

increase

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4	KU Leuven	Katholieke Universiteit Leuven
5	VITO	Vlaamse Instelling voor Technologisch Onderzoek n.v.
6	IBS	Institute of Baltic Studies
7	ONYX	Onyx Solar Energy SL
8	Soltech	Soltech
9	Sunstyle	Sunstyle International
10	FOCCHI SPA	Focchi SPA
11	BECSA	Becsa Sociedad Anonima
12	BYCN	Bouygues Construction
13	METABUILD	Metabuild GMBH
14	CEI	Comitato Elettrotecnico Italiano C.E.I.
15	AIE/ EuropeOn	Association Européenne de l'Installation Electrique
16	EPIA	SolarPower Europe
17	EBC	European Builders Confederation
18	ETS	Euskal Trenbide Sarea
19	PODGORICA	Glavni Grad Podgorica
20	EPFL	Ecole Polytechnique Federale de Lausanne
21	CSEM	CSEM Centre Suisse d'Electronique et de Microtechnique SA
22	Climacy	Climacy SA

TABLE OF ABBREVIATIONS

BEUC	The European Consumer Organisation
BIPV	Building - Integrated Photovoltaics
C&D Tracker	Communication and Dissemination Tracker
CC	Communication on Content
CDE	Communication, Dissemination and Exploitation
CEDEC	European Federation of Local and Regional Energy Companies
CEN-CENELEC	European Committee for Standardization (CEN) and the European Committee for Electrotechnical Standardization (CENELEC)
CINEA	European Climate, Infrastructure and Environment Executive Agency
CP	Communication on Project
D	Dissemination
DG REGIO	Directorate-General for Regional and Urban Policy
E	Exploitation
E.DSO	European Distribution System Operators
ERA-NET SES	Smart Energy System ERA-Net
ESCOs	Energy Service Companies
ETIP-SNET	European Technology & Innovation Platforms - Smart Networks for Energy Transition
EU DSO Entity	European Distribution System Operators Entity
GA	Grant Agreement
IEA PVPS	International Energy Agency - Photovoltaic Power Systems Programme
IPV	Integrated Photovoltaics
KPI(s)	Key performance indicator(s)
NEB	New European Bauhaus
PV	Photovoltaic
SCM	Smart Cities Marketplace



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INTRODUCTION

Increase – “effective advaNCements towards uptake of photovoltaic (PV) integrated in buildingS & infrastructure” – is a European project funded under the Horizon Europe programme. This initiative spans 54 months with a total budget of EUR 10 million. The project brings together a consortium comprising industry experts, manufacturers, innovators, construction representatives, research centres, and academic institutions. Its primary objective is to drive innovations in PV integration within buildings and enhance the adoption of solar power in construction and infrastructure projects.

The main goal of the Increase project is to promote the broader adoption of Integrated Photovoltaic (IPV) systems. This involves introducing innovations in module and system design, encapsulation, coatings, and operational guidelines. These innovations aim to improve aesthetics, reduce glare, minimise environmental impact, enhance fire resistance, and prevent fouling. At the system level, the project focuses on IPV facade and roof concepts, as well as noise barriers. Practical guidance for infrastructure IPV projects will be provided and validated through various pilot programmes. The project will undergo rigorous testing in accordance with industry standards and utilise optimisation software for selecting IPV size and characteristics based on building and infrastructure-specific factors. User feedback, co-creation, and multiple demonstrations across European countries will support market acceptance and stimulate cross-sector collaboration, policy development, investor engagement, and business case assessments to drive large-scale market adoption.

The Increase Communication, Dissemination and Exploitation (CDE) strategy provides an overview of all CDE activities taking place and planned within Work Package 8 focused on impact creation.

Communication project’s activities will run from month 1 to month 54 of the project. The development of the overall communication and dissemination strategy is led by TH!NK E and represents Deliverable 8.1 of the Increase project. The Exploitation strategy, under the lead of EPIA, will be further detailed in the first dedicated Deliverable (D8.7) in M30 (March 2026).

An update to this strategy will be provided every 6 months. The next version of this Deliverable (D8.3) will be published in M12 (September 2024).

The CDE strategy delivers a detailed approach with designated activities, channels, and tools to:

- Deliver bespoke communication, dissemination, and exploitation activities;
- Ensure both European wide and local impact creation;
- Support the cross-sector activities of WP7;
- Continuously monitor the outreach impact, and adjust for improvement;
- Assure that the dissemination and exploitation activities support the exploitation and development agenda for the innovations.

Remarkably, Increase not only accounts 22 partners from 5 EU countries, Switzerland and Montenegro, but also includes 9 demonstration sites from Spain, Belgium, France, Estonia, Montenegro and Switzerland. This is a great asset and opportunity for the CDE plan, not only to tackle the EU and national levels but also to reach and support pilot cities and local stakeholders where the demonstration sites are based. This will result in co-creation activities, and stakeholders actively engaged. For this reason, relevant communications and documents will be provided in English, the demonstration site languages (French, Spanish, Dutch, Montenegrin, German, Estonian) and Ukrainian.

OBJECTIVES OF COMMUNICATION, DISSEMINATION AND EXPLOITATION

Increase will reach out to the target groups and a wider audience on 3 axes: communication on project (CP), communication on content (CC), dissemination (D), and exploitation (E). These activities will be developed according to the 4 phases, described in the timeline section below, throughout the entire project duration. Building on the identification of the target groups, the selection of tailored means for each audience (see next section) is made to maximise project impacts and outreach, to ensure cost-effectiveness and joint collaboration of all partners and local actors, leveraging their existing outreach channels.

Here below, the objectives for the Increase CDE plan are reported:

- CP: the communication activities are developed to inform about the project and its activities, and to support the uptake of findings, both at the local (pilot), and European level.
- CC: the aim is to spread content (findings, facts, figures etc.) across channels, to ensure the topic is present, the audience is aware of it (resulting in more effective dissemination), and to trigger further search for and engagement with the content. This content is being built up to ensure each stakeholder group advances from what they know to what they are expected to know.
- D: the activities under dissemination provoke engagement, i.e., they steer active participation of the diverse target groups, with activities and content aligned with each of these groups and with their expected knowledge level at that moment.
- E: the activities under exploitation support the use and wider uptake, i.e., they incite replication, further development, and market uptake.

TARGET AUDIENCE

For the Increase project to be effective in its communication and dissemination activities, outreach channels will be tailored to address the target audience. The identification of the target groups is carried out at the project outset and goes beyond standard stakeholder mapping, including a more detailed study of what are the main groups, and their preferred communication channels. Table 1 is a first view of the target audiences with an indication of the relevance of this group at the EU (often through sector organisations) and/or local (L) level.

Table 1: List of Increase target groups.

Nr	Target Group	EU	L	Nr	Target Group	EU	L
1	Citizen	X	X	7	Facility managers, engineers	X	X
2	Local and regional authorities	X	X	8	PV and construction industry (manufacturers)	X	
3	Architects, building designers, and students in these fields	X	X	9	One-stop shops for renovation	X	X
4	Project developers, urban planners, social housing companies	X	X	10	Investors, banks, Energy Service Companies (ESCOs), operators of highways or railways.	X	X
5	Infrastructure developers	X	X	11	Policymakers	X	X
6	Installers, construction companies, contractors	X	X	12	R&D industry, knowledge centres, academics	X	

As a first output of the Task 8.1 (*Stakeholder mapping at European and country level*), a first database has been generated by leveraging the wide network of the partners consortium, led by EPIA. This database will serve as a basis to support the outreach and engagement activities throughout the whole

project duration. This is a live database which will be continuously updated to better address the different phases of the project. So far, 1622 contacts have been mapped and listed in the database, covering all the stakeholder categories identified as depicted in Figure 1.

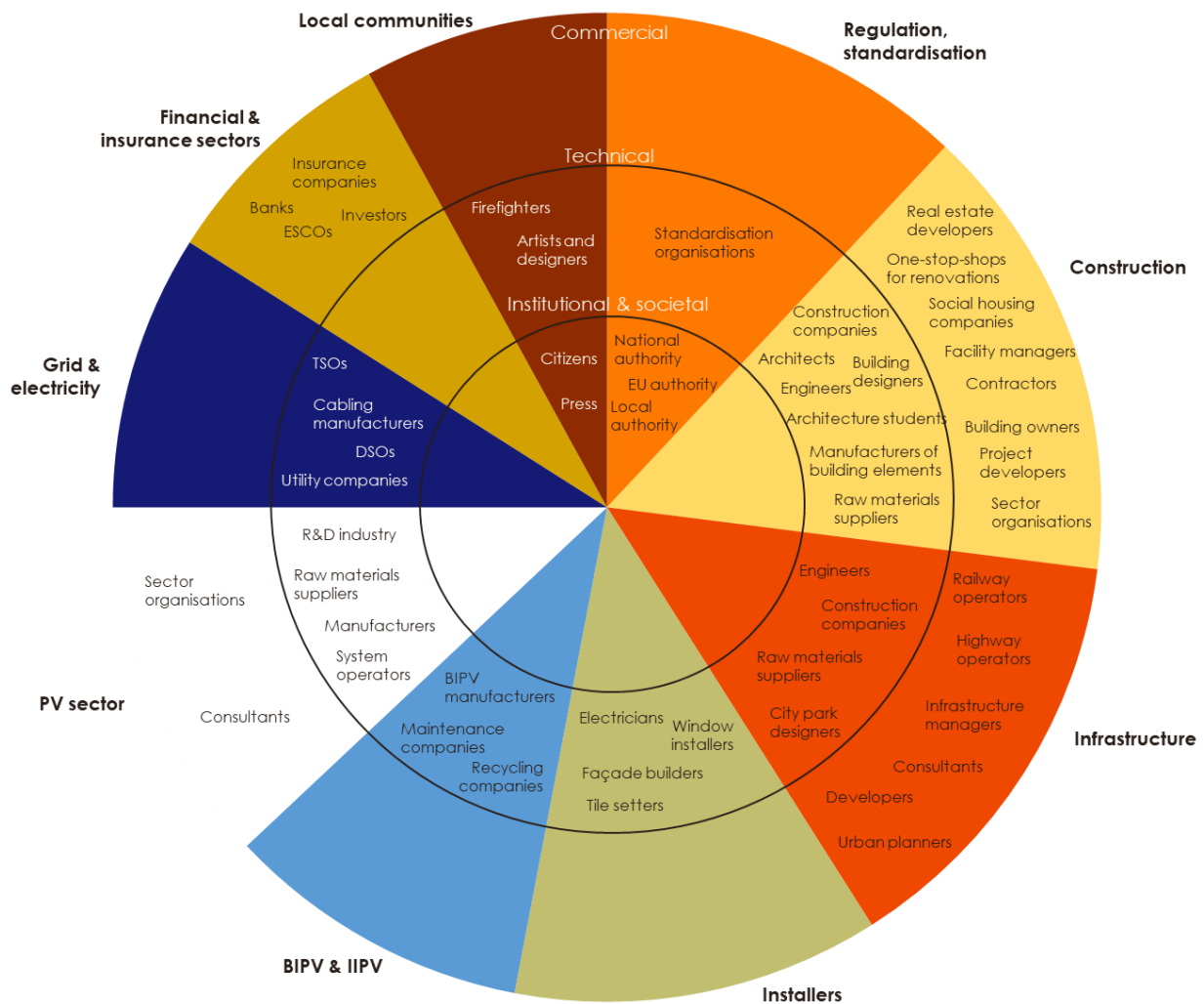


Figure 1: Map of the different stakeholder groups included in the database.

LOCAL OUTREACH STRATEGY

A specific section will be prepared (lead by IBS) for the pilot locations, and the city/municipality they are located in. Dedicated local outreach activities are included, and a bespoke campaign will be set up to maximise spill-over (e.g. exchange with neighbouring cities, articles in provincial magazines, local news (radio, online, TV)), and engage local installers, project developers, and architects. Diverse outreach material and activities is offered in different languages (see CDE overview table in Key performance indicator(s) section below); these are purposely selected to ensure effectiveness and efficiency.

So far, demonstration sites have been contacted and interviewed by IBS to design and personalise the outreach strategies depending on local needs, available expertise, stakeholders, knowledge gaps and relevant media sources.

A more detailed plan will be provided in the next version of the CDE plan (D8.3) by M12 (September 2024).

VISUAL IDENTITY

A unique visual identity was developed for Increase in order to brand the project and make it immediately recognisable. This design will be consistently applied across all communication channels and products. The visual identity pack includes:

- Project logo with a defined colour scheme (*completed*);
- Visual identity guidelines, including visual elements, infographics, colour palette, fonts/typography, among others (*a comprehensive guideline is under construction*);
- Office templates (i.e. Word and PowerPoint) that was shared with partners for the production of documents, presentations and project deliverables (*completed*);
- A set of icons and graphic elements such as a Europe map design with possibility to display energy communities/cities; an infographic based on the icons developed (*under construction*);
- Guidelines for social media posts (*under construction*).

LOGO AND SIGNET

The Increase logos and signet were developed with and without background. Moreover, to facilitate its usage for each consortium partner, a version with the integrated EU disclaimer and flag was developed.



COLOUR SCHEME





DISCLAIMER

Every project output or event must display the EU emblem and funding statement, as agreed upon in Article 17.3 of the Grant Agreement. The following texts will be used:

For communication activities:

“Funded by the European Union’s Horizon Europe, Innovation Actions programme under Grant Agreement (GA) No 101136112. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.”

All beneficiaries, managing authorities and implementing partners have to prominently display the EU emblem and funding statement on all of the aforementioned communication materials, dissemination activities and any equipment, infrastructure, vehicle, supply or result financed by the grant.

- Make sure to display the European flag.



- Don’t use the European Commission logo.





COMMUNICATION AND DISSEMINATION CHANNELS

PROJECT WEBSITE

The Increase website serves as a primary point of contact with the project and will be an entry point for all the stakeholders. The website is currently under development, and it will be published by M6 (March 2024) as D8.2.

The website aims to:

- Be engaging and have a user-friendly design with instant brand recognition;
- Be clearly structured;
- Feature regularly updated information to guarantee a good functionality. All partners will be providing updates for news, events and other activities. The material will be in English, except for local demonstration site or local stakeholder events which will be also translated in the local language;
- Provide immediate access to all public Increase materials and results;
- Be accessible in English, and specifically for demonstration sites in local languages (French, Spanish, Dutch, Montenegrin (covering Serbia, Bosnia, and Croatia), German, Estonian), and in Ukrainian.
- The project official website domain is: www.IncreaseIPV.eu. The website will be available online for three years after the end of the project.

The website structure will be composed of the following sections:

- **Home**
The home page of Increase project website offers a dynamic platform showcasing our project's mission and progress. Visitors can explore a brief overview of the project, stay updated with the latest news and upcoming events, and actively engage through the 'Engage' button. With a convenient search lens, users can easily navigate through the website's content. Additionally, the inclusion of the EU disclaimer at the end of the page ensures compliance with EU regulations and Article 17.3 of the Grant Agreement.
- **About**
In this section, visitors can find detailed project information, including goals, timeline, and an explanation of (B)IPV (Building - Integrated Photovoltaics). Additionally, descriptions of consortium partners are provided, offering valuable insights into the collaborative efforts driving Increase towards its objectives.
- **Demonstration and testing sites**
The demos and testing sites section features an interactive European map showcasing the various demonstration and testing sites. Each demonstration site is highlighted on a separate page, supplemented with a picture, name, country, and location, along with a brief description of its purpose. Additionally, details on the technical solutions employed, project partners involved, current status, and timeline are provided. These presentations will be available in English, in the local languages of the respective countries, as well as in Ukrainian, facilitating a broader accessibility and understanding. Links to related events further enhance engagement with each demonstration site's development and progress.
- **Results**
This is the repository of Increase output and outcomes, including all public deliverables, scientific papers, videos, and highlights from our engaging summer school sessions. Users can dive and explore the wealth of knowledge and insights generated by the Increase consortium.

- **Resources**

The resources tab serves as a hub for various materials and insights directly generated by Increase, as well as other external resources deemed important for understanding the project's focus areas. Here, the user can find a collection of materials beyond official documents or outputs, offering valuable insights into relevant topics. Additionally, this section provides connections with sister projects, as well as other initiatives, fostering collaboration and knowledge exchange within the broader community.

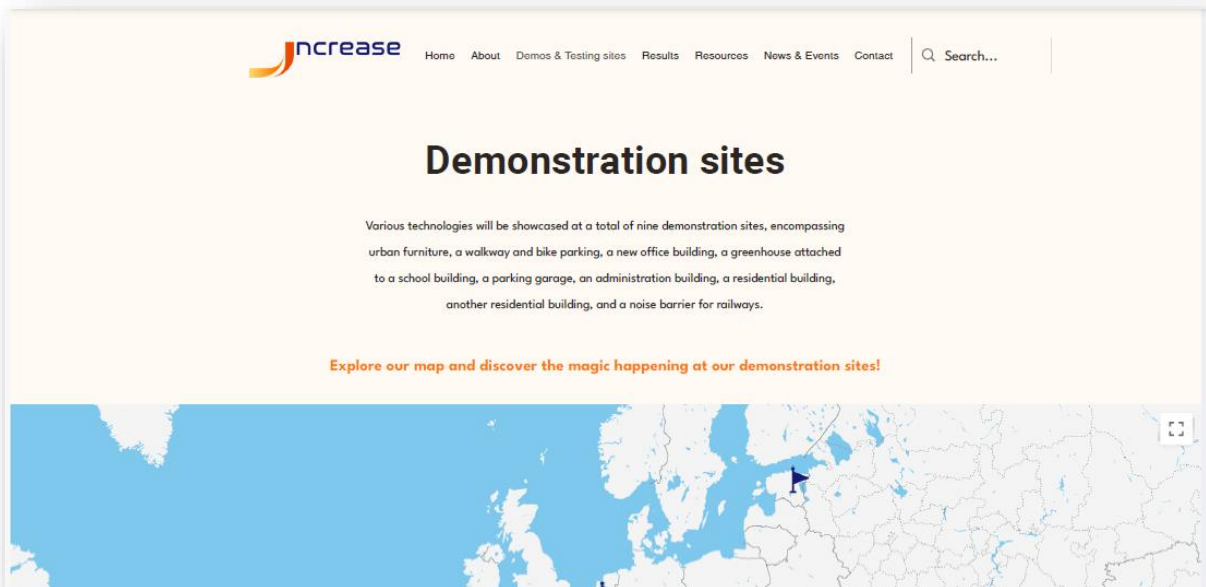
- **News and events**

The Increase news and events section is dedicated to providing updates on project-related news, and upcoming events. Additionally, it features information about other relevant events, ensuring a comprehensive overview of activities pertinent to our project's focus areas.

- **Contact**

The Increase website offers links to the project's social media platforms, including [LinkedIn](#) and [X](#), facilitating easy access for users and stakeholders to stay connected and engaged with the project.

A snapshot of the website draft version is presented below:



SOCIAL MEDIA CHANNELS

Increase will promote projects activities and results, in layman terms and in English and in the local languages (when needed), through its own social media channels, it will actively interact with other relevant accounts. With this goal in mind, Increase has created dedicated social media profiles:

X ACCOUNT

Profile: [@IncreaseIPV](#)

Official Hashtag: #IncreaseIPV

Number of followers: 20

Objectives:

- Announce and promote project results, publications, events and event participations;
- Use as a flexible platform to engage in discussions on energy communities;
- Support the partners' and pilot sites' communication efforts.



LINKEDIN ACCOUNT

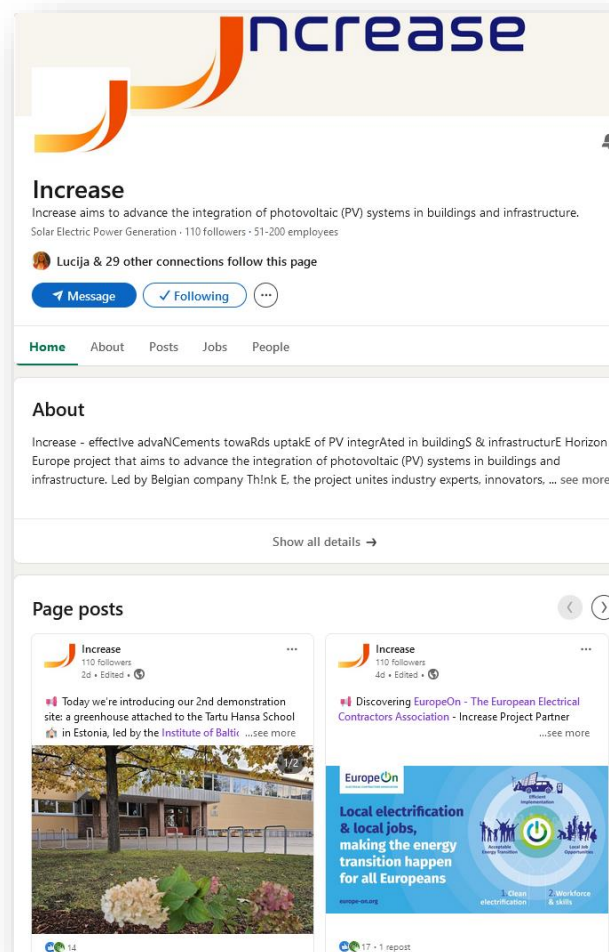
Profile: [Increase](#)

Official Hashtag: #IncreaseIPV

Number of followers: 131

Objectives:

- Project and consortium presentation;
- Engage in discussions in relevant groups;
- Promote events and results to targeted audiences;
- Support the partners' and demonstration sites' communication efforts;
- Share technical and valuable content, such as articles, and conference proceedings, etc.



MANAGEMENT OF THE SOCIAL MEDIA CHANNELS

While the project's social media channels were opened by THINK E, the consortium agreed that all the partners are encouraged to provide, share and spread relevant contents linked to the Increase project. EBC has taken the lead in managing the social media schedule by coordinating the content publication schedule. Moreover, EBC has the responsibility to follow up with the other partners involved in the social media content (EPIA, AIE/EuropeOn, IBS and EBC itself) to make sure the continuous supply of information is shared, according to the schedule. In this regard, it was decided to publish 3 post per week, on both LinkedIn and X platforms.

As of 29 February 2024, the social media team has already shared 20 LinkedIn and 28 X posts starting with Increase’s project presentation, followed by consortium partner and demonstration site introductions. Now that project activities have started, alongside the presentation of the remaining project partners and demonstration sites, events and project activities will be displayed. Posts relating to the presentation of partners and demonstration sites, have been published both in English, and in the local language of the entity showcased, in order to increase the fruition and outreach of the posts.

PARTNERS CHANNELS

To ensure immediate and widespread uptake of Increase, consortium partners will spread consortium activities through their channels (e.g., website and LinkedIn accounts) as reported in Table 2.

Table 2: Increase partners’ channels.

Partner	Website	LinkedIn	X
THINK E	https://www.think-e.be/	https://www.linkedin.com/company/think-e/	https://twitter.com/thinke_be
TECNALIA	https://www.tecnalia.com/en/	https://www.linkedin.com/company/tecnalia-research-&-innovation/	https://twitter.com/tecnalia
CSTB	http://www.cstb.fr/fr/	https://www.linkedin.com/company/cstb/?trk=company_logo	https://twitter.com/cstb_fr
KU Leuven	https://www.kuleuven.be/kuleuven	https://www.linkedin.com/school/ku_leuven/	https://twitter.com/KU_Leuven/
VITO	https://vito.be/en	https://www.linkedin.com/company/vito/	https://twitter.com/VITObelgium
IBS	https://www.ibs.ee/en/	https://www.linkedin.com/company/institute-of-baltic-studies/?originalSubdomain=ee	https://twitter.com/ibs_estonia
ONYX	https://onyxsolar.com/	https://www.linkedin.com/company/onyx-solar-energy/?originalSubdomain=es	https://twitter.com/onyxsolar
Soltech	https://soltech.be/en/	https://www.linkedin.com/company/soltech-nv/	
Sunstyle	https://www.sunstyle.com/	https://www.linkedin.com/company/sunstylesolar/	
FOCCHI SPA	https://www.focchi.it/ww/	https://www.linkedin.com/company/focchigroup/	
BECSA	https://becsa.es/	https://www.linkedin.com/company/becsa-spain/	https://twitter.com/simetria_grupo
BYCN	https://www.bouygues-construction.com/	https://www.linkedin.com/company/bouygues-construction/?trk=company_name	https://twitter.com/Bouygues_C
METABUILD	https://www.metabuild.de/en/	https://www.linkedin.com/company/metabuild/	
CEI	https://www.ceinorme.it/	https://www.linkedin.com/company/cei-comitato-elettrotecnico-italiano/	https://twitter.com/CEInorme
AIE/ EuropeOn	https://europe-on.org/	https://www.linkedin.com/company/europe-on/	https://twitter.com/EuropeOn_EU
EPIA	https://www.solarpowereurope.org/	https://www.linkedin.com/company/solarpowereu/	https://twitter.com/SolarPowerEU
EBC	https://www.ebc-construction.eu/	https://www.linkedin.com/company/european-builders-confederation-ebc/	https://t.ly/DuIq9
ETS	https://www.ets-rfv.euskadi.eus/inicio/	https://www.linkedin.com/company/ets-rfv/	https://twitter.com/ETS_RFV
PODGORICA	https://podgorica.me/	https://www.facebook.com/glavnigradPg/	https://twitter.com/GradPg
EPFL	https://www.epfl.ch/labs/pvlab/	https://www.linkedin.com/school/epfl/	https://twitter.com/epfl_en
CSEM	https://www.csem.ch/en/	https://www.linkedin.com/company/csem/	
Climacy	https://www.climacy.ch/	https://www.linkedin.com/company/climacy/about/	

RELATED EU PROJECTS AND OTHER MULTIPLIERS

The project will actively create synergies in connecting with different projects and initiatives, and use their channels to raise and multiply awareness about the Increase results in their communities. So far, the identified relevant projects and initiatives are reported in Table 3.

Table 3: Summary of the identified related EU projects (left) and other multipliers (right).

EU Project	Other initiatives
SEAMLESS-PV	Bridge
MC2.0	Smart Energy System ERA-Net (ERA-NET SES)
Flex2Energy	European Technology & Innovation Platforms - Smart Networks for Energy Transition (ETIP-SNET)
MASS-IPV	Smart Cities Marketplace (SCM)
TRUST-PV	Covenant of Mayors - Europe
SERENDI-PV	The European Consumer Organisation (BEUC)
SolarEMR	European Distribution System Operators Entity (EU DSO Entity)
ETIP PV	European Distribution System Operators (E.DSO)
drOp	European Federation of Local and Regional Energy Companies (CEDEC)
SPHINX	EnergyVille
	oPEN Lab
	International Energy Agency - Photovoltaic Power Systems Programme (IEA PVPS) Task15
	New European Bauhaus (NEB)

On the 25 April 2024, the Increase project will participate in the European Climate, Infrastructure and Environment Executive Agency's (CINEA) workshop in Brussels on solar PV energy projects clustering. This workshop will bring together 15 of CINEA's Horizon 2020 and Horizon Europe projects and policymakers in the areas of PV integration and operation aspects, including BIPV, Vehicle-integrated Photovoltaics, Agri-PV, floating PV, and performance & reliability of PV plants. This will be a great opportunity to start planning a fruitful collaboration with sister projects to further expand Increase's impact.

The Increase project is planning to agree with sister projects on regular (bi-monthly or quarterly) meetings to align our activities, and possibly organise joint workshops and meetings. This would help ensure the effective dissemination of information to the different stakeholders depending on the message and activities to convey.

Aside from sister projects, the above-mentioned multipliers, and organisation of research projects and associations of specific stakeholders will be used to further communicate Increase's activities, results and to jointly plan communication and dissemination results. Such activities are aimed to amplify Increase's results.

Finally, when planning Increase project meetings, we aim to align with other planned events to comply with the principle of 'do no significant harm'. For instance, the first project consortium meeting will be organized on April 26th as some partners will already be in Brussels for the Increase European roundtable organized by EPIA on April 24th and for the CINEA workshop on April 25th. Thanks to this approach, additional travel for all participants will be minimized, a wider participation to all three events will be guaranteed and Increase project activities and results will be further communicated and disseminated.



COMMUNICATION PRODUCTS

DISSEMINATION CONTENT

The project will focus on producing graphical, online and audiovisual communication products over traditional print products, such as:

- Videos showing the co-creation process, various realisations with PV integrated in buildings and infrastructure, production and installation processes. These videos will be in English, in the demonstration site languages (French, Spanish, Dutch, Montenegrin (covering Serbia, Bosnia, and Croatia), German, Estonian) and in Ukrainian to boost Increase's value and reach;
- Country solution booklets for a minimum of 10 Member States (in collaboration with SCM), presenting guidelines for viable business cases with application details;
- Integration of project findings in relevant industry toolkits and guidelines for the PV industry and beyond;
- Case study descriptions, in line with Directorate-General for Regional and Urban Policy's (DG REGIO) recent tender on NEB peer learning, of the co-creation approach inspired by the NEB Concept, actively shared during one of the joint meetings of the Horizon Europe NEB projects.

TRAINING MATERIAL


Training materials will be produced for targeted blended learning (combined e-material and physical interaction) and will be transferred into training packages, webinars/online seminars concepts, summer schools and presentations. These materials will include, among others:

- Webinar, focussing on interesting renovation cases with integrated PV;
- Dedicated online pre-recorded session with online FAQ section for experts in renovation on application details, and business cases for PV integration on existing buildings and infrastructure, promoted as part of the Renovation Wave activities;
- Summer schools for academics with parallel programmes for professionals, local & regional authorities, and designers;
- Training modules, with 'train-the-trainer' material offer to energy and construction clusters and other training organisations.

EVENTS

In the frame of its capacity building campaign, the project will organise in-person workshops and events. Where appropriate hybrid events (in person and online) will be considered, for example when the ability to travel varies between countries or regions. In particular, Increase will focus on organising:

- Focus group as part of the SCM, targeting the [Mission Cities \(100 selected cities\)](#) to develop Climate City Contracts, which will receive the Commission's support in achieving the goal of Climate-Neutral and Smart Cities by 2030);
- Policy outreach to stakeholders at national and European level through various meetings and interactions;
- Joint events with or contributions to NEB's events, heritage bodies' communities E.DSO, ETIP PV, The European Committee for Standardization (CEN), and the European Committee for Electrotechnical Standardization (CENELEC) (CEN-CENELEC), and Bridge;
- Workshops, in different languages, for Mission Cities on the potential of PV integrated in buildings and infrastructure, the business cases, the architectural aspects, and the power of the NEB co-creation approach, as well as direct exchange with the PV and construction industries;

- 
- Local workshops for dedicated stakeholders (contractors, designers, cities, ...) and others to address the investments, regulatory, skills, and partnership needs towards the contribution of integrated PV to the rebuilding of Ukraine;
 - Combined online and offline events closing the project.

OUTREACH

To disseminate the Increase findings, all partners commit to actively participate in several forms of press releases, such as:

- Publishing articles on the Increase website and in existing
- Newsletters;
- Generating press releases targeting the PV as well as building sectors;
- Publishing in open access scientific journals and conference contributions on technical results;
- Creating ORCID or ResearchGate page for Increase, ensuring continued access.

NEWSLETTERS

More specifically, the Increase consortium aims to publish at least 4 articles annually in newsletters of existing initiatives, as Increase project will not have a dedicated independent newsletter. In particular, TH!NK E is the final responsible for the newsletter, receiving support by all partners that will provide ad hoc content. So far, we have selected as interesting and relevant newsletter the ones of:

- EPIA
- Bridge
- SCM
- EnergyVille

As mentioned above, continuous interaction with the sister project will be sought to find out if other existing newsletters are available to present Increase outcomes. This way we will target a broad range of stakeholders, such as: (i) local and regional authorities, (ii) architects, building designers, and students in these fields, (iii) PV and construction industry, (iv) investors, banks, ESCOs, operators of highways or railways, and (v) R&D industry, knowledge centres, and academics.

As first newsletter of Increase, the presentation of the project will be published in the following months.

EXPLOITATION

Increase aims to contribute to a wider use of BIPV and IPV by supporting the development and decision-making process of the business cases, the range of visual and application possibilities, and the integration in prefabricated elements. To ensure all of Increase's outputs and results are successfully taken up by the market and society, a detailed and solid exploitation plan for the Increase project has been delineated. For more details, we refer to the section "Exploitation Plan" of the GA. Moreover, a dedicated deliverable (D8.7 - Exploitation strategy version 1) will be produced by EPIA by M30 (March 2026).

Here below, we report the preliminary exploitation strategy, as depicted in Table 4.

Table 4: The principal target audiences (PTA), and main needs are presented.

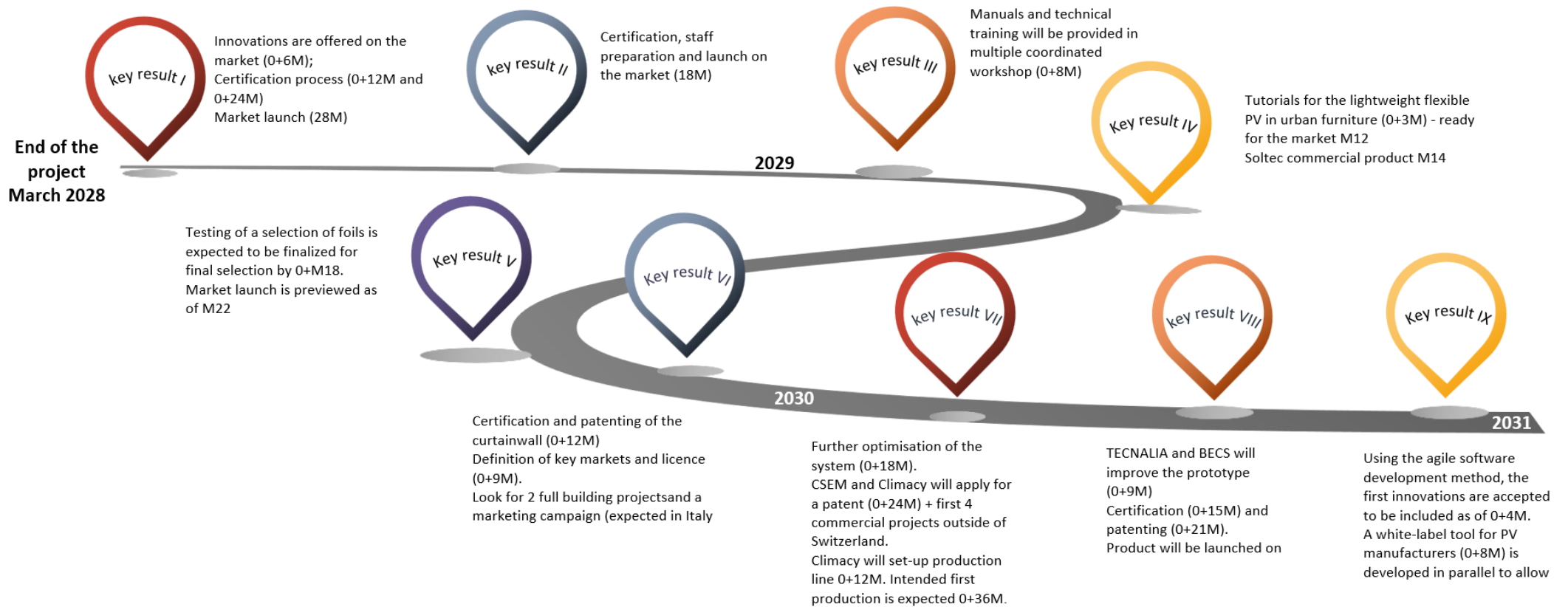
Principal Target Audience for exploitation (PTA)		Need	
A	Potential customers (including investors)	1	Viable business case
B	Architects & engineers (including students)	2	Energy market (inter-) active building or infrastructure
C	Authorities aiming to realise their energy saving and sustainable energy targets	3	Visually attractive product with freedom in application design
D	PV and construction industry (manufacturers)	4	In line with applicable fire safety standards
E	R&D Industry, knowledge centres, academics	5	Easy to implement
F	Policymakers developing enabling frameworks to roll out more integrated PV	6	Understanding of what IPV can contribute to building energy label, district ambitions, ...
		7	Insight in policy and regulatory needs
		8	Understanding of support needs

The project's key results are presented in Table 5. For each result, the link to the target group and need is made. Complementing the overview table on communication, dissemination and exploitation activities, the below table further elaborates how the result will be made available to the market during and following the project. In particular, the project will end in March 2028 and the exploitation activities are planned until March 2031. The timeline of activities after project duration is indicated with "0+XM" (with 0 being March 2028 and X the number of months to achieve the specific exploitation goal) and more graphically in the timeline below the table.

Table 5: The key results and their exploitation timeline.

N*	Key result	PTA	Need	Owner(s)	Approach to exploitation
I	New encapsulants and coatings, improving lifetime, efficiency (anti-fouling and anti-soiling), and end-of-life value due to better separation of materials	A-E	1, 3, 4	CSEM, EPFL, Soltech, Onyx, Climacy, Sunstyle	Encapsulants and coatings will be further finetuned and patented near the end of the project, and next produced by a preferred European partner (e.g., Finproject) of CSEM and EPFL, using a licence model. The innovations are consequently offered on the market (0+6M) to all PV manufacturers, with a constant price model to enable equal access to both small and large players. Partners in Increase have the benefit of experience and a detailed understanding of the adaptations needed to their production lines. Soltech, Sunstyle, Onyx, Climacy will, following the outcome of the exploitation task 8.5, select the encapsulants they prioritise. Next, they will initiate the process of certification (0+12M to 0+24M), and in parallel prepare the staff (technical training), and marketing to launch on the market starting 28M after the project.
II	Better colouring techniques and low glare innovations	A-E	3	Soltech, Onyx, Climacy, Sunstyle	Soltech, Sunstyle, Onyx, Climacy will initiate the process of certification, and in parallel prepare the staff (technical training), and marketing to launch on the market 18 M after the project.
III	Ventilated façade concept, fire safety class Bs1d0 class A1- A2,	A-D	1,4,5	Onyx	Following adjustments to the concept as a result of WP4 testing and demonstration, manuals (0+8M) and technical training will be provided in multiple coordinated workshops. In parallel, full qualification will be faced achieving at least a Bs1d0 fire classification A1-A2 (0+12M). It will be included in the wide range of Onyx products, selling modules and extending it with related products to build the ventilated façade. The product will be promoted through Onyx's well-defined sales channels: architects, designers, general contractors, real estate owners, distributors, façade systems providers, etc.

IV	Flexible and lightweight composite modules	B	2,3,5	Soltech, Onyx	Onyx will prepare tutorials for the lightweight flexible PV in urban furniture (0+3M), and events will be coordinated on site. The solution will be ready for market 12 months after the project after full qualification. Soltech currently has a partner (SolaRoad) that integrated the glass-glass modules in a bike path. SolaRoad will be further testing the integration of the lightweight modules and set-up and exclusivity contract with Soltech to become the sole supplier of the lightweight modules, aiming to have a commercial product 14M after the project.
V	De-icing electric resistance foil with advanced control	A-D	1,2	Sunstyle	The product is intended to be sold as an option to the Sunstyle tiles. The first step following INCERASE is the alteration of the design to an easy to produce, transport, and implement foil with the same electrical characteristics to allow to apply the Increase control. A preliminary market search for suppliers will be part of Task 8.5. Testing of a selection of foils is expected to be finalised for final selection by 0+M18. Market launch is previewed as of M22, supported with dedicated marketing.
VI	Integrated prefabricated façade elements	A-D	1,4,5	FOCCHI TECNALIA	FOCCHI will initiate the certification and patenting of the curtainwall (0+12M), and will define key markets where it will produce and sell itself, and other markets where it will license (0+9M), and look for 2 full building projects (expected in Italy and Belgium/Germany by M30). A sound marketing campaign will be launched following the realisation of the 2 buildings.
VII	Lightweight integrated roof elements	A-D	1,4,5	Climacy, CSEM	Following the project, 2 more installations will be prepared with minor variations to the roof panels, PV integration, and connection to further optimise the system (0+18M). Next, Climacy and CSEM will apply for a patent (0+24M) and will deliver its first 4 commercial projects outside of Switzerland. Climacy aims to set up its own production line, starting design and financing as of 0+12M. Intended first production is expected 0+36M. A dedicated marketing campaign will be set up to support market uptake.
VIII	Noise barriers for railway applications	A-D	1,2	BECS, TECNALIA	TECNALIA and BECS will use the monitoring data to improve the prototype (0+9M). Following this, a parallel trajectory of certification (0+15M) and patenting (0+21M). The product will be launched on the market following the certification (as of M15), supported by a broad marketing campaign and presence at relevant infrastructure conferences and fairs.
IX	Tool for optimal design of integrated PV projects, and smart control.	A-C, E also D	1,6,8	METABUILD, CSEM, VITO	METABUILD will use Increase data and the module yield prediction models, to evaluate needed adjustments and improvements to the models (more specifically the variations of the module improvements). Furthermore, Smart Control Impact Analysis functionality (VITO) will be embedded in the staging environment. Following this, the innovations of Increase that are executed in the staging environment will be moved to the production environment. Using the agile software development method, the first innovations are accepted to be included as of 0+4M. A white-label tool for PV manufacturers (0+8M) is developed in parallel to allow them justify/give full transparency about use of their products.



MONITORING

To monitor the performance and advancement of the Increase CDE strategy, detailed and concrete key performance indicators (KPIs) have been defined and listed in the next sub-section.

Moreover, an online communication and dissemination tracker (C&D Tracker) is under development by TH!NK E with the support of IBS. The C&D tracker will be consistently used by all project partners to record their participation to third parties events, conference, webinars, workshops as well as their involvement in organising their own events where the Increase project activities will be disseminated. A brief guide explaining how to use the C&D tracker will be made available to all partners in the internal file sharing system and via email. The most convenient tools for the trackers is under identification, as a few options have been identified (e.g., Microsoft Forms, Google Forms, EUSurvey).

KEY PERFORMANCE INDICATORS

The KPIs for the CDE plan are indicated in Table 6, while the most adequate monitoring tools to assess the KPIs achievement are under decision. Tools such as a project C&D tracker for events and activities or web, LinkedIn and X analytics will be used amongst other tools (e.g., Excel sheets).

Table 6: the KPI of the Increase CDE plan. TG stands for target group(s).

	Activity	Timing (M)	TG	Language	Total min. # during project duration
CP	Website: Public repository of project information and results including capacity building material and local webpages.	6 – 54 (+24)	All	E, D, U	90 000 visitors
CP/CC	At least 4 articles annually in newsletters of existing initiatives + contributions to the Bridge newsletter	3-54	2,3,8, 10,12	E, D, U	32 000 readers
CP/CC	6 articles annually, published on the website, and spread across local media in a minimum of 10 Member States.	3-54	All	E, D, U, and those as of M40 also in S	50 000 readers
CP	Weekly social media posts, to inform about the project and support the uptake of research and dissemination outcomes	3-54	All	those as of M40 also in S	Likes, shares and followers in social media (total): 75 000 Views: 180 000
CC	At least 5 videos, showing the co-creation process, various realisations with PV integrated in buildings and infrastructure, production and installation processes, widely promoted through various local and European channels, and partner outreach networks	34, 42	All	E, D, U	2 000 views each
CC	Pilot specific information, engagement, and “spill-over” campaigns, including in local (social) media.	20-54	1-8, 11	E, D, U, and those as of M40 also in S	500 regular viewers/readers
CC/CP	At least 8 Press Releases over the project duration, targeting the PV as well as building sector	1-54	3-8,10	those as of M40 also in S	200 articles following from the Press Releases
CC/D/E	At least 1 dedicated focus group as part of the SCM, targeting the Mission Cities.	24-36	2,10	E	45 participants, with resulting SCM deliverable reaching over 350 cities
CC/D	Webinar, focusing on interesting renovation cases with integrated PV	40-50	2-5,9, 10	E, Italian, French, Estonian U	200 participants in total, another 400 watching the recordings

CC/ D	Policy outreach to stakeholders at national and European level through various meetings and interactions.	12-54	11	E, D, U, and those as of M40 also in S	280 policymakers
CC/ D	Dedicated online pre-recorded session with online FAQ section for experts in renovation on application details, and business cases for PV integration on existing buildings and infrastructure, promoted as part of the Renovation Wave activities.	36-40	2-5,9,10	E, D, U	At least 700 views
CC/ D/E	Case study descriptions (minimum 3), in line with DG REGIO's recent tender on NEB peer learning, of the co-creation approach inspired by the NEB Concept, actively shared during one of the joint meetings of the Horizon Europe NEB projects.	34-50	2-5,8-11	E	100 views each
CC/ D/E	5 joint activities on NEB events or heritage bodies' communities	24-54	2-5,8-11	E	150 participants in total
D/E	Capacity building (2 workshops, each in a different language) for Mission Cities on the potential of PV integrated in buildings and infrastructure, the business cases, the architectural aspects, and the power of the NEB co-creation approach as well as the direct exchange with the PV and construction industry	32-48	2-5,8,11	E, Spanish	100 participants in total
D/E	Country solution booklets for a minimum of 10 Member States (in collaboration with SCM, presenting guidelines for viable business cases with application details.	38-52	2-11	E, D, U, and those as of M40 also in S	Over 500 downloads in total
D/E	At least 5 open access scientific publications, widely promoted through social media and website (on better colouring techniques; improved colour measurements; optimised design for electronics with advanced fault detection; improved yield prediction models; co-optimisation and control)	14-54	8,12	E	550 downloads of papers (total), and at least 15 uses of open data on Zenodo or equivalent
D	At least 3 conference contributions in well-selected conferences	6-52	3-5,8,10-12	E	Reaching at least 750 participants in total
D/E	Local workshops for dedicated stakeholders (contractors, designers, cities etc.), 6 in total.	9-52	1-7,9,10,11	D	250 attendees in total
D/E	Joint events with or contributions to events of E.DSO, SMART, ETIP PV, CEN/CENELEC, and Bridge.	9-53	8,10-12	E	1 200 visitors for all events and interactions together
D/E	Combined online and offline events closing the project.	52-54	All	E, D, U, S	1 500 visitors for all events and interactions
E	2 workshops addressing the investments, regulatory, skills and partnership needs towards the contribution of integrated PV to Ukraine rebuilding (workshops with experts)	45-52	All	E	40 participants each
E	Integration of project findings in relevant industry toolkits and guidelines (e.g., SolarPower Europe EPC guidelines) for the PV industry and beyond	43-54	3-10,12	E	Credited in 10 relevant initiatives

E	Explanatory section on the INCREASE website with regards to data stored in Zenodo, and how to use and access them.	36	12	E	100 views in total
E	2 summer schools for academics with parallel programme for professionals, local & regional authorities, and designers	36-51	3-8, 12	E	60 participants each time
E	Training for experts in renovation	36-48	3-6, 9	E, D, U	120 participants
E	4 training modules, with a 'train-the-trainer' material offer to energy and construction clusters and other training organisations	38-51	3-10	E, D, U, S	100 trainers trained, 450 trainees that followed the modules
E	ORCID or ResearchGate page for INCREASE, ensuring continued access	12-...	12	E	800 viewers during the project


TIMELINE

The first version of CDE timeline is provided below. The CDE activities will be continuously updated and monitored to allow regular refocusing. Four different phases have been identified:

Phase 1 (M0-M7, October 2023 - April 2024) is focused on building up stakeholder network, amplifying Increase communication channels, and communicating the anticipated knowledge needed for their natural acceptance or integration of PV on buildings and infrastructures. This stakeholder analysis spans from the local pilot level to the broader European level. Additionally, cultural differences are being considered to tailor messages for specific stakeholder groups. The engagement and follow up with the stakeholders will last throughout the whole project duration. During this phase, the project's visual designer (TH!NK E staff member) is working and proposing a project style with potential variations for pilot countries and is designing various digital communication templates and materials. Partners will collaborate to co-design message development, aligning stakeholders' existing knowledge with project expectations at different stages. This process informs the timing, content, and methods of information dissemination and capacity-building activities. These efforts contribute to the development of an effective CDE strategy, keeping track of communication's KPIs and planned campaigns across different channels.

Phase 2 (M5-M54, February 2024 - March 2028) includes the identification of relevant conferences, events, NEB activities etc., creating a timeline with diverse outreach activities. As the project is entering in the active implementation phase, monitoring tools will be identified and used to assess the project's performance and KPIs. The local communication contains collaboration with pilot cities and key stakeholders, announcing the co-creation activities, and inviting local stakeholders for active engagement. As of M5 (February 2024), communication campaigns across social media channels, supporting multiple languages and from diverse stakeholder groups will start the effective project outreach, which aims to increase interest for the project and social media followers. Moreover, the project will be advertised through the partner's media channels, newsletters, and other outreach channels. By M6 (March 2024), the project website will be launched, and it will include local pages for the pilot locations (see Website section of this deliverable for more details). Starting from M7 (April 2024), active and stable collaborations will be set up with sister projects and other initiatives such as NEB, Bridge, SCM, etc.

Phase 3 (M12-M54, September 2024 - March 2028) starts when the first project outputs become available. Diverse awareness-raising, learning and training opportunities combining the construction and PV sector, and effective outreach are part of this phase. During this phase, the following will be delivered: (i) cross-disciplinary summer schools for both academics and professionals; (ii) focus or discussion groups in the SCM; (iii) webinar on renovation and BIPV and PV in infrastructure business



cases, and processes; (iv) workshops for stakeholders in construction and renewable sector; (v) the integration of project findings in relevant industry toolkits; (vi) training for experts in renovation.

Phase 4 (M27 – after M54, December 2025 – after March 2028) prepares for an effective post-project exploitation. This will include the preparation of impactful final events which will be a combination of local and European-level activities. The events, over a period of 3 weeks, will be both on-line and in-person meetings. In this phase, the project impact is assessed; the countries with the most interesting business cases and market conditions will be identified. The exploitation in Increase will be defined and driven by the roadmaps of the participating entities, aiming to roll out the tested solutions in the market, 1 to 3 years after the project's duration, further aligned with policy and regulatory evolutions, standardisation activities, and discussions. The exploitation targets detailed plans (with target countries, needed further development budget, return of investment of the innovation etc.) for each innovation developed, with clear identification of actions and goals (including during the last 8 months of the project), and effective commitments.

RESPONSIBILITIES

TH!NK E is the coordinator and responsible for the overall planning, management and coordination of WP8 – Impact creation. TH!NK E is supported by active participation and leadership by the project partners listed below for each of the main activity planned.

- Generating a stakeholder mapping at European and country level (EPIA)
- Preparing and updating communication, dissemination, and exploitation strategy (TH!NK E)
- Planning and organizing the local outreach activities (IBS)
- Delivering effective communication and dissemination (TH!NK E)
- Managing the social media agenda (EBC)
- Supervising the newsletters contribution (TH!NK E)
- Organizing of knowledge and capacity buildings activities (EPIA)
- Developing and implementing effective exploitation strategy (EPIA)
- Organizing impactful final events (EPIA).

The success of the project's communication and dissemination actions is a joint effort of all Increase project partners. Therefore, all partners are expected to be actively involved in contributing to each of the above mentioned KPIs by:

- Providing content for the website in English and in their national language;
- Participating and providing content for audiovisual and written materials;
- Using pre-existing communication channels;
- Presenting the project and its results at relevant events exhibitions and conferences;
- Tracking all activities via the monitoring tool provided by TH!NK E and mentioned in the monitoring section of this report.

PARTNERS

Th!nk E



EPFL



Climacy

CSTB
le futur en construction



GLAVNI GRAD PODGORICA



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