D5.8 Internal and External Communication Channels and Resources V2

DELIVERABLE FACTSHEET

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ABREVIATIONS

API	Application Programming Interface
BACS	Building Automation and Control Systems
BEP	Building Energy Performance
BIM	Building Information Modelling
CEN	European Committee for Standardisation
EPB	Energy Performance of Buildings
EPC	Energy Performance Certificates
ESCO	Energy Service Company
IKPI	Internal Key Performance Indicator
ISO	Internation Organisation for Standardisation
KPI	Key Performance Indicator
SDK	Software Development Kit
SOME	Social media
SRI	Smart Readiness Indicator
WPs	Work Packages

PARTNERS SHORT NAMES

Partner No.	Short Name	Full Name
1	**ED**	European Dynamics
2	**QUE**	QUE TECHNOLOGIES
3	**EUP**	EUPHYIA-TECH
4	**SBC**	SBCGR (Sustainable Buildings Council Greece)
5	**EPBC**	EPB CENTER
6	**EnerSave**	EnerSave Capital
7	**EU.BAC**	European Building Automation and Controls Association
8	**EGC**	European Green Cities
9	**EFIEES**	European Federation of Intelligent Energy Efficiency Services

EXECUTIVE SUMMARY

This deliverable presents the updated communication and dissemination approach for OpenBEP4EU at mid-term. It replaces the initial version submitted earlier in the project and reflects a shift from general awareness-raising towards more structured, stakeholder-specific communication aligned with the maturity of project results.

The strategy is organised around four communication phases, each addressing distinct stakeholder groups: citizens, technical and industry actors, financial stakeholders, and policy and implementation bodies. A revised stakeholder matrix replaces the earlier pyramid model and links stakeholder types to expected gains, tools, and communication phases.

The document outlines how existing channels and materials are sequenced across the project timeline, clarifies the role of articles, events, and digital platforms, and describes how progress is monitored against agreed KPIs. Together, these elements provide a coherent framework for communicating OpenBEP4EU results and supporting their understanding, uptake, and longer-term use beyond the project's duration.

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1. INTRODUCTION

This deliverable presents the updated communication and dissemination strategy for OpenBEP4EU at the mid-point of the project. As technical work within WP2, WP3, and WP4 has matured, the project is now able to define more precise messages, better-targeted stakeholder groups, and a clearer sequencing of communication activities. This document therefore replaces the initial version submitted earlier in the project and reflects the shift from early awareness-raising to a structured and impact-oriented communication approach.

OpenBEP4EU develops an open, harmonised calculation core for the Energy Performance of Buildings (EPB) standards (CEN/ISO 52000 series), supporting Member States in achieving more consistent, transparent, and comparable Energy Performance Certificates (EPCs). A short description of the project's objectives is included in Deliverable D5.1 (Dissemination and Communication Plan) and further operational details can be found in D5.2 (Internal and External Communication Channels and Resources V1). These two documents remain relevant references for background information not repeated here.

The present deliverable introduces a revised communication framework built around four thematic phases. These phases reflect the project's progression, the emergence of concrete technical outputs, and the need for communication activities that correspond to specific audiences and their roles in the uptake of harmonised EPB methodology. The four phases are:

1. **Civil society and general public** – introducing why EPCs matter, how they influence daily life, and how harmonised methods contribute to fairness and transparency.
2. **Technical and industry stakeholders** – explaining how the harmonised calculation core functions, including its relation to national EPC schemes, the API gateway, and complementary learning material such as the EPB Centre's training resources.
3. **Finance and ESCO sector** – presenting the developing co-benefits framework, the relevance for projects and investment decisions, and the role of performance data in understanding risk and value.
4. **Policy and implementation actors** – addressing the practical conditions for EPC use, including assessor training, interpretation of results, and alignment with instruments such as SRI and BACS.

Because the project is entering a period of more substantial technical delivery, D5.8 introduces a more explicit link between communication activities and upcoming outputs, as well as a preliminary overview of expected events and touchpoints where dissemination can occur.

The following document will cover outlines of the communication and dissemination strategy in chapter 2, including the phased approach. Chapter 3 presents an updated stakeholder matrix, while chapter 4 describes the communication tools and channels in line with the four phases. Following is chapter 5 presenting relevant KPIs, and chapter 6 concludes the report.

2. DISSEMINATION & COMMUNICATION STRATEGY

The dissemination and communication strategy for OpenBEP4EU has been revised to reflect the project's progress, the emergence of tangible technical results, and the clearer definition of stakeholder needs across Europe. The strategy aims to ensure that information about the project is accessible, accurate, and targeted, supporting both understanding and future uptake of the harmonised EPB-based calculation core that OpenBEP4EU is developing.

The overarching objective is to ensure that the project's results are communicated in a way that supports meaningful use. Rather than focusing on broad promotion, the strategy emphasises clarity, transparency, and alignment with real decision-making contexts in which EPCs are used.

In the previous D5.2, it was mentioned that partners in the consortium would write each their own communication and dissemination plan. This idea has since been discarded, as there was no actionable reason for doing this. Instead, an updated Dissemination and Communication Plan (D5.1) has been circulated internally. And additionally, partners are contributing and monitoring their dissemination work (social media posts, events, etc.) through an internal table to keep track on the communications KPIs. Furthermore, partners are continuously participating in events, representing OpenBEP4EU.

2.1. Strategic Principles

The updated strategy is built on the following principles:

- **Relevance to stakeholder needs:** Messages should correspond to the questions and constraints that specific groups face—whether citizens, assessors, local authorities, software providers, or financiers.
- **Phased communication:** Information must be released in a sequence that follows the maturity of project results and the readiness of different stakeholder groups to engage.
- **Evidence-based dissemination:** Where possible, the project will use examples derived from validation buildings, stakeholder feedback, and standardisation developments to illustrate the purpose and value of the harmonised calculation core.
- **Support for European-level collaboration:** The strategy recognises the role of complementary initiatives, such as EPB Centre training material, SRI-related activities, and cluster networks relevant to digitalisation and building performance.

2.2. Four-Phase Communication Framework

The revised strategy is organised into four communication phases. These phases overlap in time but differ in emphasis and audience. Each phase aligns with the level of detail stakeholders require and the project's ability to provide substantiated messages.

2.2.1. Phase 1: Civil Society and General Public

Why EPC Harmonisation Matters

This phase introduces the broader purpose of EPCs and explains why consistent and comparable assessments matter for everyday life. Communication will focus on EPCs as more than energy labels, influencing household decisions, renovation access, and building value. Additionally, links between energy performance, comfort, and health are incorporated. And furthermore, a fairness dimension, describing why harmonised methods will help to reduce discrepancies between Member States. The three long-form articles developed in WP5 serve as the primary material for this phase, offering accessible explanations supported by examples and expert insights. More details follow in Section 4.

2.2.2. Phase 2: Technical and Industry Stakeholders

How the Harmonised Calculation Core Works

This phase addresses professionals who need to understand how OpenBEP4EU relates to their technical or operational work. Key messages include:

- The relationship between national EPC systems and the EPB-based harmonised calculation core.
- The role of the API gateway as a common access point for software providers and applications.
- The value of calibrated examples drawn from validation buildings.
- Complementarity with existing training resources, such as those offered by the EPB Centre.

The aim is to provide clear, practical information extracted from technical deliverables in close collaboration with all partners.

2.2.3. Phase 3: Financial Sector and ESCOs

Why Comparable EPC Results Support Investment Decisions

This phase introduces messages relevant to financiers, energy-service companies. The main objective of this phase is to explain how EPC data can help assessing project and investment potential, risks, long-term value, and exposure to stranded assets. Communication messages will draw in particular on the co-benefits framework to be developed within the project (D3.2) and will highlight opportunities for better structuring of financing instruments and more robust building stock assessment enabled by consistent and transparent performance data. Communication materials in this phase will mostly draw on ongoing work within WP3 and WP4.

2.2.4. Phase 4: Policy and Implementation Actors

How to Improve Practical Use and Uptake

This phase targets authorities, assessors, and organisations involved in implementing EPC, SRI, or BACS requirements. The project will try to push for the need for clarity in how calculations are applied in practice, the impact of assessors, auditors, and quality-control frameworks in the implementation and uptake of EPCs. Additionally, how harmonised methodology supports national reporting, renovation planning, and alignment with EPBD requirements. Moreover, communicating barriers such as training gaps, interpretation inconsistencies, and limited access to tools. This phase focuses on workshops and exchanges with national authorities and cluster initiatives.

In the next section, the four phases are combined with stakeholder groups and key messages.

3. STAKEHOLDER MATRIX

Effective dissemination and communication require a clear understanding of who OpenBEP4EU aims to reach, what these stakeholders gain from the project, and which channels are most suitable for each group. In the first version of this document (D5.2), stakeholders were introduced using a pyramid structure. In this revised version, stakeholders are instead organised in a matrix. This format makes the link between communication phases, stakeholder needs, and tools more explicit and easier to operationalise.

Each stakeholder type includes a short **role description**, **example groups** within the category, the **main gains** OpenBEP4EU offers, and the **recommended tools and channels** for engagement, as well as the **communication phase** during which outreach is most relevant.

This matrix is used together with the consortium's internal stakeholder database. As of mid-August, 2025, the database contains 66 entries. It is kept internal to protect organisational contact information and internal planning notes, and it enables the project to tailor messages, timing, and materials to different audiences. The internal stakeholder database includes organisational contacts, sector grouping, and communication preferences, and is maintained in line with GDPR requirements. It does not contain personal data beyond standard professional contact information. The database will be updated as the project progresses. Below in table 1 is the Stakeholder Matrix.

Table 1: Stakeholder Matrix

Stakeholder Type	Stakeholder Examples	Gains	Tools & Channels	Main Communication Phase
Policy Maker/ Regulator Authorities shaping building-performance rules, data infrastructures, and EPBD implementation.	• Local authorities • Regional, National, and European Authorities Involved in building policies and financial frameworks • European Technology Platforms (ETPs) and Joint Undertakings (JUs) • Smart City Initiatives (linked to digitalisation and energy data) • Standardising Bodies	• Better-informed decisions • Streamlined compliance with EU directives • Improved national reporting on building performance • Better harmonisation of EPC data • Support for policy rollout and data space development • Uptake and real-world testing of ISO 52000 and related standards	• Events • Newsletter • Social media • Policy roundtables • Technical working groups	Phase 4 – Policy and long-term uptake
Construction & Real Estate Industry Actors planning, designing, constructing, or managing buildings.	• Professionals in the construction and real estate sectors • architects, builders, real estate developers, and industry associations • big construction companies. • Engineers	• Easier and cheaper EPC compliance • Access to better data for project planning • Improved property value communication • More business opportunities	• Industry workshops • Pilots • BIM/EPC integration platforms • real estate events	Phase 2 – Technical and operational audiences

Financial Institution Organisations evaluating renovation investments and green finance.	• Banks, financial organisations, and investment firms interested in financing sustainable building projects • National banks • European Investment Bank • Green Finance Networks	• New green finance opportunities • More accurate risk assessment based on reliable building performance data	• Roundtables on sustainable finance/ Bilateral discussions • Pilot case studies demonstrating ROI of EPC improvements	Phase 3 – Finance and investment
Energy Service Provider (auditors & ESCOs) Professionals designing, evaluating, or delivering energy-efficiency measures, inspectors.	• Companies and organisations offering energy services • Energy auditors • Energy management consultants • ESCOs	• Enhanced business models based on trustworthy data • Ability to better design and monitor energy-saving measures • Access to better data on building stock condition	• Technical webinars • API demonstrations • Collaboration during pilots • Documentation and calculation examples	Phase 2 – Technical and operational audiences
Building Owner/ Operator Organisations or individuals responsible for building upkeep, investment decisions, and long-term renovation plans.	• Individuals or entities responsible for building operations and maintenance, including facility managers. • Pension Funds • Social Housing	• Lower cost EPCs • Improved understanding of energy performance • Better support for renovation decisions.	• Webinars • Maintenance-focused EPC tools • Visualisation dashboards from the EPC data hub • Social media for raised awareness	Phase 1 – Civilians communication Phase 3 – Institutional and financial decision makers

IT Provider/ Software Developers Actors building or integrating tools related to EPC/SRI data, interoperability, and digital workflows.	• Software Houses, Open-source software communities • System Integrators • IT Service Developers, Data platform providers • IT Front End Developers • BIM Software Company	• Opportunities to integrate or build services on top of OpenBEP4EU • Involvement in a growing energy data ecosystem.	• GitHub repos and documentation • Developer APIs & SDKs • Technical webinars • Hackathons/ developer meetups	Phase 2 – Technical and operational audiences
University/ Educational Institution Organisations training future professionals or conducting research on building performance.	• Architecture & engineering departments at universities • Energy efficiency research labs • Vocational training centres for energy auditors • Erasmus+ projects on sustainable buildings	• Access to real-life data for research • Participation in standardisation efforts • Enhanced training material.	• Research collaborations and publications • Student challenges and internships • Technical workshops	Phase 2 and Phase 4 – Expertise and long-term uptake
Civilian/Consumer Building users and citizens affected by EPCs and building policy.	• Homeowners • Tenants • Resident associations • Citizen energy groups	• Improved understanding, trust, and clarity of EPCs • Improved advocacy for building users	• Public articles • Social media posts • Website summaries and visuals • Indirect communication via municipalities and housing providers	Phase 1 – Civilian communication and awareness

4. COMMUNICATION TOOLS & CHANNELS

In this section, the four phases of the dissemination and communication strategy is combined with the different tools and channels. There are overlaps between the phases, but this section will outline which tools and channels are used and how.

4.1. Phase 1

Phase 1 focuses on civilian communication and broad awareness. It targets citizens, residents, social-housing tenants, journalists, and civil-society actors who encounter EPCs and SRIs in daily life but may not understand how they work or why harmonisation matters. Communication in this phase focuses on clarity, accessibility, and practical value. The objective is not to explain the entire technical framework of EPC and SRI, but to establish why the project matters for ordinary building users and for public debate. The purpose of this phase is to:

- Build general awareness around EPCs, SRIs, and building performance.
- Provide simple, accurate explanations of concepts translated from EPB standards.
- Show practical implications and benefits for households, municipalities, and communities.
- Introduce OpenBEP4EU as a trusted source of accessible information without overwhelming non-specialists.

4.1.1. Tools and channels

Long-form explanatory articles

Three civilian-facing articles have been produced in WP5 and form the backbone of this phase. They explain EPCs, SRIs, and open building data in non-technical language, supported by practical examples and partner perspectives. These articles help build foundational understanding that later communication phases can refer back to. Info-boxes and short diagrams are used to illustrate foundational ideas, such as the EPC scale, how a smart-ready function works, and what harmonisation means in practice. The visuals increase accessibility for non-specialist audiences and offer reusable assets for social media. Short comments figuring as quotes from municipal energy managers, housing providers, or national experts introduce real-life perspectives. These quotes reinforce relevance and help make technical topics concrete.

Social Media Campaigns (short-form LinkedIn articles)

Each long article is condensed into a shorter LinkedIn version to reach wider audiences. These adaptations maintain core messages while lowering the time commitment for readers and increasing social reach. These will act as campaigns, of which the project has committed to do three in course of the project lifespan. Nevertheless, four campaigns are planned to follow the four phases; the first campaign focuses on raising awareness, the second on demonstration and capacity building. The third campaign centres on finance and ESCOs, while the fourth focuses on final outcomes and policy.

LinkedIn and Bluesky posts

Posts are used as an element in the campaigns mentioned above, by further breaking down long articles into a sequence of accessible messages focusing on why EPCs matter in everyday life, what SRI means for older buildings, and why open building data support fairer renovation decisions. Posting in smaller thematic units supports broader visibility and repeat engagement.

LinkedIn post templates

To support consistent and recognisable online communication, visual and textual templates are used for short posts related to upcoming events, extracted learnings, or partner presentations. These templates improve coherence across partner posts and simplify content production during Phase 1 campaigns.

Figure 1: LinkedIn Visual 'Learnings'

Figure 2: LinkedIn Visual 'Event'

Figure 3: LinkedIn Visual 'Partners'

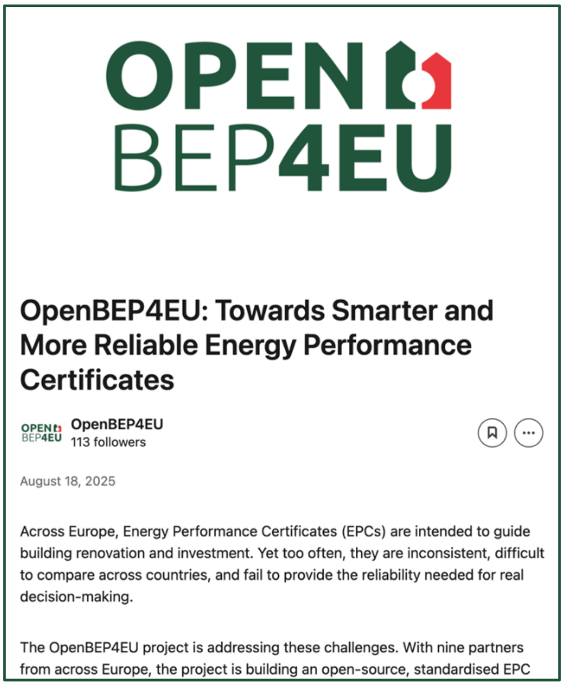

Figure 4: LinkedIn Article as First Newsletter

Website updates

The project website hosts clear, non-technical pages explaining EPCs, SRIs, and the project's goals. These pages function as "entry points" for citizens and journalists and allow all Phase 1 content to be discoverable in one place. The website will also host submitted deliverables, more technical information, as well as presentations of partners, networks, and validation cases.

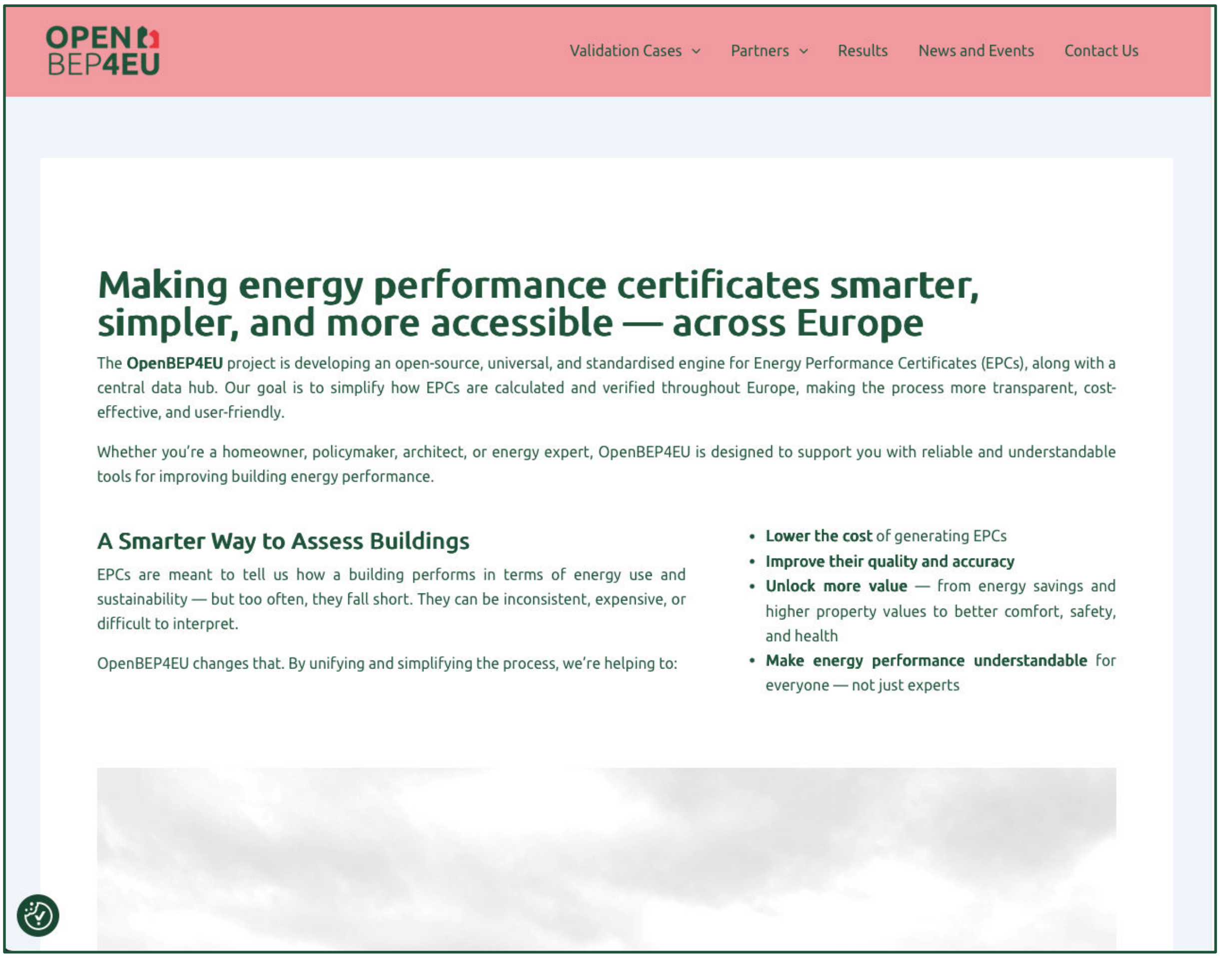

Figure 5: Front page of http://www.openbep4.eu

Event roll-ups and printed flyers

Roll-ups and flyers support visibility at physical events and conferences where the public or mixed audiences are present. Their function is to present the project's core messages in a concise, visually clear format. Roll-ups highlight the project's purpose and key outcomes, while flyers summarise EPC/SRI basics and direct attendees toward the website and articles.

Figure 6: Flyer Design

Figure 7: Roll-Up Design

4.2. Phase 2

Phase 2 focuses on technical and operational audiences like professionals who work directly with EPCs, SRIs, building assessments, digital tools, or data flows. This group requires more detailed content than the civilian audience, but still in a format that is usable in practice rather than deeply academic. The emphasis is on demonstrating *how* the harmonised EPB-based calculation core works, *why* it matters operationally, and how OpenBEP4EU *aligns* with existing industry practice. The purpose of this phase is to:

- Support understanding of how the EPB-based harmonised calculation core functions.
- Show how OpenBEP4EU aligns with existing professional workflows (not replacing national systems).
- Prepare technical users for interacting with the API gateway and open-source components.
- Demonstrate value for daily practice: accuracy, transparency, data reuse, interoperability.

This phase runs partly in parallel with Phase 3 and Phase 4, as technical actors inform both financial and policy discussions.

4.2.1. Tools and channels

Technical explainers and deep-dive articles

Where Phase 1 articles introduce civilian readers to EPCs, SRIs, and open data, Phase 2 provides targeted deep dives. These pieces translate the EPB logic into operational terms, explaining for example, how functionality levels in SRI are classified, how EPB modules map into national EPC engines, what harmonisation changes for auditors in practice, and how calculation transparency improves reliability.

Three scientific, peer-reviewed publications derived from D3.1 and D2.4, will be authored by the responsible WP teams. Six articles will be drafted by partners, intended for platforms such as, the BUILD UP portal, REHVA Journal, Light & Building media outlets, Green Building Council newsletters, Cluster-project channels. These are not outreach articles for civilians, but professional/industry facing, non-scientific, technical summaries — explaining elements like the calculation core, SRI work, data governance, etc. In the table below is a list of the mandatory articles.

Table 2: List of mandatory articles

YEAR	MONTH	TYPE	TOPIC	WP
2026	19	Article	Reviewed article 1	WP01
2026	26	Article	Reviewed article 2	WP01
2026	30	Article	Reviewed article 3	WP01
2026	19	Article	Technical articles in non-scientific for a 1	WP01
2026	19	Article	Technical articles in non-scientific for a 2	WP01
2026	26	Article	Technical articles in non-scientific for a 3	WP01
2026	27	Article	Technical articles in non-scientific for a 4	WP01
2027	30	Article	Technical articles in non-scientific for a 5	WP01
2027	30	Article	Technical articles in non-scientific for a 6	WP01

Workshops and capacity-building sessions

Technical audiences will benefit from structured, guided sessions. These activities will help improve practical uptake and support harmonisation across Member States. These could include demonstrations of how EPB standards are implemented in code, presentations of the intermediary open-source components, early UI feedback activities, and/or sessions coordinated with EPB Center's Learning Centre.

Conference presentations and cluster-network collaborations

OpenBEP4EU participates in events where building-sector and energy professionals, as well as institutions representatives and NGOs meet, e.g. the REHVA Brussels Summit, SRI hybrid events (with related projects), and cluster meetings supported by EPB Center. Not only does participation increase awareness, but it also qualifies the project's work, and supports technical credibility, strengthens alignment across projects, and avoids duplication of effort among EU-funded initiatives.

4.3. Phase 3

Phase 3 focuses on finance and investment, targeting actors who evaluate renovation projects, underwrite risks, and channel capital into the building sector. For this audience, the value of OpenBEP4EU lies not in technical details but in the *predictability*, *comparability*, and *evidence base* that harmonised EPC and SRI calculations make possible. Financial stakeholders require clarity about data quality, consistency across Member States, and the long-term stability of the regulatory framework.

This phase begins once Phase 2 has created a baseline of technical understanding and when WP3 and WP4 start delivering material relevant to investment logic, e.g., co-benefits, performance verification, API interoperability. The purpose of this phase is to:

- Demonstrate how harmonised EPC/SRI data reduce uncertainty about building performance.
- Show how comparable calculations help identify renovation opportunities with high investment potential.
- Support emerging business models (ESCOs, performance contracts, bundled renovations).
- Provide clear, structured information on how data can support risk assessment and long-term asset planning.

This phase focuses on *utility* rather than advocacy — financiers engage when information makes sense in their workflows.

4.3.1. Tools and channels used in Phase 3

Evidence summaries and co-benefits insights

WP3’s work on co-benefits (health, comfort, labour productivity, avoided maintenance costs, avoided stranded assets) becomes highly relevant in Phase 3, as these insights support financiers in understanding why energy-efficiency renovation is low-risk compared with other asset classes, how building upgrades affect asset value, vacancy risk, or operational costs, and what quantifiable benefits exist beyond energy savings

Technical–financial explainers

Short documents (or LinkedIn articles) can be produced in WP5 to translate harmonisation into terms that matter for investment with focus on how comparable EPC results help segment renovation portfolios, why transparent EPB-based calculations increase confidence in expected performance, how SRI readiness indicators can highlight buildings *capable* of providing flexibility services, and/or how open data help financial actors verify that public subsidy schemes are well targeted. Outcomes and findings from work in WP2, 3, and 4, can be reworked in WP5 to support this.

Roundtables, conferences, and sector events

Phase 3 includes targeted meetings with ESCOs interested in performance-based contracting, green-loan providers and mortgage banks, and public financial institutions exploring standardised renovation criteria. Furthermore, partners will participate in relevant events where EPC/SRI harmonisation intersects with investment decisions, cluster events where WP3 co-benefits and WP4 data frameworks can be shared, as well as green-finance roundtables organised by partners like EFIEES, Energate, or national banking associations.

If case studies emerge from work in WP4 providing early validation outputs, these examples can also support how harmonised EPC data reduces uncertainty in property portfolios, how SRI scores can help identify which assets are ready for digital upgrades, and how co-benefits can unlock blended finance for renovation.

4.4. Phase 4

Phase 4 focuses on policy and implementation actors, targeting authorities, assessors, standardisation bodies, and organisations involved in implementing EPC, SRI, and BACS requirements. These stakeholders work directly with regulatory frameworks and national reporting obligations, and they require reliable, consistent, and interpretable performance data. The purpose of this phase is to:

- Support clarity in how EPC and SRI calculations are applied in practice.
- Strengthen understanding of how harmonised EPB methodology assists national reporting and long-term renovation planning.
- Address practical barriers such as training needs, interpretation inconsistencies, and fragmented tool access that can rise from the implementation of the revised EPBD.
- Facilitate dialogue between European/National authorities, auditors, and software providers to ensure feasible and durable uptake.

Communication in this phase focuses on usability, implementation context, and links to policy instruments rather than technical detail alone.

4.4.1. Tools and channels

Policy-oriented summaries and briefs

Short documents can be produced to explain how the harmonised EPB-based calculation core can support national implementation, improve consistency in reporting, and align EPC and SRI workflows. These summaries highlight the relationship between national systems and the shared methodology without prescribing national choices and could be distributed via LinkedIn.

Participation in policy-focused events and roundtables

Engagement in targeted discussions with authorities and standardisation bodies allows the project to present consolidated results, respond to implementation questions, and gather insights that can inform final communication outputs and future policy decisions. These exchanges also support alignment with broader European initiatives.

Coordination with cluster and sister projects

Cooperation with related initiatives (e.g., SRI-related activities, EPB implementation groups) helps strengthen consistency across EU-funded projects and ensures that OpenBEP4EU contributes to collective policy-relevant knowledge rather than duplicating effort.

4.5. Mandatory Activities

OpenBEP4EU is committed to host or participate in 14 workshops or webinars. The table below shows the activities, when they are due and which WP they are related to. The consortium will internally decide the roles of responsible partners for each activity.

Table 3: Mandatory activities

YEAR	MONTH	TYPE	DELIVERABLES	WP	PARTNER	STATUS
2025	6	Webinar/ workshop	Joint Webinar 1 - with sister projects	5	*…EGC*	*…Done*
2026	17	Webinar/ workshop	Joint Webinar 2 - with sister projects	5	*…EU.BAC*	*…Planned*
2026	26	Webinar/ workshop	Joint Webinar 3 - with sister projects	5	*…EPBD*	*…Not started*
2025	6	Webinar/ workshop	Joint Workshop 1	5		
2026	17	Webinar/ workshop	Joint Workshop 2	5		
2026	26	Webinar/ workshop	Joint Workshop 3	5		
2026	27	Webinar/ workshop	Joint Workshop 4	5		
2027	30	Webinar/ workshop	Joint Workshop 5	5		
2025	6	Workshop	Workshop 1 - WP4	4		
2026	17	Workshop	Workshop 2 - WP4	4		
2026	26	Workshop	Workshop 3 - WP4	4		
2026	27	Workshop	Workshop 4 - WP4	4		
2027	30	Workshop	Workshop 5 - WP4	4		
2027	30	Workshop	Workshop 6 - WP4	4		

5. MONITORING AND KPIS

The monitoring of dissemination and communication activities in OpenBEP4EU is based on a set of quantitative Key Performance Indicators (KPIs) covering website traffic, social media activity, publications, events, and joint actions with sister projects. These KPIs were defined as minimum compliance targets to ensure that dissemination and communication obligations are met over the project duration.

Table 2 presents the current status of the KPIs compared to the expected results. At the time of reporting, several indicators show partial progress, reflecting the project's stage and the fact that major technical outputs and validated results are still under development. Website analytics and social media statistics are continuously monitored using standard digital tools, allowing regular tracking of visibility and reach.

For digital channels such as the project website and social media platforms, performance indicators are influenced by publication frequency, project maturity, and the availability of tangible results. Current figures therefore provide a baseline for future comparison rather than a final assessment of impact. Monitoring will continue throughout the project, and dissemination activity will be adjusted as key outputs from technical work packages become available.

The defined KPIs provide a transparent framework for assessing progress and ensuring accountability. They will be reviewed periodically in light of project developments, with particular attention to the release of peer-reviewed publications, non-scientific technical articles, public events, and joint activities with related initiatives.

Table 4: KPIs

TOOLS AND CHANNELS	EXPECTED RESULTS	CURRENT STATUS[1]
Website	• 5,000 pageviews • 2000 entrances • 5% CTR	• Pageviews: 4,851 • Unique pageviews: 3,093 • Clicks through search engines: 17% • Clicks through social networks: 4%
Newsletter	• Min. 2 per year • 30% opens • 10 % click on links	• Newsletter: 1 • Opens: 13,73% (Engagement Rate LinkedIn) • Clicks: 5,6% (CTR)
Social media	LinkedIn: At least 4 updates a year Bluesky: At least 4 updates a year >500 followers in total >3 SoMe campaigns – at least 1 per year	• LinkedIn posts: 18 • Bluesky posts: 4 • Followers: 179 • Campaigns: 0
Peer reviewed articles	At least 3 (1 per year)	Peer reviewed articles: 0
Non-scientific publications	>6 (2 per year) technical articles in non-scientific fora	Technical articles: 0
Project documentation (final report)	>200 downloads from the project website	Downloads: 0

[1] KPIs at 16/12/25

TOOLS AND CHANNELS	EXPECTED RESULTS	CURRENT STATUS[1]
Webinars/workshops	Participation in >5 workshops >100 stakeholders	• Workshops: • Stakeholders
Joint activities with sister projects	3 joint webinars 5 joint workshops >80 stakeholders	• Joint webinars: • Joint workshops • Stakeholders:

6. CONCLUSION

This deliverable presents an updated and more structured approach to dissemination and communication in OpenBEP4EU, reflecting the project's transition from early awareness-raising to a phase where technical results, validation activities, and stakeholder engagement are becoming more concrete.

Compared with the first version of the report, this document places greater emphasis on sequencing, audience differentiation, and practical usability. The four-phase framework provides a coherent way to align messages, tools, and channels with the evolving maturity of project outputs and the differing needs of citizens, professionals, financiers, and policy actors.

The revised stakeholder matrix and the structured overview of communication tools are intended to support more targeted and efficient engagement. By linking stakeholder groups to specific phases and communication formats, the project strengthens its ability to translate technical work into messages that are understandable and actionable for different audiences, while avoiding duplication and fragmented outreach. As technical outputs from WP2, WP3, and WP4 continue to mature, dissemination activities will increasingly focus on explaining use, implications, and integration rather than promotion alone.

Overall, this document aims to support a communication approach that is proportionate, adaptive, and closely connected to project progress. By aligning dissemination activities with technical delivery and stakeholder readiness, OpenBEP4EU seeks to contribute to clearer understanding, more consistent use of building performance data, and improved conditions for long-term uptake of harmonised EPB-based methodologies across Europe.