D6.15 Communication Plan 1st revision (and realization report)

WP6

Lead Partner: TNO

Partner Contributors: EURAC, SUPSI, IMEC

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Document history

Version	Date	Comments
V0.1	2024-03-04	First version to be updated and improved by WP6-members. Changes compared to D6.15 (first version of the Communication plan): • Update of visual identity color • Update of Deliverable name, number and description on page. 2 • Content update
V0.2	2024-03-15	Version to be checked by SC and Gen.As.
V1.0	2024-03-29	Final version to be uploaded to portal

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Abbreviations and Acronyms

[BIPV]	Building Integrated Photovoltaics
[CINEA]	European Climate, Infrastructure and Environment Executive Agency
[CA]	Consortium Agreement
[GA]	Grant Agreement
[IPV]	Integrated Photovoltaics
[IIPV]	Infrastructure Integrated Photovoltaics
[KPI]	Key Performance Indicator
[MC]	Mass Customization
[NDA]	Non-Disclosure Agreement
[nZEB]	near-Zero Energy Building
[SC]	Steering Committee
[VIPV]	Vehicle Integrated Photovoltaics

1 Project context

The objectives of the MC2.0 proposal are:

- To demonstrate how automated manufacturing of IPV elements using the mass customization approach can deliver a cost breakthrough in IPV facades, IPV windows and IPV roofs.
- To demonstrate how the mass customization approach for IPV will change the industry from "IPV building design follows component availability" into "component availability follows IPV building design".
- To demonstrate how the mass customization approach for IPV will support the goals of the EU Renovation Wave.
- To demonstrate how a huge variety of reliable IPV products can be brought to market without an unworkable load of certification requirements (“certification in the mass customization era”)
- To address how this can be done while optimizing the sustainability aspects (low environmental impact, resource efficiency and circularity potential).

Project dissemination and communication objectives:

Besides the dissemination activities, the consortium will make a concerted effort to find effective ways to communicate the MC2.0 project and its expected impacts. This will be accomplished through a specific communication plan that will be designed and implemented within WP6. This plan comprises a variety of measures to ensure wide awareness by the scientific community, industry, public authorities and general public.

2 Target audience

The main stakeholders of MC2.0 are:

- Developers and producers of IPV components (BIPV, VIPV, IIPV), with a focus on BIPV
- Building designers and building engineers
- Manufacturers of prefab facades & windows and prefab roofs
- Architects
- Building owners and housing corporations (possible clients)
- Public authorities
- Policymakers:
    - EU-level: for building directives and energy performance in buildings
    - National level: for smooth implementation of EU-directives into national legislation
    - Local level: for effective implementation of the national building codes
- Citizens
- Media:
- Classical newspaper, radio, podcast, television
- Social media with a focus on the professional LinkedIn
- Young scientific and technical talents
- Educational institutes

3 Communication strategy

The communication strategy project has three main goals:

- **Project traceability:** Tracing the project implies constantly and coherently communicating its development, the main milestones reached and the most relevant results. Openness will be a priority, but at the same time issues regarding IPR protection will be taken into account.
- **Broader socialization:** Technological innovations and cost reductions by the European industry should pave the way for the IPV sector to emerge as a strategic sector for the European economy and for its growth and decarbonization.
- **Raise awareness** of the importance for Europe of PV energy - in particular the IPV energy - as a strategic sector for European energy supply.

These goals will be implemented by:

- Engaging with stakeholders
- Attracting the best experts, young scientists and students to your team
- Generating market demand
- Raising awareness of how public money is spent
- Showing the success of European collaboration

Community of early adaptors: With awareness about an affordable IPV energy supply, these new and innovative solutions will be demonstrated locally. Demonstrations will be used to get more people up to speed with the possibilities and chances that are available when using affordable IPV. Which available solutions did they choose? What is the potential for other clients in the region and what opportunities does this innovation offer the business community?

4 Communication messages

4.1 General MC2.0 communication messages

Mass customization (MC) 2.0 is a new PhotoVoltaic (PV) manufacturing concept based on cleverly designed laminates that act as semi-fabricates.

The MC2.0-project will demonstrate how automated manufacturing of Integrated PV (IPV) elements using the mass customization 2.0 approach can deliver a cost breakthrough in IPV facades, IPV windows and IPV roofs.

The IPV-products (based on the mass-customized) semi-fabricates will have a huge impact on the built environment because they will enable a renovation wave.

4.2 Specific communication messages

Next to the above general communication messages, we defined the following more specific communication messages. These messages will also be further updated during the course of the project.

Communication messages towards EU policy makers:

- More strict regulations that will prevent the import of unsustainable (I)PV-products into Europe.
- A plea for regulations regarding a transparent supply chain and stop forced labor practices in that supply chain.
- Regulations that will give European manufacturing industry a level playing field in competition with Asian industry.

Communication messages towards students, young scientists:

- Consider working in this upcoming high tech industry with a lot of potential job opportunities within Europe, in which you can make a crucial difference for the future.

5 Communication channels & tools

- Brochures
- Flyers
- News items published by the industrial partners (presenting the MC2.0 progress and results). By means of newsletters and technical briefs, the project will reach out to a wide audience and contribute to relevant EU policy developments in the area of international cooperation for research and innovation.
- Project website

  This will be an important dissemination/communication channel during the project. The project website will serve as a central point of entry for all public materials. This site will also be integrated with social media.
- Traditional media (e.g. newspapers, magazines)
- Social media

  Given the highly technical nature of the MC2.0-project we have a strong preference to use LinkedIn as our primary social media channel. In case a more broad audience would be beneficial, we will also consider the more 'popular' social media e.g. Twitter and Facebook.
- Contribution, upon invitation by the CINEA, to common information and dissemination activities to increase the visibility and synergies between Horizon Europe supported actions.
- Videos (e.g. YouTube)
- Contest 'Building design with IPV', see chapter 6 for more details.
- Educational materials for students and training to professionals, both on basic education and continues educations.
- Guest lectures
- Each of the participants' working networks
- Arranging two publicity events:
  - around the TNO mass customization pilot line (The Netherlands)
  - around the launch of the building demo that integrates the IPV technologies manufactured in the project (Italy)
- Direct contact:
  - At trade fairs of the sector, by means of a MC2.0 booth
  - Offer to give presentations for several national associations of architects
  - Offer internships. Give guest lectures at universities
  - Specific meetings with regulating bodies. Engage with European and national authorities for building directives.
- With members of related European and national projects and research collaborations in which the MC2.0 partners are involved.
- Cooperation with other projects and initiatives that will bring valuable expertise and resources to the project, and will also be a key opportunity for advertising MC2.0 activities.
- Related projects

  Exchange of information with related projects will be coordinated by the WP6 manager, supported by the SC. Further support can be provided by beneficiaries which already have personal relations with project members of the related project.

  Project members should be aware of the fact that exchange of information with related projects might require a Non-Disclosure Agreement (NDA) prior to the information exchange.

Table 1: Sister projects and network collaborations

Projects	URL	Description
BIPVBOOST	https://bipvboost.eu/	Bringing down costs of BIPV multifunctional solutions and processes along the value chain, enabling widespread nZEBs implementation (the project ended in 2023).
Be-Smart	https://www.besmartproject.eu/	Innovative Building Envelope for Sustainable, Modular, Aesthetic, Reliable and efficient construction (the project ended in 2022).
SEAMLESS-PV	https://www.seamlesspv.eu/	Development of advanced manufacturing equipment and processes aimed at the seamless integration of multifunctional PV solutions, enabling the deployment of IPV sectors (2023-2027).
MASS-IPV	MASS-IPV Project | BUILD UP (europa.eu)	The goal of the project is to demonstrate that suitable tools, technologies, and methods, combined with a collaboration framework among key stakeholders, can overcome the barriers preventing the mass deployment of IPV and deliver multifunctional and cost-effective IPV systems for buildings and infrastructures. (2024-2027).
INCREASE	New Horizon Europe INCREASE project on integrated photovoltaics has kicked-off | BUILD UP (europa.eu)	INCREASE focuses on innovations in PV module design, coatings, and operation guidelines to enhance aesthetics, reduce glare, and improve environmental impact and fire resistance. It also explores IPV facade, roof concepts, and noise barriers, providing practical guidance through pilots and rigorous testing.
Flex2Energy	https://cordis.europa.eu/project/id/101096803	Automated Manufacturing Production Line for Integrated Printed Organic Photovoltaics.
SolarEMR	SolarEMR (interregemr.eu)	Interreg EMR project on BIPV and IIPV product design and power electronics combined with legal aspects and business cases in the Euregio Maas Rhein (EMR).
H2020 PVSITES	https://www.pvsites.eu/	The results of the PVSITES project serve as a knowledge fundament for the MC2.0 project (the project ended in 2020).
H2020 Infinite	https://infinitebuildingrenovation.eu/	INFINITE aims at increasing the market penetration of industrialized all-in building envelope kits for the deep renovation, as competitive, reliable, stakeholders-accepted and life-cycle-based sustainable approach

		contributing to decarbonization of the EU building stock.
H2020 Energymatching	https://www.energymatching.eu	Adaptive and adaptable envelope RES solutions for energy harvesting to optimize EU building and district load .
Solarchitecture	https://solarchitecture.ch/	A platform to promote and push the deployment of IPV in the building sector is under development in Switzerland. This platform, that collaborate with the Swiss industry and the federal office of energy will be used to support the dissemination of the MC2.0 project results.
Rollaflex	https://projecten.topsectorenergie.nl/projecten/rollaminatie-van-flexibele-pv-halffabricaten-voor-lichtgeconstrueerde-daken-33552	A national Dutch project in the framework of the economic top sectors. The project was dedicated to pathfinding for the mass customization approach for IPV (1st generation). The project just finalized. Several partners are connected as partners in MC2.0.
Network collaborations	**URL**	**Description**
ETIP	https://etip-pv.eu/	European Technology and Innovation Platform. Developing a.o. the strategic research agenda for Europe on PV applications.
IEA PVPS Task 15	https://iea-pvps.org/research-tasks/enabling-framework-for-the-development-of-bipv/	Task 15 in the IEA PVPS collaboration framework is dedicated to an enabling framework for the development of BIPV. In particular, activities on pre-normative framework will give input to MC2.0 project and vice-versa.
Solliance	https://www.solliance.eu/	A cooperation network between parties in NL, BE and GE focused on thin film PV technology and its applications.
Solar Power Europe	https://www.solarpowereurope.org/	Various MC2.0 partners are member of Solar Power Europe. The project will benefit mostly from the Solar Buildings and Agri workstreams.

6 Contest ‘Building design with IPV’

By organizing a design contest, our consortium will be able to communicate to a design-oriented audience from different market sectors and to collect valuable ideas from prospective consumers, design enthusiasts, artists, inventors, engineers and architects. Organizing a design competition helps spread awareness about design and its role in society.

By organizing a design contest, MC2.0 wants to go beyond the integrated products developed and proposed by project partners, inviting new ideas and ready-to-use solutions for companies. Furthermore, the contest aims to strengthen 1) the value of the MC2.0 "brand", based on the approach of semi-finished systems, 2) the interactive communication with the possible customer, and it is also an opportunity to communicate with the press by providing an incentive for young designers and also experts to get in touch with the project and share their projects in advance. By organizing a design competition, we do not only promote our project, but we will be able to build a database of possible clients and designers and also contribute to the culture of design with Photovoltaic.

The contest 'Building Design with IPV' serves multiple purposes and benefits:

- Contributing to the Culture of Design with Photovoltaic: By promoting the integration of photovoltaic technology in building design through the contest, the consortium contributes to the wider culture of design. Engaging a Design-Oriented Audience: By organizing a design contest, the consortium can attract individuals from various sectors such as prospective consumers, design enthusiasts, artists, inventors, engineers, and architects. This engagement helps in fostering a diverse pool of creative ideas and solutions.
- Spreading Awareness About Design: Organizing such a competition allows the consortium to spread awareness about the importance of design in society. It highlights how design can play a significant role in various aspects of life, including architecture and energy solutions.
- Inviting New Ideas and Solutions: The contest provides an opportunity for the consortium to gather fresh perspectives and innovative solutions beyond what has been developed internally by the consortium partners. This fosters creativity and can lead to the discovery of novel approaches or applications for integrated photovoltaic (IPV) systems.
- Strengthening MC2.0 Brand Value and Communication: The contest helps in reinforcing the value of the MC2.0 brand, particularly emphasizing its focus on semi-finished systems. It also facilitates interactive communication with potential customers, providing an opportunity to showcase the project's capabilities and engage with stakeholders.
- Engaging with Press and Media: By organizing the design competition, the consortium can attract attention from the press and media. This not only generates publicity for the project but also creates an opportunity to highlight the contributions of young designers and experts involved in the contest.
- Building a Database of Clients and Designers: Through the contest, the consortium can build a database of potential clients and designers who are interested in IPV solutions. This database can be valuable for future collaborations, market research, and outreach efforts.

Overall, the design contest serves as a strategic initiative to promote the MC2.0 project, engage stakeholders, and foster innovation in the field of building design with integrated photovoltaic systems.

IPV Design contest impact and objectives:

- Advertise our solution for IPV
- Create website traffic
- Support the deployment of semi-finished product in different markets
- Connect with design and construction industry and professionals
- Outsource innovation to the masses, get many ideas for IPV in a short period of time that could be easily realized or implemented

7 Action plan

Building upon the preliminary Communication Plan from the GA, the following action plan is presented. Please note that this is a 'living document' that will be updated with more communication actions anticipating on the progress of the project.

Table 2: Communication action plan

To WHOM	WHY and WHAT	HOW	WHEN	WHO
Construction industry in general, specifically the building industry	Inform about the benefits (cost breakthrough and design freedom) as a game changer. Increase critical mass supporting the technology.	Direct contact at trade fairs of the sector, by means of a MC2.0 booth	2024 and 2025: e.g. MC2.0 booth at BAU Messe 2025. The detailed planning per trade fair is described in an internal document.	BHG, BMI Monier, Ernst Schweizer, G2P, iWin
Architects and designers	Inform about the benefits (cost breakthrough and design freedom) as a game changer	Direct contact. We will offer to give presentations for several national associations of architects. In our experience they will accept such an offer.	During 2024 and 2025. Target is 6 countries.	BHG, BMI Monier, Ernst Schweizer, G2P, iWin, imec, EURAC, SUPSI, TNO
Wider professional public	Inform about the project (results)	LinkedIn posts	Each quarter	imec, TNO in collaboration with all project partners
General public	Inform about the upcoming changes in the living environment. ("solar energy everywhere")	Press releases, and subsequent interviews on request	Twice, in 2024 and 2025	TNO, BHG
Public authorities	Inform about opportunities to accelerate regulations for energy positive buildings	Specific meetings with regulating bodies	During 2024 and 2025. Target is 6 countries.	2024, 2025 meetings with regulating bodies: SUPSI responsible for Swiss regulating body I40MC responsible for German regulating body EURAC responsible for Italian regulating body Sunplugged responsible for Austrian regulating body TNO responsible for Dutch regulating body

				imec responsible for Belgian regulating body
Scientific community	Inform about scientific results.	Conferences	Yearly	All partners
Young scientific and technical talents	Attract young people; Inform about job opportunities; Improve technical skills for under-post-graduate students.	Offer internships. Give guest lectures at universities.	Specific campaign in 2024	SUPSI, imec

8 Evaluation of the communication efforts

An important Key Performance Indicator (KPI) for the project, is to measure communication success. Table 2 shows the target values for the following concrete communication actions:

- Active involvement at a trade show (e.g. with our own booth, or a shared booth to save costs): 2 in total
- Presentations towards national associations of architects: reaching at least 6 countries
- LinkedIn posts: minimum of one each quarter
- News item/press release for general public: 2 in total
- Meetings with national regulating bodies: reaching at least 6 countries
- Exposure with scientific community (can be via dissemination of project results): at least once per year, hence 3 in total for full project duration
- Attracting young talent: at least one specific campaign in 2024

9 Realizations

The Realization of the planned actions from chapter 7 are logged on the project internal SharePoint. A print screen of the realization so far is shown below.

Date	Channel	Description	reference
14-2-2023	Social media	News item on LinkedIn on the succesful KoM in Eindhoven	https://www.linkedin.com/posts/rolandvalckenborg_heu-mc2dot0-integratedphotovoltaics-activity-7028818168445853697-bY4_?utm_source=share&utm_medium=member_desktop
7-3-2023	Classical magazine	Interview WP2-leader on TNO mass-customization pilot-line that is in the core of the MC2.0-project	page 97 of https://solarmagazine.nl/archief
13-3-2023	Workshop participant	LCA Methodology Harmonization Workshop in Brussels (BE)	invited via e-mail
17-5-2023	Social media	News item on TNO-website	https://www.tno.nl/en/sustainable/renewable-electricity/solar-modules-mass-customization/mass-customization-construction/
15-6-2023	Social media	Linkedin post about G2P participation to Building Envelope Design Conference	https://www.linkedin.com/posts/glass-to-power_heu-mc2dot0-activity-7081562830033817600-4b5d?utm_source=share&utm_medium=member_desktop
18-7-2023	Social media	Interview SUPSI, Francesco Frontini on MC2.0 LinkedIn & mc2dot0.eu	https://www.linkedin.com/company/mc2dot0/?viewAsMember=true
6-8-2023	Social media	News item on Ernst Schweizer LinkedIn page	https://www.linkedin.com/posts/ernst-schweizer-solar_solar-photovoltaik-forschung-activity-7089525360656015360-HZb-?utm_source=share&utm_medium=member_ios
5-9-2023	Social media	Interview Roartis, Jochen Schuermans on MC2.0 LinkedIn & mc2dot0.eu	https://www.linkedin.com/posts/mc2dot0_heu-mc2dot0-mc2dot0-activity-7104815958925398016-M9Xx?utm_source=share&utm_medium=member_desktop
18-9-2023	Flyer	MC2.0 general flyer for distribution at EUPVSEC	https://365tno.sharepoint.com/:b:/r/teams/P060.50759/TeamDocuments/External%20Audience/WP6_Coordination_TNO/WP6_4_Dissemination_and_Communication/flyer/Flyer_MC2.0_version_2023_09_12_size_DL_Tri_Fold_Portrait.pdf?csf=1&web=1&e=c2pzd7
8-11-2023	Webinar	Webinar (in Dutch) for which Marc Koetse gave a presentation including reference to MC2.0	link to Webinar (in Dutch)
28-10-2023	Social media	Interview TNO, Mirjam Theelen on MC2.0 LinkedIn & mc2dot0.eu	https://mc2dot0.eu/news/ https://www.linkedin.com/feed/update/urn:li:activity:7122524882289991680
26-11-2023	Flyer & roll-up banner	MC2.0 general flyer for distribution at the 'Dag van de Wetenschap' (Belgium)	https://365tno.sharepoint.com/:b:/r/teams/P060.50759/TeamDocuments/External%20Audience/WP6_Coordination_TNO/WP6_4_Dissemination_and_Communication/flyer/Flyer_MC2.0_version_2023_09_12_size_DL_Tri_Fold_Portrait.pdf?csf=1&web=1&e=c2pzd7
22-12-2023	Social media	Interview Sunplugged, Andreas Zimmerman on MC2.0 LinkedIn & mc2dot0.eu	https://mc2dot0.eu/news/ https://www.linkedin.com/feed/update/urn:li:activity:7143913165813153792
11-1-2024	new series Flyer	MC2.0 general flyer for distribution at EUPVSEC	https://365tno.sharepoint.com/:b:/r/teams/P060.50759/TeamDocuments/External%20Audience/WP6_Coordination_TNO/WP6_4_Dissemination_and_Communication/flyer/Flyer_MC2.0_version_2023_09_12_size_DL_Tri_Fold_Portrait.pdf?csf=1&web=1&e=c2pzd7

This table will be updated during the project.

10 Guidelines

In general, all communication activities of the project partners related to the MC2.0 project should be reviewed beforehand and should comply with Article 17 'Communication, Dissemination and Visibility', Annex 5 of the GA.

These communication activities include: media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate).

In addition to this, all MC2.0 communication and dissemination material should also contain the logo of the Swiss funding agency.

In practice this means that the communication material:

- Includes the European flag (emblem)
- The funding statement:

  "Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them."
- The logo of the Swiss funding agency

The European flag emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

11 LinkedIn

In this chapter we make a division between posts at MC2.0 LinkedIn and posts at the partners' own accounts.

LinkedIn posts initiated by project partners

Project partners are encouraged to repost news items from MC2dot0 LinkedIn. Besides, general posts on meetings and references to MC2dot0 can also be posted directly by the project partners to boost the attention for the MC2.0 project. In case of posts related to MC2.0, please all use this tag: #mc2dot0.eu.

LinkedIn posts on (new) project results

In case of publication of (new) project results these should first be checked & approved by the Gen.As. as stated in the CA and PQP. Therefore, only once results (publications, deliverable reports) have been reviewed internally and have been shared via the project website, other consortium members can refer to these publications in their posts.

MC2dot0 LinkedIn team

Publication of posts on mc2dot0 LinkedIn is arranged by imec and TNO, with support of all consortium members. Input will be collected via the following routes and is provided to imec and TNO in the lay-out as described under 'posts at MC2dot0.eu LinkedIn'.

Routes for collecting input:

- Via WP leads during the 3-weekly WP6 meetings. LinkedIn has been added as standard agenda item to these meetings. The WP leads collect from & discuss input upfront with their WP team members.
- The communication & dissemination action plans will be used as reference documents during WP6 meetings to also add posts on upcoming events.
- Partner interviews (20x). TNO collects input from partners for the bi-monthly interviews and arranges publication.

Posts at MC2dot0.eu LinkedIn

Each post is structured in this way:

- Short teaser with main message (20-30 words). Including link to mc2dot0.eu for more detailed information. The initiator of the post also provides input for the more detailed text on the project website.
- Image or video
- Tags to partners and related topics. The initiator of the post, also adds tags to relevant topics.

After publication on MC2dot0 LinkedIn & mc2dot0.eu, imec or TNO sends a link to the news item to all project partners with request to repost.

Tags

The link to the MC2.0 LinkedIn page is: https://www.linkedin.com/company/mc2dot0/

For posts on the project LinkedIn page we use the tags as listed below. The list includes the project partners involved, the MC2.0 website, CINEA and topics related to the MC2.0 project work.

- @mc2dot0.eu
- @TNO
- @TNO duurzaam
- @Eurac Research
- @imec
- @Applied Materials
- @ROARTIS - IQ-BOND
- @Enfoil
- @Focchi Group
- @Glass to Power
- @Sunplugged
- @Duflex Mechatronics,
- @Industrie 4.0 Maturity Center | RWTH Aachen Campus
- @VITRONIC Machine Vision,
- @VDL Groep
- @BMI Group
- @Maan Group - The Plus in Progress
- @BouwhulpGroep
- @Scuola universitaria professionale della Svizzera italiana (SUPSI)
- @iWin - innovative Windows SA
- @Ernst Schweizer AG
- @CINEA

Related topics to tag in LinkedIn posts:

#BIPV

#Solar

#MassCustomisation

#PV

#EnergyTransition

and Additional topics related to the post content. To be provided by the initiator of the post.

12 Campaign focussing on Young scientific and technical talents

The goal of the campaign is to attract young people; inform about job opportunities; improve technical skills for under-post-graduate students.

At SUPSI, one has started already with a course about BIPV for Bachelor students. This course includes lectures with theory, and also visits to IPV-product developers and demonstrator buildings. SUPSI will evaluate this course when it is finished (before 2024 summer), and will share best practices to the MC2.0-project. Based on this, within MC2.0 we share them with the main stakeholders (within our networks) in the 6 individual countries of MC2.0-partners, adopting for country specific context.

Moreover, the MC2.0-project partners offer internships.

Guest lectures will be organized. Starting with prof. Gernot Oreski (from PCCL) giving a lecture at University Hasselt (BE) on the 24th April 2024. These guest lectures will also be included in the overview of communication activities.