

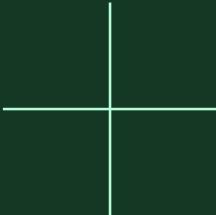
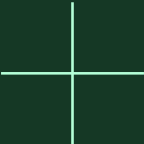
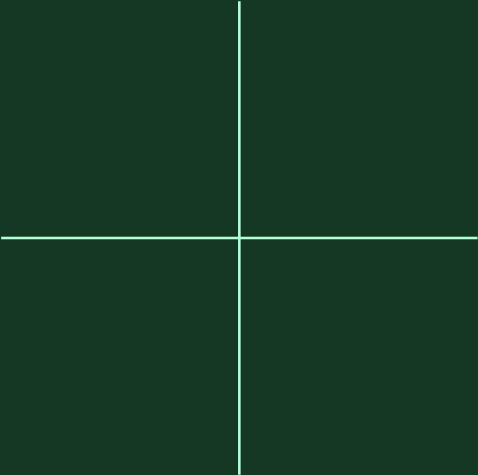


D10.3 PROJECT WEBSITE, E-MARKETPLACE & SOCIAL MEDIA

WP10 COMMUNICATION, DISSEMINATION & STAKEHOLDER
OUTREACH

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17.12.2024



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

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	V.02	Inger Andresen (NTNU) Kelly Riedesel (NTNU)	Review	10.12.2024
	V.03	Clara Mafé (Housing Europe)	Final draft	17.12.2024

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.

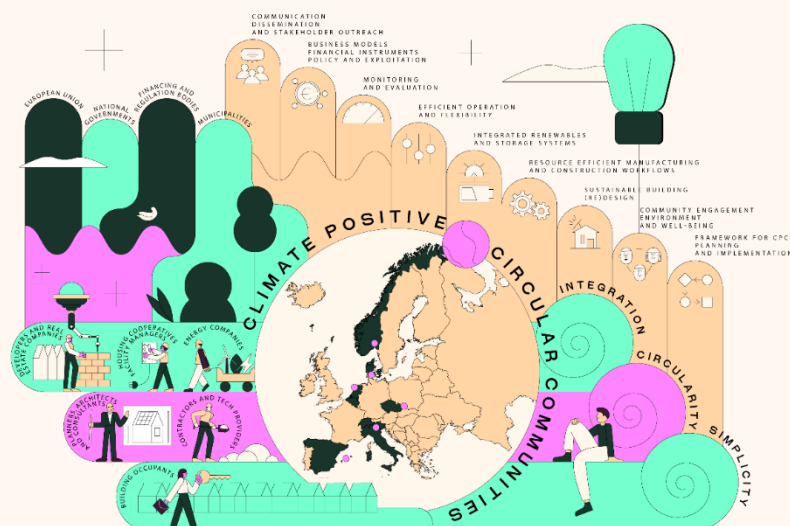
The overall aim is to demonstrate and validate attractive, resilient, and affordable solutions for CPCC that will significantly speed up the deep energy renovations and the deployment of energy and climate measures in the construction and energy industries.

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 5 years, until December 2026. 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 36 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 to inform visitors about the project objectives, strategy, results, the latest news, and upcoming events. All of the latter are presented in a modern and intuitive design that 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, and 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 on [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.)

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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 34 months. To better engage the visitors, the website contains detailed information about the project 6 demonstration 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 [library](#) (includes scientific paper, publication and magazines) [Encycloenergy](#) and the [e-Marketplace](#).

As for 2024, the CPCCs landing page and each of the 6 CPCC pages have been improved in terms of content including picture, text, illustrations, related providers of the CPCC and maps (figure 2). The news and events pages have been also changed as for the structure by including 3 items per row instead of 1, also with a better preview of the content and a special newspaper visualization for phone, PC and tablet, making the surfing easier for the users (figure 4). The library page has been updated with the latest articles (scientific and non-scientific), newsletters (2 releases in 2024), ARV magazine, promotional material, and reports. Lastly, a newsletter subscription pop-up window notification has been added in the ARV homepage in order to increase ARV project outreach (figure 3).

In the last 16 months, the website has reached 104K total impressions and 2.76K total clicks. In D10.2 the KPI set for the website was 1K of total clicks/year, so the target has been reached.

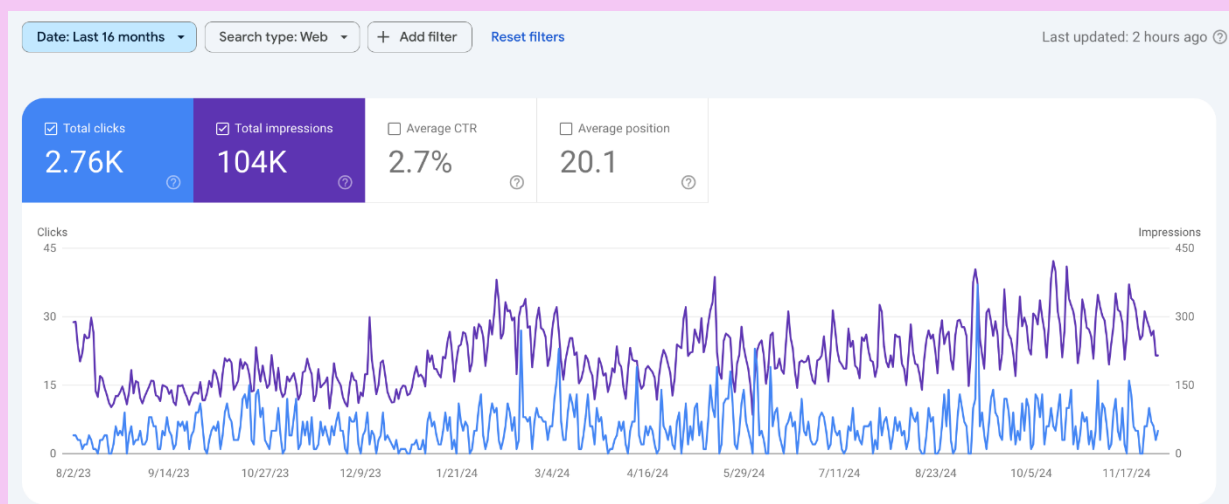


Figure 1 Analytics overview of the ARV website in the last 16 months

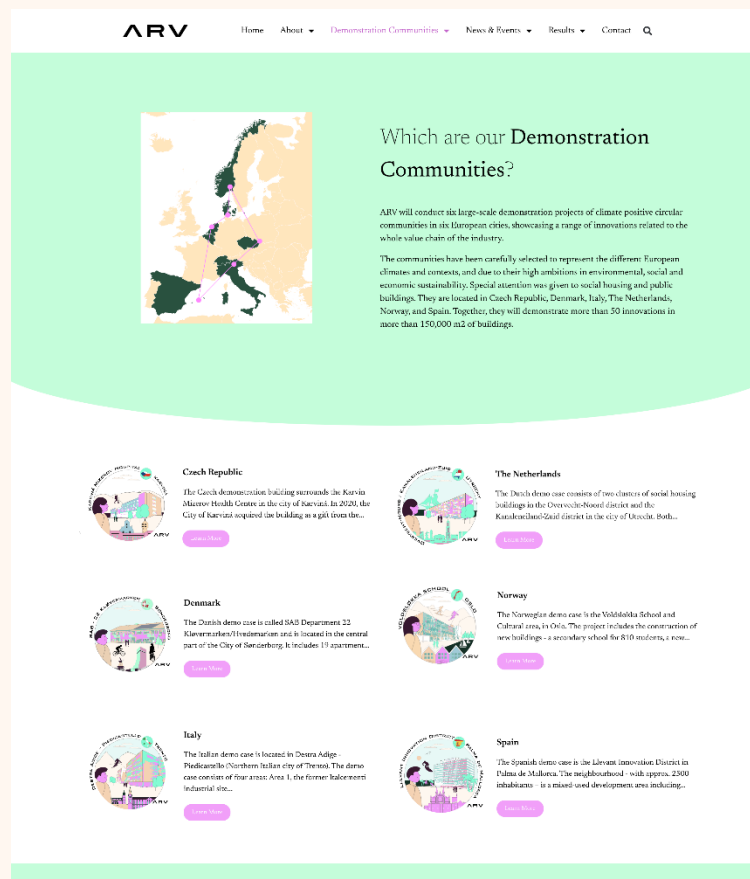


Figure 2 Landing page of the CPCCs improved in the last year

In 2024, the ARV project took action to increase the number of newsletter subscribers. Invitations to subscribe to the newsletter were added to all ARV presentations, and a pop-up window on the ARV website was created to call the users' attention. In addition, ARV newsletters will also be created as LinkedIn newsletter invitations, with the goal of achieving increased subscribers from the platform.

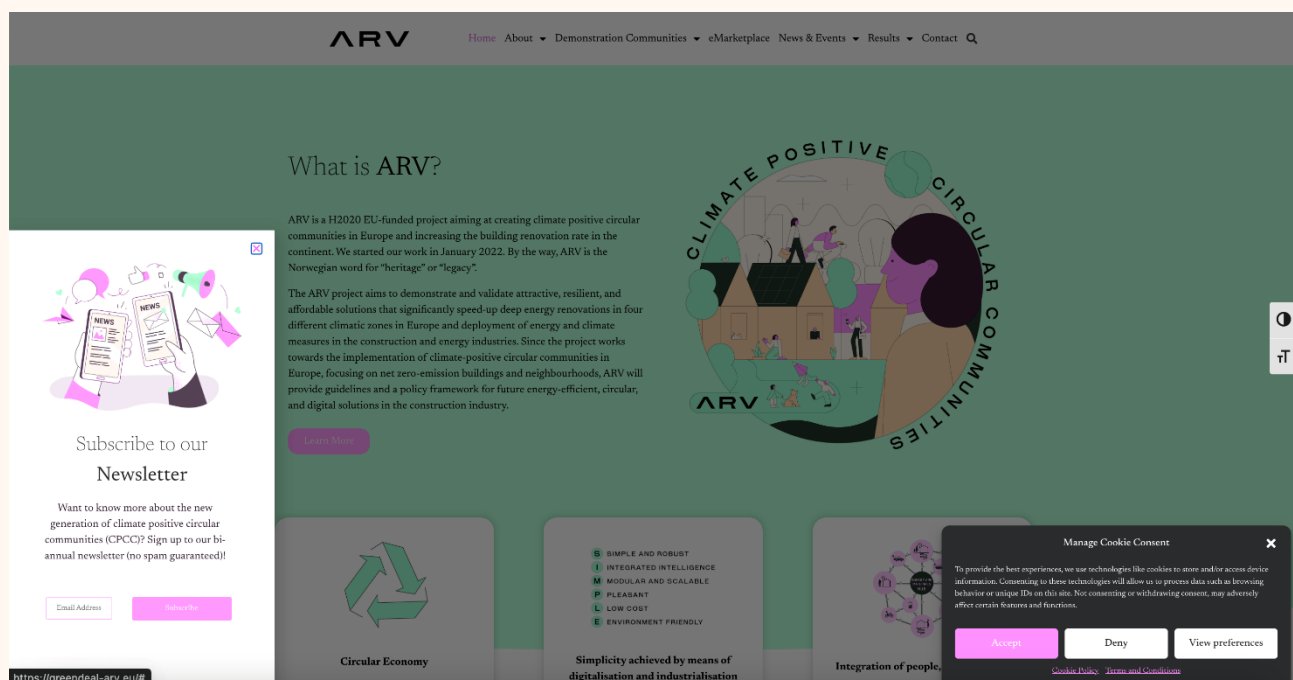


Figure 3 Newsletter subscription pop-up window notification has been set in this year

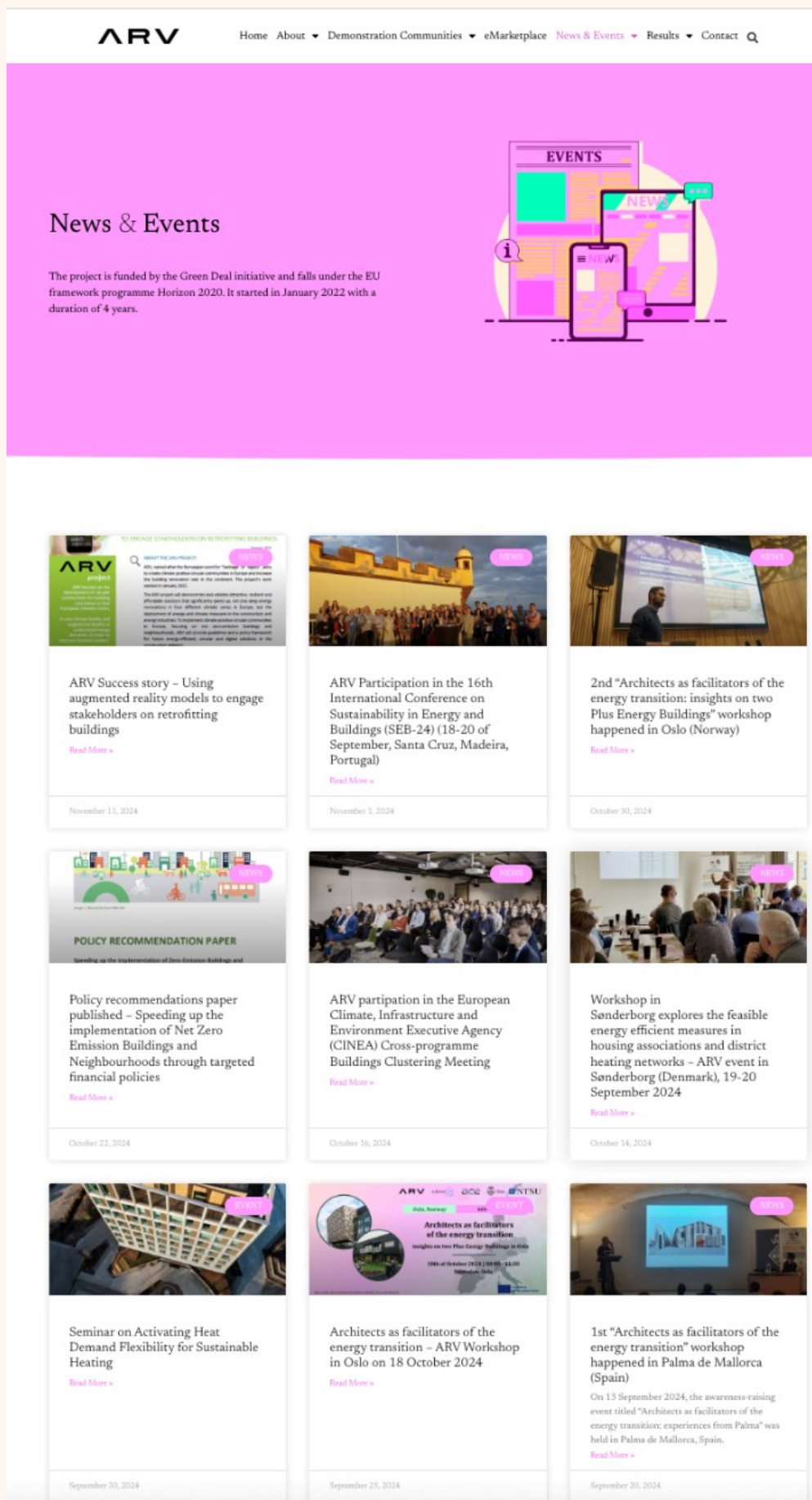


Figure 4 News and event page improved in this year

3. E-MARKETPLACE

The e-marketplace is the window to all innovative services, products and knowledge to plan, design and deliver Climate-Positive Circular Communities in different climates and regions in Europe. An online space showing a wide range of innovations for circular district renovation demonstrated in real-life projects.

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.
- Available at <https://greendeal-arv.eu/emarketplace/>

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.

3.1. UPDATED TIMELINE

The timeline to continue the development of the e-marketplace from January 2024 (M25) until the end of the project is as follows:

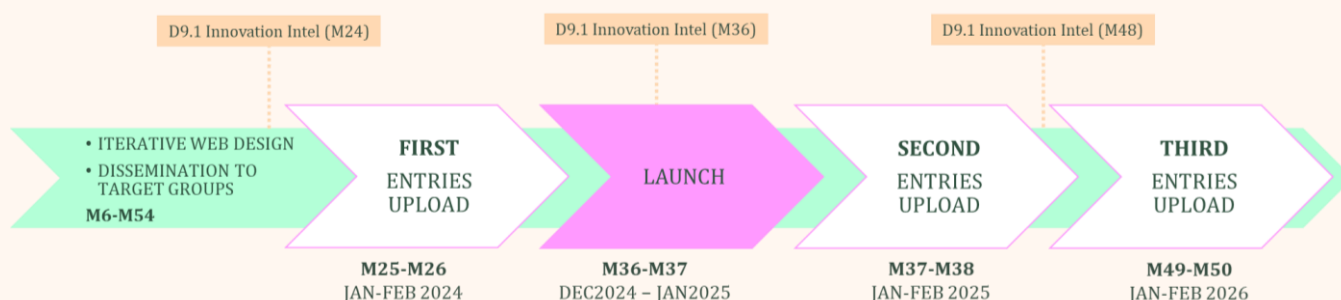


Figure 5 Updated e-marketplace timeline

- The first batch of innovation entries was uploaded between M25-M26 (Jan-Feb 2024) drawing from the content presented in the D9.1 Annual ARV Innovation Intel Report submitted in M24.
- The public launch of the e-marketplace was done in M36 (Dec 2024) through ARV social media channels on the 10th of December. See [post on X](#) and [post on LinkedIn](#).
- Several dissemination materials and activities were carried out along the year to introduce the e-marketplace to the different target groups of the project.
- Further uploads are foreseen until the end of the project following the updates to D9.1 Annual ARV Innovation Intel Report scheduled for M36 (Dec 2024) and M48 (Dec 2025).

- Additional web design and dissemination activities will continue until the end of the project (M54, June 2026) to further adapt the interface to user needs and contribute to the project's exploitation objectives set out in WP9.

3.2. CONTENT AND DESIGN UPDATES

In 2024, a total of 23 innovation entries were uploaded to the e-marketplace spread across the '[Support](#)' and '[Technologies and Building Systems](#)' categories. Entries can be sorted according to 2 levels of filters.

1. **General filter:** topic; climate zone and location
2. **Sub-filters within each category:** Support (guidelines; methods; processes); Technologies and Building Systems (products and technical solutions; models and systems; databases; software); Local resources (funding programmes; materials; skills).

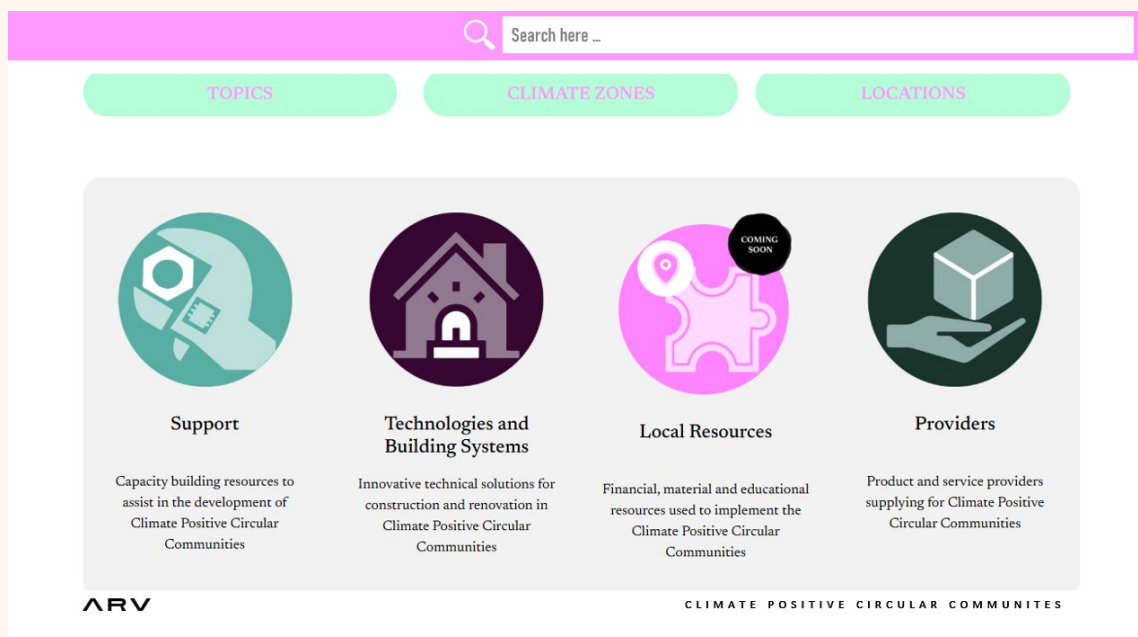


Figure 6 e-marketplace main categories

All innovations can be accessed [here](#) in one click.

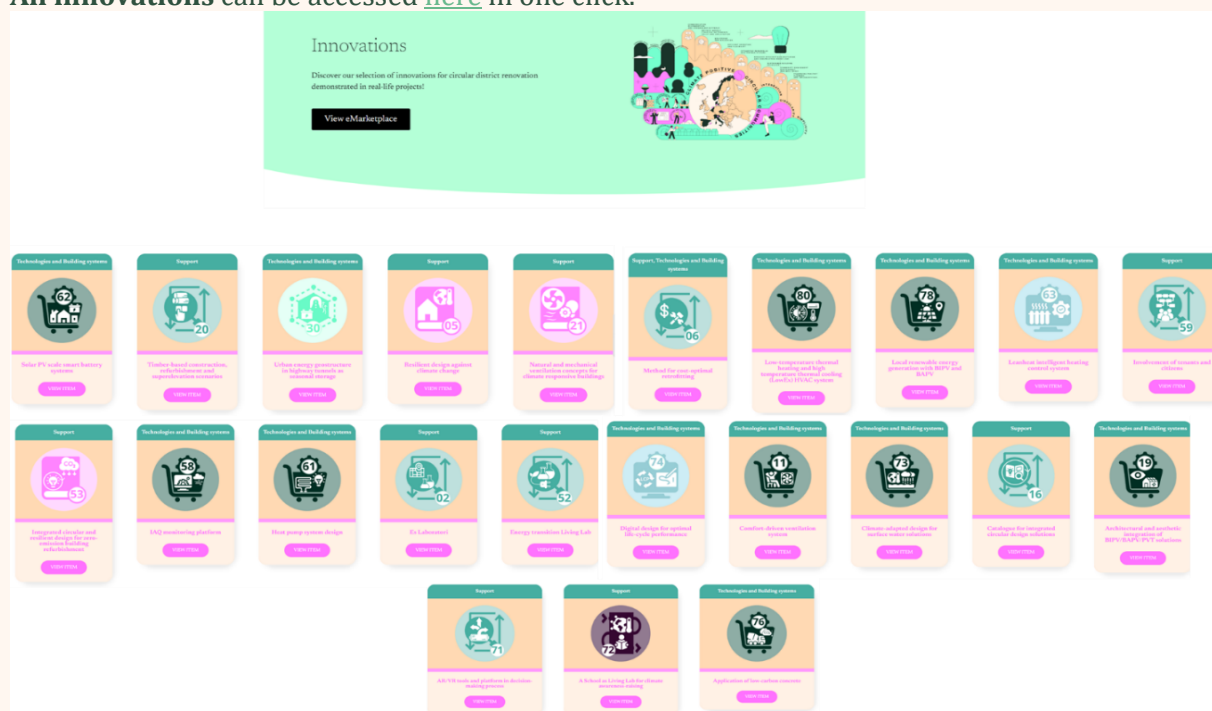


Figure 7 Preview of all innovation entries uploaded by December 2024

Further, **3 entries** have been uploaded within the **'Funding programmes'** subcategory under **'Local Resources'**.



Figure 7 Preview of Funding programme entries

And **25 entries** have been uploaded within the **'Providers'** category.

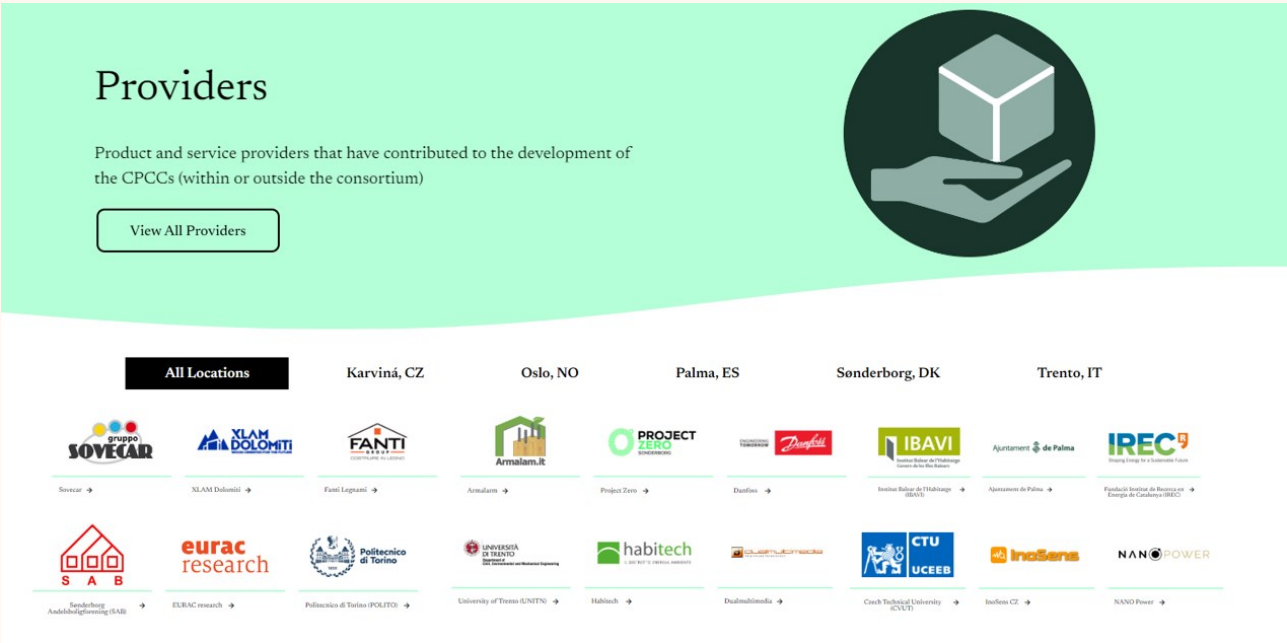


Figure 8 Preview of all providers uploaded by December 2024

Entries uploaded under 'Providers' can be filtered according to different '[Provider Groups](#)'.

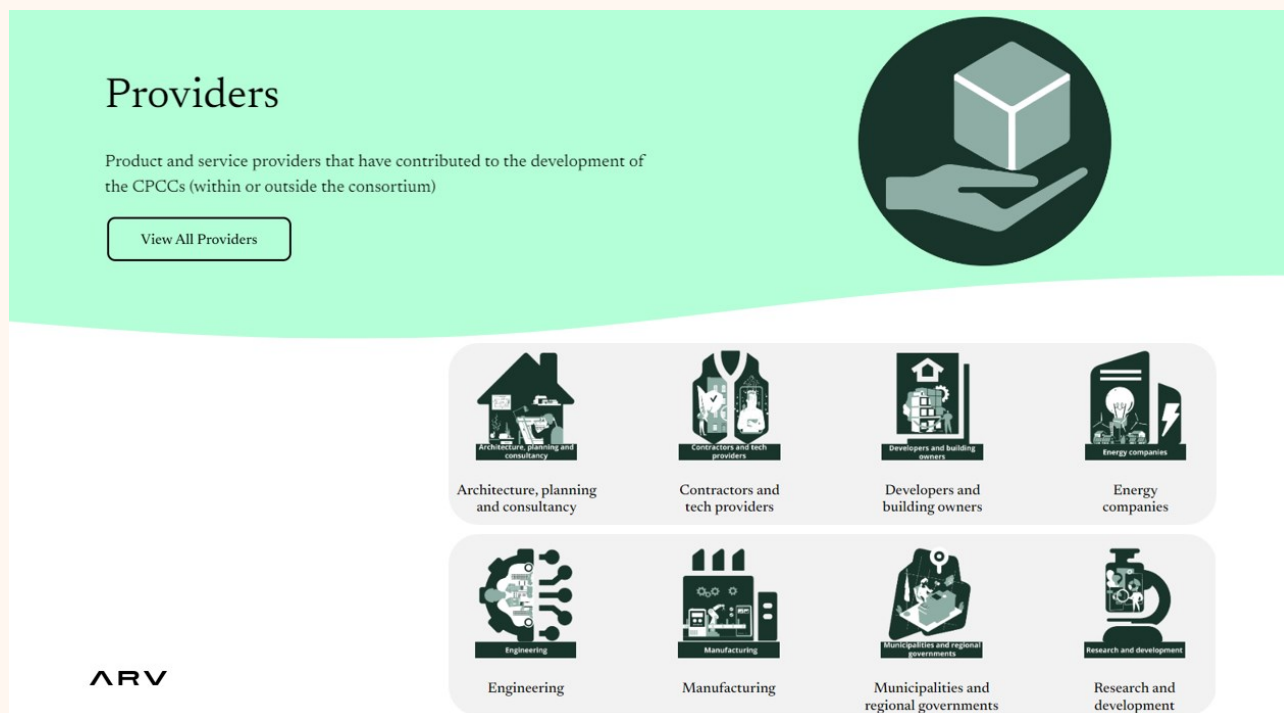


Figure 9 Preview of provider groups

Entries are presented according to common templates, based on the category they fall under (innovation (support and technology & building systems; local resources; and providers).

Funding entries (within 'Local Resources') are presented following the template below:

[Finançament del Govern de les Illes Balears](#)

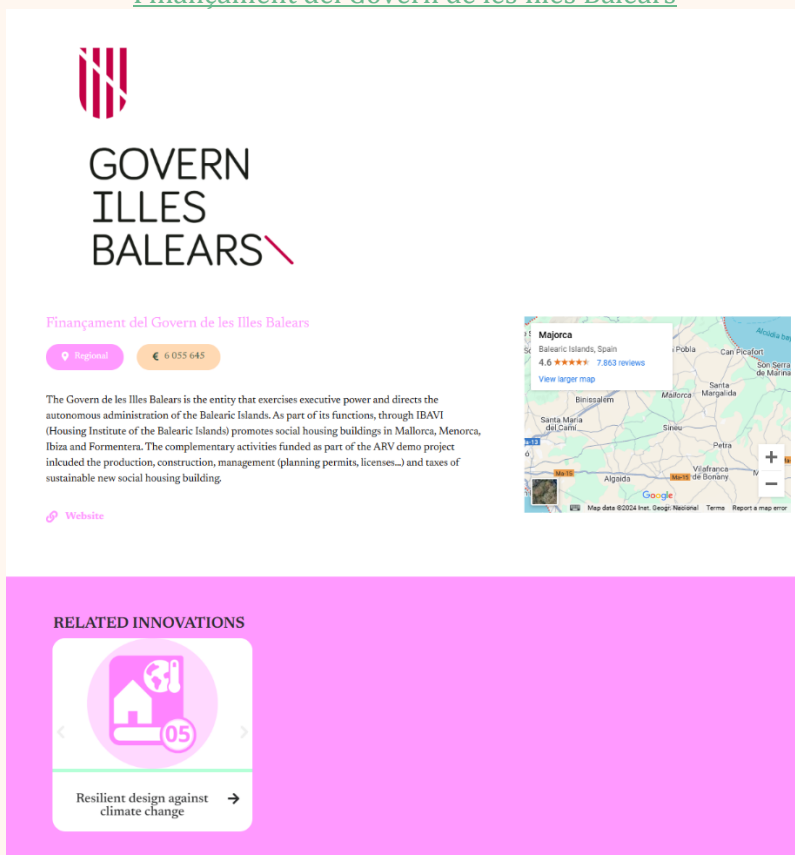


Figure 10 Preview of one of the funding entries

Innovation entries are presented following the template below:

Solar PV smart battery systems



Sønderborg, Denmark

Oceanic

Sustainable Building (Re)Design

Solar PV smart battery systems

Products/Technical solution, Technologies and Building systems

DESCRIPTION:

A technical solution to demonstrate and monitor the combination of solar PV panels and battery systems in large residential buildings and to develop design criteria for such combined systems. Further, the solution focuses on architectural aspects, economical aspects, and dialogues with authorities.

BUSINESS ROUTE

Commercial


TARGET USERS

Local authorities

Social, public and cooperative housing providers

VALUE

The electricity consumption in housing blocks has its peak in late afternoons and evenings. The production of solar electricity, however, peaks during daytime. Therefore, it is important to store solar electricity from daytime to late afternoons and evenings. Without batteries, the excess produced solar electricity has to be sold to the public grid for a low price 0.08 Euro per kWh. If the solar electricity can be stored in batteries and used in the evenings, tenants will be able to save 0.35 Euro per kWh, which is the normal price for electricity in Denmark (2023). Installing batteries in combination with solar PV also contributes to reducing the peak load demand on the public grid.



SAB Department 22 with roof integrated solar cells




15 kWh battery unit and battery inverter for 1 of the 19 housing blocks

APPLICATION


The demonstration project includes 19 apartment blocks of 3 floors, in total 432 apartments with a floor area of 32,000 m², located in Sønderborg, Denmark. Battery storage solutions combined with solar PV panels are still under technological development. Lithium batteries are available on the market, and commercial activities are ongoing. Materials used for manufacturing lithium batteries, however, are in the category "products with low sustainability". Alternative battery solutions are in a beginning development phase, especially the so called "flow batteries" based on more sustainable materials instead of lithium batteries. As soon as new and more sustainable materials are available for batteries, the market for combined solar PV and battery systems is expected to grow noticeably, because this solution will be economical feasible.

POTENTIAL IMPACT

Reduction of the embodied energy in buildings (without compromising energy consumption and comfort)

Reduction of greenhouse gas emissions towards zero for the total life-cycle

Nearly-zero energy building performance

Investments in sustainable energy

THANKS TO:

PROJECT ZERO

SAB

FUNDING:

Horizon 2020
European Union Funding
for Research & Innovation

Figure 11 Preview of one of the innovation entries

ARV

CLIMATE POSITIVE CIRCULAR COMMUNITIES

14/28

Provider entries are presented following the template bellow:

XLAM DOLOMITTI

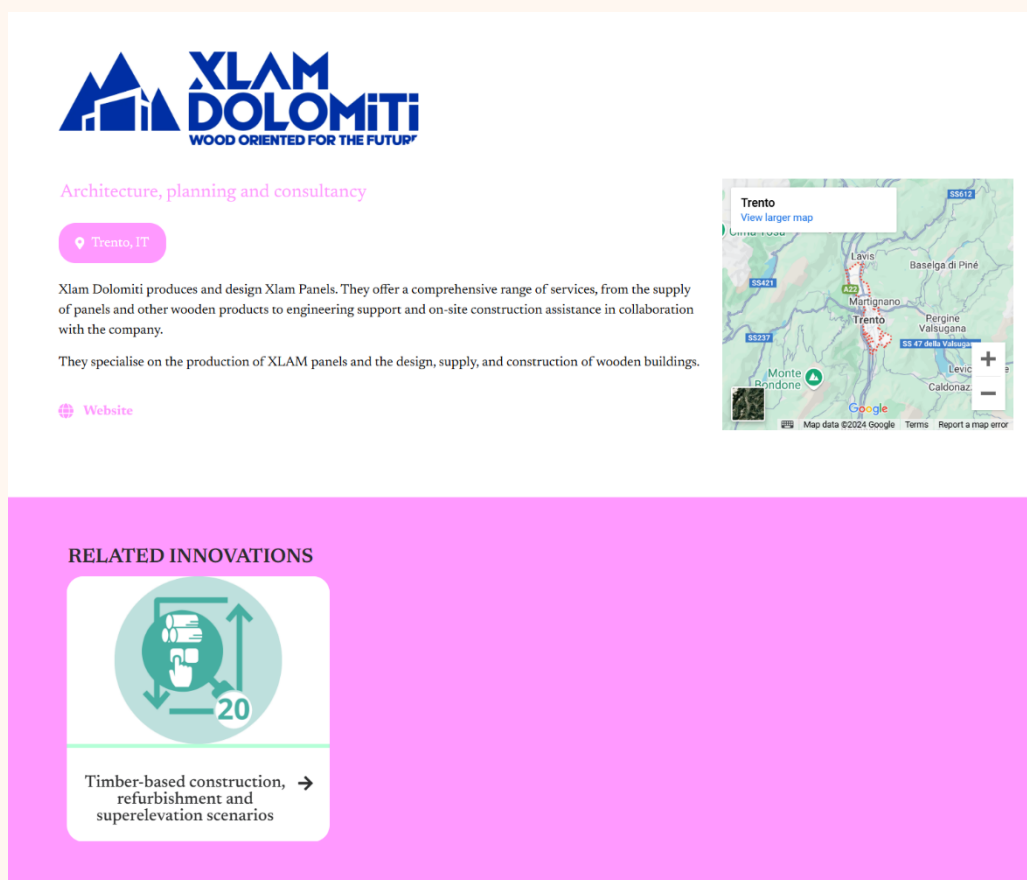


Figure 12 Preview of one of the provider entries

3.3. DISSEMINATION UPDATES

Dissemination activities

The e-marketplace was presented at a series of conferences and workshops with the aim of raising awareness about Climate Positive Circular Communities and introducing ARV innovations to different target groups:

06 March 2024 Brussels (BE)	<p>Workshop at <u>ECTP Conference</u>: ‘The potential of circularity in district renovation’</p> <ul style="list-style-type: none"> • Aim: to unravel how circular principles are used in district level renovation projects: what are the challenges; the good practices; and the tools available to upscale pilot projects. • Audience: SMEs in the construction sector; research centres; social and affordable housing companies (30 ppl)
21 May 2024 Trento (IT)	<p>ARV DEMO engagement workshop (Trento): ‘One-Stop-Shop for integrated renovation solutions & technologies’</p> <ul style="list-style-type: none"> • Aim: high-level discussion on decarbonisation of housing and on the OSS approach with local institutions; panel discussion on the potential of circular district renovation in social, cooperative and private housing in Italy; an exhibition of circular and sustainable renovation solutions by suppliers; and a Helpdesk giving information on the project and tailored advice on home renovation • Audience: technology and product suppliers; district homeowners; social housing providers; cooperatives; local and regional authorities (50 ppl)
05-06 June 2024 Utrecht, Amsterdam (NL)	<p>ARV DEMO engagement workshop (Utrecht): ‘Revitalising the legacy of post-war social housing estates with the community’ + World Garden City Conference (Amsterdam)</p> <ul style="list-style-type: none"> • Aim: raise awareness about people-centred large-scale renovation projects through a guided excursion to the modernist social housing estate of Overvecht Noord district. The tour was followed by a peer-to-peer exchange with social housing associations on how to take over the legacy of post-war housing estates together with nature and the community.

	<ul style="list-style-type: none"> • Audience: public, cooperative and social housing providers; local and regional authorities (50 ppl)
19-20 September 2024 Sønderborg (DK)	<p>ARV DEMO engagement workshop (Sønderborg): ‘Demonstration of feasible energy efficient measures in housing associations and in district heating networks’</p> <ul style="list-style-type: none"> • Aim: showcase energy- and cost-efficient technical solutions for social housing companies in Denmark and engage with tenants of the SAB demo to influence behaviour change on energy consumption. • Audience: social housing companies; tech suppliers (50 ppl)
28 October 2024 online	Success Stories from the Green Deal Projects Support Office: ‘Using augmented reality models to engage stakeholders on retrofitting buildings’
10 December 2024 online	The e-marketplace was publicly launched on ARV social media channels X and LinkedIn and communicated to the wider public: ARV LinkedIn post and ARV X post

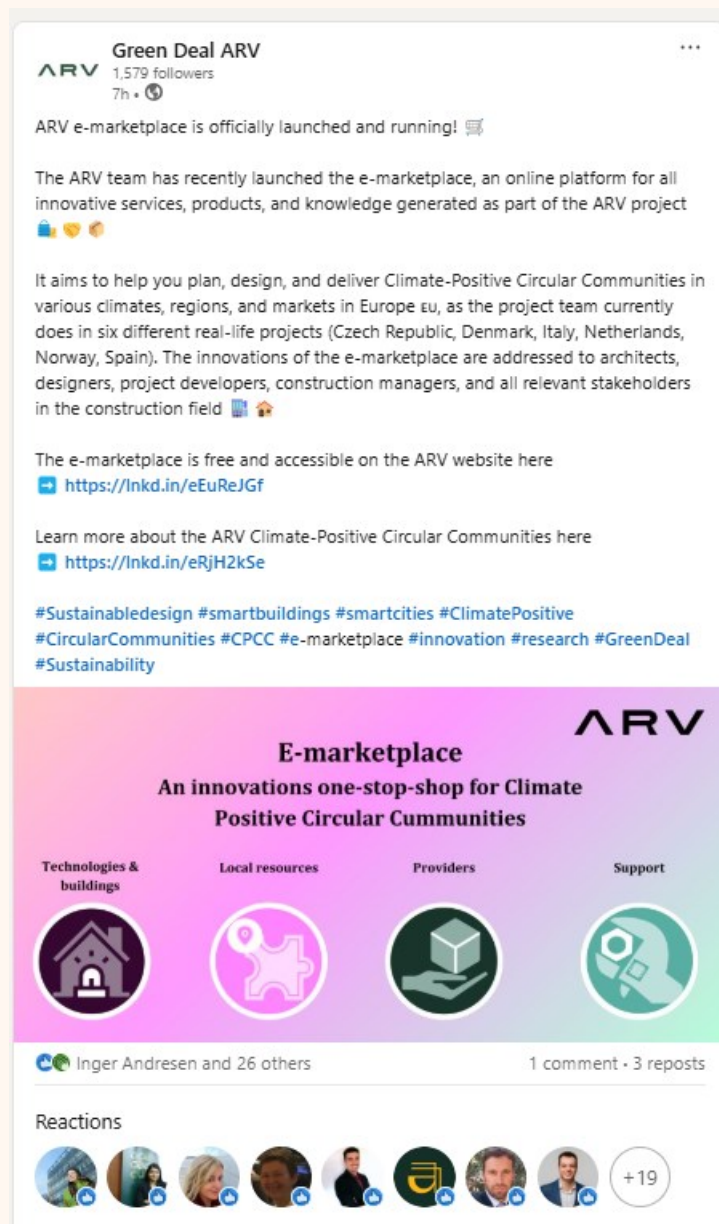


Figure 13 e-marketplace launch on LinkedIn

Dissemination materials

Printed materials were prepared to support the dissemination of the e-marketplace at the conferences and workshops where it was presented. The materials were translated into the local language when needed (i.e. Italian).

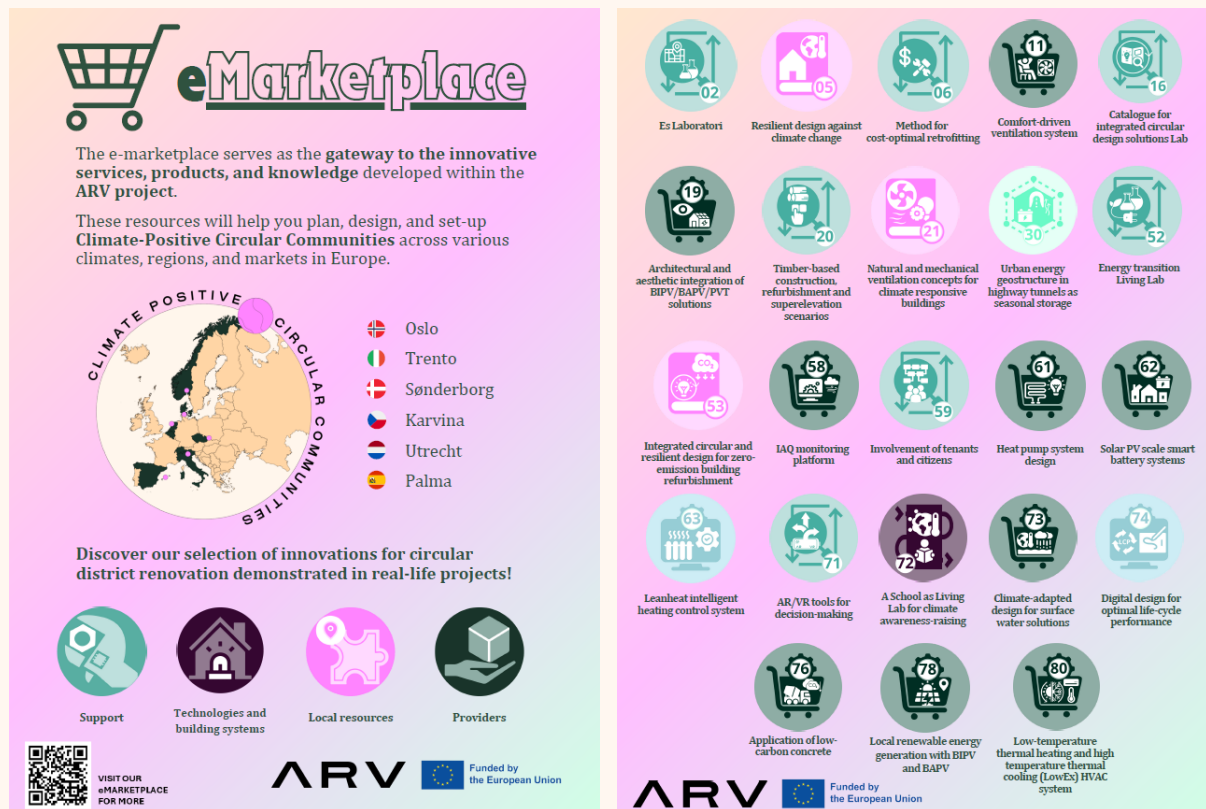


Figure 14 e-marketplace leaflet

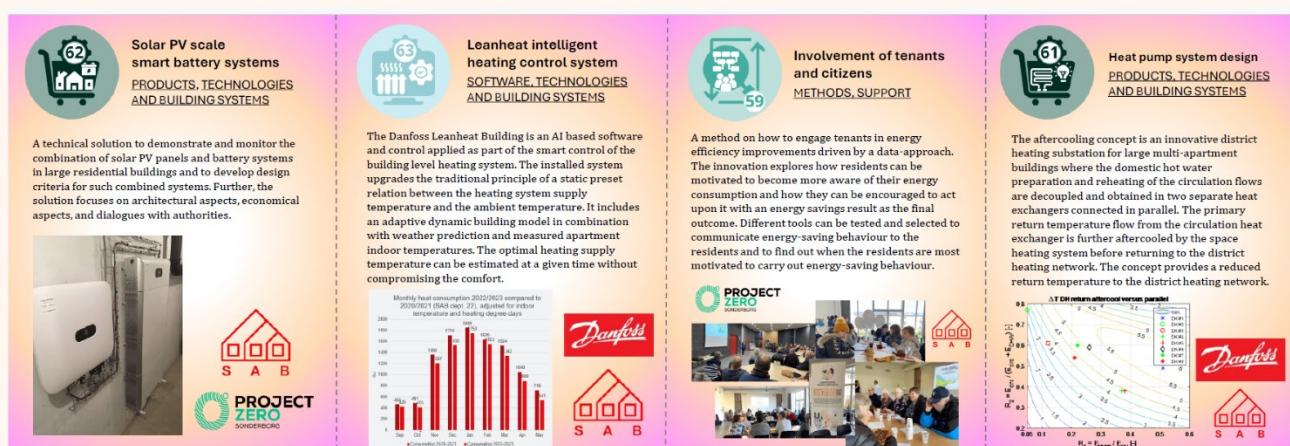


Figure 15 Brochure with Sønderborg innovations (English)



Figure 16 Brochure with Trento innovations (Italian)

3.4. FUTURE UPDATES

- Report from the second upload of entries presented at the D9.1 ARV Innovation Intel Impact Report (M36).
- Explore collaboration with well-established marketplaces and communities at EU level (Net-Zero Cities; Smart Cities Marketplace; Scalable Cities; Green Deal Support Office)
- Continue disseminating the e-marketplace at external conferences to foster replication (e.g. Smart Cities Expo 2025 in Barcelona; International Social Housing Festival 2025 in Dublin; amongst others)
- Continue organising workshops to assess the exploitation potential of ARV innovations across Europe.

4. 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 2024 have been:

- The ARV reading corner, a promotion campaign of the reports, ARV magazine, scientific publications and master's thesis developed in the framework of ARV;
- The constant promotion of ARV events organised by ARV partners and happening around EU;
- The ARV promotional videos from the CPPC community and demonstration leaders;
- News and events from ARV sister projects and ARV Green Deal Success stories posts;
- The ARV YouTube Channel presenting ARV Demonstration communities' videos, ARV Energy rehabilitation videos from Palma de Mallorca, Living Labs videos from the Climate Positive Circular Demonstration Communities, Virtual reality from the Spanish and Norwegian demo, and El Moose Videos etc.
- Other relevant initiatives that might be interesting for the ARV audiences.

In 2024, the ARV project took action to better promote ARV project results, such as reports and scientific papers. The reading corner was created with regular posts on social media and the latest content published by ARV partners.

4.1. ARV LINKEDIN PROFILE

The [ARV page on LinkedIn](#) has 1,572 followers as of December 2024. The KPI in D10.2 sets a minimum 500 people for all social media combined, so the target has been reached. On LinkedIn, there are regular posts that are often shared by partners and other followers. In the last 90 days, the page had 126 unique visits, 71 new followers, and 716 post reactions.

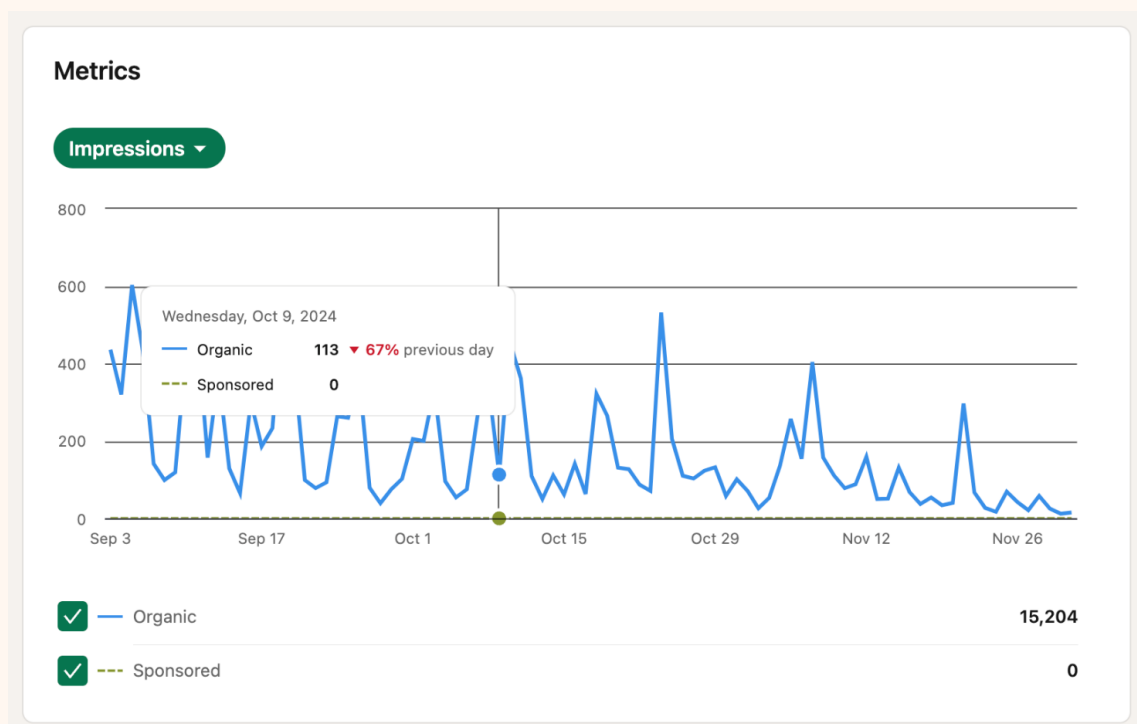


Figure 17 LinkedIn impressions in the last 90 days

ARV

Green Deal ARV

1,572 followers

1mo • Edited •

ARV Reading Corner

Check our latest policy recommendations paper on "Speeding up the Implementation of Zero-Emission Buildings and Neighbourhoods through Targeted Financial Policies". This paper puts forward 10 key policy recommendations for national and regional policy makers to overcome financial barriers for building renovation and transform existing buildings into zero-emission or positive energy neighbourhoods by 2050. The recommendations are based on experiences and learnings from 8 research and innovations projects in Europe, including 33 demonstration sites around Europe. While the EPBD covers both new buildings and building renovation, these projects and recommendations in the paper largely focus on building renovation and transforming existing buildings into zero-emission or positive energy neighbourhoods 🏡

<https://lnkd.in/ewqwNrtD>

Authors: [Alice Pittini \(Housing Europe\)](#), [Andreas Tuerk \(JOANNEUM RESEARCH\)](#), [Angela Greco \(TNO\)](#), [Ann Kristin Kvellheim \(SINTEF Community\)](#), [Inger Andresen \(Norwegian University of Science and Technology \(NTNU\)\)](#), [Jannika Aalto \(Green Digital Finance Alliance\)](#), [Niki Gaitani \(Norwegian University of Science and Technology \(NTNU\)\)](#), [Victoria Taranu \(BPIE - Buildings Performance Institute Europe\)](#)

[Green Deal ARV](#) | [Cultural-E H2020 EU](#) | [FME ZEN - Research Centre on Zero Emission Neighbourhoods in Smart Cities](#) | [syn_ikiaEU](#) | [EXCESS Project](#) | [SUPER-i](#) | [oPEN Lab](#) | [IWG5 Buildings - Implementation Working Group on Energy Efficiency in Buildings](#)

#ReadingCorner #Research




Image 1. Illustration from FME ZEN

POLICY RECOMMENDATION PAPER

Speeding up the implementation of Zero-Emission Buildings and Neighbourhoods through targeted financial policies

Recommendations for national and regional policymakers in the EU

with [Andreas Tuerk](#) and 7 others

ARV Reading Corner

Check our latest policy recommendations paper on "Speeding up the...

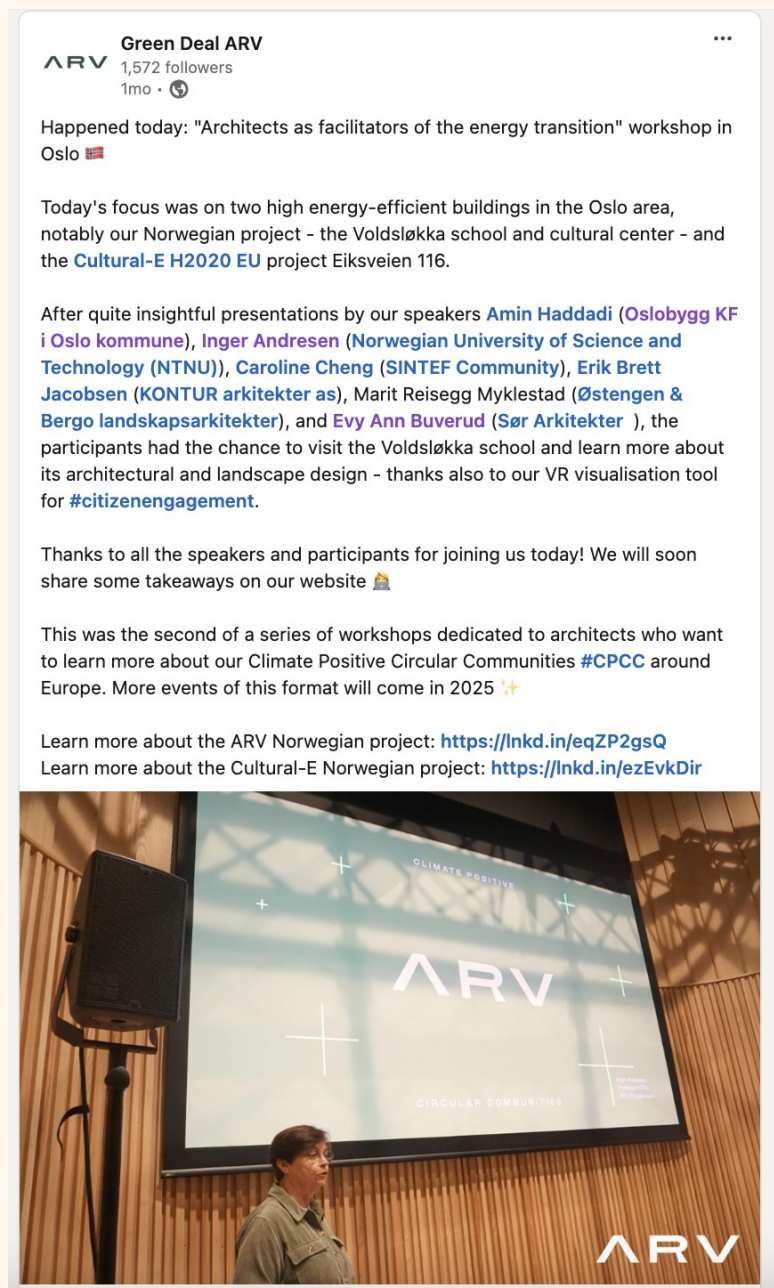
Posted by [Swapna Saha](#)

10/24/2024

Get up to 95,000 more impressions by boosting this post. ?

Boost

Image	All followers	1,249	-	43	3.44%
-------	---------------	-------	---	----	-------



Post title	Post type	Audience	Impressions	Views	Clicks	CTR
Happened today: "Architects as facilitators of the energy transition" workshop in Oslo 🇳🇴 Today's... Posted by Gloria Oddo 10/18/2024 Get up to 26,000 more video views by boosting this post. ? Boost	Video	All followers	987	531	95	9.63%

Figure 18 Examples of successful LinkedIn posts per number of impressions and clicks

4.2. ARV X (FORMER TWITTER) PROFILE

The ARV X – former [Twitter](#) profile counts 153 followers, the types of followers include researchers, architects, engineers, energy efficiency experts, representatives from municipalities as well as European Commission bodies, European construction stakeholders, project partners, and other H2020rizon Europe EU-funded projects.

@GreenDealARV has posted 370 tweets in total, while continuously retweeting from partners, sister projects and other relevant initiatives. Over the last month, the account has had 66 impressions. In 2024, X started to charge for analytical data information. Therefore, this report features only free analytical information available in X.

ARV X – former Twitter profile: <https://twitter.com/GreenDealARV>

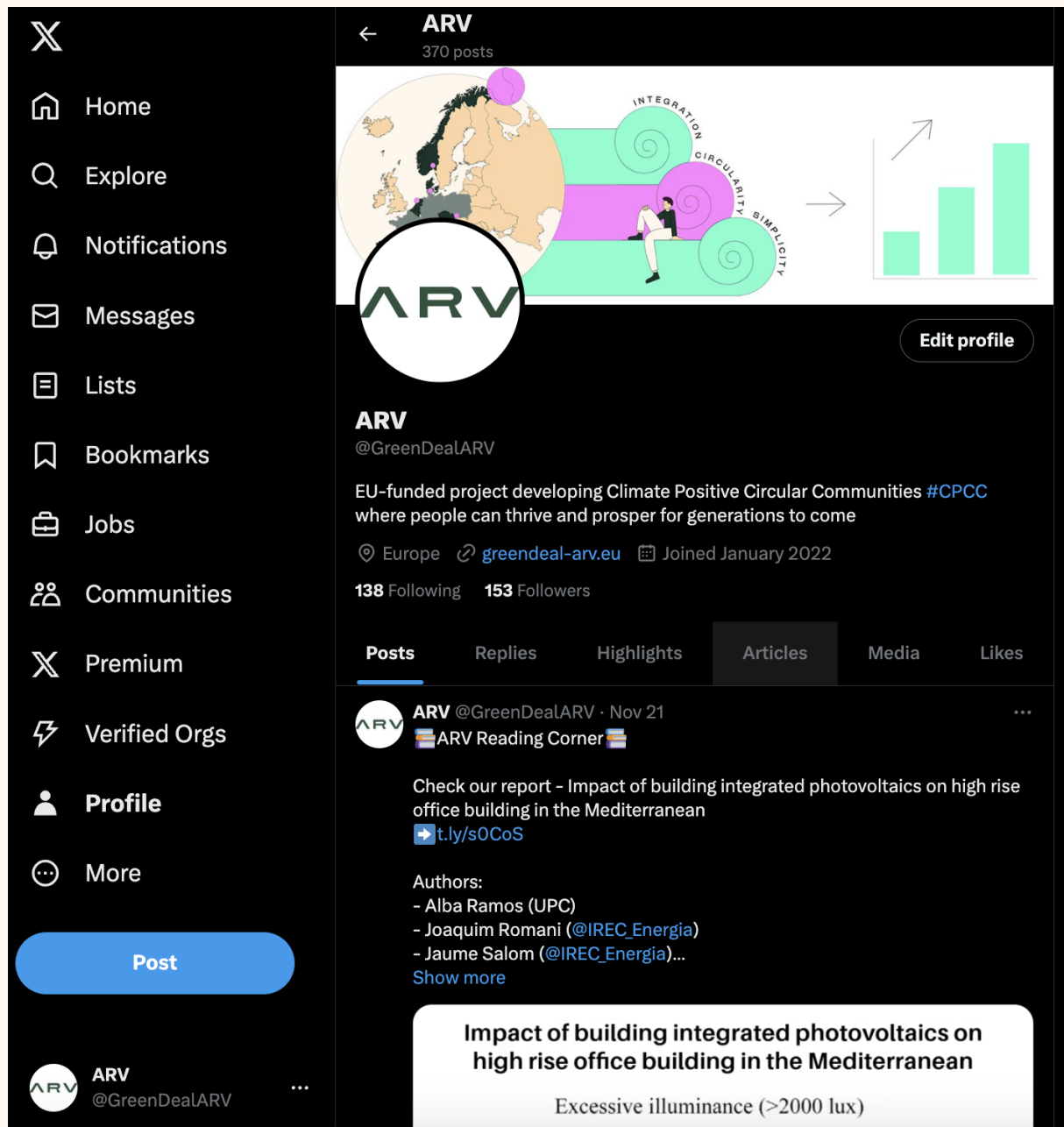
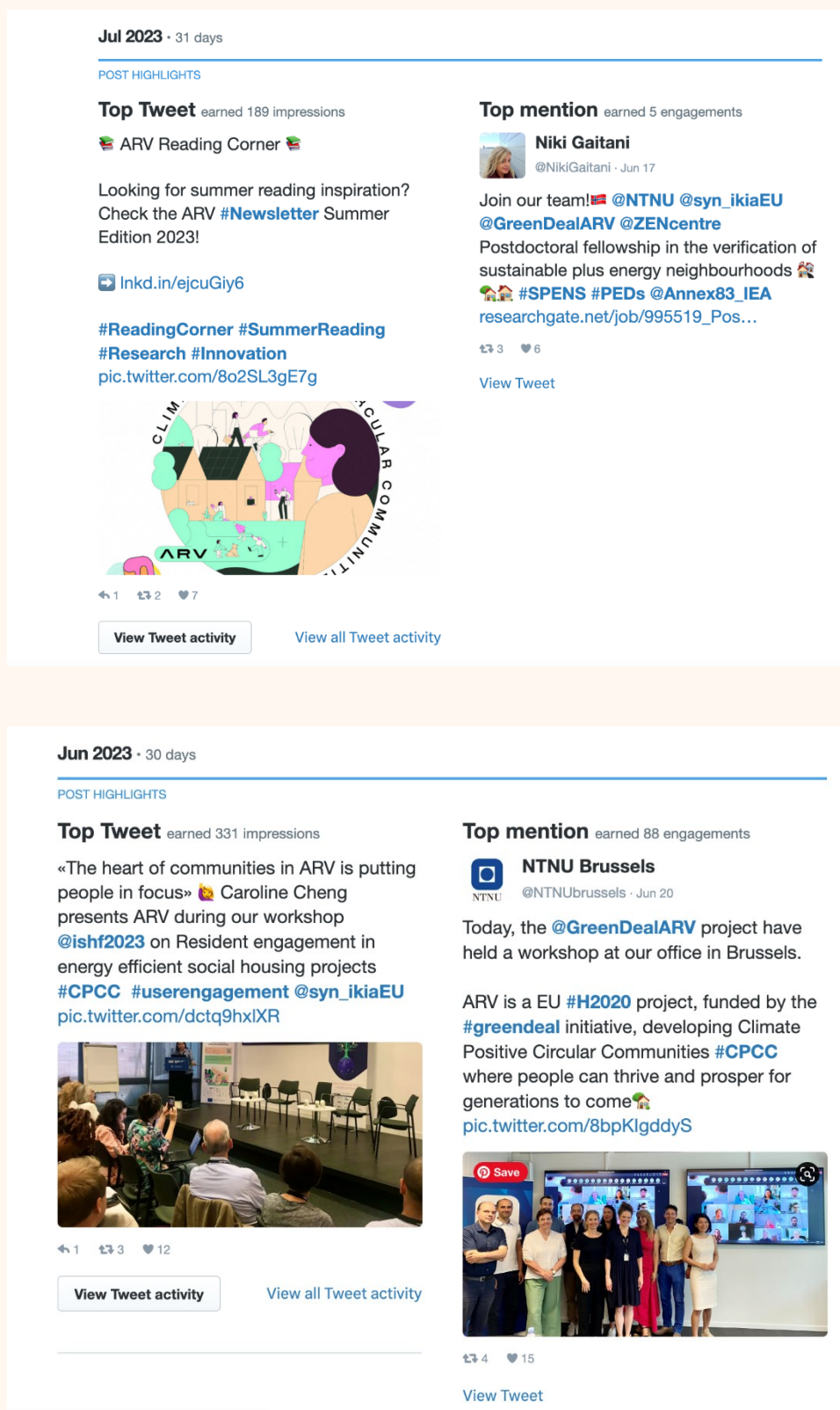


Figure 19 ARV X- former Twitter profile



Mar 2023 • 31 days

POST HIGHLIGHTS

Top Follower followed by 8,327 people



BUILD UP

@EU_BUILDUP FOLLOWS YOU

The European portal for **#EnergyEfficiency** in **#buildings**. **#EPBD** **#nZEB**. An initiative of the **@EU_Commission**. Disclaimer: <https://t.co/pws4RQvhHm>

[View profile](#)

4.3. ARV YOUTUBE CHANNEL

The ARV YouTube channel was set up at the beginning of the project (January 14, 2022). Currently, there are 21 videos available. The first overview presentation of the project, published in the very first months, has 177 views so far. The others present the demonstration buildings, ARV Demonstration communities' videos, ARV Energy rehabilitation videos from Palma de Mallorca, Living Labs videos from the Climate Positive Circular Demonstration Communities, Virtual reality from the Spanish and Norwegian demo, and El Moose Video. The channel has 22 subscribers, and videos were viewed 1,345 times (December 2024). Under playlists, we have linked further project-related videos of ARV Energy rehabilitation videos from Palma de Mallorca, ARV Living Lab Videos and ARV demonstration communities' videos produced and published by the partners on their channels, etc.

ARV YouTube Channel - <https://www.youtube.com/@arv7008>

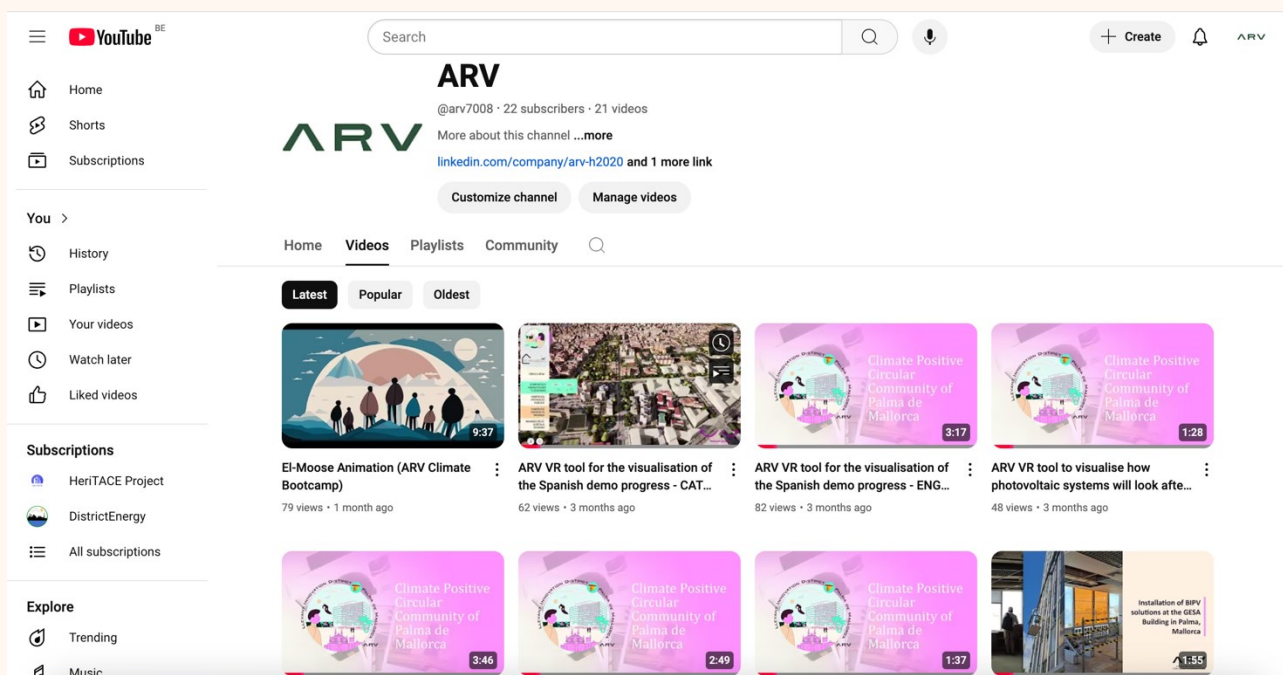


Figure 21: ARV YouTube Channel

6. FUTURE UPDATES

This deliverable will be updated in M48 (December 2025, fourth version~~final versio~~) and a final updated in M60 at the end of the ARV project. The next version will report on the progress and describe the relevant work between M36 and M48.

7. ACKNOWLEDGEMENTS AND DISCLAIMER

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This deliverable contains information that reflects only the authors' views, and the European Commission/CINEA is not responsible for any use that may be made of the information it contains.

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



