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D6.14 Communication Plan (and realization report)

WP6

Lead Partner: TNO

Partner Contributors: EURAC, SUPSI, IMEC

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Document history

Version	Date	Comments
V0.1	2023-03-07	First version to be updated and improved by WP6-members
V0.2	2023-03-16	Version to be checked by SC and GenAs
V1.0	2023-03-31	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
  - 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

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 to your team
- Generating market demand
- Raising awareness of how public money is spent
- Showing the success of European collaboration

4 Communication messages

General MC2.0 communication messages:

- Mass customization (MC) is a new PhotoVoltaic (PV) manufacturing concept based on cleverly designed semi-fabricates. The MC2.0-project will demonstrate how automated manufacturing of Integrated PV (IPV) elements using the mass customization approach can deliver a cost breakthrough in IPV facades, IPV windows and IPV roofs.

In further updates of this Communication Plan (at M15 and M27), specific communication messages per target group will be added.

5 Communication channels

- 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.
- 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
Be-Smart	https://www.besmartproject.eu/	Innovative Building Envelope for Sustainable, Modular, Aesthetic, Reliable and efficient construction
SEAMLESS-PV	https://cordis.europa.eu/project/id/101096126	Development of advanced manufacturing equipment and processes aimed at the seamless integration of multifunctional PV solutions, enabling the deployment of IPV sectors
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
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	Desciption
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.
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 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.

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 first version of the draft 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
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
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.
Wider professional public	Inform about the project results	LinkedIn posts	Each quarter
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
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.
Scientific community	Inform about scientific results.	Conferences	Yearly
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

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 second year of project

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	Targets reached (e.g. repost, website hits, nr.of r
2023-02-14	Social media	News item on LinkedIn on the succesful KoM in Eindhoven	https://www.linkedin.com/posts/rolanc	4 comments, 18 reposts, 83 likes, 3691 impressior
2023-03-07	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/arch	Main magazine in the Netherlands and Belgium f and Academia (Dutch Language). Picture of Mass- pilot line on cover !
2023-03-13	Workshop participant	LCA Methodology Harmonization Workshop in Brussels (BE)	invited via e-mail	sister projects on the aspect of LCA
add here…				

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.