D10.3 PROJECT WEBSITE, E-MARKETPLACE & SOCIAL MEDIA
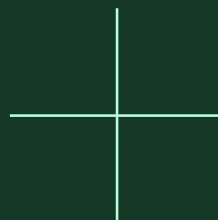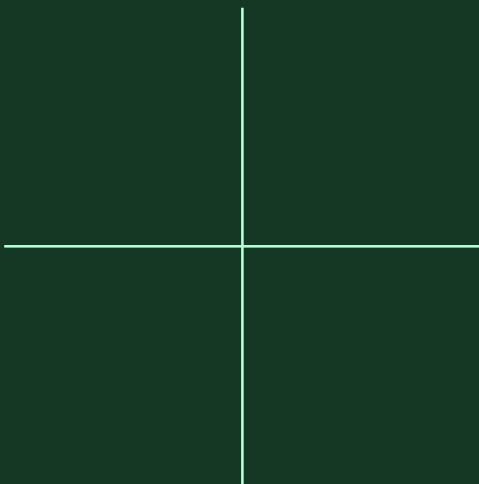
WP10 COMMUNICATION, DISSEMINATION & STAKEHOLDER OUTREACH

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31.12.2023

PROJECT INFORMATION

Project acronym	**ARV[1]**
Project title	Climate Positive Circular Communities
Project number	101036723
Coordinator	Norwegian University of Science and Technology / Inger Andresen
Website	www.GreenDeal-ARV.eu

DOCUMENT INFORMATION

Field	Value			
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	V.02	Inger Andresen	Review	13.12.2023
	V.03	Clara Mafé	Final draft	14.12.2023

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[1] *ARV is a Norwegian word meaning "heritage" or "legacy". It reflects the emphasis on circularity, a key aspect in reaching the project's main goal of boosting the building renovation rate in Europe.*

ABOUT THE ARV PROJECT

The vision of the ARV project is to contribute to speedy and wide scale implementation of Climate Positive Circular Communities (CPCC) where people can thrive and prosper for generations to come.

The overall aim is to demonstrate and validate attractive, resilient, and affordable solutions for CPCC that will significantly speed up the deep energy renovations and the deployment of energy and climate measures in the construction and energy industries.

To achieve this, the ARV project will employ a novel concept relying on a combination of 3 conceptual pillars, 6 demonstration projects, and 9 thematic focus areas.

The 3 conceptual pillars are integration, circularity, and simplicity. **Integration** in ARV means the coupling of people, buildings, and energy systems, through multi-stakeholder co-creation and use of innovative digital tools. **Circularity** in ARV means a systematic way of addressing circular economy through integrated use of Life Cycle Assessment, digital logbooks, and material banks. **Simplicity** in ARV means to make the solutions easy to understand and use for all stakeholders, from manufacturers to end-users.

The 6 demonstration projects are urban regeneration projects in 6 locations around Europe. They have been carefully selected to represent the different European climates and contexts, and due to their high ambitions in environmental, social, and economic sustainability. Renovation of social housing and public buildings are specifically focused. Together, they will demonstrate more than 50 innovations in more than 150,000 m2 of buildings.

The 9 thematic focus areas are 1) Effective planning and implementation of CPCCs, 2) Enhancing citizen engagement, environment, and well-being, 3) Sustainable building re(design) 4) Resource efficient manufacturing and construction workflows, 5) Smart integration of renewables and storage systems, 6) Effective management of energy and flexibility, 7) Continuous monitoring and evaluation, 8) New business models and financial mechanisms, policy instruments and exploitation, and 9) Effective communication, dissemination, and stakeholder outreach.
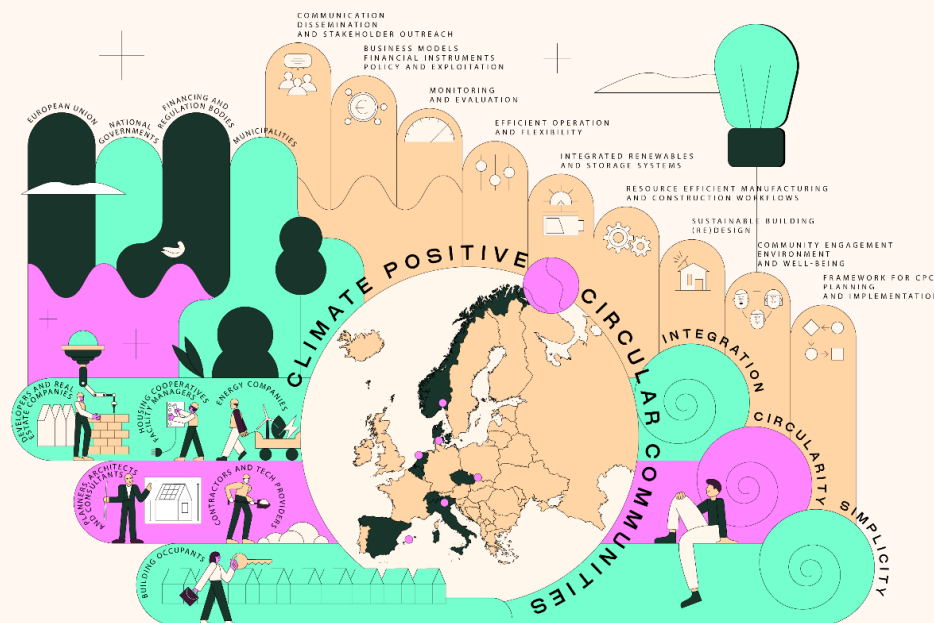
The ARV project is an Innovation Action that has received funding under the Green Deal Call LC-GD-4-1-2020 - Building and renovating in an energy and resource efficient way. The project started in January 2022 and has a project period of 4 years, until December 2025. The project is coordinated by the Norwegian University of Science and Technology and involves 35 partners from 8 different European Countries.

EXECUTIVE SUMMARY

This report presents the progress of T10.3 ARV communication channels and dissemination material by describing the work carried out to continue developing Subtask 10.3.1 Project website, Subtask 10.3.2 E-marketplace, and Subtask 10.3.3 Social Media channels, as per Month 24 of the ARV project.

The **project website** (Subtask 10.3.1) was set up in M2 of the project (February 2022) by ACE and has been live since M3 (March 2022) as the main interface towards stakeholders who are interested in training possibilities, and information and outputs of the project. The website acts as a communication and dissemination channel for the results and for involving and enlarging the stakeholder's community. It has been developed according to modern technology standards with the aim of informing visitors about the project objectives, strategy, results, the latest news, and the upcoming events. All of the latter is presented in a modern and intuitive design and is appropriately shown across all mobile devices.

An **e-marketplace area** (Subtask 10.3.2) has also been set up by HE and embedded on the website, as a kind of "one-stop shop". There, all project results will be merged, providing guidelines for end users, links to different resources, information on product suppliers, software, spreadsheets, and datasets. Training material and technical guidance will also be included. Information will be easily filtered by type, topic, scale, country, license, etc. This area will also serve as a contact point for all demonstration projects targeting Climate Positive Circular Communities, enabling virtual connectivity and collaboration.

In addition to the website, **social media channels** (Subtask 10.3.3) have been created by ACE for ARV. Profiles have been set up in Twitter, LinkedIn and YouTube. The content of these media channels will be constantly updated with news from the ARV project and other relevant information (video diaries, citizen journalism, storytelling, etc.)

TABLE OF CONTENTS

1. OBJECTIVES

The objectives of this report are:

- To describe the aims and motivation behind ARV main communication channels: project website; e-marketplace; and social media.

- To present the design and development process for each of the channels and the related work carried out by the leading partner.

- To show the current look and feel of the different platforms.

- To provide the relevant links and login credentials to access the platforms.

- To advance the future updates of the deliverable.

2. PROJECT WEBSITE

The ARV website is currently live for 22 months. To better engage the visitors, the website contains detailed information about the project demo cases, the partners and networks (including sister and related EU-funded projects), news and events concerning the project, as well as the first results such as the Encyclopenergy and the e-Marketplace.

As for 2023, the CPCCs landing page and each of the 6 CPCC pages have been improved in terms of content (picture, text, illustrations). The news and events pages have been also changed as for the structure (3 items per row instead of 1, also with a better preview of the content), making the surfing easier for the users. Lastly, the library page has been updated with the latest articles (scientific and non-scientific), newsletters, promotional material and reports.

In the last 16 months, the website has reached 116K total impressions and 2.35K total clicks. In D10.2 the KPI set for the website was 1K of total clicks/year, so the target has been reached.
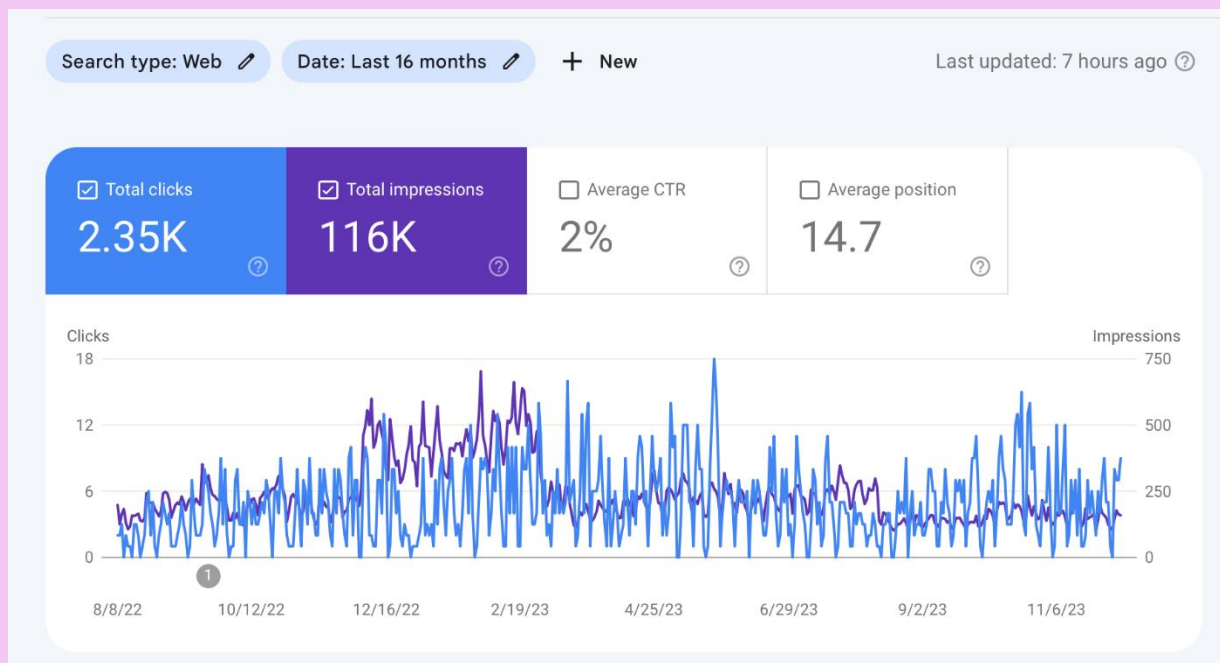

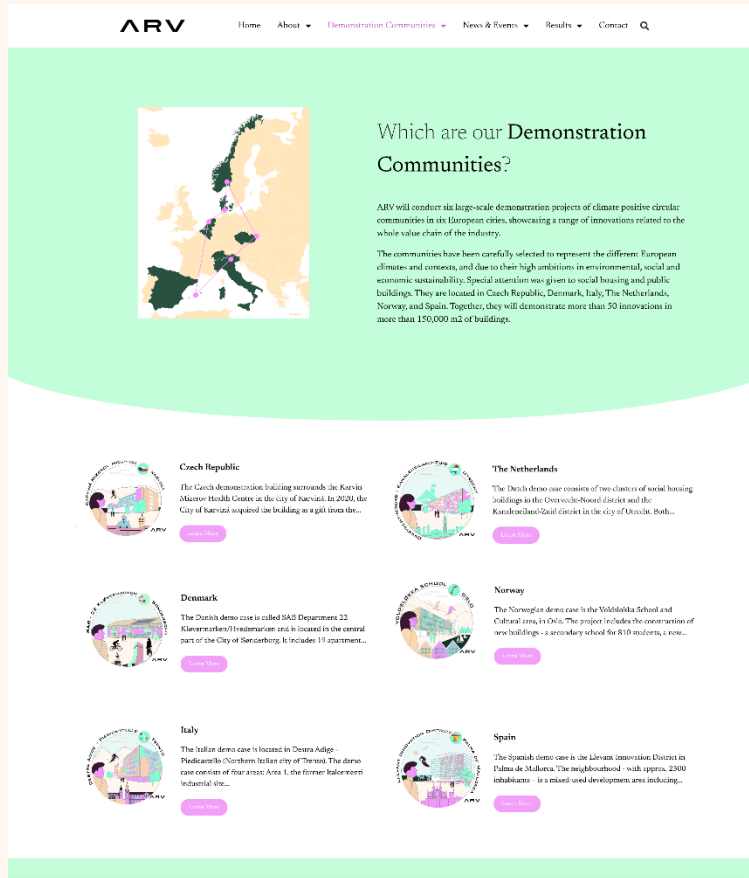*Figure 1 Analytics overview of the ARV website in the last 16 months*

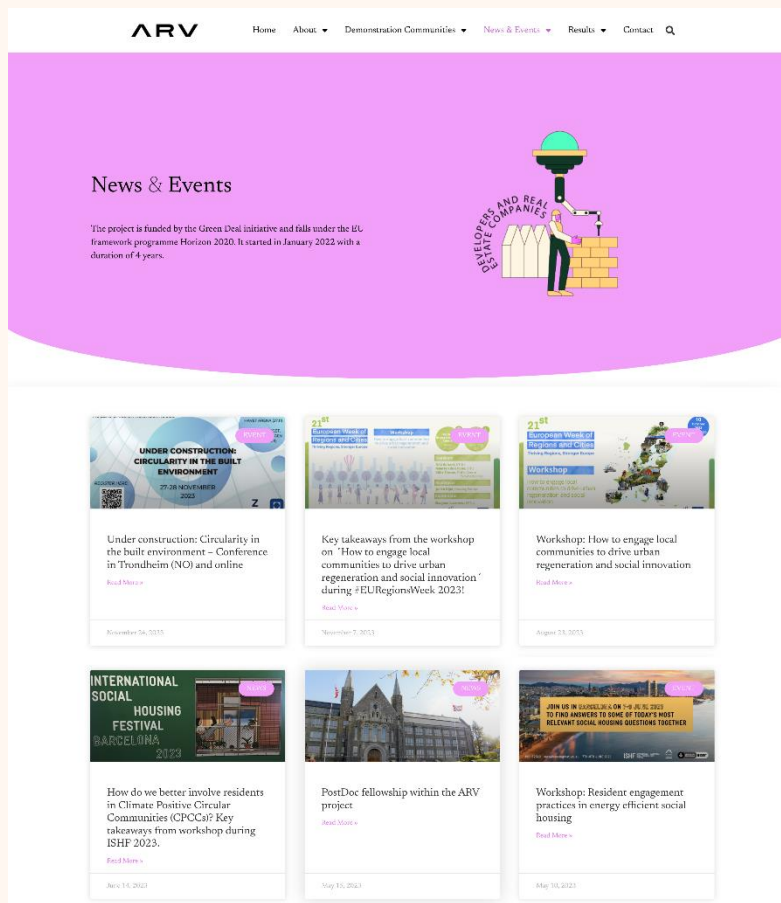*Figure 2 Landing page of the CPCCs improved in the last year*

Figure 3 News and event page improved in the last year

E-MARKETPLACE

> **E-MARKETPLACE OBJECTIVES**
>
> - Aggregate, potentiate, and exploit ARV innovations.
> - Streamline the resources helping the planning & delivery of CPCCs.
> - Increase the potential for replicability of CPCCs.
> - Improve knowledge and awareness of sustainable products, services and providers.

The perceived uncertainty and lack of knowledge of building owners about the availability of local products, solutions, and services and their suppliers are key barriers for the transition to a circular construction and renovation sector.

The **e-marketplace** aims to overcome these challenges by creating a **window to services, products and knowledge generated as part of the ARV project**. It aims to streamline the process & delivery of ARV services, products, and installations as well as to increase the potential for replicability. There, all project innovations will be aggregated, including: **support, technologies and building systems, local resources and sustainable providers**. Information will be easily filtered by **type, topic, location, and licenses and certifications.** The e-marketplace aims to disseminate CCPCs as lighthouse examples for different target audiences such as policy-makers; building owners and housing associations; project developers; energy companies; architects; tenants. Resources will be presented in a visual, easy, and attractive way in a single place. This will facilitate market uptake and policy advocacy at community and EU level.

2.1. UPDATED TIMELINE AND WORKFLOW

Compared to the previous edition of D10.3 (submitted in M12) the timeline has been adjusted as follows:

- The first content upload has been postponed to January 2024 (M25).
- Subsequently, the public launch of the e-marketplace has been postponed to February 2024 (M26).

WEB DESIGN AND DEVELOPMENT CONTENT COLLECTION (WP9) AND UPLOAD	MOCK UP	FIRST CONTENT UPLOAD	LAUNCH	DISSEMINATION AND OUTREACH
	M6 JUNE 2022	**M25** JANUARY 2024	**M26** FEBRUARY 2024	**M26-M48** FEB 2024-DEC 2025

Figure 4 Updated e-marketplace timeline

This is due to additional coordination work carried out with WP9 essential to set up an effective workflow between the innovation management tasks (T1.3 Innovation Management and D9.1 Annual Innovation Intel) and the e-marketplace.

In 2023, efforts were focused on creating synergies between WP1, WP9, and WP10 to easily streamline the data collection of ARV innovation activities (by GDFA and NTNU) and their publication and dissemination through the e-marketplace. These required several joint meetings and collaborative work. See below the new workflow established to feed content into the e-marketplace.
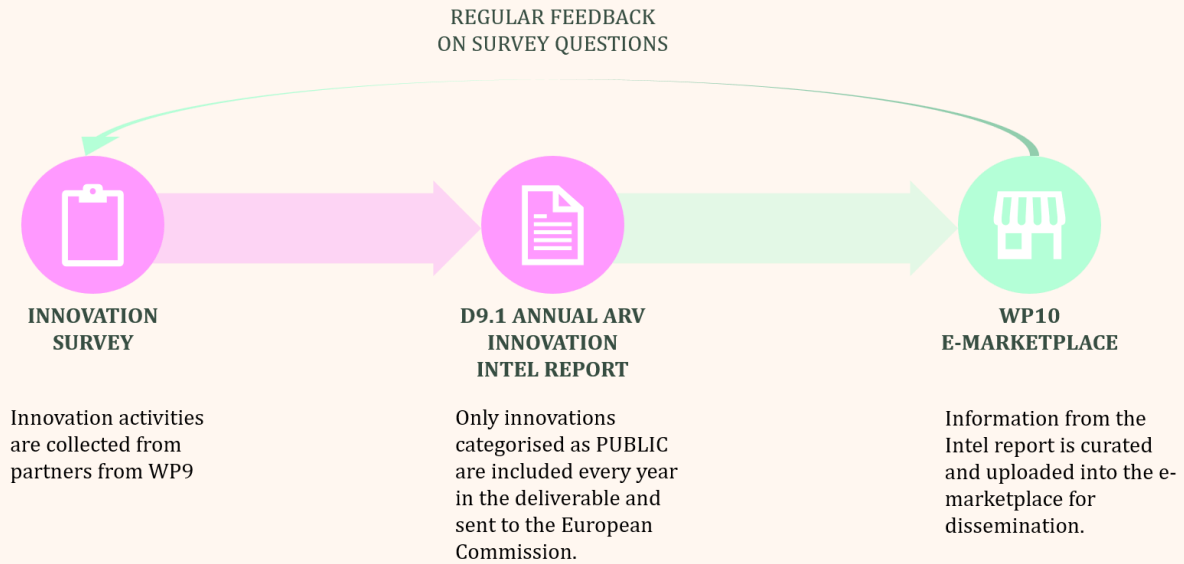
REGULAR FEEDBACK
ON SURVEY QUESTIONS

**INNOVATION
SURVEY**

Innovation activities
are collected from
partners from WP9

**D9.1 ANNUAL ARV
INNOVATION
INTEL REPORT**

Only innovations
categorised as PUBLIC
are included every year
in the deliverable and
sent to the European
Commission.

**WP10
E-MARKETPLACE**

Information from the
Intel report is curated
and uploaded into the e-
marketplace for
dissemination.

Figure 5 Workflow for content collection for e-marketplace (WP9-WP10)

2.2. CONTENT UPDATES

As a result of WP9-WP10 synergies, the e-marketplace items will now be categorised based on the innovation categories defined in WP9.

Table 1 E-marketplace main categories and subcategories

Main categories		Sub-category
Support	Resources aimed at helping project developers implement CPCCs (guidelines, catalogues, methods, tools, databases)	Guidelines
		Methods
		Processes
Technologies and Building systems	Solutions that have to do with mechanical, electrical, plumbing and construction innovations.	Software
		Databases
		Models/Systems
		Products/Technical solution
Local resources	Resources used in the ARV demos to implement CPCCs (materials, skills, funding programmes).	Products/Technical solution (Materials only)
		Funding programmes
		Skills
Providers	Product and service providers that have contributed to the development of the CPCCs (within or outside the consortium).	Manufacturing
		Architecture, planning and consultancy
		Engineering
		Developers and building owners
		Contractors and tech providers
		Energy companies
		Municipalities and regional governments
		Research and development

Thanks to the collaboration with WP1 and WP9, NTNU has produced graphic IDs for each of the main categories and sub-categories.
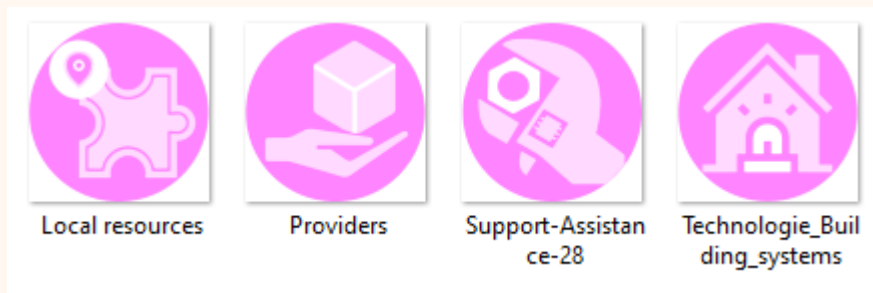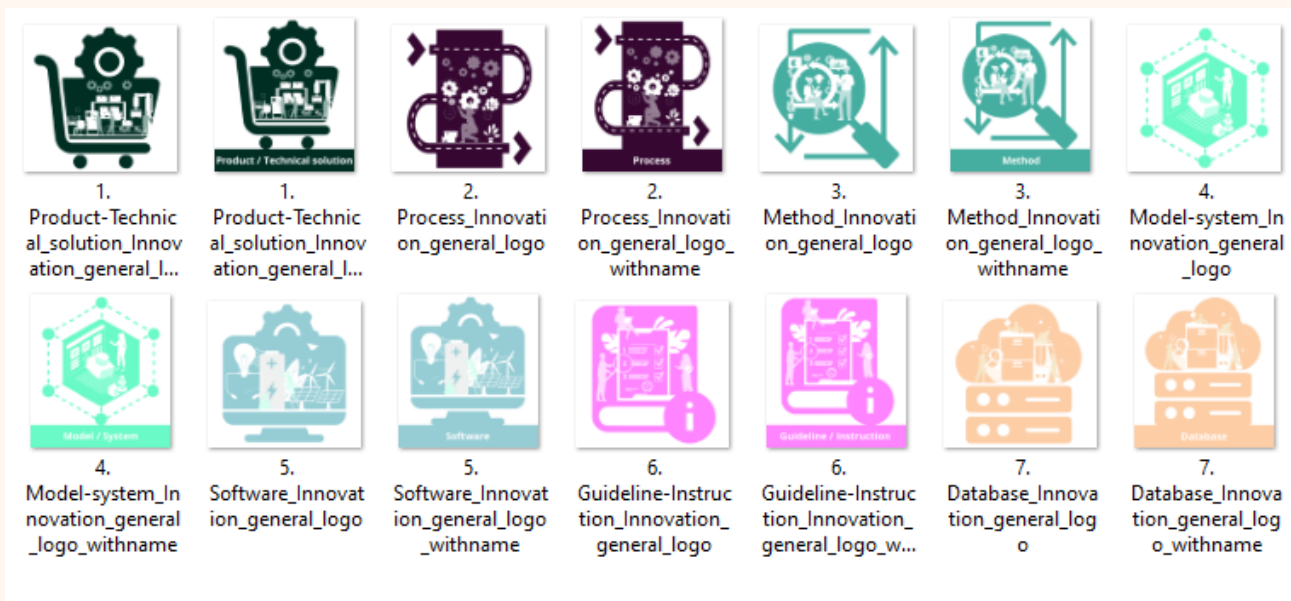

Figure 6 Graphic IDs for main categories

Figure 7 Graphics IDs for subcategories

All **innovation item descriptions** will be drawn every year from the latest edition of the D9.1 Annual ARV Innovation Intel report. The description will include the following information:

- **Basic info**: graphic ID; innovation title; subcategory; category.
- **Filters:** climate; topic; location; license.
- **Description**: short introduction of the innovation.
- **Business route** : commercial-non commercial.
- **Target audience:** stakeholder groups that could be interested in the innovation (Construction sector / Building owners / Policy makers and regulating authorities / Research community / Investors / Business associations / Media groups / General public)
- **Value:** why is the innovation relevant.
- **Application:** how the innovation can be applied (exploitation pathway)
- **Potential impact:** expected impact of the innovation based on ARV expected impact categories (EIC).
- **Providers:** product and service providers that have contributed to the development of the CPCCs (within or outside the consortium).
- **Funding:** financial support received, business models and financial mechanisms received to support the delivery of the ARV demonstrators.
- **Access button:** free download or contact to responsible organisation.
- **Source/ Supplier button:** link to source or supplier

A catalogue of Integrated Circular Solutions

CATALOGUE, ASSISTANCE

DESCRIPTION

A catalogue of integrated circular and sustainable solutions for positive and low carbon footprint buildings. The catalogue provides, for each solution, a brief description, the challenges it responds to, the objectives it can achieve, the performance it can guarantee and the benefits, even if not strictly related to the challenges. Each solution refers to one or more case studies defined as best practices.

CONTINENTAL | TRENTO (ITALY)

Sustainable Building (re) Design

LICENSE

BUSINESS ROUTE

COMMERCIAL | NON-COMMERCIAL
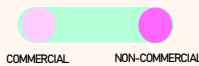
TARGET AUDIENCE

Designers, public administrations, planners, product developers, building companies

VALUE (WHY IS IT RELEVANT)

One of the main innovative aspects of the catalogue is the presence of information sheets on products, building systems, and technologies, mainly related to companies in the local production fabric, which can contribute to the implementation of the proposed solutions. In particular, the benefits and opportunities for companies to be present in the catalogue are:

- Local, national, and international visibility of their product/technology/system
- Link to European projects within the Green Deal area.
- promotion and (in)training for the construction supply chain, public and private clients, and end users.
- Opportunities for synergies between construction stakeholders and the research world.
- Active contribution to the circular economy challenge and integration into Building 4.0 processes.

APPLICATION (HOW CAN IT BE APPLIED?)

The catalogue will have free access and producers/companies will have the possibility to add their one products/elements for free in an online version. Future exploitation mainly in the field of building/urban design and policy makings. (EXPLOITATION PATHWAY)

The catalogue presents a range of possible physical and digital solutions that can be applied especially in a SUSTAINABLE BUILDING (RE) DESIGN process, in particular (but not only) in the early concept design phase of new and existing buildings. Solutions are presented in general terms and real market products (particularly at a local/regional level) are listed. Depending on local environmental conditions and intended use of the building, pros and cons of each solution concerning environmental challenges are defined, with specific objectives and related performances.

POTENTIAL IMPACT

Demonstration sites that go beyond nearly-zero energy building.

Demonstration of high potential for replicability using new or existing innovation clusters incorporating the whole value chain.

FREE DOWNLOAD | UNIVERSITY OF TRENTO

The picture above shows the template used to design the item description pages in the e-marketplace. In this case, innovation N16 'Integrated Circular Solutions Catalogue' was used as an example.

The new mock-up version of the e-marketplace can be visited through the following pages:

- landing page: https://greendeal-arv.eu/emarketplace/
- item descriptions: https://greendeal-arv.eu/emarketplace-item/test-two/

During Q1 of 2024, the innovations published in D9.1 Annual ARV Innovation Intel report (submitted in December 2023) will be uploaded to the e-marketplace. A communication and dissemination campaign will be planned to publicly launch the e-marketplace.
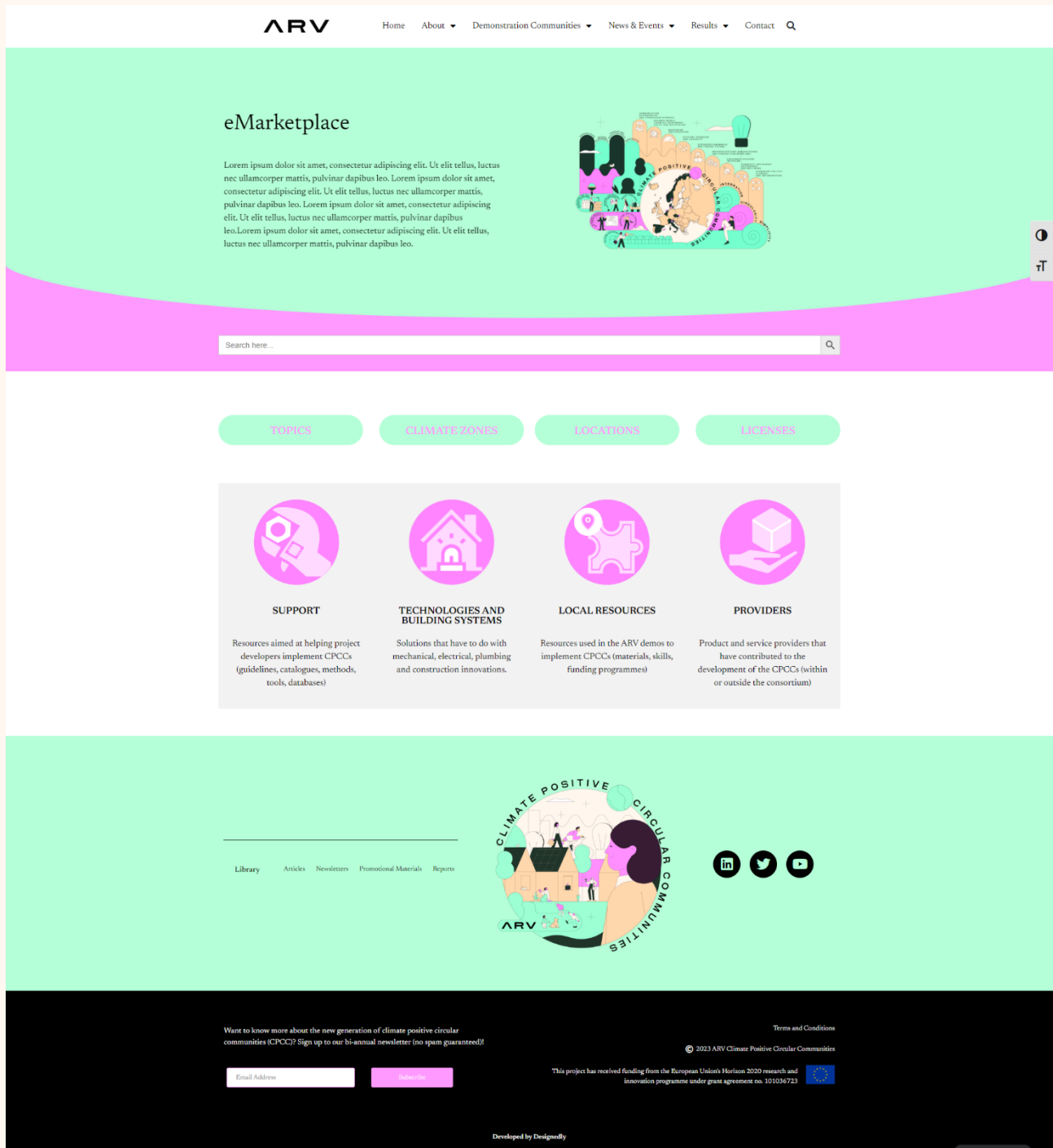
Figure 8 E-marketplace landing page

3. SOCIAL MEDIA

The ARV project has profiles on LinkedIn, Twitter and YouTube that are being active and constantly updated. They have been active since the project kick-off meeting (January 2022). Direct links to the social media channels have also been incorporated into the website.

Relevant activities on social media in 2023 have been:
- The ARV reading corner, a promotion campaign of the reports, scientific publications and master's thesis developed in the framework of ARV;
- The constant promotion of ARV events happening around EU;
- Other relevant initiatives that might be interesting for the ARV audiences.

5.1 ARV LINKEDIN PROFILE

The ARV company page on LinkedIn has 1,217 followers (December 2023) (been the KPI in D10.2 of minimum 500 people for all social media combined, so the target has been reached). It has regular posts that are often shared by partners and other followers. In the last 30 days, the page had 48 unique visits, 28 new followers, and 86 post impressions. More information can be found in the report D10.2.
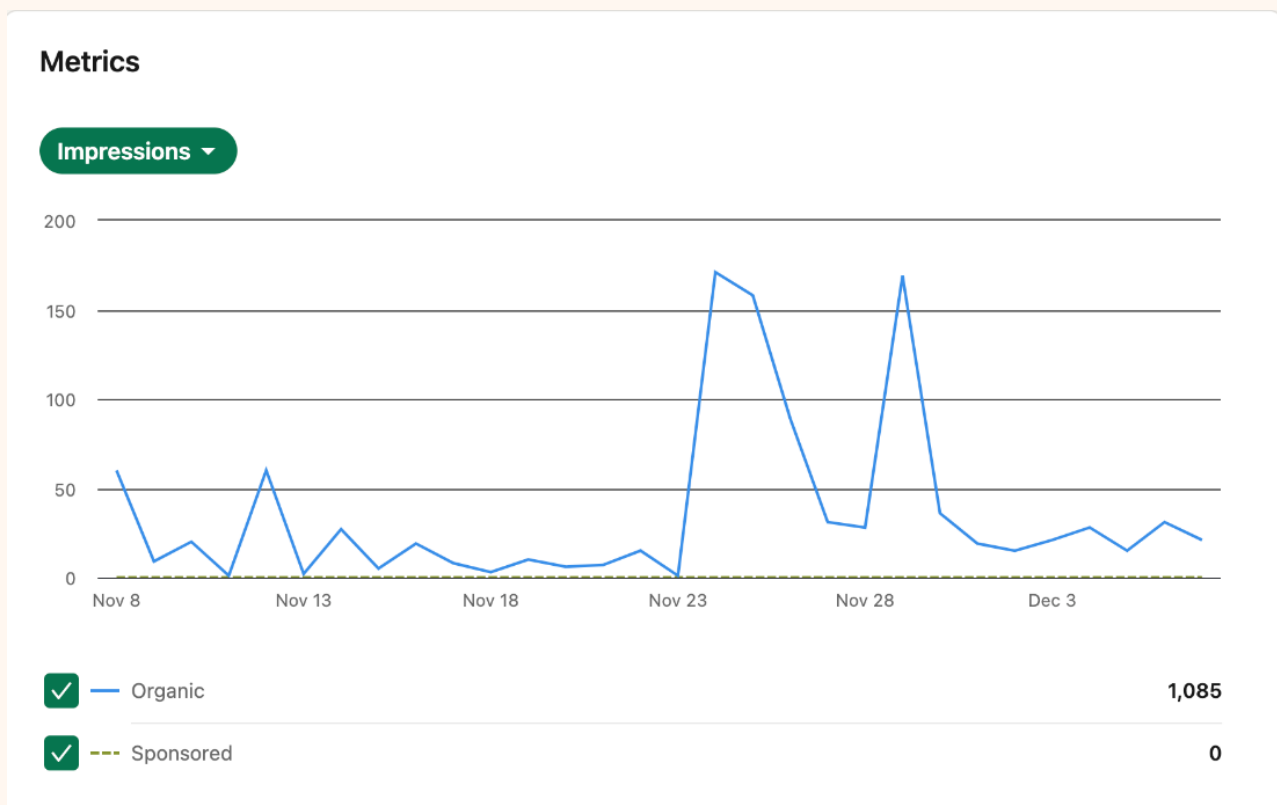
Figure 9 LinkedIn impressions in the last 30 days

Figure 10 Examples of successful LinkedIn posts per number of impressions and clicks

5.2 ARV X (FORMER TWITTER) PROFILE

The ARV X – former Twitter profile counts 135 followers (been the KPI in D10.2 of minimum 500 people for all social media combined, so the target has been reached if counting the followers on Linkedin). Followers include: researchers, architects, engineers, energy efficiency experts, representatives from municipalities as well as European Commission bodies, European construction stakeholders, project partners, other H2020/ Horizon Europe EU-funded projects.

@GreenDealARV has posted 25 original tweets in total, while continuously retweeting from partners, sister projects and other relevant initiatives. Over the last 6 months, the account has had   3,829 impressions, 104 profile visits. In these last 6 months, the engagement rate has been 3.1 %. More information can be found in the report D10.2.

ARV X – former Twitter profile: https://twitter.com/GreenDealARV
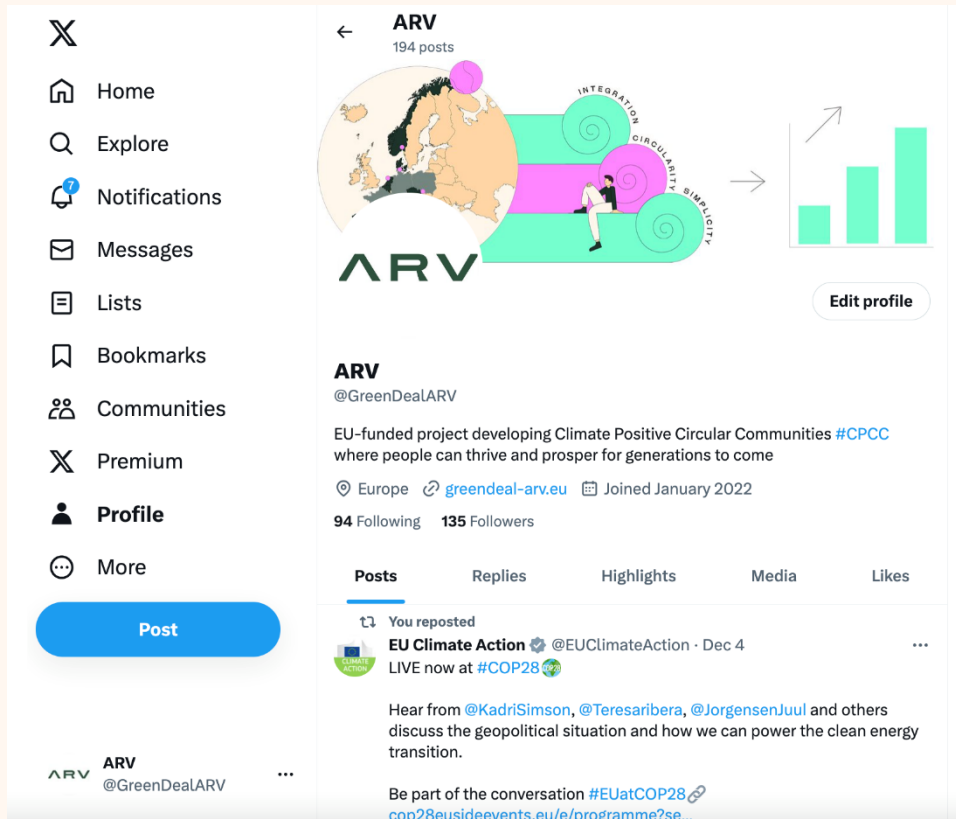
Figure 11 ARV X- former Twitter profile
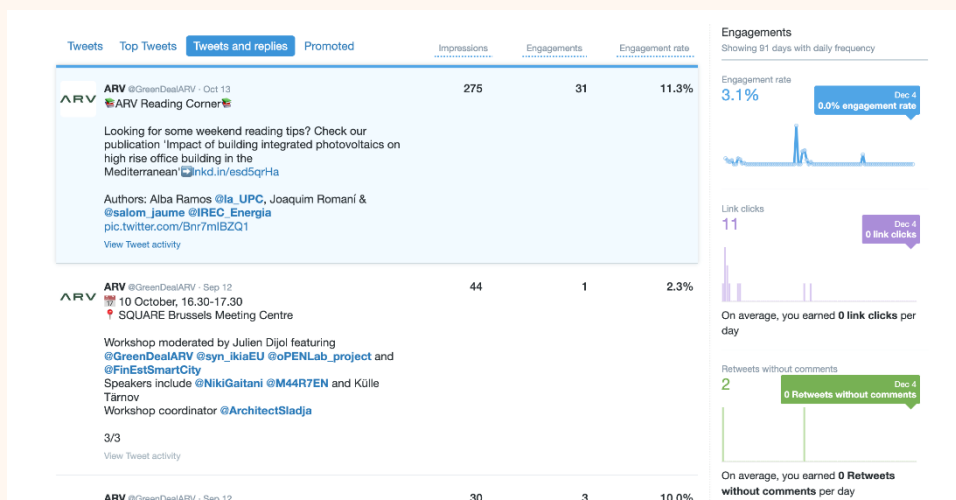
Figure 12 Overview on the Analytics and Tweets with relevant impressions and engagement rates of the ARV X- former Twitter profile

Figure 13 Examples of Top Tweets per impressions and Top Mentions per engagements

Figure 14 Example of Top Follower on X – former Twitter

6. FUTURE UPDATES

This deliverable will be updated in M36 (December 2024) and in M48 (December 2025, final version) of the ARV project. The next version will report on the progress and describe the relevant work carried out between M24 and M36.

7. ACKNOWLEDGEMENTS AND DISCLAIMER

8. APPENDIX A – GLOSSARY OF TERMS

Abbreviation	Description	References
CPCC	Climate Positive Circular Communities.	See ARV Deliverable D2.1 for a detailed definition of CPCC.

9. PARTNER LOGOS

WWW.GREENDEAL-ARV.EU

CLIMATE POSITIVE CIRCULAR COMMUNITIES

ARV