bEhaVioral Insights anD Effective eNergy policy acTions

Project No. 957117

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Project title:

bEhaVioral Insights anD Effective eNergy policy acTions

Deliverable 7.1 Project communication kit

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Acronyms

Acronym	Explanation
WP	Work package
CSS	Cascading Style Sheets
PHP	Hypertext Preprocessor (recursive acronym)
MySQL	My Structured Query Language
GUI	Graphical User Interface
SSL	Secure Sockets Layer
https	Hypertext Transfer Protocol Secure

Executive Summary

The current document presents the internal communication tools, the website, the promotional material (poster and leaflets) and the social media accounts that will be used as the main channels to disseminate and communicate the project news, results and achievements of the EVIDENT project. The EVIDENT project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 957117. The purpose of the document is to validate their creation and basic structure. As the project evolves the content will be enriched with new information regarding the project.

1. Introduction

1.1 Purpose of the Deliverable

This is the first deliverable coming out from WP7: Dissemination and Exploitation. More specifically, the deliverable name is D7.1: Project communication kit and corresponds to Task 7.1: Communication, dissemination and pre-marketing activities. It describes the creation of the main communication channels of the project and presents the initial project publicity material consisting of the project website, as well as the project's social media accounts (i.e. Twitter and LinkedIn). Further, it discusses the internal communication tools that will be used from the EVIDENT consortium and provides templates for the project's leaflet, poster, deliverable and presentation materials.

The information presented in this deliverable is for reporting the successful setup and implementation of the dissemination and communication tools. All these channels will be updated as the project progresses with new information such as project news, events, main achievements, dissemination material, publications and public deliverables.

1.2 Relation with other Deliverables and Tasks

The information that will be used in the website and the social media channels will be gathered from all work packages of the EVIDENT project.

1.3 Structure of the Document

The report is organized as follows:

- Section 2 presents the internal collaboration tools that will be used by the EVIDENT consortium. It also depicts the word templates that will be employed for the EVIDENT deliverables, presentations and internal communication activities.
- Section 3 presents the project website, gives its technical description and discusses its structure.
- Section 4 presents the social media accounts that were created.
- Section 5 presents the promotional material of the EVIDENT such as, the posters, leaflets, press releases and newsletters that will be created and distributed to the public throughout the duration of the project.

2. Internal collaboration

2.1 Confluence portal

Confluence is a very powerful and dynamic project management and collaboration tool. It is structured to support large projects and thus, it facilitates the creation of customized spaces for document upload, partner discussion and calendar space. For such reasons, the EVIDENT consortium will utilize the confluence platform as an internal collaboration space where deliverables, logos, partner information, posters and template will be uploaded so that to be accessible by every partner. The confluence portal will be solely used by the members of the consortium and it will not be open to public access. Thus it will provide a private space for the partners to communicate, collaborate and coordinate the EVIDENT project actions.

The structure of the confluence space that is dedicated to the EVIDENT project is depicted in Figure 1 and Figure 2. More specifically, the home space is divided in sub-spaces, each of which corresponds to a category of the project's material and information. To this end, sub-spaces include partner logos and short descriptions, contact information, the consortium agreement, the project's templates, security advisory board details and tele-conference schedule. In order to properly organize the structure of the project's deliverables, we have also included sub-spaces related to each work package and each deliverable of the project as depicted in Figure 2. There, partners can upload/download the corresponding deliverables and may comment or suggest changes to the existing files.

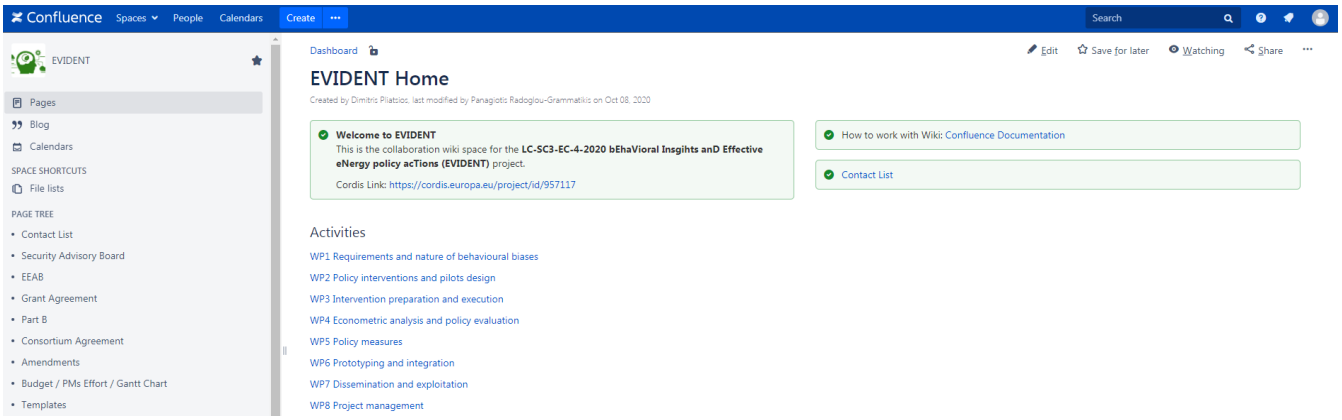
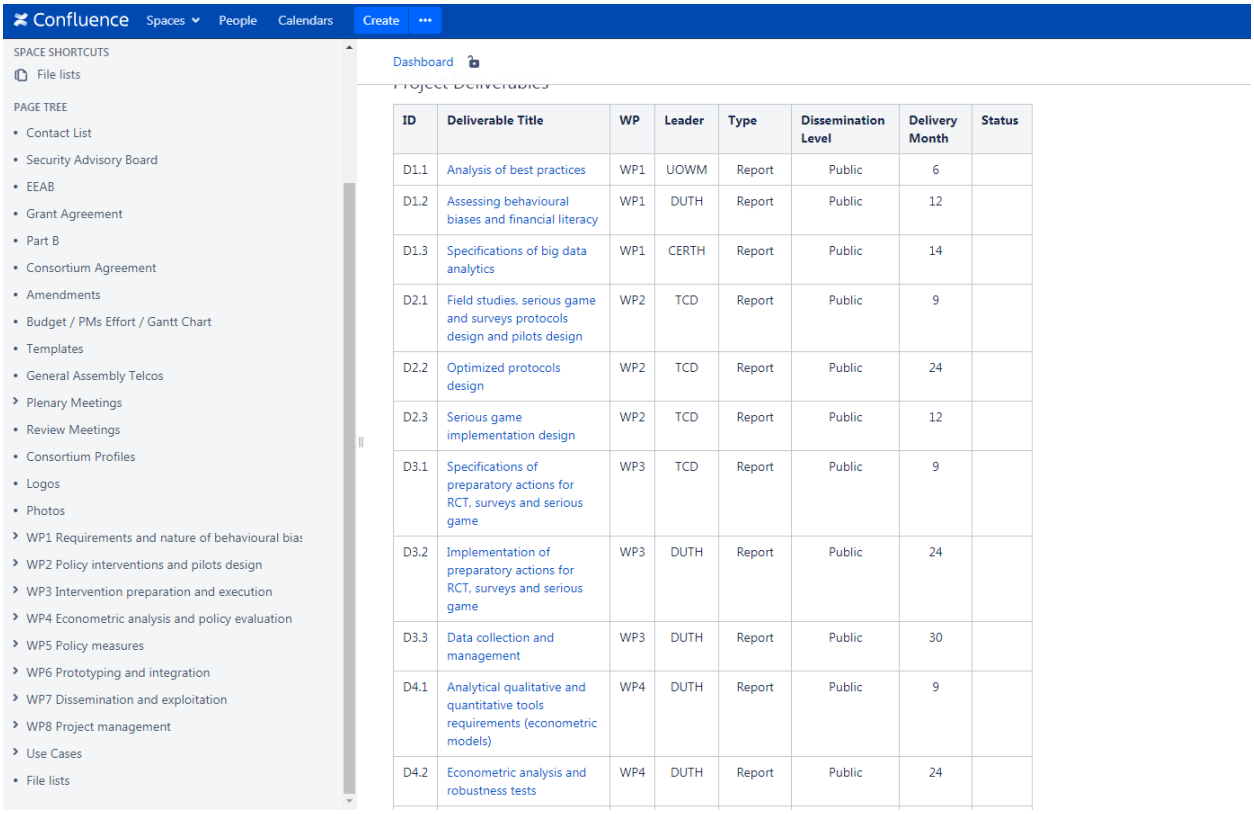


Figure 1. The home space of the Confluence tool for the EVIDENT project.



ID	Deliverable Title	WP	Leader	Type	Dissemination Level	Delivery Month	Status
D1.1	Analysis of best practices	WP1	UOWM	Report	Public	6	
D1.2	Assessing behavioural biases and financial literacy	WP1	DUTH	Report	Public	12	
D1.3	Specifications of big data analytics	WP1	CERTH	Report	Public	14	
D2.1	Field studies, serious game and surveys protocols design and pilots design	WP2	TCD	Report	Public	9	
D2.2	Optimized protocols design	WP2	TCD	Report	Public	24	
D2.3	Serious game implementation design	WP2	TCD	Report	Public	12	
D3.1	Specifications of preparatory actions for RCT, surveys and serious game	WP3	TCD	Report	Public	9	
D3.2	Implementation of preparatory actions for RCT, surveys and serious game	WP3	DUTH	Report	Public	24	
D3.3	Data collection and management	WP3	DUTH	Report	Public	30	
D4.1	Analytical qualitative and quantitative tools requirements (econometric models)	WP4	DUTH	Report	Public	9	
D4.2	Econometric analysis and robustness tests	WP4	DUTH	Report	Public	24	

Figure 2. The EVIDENT sub-spaces of the confluence portal.

2.2 Mailing lists

In order to ensure proper and direct communication within the consortium members, we have created several internal mailing lists which are also available on the "*contact list*" subspace of the confluence platform. More specifically the following mailing lists have been created for the EVIDENT project:

- WP – lists: Each work package has a dedicated mailing list that contains all the partners which contribute to the relative work package. To this end, 8 different WP mailing lists have been created that are populated with the emails of each participating partner for each work package. Such lists will be used to exchange information, ideas and to ensure cooperation between the consortium members on a WP level.
- General Assembly – list: A general assembly mailing list has been created in order to coordinate the project general assembly meetings and to exchange information related to the assembly. The general assembly mailing list is populated with one representative from each partner institution.
- Administrative & Financial – list: An administrative and financial mailing list has been created in order to coordinate the administrative and financial tasks of the project. Such list is populated by several partner emails and is hierarchically formed so that to provide admin rights to the project coordinator.
- All members – list: A mailing list that contains every partner has been created in order for the consortium to exchange general (non WP oriented) information about the project. Every partner

has access to such list and it will be used for announcements, reminders and topic discussion for the EVIDENT project.

2.3 Telcos

In order to coordinate the EVIDENT actions, telcos will be periodically scheduled on a WP level which the participating consortium members will attend. Such telcos will include only the partners that contribute to the corresponding WP while the telco schedule will be uploaded to the confluence platform. Further, after a telco completes, the WP leader will upload the telco minutes i.e. the discussion summary, to the confluence space so that to be available to the rest of the consortium at-will. The coordination between the partners on a WP level is very important as the progress of a task is heavily dependent on the communication between the involved entities. As a result, the progression of a WP (deliverables, research output, project actions, dissemination activities and ideas exchange) will be planned and monitored through the periodic telco meetings.

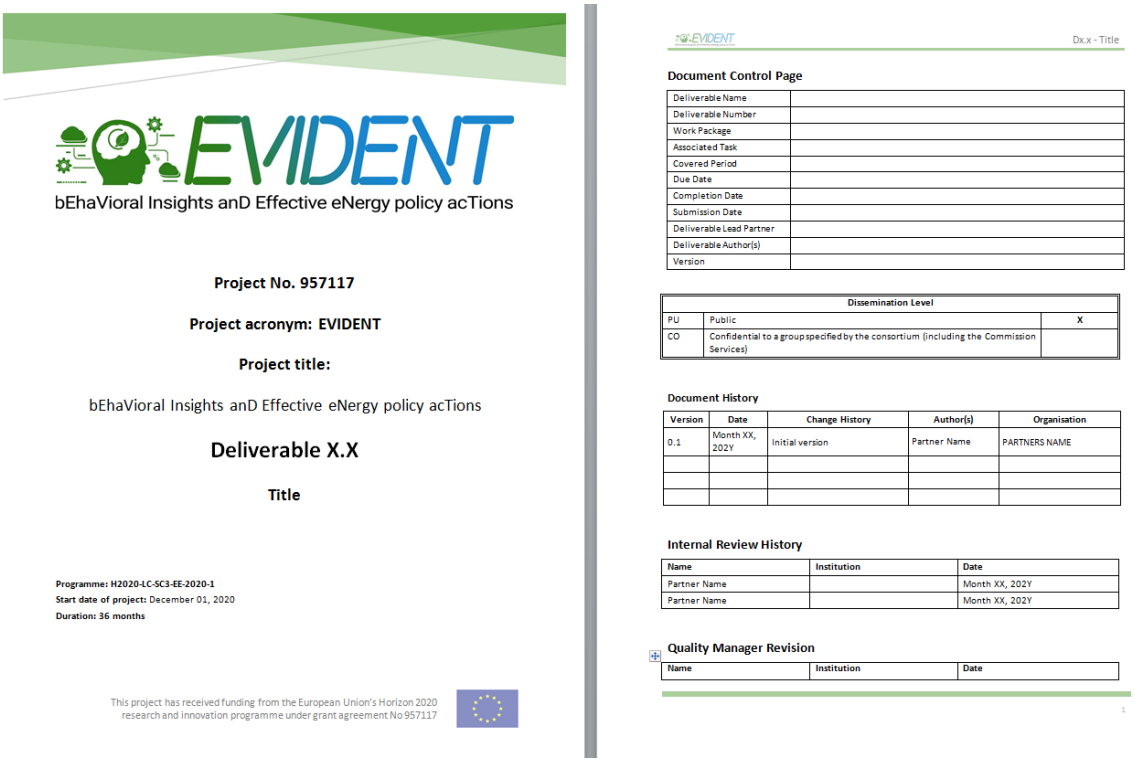
2.4 Project logo

The project logo is designed with a green and blue colour pallet and will be used in the website, in presentations, document templates, deliverables and every other promotional material. The green colour indicates the eco-friendly policies which will be researched and proposed by the EVIDENT, while the brain on the logo stands for the behavioural studies that will be used to support the scientific validity of the project. Also, the green leaf that is located inside the head symbolizes the energy efficiency which contributes to an environmental-friendly approach on the policy making process. The project logo is uploaded to the confluence portal under the section *logos* and is depicted in Figure 3.

Figure 3. The EVIDENT project logo.

2.5 Document templates

In order to present a coherent view of the EVIDENT outcomes, we have established deliverable, internal report, presentation and review templates that follow the project's design guidelines and color combinations. Such templates are available to the whole consortium through the confluence portal in confluence under the section *Templates* and are depicted in Figures 4, 5, 6 and 7, respectively.



EVIDENT
bEhaVioral Insights anD Effective eNergy policy acTions

Project No. 957117

Project acronym: EVIDENT

Project title:

bEhaVioral Insights anD Effective eNergy policy acTions

Deliverable X.X

Title

Programme: H2020-LC-SC3-EE-2020-1
Start date of project: December 01, 2020
Duration: 36 months

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EVIDENT Dx.x - Title

Document Control Page

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Deliverable Number	
Work Package	
Associated Task	
Covered Period	
Due Date	
Completion Date	
Submission Date	
Deliverable Lead Partner	
Deliverable Author(s)	
Version	

Dissemination Level		
PU	Public	X
CO	Confidential to a group specified by the consortium (including the Commission Services)	

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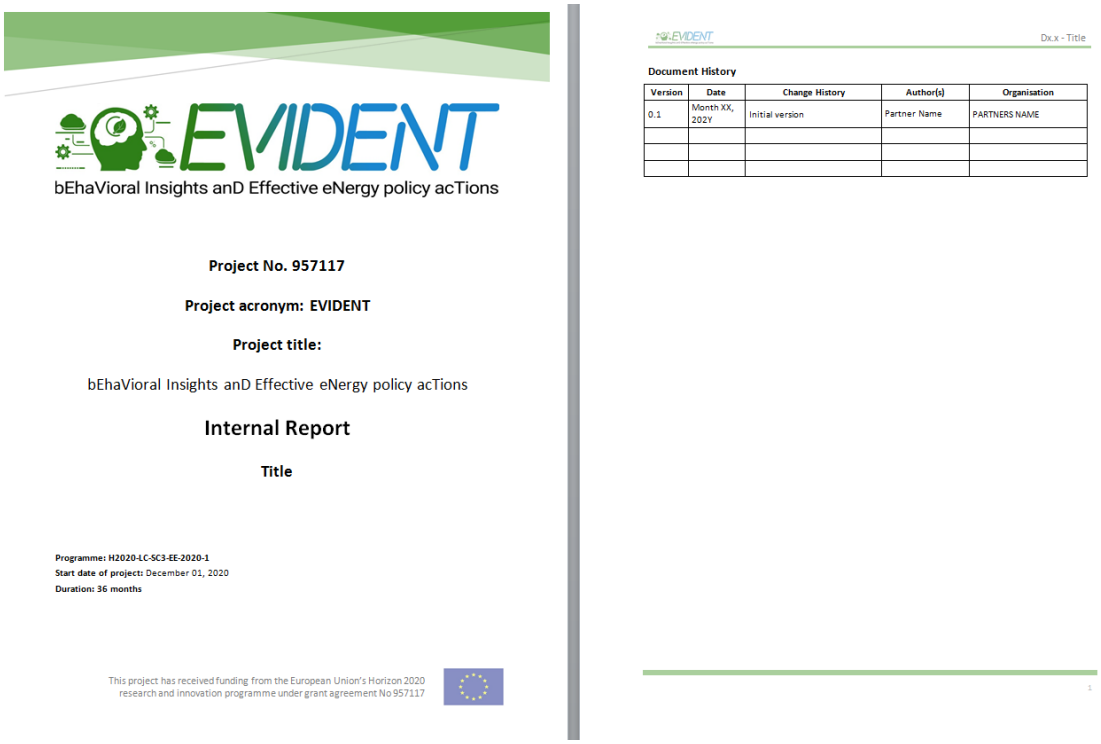
Internal Review History

Name	Institution	Date
Partner Name		Month XX, 202Y
Partner Name		Month XX, 202Y

Quality Manager Revision

Name	Institution	Date

Figure 4. The EVIDENT deliverable template.



EVIDENT
bEhaVioral Insights anD Effective eNergy policy acTions

Project No. 957117

Project acronym: EVIDENT

Project title:

bEhaVioral Insights anD Effective eNergy policy acTions

Internal Report

Title

Programme: H2020-LC-SC3-EE-2020-1
Start date of project: December 01, 2020
Duration: 36 months

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 957117

EVIDENT Dx.x - Title

Document History

Version	Date	Change History	Author(s)	Organisation
0.1	Month XX, 202Y	Initial version	Partner Name	PARTNERS NAME

Figure 5. The EVIDENT internal report template.

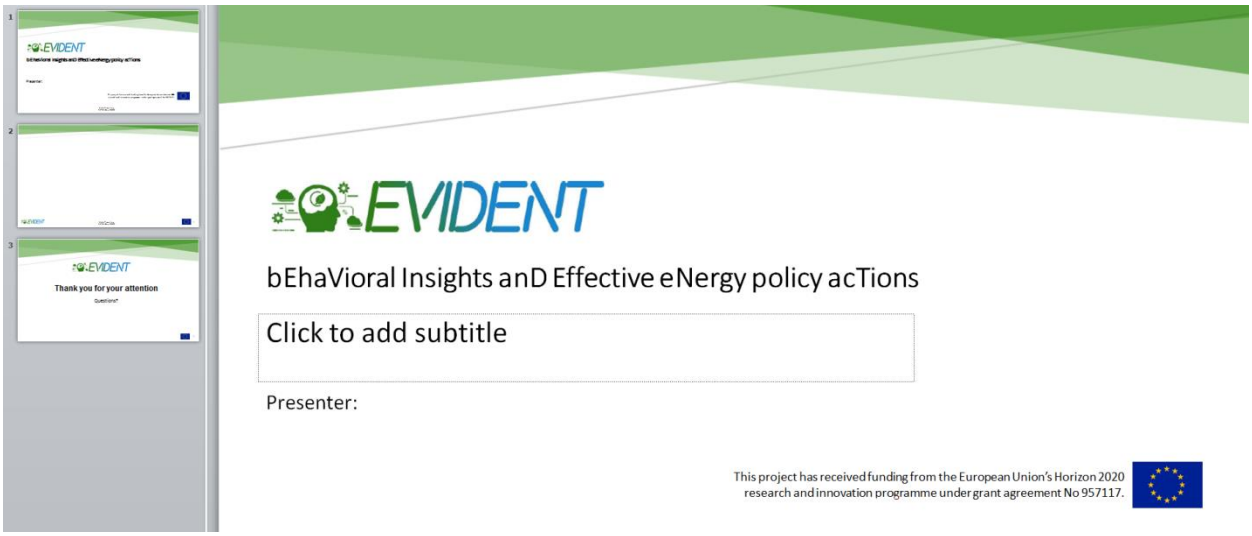


Figure 6. The EVIDENT presentation template.

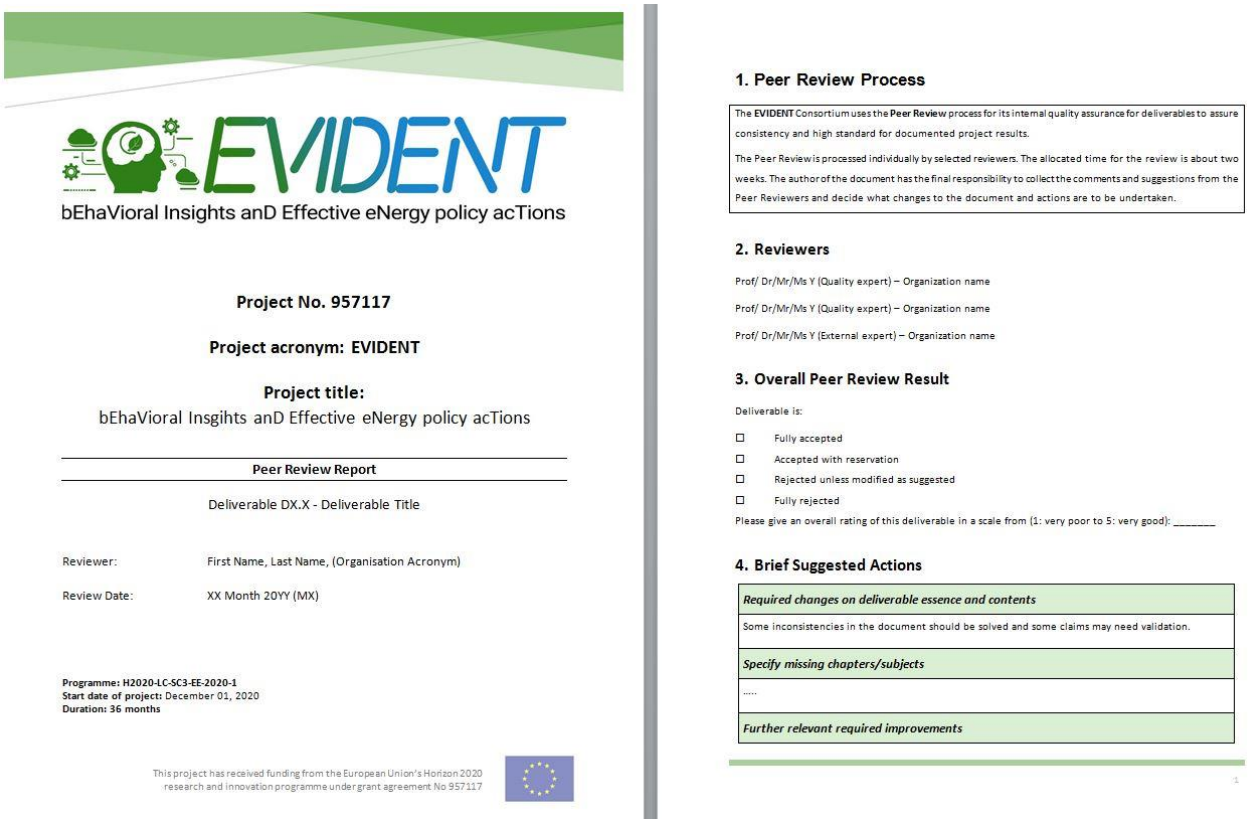


Figure 7. The EVIDENT review template.

3. Project Website

3.1 Introduction

The website will be the main tool for disseminating and communicating the project activities. Its main purpose is to inform the different stakeholders about the project and to evolve into an important source of information, both for the general public and the experts in the area.

All the news regarding the project will be published on the website along with the produced dissemination material such as flyers, posters and newsletters. The EVIDENT consortium will also measure the number of visitors the website has.

The site is hosted at the following address:

https://www.evident-h2020.eu

The project will be available at minimum two years after the end of the project in order to ensure the sustainability of the project results.

3.2 Technical description

The EVIDENT project website has been created through the WordPress platform. WordPress is a free and open-source content management system based on PHP and MySQL and is considered the world's most popular content management system [1].

The appearance of the website is built with a responsive content approach. Under this premise, the website appearance and structure adapt to the capabilities of the end user devices. In that way, both mobile users using a mobile phone, a laptop or a tablet and users in desktop devices have the same experience of usage. In order to enhance the browsing experience, the EVIDENT website utilizes a number of plugins that provide quality improvements such as temporal caching capabilities and anti-spam protection mechanisms. More specifically, we make use of the following plugins:

- *Elementor:* A GUI-based Website builder with a great variety of design options.
- *Google analytics:* Google's plugin that tracks how visitors find and use our website, as well as the number of visitors per day.
- *LiteSpeed Cache:* A high performance page caching and site optimization tool that enables the Website to run faster.
- *Simple News:* A plugin that manages the creation and formatting of the project news on the corresponding page.
- *Ultimate Social Media:* A plugin that allows the social media (LinkedIn and Tweeter) icons to appear while also prompting the visitors to subscribe and follow our social media pages.
- *Team Members*: A plugin that coordinates the formatting of the consortium pages so that every partner to be properly depicted along with their corresponding logos.
- *Widget Logic:* Widget plugin that creates and manages the right-side widgets of the Website.

- *WP Statistics:* This plugin enables us to get more information on our website's visitors. It works along with the Google's analytics tool and thus, it composes a complete picture of the visitor preferences, trends and volume.
- *WPForms Lite:* A plugin that is used to create communication forms that enables the Website visitors to contact us through email.

Further, we have utilized the Google's analytics service which helps us monitor, maintain, troubleshoot and index the site's presence in Google Search results. Finally, in order to ensure the security of the visitors' data we have employed the SSL certificate and thus, our site operates under the *https* protocol. That allows the authentication, encryption and decryption of the data sent over the EVIDENT website.

3.3 Structure

The EVIDENT website is divided into different parts:

- The header at the top of each page.
- The content area where all content is displayed.
- The footer area at the bottom of each page.
- The right-side bar (available in some of the pages).

3.3.1 Website header

The header of the site appears on the top of each page and contains four parts, as depicted in Figure 8 below:

- The logo of the website.
- The top menu with all the available pages.
- Links for the social media accounts (with *follow* and *visit* options).
- The search bar that accesses the search engine.

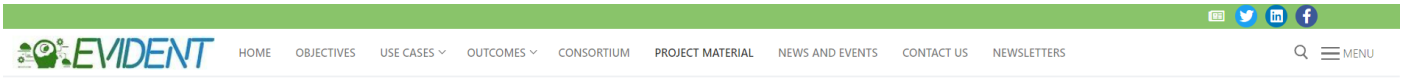


Figure 8. The header of the website.

3.3.2 Website content area

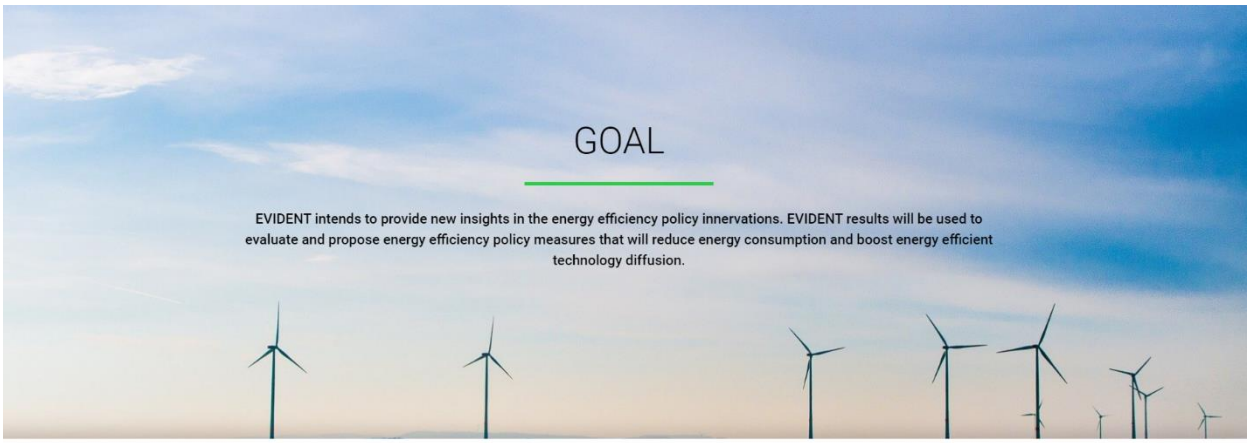
The website content area is organized in the following sections:

- Home page.
- Consortium.
- News and Events.
- Outcomes.

- Contact us.

3.3.2.1 Home page

Home page is the landing page that users see when they access the site. Its layout is depicted in Figure 9 below and contains general information about the project and a brief overview of the EVIDENT objectives and challenges. The home page content fields are developed with CSSelements that enable the corresponding field to change its color, opacity and border style when the cursor hovers over the content area.



SOLUTION

EVIDENT proposes several different case studies under the framework of randomized control trials (RCTs) and surveys in order to define the main drivers of individuals' decision making and to establish new relationships between energy consumption and other fields such as financial literacy .

Use case 1

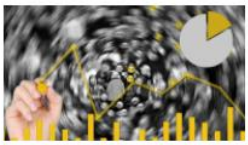
Estimate the impact of energy consumption feedback to the consumers in terms of energy savings.

READ MORE

Use case 2

Estimate the relative effectiveness of interventions like peer comparison feedback.

READ MORE



Use case 3

Investigate the role of big data in assessing the impact of behavioural insights in energy.

READ MORE

Use case 4

Examine the relation of energy consumption behavioural biases with consumers' financial literacy level.

READ MORE

Use case 5

Investigate and exploit energy demand curves.

READ MORE

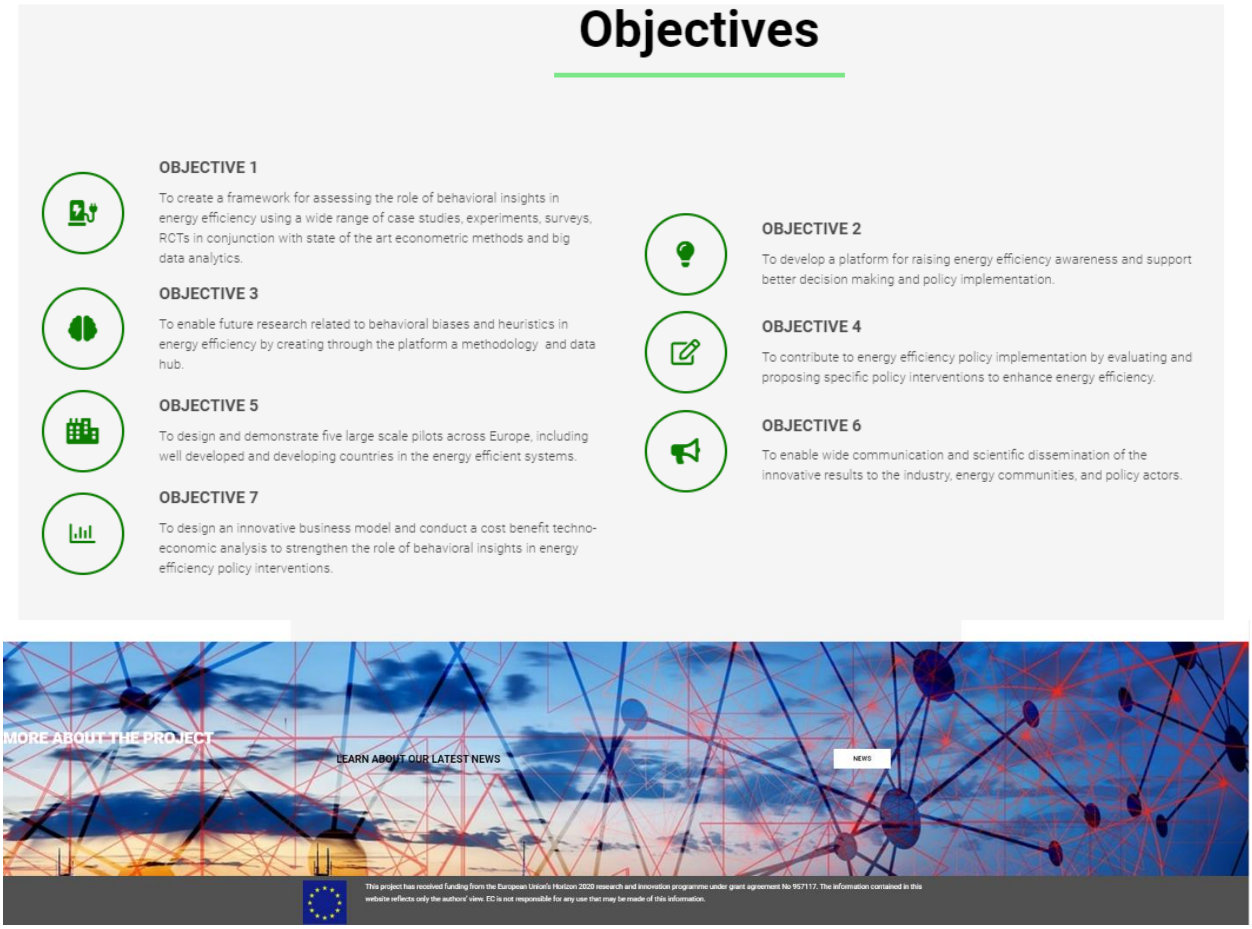


Figure 9. The Home page of the website.

3.3.2.2 Objectives

This section depicts the objectives of the project. The objectives are also discussed in the main page of the web site.

3.3.2.3 Use cases

The use cases page contains every use case that will be designed by the consortium. To this end, this page is divided into five subpages; each for a separate use case.

Each use case subpages contains the following information:

- **Title:** The name of the use case.
- **Rationale:** The motivation behind the corresponding use case.
- **Design and impact:** The design details of the use case and the expected impact.
- **Involved energy actors:** The consortium partners from the energy sector that will be involved in the use case.

3.3.2.4 Consortium

This section includes a short description of all partners of the EVIDENT project. The partner information is also accompanied with the corresponding logo and a link to the partner webpage.

3.3.2.5 Project material

In this section of the website, we will host any audiovisual material that is related to the project, such as the leaflet, the poster, videos, pictures from dissemination events and so on.

3.3.2.6 News and Events

In this page, all news and events related to the project will be published. The layout of page is depicted in Figure 10 below. Each entry is depicted as a new item in a list that contains every announcement made by the project consortium. Further, this section of the webpage facilitates a Twitter live feed widget and a subscribe button where users can subscribe to the EVIDENT newsletter.

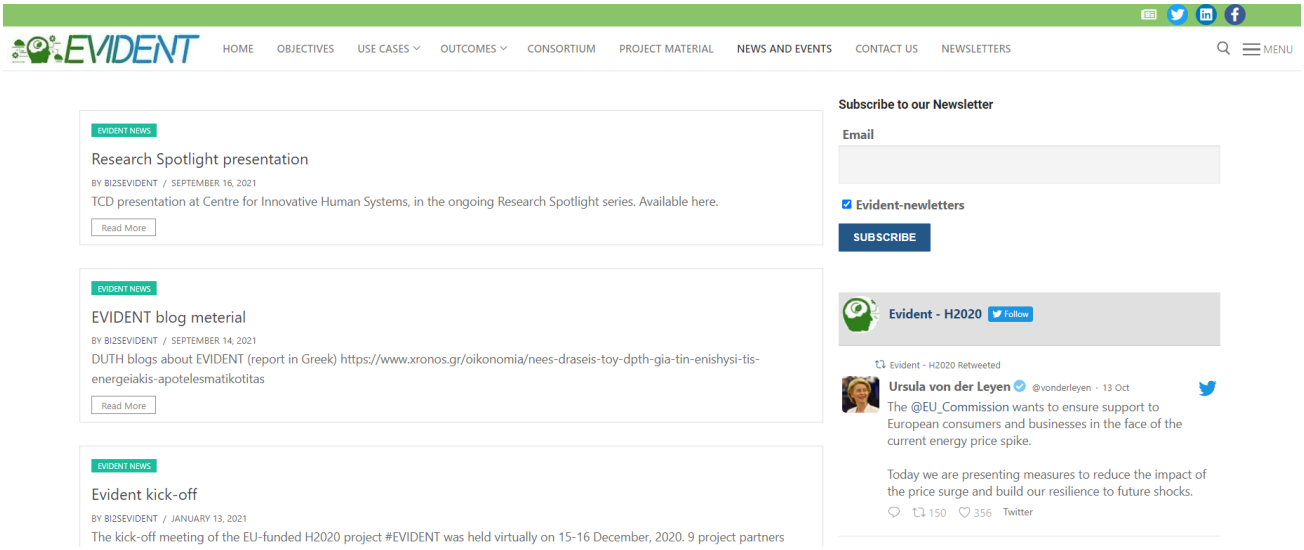


Figure 10. The news and events page of the website.

3.3.2.7 Outcomes

The outcomes page contains every public deliverable and publication that will come out of the project. As a result, this page is divided into two subpages; named deliverables and publications.

- The deliverables page is depicted in Figure 11 and contains the list of all deliverables and links to the documents of public deliverables of the EVIDENT project organized by the WP they belong to. This page will be periodically enhanced with the newly produced material, as the project continues.
- The publications page will contain the publications (conferences, magazines and journals) produced by the research activities of the EVIDENT project.

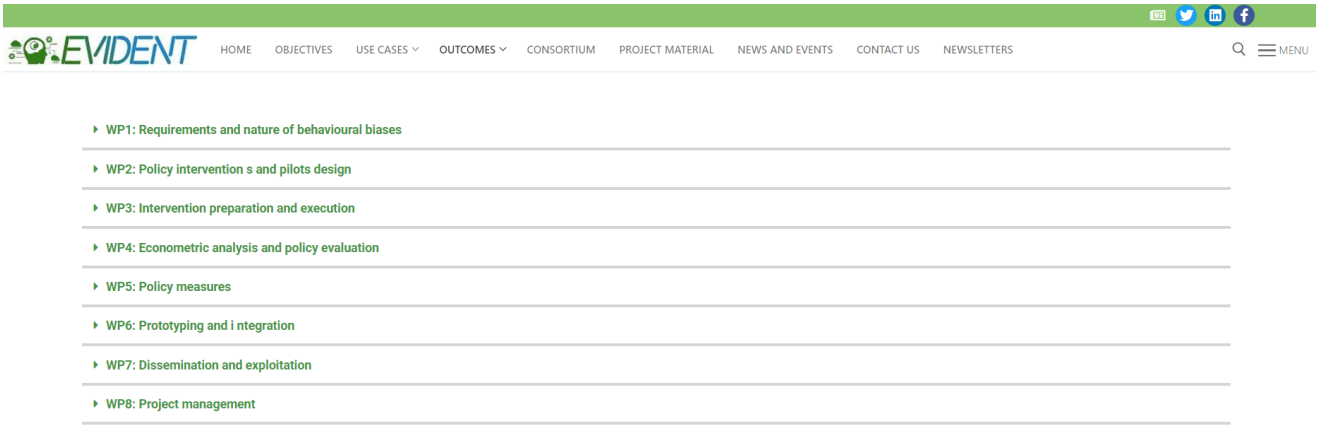


Figure 11. The deliverables page of the website.

3.3.2.8 Contact us

This page is depicted in Figure 12 and includes a form that users can utilize to contact the EVIDENT consortium. Whenever the form is completed, an email is sent to the evident-h2020.eu account. We plan on responding to every email that is headed to this address with a delay period of less than 12 hours. Further, the contact email will remain active for at least 3 years after the completion of the EVIDENT project so that the consortium to be able to provide continuous support to anyone who reaches out to us.

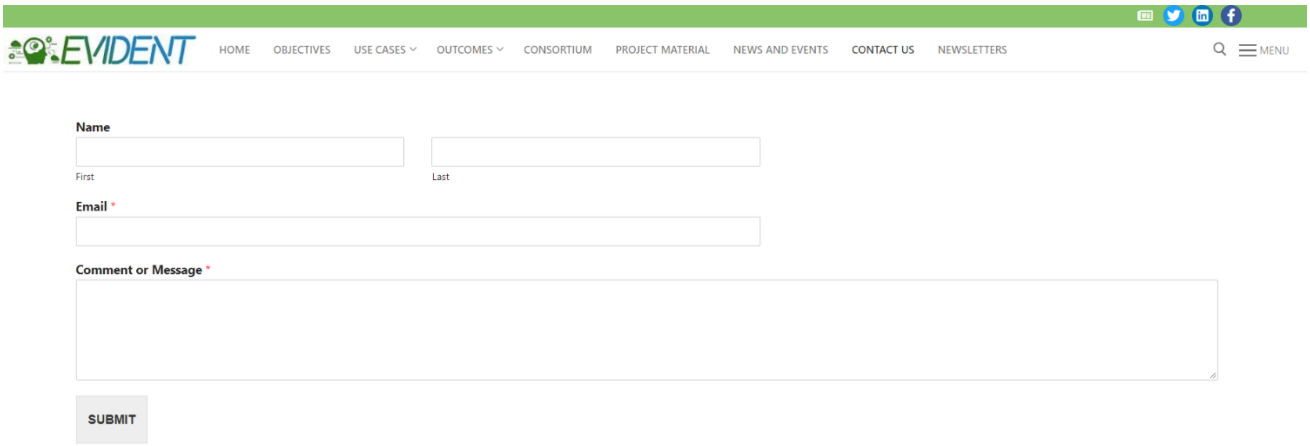


Figure 12. The Contact us page of the website.

3.3.2.9 Newsletters

The newsletters page contains the newsletter material which is published by the consortium, as depicted in Figure 13. The page also facilitates a *subscribe* button which enables visitors to subscribe to our newsletters mailing list.

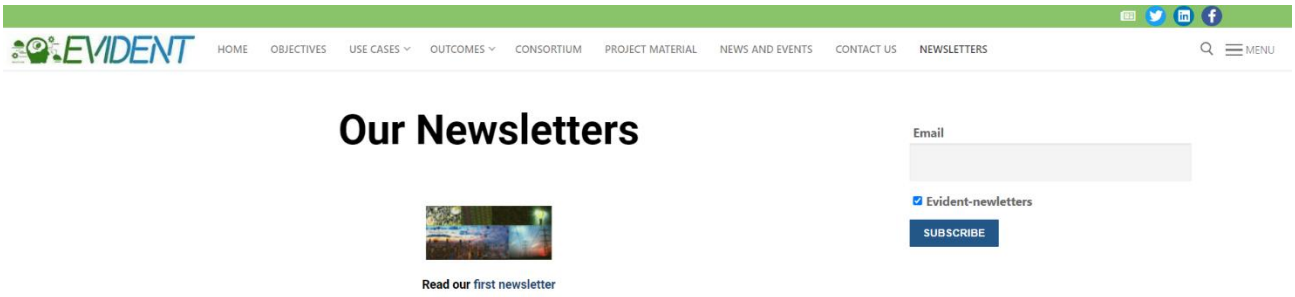


Figure 13. The newsletters page of the EVIDENT website.

3.3.3 Footer area

The footer of the site is depicted in Figure 14 and contains the following information:

- Acknowledgment to the funding of EU and disclaimer.
- A button that navigates to the top of the current pages.

The footer area is displayed in every page of the EVIDENT website.

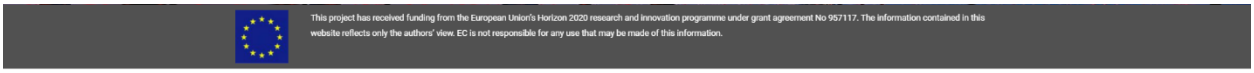


Figure 14.The footer area of the website.

4. Social media

Social media will be used as communication tools complementary to the website, to enhance the dissemination and communication impact of the project. The social media accounts will be used to inform the audience about the project news, results, achievements and presence at events, as suggested by the European commission social media guide [2]. All partners will support the project social media accounts through their own social media accounts. A common identity has been adopted for the social media accounts using the same images, logos and descriptions in order to create a brand name for the project.

4.1 Twitter

The Twitter account will be used as an additional communication channel to disseminate quickly the news and achievements of the project. Thus, it will be mainly used to share short comments, make announcements that can reach a large audience and retweet related content. Under this premise, the EVIDENT consortium will post tweets regarding the progress of the project, the events or seminars organized, and the ongoing dissemination activities. To this end, we will make use of hashtags that are relevant to the scope of the EVIDENT, such as *#EUGreenDeal*, *#EnergyEfficiency #behavioraleconomics*, *#energy* and so on. Also, the EVIDENT Twitter account will follow lists related to the project themes such as *EU Funding*, *EU Energy* Policy and *Climate EU*. In order to maximize the search engine ranking position, we will create a connection between the tweeter and our project website and we will make sure that we will consult the consortium in order to determine which information to keep private and which to publish on tweeter. The project's tweeter account name is @EvidentH2020 and the Twitter page is depicted in Figure 15 below. The link to the account is the following:

https://twitter.com/EvidentH2020

Figure 15.The EVIDENT twitter account.

4.2 LinkedIn account

The LinkedIn page of the evident project will follow a more professional tone and it will be used to establish networks on topics related to the scope of the project. The EVIDENT LinkedIn page will also employ hastags that fit under the project themes such as *#sustainableenergy*, *#energypolicy* and *#behavioraleconomics*. There, the EVIDENT consortium will share content regarding the project deliverables and dissemination activities. A LinkedIn account has been created as illustrated in figure 16 under the following link:

https://www.linkedin.com/company/evident-h2020

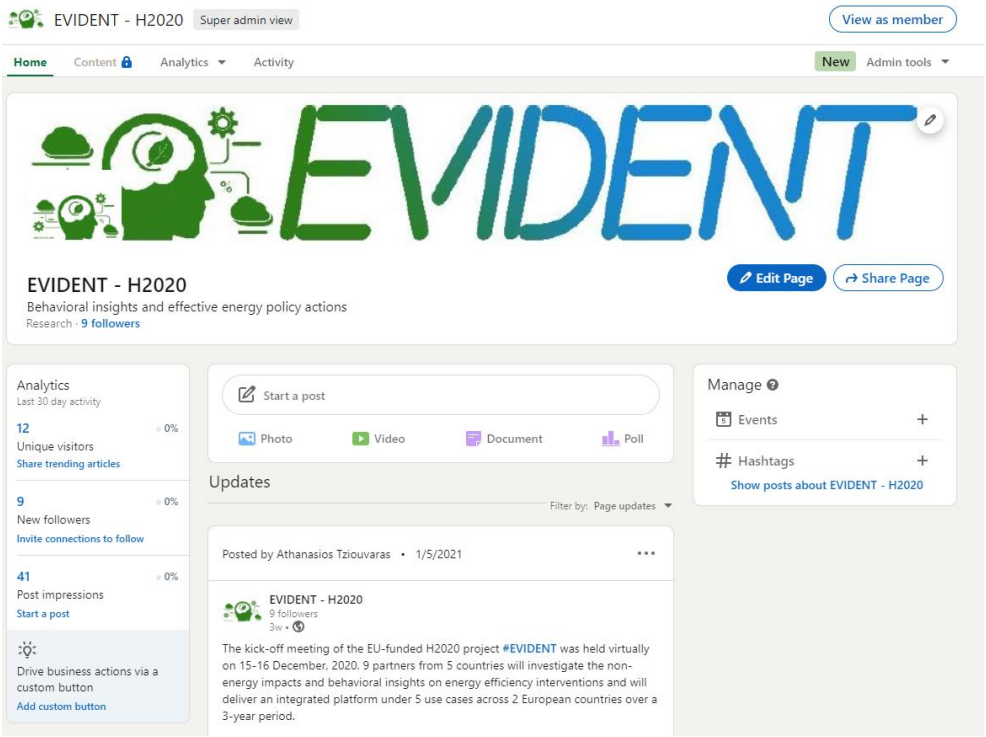


Figure 16. The EVIDENT LinkedIn account.

5. Promotional material

Promotional material is a key element to disseminate information about the project in order to inform the public when organizing or participating in events. To this end, posters and leaflets will be distributed on the events where the EVIDENT project will be present.

5.1 Project poster

We have designed the poster of the Evident as depicted in Figure 17, so that to include key information related to the project. More specifically, it consisted of information related to the goals, objectives and architecture of the EVIDENT project. The poster will be enhanced in the future, if necessary and it will be used in conferences, workshops and other events in order to increase awareness about the objectives and outcomes achieved by the project. Further, the poster follows the visual identity elements of the project and a digital version is available to all partners under the *templates* section of the confluence platform, which they will be able to print out at their own convenience.

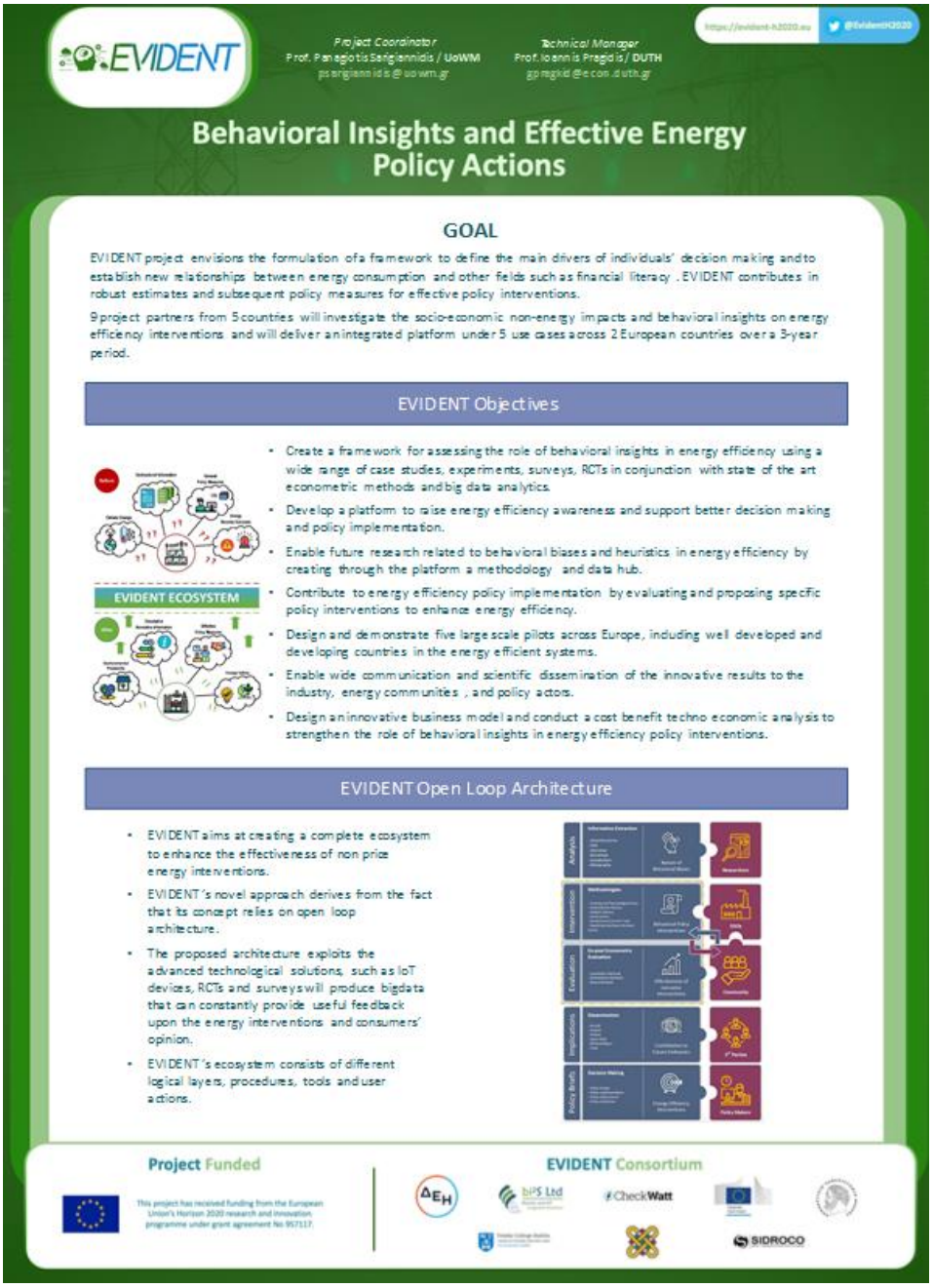


Figure 17. The EVIDENT poster.

5.2 Project leaflet

A first version of a leaflet is created in the initial phase of the project. It provides a quick summary and information about project such as consortium, objectives and reference architecture. The leaflet may be updated during the second period of the project if necessary, illustrating the most important achievements. Figure 18 and figure 19 below depict the two sides of the leaflet.

Figure 18.The first page of the EVIDENT leaflet.

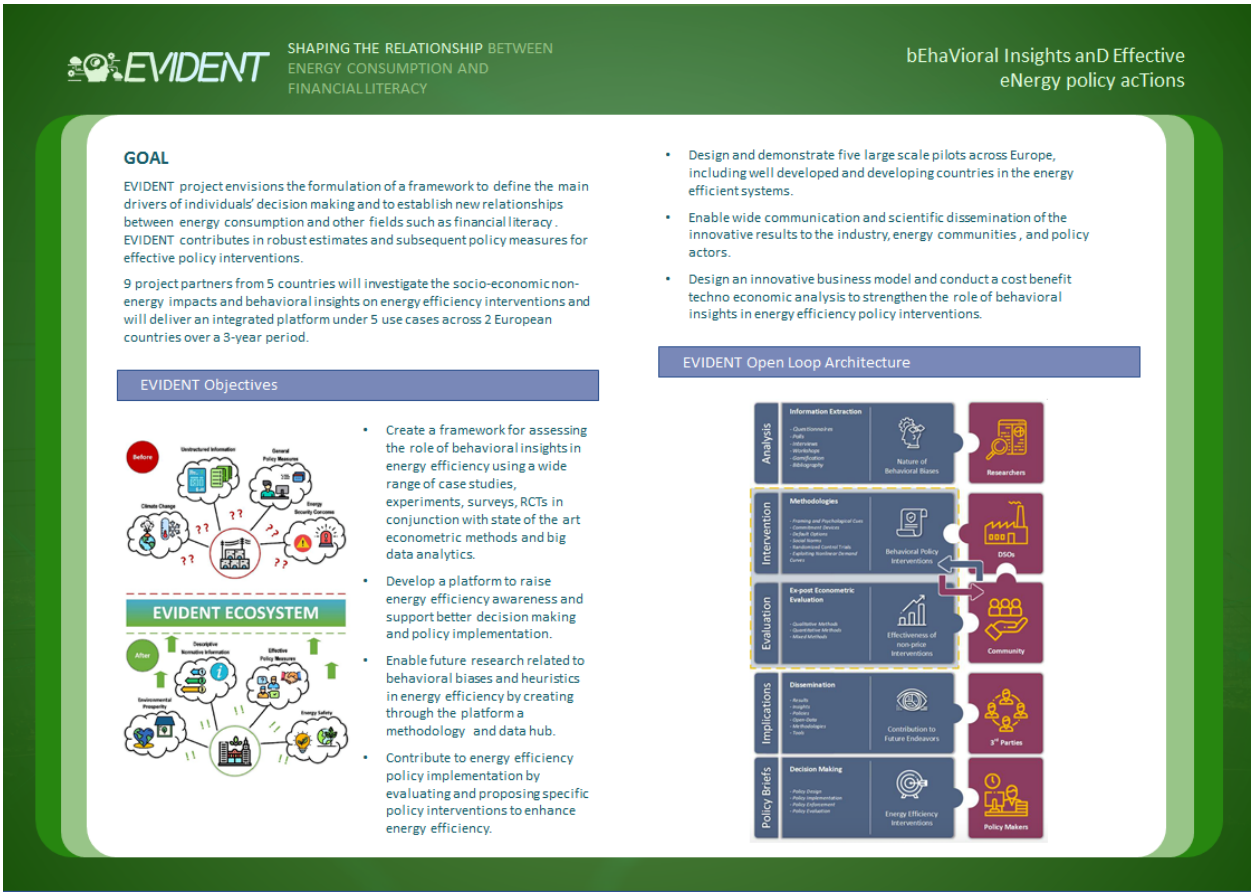


Figure 19.The second page of the EVIDENT leaflet.

5.3 Press releases

We consider the press releases one of the key mechanisms to raise public awareness. Press releases will be periodically issued and they will be composed by all partners (at least 2 Press Releases by each partner) according to the subject of the press release and the work package that is related to. Such releases will include news, updates, findings, results and calls of participation in events and workshops and they will be sent to both online and offline magazines and newspapers, to lists of stakeholders and journalists with prominent profiles in energy policies and economic communities. All partners should support the distribution of the press releases depending on their network and contact points. Also, press releases will aim to catch the audiences' attention in a flexible and easy to read language. They will be written in the English language and each partner should also translate it into their local language, thus achieving better rates of visibility and awareness. The format of the press release will be as follows:

- Date of the release.
- An attractive headline, designed to catch the eye of the reader.
- A coherent and interesting introduction that summarizes the important details.
- A main body that consists of explanatory paragraphs.
- Contact details for more information.
- Partners logos.
- Links to the project Website and Social Media Accounts.

5.4 Newsletters

A scheduled number of Newsletters (6 in total / published from month 9th onwards and with a quarterly frequency) will be sent out to manage further audience penetration by distributing content to the emailing lists created through the portal of the website. Such content will highlight the achievements of the project while at the same time it will report different dissemination activities. As a result, newsletters will include the relevant information from the last three months, including contributions in workshops and congress, publications related to the project, dissemination actions and links to the contents of the blog posts. We expect the target emailing lists to grow and thus, they will be categorised into stakeholder groups depending on the profession of the participating list members. To this end, the following lists will be created that enable the EVIDENT consortium to achieve customization of the received information:

- Scholars List.
- Journalists List.
- Firms List.
- Policy makers list.

The newsletters will be structured as brief and effective pieces of information and will also include images and links. Partners will provide relevant content for the newsletter such as news and reports on their activities within the project framework, results and upcoming events. Newsletters will be written in the English language and they will be available in PDF format on the EVIDENT website.

5.5 Scientific publications

The publications of the project results are an effective promotional activity. The consortium partners will prepare papers for publication in peer-reviewed scientific conferences and journals. A first selection of journals and conferences that are relevant to the research areas covered by EVIDENT will be identified and presented in D7.2. All the publications will include the following text to the acknowledgements: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 957117". Further, publications related to the EVIDENT project will be open access according to the European annotated model grant agreement guidelines [3] and thus, they will provide free online access to any individual. Finally, different publicly available Zenodo repositories [4] will be used to upload and store the corresponding research data.

6. Conclusions

This deliverable has defined the project communication kit of the EVIDENT project. It provides the necessary information regarding the document templates, the project site structure, the social media accounts, the internal collaboration tools and the promotional material that will be used by the consortium. As a result, the project has established an initial communication plan to coordinate the efforts of the consortium in an effective and coherent approach and to reach out to a greater audience. The communication kit presented in this document is subject to update depending upon the progress of the project, in an adaptive way, so that to make sure the project goals are achieved. In this sense, the document will be updated with detailed social network strategies and approaches that will maximize the impact of the EVIDENT project. Further, any future updates related to the document templates, the poster or the leaflet structure will be reflected on a revised document version. We will continuously conduct such updates during the duration period of the project.

References

[1] WordPress Statistics and Facts: https://kinsta.com/blog/wordpress-statistics/

[2] European Commission, Directorate-General for Research & Innovation. Social media guide for EU funded R&I projects, Web link: https://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf

[3] European Commission, annotated model grant agreement, Web link: https://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/amga/h2020-amga_en.pdf

[4] Zenodo platform, Web link: https://zenodo.org/