.2 “Preliminary project management and risk and quality assurance plan”.

### 2.6 KPIs and monitoring

TUM will compile all the information about the dissemination activities as well as the impacts on Media and the distribution of the communication materials through a form sent by e-mail to the partners.

The set dissemination KPIs and the current state are reported in D2.2 “First Report on Dissemination and Communication Activities”.

### 2.7 Key Dissemination and Communication Channels and Activities

The following dissemination and communication channels and activities have been identified within the first project year and before the start of the project:

- Publication in peer-reviewed scientific journals (e.g., Agathon, Anthropocene, Building and Environment, CAD, Cleaner production, Design & Building, Ecological Engineering, Ecological Indicators, Landscape and Urban Planning, Paysage, Urban Forestry & Urban Greening, Urban Ecology, Urban Ecosystems, People & Nature, Science of the Total Environment) to reach the specific academic audience of the involved disciplines.
- Publication in professional journals, books, book series etc. (e.g., Elsevier, Wiley, Springer series, etc.) to reach the wider academic and professional audience.
- Project website with an online blog for immediate access to a wide audience, informing on project goals and results.



- Social Media and networks: Facebook, Instagram, Twitter, LinkedIn, ResearchGate for outreach to intended users and those interested in our technology from our specific target industry and target regions.
- Conferences (e.g., International Congress of Ecology (INTECOL), International Plant Sciences Conference (IPSC), Nature-based Solutions Conference; IFLA Europe, World Green Infrastructure Conference etc. ) to directly engage with academics of the involved fields and to get direct feedback.
- Exhibitions (e.g., Ecobuild, London; Barcelona Building Construmat, Barcelona; World Architecture Festival, Copenhagen Architecture Festival; Remtech EXPO, Ferrara; Architecture Biennale Venice) to engage with architects, designers, planners, and the real estate business.
- Press releases when major milestones are achieved to inform the general public.
- Workshops for demonstration and testing of ECOLOPES tools among potential target users (professionals, researchers, students).
- Promotional material, short pdf-documents, summaries, digital presentations, press-kits to support the dissemination activities.
- Public events (lecture series, seminars, fairs, communication and science festivals and exhibition).

In the next step (year 2) this list will be systematically extended and specified regarding the identified target groups (see section 2.2).

In the following the specific strategies and organization of the different channels are described in more detail.

## 2.8 Website

The Webmaster of the website is TU Vienna. The content is managed by TU Vienna in close collaboration with TUM, supported by all partners. The main aim of the website is to provide general information of the project, communicate important milestones, announce job offers and thus document the project. The structure and design of the website is described in D2.1 'Website and Project logo' and D2.2 'First Report on Dissemination and Communication Activities'.

The website address is: [www.ecolopes.org](http://www.ecolopes.org)

To keep track of the website traffic the WordPress PlugIn MonsterInsights has been installed in March 2022. The PlugIn connects to Google Analytics and traces user activities on the website. This includes the number of users in general and on each page, their duration of stay, their country of origin, the access time, as well as it gives information on how the user was



directed to the page (e.g. via a Facebook link). Since the tracking was just started recently, the insights will be monitored for a longer period to draw useful conclusions.

The search-engine-optimization tool AIOSEO will be installed as WordPress Plugin.

The current state and the activities undertaken so far are presented in D2.2. “First Report on Dissemination and Communication Activities”.

## 2.9 Social Media

TUM is responsible for the management of the ECOLOPES Facebook, Instagram and Twitter, channels. Facebook and Instagram are managed by the meta-business-suite. TUM is also responsible for the ResearchGate site. TU Vienna is responsible for the LinkedIn site. All partners must collaborate by mentioning the respective ECOLOPES sites/channels, sharing/retweeting the messages about the project and sharing publications on LinkedIn.

Currently, guidelines and strategies for the different social media channels are being developed. The key element here is that all partners are actively involved in the dissemination of the content. To maximize the impact of the project on Social Media Channels, images and gifs will be created and shared with all the partners.

The focus in terms of developing a dissemination strategy has so far been on the three channels Facebook, Instagram and Twitter. The following basic strategy was pursued to launch these channels and build up an initial network:

1. Connect with H2020 and other relevant research projects
  - Follow projects with similar interest.
  - Follow people interested in similar projects.
  - Follow EU environmental institutions.
  - Connect to people who are interested in the topic.
2. Create Content
  - Create first content by retweeting/sharing from relevant pages (EU Horizon/ other institutions).
  - Retweets/share from ECOLOPES team members.
  - Check Audiences: Use analysis tools to get insights into audience’s interests and demographics.
  - Create own visuals (esp. videos are important, e.g., animation of the Logo etc. as first contents).

In the following the current state of the strategies and organization of these three channels is summarized. The current state and the activities undertaken so far regarding all channels are presented in D2.2. “First Report on Dissemination and Communication Activities”. To avoid



duplication and to keep this report compact, screenshots and examples of posts etc. are only shown in D2.2.

### 2.9.1 Facebook

Facebook is particularly well suited for sharing visual as well as written content, since it offers the opportunity to attract attention through images while combining them with a useful description that links to related URLs. In comparison to Instagram, a coherent appearance is less important, which is why sharing useful content outweighs a unitary page design for this tool.

Representatives from all partners have access to the channel as guest editors to follow specific sites and join groups in the name of ECOLOPES. This is seen as an important measure to build up a network to reach specific target groups in the future. Facebook groups play a vital role in distributing content among specific interest groups. Sharing the ECOLOPES account and related content among groups with similar interests can reach interested people.

The Facebook address is: [www.facebook.com/ECOLOPES.ORG](http://www.facebook.com/ECOLOPES.ORG)

### 2.9.2 Instagram

As Instagram is solely based on visuals, having a coherent yet unique design language is essential. Since potential followers will inspect the account's overview first, the alignment of all shared photos and visuals will drive their decision whether to follow or not. Ideally, the Instagram page should be like a portfolio. According to this, the visual language of the project was developed mainly around the needs of Instagram.

Responding to Instagram's strong visual character, stories offer a great opportunity to raise attention on previously posted content or related projects and drive traffic to the profile. Adding stories as highlights allows for permanent visibility on the account's page and thus helps giving a first impression to new or potential followers.

Getting people's attention is most effective by following similar projects and people with similar interests. While this is a time-consuming process, it is the most effective tool within Instagram itself to lead people to the account. This strategy should be used until a certain threshold is reached. Additionally, using a set of hashtags for every post may drive new followers to the account. Similar to Facebook, representatives of all partners have access to Instagram and are asked to follow projects of their interest. In the next step a list of hashtags will be elaborated with all partners.



The following hashtags are being used frequently:

#meetourteam  
#architecture  
#landscapearchitecture  
#ecology  
#horizon2020  
#euresearchproject  
#researchproject  
#tum  
#universitàdigenova  
#tuwien  
#technion  
#animalaideddesign  
#mcneeeurope  
#environment  
#greentechnologies  
#architecturaleducation  
#computationaldesign  
#ontology  
#datadrivendesigns  
#tumarchitecture  
#urbandesign  
#naturebasedsolutions  
#nbs  
#townplanning

The Instagram address is: [www.instagram.com/eco\\_lopes/](https://www.instagram.com/eco_lopes/)

### 2.9.3 Twitter

Twitter is mainly used to find out what is going on in the world right now, instantly sharing information and connecting with people and businesses across the globe. For ECOLOPES it offers the opportunity to reach an international audience of current and potential stakeholders. Thus, ECOLOPES is using Twitter to establish meaningful connections with an active and relevant audience (potential users, policy makers, stakeholders of the industry, related research projects, local authorities, and general public). These connections can produce beneficial opportunities for the project across the network of stakeholders.

On Twitter frequency is key. Six tweets a day are seen as ideal, but also as unrealistic for a research project, thus ne post a day with high consistency (gaps of four days ok, def. not more than two weeks) is set as an aim. To realize this the tweets will be planned and prepared in Buffer (the tools Hootsuite or Post Planner will be used).



The Twitter address is: <https://twitter.com/ecolopes1>

## 2.10 Communicating Materials

The development of communication material will start in year two, as soon as first results are achieved. All partners of the consortium will use their own network to spread project materials. Due to their strong visual character the results of the studios are expected to play an important role to create attractive communication material.

## 2.11 Public Events and Exhibitions

In the first project year the focus was on the development of the ECOLOPES TALKS as an online lecture series. Due to the pandemic further activities have been postponed. Key events will be mapped in the upcoming project year.

The concept and the status quo of the ECOLOPES TALKS is presented in D2.2 “First Report on Dissemination and Communication Activities”

## 3 OBJECTIVES AND APPROACH OF THE EXPLOITATION STRATEGY

The exploitation strategy of ECOLOPES will provide the basis for a future exploitation of the generated results. Main guidelines for the exploitation and the handling of IP are documented in the Consortium Agreement and the Grant Agreement. A very important general rule is that no IP will be disclosed to the public before undergoing formal exploitation and protection assessment.

According to article 28 of the grant agreement (GA) each beneficiary must take measures aiming to ensure ‘exploitation’ of its results by

- using them in further research activities (outside the action).
- developing, creating or marketing a product or process.
- creating and providing a service.
- using them in standardisation activities.

Further guidelines and procedures regarding IPR policies for knowledge protection will be elaborated in the second year, based on the following:

- WP leaders will identify and monitor the protectable project outcomes within their WP by analyzing all results with potential commercial application, including their ownership and IP rights, and planned actions for protection and commercial exploitation.



- WP leaders will periodically report these findings to the EDM based on a systematic exploitation template.
- Based on this, the EDM will together with representatives of the partner institutions compile the overall IP Strategy.
- This will be jointly discussed and agreed within the follow-up meetings of the General Assembly.
- From this the consortium will determine the potential for innovations and subsequent market exploitation potential.
- The EDM will constantly monitor the status of the exploitation of the results.

### 3.1 Exploitation Methods

To elaborate appropriate exploitation measures ECOLOPES is building on experiences of consortium members. Furthermore, best practice examples have been analyzed. The methods developed by (Garayoa et. al. 2020) have been identified as an adequate bases and will be adapted to the needs of the consortium. The following scheme illustrates the current state of the considerations:

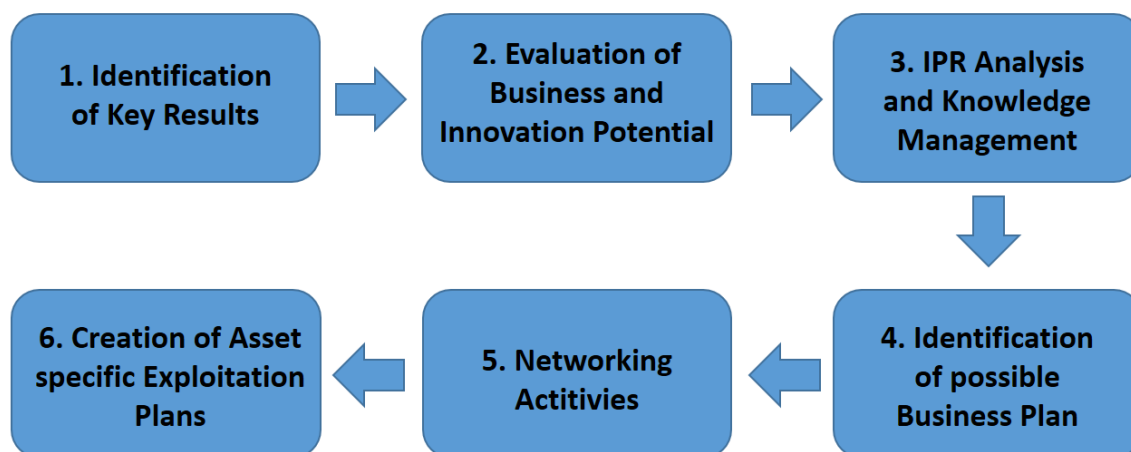


Figure 1. Preliminary version of the exploitation method (adapted from Garayoa et. al. 2020).

In the first step potentially exploitable assets, that are generated within the different WPs, will be identified. Academic as well as industry partners will be involved in this. In the second step the business and innovation potential will be evaluated to identify results with a high potential to generate future products or services. In the third step an adequate IPR (Intellectual Property Rights) management strategy will be defined to protect the knowledge created by the partners. In the fourth step possible business plans for identified assets will be identified and sketched. This is followed by networking activities (step 5) to strengthen the





business focus of the exploitation ideas. In the last step the asset specific exploitation plan will be completed and documented.

### **3.2 Exploitation template**

To systematically collect exploitable results the following template has been developed:

#### **PARTNER NAME**

**Current business model:**

**Background / relevant expertise of PARTNER:**

**Description of the planned/developed assets in ECOLOPES:**

<b>Asset name</b>	<b>Type</b>	<b>Description</b>	<b>Contributors</b>	<b>Status</b>

(Type = software, hardware, software+hardware, know-how, etc).

**Market application and value:**

<b>Asset name</b>	<b>Market application</b>	<b>Competitors</b>	<b>Competitive advantage</b>

**Protection and exploitation:**



Asset name	Protection strategy	Exploitation strategy

## 4 CONCLUSION AND OUTLOOK

By jointly working on the dissemination and exploitation strategy in the first year of the project, we were able to

- Provide a foundation for the successful launch of most social media channels and the homepage.
- Gain thereby, in the sense of an agile development, first feedbacks for the further refinement of the strategy.
- Identify - in a first approximation - important target groups and procedures for dissemination.
- Create a methodological basis for the exploitation of the results.

As important next steps in the second project year

- The target groups and actions will be defined more precisely.
- The exploitation strategy will be elaborated.
- All necessary measures for the continuous evaluation of the dissemination successes will be implemented.

## 5 REFERENCES

Garayoa, S., Sala, C., Casado, L. (2020): Namia Dissemination, Communication and Exploitation Plan (EU Grant Agreement N° 875629)

## 6 ANNEX

### 6.1 Paper Proposal Template



<b>Paper proposal</b>
<i>by: Maria Canepa, Wolfgang W. Weisser 02.01.2022</i>
<b>Title of paper</b>
<i>please put here a title of the paper</i>
<b>Authors</b>
<i>please list all people that will be authors</i>
<b>Journal</b>
<i>please list the journal for which the paper is intended</i>
<b>Submission date</b>
<i>please list the likely submission date</i>
<b>Abstract</b>
<i>please write the abstract</i>
<b>Data used</b>



*please name the data that will be used*

**Methods used**

*please describe the approaches/software/analyses methods that will be used in the paper*

**Results**

*please list expected results*

**Figures**

*please give a preliminary or expected figure*

**Call for paper**

*If the paper is written in response to a particular call for papers, please note the link to this call*