



SmarterEPC

D6.3 Report on Dissemination Activities (M12)



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Acronyms

Acronyms	Description
BRP	Building Renovation Passport
C&D	Communication and Dissemination
CINEA	European Climate, Infrastructure and Environment Executive Agency
EC	European Commission
EPC	Energy Performance Certificate
GDPR	General Data Protection Regulation
M	Month
M&E	Monitoring & Evaluation
R&I	Research & Innovation
SRI	Smart Readiness Indicator
WP	Work Package

EXECUTIVE SUMMARY

This public report (D6.3) provides an overview of all the activities performed by the SmarterEPC consortium and/or single partners on **Communication and Dissemination (C&D) during the first year of project implementation** (from October 2023 through September 2024 included).

The report is part of Work Package 6 (Sustainability, replication, and exploitation of project results) and is linked to two out of three WP tasks, which started on the occasion of the project kick-off meeting (October 2023, Paris, France) and will go on until the project end:

- T6.1 Publicity and Dissemination Policy, Planning and Review
- T6.2 Communication & Dissemination Activities & Materials

In line with the strategy set at the project beginning (contained in the first release of the C&D Plan, D6.1), this report is done on a yearly basis, taking stock of the activities performed as well as featuring the Monitoring and Evaluation process of the KPIs linked to C&D tasks.

During this first year of the project, the consortium focused its attention on:

- Setting the basis for the SmarterEPC consortium being recognizable and reachable by an increasing number of stakeholders (full visual identity; D6.1 C&D Plan; working documents).
- Designing needed templates and dedicated materials for project promotion and dissemination, as well as opening and making social media channels working, including the project webpage (templates; leaflet; LinkedIn and X; project webpage managed by R2MI).
- Starting promoting the project objectives, and first public results and having it involved as part of the initiatives of clusters of projects working on EPC, SRI and digital tools for the certification of the building, at a selection of events, conferences and fairs as well as dedicated sessions (e.g., CEN-CENELEC workshops; CINEA initiatives, etc.).
- Promoting news and longer dissemination articles and first newsletters, building the community of experts and non-expert stakeholders that are going to be increasingly addressed in the coming years.

Introduction

Purpose of the document and Table of Contents

Deliverable 6.3 Report on Dissemination Activities is the first report featuring the C&D activities performed by the consortium for project valorization and impact increase, from M1 - October 2023 through M12 - September 2024.

The deliverable includes data from the Monitoring & Evaluation of the KPIs linked to C&D tasks. Such figures are useful for the periodic update of the project strategy of SmarterEPC valorization as foreseen in Task 6.1 (Publicity and dissemination policy, planning and review) and the same **D6.1 (Communication & Dissemination Plan - February 2024)**, for either the short-term plan and the long-term strategy of the project.

The report provides an overview of key communication and dissemination activities, with a focus on those that have not already been covered by previous WP6 deliverables (e.g., promotional materials like leaflets, roll-up, etc. have been already described in D6.2).

The table of Contents (ToC) of D6.3 consists of the following parts:

- Introduction.
- Activities of Communication & Dissemination during the first project year (M1-M12)
 - o News, dissemination articles and newsletters.
 - o Scientific publications.
 - o Online presence: animation of the project webpage and social media channels.
 - o Events, external and internal events.
- Monitoring & Evaluation of the KPIs of C&D activities at Month 12 (September 2024).
- Conclusions.

Contribution of partners

R2MI, as leader of WP6, provides this report in cooperation with all partners for data collection of inputs at qualitative and quantitative levels. As part of the spirit of SmarterEPC and of all projects co-funded by the LIFE Programme, the involvement of the whole consortium is an essential factor to ensure that the project can be well promoted and results and initiatives reach the needed target groups promptly.

In addition, all partners are requested, on a periodical basis, to contribute with inputs as well as ideas and suggestions, as this is the best approach to benefit from the expertise, geographical position and existing networks of each Partner across Europe.

1 Communication and Dissemination activities during the first project year (M1-M12)

This chapter is the core of the deliverable, as it lists all the news, dissemination articles and newsletters, the scientific publications, the work done at the online level (on the project webpage and the open social media channels), and all the events.

1.1 News, Dissemination Articles and Newsletters

Since the launch of the project, R2MI in cooperation with partners prepared a series of 3 articles introducing the project, the concept of Energy Performance Certificate (EPC) and Smart Readiness Indicator (SRI). They were promoted during the first months of the project.

Once the project webpage was up and running, they were featured under the News Area of the webpage (link: <https://lifeprojects.r2msolution.com/smarterepc-building-evaluation/> - News).

Since then, additional news/dissemination articles were published on the webpage and further promoted via dedicated posts on project social media (LinkedIn and X), for a total of **n. 10 articles**. With the progress of the technical and policy activities, these articles spanned from participation to relevant events by partners and lessons learned to the project position toward the Energy Performance of Building Directive (EPBD 4), including the latest outcomes and results of the project. They are listed in the following table:

Table 1: SmarterEPC dissemination articles

#	Date	Dissemination article
1	March 2024	SmarterEPC: the new hub to change building evaluation
2	March 2024	Nail the essentials: How can a building be Smart? What is the Smart Readiness Indicator?
3	March 2024	Nail the essentials: What is the Energy Performance Certificate?
4	April 2024	SmarterEPC at the SRI Joint Event
5	April 2024	The SRI is strengthened in the new version of the EPBD
6	July 2024	SmarterEPC's first study was released at Splitech 2024
7	July 2024	Reinforce connections from research and policy
8	August 2024	Optimising EPC and SRI together with TunES

9	August 2024	Developing EPCs with the NextGen EPC Cluster
10	September 2024	Advancements in Energy Performance Tools: the new EPC Atlas

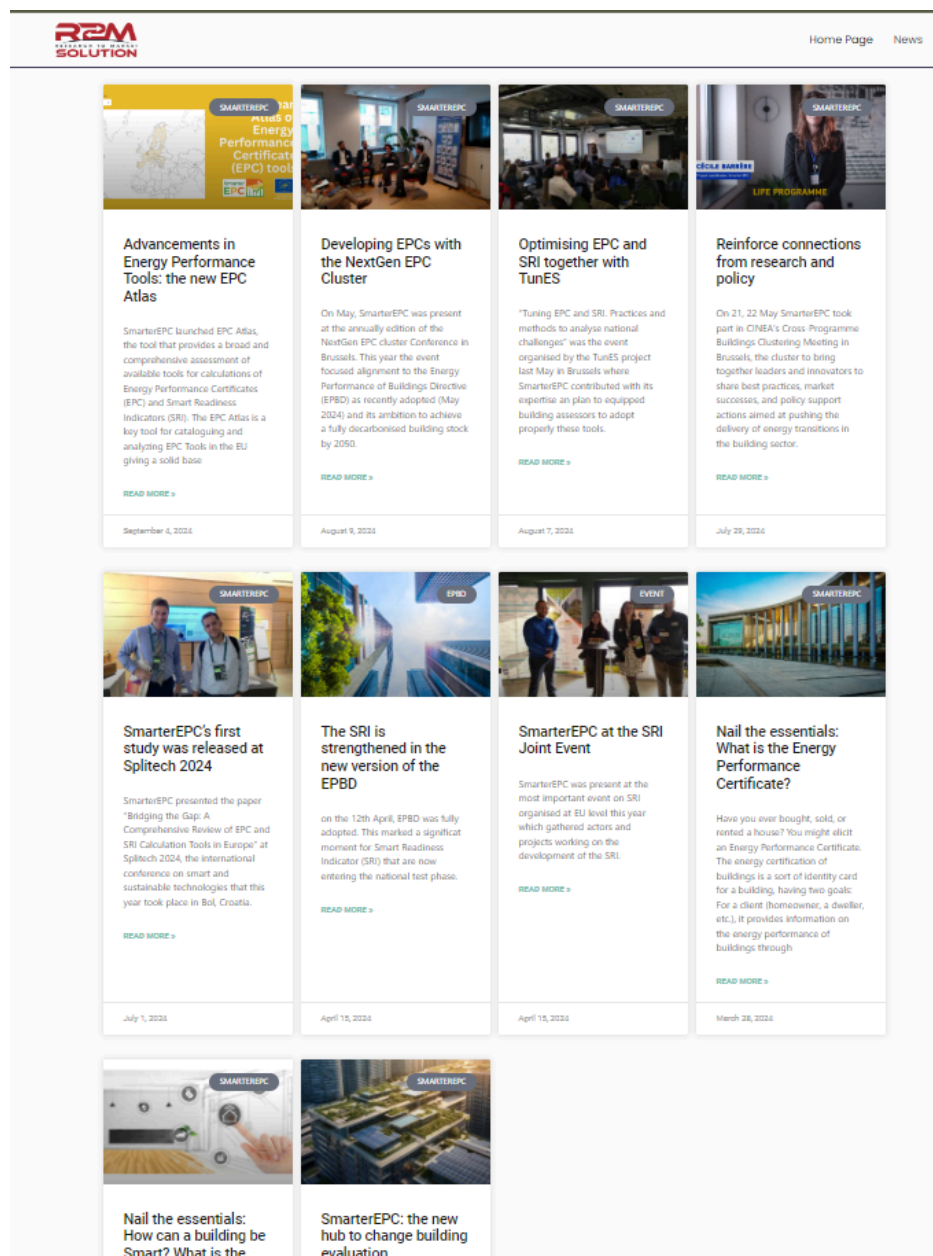


Figure 1: Screenshot of the SmarterEPC webpage, News section.

A number of articles are already planned, for example, one collecting the keynotes from the participation of SmarterEPC to two workshops at Sustainable Places Conference 2024 (23-25 September 2024, Luxembourg and Hybrid).

As part of the periodic reach-out to the stakeholders, in this first project year **n. 2 newsletters** were launched. R2MI decided to be supported by [Brevo](#) as it is a professional yet user-friendly service. The newsletters are reported below:

- Spring edition 2024 (early June) - [SmarterEPC: The project to integrate SRI rating and energy certifications in one click just launched.](#)
- Fall edition 2024 (early September) - [SmarterEPC: The project to integrate SRI rating and EPCs in one click.](#)

1.2 Scientific publications

The outcomes of SmarterEPC project can also support the current work of experts as well as academics in the building sector. During the first project year, the consortium published the **first scientific paper**:

Klitou T., Pavlou N., Barrère C., Dourlens–Quaranta S., Momi S., Messervey T., Vuorenmaa A., Lapila S., Elisabeth D., Fokaides P. *Bridging the Gap: A Comprehensive Review of EPC and SRI Calculation Tools in Europe*. 2024 9th International Conference on Smart and Sustainable Technologies (SpliTech), Bol and Split, Croatia, 2024, pp. 01-05. Link: <https://ieeexplore.ieee.org/document/10612659>

Bridging the Gap: A Comprehensive Review of EPC and SRI Calculation Tools in Europe

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Sara Momi R2M Solution SRL Pavia, 27100, Italy	Thomas B. Messervey R2M Solution SRL Pavia, 27100, Italy	Aleksi Vuorenmaa Caverion Vantaa, 01650, Finland	Siiri Lapila Caverion Vantaa, 01650, Finland
Despina Elisabeth Filippidou OPSIS Research Bucharest, 51083, Romania	Paris A. Fokaides Euphyia-Tech Ltd, Nicosia, 2408, Cyprus		

Abstract—This study provides an in-depth analysis of the landscape of Energy Performance Certificates (EPC) and Smart Readiness Indicator (SRI) calculation tools within the European Union, addressing critical gaps and deficiencies in current methodologies and systems. Through field research, literature review, and extensive engagement with stakeholders, this research offers a comprehensive assessment of existing tools based on a range of criteria, including data collection practices, backend methodologies, user experience, and interoperability among others. Particular emphasis is placed on the emerging generation of tools developed through the NextGenEPC projects, highlighting innovations and advancements in the field. A key output of this research is the introduction of a European atlas of EPC and SRI tools, offering a panoramic view and comparative analysis of the tools available across EU member states. This atlas is envisioned as a pivotal resource for

there is a significant opportunity for sustainability and efficiency improvements through the adoption of advanced EPC and SRI tools [6].

However, for these tools to successfully transform the building sector, they must be accurate, easy to use, and consistently applied across all member states. Existing challenges, including data inconsistency, complexity of use, and limited interoperability with other digital platforms, have impeded their full potential [7][8]. This project seeks to tackle these challenges by performing a comprehensive evaluation of the existing Energy Performance Certificates (EPC) and Smart Readiness Indicator (SRI) tools throughout the European Union.

This project's goal is to compile its findings into a European atlas of EPC and SRI tools, aiming to standardize building assessments, promote best practices, and foster the

Figure 2: Cover page of the first scientific paper by SmarterEPC consortium.

R2MI considered promoting it through several posts on project social media and an article on the project webpage (July 2024 - [SmarterEPC's first study was released at Splitech 2024](#)).

1.3 Online presence: animation of social media channels and project webpage

Stakeholders and the wide public (citizens, media, etc.) can reach out to the project via 3 main online channels:

[SmarterEPC project webpage](#). Up and running from the beginning of 2024, the webpage has been designed and managed by R2MI. It is a mix of static, basic information and dynamic parts that in the future will be filled in, along with the progress of the project, like the section on the SmarterEPC Hub (ready to link to an external digital environment, once this will be ready) or the one on the Training packages and capacity building materials.

R2MI is currently pushing for setting up the **Stakeholder Community of SmarterEPC**, by promoting the project on social media so that people can land on the webpage for knowing more about the projects or specific contents.

So far, this has been pursued by encouraging people to subscribe to the project newsletter (which is EU GDPR compliant as the whole project webpage, as defined in this [online page](#)). New contacts are expected to be collected by the consortium on occasion of future events open to the experts (building assessors, architects, engineers, companies of the construction sector, associations, etc.). A selection of data from the website launch in January 2024 through mid September 2024 is provided in the following table:

Table 2: SmarterEPC website performance

Website Views	Most visited news
375	SmarterEPC at the SRI Joint Event (90)

[SmarterEPC on LinkedIn \[smarterepc\]](#) is a community gathering **n. 226 followers** from all across Europe. R2MI is in charge of its animation. The selection of the topics of the posts is done on a mix between information on the project and other news linked to SmarterEPC (on EPC, SRI building digitization, activities from clusters, etc.) and scheduled every 2 weeks (on average), except for specific campaigns, important events (invitation and follow-up) when posting is done more often. From the project Kick-off meeting, **n. 45 posts** have been published. Data on followers and posts are of 26/09/2024.

On impressions, since October 2023 the trend is positive: around +/- 2,000 visualisations per month and **16.839 impressions** in total, **1.582 clicks**, and 14.267 as engagement rate. This is represented at graphic level by the following figure 3.

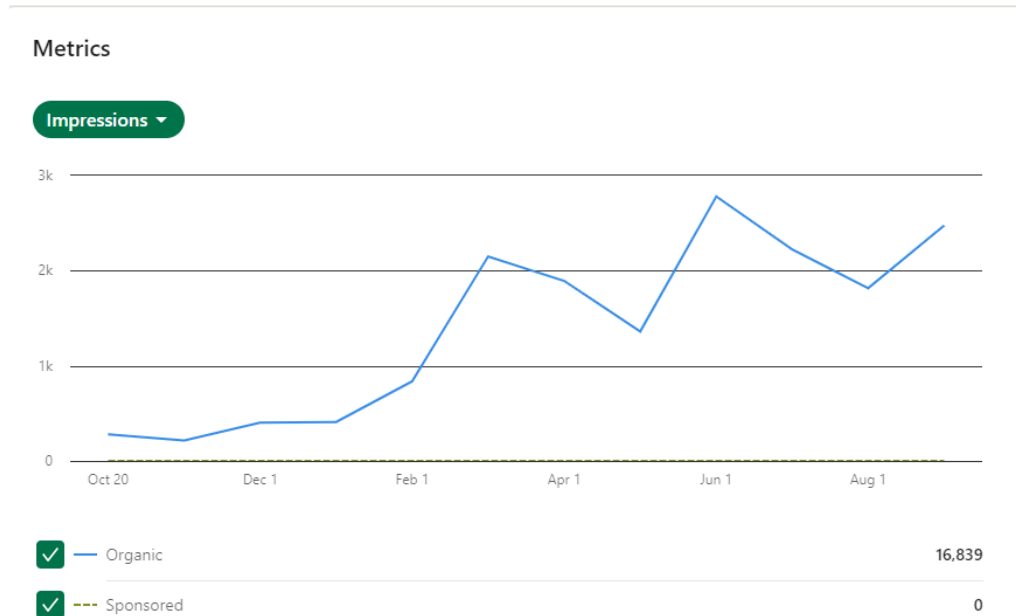


Figure 3: SmarterEPC LinkedIn analytics - Metrics (date: 23/09/2024).

So far, the majority of visitors are involved in business development and consulting, followed by the financial service industry.

Visitor demographics ⓘ

Job function ▾

Business Development · 54 (65.9%)



Consulting · 9 (11%)



Community and Social Services · 4 (4.9%)



Research · 3 (3.7%)



Engineering · 3 (3.7%)



Administrative · 2 (2.4%)



Media and Communication · 2 (2.4%)



Marketing · 1 (1.2%)



Operations · 1 (1.2%)



Product Management · 1 (1.2%)



Figure 4: SmarterEPC LinkedIn analytics - Visitor demographics (date: 23/09/2024).

[SmarterEPC on X \[@smarterEPC26\]](#) is a channel currently followed by **n. 116 people** and featuring **n. 28 posts**. The audience is more restricted than on LinkedIn and also the chance to get long contents on posts is limited. Expectations are to increase the promotional potential of the channel (evaluating paid sponsoring) once the project will be able to provide access to the Hub for EPCs and SRI in real buildings. Data on followers and posts are from 26/09/2024.

Considerations on social media presence:

- With more public evidence of project activities available from the 2nd half of 2024 onward, it will be easier to start reaching out to building experts (architects, engineers, building assessors, asset managers, etc.), which represent the target audience of the project action.
- This will be naturally connected to the chance to increase the impact of project communication online.
- R2M has already planned to sponsor future campaigns promoting the SmarterEPC Hub, its validation in a list of pilot buildings and its adoption by auditors.

1.4 SmarterEPC at Events

SmarterEPC has been promoted in a selection of events, which have been considered strategic for the valorization of SmarterEPC. These events have been either identified at consortium level or proposed by single partners. For the sake of this report, all the events (no matter if external ones or organised by partners) have been listed in chronological order, as follows:

Table 3: SmarterEPC at Events

#	Date	Event participated by/organised by SmarterEPC partners
1	15/11/2023	Internal SRI training for SmarterEPC partners, online
2	28-30/11/2023	SmarterEPC at ENLIT Europe, Paris (FR)
3	7/12/2023	SmarterEPC at Salon de l'Immobilier d'Entreprise (SIMI), Paris (FR)
4	14/12/2023	SmarterEPC at the 4th NDA workshop of the NextGenEPC Cluster, online
5	26/01/2024	Public EPC Training on EPBD & EPB standards, online
6	04/03/2024	SmarterEPC at the Consultation Forum for Sustainable Energy in the Defence and Security Security (CF SEDSS), Nicosia (CY)
7	07/03/2024	SmarterEPC at Smart Readiness Indicator (SRI) Joint Event. Brussels (B) + online
8	12-15/03/2024	SmarterEPC at the MIPIM Fair, Cannes (FR)
9	18-19/03/2024	SmarterEPC at NextGenEPC cluster 5th NDA Workshop - Take 1 & Take 2, online
10	25/03/2024	SmarterEPC at the Standardised On-site SRI (Smart Readiness Indicator) Building Audits Workshop, Brussels (B) + online
11	21-22/05/2024	SmarterEPC at CINEA's Cross-Programme Buildings Clustering Meeting, Brussels (B)
12	22/05/2024	SmarterEPC at Tuning EPC and SRI. Practices and methods to analyse national challenges event, Brussels (B) + online
13	24/05/2024	SmarterEPC at the NextGenEPC Cluster conference, Brussels (B) + online
14+15	11-13/06/2024	SmarterEPC at the European Sustainable Energy Week (EUSEW2024), Brussels (B) + online <ul style="list-style-type: none"> ● Police Conference Session ● Energy Fair
16	26/06/2024	SmarterEPC at the SpliTech Conference, Split (HR) + online
17+18	23-25/09/2024	SmarterEPC at Sustainable Places Conference 2024 (SP24), Luxembourg (L) and online

		<ul style="list-style-type: none"> • Workshop: EPBD Implementation: Smartness for Energy Efficiency • Workshop: EPBD Implementation: Facilitated and Enhanced by the NextGenEPC Cluster Projects
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November 2023:

Internal SRI training for SmarterEPC partners, 15 November 2023, online. Held by Sophie Dourlens-Quaranta/R2MF, this internal training was organised to guarantee a playing level field to all partners to accompany the activities in WP2.



Figure 5: Internal training on SRI.

SmarterEPC at ENLIT Europe, 28-30 November 2023, Paris (FR), participated by Sophie Dourlens-Quaranta/R2MF, Cécile Barrère/R2MF and Paris Fokaides/EUP. It was the first time SmarterEPC partners got the chance to start promoting the project at an international gathering, meeting several visitors. A [post on LinkedIn](#) was made as well as on X.



Figure 6: SmarterEPC partners at ENLIT Europe.

December 2023:

SmarterEPC at Salon de l'Immobilier d'Entreprise (SIMI), 7 December 2023, Paris (FR). The project was promoted by Cécile Barrère/R2MF via [LinkedIn](#) channels and on X. SIMI is an annual real-estate event, showing the best available solutions for advancing the French real estate and building community on decarbonization and nice-to-live cities.

SmarterEPC was promoted as part of the R&D activities managed by the R2MF Team in the construction sector.



Figure 7: Cécile Barrère representing SmarterEPC at SIMI.

SmarterEPC at the 4th NDA workshop of the NextGenEPC Cluster, 14 December 2023, online. The workshop, organised by REHVA, with the participation of Cécile Barrère/R2MF, Andrei V. Litiu/EPBC and Paris Fokaides/EUP. SmarterEPC is among the projects active in the NextGenEPC cluster, which periodically gathers to share know-how, information and opportunities for cooperation. The aim of the event was for the R2MF (coordinator) to have the chance of introducing the project to the cluster and featuring what is in the pipeline for the SmarterEPC Hub and a number of complementary actions to further harmonise EPC and SRI as building assessment schemes. No public promotion was made about the contents of this NDA workshop, but a pitch [video](#) of SmarterEPC (min. 09:59) is openly accessible on REHVA YouTube channel.

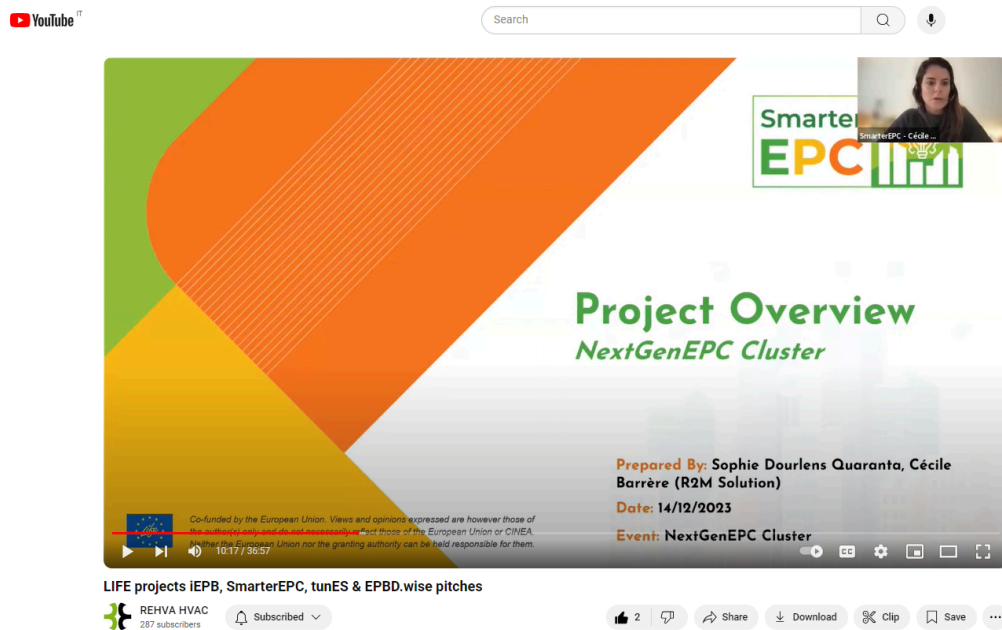


Figure 8: Cécile Barrère representing SmarterEPC at the NextGenEPC Cluster event online.

January 2024:

Online EPC Training on EPBD & EPB standards, 26 January 2024, online. It was organised by Andrei V. Litiu/EPBC Team and experts in the framework of the SmarterEPC, but it was open to the public and it gathered 22 participants.

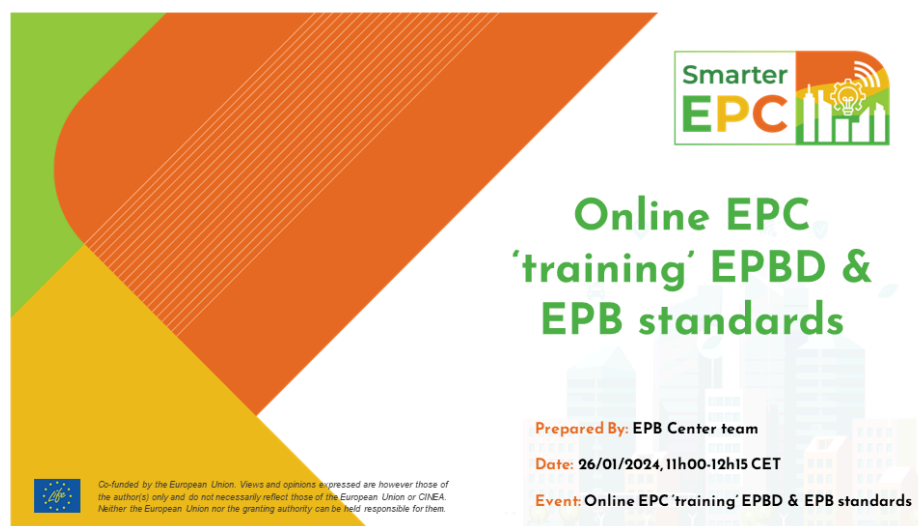


Figure 9: Online EPC Training.

March 2024:

SmarterEPC at the Consultation Forum for Sustainable Energy in the Defence and Security Security (CF SEDSS), 4 March 2024, Nicosia (CY). This forum is periodically hosted by the [European Defence Agency \(EDA\)](#). SmarterEPC was featured by Eva Coscia/R2MI in a presentation of a pitch showing a selection of R2MI R&D projects advancing in the digitalization sector applied to a number of areas. A periodic gathering of the CF SEDSS is open to representatives of the private sector to show research and services that can support ministries to move forward with green, resilient and efficient energy models. Two [posts on LinkedIn](#) and on X were made about it.



Figure 10: Eva Coscia representing SmarterEPC at CF SEDSS.

SmarterEPC at Smart Readiness Indicator (SRI) Joint Event, 7 March 2024, Brussels (B), and online. Coordinated by CINEA, the event was overseen by the [Smart Readiness Indicator \(SRI\) Platform](#) with the support of 4 EU projects focused on the SRI domain: [Smart Square](#), [easySRI](#), [SRI2MARKET](#) and [SRI-ENACT](#). On behalf of SmarterEPC, there was Cécile Barrère, and Inés Kahin/R2MF, Paris Fokaides/EUP, Andrei V. Litiu/EPBC, and Dimos Ioannidis/CERTH.

The conference was around the following topics: i) the SRI in the EU policy to address the Clean Energy Transition; ii) the Test Phases in the EU Member States; iii) Smart Building Investments; iv) Assessing Building Smartness: technical frameworks and procedural intricacies for a Building Smartness Audit. There was also an exhibition area with the SmarterEPC roll-up and project leaflets were handed out to visitors.

The event gathered +260 participants in person and online. Several posts were promoted on LinkedIn ([before](#), [live](#) and [follow-up](#)) and on X. R2MI also prepared an article (April 2024 - [SmarterEPC at the SRI Joint Event](#)).



Figure 11: SmarterEPC partners at the SRI Joint Event.

SmarterEPC at MIPIM Fair, 12-15 March 2024, Cannes (FR), in person only. The project was featured thanks to a booth placed at the "Italian Green Way" pavilion, at the Road to Zero Area. MIPIM is one of the largest real estate market events, annually organised in 4 days and gathering almost 27,000 property professionals from all over the world.

SmarterEPC was promoted by several members of R2MF and R2MI teams, together with other R&D EU-funded projects of the LIFE SRI cluster and innovative tools. A [post on LinkedIn](#) and on X covered the event.



Figure 12: SmarterEPC partners at the MIPIM Fair.

SmarterEPC at NextGenEPC cluster 5th NDA Workshop - Take 1 & Take 2, 18-19 March 2024, online. Co-organized by Andrei V. Litiu/EPBC, the event is part of confidential rounds of workshops taking stock of projects' reasonings and outcomes addressing a list of topics, like the implementation of the EPBD IV at national level, future developments of EPC, EPCs and Building Renovation Passports (BRP) and potential combinations, everything about databases (design, use, handling in compliance with the EU General Data Protection Regulation - GDPR), design of the EPC (how information are featured), link of EPCs with policy, etc. A total of 31 participants joined it on Day 1 and 15 people on Day 2. On the SmarterEPC side, representatives of R2MF, CERTH and DEMO teams joined the sessions.



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Next Gen EPC cluster

5th NDA workshop (take 1)

Monday, 18 March 2024, 14h00-15h00 CET

Qual DeEPC U-CERT X-tendo D2EPC EDYCE ePANACEA EPC RECAST crossCert
EUB SuperHub iRoad2EPC TIMEPAC CHRONICLE Smart living EPC iEPB SmarterEPC tunES
EPBDwise

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18 March 2023 Next Gen EPC cluster, 5th NDA workshop (take 1) 1

Figure 13: Presentation of the NextGenEPC cluster workshop.

SmarterEPC at the Standardised On-site SRI (Smart Readiness Indicator) Building Audits Workshop, 25 March 2024, Brussels (B) and online (controlled access). The workshop was hosted by CEN-CENELEC with the support of CINEA and standardisation experts from CEN-CENELEC Technical Committees. The workshop was scheduled as part of the activities of [Smart Square](#), a sister project of SmarterEPC, which is focused on the development of needed standards for the SRI audit procedures.

The event kicked off the crafting of a comprehensive methodology for SRI on-site audits, integrating EN 16247 energy audits with a special focus on SRI specifics. The discussions explored enhancing energy efficiency, human comfort, health and well-being, and building-grid interactions, within the framework of the EPBD IV. For SmarterEPC's mission, this marked a first step to enhance the comprehensiveness and utility of EPCs by incorporating smart technology assessments.

On behalf of SmarterEPC, Andrei V. Litiu/EPBC and 3 experts of EPBC, Cécile Barrère and Igor Perevozchikov/R2MF, and Paris Fokaidis/EUP took part in it. Several [posts on LinkedIn](#) and on X covered it.



Figure 14: Participants at the Standardised On-site SRI Building Audits workshop.

May 2024:

SmarterEPC at CINEA's Cross-Programme Buildings Clustering Meeting, 21-22 May 2024, Brussels (B), in person only. This event is periodically organised by CINEA by inviting a representative from each of the ongoing projects co-funded by the funding programmes for RTD (Horizon 2020/Horizon Europe) and promotion of existing technologies, practices and scale-up (LIFE). The project was first pitched by Cécile Barrère/R2MF and then it was included in several round-tables moderated by CINEA officers, on topics linked to buildings and digital means to foster decarbonization. At the communication level, a [post on LinkedIn](#) and X were promoted, an article was prepared (July 2024 - [Reinforce connections from research and policy](#)) and featured in the [Buildings clustering meeting Brussels](#) video (min. 02:08).



Figure 15: Cécile Barrère featuring SmarterEPC on the official conference video.

SmarterEPC at Tuning EPC and SRI. Practices and methods to analyse national challenges event, 22 May 2024, Brussels (B) and online. This event was organised by [TunES](#) (one of the LIFE sister projects of SmarterEPC). Sara Momi/ R2MI represented the consortium and provided a presentation about SmarterEPC. Also Andrei V. Litiu/EPBC took part in the event. An article promoted it (August 2024 - [Optimising EPC and SRI together with TunES](#)) as well as a [post on LinkedIn](#) and on X.

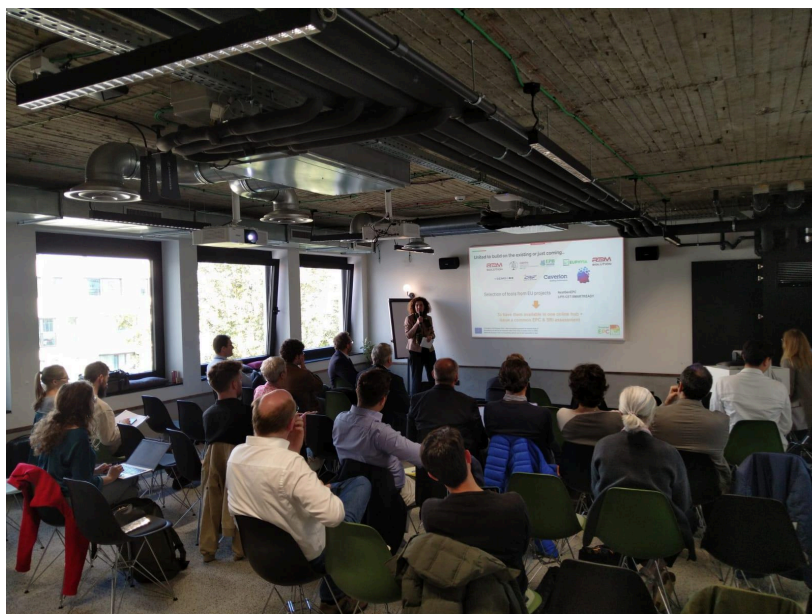


Figure 16: Sara Momi presenting SmarterEPC at the TunES event.

SmarterEPC at the NextGenEPC Cluster conference, 24 May 2024, Brussels (B) and online. The 2024 edition was focused on the latest outcomes from 4 EU-funded projects working on advancing the energy performance certificate (EPC): [iBroad2EPC](#), [crossCert](#), [EPC RECAST](#) and [EUBSuperHub](#). Sara Momi/R2MI and Andrei V. Litiu/EPBC took part in it. A [post on LinkedIn](#) covered the event and on X, as well as an article on the SmarterEPC webpage (August 2024 - [Developing EPCs with the NextGen EPC Cluster](#))



Figure 17: Round-table at the NextGenEPC Cluster conference.

June 2024:

SmarterEPC at the European Sustainable Energy Week (EUSEW2024), 11-13 June 2024, Brussels (B) and online. SmarterEPC had the chance to be featured both during the conference and the exhibition area, together with the sister project [SmartSquare](#):

Figure 18: Digital card for SmarterEPC promotion at EUSEW24.

A. *Policy Conference session (Energy Efficiency thematic): From Directive to Action: Supporting the EPBD Recast Transposition and Implementation*, 11 June 2024, at 14:30-16:00 CEST.

The session was organised by Andrei V. Litiu/EPBC in cooperation with the [EPBD.wise](#) project. It focused on the legislative challenges and practical implementation of the EPBD IV in its transposition into the national legislative frameworks. It also promoted a selection of ongoing initiatives (R&D EU-funded projects) providing support with evidence-based strategies, in a dialogue with the stakeholder community.

This session attracted a great audience: 95 people in person, and 494 attendees online, for a total of 589 people. Several posts were promoted on LinkedIn channels before and during the event (e.g. by [REHVA](#)).



Figure 19: Poster of the Policy Session at EUSEW24.

B. *Energy Fair: Smart buildings and the Smart Readiness Indicator (SRI) stand*, from 11 through 13 June 2024.

The stand (C7, the 2nd floor of the Charlemagne building, European Commission) was manned by Régis Decorme/R2MF, Theoklitos Klitou/EUP and Andrei V. Litiu/EPBC. The stand

showcased the importance of Smart Building' technologies and SRI in decarbonising and enhancing the performance of the EU-built environment. Tangible smart technologies were shown, including a miniature smart building prototype. Besides, multiple SRI assessments were conducted, showcasing the benefits of Digital Building Logbooks for digitising built environment data. Also, the booth highlighted the complementarity of SRI with EPCs. +2200 participants were onsite. Several posts were put on project LinkedIn (for [SmarterEPC promotion at #EUSEW24](#), on [Day 3](#) and for [wrap-up](#)) and on X.



Figure 20: SmarterEPC partners with CINEA Officers at the EUSEW Energy Fair.

SmarterEPC at the SpliTech Conference, 26 June 2024, Split-Bol (HR), in person and online. On behalf of SmarterEPC, Paris Fokaidis/EUP and Thomas Messervey/R2MI presented the 1st project joint paper: **Bridging the Gap: A Comprehensive Review of EPC and SRI Calculation Tools in Europe**. The paper was done within a session of the conference, entitled *Enhancing Building Intelligence: Key Advances in SRI through EU Research Initiatives* and introduced by a keynote of Paris Fokaidis/EUP. The paper proposes an overview of the existing tools for the delivery of the EPC and SRI in the EU Member States based on advanced methodologies, processes and digital solutions (software). A [post on LinkedIn](#) was promoted and on X, paired with news on the SmarterEPC webpage (July 2024 - [SmarterEPC's first study was released at Splitech 2024](#)).



Figure 21: Thomas B. Messervey and Paris Fokaides at SpliTech Conference.

SmarterEPC at Sustainable Places Conference 2024 (SP24), 23-25 September 2024, Luxembourg (L) and online. In this year's edition of the conference, SmarterEPC was involved in n. 2 workshops, both introduced by CINEA Project Officer Sylvain Robert:

- A. Workshop n. 1: **EPBD Implementation: Smartness for Energy Efficiency, 24 September 2024**, at 09:00-12:30 CEST.

Figure 22: Digital card for workshop n. 1 at SP24.



Figure 23: Céile Barrère delivering a speech at SP24 Workshop n. 1.

The workshop aimed to offer an overview of the best tools for smart measuring and assessment of energy efficiency of buildings, accompanied by an FAQ session with the audience (in person and online). Cécile Barrère/R2MF represented SmarterEPC. The workshop was organised in collaboration with other sister projects: [easySRI](#), [Masterpiece](#), [SmartSquare](#), [SRI2MARKET](#), [SRI-ENACT](#), [tunES](#) and [iEPB](#). Several posts on LinkedIn were launched for promotion ([August](#) and [mid September](#)), as well as on X.

B. Workshop n. 2: EPBD Implementation: Facilitated and Enhanced by the NextGenEPC Cluster Projects, 24 September 2024, at 14:00-17:30 CEST.

Figure 24: Digital card for workshop n. 2 at SP24.



Figure 25: Sophie Dourlens, Sylvain Robert and Andrei V. Litiu at SP24 Workshop n. 2.

Moderated by Andrei V. Litiu/EPBC, this workshop showcased the results from the NextGenEPC Cluster whose mission is to maximise quality, relevance, utility, and effectiveness through a coordinated and convergent approach. This approach empowers decision-makers at EU and Member State levels and the overall EPBD-related stakeholder community to leverage emerging results for the EPBD IV transposition in each State. SmarterEPC was represented by Sophie Dourlens/R2MF. Besides SmarterEPC, several projects contributed to the workshop discussions: [TIMEPAC](#), [CHRONICLE](#), [SmartLivingEPC](#), [iEPB](#), [tunES](#) and [EPBD.wise](#). Several posts were promoted on LinkedIn ([early September](#) and [mid September](#)) and on X.

With a total of **18 single events in one year**, it has been confirmed that chances for the project to be valued at gatherings at both national and EU levels are many. The project is very well integrated in the periodic initiatives organised by the two clusters of reference (the **NextGenEPC Cluster** and the **LIFE SRI cluster**) thanks to the great efforts of Andrei V. Litiu and the EPBC Team.

2 Monitoring & Evaluation of C&D Activities - Project Year 1

The following paragraphs describe the project strategy for the whole project duration (36 months) while guaranteeing that SmarterEPC impacts can be long-lasting, after the closure of the project.

2.1 Communication & Dissemination Objectives and Privacy

On occasion of D6.1 (C&D Plan), a preliminary plan of C&D activities and KPIs was proposed, split per year and according to 4 areas:

1. Online presence
2. C&D Materials
3. Stakeholders-driven workshops and events
4. Scientific publications, conferences, fairs

An extract of it is reported here below:

Table 4: SmarterEPC C&D activities and KPIs on an annual basis

C&D Strategy and KPIs	1-Online presence (Webpage and social media)	2-Communication and Dissemination Materials	3-Stakeholders -driven workshops and events (internal/external)	4-Scientific publications, conferences, fairs
Year 1 M1-OCT23 M12-SEP24	M1-M3: SmarterEPC web page design, and set-up (contents, graphics and EU GDPR). Launch of LinkedIn and Twitter SmarterEPC channels and periodic posts. M4-M12: Consolidation of contents on the web page . Periodic posts on	First version of basic communication templates for the consortium (GDoc, GSlides), project leaflet, roll-up, scientific poster template and project presentation . Periodic short news on the web page and via posts on social media. Newsletters on a 6-month basis.	At least n. 1 workshop/event is organised by partners, in the framework of a relevant event for SmarterEPC domains (building, digitization, EPC & SRI, standards). Synergies with fellow projects are promoted. Attendance of at least n. 2 networking events by SmarterEPC partners.	At least n. 1 presentation at the external event is delivered.

	LinkedIn and Twitter SmarterEPC channels.			
Overall, at least 6.000 people are reached out by the SmarterEPC consortium by M36 (average 2.000 people/year)				

R2MI made a benchmark with the activities performed during the first year and this is the result on KPIs:

Table 5: M&E of C&D KPIs at Year 1

Type of KPI	Final KPI value	Reached by SEP 2024 (M12)
Project identity and branding	1	1
Project SharePoint for internal communication	1	1
Dissemination materials	1 leaflet	1
	1 brochure	Scheduled for Year 2, with a selection of project results
	2 poster templates (Y1 + Y3)	1
	1 template for posters	1
	3 presentation templates (1/year)	1
	2 document templates (Y1 + Y3)	1
	1 newsletter layout	1
Project webpage	List of mandatory sections online, regularly updated; 2000 unique visitors by Y3 (NB: update info every second month)	237 views (data of 20/09/2024)
Social media	Set up of 4 social media channels (LinkedIn, X, Facebook, YouTube)	LinkedIn + X are up and running Facebook will be launched once materials for a large audience are ready (from Y2); <i>YouTube will be opened once a series of videos (recordings from open workshops + trainings + other videos are available);</i> <i>Facebook could be considered once</i>

		<i>training opportunities will be open for building assessors</i>
	At least 2 updates/month	Confirmed
	At least 300 followers (cumulative) by Y1 (SEP 2024 - M12)	222 on LinkedIn 108 on X = tot of 330 followers (data of 25/09/2024)
Networking events and workshops	At least 10 networking events/workshops for target groups attended/hosted each year (at least 30 in total by Y3)	16 events participated + organised by partners (including 2 trainings on SRI and EPC respectively))
	Organise at least 2 workshops under the auspices of major events	2 Workshops at Sustainable Places 2024, Luxembourg (L)
Total of 18 events by M12		
Positive media coverage & project publications	2 newsletter/year (100 subscriber by Y1 SEP 2024 – M12)	2 newsletters (early June 2024 + early Sep 2024)
	4 project publications (articles and/or papers and/or presentations)	1 scientific paper presented at the SpliTech conference (Split, HR) (26/06/2024)
	1 video (300 views by Y3)	<i>Scheduled for Year 2</i>
	At least 5 national press releases about the project (in national languages)	<i>Scheduled for Year 2 and/or Year 3</i>

At project Month 12, the **three-step procedure** introduced on occasion of SmarterEPC C&D Strategy (as per D6.1) is operative and consists of the following components:

1. **Periodic Plan of SmarterEPC C&D activities:** events and C&D activities are proposed to partners with an outlook of 3-6 months favouring a strategy in advance. This includes promotional materials, a list of events of interest, short and long inputs such as news, factsheets, dissemination and scientific articles, ad-hoc materials. Changes are welcome, anytime they are done for the benefit of the project goals.
2. **Periodic data points online:** during the project monthly meetings, R2MI has the chance to report on C&D activities, ask partners for specific contributions and co-define the following activities in a strategic way with partners.
3. **SmarterEPC C&D Tracker:** it is an internal online spreadsheet, covering both common information for all partners to be aware of, as well as tables to be periodically filled in

by partners and related to physical and online activities aiming to increase the project promotion, dissemination and awareness among SmarterEPC stakeholders.

Conclusions

This deliverable presents the first edition of the C&D Report of the SmarterEPC project.

It collects the list of all the activities performed by the consortium to valorize the project mission, activities and preliminary outcomes. The first project year has been rich with C&D activities, mostly on the events side thanks to SmarterEPC partners.

On the Monitoring and Evaluation side, figures are in line with the KPIs set in the Grant Agreement and trends are expected to grow once more results are made available for the project's target audience.

The follow-up of this D6.3 is indicatively scheduled as follows:

- D6.3 v2 at M24 (September 2025)
- Final version of D6.3 in M36 (September 2026).

In the following months, several results will be available and fit for promotion to building assessors and players in the construction domain. Step by step, the C&D activities will accompany and valorize (via dedicated campaigns) the following activities:

- Widen the utilisation of advanced calculation tools for EPC and SRI ratings.
- Echo the mission of the [SRI platform](#) (supported by the EC DG ENER), as well as national testing committees focused on SRI implementation in EU Member States.
- Improve the collection, aggregation and data analysis procedure for EPC and SRI, in view of national databases set-up.
- Promote the validation and use of the SmarterEPC Hub by building assessors.
- Involve building assessors and related associations at national level in training courses on the *EPC and SRI Virtual Training Centre*.