



D7.1 DISSEMINATION PLANNING AND REPORT V2.0

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D7.1 DISSEMINATION PLANNING AND REPORT V2.0

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Abstract	This deliverable includes the plan for dissemination, communication and networking activities and guidelines. It also includes the plans for engagement with the identified target groups and relevant communities, initiatives, and projects.
Keywords	Dissemination, Stakeholders, Plan

Document Dissemination Level

Dissemination Level	
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Statement on mainstreaming gender

The SNUG consortium is committed to including gender and intersectionality as a transversal aspect in the project's activities. In line with European Union guidelines and objectives, all partners – including the authors of this deliverable – recognise the importance of advancing gender analysis and sex-disaggregated data collection in the development of scientific research. Therefore, we commit to paying particular attention to including, monitoring, and periodically evaluating the participation of different genders in all activities developed within the project, including workshops, webinars and events but also surveys, interviews and research, in general. While applying a non-binary approach to data collection and promoting the participation of all genders in the activities, the partners will periodically reflect and inform about the limitations of their approach. Through an iterative learning process, they commit to plan and implement strategies that maximise the inclusion of more and more intersectional perspectives in their activities.

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2	BECSA SOCIEDAD ANONIMA	BEC	ES
2.1	GLOBALCYCLUS SL	GLO	ES
3	ASOCIACION EMPRESARIAL DE INVESTIGACION CENTRO TECNOLOGICO DE LA CONSTRUCCION REGION DE MURCIA	CTC	ES
4	UNIVERSITY OF STUTTGART	UST	DE
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ABBREVIATIONS

CA	Consortium Agreement
CD	Communication and Dissemination
CINEA	European Climate, Infrastructure and Environment Executive Agency
EC	European Commission
EU	European Union
GA	Grant Agreement
GDPR	General Data Protection Regulation
GHG	Greenhouse Gases
IPR	Intellectual Property Rights
KPI	Key Performance Indicator
MSx	Milestone x
Mx	Month x
NGO	Non-governmental Organisation
nZEB	Nearly Zero-Energy Building
SEO	Search Engine Optimisation
SGDs	Sustainable Development Goals
SMEs	Small and Medium Enterprises
Tx.x	Task x.x
WP	Work Package
ZEB	Zero-Energy Building

EXECUTIVE SUMMARY

This document outlines the planned activities for SNUG Dissemination and Communication, emphasising their important role in ensuring the project's success. The described activities target specific audiences with detailed information on project results for maximum impact, while broader communication activities aim to promote SNUG and enhance its visibility. The strategy strives for a successful communication and dissemination approach throughout the project, providing partners with a flexible strategy to increase outreach and engage audiences.

It highlights the importance of partner involvement and adaptation to national languages and markets. The strategy includes a target group list, detailed actions for effective reach, tools, distribution channels, expected objectives, and impacts, such as the project website and social media. Key Performance Indicators (KPIs), evaluation mechanisms, and modus operandi are also described.

The plan covers SNUG consortium events and workshops, guidelines for reporting external events, and the first press release in the annexes. Additionally, the strategy incorporates project identity and guidelines for consistent recognition and visibility across all communications and materials. All activities will be monitored using templates, with partners responsible for filling the monitoring file and notifying Work Package 7 of future activities during regular planned calls. The report is subject to modifications based on project progress, and the strategy will be continuously reviewed to address challenges and seize opportunities as they arise.

This document has been prepared as part of the Task 7.1 “Dissemination and communication” under Work Package 7 (WP7) “Dissemination, exploitation, social involvement, training & standardisation”.

WP7 serves as the main interface connecting the project with potential users and stakeholders, aiming to facilitate the smooth adoption of project outcomes by the industry. Its objectives encompass activities such as consistently promoting project advancements to ensure their consideration by industry and the public. It involves collaboration with other EU projects and platforms, preparing favourable buying decisions by involving users throughout the project, establishing the groundwork for industry adoption through a clear intellectual property rights (IPR) strategy, and planning customised exploitation pathways for four years post-project completion. WP7 also includes understanding building owners' and users' attitudes, behaviours, needs, and acceptance, analysing user engagement, gender dimensions, and physical barriers throughout development, and contributing to workforce skills, planning tools, standardisation, and policies.

1 INTRODUCTION

The European Union (EU) is addressing the significant environmental impact of buildings, which contribute to over 40% of energy consumption and CO₂ emissions. The EU aims to achieve a fully decarbonised building stock by 2050 through ambitious building standards.

The SNUG project (full name: Innovative methodology based in circular economy and artificial intelligence to foster the transition to Sustainable and very high eNergy performance bUildinGs at a cost optimal level) is aligned with this goal. SNUG focuses on demonstrating an innovative methodology across three real buildings with diverse characteristics, uses, and climates. The objective is to aid planners in selecting optimal insulation materials, their combinations, and placements for new constructions or retrofiting. This approach aims to maximise energy efficiency and minimise greenhouse gas (GHG) emissions throughout a building's life cycle, making Zero-Energy Building (ZEB) ratings more achievable by 2050.

By combining technological innovation, sustainable materials, and comprehensive data, the SNUG project aims to contribute significantly to the EU's goal of achieving a fully decarbonised building stock by 2050. The project emphasises energy efficiency, sustainability, and cost-effectiveness in the selection and application of insulation materials.

This document includes the plan for communication, dissemination and networking activities and guidelines. It also includes the plan for engagement with the identified target groups and relevant communities, initiatives and projects. The Milestone related to this document is the following:

- MS2 - Dissemination, Exploitation and Communication strategies established, to be achieved in the month 3 of the project (January 2024).

The Key Performance Indicators related to this document are the following:

Expected Impact	KPI	Target
Increased collaboration with other initiatives; Synergies establishment for joint research, information exchange and dissemination Increased awareness.	Nº of workshops organised, incl. demos	3
	Nº of multi-stakeholders' events	1
Ideas' gathering and knowledge exchange with relevant communities and initiatives; Information about latest technologies/advantages; Liaisons with other initiatives; Increased awareness.	Nº of attended events	3
	Nº of events with project's presentation	5

Validation of the project's concept, findings and advantages; Promotion of results to scientific communities; Ideas' gathering and knowledge exchange with relevant communities and initiatives.	N° of conference papers	15
	N° of journal papers	8
	N° of articles in industry magazines	5
Communication of project news, events & results; Validation of project's concept, finding and advantages; Ideas' gathering and knowledge exchange; Increased awareness.	N° of industry contact points	40
	N° of industry communities informed about the project	10
Knowledge exchange; Mutual validation of results; Joint dissemination activities; Attraction of potential partners for research collaborations.	N° of projects with synergies	5
	N° of joint activities	3
Communication of project news, events & results; Validation of project's concept, finding and advantages; Ideas' gathering and knowledge exchange; Increased awareness.	N° of internal partners' events	10
	N° of training webinars	3
Communication of project results; Validation of project's concept, findings and advantages; Increased awareness.	N° of working groups	3
	N° of projects presentations in standardisation meetings (online/offline)	2
Main online information point; Communication of project news, events & results; Liaisons with other initiatives, projects through links; Increased awareness.	Website: N° of unique visitors	1000
	Website: N° of page views	3000
Increasing visibility to stakeholders active in social media; Attainment of interest of stakeholders; Viral marketing by	Social media: N° of followers	2000

"word of mouth" through the followers; Direct communication mechanism with followers.	Social media: N° of engagements	1000
Communication of the main project's concepts and advantages in an easily understandable manner.	Social media: N° of posts	20
	Social media: N° of interactions	1000
Communication of project news, events & results; Increased awareness.	N° of press releases	6
Unique branding and visual identity of the project; Provision of instant information about the project Creating a unified experience for the audiences targeted; Improves communication of results and information provision during events.	N° of project's factsheets / brochures and banners	3
	N° of newsletters	8
	N° of videos	2
	N° of blog posts in relevant channels	10

TABLE I: KPI OVERVIEW

1.1 CONNECTION WITH OTHER TASKS, DELIVERABLES AND MILESTONES

Since communication and dissemination is a transversal aspect of the SNUG project, the document is related to all activities performed under the project, including tasks, deliverables and milestones. SNUG activities that have a strong connection to this document can be found below:

Name of the activity	Summary	Connection with D7.1
Task 7.1 Dissemination and communication	This task will coordinate and run all the activities relevant to the promotion, awareness and call-to-action on the project.	This document reflects the plan, strategy and reports the activities defined under the Task 7.1.
Task 7.2 Exploitation, IPR and business	This task aims to explore sustainability possibilities, encompassing legal frameworks, IPR considerations, viable business models, revenue streams, and	This task will support the communication and dissemination plan, by defining the target

<p>sustainability measures</p>	<p>deployment plans for sustained impact on building renovation materials beyond the project's conclusion.</p>	<p>customer of the project products, prototypes and services.</p>
<p>Task 7.3 Establishment of tool functionality involving end users' vision</p>	<p>The objective of this task is to develop a quantitative survey on building owners' and users' attitudes, behaviour and needs, focusing on their awareness, acceptance, behaviour-related factors affecting the applicability of the developed technologies, willingness to pay, etc.</p>	<p>This document will support the strategy for the survey dissemination through the SNUG communication and dissemination channels.</p>
<p>Task 7.4 Training</p>	<p>The objective of this task is to build capacity and transfer the knowledge about technologies and materials developed in the project to a wide audience of stakeholders, through a specific training activity.</p>	<p>This document will support the task implementation by giving the guidelines for producing the visuals for the training, supporting the definition of the target audiences.</p>
<p>Task 7.5 Standardisation, regulation and policy analysis</p>	<p>This task will perform analysis of existing standards and ongoing standardisation work, with a yearly update and will provide an updated repository of standards.</p>	<p>This document will support the strategy for the standardisation efforts dissemination through the SNUG communication and dissemination channels.</p>
<p>D7.2 Market Analysis report</p>	<p>This document reports the outcome of the analysis of the innovation framework (PESTEL analysis) including the competitive and cooperative environment.</p>	<p>The D7.2 will support the fine tuning of the SNUG communication and dissemination target audience.</p>
<p>D7.3 Exploitation and IPR management plan</p>	<p>This plan specifies at each stage in the project for each of the six outcomes and the patents filed, which exploitation steps shall be taken and reports on the outcomes. Measures will include contacts to potential retailers, to potential franchise partners and demonstrator visits by market partners.</p>	<p>The D7.3 will give guidelines to the communication and dissemination plan: it is where the level of dissemination of content (defining if it is confidential or public).</p>

<p>D7.4 Stakeholder analysis report</p>	<p>This document reports the stakeholder analysis results based on the quantitative survey on building owners and users, the feedback provided by the demo sites key persons and potential users, and the two-phase survey targeting the actual users of all the demo sites.</p>	<p>This document includes the first results of the stakeholder analysis, which highly supports the communication and dissemination strategy.</p>
<p>D7.5 Training plan</p>	<p>This deliverable aims to materialise the training that will be developed under the SNUG project in different types of educational material.</p>	<p>This document will support the development of the training materials, mainly with the definition of the target audience for the training and also with the templates for the training visuals.</p>
<p>Milestone 2: Dissemination, Exploitation and Communication strategies established</p>	<p>Dissemination, Exploitation and Communication plan and report set up and approved by all partners.</p>	<p>The elaboration of D7.1 will support the achievement of the Milestone 2.</p>

TABLE 2: D7.1 CONNECTION TO OTHER TASKS, DELIVERABLES AND MILESTONES

2 COMMUNICATION AND DISSEMINATION STRATEGY

The primary goal of SNUG's communication and dissemination activities is to effectively engage stakeholders and contribute to impactful outcomes. Partners are encouraged to follow, select from, and complete each step, enhancing outreach. The strategy will involve collaboration with the EC and SMEs Europe press offices, guaranteeing alignment with other initiatives, projects, and activities under the same topic. Ensuring the active participation and awareness of all partners in ongoing activities is crucial for optimal performance.

The strategy initiates with the establishment of the SNUG visual identity, including the identification of communication channels and the creation of project tools for disseminating progress and major events. It further includes a detailed list of target groups (audience) along with specific actions outlining how to reach them effectively. To achieve this, a tailored set of communication and dissemination tools will be implemented during the project, aligning with the characteristics of the identified target groups. These instruments encompass:

Project website: The project website will serve as a central hub for communication, featuring relevant information on project pilot demonstrators, and advanced materials for innovative insulation systems in buildings. Users can register and actively participate in forum-type discussions. The website will also function as the SNUG BlogSpot, where demonstrator owners share experiences, stories, perspectives, and early feedback from potential end-users.

Social media accounts: As the dissemination leader, F6S will establish, manage, and disseminate content through social media channels on platforms like LinkedIn, Twitter, and other relevant networks identified by the consortium. The primary objective is to boost the project's visibility, raise awareness of its results, and showcase the achieved impact within the specified stakeholder groups. It will take advantage of tools such as promotional videos, press releases, and scientific publications.

Community building: SNUG aims to strengthen its impact and enhance the potential exploitation of project results by fostering a community. This initiative seeks to bring together innovators of building solutions and their potential end-users, accelerating the adoption of novel techniques and materials to expedite the renovation processes of existing buildings in Europe. It will be achieved through various means, such as attendance at relevant events (including forums, conferences and fairs) in the field, contact with relevant stakeholders/key opinion leaders, and production of relevant documentation (for example scientific articles) and contact with other projects in the same field. The community building will encompass:

- **Event organisation:** Project partners will actively support representatives in organising events to disseminate the results of local ecosystem visits. This includes encouraging participation from other ecosystem players and SMEs. Additionally, a European SNUG conference is planned at the project's conclusion, featuring key results, SNUG service providers, discussions on startup migration and policy recommendations.

- **Synergies with EU projects/initiatives:** Collaborative efforts with several EU projects/initiatives related to SNUG objectives will be pursued. Sessions or workshops will be organised jointly with other EU projects/initiatives in sustainable buildings. The consortium will coordinate joint activities with other consortia under the HORIZON-CL5-2022-D4-02-05 call, exploring potential synergies with various projects.
- **Training sessions and webinars:** The project will conduct training sessions, masterclasses, webinars, and workshops to promote SNUG results and capacity-building, developing and strengthening the skills, knowledge, competencies and attitudes of potential end-users. A webinar platform will be utilised for dissemination, enhancing the consortium's outreach to relevant entities in the construction sector.

Collaboration with the European Construction Technology Platform (ECTP): SNUG partners will closely collaborate with the ECTP to connect with European innovation ecosystems in the construction sector. ECTP will serve as a key partner for international outreach and dissemination of key messages across research, industrial innovation, and policymaking ecosystems.

Engagement with the Circular Cities and Regions Initiative (CCRI): AID, on behalf of IVACE (Valencian Institute for Business Competitiveness) representing the Comunitat Valenciana CCRI-fellow, participates in the CCRI and working group of industrial symbiosis, promoting circular economy policies and actions carried out in the Valencian Region, as well as exchanging knowledge with other EU cities or regions involved. AID will leverage this initiative to disseminate SNUG results related to EC principles in the building sector and industrial symbiosis.

National outreach: F6S will coordinate national outreach efforts in the member states and associated Horizon Europe countries. Each partner will engage its national ecosystem, ensuring representation from various fields within the construction sector.

The team will develop the needed visuals (for example: posters, flyers, videos, factsheets, etc.) to support the communication and dissemination activities. The plan's core components will cover tasks, designated partners, utilised materials, target audience and scheduling. It will guarantee active involvement with all crucial stakeholders through diverse methods, including tailored messages disseminated via pertinent communication tools like scientific conferences, publications in peer-reviewed journals and videos. Each project partner will contribute to the communication efforts, utilising their individual systems and channels, such as websites and newsletters, to enhance the visibility of project results and advocate for their utilisation both during and after the project's duration, thereby maximising impact.

Partners are encouraged to synchronise communication and outreach efforts throughout all SNUG initiatives. This entails effectively conveying research advancements, coordinating relevant events, interacting with target audiences, collaborating with related projects, sharing insights from use-case development, and cultivating synergies with other partners and channels. Additionally, partners are urged to connect with local and national media (press, radio, TV) by providing interviews, visits and demonstrations to boost project visibility.

The allocation of communication and dissemination responsibilities among partners is as follows:

- All partners actively participate in communication and outreach activities, utilising designated channels and tools. The Task 7.1 lead (F6S) will offer support to partners in executing communication and dissemination tasks.
- Each partner is responsible for providing content related to their project activities, which F6S will utilise for blog posts on the project website, various online channels, among others. F6S is tasked with developing project newsletters, with partners contributing relevant information.
- F6S is responsible for managing social media networks and the website, while all partners will actively engage with these platforms through actions such as liking, following, reposting, and posting on their own channels.
- Regular and punctual reporting of communication activities is a joint responsibility shared by all partners.

2.1 COMMUNICATION AND DISSEMINATION GUIDELINES

Creating a compelling project communication and dissemination activity involves careful planning, effective communication and engaging visual elements.

To support the partners and the standardisation of the activities, the team developed simple and concise guidelines that should be taken into account before implementing any communication and dissemination (CD) activity:

Understand your audience	Know your audience's level of expertise, interests, and expectations. Tailor your CD content to resonate with the specific needs and concerns of your audience.
Define clear objectives	Clearly state the objectives of your communication/dissemination activity. Ensure that it contributes to achieving these objectives.

Structure the content	Use a consistent structure for the CD activity, such as problem statement, solution, benefits and next steps.
Engaging opening	If an oral presentation, start with a compelling hook to capture your audience's attention. Clearly articulate the purpose and significance of the SNUG project.
Visual appeal	Use professional and visually appealing content. Incorporate graphics, charts, and images to enhance understanding. Whenever possible use the project templates or ask F6S support to develop your visuals.
Clear messaging	Use concise, clear and gender inclusive language; avoid jargon unless your audience is familiar with it. Clearly communicate the problem that SNUG is addressing and the proposed solution.
Highlight benefits	Emphasise the positive impact and benefits of the SNUG project. Clearly explain how the project adds value or solves a problem.
Data and evidence	Support your claims with relevant data, statistics and evidence. If possible, use visuals to present complex data in an easily digestible format (partners can ask F6S to provide these).
Storytelling	Craft a narrative that connects with your audience emotionally. Share real-world examples, or case studies to illustrate key points.
Interactive elements	If possible, encourage audience engagement through questions, polls, or discussions. Incorporate interactive elements to make your CD activity more memorable.
Call to action	Clearly outline the next steps or actions you expect from your audience. Include contact information or ways for the audience to follow up.
Time management	Respect your allotted time and stay within the agreed-upon duration.
Closing impact	Summarise key points and restate the main takeaways. End with a strong closing statement that leaves a lasting impression.
Follow-up materials	If possible and needed, provide additional resources or materials for those interested in learning more. Don't forget to share contact information for further inquiries or collaborations.

TABLE 3: COMMUNICATION AND DISSEMINATION GUIDELINES

2.2 STAKEHOLDER ANALYSIS

To ensure successful engagements and mitigate potential risks, several criteria must be considered. This includes preventing mismatches between topics and stakeholder groups and ensuring a balanced consideration of stakeholders' perspectives. The stakeholder analysis serves as a crucial step in designing subsequent activities and future collaborations. This phase aims to determine stakeholders' positions, interests, influence, focus, networks, liaisons, and other characteristics, enabling their potential contributions and relevance to the SNUG project and future engagements with similar topics to be assessed. This approach fosters enduring cooperation between stakeholders and underscores the importance of building partnerships to enhance project outcomes. Additionally, BRI conducted an exercise to gather input from SNUG partners, discussing the list of stakeholders, their main role, position in the value chain and, finally, distributing them in the Mendelow Matrix. According to the discussion and by using the Buying Center concept, the first list of stakeholders' roles was the following:

Stakeholder	Initiator	Influencer	Gatekeeper	Decider	Buyer	User
Retailer		o	o			
Financier	o					
Building developer	o					
Owner	o	o	o	o	o	o
Architect / Designer / Master builder		o	o	o		
(Civil) Engineer		o	o			
(Energy) Consultant		o				
B&C company / main contractor		o	o	o	o	
B&C company sub contractor					o	
Construction worker / Supervisor						o
Transport Company						
Resident / Employee / Client						o

FIGURE 1: STAKEHOLDERS' ROLES

It is clear that the project will contact stakeholders with different roles, from initiators, influencers, gatekeepers, deciders, buyers and end-users.

From this exercise it was concluded that the SNUG target stakeholders can be divided according to the value chain related to the project:

Production				Planning & Financing				Construction				Use				End-of-Life				Indirect stakeholders							
Raw material supplier (bio-based, recycled, smart)	Transport company	Manufacturer	Retailer	Financier	Building developer / Real Estate Agency	Owner (private, public, commercial)	Architect / Designer / Master builder (Civil) Engineer	(Energy) Consultant	B&C company / main contractor	B&C company sub contractor	Construction worker / Supervisor	Transport company	Resident / Employee / Client	Facility / Building manager	Maintenance and repair company	Energy supplier / Utilities	Demolition/deconstruction company	Transport company	Waste management company	Disposal company	Research organisation	Professional B&C organisation	Vocational Training Center	Certification provider / Auditor	Government authority	Public authority	General public /NGOs

FIGURE 2: SNUG STAKEHOLDERS IN THE VALUE CHAIN

Additionally, each kind of stakeholder were distributed in a Mendelow Matrix, according to their expected level of power and interest in the project results:



FIGURE 3: MENDELOW MATRIX

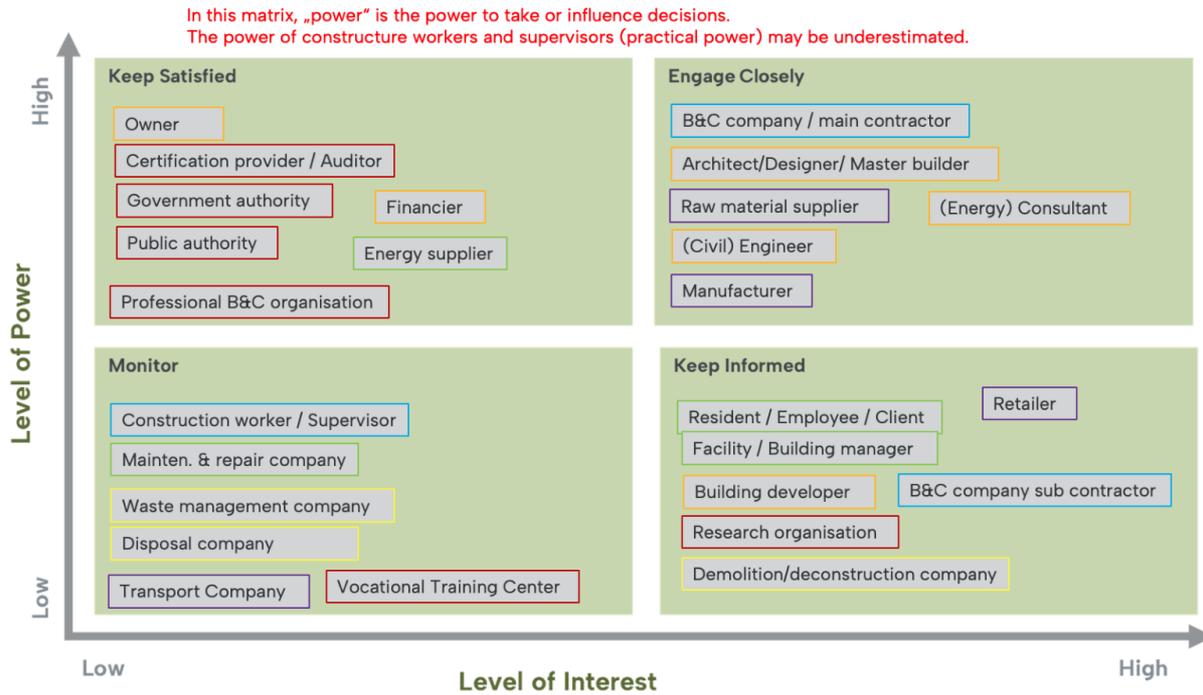


FIGURE 4: SNUG'S MENDELOW STAKEHOLDER MATRIX

2.3 TARGET AUDIENCES AND KEY MESSAGES

SNUG employs targeted approaches, utilising specific/mass channels or direct contacts (surveys, interviews, capacity-building events, etc.) to engage its audience. The project strategically divides its target groups into six major categories, tailoring messages to highlight project relevance, potential benefits, and knowledge exchange, using specific channels for each. The primary objective of our dissemination and communication plans is to bridge knowledge gaps related to energy poverty, the need for improved energy efficiency in households, autonomy, resilience and decarbonisation of Europe’s building sector. To achieve this, identifying the right audience is crucial.

For optimal results, SNUG must secure the involvement and commitment of key stakeholders, conduct assessments, generate knowledge and develop suitable tools for wide deployment and integration through various engagement means. Leveraging the consortium's extensive network, SNUG will disseminate tailored messages EU-wide, aligning communication activities with stakeholders' specific interests.

The project's voice and message will adopt a tone and nudges designed to instigate change and action. Diversifying content, including news, publications and videos, and incorporating visuals like graphs and images, enhances reader attention.

The table below provides a consolidated overview of our audience (bearing in mind the stakeholder analysis exercise), their needs, the channels to reach them and key messages, with the understanding that these messages will evolve based on actual data and outcomes as the project progresses:

Target Audiences	Key Messages	Tools and channels
Public authorities Energy Authority Regulatory National Energy Laboratories Renewable State Energy Office National Institutes of Standards and Technology (NIST) Departments of Housing and Urban Development (HUD)	"Implementing energy-efficient practices in buildings aligns with Europe's climate action goals, promoting a more efficient and sustainable future."	Press releases Newsletters Conference presentations Journal articles
Public sectors Vocational Centres Training Energy suppliers Professional organisations B2C	"The SNUG project offers cost-effective solutions, providing long-term savings for both the public and private sectors while promoting energy resilience."	Press releases Newsletters
Industry Maintenance & repair companies Waste management companies/sorting & treatment companies Disposal companies Transport companies Raw material supplier	"Implementing cutting-edge technologies and materials in energy-efficient building solutions positions your industry as a leader in innovation and showcases your commitment to a smart and sustainable future."	Newsletters Videos Conference presentations Workshops/webinars Brochures/flyers

	<p>Manufacturers</p> <p>Retailers</p> <p>Demolition/deconstruction companies</p>	<p>"Our project leverages the latest advancements in energy-efficient technologies, demonstrating our dedication to staying at the forefront of industry developments."</p>	
Policymakers	<p>European Commission</p> <p>Observatories/Think tanks</p> <p>Certification providers/Auditors</p> <p>Local Government Officials</p> <p>Local Urban Planning Directors</p>	<p>"Results of the SNUG project align seamlessly with existing European/national policies and strategies, demonstrating a unified commitment to achieving energy efficiency and sustainability goals."</p> <p>"By supporting this initiative, policymakers reinforce their commitment to a sustainable and energy efficient future and set an example for other jurisdictions to follow."</p>	<p>Newsletters</p> <p>Communication with the EC's Project Officer</p> <p>Stakeholder meetings and presentations</p> <p>Email</p>
Society	<p>Civil society organisations (CSOs)</p> <p>General public</p> <p>NGOs</p> <p>Construction workers</p> <p>Civil engineers</p> <p>Architects/designers/Master builders</p>	<p>"The SNUG project emphasises community involvement, providing resources and support for residents and businesses to adopt energy-efficient practices, technologies and materials."</p>	<p>Press releases</p> <p>Blogs</p> <p>Videos</p> <p>Social media</p>

<p>Other EU-funded projects, including the New European Bauhaus, the Built4People partnership, and relevant EC projects</p>	<p>"Collaboration between projects enhances the scalability of our solutions, contributing to a more significant and lasting impact on the building energy and sustainability landscape."</p>	<p>Email Conference/meetings Webinars/workshops Joint activities</p>
---	---	--

TABLE 4: TARGET AUDIENCES AND KEY MESSAGES OVERVIEW

3 COMMUNICATION

The SNUG project aspires to contribute to a world where buildings seamlessly integrate with the environment. To turn this vision into reality, an innovative methodology grounded in circular economy principles and artificial intelligence will be developed with the ultimate goal of enhancing building energy efficiency and sustainability by empowering architects and builders to make greener choices.

In this context, the implementation of an integrated communication strategy is key to SNUG’s success. Such a strategy will be instrumental in raising awareness in the early stages as well as effectively ensuring the project's continued visibility, paving the way for a paradigm shift within the construction sector.

SNUG’s communication strategy covers a myriad of channels and tools – ranging from establishing a distinct brand identity and a dedicated website to harnessing the influence of social media, media relations and content marketing. This multifaceted approach seeks to position SNUG as a pioneer in sustainable thermal insulation solutions for energy-efficient buildings, actively engaging a wide audience that includes all the stakeholders identified in section 2.2.

The overarching objectives guiding SNUG's communication strategy are outlined in the figure below.

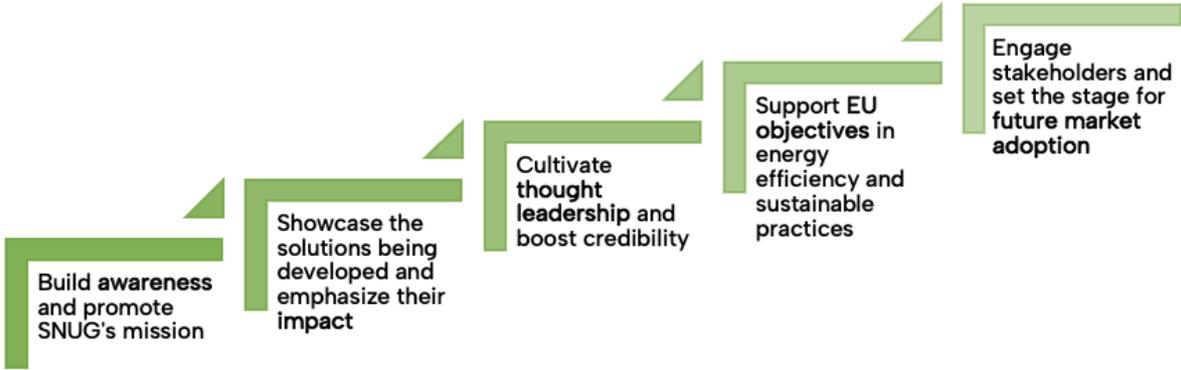


FIGURE 5: COMMUNICATION STRATEGY OBJECTIVES SUMMARY

In the following subsections of this chapter, we will delve into the specifics of each communication channel/tool, providing more information on how they will be strategically leveraged.

While F6S is taking the lead in the communication activities, collaboration and support from all partners, according to their capabilities and expertise, is strongly encouraged. This collective effort will be fundamental to optimise and expand the project's reach even further.

3.1 LOGOTYPE AND BRAND VISUAL IDENTITY

The very first step in the process of setting up the communication strategy for SNUG involved the creation of a logotype, in alignment with the project's vision and scope. This brand identity is the element that will bind all subsequent promotional activities and materials.

Therefore, we sought to establish a brand that would not only resonate with the target audience but also instantly communicate the fundamental essence of the project: buildings, construction and sustainability.

A comprehensive document containing the SNUG's brand guidelines has been made available in the SharePoint repository. This file goes through brand elements such as typography and colour palette and provides instructions on appropriate use of the logotype.

3.1.1 LOGOTYPE

The SNUG logo visually captures the essence of the project by depicting a house emerging from a seedling. This design concept succinctly conveys the ultimate goal of the SNUG project: to foster the transition to sustainable buildings and ignite the green construction revolution.

The deliberate choice of the colour green holds significant meaning, as it symbolises SNUG's core commitment to environmental sustainability across the full lifecycle of buildings, from inception to assembly.

This logo will be used in diverse formats over the course of the project, adjusting to different templates/materials as required.



FIGURE 6: SNUG MAIN LOGOTYPE



FIGURE 7: SNUG LOGOTYPE SECONDARY VERSIONS



Figure 8: SNUG logotype Black and white versions



The height of the capital letters define the ideal space around the logotype

FIGURE 9: RECOMMENDED CLEAR SPACE

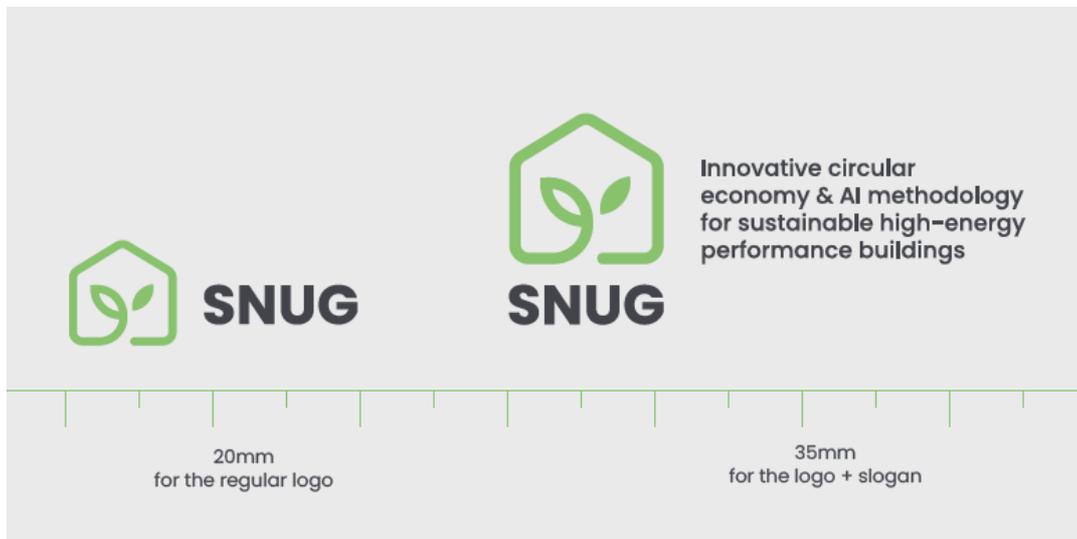


FIGURE 10: RECOMMENDED MINIMUM SIZE IN PRINT

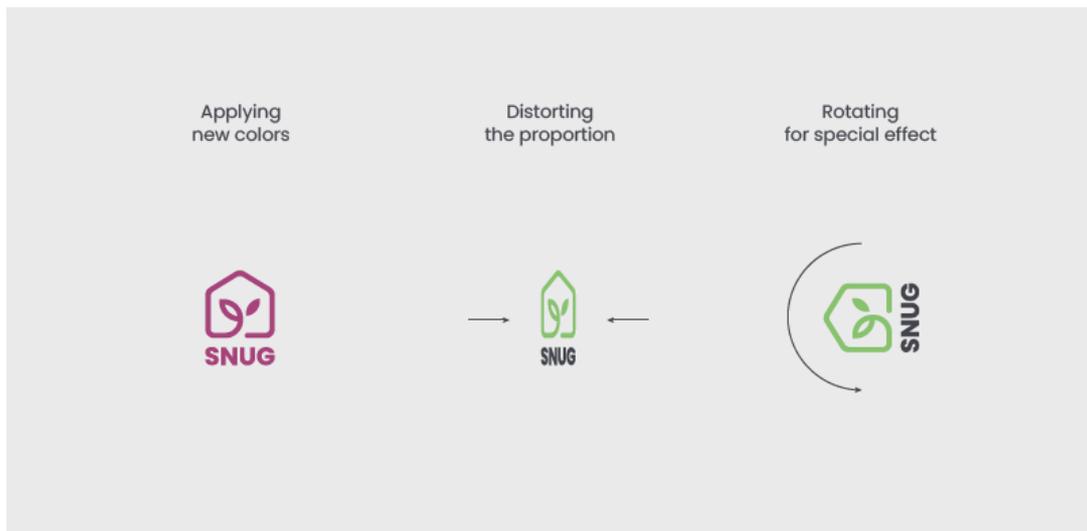


FIGURE 11: EXAMPLES OF INAPPROPRIATE LOGO USAGE

3.1.2 COLOUR PALETTE

The colour palette for the SNUG brand features 2 primary colours and 2 secondary colours.

The predominance of the colour green plays a significant role in establishing a subconscious link between SNUG and sustainability in the minds of our target audiences, effectively articulating the project’s along with the building shape of the logo.

This colour scheme will serve as the foundation for all graphics related to the project – official documents (deliverables and presentation templates) and promotional materials (social media and print).

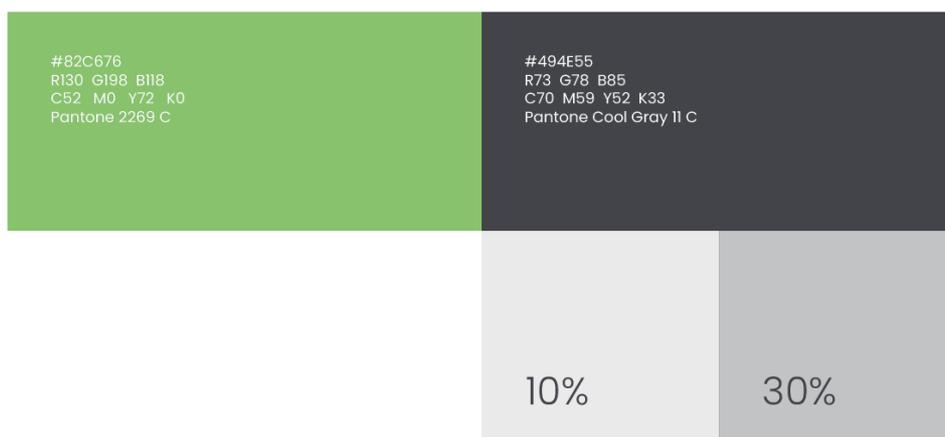


FIGURE 12: SNUG COLOUR PALETTE

3.1.3 TYPOGRAPHY

The typography for the SNUG brand includes two different fonts. Both are Sans Serif fonts with a minimalist design, which ensures consistency across the different mediums utilised.

The primary font, Poppins, is a Google open-source font family. This font will be used for digital and print visual materials.

To mitigate file deformation issues and enhance readability, a secondary font, Arial Nova Light from the Microsoft Office Suite, has been selected. This font will be used for official documents (Word and PowerPoint).



FIGURE 13: SNUG TYPOGRAPHY

3.1.4 FUNDING INFORMATION

In compliance with the European Commission's policy, all SNUG communication activities (i.e: media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result will acknowledge European Union support and incorporate the European flag (emblem) and funding statement (translated into local languages, where appropriate).

As two of the project partners originate from countries outside of the European Union and are receiving funding from their respective national entities – the Swiss State Secretariat for Education, Research and Innovation (SERI), and the UK Research and Innovation (UKRI) –, the same acknowledgement procedure applies to both external funding sources, according to their specific guidelines.

 <p>Co-funded by the European Union</p>	<p>Co-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 or the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them.</p>
 <p>Schweizerische Eidgenossenschaft Confédération suisse Confederazione Svizzera Confederaziun svizra</p> <p>Swiss Confederation</p> <p>Federal Department of Economic Affairs, Education and Research EAER State Secretariat for Education, Research and Innovation SERI</p>	<p>This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).</p>
 <p>UK Research and Innovation</p>	<p>UK Research and Innovation, Horizon Europe Guarantee.</p>

FIGURE 14: FUNDING ACKNOWLEDGEMENTS FOR COMMUNICATION AND DISSEMINATION ACTIVITIES

When displayed alongside other logos, all emblems should be at least as prominent and visible as the other logos.

It is important to mention that the funding statements and disclaimers have been included in the “About” section of the project’s social media accounts. Additionally, the emblems have been integrated in the cover pictures and will be incorporated in every post accompanied by original visual content.

3.2 PROJECT VISUALS

Once SNUG’s brand identity had been established, we developed a set of templates aimed at creating a unified visual experience for the target audiences and improving the communication of information on the project across different contexts, be it digital or in-person.

Partners must use the provided templates for their communication and dissemination initiatives associated with SNUG.

All the templates presented below are intended as references and are to be updated as the project progresses. New templates will be created whenever deemed needed.

3.2.1 DIGITAL TEMPLATES

- **Deliverable template** – a Word template for deliverables and reports (see Annex 1);
- **Meeting minutes template** – a Word template for meetings documentation, including list of participants, agenda, key discussion topics, and action points (see Annex 2);
- **General presentation template** – a PowerPoint template for presentations, both internal and external (see Annex 3);
- **Abstract presentation template** – a PowerPoint template for partners to use when participating in conferences and congresses to present their research results (see Annex 4);
- **Zoom background** – a Zoom background template for online meetings and events has been created for the consortium to use when participating in events and meetings in representation of the SNUG project (see Annex 5).

All these file templates have been uploaded to the SharePoint repository for partners convenient access and use.

Later in this chapter, social media and newsletter templates will be presented as well (please refer to the subsections 3.4 and 3.7).

3.2.2 OFFLINE MATERIALS

The formats listed below are meant for in-person events. More elaborated versions with tailor-made content will be crafted in the upcoming months, aligning with the project's priorities and the specific needs of partners.

- Poster



FIGURE 15: POSTER MOCK-UP

- Roll-up

SNUG
Innovative circular economy & AI methodology for sustainable high-energy performance buildings

snugproject.eu

SNUG is pioneering sustainable construction solutions, addressing the significant environmental impact of buildings. Through an innovative methodology designed to assist architects and builders in choosing the most appropriate thermal insulation materials and strategies for new construction or renovations, this EU project aims to reshape the construction industry, maximizing energy efficiency, minimizing greenhouse gas emissions and fostering a greener future for buildings and communities.

The SNUG project is an innovation action co-funded by the European Union through the Horizon Europe Programme, the UK Research and Innovation (UKRI) and the State Secretariat for Education, Research and Innovation (SERI).

During the project's lifespan, we will develop:

- DIGITAL TOOL ASSISTANT**
Offer tailor-made options of thermal insulation materials and layouts, taking into account technical, environmental, and economic inputs.
- SUSTAINABLE-BY-DESIGN THERMAL INSULATION MATERIALS**
Made of locally sourced renewable materials and bio-based components, with a focus on cost-effectiveness.
- THERMAL INSULATION MATERIALS DATABASE**
Catalog both existing and new solutions, providing life cycle assessment details through an open data tool.
- DIGITAL BUILDING LOGBOOK**
Facilitate decision-making and information sharing, connecting building owners, occupants, financial institutions and public authorities.

Our main goals are:

- Develop sustainable and cost-effective building materials for optimized thermal insulation based on circular economy.
- Empower architects and builders to make eco-friendly choices by leveraging the power of artificial intelligence building stock.
- Alleviate energy poverty through enhanced building energy efficiency.
- Reduce emissions from the construction industry while advancing the decarbonization of EU's building stock.

42 months **17 partners** **11 countries**

Powered by

ALDIME, Becsa, CCFON, University of Stuttgart, CHIMAR, BIM, IBS, KATE CRE, BRIMATECH, KERRY, AUSTRALIAN STANDARDS, Hegghalen | Beilfeld, FAKTEORY GROUP, KITEC, KASTAMONU, LURTIS RI, Globalcycclus

Project funded by

Co-funded by the European Union, Austrian Research Promotion Agency, UK Research and Innovation, State Secretariat for Education, Research and Innovation

FIGURE 17: ROLL-UP MOCK-UP

SNUG is dedicated to embracing an environmentally conscious approach to promotional materials, aiming to reduce the consumption of natural resources. For this reason, the

quantities of physical promotional materials to be produced will be thoughtfully evaluated on each occasion, ensuring the adoption of responsible and sustainable practices.

3.3 WEBSITE

3.3.1 STRUCTURE

SNUG's website is live at <https://snugproject.eu/>. The website will serve as the central hub for comprehensive information about the project, opening it up to a global audience and functioning as a key communication channel for news, events and updates related to both the demonstrators and the solutions for novel building thermal insulation systems under development.

Currently, only the homepage is available but further sections will be added shortly, according to the website structure described below and illustrated in Figure 18.

The website will be organised into the following sections:

- **Homepage**
 - introduces the project, providing an overview of its mission and goals;
 - includes a direct newsletter subscription form.
- **About us**
 - gives additional context on the project;
 - presents the consortium partners in-depth.
- **Use cases**
 - outlines the scope of each demonstrator (one subpage per demo) and offers ongoing updates on their progress.
- **Blog**
 - highlights project milestones, events and other initiatives;



– features opinion articles or blog posts centred on relevant topics taking into account the project’s focus.

- **Resources**

– integrates a forum to spark discussion and feedback exchange around the project’s demonstrators and solutions;

– compiles files, including scientific publications; deliverables cleared for public access; and a press kit with all the essential communication assets.

- **Contact**

– lists the project’s contacts (email address and social media handles) and includes a form for users to submit inquiries, provide feedback or send messages.

The footer contains the funding acknowledgement, the links to social media, the gender balance statement, and the terms of use, privacy policy and cookie policy.

snugproject.eu					
Homepage	About us	Use cases	Blog	Resources	Contact
	The project	Demo 1: Switzerland	News	Forum	
	The partners	Demo 2: Spain	Events	Scientific publications	
		Demo 3: Norway	Articles	Press kit	
				Deliverables	

FIGURE 18: WEBSITE MAP

The website content will be updated throughout the project’s lifespan. New sections or modifications to the proposed ones will be made to cater for evolving needs whenever applicable.

SNUG’s website has a clean and modern design layout, prioritising a user-friendly experience, mobile responsiveness, and search engine optimisation.

Regular web analytics traffic monitoring will be carried out to assess website visitors, demographics, and overall performance, taking advantage of the Google Analytics tool.

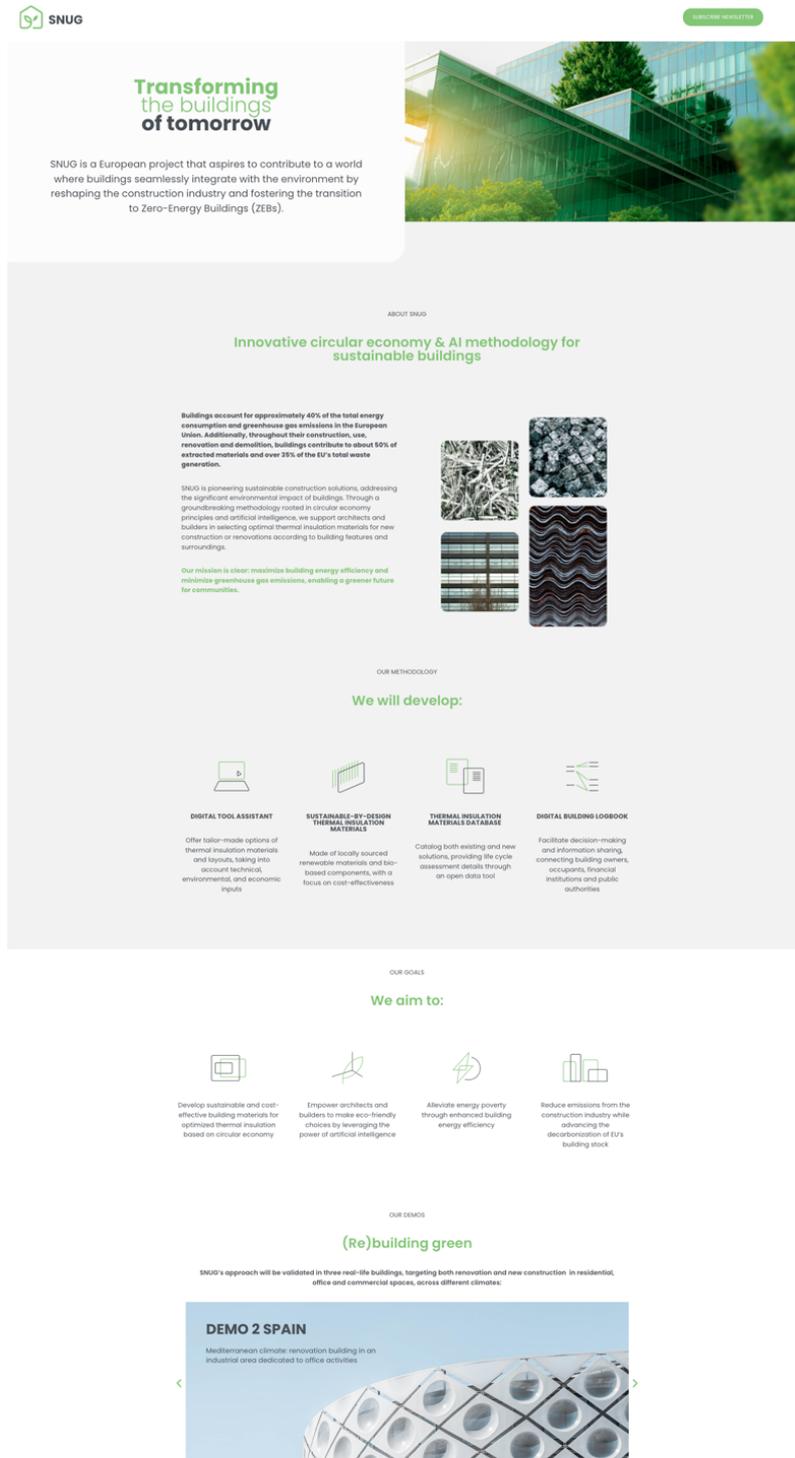


FIGURE 19: WEBSITE LANDING PAGE PREVIEW

3.3.2 MAINTENANCE

The website domain – snugproject.eu – has been secured for the 42-month duration of the project, with an additional extension of five years after the project ends.

The website was built on WordPress and it is fully compliant with Privacy and Data protection laws. English is the designated language of preference for the website. Its maintenance is being done by F6S partner.

3.3.3 EMAIL ACCOUNT

An email account – info@snugproject.eu – has been established in connection with the website domain. This account will be included in all used communication and dissemination channels/tools, namely the website, social media accounts, media relations, newsletters, printed material, etc. F6S will be responsible for the administration of the account – inquiries, comments, and information will be forwarded to partners if necessary.

3.4 SOCIAL MEDIA CHANNELS

A mix of social media channels – [LinkedIn](#), [X/Twitter](#), and [YouTube](#) – will be leveraged as a key component of SNUG’s communication strategy to ensure consistent visibility and interest for the project, its activities and its outcomes, aligning with the identified target audiences and key messages (section 2.3).

These online platforms will also be instrumental in strengthening and maximising the project’s impact by fostering a community of potential end-users, in preparation for future market adoption.

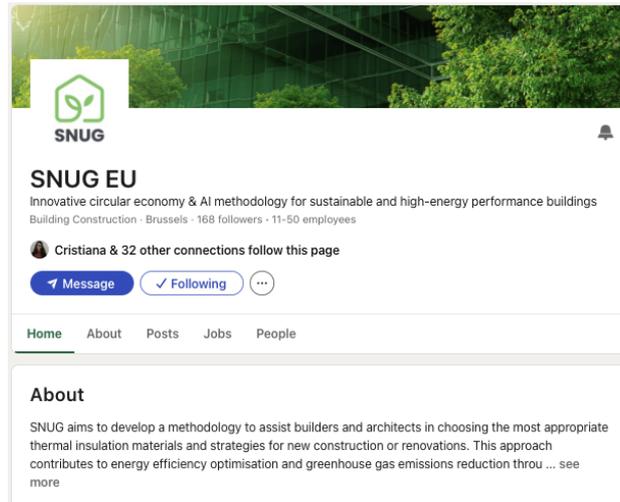


FIGURE 20: SNUG LINKEDIN PAGE



FIGURE 21: SNUG X/TWITTER PAGE

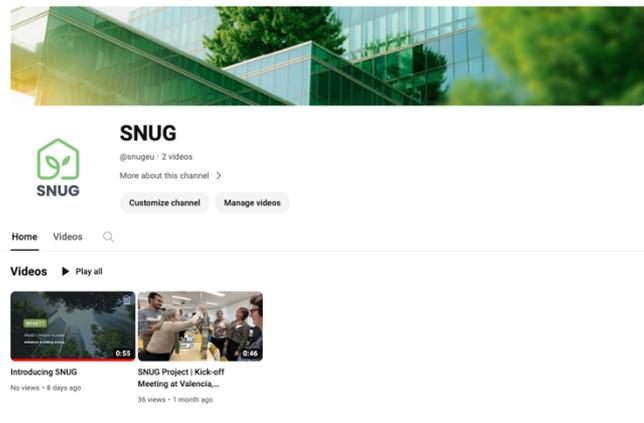


FIGURE 22: SNUG YOUTUBE PAGE

Figure 23 summarises our main social media goals and Table 5 details our approach to each social media network.

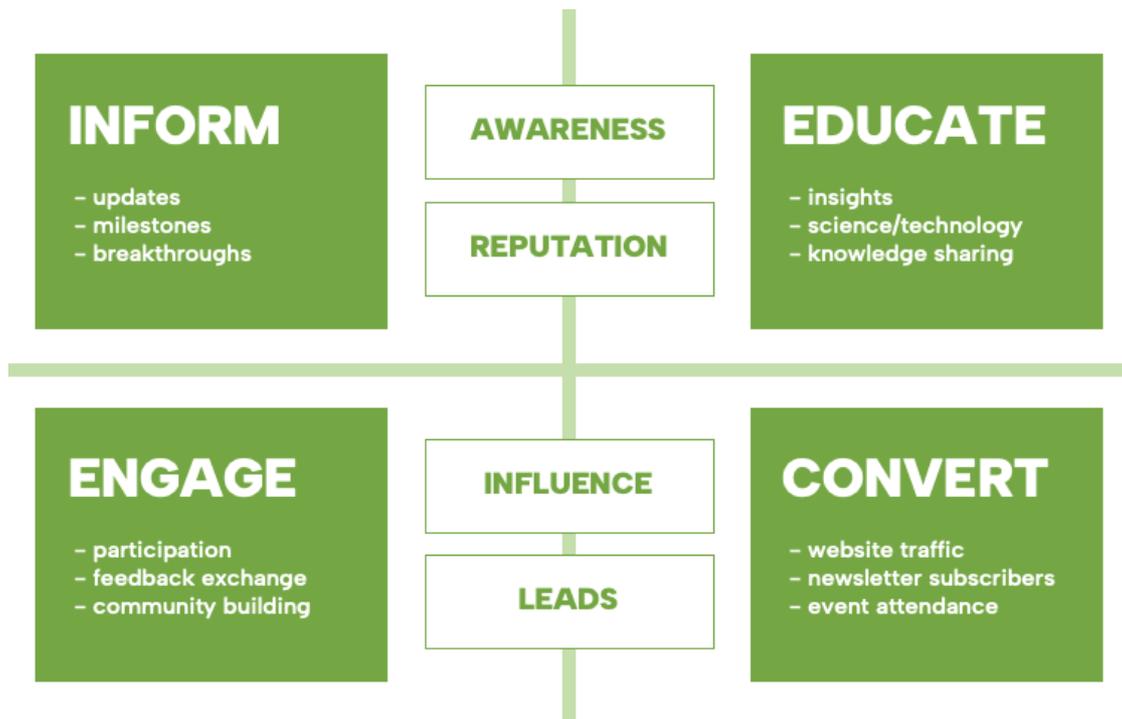


FIGURE 23: SOCIAL MEDIA GOALS

Social media network	Communication focus	Post frequency
LinkedIn	Institutional comprehensive content	At least one post per week (includes reposts from stakeholders if related to the project or from third parties if relevant to the project).
X/Twitter	Light straightforward content	During specific occasions, such as events, we will adjust the number of weekly posts.
YouTube	Promotional/explainer videos Interviews/testimonials Demo showcases Event recaps	At least two videos throughout the project's lifespan.

TABLE 5: SOCIAL MEDIA APPROACH

SNUG’s social media presence takes shape through the campaigns detailed in Table 6. Note that adjustments to the proposed content categories might take place to address shifts in priorities whenever applicable.

Topic	Description	Format
Meet the partners	Introduce the 17 consortium partners (expertise and role)	Profiles/short bios
Knowledge sharing	Explain project concepts in an understandable manner and share interesting facts related to sustainable construction practices, thermal insulation and Zero-Energy Buildings	Glossary, blog articles/opinion articles, short interviews, video animations and infographics
News sharing	Comment on recent developments/trends in the industry and share news/studies related to building energy efficiency and sustainability	Third-party repurposed content
Project updates and synergies	Communicate project milestones/breakthroughs and foster collaboration with similar projects for cross-promotion or advertisement of joint activities/events	Press releases, blog articles/opinion articles, short interviews, video animations and reposts
Demonstrators	Showcase the demos and their real-life impact	Videos with virtual tours to the demo sites and testimonials from the partners involved
Newsletter subscription	Incentivise newsletter subscription	Call to action and content previews
Interactive content	Initiate discussions around energy efficiency, circular economy and carbon neutrality to involve citizens	Polls/surveys

Key dates	Celebrate key dates with relevance to the project’s mission	Thematic visuals and quotes
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TABLE 6: SOCIAL MEDIA CAMPAIGNS

A set of visually appealing social media templates has been developed, in accordance with SNUG’s brand identity and covering different types of posts.



FIGURE 24: SOCIAL MEDIA TEMPLATE – MEET THE PARTNERS



FIGURE 25: SOCIAL MEDIA TEMPLATE – EDUCATIONAL CONTENT



FIGURE 26: SOCIAL MEDIA TEMPLATE – BLOG ARTICLES



FIGURE 27: SOCIAL MEDIA TEMPLATE – EVENTS

Partners are expected to engage actively by following the pages, inviting their contacts and liking/sharing the content published.

Our social media efforts effectiveness will be measured through the assessment of key metrics on each network, including the number of followers, likes, shares and impressions. Paid advertising may be needed in specific phases of the project to reach highly targeted audiences. In such instances, a plan will be carefully put together to achieve the desired results.

3.5 VIDEOS

Creating videos is a strategic and versatile approach to enrich communication, engage stakeholders, showcase innovations, and ultimately amplify the project's impact. As of the submission date of this document, the SNUG team has already produced and disseminated two videos, accessible on the project YouTube channel (successfully meeting the video KPI).

Name of the video	Summary	Link
Introducing SNUG	Summary of the SNUG project, presenting its main goals and disclosing the demonstration sites	https://www.youtube.com/watch?v=IP-JWJd0IIQ
SNUG Project Kick-off Meeting @ Valencia, November 2023	Highlights of the Project kick-off meeting in Valencia (Spain) in November 2023	https://www.youtube.com/watch?v=Tk3AwgUyTsc

TABLE 7: VIDEOS PRODUCED

The production of additional videos is planned until the end of the project lifetime, for example, highlighting the in-person meetings, the project results and demonstration sites.

3.6 MEDIA RELATIONS

Media relations are a crucial pillar of SNUG's communication strategy, helping spread the word about the project to a wider audience (that may not be reached through any other channels being utilised). This cultivates credibility as well as recognition for the impact of the work being developed.

Beyond maximising visibility, media relations play an important role in shaping public opinion and thus in earning the support of stakeholders and policymakers, which can make a real difference in the project's exploitation phase.

Therefore, a coordinated approach will be implemented, encompassing press releases and targeted journalist outreach, aiming to create opportunities for expert interviews, feature articles or opinion pieces.

Table 8 compiles suggestions of content and angles to introduce SNUG to the media landscape.

Topic	Description	Examples
Project updates and synergies	Share relevant project news and achievements	<p>“Building for tomorrow: how SNUG can contribute to carbon neutrality in the construction industry”</p> <p>“SNUG joins forces with [organisation] to drive sustainable building design forward”</p>
Demonstrators	Unveil SNUG’s innovative methodology and feature success stories of real-life impact	<p>“From frosty Scandinavia to sunny Spain: SNUG’s blueprint for sustainable construction”</p> <p>“SNUG construction revolution: 3 buildings, 3 climates, one unified framework”</p>
Partners expertise	Harness partners’ expertise to establish thought leadership	<p>“How building thermal insulation can tackle energy poverty”</p> <p>“Sustainability in construction: 5 trends redefining the industry”</p> <p>“Towards carbon neutrality: the rise of Zero-Energy Buildings”</p>
Key dates	Highlight SNUG’s commitment to sustainability and energy efficiency (e.g.: World Energy Efficiency Day, European Sustainable Energy Week, International Day of Climate Action, etc.)	<p>“World Energy Efficiency Day: building thermal insulation is the answer”</p> <p>“European Sustainable Energy Week: Zero-Energy Buildings as game-changers”</p> <p>“SNUG marks International Day of Climate Action: advancing</p>

	sustainable construction solutions for a net-zero future”
--	---

TABLE 8: MEDIA RELATIONS CONTENT PLAN

Each press release will contain the following information:

- EU, SERI and UKRI emblems and funding statements
- Boilerplate

SNUG is pioneering sustainable construction solutions, addressing the significant environmental impact of buildings. Through an innovative methodology designed to assist architects and builders in choosing the most appropriate thermal insulation materials and strategies for new construction or renovations, this EU project aims to reshape the construction sector, maximising energy efficiency, minimising greenhouse gas emissions and fostering a greener future for buildings and communities.

The SNUG project is an innovation action co-funded by the European Union through the Horizon Europe Programme, the State Secretariat for Education, Research and Innovation (SERI) and the UK Research and Innovation (UKRI).

- List of consortium partners
- Social media, website links and contacts

We will identify relevant media outlets, both specialised and general, at a local, national and European level. Moreover, a downloadable press kit with key information about the project and some visual assets will be accessible on the website.

Partners are expected to support these activities by translating press releases into their respective languages and activating their own media connections to amplify the project’s reach.

SNUG’s first press release (see Annex 5) was published in November 2023 right after the project kick-off meeting in Valencia.

3.7 BLOG AND NEWSLETTERS

Blog articles and newsletters are both great additional tools to engage our target audiences, promoting knowledge exchange and contributing to a better understanding of SNUG’s mission and innovative solutions.

When it comes to the blog content, we aim to leverage the articles to improve the SEO of the website through the integration of strategic keywords. This not only helps boost traffic but it also establishes SNUG’s website as a go-to resource for those searching for information on building thermal insulation, energy efficiency, and sustainable construction practices.

We also intend to optimise content development by utilising it for both blog articles and media relations approaches, especially with opinion articles from partners and other relevant stakeholders.

F6S will support content creation by drafting the plan, assigning the topics to the partners based on their areas of expertise, and accompanying the writing process – from inception to revision.

Table 9 compiles suggestions of content for blog articles within different categories.

Topic	Description and examples	
Newsroom	Share project updates and relevant announcements	
Technology	Dive into the innovative aspects of SNUG’s technology	<p>“From insulation innovation to AI-driven sustainability”</p> <p>“AI in building design: how SNUG’s Digital Tool Assistant transforms construction”</p> <p>“Navigating building materials with SNUG’s database”</p>



<p>Sustainability</p>	<p>Explore the environmental impact of SNUG’s methodology</p>	<p>“Closing the loop: circular economy in building construction”</p> <p>“Challenges and opportunities in achieving Zero-Energy Buildings”</p> <p>“Building green: how construction impacts climate change”</p>
<p>Opinion articles</p>	<p>Invite partners, other projects, key opinion leaders and other relevant stakeholders to present their perspectives on a subject within their expertise and explain their vision for the project main topics</p>	<p>“The future of sustainable buildings”</p> <p>“How zero-energy buildings contribute to environmental resilience”</p> <p>“Unveiling the carbon footprint of building materials”</p>
<p>Events</p>	<p>Publicise participation in events – consortium meetings, industry events, workshops/webinars, training activities, etc.</p>	

TABLE 9: BLOG CONTENT PLAN

Concerning the newsletter, our approach is two-fold and involves both developing our own newsletters as well as securing features in external newsletters.

We will use LinkedIn to assemble and distribute SNUG’s newsletters – at least 8 throughout the project’s lifespan. Users can conveniently subscribe through LinkedIn, and no emails will have to be collected.

Table 10 illustrates our proposed content structure for SNUG’s newsletters (whenever possible, there will be links to blog articles to drive traffic to the website):

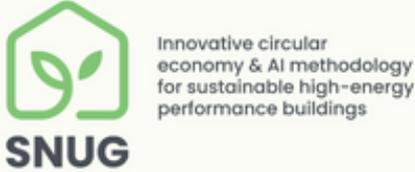
 
Project updates
Industry insights and trends
Upcoming activities
Cross promotion/events

TABLE 10: NEWSLETTER CONTENT PLAN

Additionally, our efforts will extend to being featured in newsletters from partners or synergy projects, with the goal of maximising SNUG’s awareness and incentivising collaboration within the ecosystem.

F6S will provide partners and synergy projects with a newsletter blurb and banner presenting the project, streamlining the inclusion of a mention to SNUG in their recurrent newsletters.



4 DISSEMINATION

For its dissemination strategy, SNUG will leverage the expertise, positioning, connections, and channels of our multidisciplinary, multinational and multisectoral consortium, which covers the entire value chain of the materials construction sector (academia, technological partners, industrial partners, and construction companies).

The focus of the dissemination activities is to maximise the project’s impact and cultivate understanding of its mission, building upon the communication activities’ contributions in raising awareness and engaging with the target audiences.

SNUG’s dissemination plan main objectives are:

- Establish, maintain and grow a community around SNUG in alignment with the stakeholder analysis (section 2.2);
- Boost visibility and showcase the work and results of the project through promotional material and information campaigns across various channels and platforms;
- Liaise with relevant EU, national and international projects/initiatives.

In summary, by effectively disseminating the project findings and outcomes to policymakers, industry professionals, researchers, and the civil society as a whole, we aim to achieve the project’s vision and facilitate market uptake of the solutions being developed.

Dissemination actions in the context of the SNUG project refer to:

Events	Spread the word about the project, network with key stakeholders and contribute to the broader conversation on sustainable construction practices.
Scientific publications (conference papers and journal papers)	Get recognition within academic and industry circles (researchers, professionals, and policymakers) and disseminate research and demos findings.
Project synergies	Forge synergies with projects and initiatives whose missions align with ours, reaching a wider audience and capitalising on collaboratively generated knowledge.

TABLE 11: DISSEMINATION PILLARS

The upcoming subsections will elaborate on our approach to each of these dissemination pillars.

If dissemination activities include any project results protected through Intellectual Property Rights (IPR), review and approval of the SNUG coordinator and consortium representatives will be required.

4.1 EVENTS

SNUG places a strong emphasis on the influential role of professional, scientific and citizen networks. Hence, our dissemination strategy is very much focused on events, encompassing both events we will organise and events we will attend. These events are important platforms for presenting SNUG's outcomes and establishing connections with relevant stakeholders.

These initiatives will be continuously synchronised with the different project tasks and results, contributing significantly to increased awareness and visibility. In the following subsections, we delve into the specifics of our approach to events.

4.1.1 EVENTS TO ORGANISE

The SNUG consortium is committed to planning and implementing a diverse range of events to advance sustainable construction practices in alignment with the innovative solutions being developed by the project. The overarching goal is to catalyse widespread adoption of these solutions, namely the Digital Tool Assistant and the new thermal insulation materials.

Therefore, the events will be intricately designed to prioritise knowledge transfer and training, targeting professionals and companies within the construction sector. Additionally, we will prioritise educating students in strategic fields, such as engineering, architecture or chemistry, to facilitate the integration of SNUG's solutions by future industry professionals.

Clear responsibilities related to event organisation will be defined within WP7. However, all partners are expected to get involved and actively contribute by providing inputs content and concept-wise, as well as supporting the actual implementation of events through engagement with national audiences to promote increased participation.

Table 12 gives an overview of the diverse event categories that will be organised throughout the project's lifespan.

Type of event	Description	Timeline
Workshops/Webinars	The SNUG consortium will organise workshops/webinars for workers and SMEs in the	M18-M42

	<p>construction sector to promote networking and knowledge transfer. As stated in the GA, these events must be carried out in each of the participating countries of the project, with the patronage of trade associations of the construction sector.</p> <p>Each workshop will be divided in a theoretical part and a practical part demonstrating the technological solutions and materials developed by SNUG. AIDIMME's Aula Virtual can be used as the platform to conduct webinars. Resources will be made available on the project's website.</p>	
<p>Summer school</p>	<p>HIO and UST will organise a Summer school aimed at Bachelor's, Master's and Doctoral students from national and international universities (engineering, architecture and chemistry), with a focus on the themes of sustainable construction. This initiative seeks to boost the visibility of the technological solutions and materials developed by SNUG. As stated in the GA, the Summer school will last 5 days and will include lessons and group activities.</p> <p>All partners will be directly involved in providing information to prepare the didactic material. The technical-industrial partners are responsible for carrying out the demonstrations and the technical-scientific partners are responsible for engaging with the students.</p>	<p>M18-M42</p>
<p>SNUG conference</p>	<p>The SNUG consortium will organise the SNUG conference, a comprehensive multi-stakeholder event due to take place at the end of the project. As stated in the GA, this event strives to bring together SNUG's key stakeholders, present the project's main results, and provide policy recommendations.</p> <p>Such an event will serve as a dynamic forum for discussion and exchange, promoting awareness of the project's outcomes, thereby supporting exploitation efforts.</p>	<p>M36-M42</p>

TABLE 12: EVENTS TO ORGANISE OVERVIEW

4.1.2 EVENTS TO ATTEND

The SNUG consortium is also dedicated to taking part in industry events – national, European or international – to showcase the project’s solutions/results and connect with key stakeholders.

Active participation will be the preferred approach for each event, whether as a keynote speaker, exhibitor with a booth, presenter of a poster or abstract in scientific/technical sessions, or through personal engagement in strategic meetings.

F6S created a file and shared it among all partners to gather suggestions of impactful events for SNUG to attend. This document collects details such as the event date, format (in-person, hybrid or online), type (conference, fair, webinar, workshop, etc.), and level of influence (national, European or international). It acts as a “live” tool to be regularly updated throughout the project’s lifespan based on dissemination priorities.

Once an event has been approved, the file will also serve to monitor partners’ participation, detailing who will be representing SNUG, what will be their role and if any specific materials are required.

Table 13 lists some future events we proactively identified, though their effective attendance is still under evaluation. The last column specifies whether calls for papers, abstracts or proposals are available.

Event	Description	Date / Location (next edition)	Scientific production submission
ECTP Conference	The European Construction Technology Platform (ECTP) will celebrate its 20th anniversary with a conference entitled "Two decades shaping a smart and green built environment". This event will cover several topics, including circularity in construction, SSH & user-centricity for an inclusive built environment, infrastructure resilience, nature-based solutions, digital transition,	5-6 March 2024 Brussels, Belgium	No

	<p>among others. EC representatives will provide an update on the latest policy developments related to the sector.</p> <p>More info</p>		
Futurebuild	<p>Futurebuild is an industry event that joins thousands of the brightest minds in the net-zero building movement. This event promotes collaboration across the entire supply chain – architects, housebuilders, developers, consultants, contractors and manufacturers – to facilitate positive change.</p> <p>More info</p>	<p>5–7 March 2024</p> <p>London, United Kingdom</p>	No
International Passive House Conference	<p>International Passive House Conference gathers innovators and thought-leaders from around the globe to network and discuss about the latest developments in the field of passive housing innovations, including insulation materials and ventilation systems. It includes presentations, workshops and building tours.</p> <p>More info</p>	<p>5–6 April 2024</p> <p>Innsbruck, Austria</p>	No
BuildTech Week (World Conference on Construction & Building Technology)	<p>BuildTech Week is a global conference and exhibition for building and construction technologies, which takes place annually in Europe. Every year, this conference brings together top technology adopters, experienced solution providers, and up-and-coming technology solutions for assessing industry trends.</p> <p>More info</p>	<p>13–14 May 2024</p> <p>Barcelona, Spain</p>	Yes
FIMMA + Maderalia	<p>FIMMA + Maderalia is the reference event for materials, technology, components, machinery and tools for furniture, carpentry, interior design and contract projects. This biennial event joins architects, installation</p>	<p>14–17 May 2024</p>	No

	<p>professionals, specifiers, carpenters and interior designers. AIDIMME is one of the technological and innovative partners of this year’s edition.</p> <p>More info</p>	Valencia, Spain	
Net-Zero Future	<p>The Net-Zero Future conference is a vital element of the Net-Zero Future project, an international alliance dedicated to conducting research and educational activities aimed at minimising the carbon footprint in the built environment. The theme of this year’s inaugural edition is “Innovations in Materials, Structures, and Management Practices”.</p> <p>More info</p>	19-21 June 2024 Oslo, Norway	Yes
EURESFO	<p>The European Urban Resilience Forum (EURESFO) is an annual event that aims to provide the space and time to discuss a shared vision to implement a European resilient transformation. It offers a unique exchange platform where city representatives and stakeholders from various local and regional institutions come together to discuss strategies and actions for adapting to climate change and building urban resilience.</p> <p>More info</p>	26-28 June 2024 Valencia, Spain	No
RILEM	<p>The 78th RILEM Annual Week & RILEM International Conference on Sustainable Materials & Structures aims to present and discuss the recent advances in materials and structures research to meet the great challenges of the 21th century and beyond: enable sustainable, safe and durable construction (new and existing buildings and strategic infrastructures); promote the circular construction/economy; improve the energy efficiency of construction; and favour</p>	25-30 August 2024 Toulouse, France	Yes

	<p>the quality and comfort of building (indoor air quality and comfort).</p> <p>A special focus will be put on the worldwide practices and rationale to meet these goals.</p> <p>More info</p>		
Sustainable Places	<p>Sustainable Places is a conference renowned for showcasing results coming out of the EU Horizon Europe Framework Programme via the participation of cutting-edge research and innovation projects. This conference covers topics related to designing, constructing and retrofitting buildings in a more sustainable way.</p> <p>More info</p>	<p>23-25 September 2024</p> <p>Luxembourg (hybrid)</p>	Yes
Batimat	<p>Batimat is an international and multi-specialist trade fair for construction professionals of all disciplines. This event joins global material manufacturers and suppliers, distributors, prescribers (architects, developers, installers) and implementation professionals, providing a platform to showcase innovative solutions for the buildings of today and tomorrow.</p> <p>More info</p>	<p>30 September - 3 October 2024</p> <p>Paris, France</p>	No
Smart City Expo	<p>Smart City Expo is the world's biggest and most influential event for urban innovation. Every year, this congress connects leaders from the most innovative companies, governments and organisations to move cities towards a greener and more efficient future.</p> <p>More info</p>	<p>5-7 November 2024</p> <p>Barcelona, Spain</p>	No
Construtec	<p>Construtec is an international exhibition of materials, techniques and construction solutions. This fair promotes sustainability and energy efficiency, with a focus on digital</p>	<p>5-8 November 2024</p>	No

	construction technologies like IoT and automation and control. More info	Madrid, Spain	
BAU	BAU is the world’s leading trade fair for architecture, materials and systems. It takes place every two years and addresses all those involved in planning, construction and the operation of all types of buildings, bringing together the industry’s market leaders, architects and engineers. More info	13-17 January 2025 Munich, Germany	No

TABLE 13: EVENTS TO ATTEND MAPPING

For all events, we will make concerted efforts to ensure gender parity in the number of participants, whenever possible.

F6S will craft communication materials – presentations, brochures, factsheets, leaflets, roll-ups, and merch – to support event attendance. These materials are flexible and should be tailored to suit the target audience as well as any specific requirements of a given event. To facilitate this customisation, F6S must be notified of any events in which SNUG plans to participate at least one month in advance.

This information is also crucial for preparing the communication campaign on digital channels, as events will be promoted across the project’s social media channels, the website’s blog section, and through the [F6S platform](#) (F6S is the leading start-up/SME network and it has a community of more than 4 million users).

4.2 SCIENTIFIC PUBLICATIONS

Scientific production will demonstrate SNUG’s importance and credibility in the field of sustainable construction, being its main goal to present the project’s concept, discoveries, and benefits, disseminate the outcomes within scientific communities, and share knowledge with key audiences and initiatives.

The Consortium Agreement (CA) will oversee matters pertaining to research publications. Public project outcomes will be stored and made available to the EU community via the

project website and both Gold and Green open access models as needed. The CA incorporates directives and recommendations for publications and repositories aligning with open science principles. In general, each partner will ensure unrestricted access to all peer-reviewed scientific publications related to its findings. Nevertheless, depending on the paper's subject and content, specific journals might be chosen to enhance the research's impact factor.

Research and academic partners have allocated a contingency budget for open access publications in journals requiring a fee for making content open. While certain journals may have embargoes on openness, partners should strive to avoid such situations, adhering to Horizon Europe guidelines by covering publication fees (if any) solely in fully open-access venues for peer-reviewed scientific publications.

The usage of the Open Science approach seeks to enhance the project's visibility across diverse target groups, fostering idea exchange and multidisciplinary research. This, in turn, accelerates the innovation process, empowering industry actors, particularly SMEs, with tools to improve competitiveness.

The SNUG project aims to publish at least 15 conference papers and 8 journal papers¹, as well as 5 articles in industry magazines to complement the scientific production. Scientific production should be focused on keywords such as: energy efficiency; buildings; energy systems; low-energy buildings; zero energy buildings; climate neutral buildings; artificial intelligence; smart districts; materials; smart systems; and construction materials.

To do so, the partners can take advantage of the conferences already listed above (section 4.1.2) and also of calls for papers such as:

Name of the call	Description
<p>International Conference on Smart Cities and Green ICT Systems (SMARTGREENS)</p>	<p>The purpose of the International Conference on Smart Cities and Green ICT Systems (SMARTGREENS) is to bring together researchers, designers, developers and practitioners interested in the advances and applications in the field of Smart Cities, Green Information and Communication Technologies, Sustainability, Energy Aware Systems and Technologies.</p> <p>Deadline for submission of regular papers: 3rd January 2024</p> <p>Deadline for submission of position papers: 25th January 2024</p> <p>More info</p>

¹Such as Crystals, Open Research Europe and Applied Sciences.

<p>Special Collection on Energy Efficiency in the Built Environment and Energy Systems</p>	<p>This Call for Papers aims to produce a special collection of papers focusing on energy efficiency in the built environment and energy systems, where major gains can still be captured. It is welcome articles not only on technical measures to use less energy in the end-use side, but also research that covers the energy chain more broadly on topics such as electrification, whole building systems, smart energy, and advanced concepts such as digitalisation, AI, demand side management, etc. that have positive effects on energy use. Papers on social innovations, behavioural, financial, and policy aspects are also most welcome.</p> <p>Deadline for manuscript submissions: 31st January 2024</p> <p>More info</p>
<p>ACM e-Energy 2024</p>	<p>ACM e-Energy is the premier forum for research at the intersection of computing and communication technologies with energy systems. It has established a strong track record for high-quality research in the application of computing and networked systems to make legacy systems more energy-efficient and in the design, analysis, and development of sustainable and innovative energy systems.</p> <p>Deadline for paper submission: 2nd February 2024</p> <p>More info</p>
<p>Sustainable materials for circular buildings</p>	<p>This special issue of the Journal of Building Engineering aims to present knowledge that accelerates innovation in cement and concrete sector and to improve the sustainability of building materials for future circular buildings. They invite manuscripts within a range of topics related with sustainable development of materials for buildings to address these challenges.</p> <p>Deadline for paper submission: 31st May 2024</p> <p>More info</p>
<p>Innovative Materials and Technologies for Building Envelopes</p>	<p>Energy and Buildings is an international journal publishing articles with explicit links to energy use in buildings. The aim is to present new research results, and new proven practice aimed at reducing the energy needs of a building and improving indoor environment quality. Energy and Buildings considers and publishes articles considerably advancing</p>



	<p>Building Science. Preference is given to practical and experimental research articles reporting considerable innovations. Articles reporting advances in theoretical and simulation methods are welcome once results are fully validated using appropriate experimental data, and so are the articles reporting application of numerical or theoretical methods for the analysis of new technology and materials and innovative designs.</p> <p>Deadline for submissions: 1st July 2024</p> <p>More info</p>
<p>Special Issue on Data-driven Smart Buildings</p>	<p>This Special Issue aims at the emerging topics of data-driven smart buildings. It will focus on interdisciplinary research in this field and will provide a venue for research findings from a variety of disciplinary perspectives. Example topics include, but not limited to: 1) Data platform, data model, and taxonomy for smart building applications; 2) Model predictive control for smart building applications; 3) Occupant centric control for smart building applications; 4) FDD for smart building applications; 5) Data driven solutions for building-grid integration and load flexibility; 6) Data driven building performance evaluation; and 7) Data-driven solutions for building cluster and campus systems.</p> <p><u>Deadline for submissions: 31st July 2024 (extended)</u></p> <p>More info</p>
<p>RILEM</p>	<p>The conference will cover all the topics in the scope of RILEM scientific activities, and will include:</p> <ul style="list-style-type: none"> - At the level of the building materials: cementitious materials - conventional and low-CO2 binders, alkali-activated materials and geopolymers, new binders (sulphur, magnesium, etc.); bricks, stone, masonry, mortars, grouts; bio-based materials, earth construction (special session organised); bituminous materials (special session organised); wood and timber structures. - At the level of the civil engineering structures: buildings - quality of indoor air, comfort, hygrothermal behaviour of building materials; strategic infrastructures in their environments.

	<p>For any of these topics, scientific contributions investigating the time and service related properties: early age and setting, service properties, durability, safety, environmental impact, recyclability, will be particularly welcome.</p> <p>Deadline for abstract submission already closed for the 2024 edition</p> <p>More info</p>
<p>European Energy Efficiency Conference</p>	<p>Organised by the energy agency of Upper Austria and eceee member OÖ Energiesparverband, the World Sustainable Energy Days are a leading annual conference on the energy transition and climate neutrality with over 650 participants from over 60 countries each year.</p> <p>Deadline for submissions already closed for the 2024 edition</p> <p>More info</p>

TABLE 14: CALLS FOR PAPERS MAPPING

4.3 PROJECT SYNERGIES

The SNUG consortium is set to collaborate and establish synergies with several projects and initiatives related to sustainable buildings, broadening outreach within the ecosystem, amplifying impact, and accelerating the adoption of sustainable construction practices. These synergies are envisioned to encompass:

- Cross promotion of activities and outcomes;
- Joint participation in events (conferences/industry events) or joint organisation of events (workshops/webinars);
- Knowledge sharing and networking opportunities;
- Mutual validation of results and capacity-building.

Our main focus is to foster synergies between projects already funded by the EC within the same knowledge domain. This approach seeks to draw upon the results and knowledge generated, thereby avoiding duplication of efforts and economic resources.

While project synergies will be specifically addressed by WP7, SNUG will capitalise on the versatility and positioning of its consortium partners. All partner entities will be asked to contribute by leveraging their contacts in relevant networks and platforms on a European,

national and international level connected to the construction sector, facilitating synergy establishment.

Table 15 lists some noteworthy projects and initiatives for potential synergies, along with detailed information about their scope and goals.

Project/Initiative	Description	Timeframe
<p style="text-align: center;">DRASTIC</p>	<p>DRASTIC is a SNUG “sister” project funded under the same Horizon Europe call (HORIZON-CL5-2022-D4-02-05).</p> <p>DRASTIC will pave the way for significant whole life-cycle GHG emission reduction in new construction and retrofit by demonstrating affordable innovative circular solutions in 5 different geographical zones, covering different building layers, raw materials, building typologies, circular strategies, and local drivers. This will contribute to the objectives of the EU by demonstrating the feasibility of promising new technologies, processes and products combined with new business models for faster market uptake, leading towards more sustainable buildings with reduced life-cycle carbon, high life-cycle performance and reduced life-cycle costs.</p> <p>More info</p>	<p>October 2023 – September 2027</p>
<p style="text-align: center;">INBUILT</p>	<p>INBUILT is a SNUG “sister” project funded under the same Horizon Europe call (HORIZON-CL5-2022-D4-02-05).</p> <p>INBUILT will develop a set of innovative design, retrofit and construction techniques for both existing and new buildings based on the use and/or reuse of locally sourced bio- and geo-materials along with reused and recycled components; coupled with a digital platform, as a multi-objective decision-support tool, for the optimisation of the integration of such materials in buildings. Outcomes will positively impact i) European competitiveness of the construction sector in the field of “green” construction technologies, ii) decarbonisation of the building stock, iii) increased digitalisation, iv) raise resilience thanks to circular</p>	<p>December 2023 – May 2027</p>

	<p>economy, resource efficiency, eco-design and digitisation of the INBUILT innovative systems.</p> <p>UST is part of this project.</p>	
RECONSTRUCT	<p>RECONSTRUCT is a Horizon Europe project that aims to achieve circularity in the European construction sector through the digitisation of construction materials, products and buildings; the extensive use of digital tools to support the design, construction and deconstruction phases of the circular building; and the regionalisation of the construction value chain through the creation of regional ecosystems of stakeholders covering all the aspects of circular construction. By doing so, the project will pioneer eco-conscious construction practices, mitigating the industry's environmental footprint.</p> <p>CTC is part of this project.</p> <p>More info</p>	June 2023 – May 2027
SUSTAINABUILD	<p>SUSTAINABUILD is an Erasmus+ project that is focused on supporting three higher education institutions in Denmark, Finland, and Belgium and a construction business association in Spain to develop activities to foster the acquisition of interdisciplinary green skills and awareness towards the environmental challenges of their students and lecturers based on solid input and needs from the construction industry. This project aims to ultimately push the sustainability agenda in Europe and accelerate its implementation by internationally exchanging ideas and good practices.</p> <p>CTC is part of this project.</p> <p>More info</p>	January 2022 – January 2025
CO2NSTRUCT	<p>CO2NSTRUCT is an Horizon Europe project that has set out to identify, test, and quantify circular economy impacts for climate mitigation modelling of six key carbon-intensive materials: cement, steel, brick, glass, wood, and insulation materials (social and environmental externalities are accounted for, including GHG and air pollutants emissions, water usage, embodied energy, energy poverty, employment, and</p>	June 2022 – May 2026

	<p>inequalities). Outcomes will be translated into useful and effective policy support information for sustainable climate mitigation, minimising conflicts across SDGs (both in EU+ and rest of the world).</p> <p>CRES is part of this project.</p> <p>More info</p>	
<p>Exploit4InnoMat</p>	<p>Exploit4InnoMat is an Horizon Europe project that makes available a high-end Open Innovation Testbed network for building envelopes including roofs and facades, enabling the replication of prototypes in different buildings taking into consideration the trade-offs between the three sustainability pillars (economic, environmental and social), the life cycle stages as well as their impacts. This project strives to offer services for the design, upscaling and validation of innovative material concepts for building envelopes that will facilitate the achievement of the EC’s target for nZEB.</p> <p>F6S and UST are part of this project.</p> <p>More info</p>	<p>January 2023 – December 2026</p>
<p>New European Bauhaus</p>	<p>The New European Bauhaus (NEB) is an initiative launched by the EC with the mission to connect the European Green Deal to living spaces and experiences and accelerate the green transition. The ultimate goal is to provide all citizens with access to goods that are circular and less carbon-intensive, supporting the regeneration of nature and protecting biodiversity.</p> <p>The NEB invites citizens, experts, businesses, and institutions to reimagine sustainable living in Europe. In addition to creating a platform for experimentation and connection, it encourages positive change by giving access to EU funding for projects that aim to steer society transformation along three pillars: aesthetics, sustainability and inclusion. NEB's approach is multi-level from global to local, participatory and transdisciplinary.</p> <p>More info</p>	<p>N.A.</p>

<p>Built4People</p>	<p>The Built4People (B4P) is a co-programmed partnership in Horizon Europe’s Cluster 5 (Climate, Energy and Mobility) that aims to catalyse the transition to a people-centric, climate-neutral, sustainable and smart built environment in Europe. It brings together the EC and two leading associations (ECTP and World Green Building Council Europe) representing key stakeholders across the built environment – from research and innovation institutes to construction companies large and small. B4P takes shape through the B4P Partnership Board, the B4P Stakeholders Forum, the B4P States’ Representatives Group, and the B4P Innovation Cluster.</p> <p>Over its lifespan, B4P will channel nearly €400 million of EU funding to innovation in the sector and leverage an equivalent amount of private investment. This will help ensure the built environment plays a strategic role in delivering the EU Green Deal, sustaining the objectives of the Renovation Wave, and aligning with the New European Bauhaus.</p> <p>More info</p>	<p>2021-2027</p>
<p>Driving Urban Transitions Partnership</p>	<p>Driving Urban Transitions (DUT) is an intergovernmental research and innovation partnership co-funded by the EC under Horizon Europe. Currently with 65+ partners from 28 countries, the DUT Partnership is committed to addressing the challenges European cities face to become sustainable and enhance the quality of life for their citizens by creating and facilitating an innovation ecosystem where all urban actors can engage and benefit. It also contributes substantially to the European Mission of Climate-neutral Cities, the European Green Deal, and the Urban Agenda for the EU.</p> <p>DUT partners jointly develop a European R&I strategy, implement joint calls and grants, and translate the results/good practices of the funded projects into practice.</p> <p>More info</p>	<p>2022-2028</p>

<p>Circular Cities and Regions Initiative</p>	<p>The Circular Cities and Regions Initiative (CCRI) is an initiative of the EC, launched by the Directorate-General for Research and Innovation as part of the EU Circular Economy Action Plan 2020 and funded by Horizon 2020 and Horizon Europe, with the goal of supporting and implementing Europe’s green transition by boosting circularity at local and regional level.</p> <p>The CCRI contributes to the policy objectives of the EU Green Deal, including the 2050 climate neutrality target, and the EU Bioeconomy Strategy. It aims to increase synergies among projects and initiatives (capacity building, joint events and networking), disseminate relevant knowledge, give greater visibility to best practices, and provide financial and technical support.</p> <p>AID is involved in this initiative (in connection with the Valencian Region as CCRI fellow on behalf of IVACE – Valencian Institute for Business Competitiveness).</p> <p>More info</p>	<p>N.A.</p>
<p>GreenNest</p>	<p>The GreeNest project is a pioneering initiative focused on creating sustainable building practices and advancing towards the European Union’s Zero-emission Building (ZeB) future. The project aims to reduce both embodied and operational building emissions by integrating CO2-neutral materials, renewable energy sources, and circular construction methods. A core component of the project is the development of 17 Standardized Packages (SPs) using recycled, waste, nature-based materials, and eco-friendly technical systems to create adaptable building solutions. These solutions will be demonstrated and validated across four physical and two virtual demo sites, with the main objective of creating and promoting a digitized platform to facilitate the rapid adoption of ZeB standards.</p> <p>More info</p>	<p>2024–2027</p>
<p>START*TRACK</p>	<p>STAR*TRACK , which stands for Support and “Networks to Accelerate the Construction and Renovation Innovation track to market”, is a three-year Coordination and Support Action funded by the</p>	<p>2024 - 2027</p>

	<p>European Union under Horizon Europe within the Built4People (B4P) partnership.</p> <p>It aims to expand the Built4People Innovation Cluster (B4PIC) network and strengthen their members to deliver sustainable and people-centric European innovation, while accelerating uptake by regional value and supply chains.</p> <p>The STAR*TRACK activities focus on increasing the innovation capacity awareness of stakeholders, especially SMEs, and providing tailored innovation support, offering tools to provide insights on RDI requirements and helps with project setup and information funding. It also provides access to testing facilities and demonstration sites to accelerate time-to-market for climate-neutral products solutions in the built environment.</p> <p>More info</p>
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TABLE 15: PROJECT SYNERGIES MAPPING

Our main priority will be to engage and create a mutually beneficial alliance with the two “sister” projects under the same Horizon Europe topic “More sustainable buildings with reduced embodied energy/carbon, high life-cycle performance and reduced life-cycle costs (Built4People)” (HORIZON-CL5-2022-D4-02-05) – DRASTIC and INBUILT. Nevertheless, additional synergy opportunities will be explored throughout the project lifespan. While several possibilities have already been elaborated upon above, there are numerous other avenues for synergies, including:

- EU-funded projects under the Built4People call (“Efficient, sustainable and inclusive energy use”) but pertaining other topics:
 - “Designs, materials and solutions to improve resilience, preparedness & responsiveness of the built environment for climate adaptation (Built4People)” (HORIZON-CL5-2022-D4-02-01):
[MULTICLIMACT](#) (October 2023–March 2027);

[MULTICARE](#) (October 2023–September 2027).

- “Solutions for the sustainable, resilient, inclusive and accessible regeneration of neighbourhoods enabling low carbon footprint lifestyles and businesses (Built4People)” (HORIZON-CL5-2022-D4-02-02):

[REGEN](#) (January 2024-December 2027);

[WeGenerate](#) (November 2023–October 2027) – CRES is part of this project;

[GINNGER](#) (November 2023-October 2027).

- “Sustainable and resource-efficient solutions for an open, accessible, inclusive, resilient and low-emission cultural heritage: prevention, monitoring, management, maintenance, and renovation (Built4People)” (HORIZON-CL5-2022-D4-02-03):

[INHERIT](#) (October 2023-March 2027);

[Herit4ages](#) (November 2023-October 2027);

[SINCERE](#) (October 2023-September 2026);

[CALECHE](#) (October 2023-September 2026).

- “Smart-grid ready and smart-network ready buildings, acting as active utility nodes (Built4People)” (HORIZON-CL5-2022-D4-02-04):

[EVELIXIA](#) (October 2023-September 2027);

[WeForming](#) (October 2023–September 2026) – F6S is part of this project.

- More EU-funded projects related to sustainable construction materials:
 - [BIM-LCA](#) (September 2022–August 2024) – CTC and HIO are part of this project;
 - [BIO4EEB](#) (January 2023-December 2026);
 - [Circ-BOOST](#) (June 2023-June 2027);
 - [Woodcircles](#) (June 2023-May 2027).
- More EU-funded projects related to building energy efficiency:
 - [iclimabuilt](#) (March 2021-February 2025);
 - [ENFLATE](#) (September 2022-August 2026);
 - [EASI ZERO](#) (December 2022–May 2026) – UST is part of this project;
 - [i-STENTORE](#) (January 2023–December 2025) – F6S is part of this project.
- Actors in the built environment ecosystem advocating for innovation and sustainability, namely the [European Construction Technology Platform \(ECTP\)](#), the [World Green Building Council \(WorldGBC\)](#), and the [Plataforma Tecnológica Española de Construcción \(PTEC\)](#). ECTP can become a key partner for European positioning

and international outreach.

- [ITEC-construction materials database](#) or other existing repositories.

SNUG will contribute, upon invitation by the CINEA, to common information and dissemination activities, further increasing the visibility and synergies between Horizon Europe supported actions.

Additionally, each partner in the consortium is responsible for engaging their national ecosystem, involving diverse entities in the construction industry (large companies, SMEs, RTOs, clusters, universities, housing authorities, and public bodies). F6S will coordinate these efforts, with vital contributions from CRES, AID, CTC, HIO and UST, leveraging their extensive outreach capacity in their respective member states.

It is important to note that, as of this document submission date, the SNUG project has already initiated these synergy efforts. On the 12th of January of 2024, a meeting with the DRASTIC and INBUILT projects took place. During this first interaction, all three projects presented themselves and discussed potential joint activities.



FIGURE 28: SNUG – DRASTIC – INBUILT MEETING

To boost visibility and foster innovation in the green and sustainable energy sector, F6S has developed two channels to explore synergies between the projects currently active that share a common theme. SNUG is part of these synergies channels, being a key player in two of these collaborations: the GreenTech and Energy Efficiency synergies.

Through these partnerships, F6S works to amplify the impact of these projects via a range of joint activities, such as blog posts, articles, events, newsletter mentions, and social media promotion.

Our commitment to energy efficiency extends further with the launch of the [Sustainable Energy hub](#). This dynamic platform is designed for co-creation and knowledge sharing,

aiming to maximize the impact of project results and accelerate the energy transition in Europe through effective collaboration and stakeholder engagement.

- **Greentech:** [SESA](#), [REGILIENCE](#), [ZEROW](#), [NICKEFFECT](#), [CLIMOS](#), [FOODITY](#), [Ruractive](#), [SEEBridge](#), [STREAMS](#), [PLANET4HEALTH](#), [SUSRUR](#), [Inno4CFIs](#), [Sitolub](#), [COPILOT](#), [ECOSCAPE](#), [Cirpass-2](#), [Nostradamus](#), [Cir4Fun](#), [DRIVE](#), [ROB4GREEN](#), [AgRimate](#), [PaluWise](#), [STREP](#), HARWASTING
- **Energy Efficiency:** [WeForming](#), [i-STENTORE](#), [TWIN](#), [DigiWind](#), [EXIGENCE](#), [6G-PATH](#), [HEDGE-IoT](#), [INFERNO](#), [HyList](#), [6G-LEADER](#), [CLEANHYPRO](#), [STREAMS](#), [HighMag](#), Sea4volt



FIGURE 29: SNUG REPRESENTATION AT THE EUROPEAN UNION SUSTAINABLE ENERGY WEEK (EUSEW) IN MAY 2025

5 MONITORING

Monitoring and reporting communication and dissemination actions is fundamental for the comprehensive evaluation of project performance. It serves as a crucial tool for assessing the effectiveness of communication strategies, ensuring that project messages are reaching the intended audience and achieving the desired impact. Real-time feedback obtained through monitoring allows for adaptive responses, enabling the project team to refine communication approaches based on audience reception and evolving needs.

Efficient resource allocation is another significant benefit of monitoring and reporting. By identifying the most successful communication channels and strategies, the project can optimize resource utilisation, concentrating efforts on methods that yield the highest returns on investment. This strategic focus enhances the project's overall efficiency and maximises the impact of communication efforts.

Beyond resource optimization, monitoring and reporting are critical for evaluating audience engagement. Tracking engagement metrics provides valuable insights into how the audience interacts with project messages, facilitating the tailoring of future communications to align with audience preferences and interests. This iterative process of learning from monitoring results supports continuous improvement, ensuring that communication strategies remain effective and relevant over the course of the project. Monitoring and reporting are, therefore, an integral component for accountability, enabling stakeholders, funders, and partners to assess project progress and alignment with communication and dissemination goals.

5.1 KEY PERFORMANCE INDICATORS (KPI'S)

One of the main benefits of employing Key Performance Indicators (KPIs) is their alignment with specific communication goals and objectives. These indicators provide tangible benchmarks against which project teams can evaluate progress and goal achievement. KPIs, therefore, serve as a valuable tool for demonstrating how communication efforts contribute to the larger project objectives. Additionally, they play an essential role in optimising resource allocation by identifying the most effective communication channels and strategies. This ensures that resources are directed to methods with the greatest impact, enhancing the overall efficiency of the project's communication and dissemination activities.

According to the Grant Agreement (GA), there are several KPIs related to communication and dissemination activities, which were already presented in the Introduction chapter. As of the submission date of this document, the KPIs achieved so far are the following:

Expected Impact	KPI	Target	Achieved so far ²	Y2	Y3	Y4	Total ³
Increased collaboration with other initiatives; Synergies establishment for joint research, information exchange and dissemination Increased awareness.	N° of workshops organised, incl. demos	3	0	0	2	1	3
	N° of multi-stakeholders' events	1	0	0	0	1	1

² The KPIs have been updated according to the values achieved during Reporting Period 1, up to April 2025 (M18). For the project's KPIs that have already been achieved or surpassed by M18, the values foreseen for Y2, Y3 and Y4 are tentative targets.

³ Approximate cumulative results expected by the end of the project.

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Ideas' gathering and knowledge exchange with relevant communities and initiatives; Information about latest technologies / advantages; Liaisons with other initiatives; Increased awareness.	N° of attended events	3	26	+5	+10	+5	46
	N° of events with project's presentation	5	15	+2	+5	+5	27
Validation of the project's concept, findings and advantages; Promotion of results to scientific communities; Ideas' gathering and knowledge exchange with relevant communities and initiatives.	N° of conference papers	15	4	2	8	2	16
	N° of journal papers	8	2	2	2	2	8
	N° of articles in industry magazines	5	21	0	+5	+2	28
Communication of project news, events & results; Validation of project's concept, finding and advantages; Ideas' gathering and knowledge exchange; Increased awareness.	N° of industry contact points	40	50	+5	+10	+10	75
	N° of industry communities informed about the project	10	0	0	5	5	10
Knowledge exchange; Mutual validation of results; Joint dissemination activities;	N° of projects with synergies	5	16	+2	+3	+3	24
	N° of joint activities	3	5	+1	+3	+3	12

SNUG – D7.1 – Dissemination planning and report

Attraction of potential partners for research collaborations.							
Communication of project news, events & results; Validation of project's concept, finding and advantages; Ideas' gathering and knowledge exchange; Increased awareness.	N° of internal partners' events	10	2	1	5	2	10
	N° of training webinars	3	0	0	2	1	3
Communication of project results; Validation of project's concept, findings and advantages; Increased awareness	N° of working groups	3	0	0	1	2	3
	N° of projects presentations in standardisation meetings (online/offline)	2	2	+2	+2	+2	8
Main online information point; Communication of project news, events & results; Liaisons with other initiatives, projects through links; Increased awareness.	Website: N° of unique visitors	1000	4695	+500	+500	+500	~6195
	Website: N° of page views	3000	17063	+500	+500	+500	~18563
Increasing visibility to stakeholders active in social media; Attainment	Social media: N° of followers	2000	826	+100	+600	+500	2000

SNUG – D7.1 – Dissemination planning and report

of interest of stakeholders; Viral marketing by “word of mouth” through the followers; Direct communication mechanism with followers.	Social media: N° of engagements / impressions ⁴	1000 / year ⁵	83464	+1000	+1000	+1000	~86464
Communication of the main project’s concepts and advantages in an easily understandable manner.	Social media: N° of posts	20	287	+50	+50	+50	437
	Social media: N° of interactions ⁶	1000	8960	+600	+1000	+600	11160
Communication of project news, events & results; Increased awareness.	N° of Press Releases	6	1	1	2	2	6
Unique branding and visual identity of the project; Provision of instant information about the project Creating a unified experience for	N° of project’s factsheets / brochures and banners	3	3	+1	+1	+1	6
	N° of newsletters	8	2	2	2	2	8

⁴ Instead of the number of engagements, we suggest considering the number of impressions/unique impressions to assess the visibility of the project, as it is a common metric within the social media platforms we are using for the project. The level of interest from stakeholders will be measured through the number of interactions.

⁵ Since impressions have a more passive nature, we suggest changing this KPI from 1000 throughout the project to 1000 per year during the project’s lifetime.

⁶ To accurately calculate the number of interactions, we are considering the total of reactions, comments, reposts and clicks.

SNUG – D7.1 – Dissemination planning and report

the audiences targeted; Improves communication of results and information provision during events.	N° of videos	2	3	1	2	2	8
	N° of blog posts in relevant channels	10	20	+3	+10	+5	38

TABLE 16: KPI REPORTING

5.2 MONITORING PROCESS

Monitoring processes serve as a roadmap for systematically overseeing and evaluating the progress of a project, enabling informed decision-making and fostering continuous improvement throughout its lifecycle. In this sense, all the project partners were informed how to better contribute to monitor the communication and dissemination actions.

The monitoring will take advantage of the SharePoint folder system, provided by the project coordinator. To do so, a file accessible to all partners was created:

TO BE FILLED IN BY EACH PARTNER WITH LINKS TO COMMUNICATION/DISSEMINATION ACTIVITIES THEY HAVE PERFORMED E.G.: SOCIAL MEDIA POSTS, WEBSITE ARTICLES, NEWSLETTER MENTIONS, MEDIA ARTICLES, ETC.						
N.	COMMUNICATION/DISSEMINATION ACTIVITY	PARTNER RESPONSIBLE	DATE	CHANNEL	LINK	NOTES
1	Article based on PR (Spanish)	AIDIMME	29/11/2023	Website	sostenible/	
2	LinkedIn post introducing the project	CHIMAR HELLAS	08/11/2023	Social media	27953781786357760	
3	LinkedIn post KOM	CHIMAR HELLAS	30/11/2023	Social media	35928855684366337	
4	Article based on PR (Spanish)	CTCON	30/11/2023	Website	e	
5	LinkedIn post introducing the project	CTCON	30/11/2023	Social media	35917727327674368/	
6	Twitter post introducing the project	CTCON	30/11/2023	Social media	657	
7	Article based on PR (Greek)	CRES	20/12/2023	Website	http://www.cres.gr/cres/pages/news/news.html	
8						
9						
10						
11						
12						

FIGURE 30: MONITORING FILE

In this file, partners are able to access other partners’ contact point for communication matters, obtain a list of relevant media outlets/platforms, share events they plan to attend or have attended, keep a record of scientific work such as scientific articles/publications, find information about the project synergies, and report their activities (social media posts, press releases, website articles, etc.).

Regarding the specific point of attendance to events representing the project, the process will be divided into 3 phases: before, during and after the communication/dissemination action.

Before the dissemination action (preparation phase)

All partners should inform F6S as soon as they know, by sending an email and adding the new event to the monitoring file/tab “3.Events”.

F6S can:

- Support partners developing the presentation or any visual;
- Disseminate the attendance on SNUG’s communication channels;
- Prepare a news post for the project website with the partner support.

SNUG – D7.1 – Dissemination planning and report

During the dissemination action (implementation phase)

Each partner should take evidence, such as pictures (if in-person), print screens (if online), save the agenda or recordings.

After the dissemination action (reporting phase)

Each partner should create a new SharePoint folder under: WP7> T7.1> Events and Conferences and save all the evidence inside there. The folder should be named as follows: <aaaammdd_name of the event_place>. The monitoring file/tab “3. Events” should also be updated.

After this, F6S can prepare a news article, upload it to the project website and disseminate it on SNUG’s communication channels.

6 CONCLUSION

This document, along with its suggested actions and content, serves as a comprehensive guide for all partners involved in dissemination and communication activities, contributing to a collective effort aimed at enhancing SNUG's project outreach.

The primary objective of the document is to formulate a customised strategy and plan for dissemination and communication, ensuring the effective transmission of SNUG's key messages to its target audiences and elevating the visibility of the project, its activities and results.

This strategic approach lays the foundation for seamless post-project deployment and uptake. All partners are dedicated to maximising the potential impact of SNUG outputs by actively participating in the proposed activities outlined in the report.

The dissemination and communication plan will remain dynamic, continuously updated in tandem with the project's progress. Adjustments to the dissemination approach will be made, as necessary, to augment and refine the project's outreach to targeted stakeholders and effectively convey the SNUG vision to the European community.

ANNEX I: TEMPLATE | DELIVERABLE

SNUG - D7.1 - Name of the deliverable

Start Agreement No. 101019001
 Call Reference: D7.1-2021-04-01
 Issue Reference: D7.1-2021-04-01-01
 Topic: A D7.1-2021-04-01-01-01

D7.1 DELIVERABLE TITLE

SUBTITLE HERE

Work package: WP Number
 Task: Task Number
 Duration: start/finish
 Deliverable lead: Name partner
 Version: 0.1
 Author: Name Surname (Partner ID)
 Reviewers: Name Surname (Partner ID)
 Abstract: One paragraph
 Keywords:

DOCUMENT DISSEMINATION LEVEL:

Dissemination Level:
 X - Public
 SN - Sensitive

SNUG - D7.1 - Name of the deliverable

DOCUMENT REVISION HISTORY

Version	Date	Description of change	List of contributor(s)
0.1	start/stop	creation	Author(s)

STATEMENT ON MAINSTREAMING GENDER

The D7.1-2021-04-01-01-01 is considered to be gender-neutral and non-discriminatory in its content and objectives, in line with EU gender and equality objectives, as part of the overall project. The D7.1-2021-04-01-01-01 is designed to be gender-neutral and non-discriminatory in its content and objectives, in line with EU gender and equality objectives, as part of the overall project. The D7.1-2021-04-01-01-01 is designed to be gender-neutral and non-discriminatory in its content and objectives, in line with EU gender and equality objectives, as part of the overall project.

SNUG - D7.1 - Name of the deliverable

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How to cite this report: SNUG D7.1-2021-04-01-01-01

SNUG - D7.1 - Name of the deliverable

The SNUG Consortium is the following:

Participant number	Participant Organization	Start date	Country
1	INSTITUTO TECNOLÓGICO DE CANTABRIA	2018	ES
2	MARITIME UNIVERSITY OF WARSAW	2018	PL
3	UNIVERSITAT DE VALÈNCIA	2018	ES
4	UNIVERSITAT DE VALÈNCIA	2018	ES
5	UNIVERSITAT DE VALÈNCIA	2018	ES
6	UNIVERSITAT DE VALÈNCIA	2018	ES
7	UNIVERSITAT DE VALÈNCIA	2018	ES
8	UNIVERSITAT DE VALÈNCIA	2018	ES
9	UNIVERSITAT DE VALÈNCIA	2018	ES
10	UNIVERSITAT DE VALÈNCIA	2018	ES
11	UNIVERSITAT DE VALÈNCIA	2018	ES
12	UNIVERSITAT DE VALÈNCIA	2018	ES
13	UNIVERSITAT DE VALÈNCIA	2018	ES
14	UNIVERSITAT DE VALÈNCIA	2018	ES
15	UNIVERSITAT DE VALÈNCIA	2018	ES
16	UNIVERSITAT DE VALÈNCIA	2018	ES
17	UNIVERSITAT DE VALÈNCIA	2018	ES

SNUG - D7.1 - Name of the deliverable

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TABLE 2: CAPTION FOR THE AGENDA TABLE 1

SNUG - D7.1 - Name of the deliverable

ABBREVIATIONS

WP: Work Package
 Task: Task Number
 Start: Start date

SNUG - D7.1 - Name of the deliverable

EXECUTIVE SUMMARY

About the EXECUTIVE SUMMARY:

Summaries are useful for people who have neither the time nor the inclination to read a lengthy document but who wish to know the primary points quickly and then decide whether they need to read the entire work. A summary should be short enough to be economical and long enough to be clear and comprehensive. Don't waste time repeating details. It should contain a summary of the main results of a study, research or other work that is important enough to merit a summary.

- It focuses on results (findings, conclusions, and recommendations).
- It typically provides some motivation for why the problem is interesting.
- It typically mentions the research methodology.
- It does NOT need to provide a section-by-section summary.

GUIDELINES:

Deliverables should not refer to project internal matters such as WP.

1.1 FIRST SUBSECTION

1.2 SECOND SUBSECTION

SNUG - D7.1 - Name of the deliverable

SECTION: ABOUT FIGURES, TABLES & REFERENCES

1.1 ABOUT FIGURES

1.2 ABOUT TABLES

1.3 ABOUT REFERENCES

SNUG - D7.1 - Name of the deliverable

FIGURE 1: THE FIGURE.

TABLE 1: CAPTION FOR THE TABLE

COLUMN 1	COLUMN 2	COLUMN 3
CONTENT CELL	CONTENT CELL	CONTENT CELL
CONTENT CELL	CONTENT CELL	CONTENT CELL
CONTENT CELL	CONTENT CELL	CONTENT CELL

ANNEX 3: TEMPLATE | GENERAL PRESENTATION

SNUG – Project Presentation
 Name surname – organization
 Date: YYYYMMDD

Transforming the buildings of tomorrow

SNUG is a European project that aspires to contribute to a world where buildings seamlessly integrate with the environment by reimagining the construction industry and fostering the transition to Zero-Energy Buildings (ZEB).

Project ID

Project Name	Innovative methodology based in circular economy and artificial intelligence to foster the transition to Sustainable and very high energy performance buildings at a cost optimal level
Acronym	SNUG
Project Number	10102395
Call	HORIZON-CL5-2022-D4-02
Topic	HORIZON-CL5-2022-D4-02-06
Type of Action	HORIZON Innovation Actions
Project starting date	1 November 2023
Project end date	30 April 2027
Project Duration	42 months

Partners

Participant number	Participant	Participant name	Start year	Country
1	INSTITUTO TECNOLÓGICO DE ALICANTE, I+D+i, I+D+i+I+D+i	AGD	2013	ES
2	BELUX BUILDING PARTNERS	BEUC	2013	BE
3	SECTEUR PUBLIC DE RECHERCHES ET D'INNOVATION CENTRE TECHNOLOGIQUE DE LA CONSTRUCTION REGION DE WALLON	BEUC	2013	BE
4	UNIVERSITÄT DUISBURG ESSEN	UNIV	2013	DE
5	CONSEJO REGULADOR DE ENERGÍA Y AGUA DE ESPAÑA	REG	2013	ES
6	CONSEJO REGULADOR DE ENERGÍA Y AGUA DE ESPAÑA	REG	2013	ES
7	CONSEJO REGULADOR DE ENERGÍA Y AGUA DE ESPAÑA	REG	2013	ES
8	CONSEJO REGULADOR DE ENERGÍA Y AGUA DE ESPAÑA	REG	2013	ES
9	CONSEJO REGULADOR DE ENERGÍA Y AGUA DE ESPAÑA	REG	2013	ES
10	CONSEJO REGULADOR DE ENERGÍA Y AGUA DE ESPAÑA	REG	2013	ES
11	CONSEJO REGULADOR DE ENERGÍA Y AGUA DE ESPAÑA	REG	2013	ES
12	CONSEJO REGULADOR DE ENERGÍA Y AGUA DE ESPAÑA	REG	2013	ES
13	CONSEJO REGULADOR DE ENERGÍA Y AGUA DE ESPAÑA	REG	2013	ES
14	CONSEJO REGULADOR DE ENERGÍA Y AGUA DE ESPAÑA	REG	2013	ES
15	CONSEJO REGULADOR DE ENERGÍA Y AGUA DE ESPAÑA	REG	2013	ES
16	CONSEJO REGULADOR DE ENERGÍA Y AGUA DE ESPAÑA	REG	2013	ES
17	CONSEJO REGULADOR DE ENERGÍA Y AGUA DE ESPAÑA	REG	2013	ES
18	CONSEJO REGULADOR DE ENERGÍA Y AGUA DE ESPAÑA	REG	2013	ES
19	CONSEJO REGULADOR DE ENERGÍA Y AGUA DE ESPAÑA	REG	2013	ES
20	CONSEJO REGULADOR DE ENERGÍA Y AGUA DE ESPAÑA	REG	2013	ES

Partners

Innovative circular economy & AI methodology for sustainable buildings

Buildings account for approximately 40% of the total energy consumption and greenhouse gas emissions in the European Union. Additionally, throughout their construction, use, renovation and demolition, buildings contribute to about 50% of extracted materials and over 50% of the EU's total waste generation.

SNUG is pioneering sustainable construction solutions, addressing the significant environmental impact of buildings. Through a groundbreaking methodology rooted in circular economy principles and artificial intelligence, we support architects and builders in selecting optimal thermal insulation materials for new construction or renovations according to building features and surroundings.

Our mission is clear: maximize building energy efficiency and minimize greenhouse gas emissions, enabling a greener future for communities.

We will develop:

- DIGITAL TOOL ASSISTANT**: Offer tailor-made options of thermal insulation materials and layouts, taking into account technical, environmental, and economic aspects.
- SUSTAINABLE-BY-DESIGN THERMAL INSULATION MATERIALS**: Made of locally sourced extruded polystyrene and bio-based components, with a focus on clean effectiveness.
- THERMAL INSULATION MATERIALS DATABASE**: Catalog both existing and new solutions, providing the cycle assessment details enough on open data tool.
- DIGITAL BUILDING LOGBOOK**: Facilitate decision-making and information sharing, connecting building owners, designers, thermal insulation and public authorities.

We aim to:

- Develop sustainable and cost-effective building materials for optimized thermal insulation based on circular economy.
- Empower architects and builders to make eco-friendly choices by leveraging the power of artificial intelligence.
- Alleviate energy poverty through enhanced building energy efficiency.
- Reduce emissions from the construction industry while advancing the decarbonization of EU's building stock.

SNUG's approach will be validated in three real-life buildings, targeting both renovation and new construction in residential, office and commercial spaces, across different climates:

Scandinavian climate Continental climate Mediterranean climate

Follow us

- <https://snugproject.eu>
- <https://www.linkedin.com/company/snug>
- <https://twitter.com/snug4u>
- <https://www.facebook.com/snug-project/about>
- info@snugproject.eu

Thank you!

Amparo Roca Togores
 Project Coordinator
 aroca@aidimme.es

ANNEX 4: TEMPLATE | ABSTRACT PRESENTATION



Innovative circular economy & AI methodology for sustainable high-energy performance buildings

SNUG

in X YouTube

snugproject.eu

Authors list Authors list Authors list Authors list Authors list
 Authors list Authors list Authors list Authors list Authors list

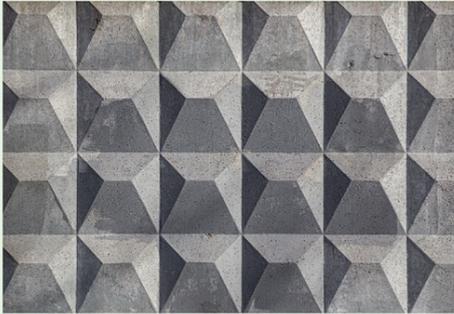
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Powered by



Project funded by



ANNEX 5: ZOOM BACKGROUND



ANNEX 6: FIRST PRESS RELEASE



SNUG: the new EU project that is fighting energy poverty and pioneering the green construction revolution

November, 2023 – Energy poverty is on the rise across Europe as a growing number of citizens struggle to afford access to essential energy, particularly with escalating energy costs and market volatility due to the current geopolitical context. In response to this urgent challenge and driven by sustainability concerns as well, SNUG, an innovation project co-funded by the European Union (EU), the UK Research and Innovation (UKRI) and the State Secretariat for Education, Research and Innovation (SERI), is placing a strategic focus on building energy efficiency from a construction point of view.

A call for prioritizing energy efficiency

According to the European Commission, over 30 million building units in the EU consume excessive energy (at least 2.5 times more than average buildings), which drives up the energy bills of households. People facing energy poverty are essentially those living in worse energy-performing buildings. In fact, energy efficiency is widely agreed to be the most effective solution to alleviate energy poverty. Renovated and better isolated buildings are ultimately a synonym for lower energy costs.

Beyond social justice motivations, there is also a critical and underlying environmental dimension that begs attention. As part of the Green Deal, the EU has set ambitious goals for climate-neutrality and the decarbonization of the member states' building stock, pledging to turn all buildings into Zero Emission Buildings (ZEBs) by 2050. Currently, buildings account for around 40% of the total energy consumption and greenhouse gas emissions (GHG) within the bloc. Additionally, throughout their construction, use, renovation and demolition, buildings contribute to approximately 50% of extracted materials and over 35% of the EU's total waste generation.

Transforming the buildings of tomorrow

SNUG aims to develop an innovative methodology based on circular economy principles and artificial intelligence to reshape the construction industry and foster the transition to sustainable and high-energy performance buildings at a cost-optimal level. The mission is clear: enhance building energy efficiency and sustainability over its full lifecycle by empowering architects and builders to make greener choices.



Core to SNUG's vision is the development of new thermal insulation and lightweight prefabricated solutions made of local renewable materials and bio-based components to improve energy efficiency and sustainability at a competitive cost, and the creation of a digital tool assistant to support architects and builders in the material selection and layout processes, providing tailor-made solutions taking into account technical, environmental, and economic inputs. Complementing these efforts is the establishment of a database of thermal insulation materials to be released as an open data tool, listing existing and new solutions with detailed life cycle assessment information, and the aggregation of a digital building logbook to facilitate decision-making and information sharing within the construction sector, connecting building owners and occupants, financial institutions and public authorities.

"Buildings are absolutely central to our daily lives. Therefore, adopting more eco-conscious construction practices is not just a choice, it is imperative to ensure a sustainable future for the generations to come", states Amparo Roca de Togores López, SNUG's project coordinator. "SNUG envisions a world where buildings seamlessly integrate with the environment. By selecting low-impact insulation materials that align with each building's unique features and surroundings, we believe the construction industry can significantly reduce energy consumption and greenhouse gas emissions. Along with energy efficiency, we prioritize cost-effectiveness and are committed to developing solutions that democratize sustainability, enabling communities to fight energy poverty."

Over the next three years and a half, SNUG will implement and validate its groundbreaking approach in three real-life buildings. These use cases will target renovations and new construction, covering housing, office and commercial spaces, across different climates:

- Norway – scandinavian climate: new construction building belonging to the city development company
- Switzerland – continental climate: renovation building privately owned and used for residential purposes
- Spain – mediterranean climate: renovation building in an industrial area dedicated to office activities

Energy efficiency, carbon footprint, indoor comfort and structure durability will be quantified through continuous monitoring to assess the success of the proposed methodology in achieving the ZEB standards as well as its replicability potential.

Comprising 17 partner entities from 11 countries, the SNUG consortium gathered this November in Valencia for its kick-off meeting. The inaugural session was centered on discussing the collective commitment to innovating construction materials through sustainable alternatives and creating cutting-edge tools to address the evolving needs of decision-makers in the construction industry. Placing a strong emphasis on environmental consciousness, efficiency and global impact, the partners also focused on exploring opportunities for future market adoption.



See the video [here](#).



About SNUG

SNUG is pioneering sustainable construction solutions, addressing the significant environmental impact of buildings. Through an innovative methodology designed to assist architects and builders in choosing the most appropriate thermal insulation materials and strategies for new construction or renovations, this EU project aims to reshape the construction industry, maximizing energy efficiency, minimizing greenhouse gas emissions and fostering a greener future for buildings and communities.

The SNUG project is an innovation action co-funded by the European Union through the Horizon Europe Programme, the UK Research and Innovation (UKRI) and the State Secretariat for Education, Research and Innovation (SERI).

Partners who will participate and are in charge of the successful implementation of SNUG: [AIDIMME](#), [BECSA](#), [Centro Tecnológico de la Construcción Región de Murcia](#), [University of Stuttgart](#), [CHIMAR HELLAS](#), [CRH](#), [F6S Innovation](#), [Centre for Renewable Energy Sources and Saving](#), [Brimatech](#), [Keey Aerogel](#), [Austrian Standards](#), [Østfold University College](#), [Kastamonu Entegre](#), [Takkenkamp Groep](#), [Simetría Grupo](#), [Lurtis AI](#), [AGITEC](#)

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Links

- Website: snugproject.eu (coming soon)
- LinkedIn: linkedin.com/company/snugeu
- Twitter/X: twitter.com/snugeu