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1	TH!NK E	TH!NK E
2	TECNALIA	Fundacion Tecnalia Research & Innovation
3	CSTB	Centre Scientifique et Technique du Batiment
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	BuildUp	BuildUp
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. The communication and dissemination strategy is updated every 6 months. This Deliverable D8.3 is the 1st update of the strategy in M12. The next version of this Deliverable (D8.4) will be published in M18 (March 2025).

The Exploitation strategy, under the lead of EPIA, will be further detailed in the first dedicated Deliverable (D8.7) in M30 (March 2026).

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 4 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, tailored means will be selected for each audience (see next section) to maximise project impacts and outreach, ensuring cost-effectiveness and joint collaboration among all partners and local actors, while 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 the main groups are and their preferred communication channels. Table 1 is the 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, 1510 contacts have been mapped and listed in the database, covering all the stakeholder categories identified as depicted in Figure 1.

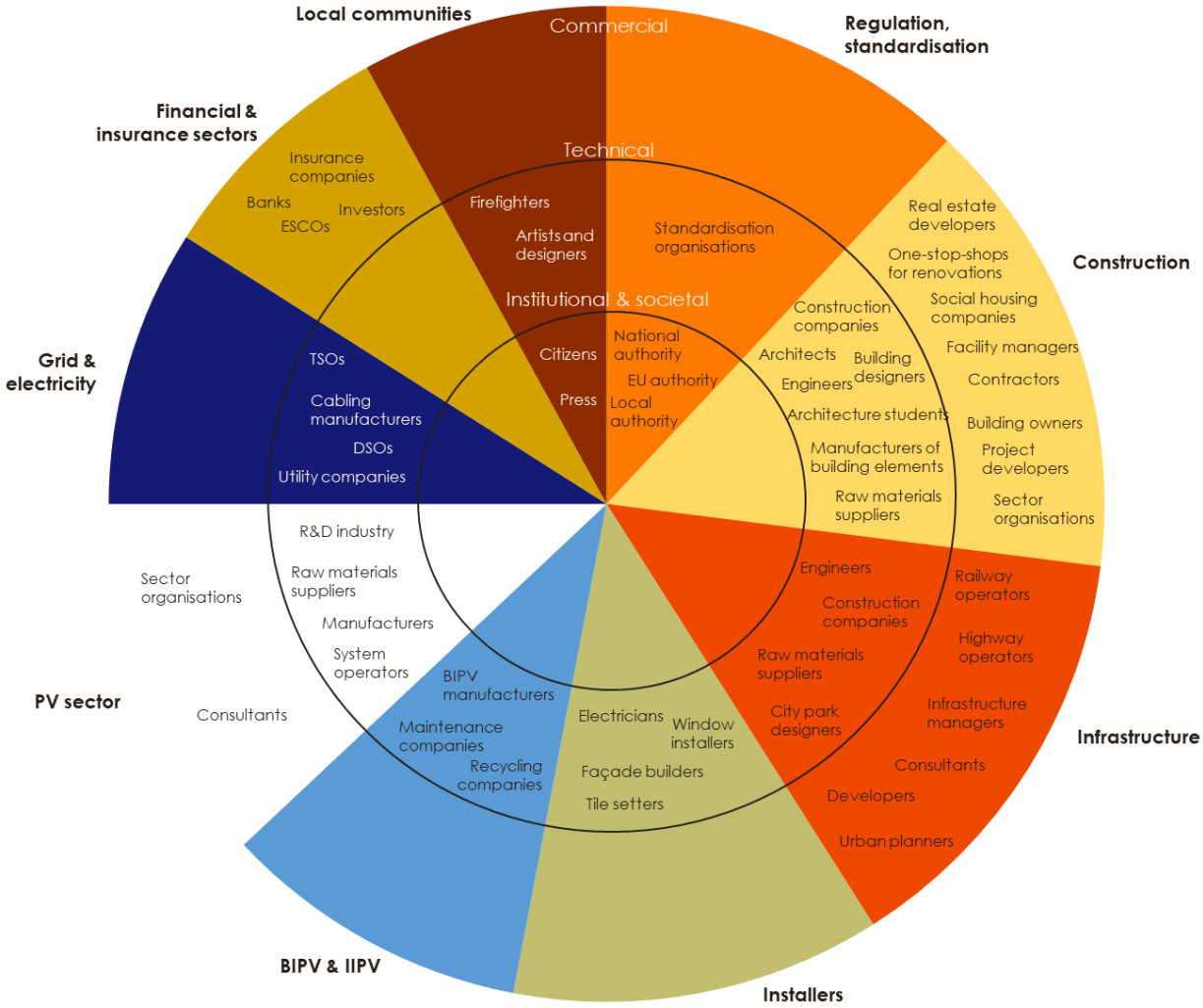


Figure 1: Map of the different stakeholder groups included in the database.

LOCAL OUTREACH STRATEGY

A local communication strategy is a tailored plan designed to facilitate effective information exchange within a specific geographic or demographic community. It encompasses methods and channels that resonate with the local culture, language, and preferences, ensuring messages are relevant and impactful. This strategy is essential to foster community engagement, enhance public relations, and drive local initiatives. By addressing the unique needs and characteristics of the target audience, it ensures clearer, more persuasive communication. Including a local communication strategy in the Increase project is essential to ensure community awareness and acceptance of the new IPV innovations, which can drive broader adoption and support. It also helps to address any public concerns or misconceptions about the project's environmental and aesthetic impacts, fostering a collaborative relationship with local stakeholders.

The Increase project has 9 demonstration sites across 6 European countries, each with its own unique culture and population. To develop an appropriate communication and dissemination strategy, national partners at the demonstration sites were consulted to gain insights into local IPV awareness, barriers, and legal considerations. This process involved:

- conducting two in-depth interviews with each pilot project team;
- creating a communication questionnaire which gathers aspects like local level awareness, partner channels, local media, and information about potential communication materials; and
- spreading a survey on IPV awareness and knowledge gaps, the results of which are not yet known, but which will be used to update local plans where necessary.

All local pilot sites are asked to fill in the local-co creation plan and have presented its first version during summer 2024. In this template pilot site partners identify their co-creation, engagement and dissemination master plan, analyse stakeholders in detail and provide detail communication and dissemination plan per stakeholder groups. The following below outlines summarised explanation of the strategy for the pilots at the local level.

PILOT 1 – AVILA (SPAIN), CITY PARK

Figure 2: Pilot team of Avila pilot.

The Avila pilot will be led by ONYX solar (see Figure 2). **Flexible, lightweight solar panels** will be integrated into **urban furniture** and compared to traditional solar glass panels with the same power output. The project involves local architecture students, artists, and citizens to propose diverse designs.

THE TARGET AUDIENCE THAT THE LOCAL COMMUNICATION STRATEGY NEEDS TO REACH

- **Municipalities**: key partners in implementing and supporting the integration of innovative solar solutions in urban infrastructure.
- **Heritage offices**: involved to ensure that new installations respect and harmonize with historical and cultural sites.
- **Architecture students**: vital contributors who will help refine the final solutions by working closely with municipalities and construction companies. As future industry professionals and potential clients, their engagement is crucial. Understanding how information about the project is conveyed to them within universities is important for better analysis and integration.
- **Artists**: invited to propose creative and diverse design concepts, contributing to the aesthetic appeal and community acceptance of the installations.
- **Local citizens:** their input and feedback are essential for the project's success, ensuring that the solutions meet community needs and gain public support.
- **Installation companies:** responsible for the practical deployment of the solar solutions, ensuring proper installation and functionality.
- **Chamber of Commerce of Avila:** engages local businesses and promotes economic opportunities related to the project.

COMMUNICATION AND DISSEMINATION STRATEGY

The pilot project is led by Increase's partner, ONYX, which manages all communications, primarily in Spanish, with English used as needed. ONYX shares updates through Facebook, X, and LinkedIn, with a combined 98,810 followers. Content is managed by ONYX's communications team, following the Increase project guidelines. Information is also shared via local magazines, TV channels, and ONYX's strong media relationships, while its database of green technology professionals, builders, and architects helps reach broader audiences. ONYX posts weekly updates and organizes local conferences and workshops for architects and students.

Municipalities are engaged through regular meetings and workshops to align the project with local infrastructure plans, along with public forums for gathering citizen input. Heritage

offices are consulted early in the design phase to ensure installations respect cultural sites. Architecture students are involved via workshops and lectures, working closely with municipalities and construction companies to contribute innovative ideas. Artists are invited to propose creative designs through a competition to enhance community acceptance. Local citizens are involved through public sessions, surveys, and local media outreach to gather feedback. Installation companies participate in technical workshops to ensure smooth deployment, while the Chamber of Commerce of Avila connects local businesses to the project's economic opportunities.

To reach the general public, ONYX will focus on leveraging its strong presence in local media by increasing coverage in TV programs, print media, and popular online platforms. Public information campaigns will also be launched, using posters, flyers, and informational booths at community events to ensure broad visibility. Collaborating with local influencers and running digital campaigns on popular social platforms will further raise awareness about the project and the benefits of Integrated Photovoltaics (IPV). Despite ONYX's strong presence in Avila, general awareness of IPV across Spain remains low due to educational gaps. These activities aim to close that gap and raise broader awareness of IPV's benefits.

SUGGESTED OFFLINE MEDIA

- Diario de Avila: They regularly feature articles on new developments and projects in the region, making it a good fit for sharing information about new initiatives.
- RTVCycL: With both TV and online presence, they can effectively reach a wide audience through various formats, including news reports and feature segments on new projects and innovations.

SUGGESTED MESSAGES

The messages (see Figure 3) were crafted with consideration of the region's already high level of awareness, aiming to maintain cohesive groups focused on ongoing developments and promote green energy initiatives.

Figure 3: Overview of the local level strategy (Pilot 1).

PILOT 2 – NATIONAL PARK HOGE KEMPEN (BELGIUM)

Figure 4: Pilot team of Terhills pilot.

Terhills pilot will be led by SOLTECH (see Figure 4). This pilot is located in a national park – a nature reserve, which is a public space open to visitors. Variations in color, glare, and lightweight materials will be incorporated into the design, with modules that allow for easier separation of materials at the end of their life cycle. This innovative structure will be installed at the entrance gate of Terhills, showcasing both its functional and aesthetic qualities while contributing to sustainable design practices.

THE TARGET AUDIENCE THAT THE LOCAL COMMUNICATION STRATEGY NEEDS TO REACH

- **Park Manager**: responsible for the day-to-day operations and management of the park.
- **City Administration**: The local government body overseeing the project.
- **Citizens**: The general public who will use or be affected by the park.
- **Architect**: Professional responsible for designing the park.
- **Engineering Company**: Firm tasked with the technical and structural aspects of the project.
- **Public Authority**: The ultimate decision-maker or funding body for the project.
- **Construction Companies (Tendered)**: Different companies may handle various parts of the construction through a competitive bidding process.
- **Architects**: Likely involved in the detailed design and planning stages.
- **Direct Activities with End-Users, Citizens, and Land Owners**: Engagement might include dissemination of pilot results and storytelling, with some potential interaction with local farmers.

COMMUNICATION AND DISSEMINATION STRATEGY

The Terhills pilot project, led by SOLTECH, will manage local communications with a focus on LinkedIn and direct email, utilizing their established network. Working with the park administration, which uses Facebook, SOLTECH will share updates on both platforms, emphasizing email networking. Offline communication will include project updates through the SOLTECH newsletter, reaching around 3,000 individuals, and press releases sent to local and national media. SOLTECH will also attend events, such as architect and infrastructure forums, and host their own open days to engage the public.

SOLTECH will engage the Park Manager through regular updates and meetings to align the project with park operations. For the City Administration, periodic reports and briefings will

ensure the project supports local goals. Public information sessions and workshops will be held to involve citizens, promoted through social media and newsletters. Architects and the Engineering Company will participate in technical workshops, collaborating on project design. Construction companies will receive technical briefings and hands-on demonstrations to address reluctance towards new technologies. They organize their own open days in SOLTECH where everyone can come and see what they do ”Inloopdagen”, While general awareness of solar panels is positive in the country and region, a barrier exists within the construction sector. Construction companies are often reluctant to try new technologies.

SOLTECH will provide the Public Authority with regular progress reports and presentations to maintain support. Direct activities with end-users, including landowners and local farmers, will involve workshops and storytelling to demonstrate the project's benefits. To raise awareness and reduce barriers within the construction sector, SOLTECH will offer pilot tests and demonstrations, encouraging broader adoption of new technologies.

SUGGESTED OFFLINE MEDIA

- Limburgs Dagblad: It covers news across the Limburg region, including Terhills, making it a key outlet for reaching the local audience.
- TV Limburg: It provides extensive coverage of news and events across the Limburg region, including Terhills. Their focus on local stories makes them a great platform for project announcements and updates.
- It is recommended that pilots identify potential local events, such as those organized by EnergyVille, where they can present the pilot project, its objectives, and ultimately its results.

SUGGESTED MESSAGES TO USE

The messages (see Figure 5) were crafted taking into account the challenges highlighted by the pilot, including the difficulty of building trust in new technologies.

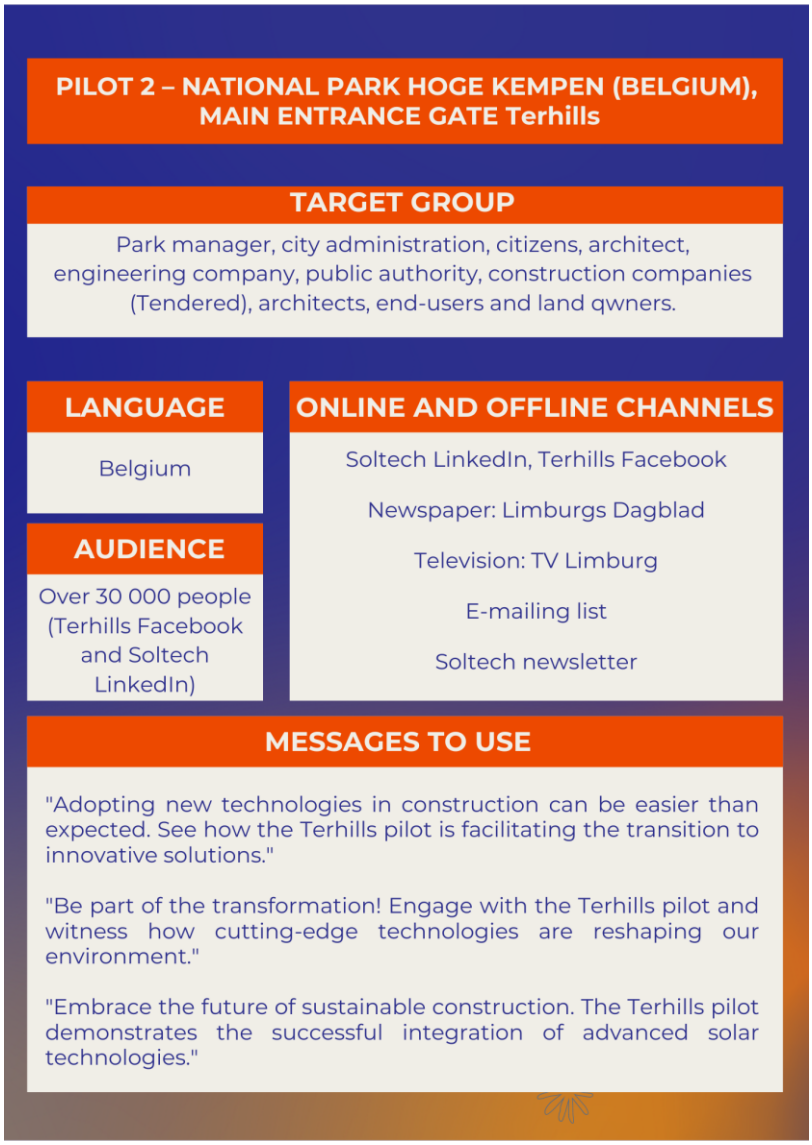


Figure 5: Overview of the local strategy (Pilot 2).

PILOT 3 – STRASBOURG (FRANCE), OFFICE BUILDING

Figure 6: Pilot team of Strasbourg pilot.

Strasbourg pilot will be led by Bouygues Construction (see Figure 6). This demo will involve the construction of a completely new wooden building – an innovative, rare combination of wood and BIPV. **A BIPV prefabricated façade** will be installed to one store of this 8-storey building with offices, parking and a public space.

The exact target groups for local communication efforts are still to be determined. The current strategy is aimed at the general public to raise awareness of the Increase project.

COMMUNICATION AND DISSEMINATION STRATEGY

For the pilot project in Strasbourg, the communication and dissemination strategy has been updated in response to the interview and communication questionnaire and has been adjusted accordingly after the change in location. In Strasbourg, local communication will be managed with the support of the local authority. The municipality boasts a highly professional and high-quality website, which serves as the primary source of information for tourists visiting Strasbourg. Additionally, there is a separate French-language website dedicated specifically to local residents.

For this pilot, significant emphasis will be placed on using the local authority's website for information dissemination, supplemented by the municipality's social media channels. Bouygues Construction will lead the Strasbourg pilot, with on-site co-creation coordinated by their partner, LinkCity. LinkCity will leverage their social media presence and network to share information, including their LinkedIn account, which has 5,000 followers.

SUGGESTED OFFLINE MEDIA

- Les Dernières Nouvelles d'Alsace (DNA)**:** Major regional daily with extensive local coverage.
- L'Alsace: Prominent regional newspaper covering Alsace.
- Strasbourg Magazine: Local lifestyle and news magazine.
- Sélestat & Le Haut-Rhin: Local publication focusing on specific regions around Strasbourg.
- France 3 Alsace: Regional TV channel providing local news updates.

SUGGESTED MESSAGES TO USE

The messages (see Figure 7) are aimed at engaging the general public, with a primary focus on social media and magazines. Consequently, the messaging has been carefully crafted to align with the appropriate style for these platforms.

Figure 7: Overview of the local strategy (Pilot 3).

PILOT 4 – TARTU (ESTONIA), GREENHOUSE ATTACHED TO SCHOOL

Figure 8: Pilot team of Tartu pilot.

Tartu pilot is led by Institute of Baltic Studies (see Figure 8). The greenhouse will be located close to the south façade of the Tartu Hansa School. Students and staff will be invited to co-create the **integration of PV glass into the greenhouse**, allowing for the generation of solar energy while maintaining its functionality as a greenhouse. The pilot counts on a significant educational value being integrated in a school as a showcase.

THE TARGET AUDIENCE THAT THE LOCAL COMMUNICATION STRATEGY NEEDS TO REACH

- **Schools (Students and Teachers):** Engage to inspire and educate future generations about the project.
- **City Government:** Oversees project approval and alignment with local policies.
- **Architects:** Designs the project to be both functional and aesthetically pleasing.
- **Greenhouse Developers:** Applies sustainable practices and technologies within the project.
- **Construction Companies:** Handles the construction and execution of the project.
- **PV Sector:** Integrates advanced solar technologies into the project and would raise awareness about IPV.
- **Citizens and the Community:** The primary users and beneficiaries who will provide feedback and support.

COMMUNICATION AND DISSEMINATION STRATEGY

The Tartu Hansa School pilot project is managed by the Institute of Baltic Studies (IBS), which oversees all local communication. Information will also be disseminated in cooperation with Hansa School. The primary social media channels for this project are Facebook and LinkedIn, where IBS and Hansa School together have a few thousand followers. IBS has strong connections with local media, ensuring that those not on social media are reached through coverage in *Tartu Postimees* and local TV channels. IBS will organize community events at Hansa School, such as open days, to showcase the pilot project and raise awareness of the environmental and educational benefits. They will also develop interactive lessons and workshops for students and teachers to increase engagement.

Although IBS does not have its own contact database, it collaborates with solar networks and institutions in Estonia to disseminate information about the Increase project and the pilot project. This will include hosting webinars and informational sessions with solar technology companies to raise awareness about IPV technology. The school greenhouse, partially constructed with IPV technology, is a pioneering initiative in Estonia. Regular site visits and

inspections will be scheduled with the construction company and architects to ensure sustainable practices and the proper integration of IPV technologies.

While general awareness of solar panels is decent, thanks to major manufacturers' effective marketing, IPV remains relatively unknown in Estonia. The main barrier in Estonia is the lack of awareness about IPV. Therefore, the project messaging will emphasize the differences between PV and IPV technologies. This will be done through informational materials disseminated via solar energy networks, presentations at national forums held by the Association of Estonian Cities and Municipalities, and events with the Smart City Club to promote the pilot project as an innovative urban solution.

The project will also involve regular communication with the city government to ensure alignment with local development goals, and presentations at city council meetings will be arranged to maintain support. By engaging all these stakeholders, the project aims to increase awareness of IPV technology and set a precedent for similar sustainable initiatives across Estonia.

SUGGESTED OFFLINE MEDIA

- Tartu Postimees: This is a leading local newspaper known for its comprehensive coverage of regional news and events, including innovation and technological advancements.
- ETV is a national broadcaster with local coverage in Tartu, providing a platform for reaching a broad audience with televised news segments about innovative projects.

SUGGESTED MESSAGES TO USE

The messages (see Figure 9) were crafted with the understanding that awareness of IPV in Estonia remains relatively low, and efforts are needed to clarify the distinction between PV and IPV.

Figure 9: Overview of local strategy (Pilot 4).

PILOT 5 AND 6 – PODGORICA (MONTENEGRO), PUBLIC GARAGE AND ADMINISTRATIVE BUILDING

PILOT 5 – PODGORICA (MONTENEGRO), PUBLIC GARAGE		
PILOT TEAM	PILOT LEADER	Podgorica
	MANUFACTURERS	SunStyle
	KNOWLEDGE PARTNERS	Th!nk E | KULeuven

Figure 10: Pilot team of Podgorica public garage pilot.

PILOT 6 – PODGORICA (MONTENEGRO), ADMINISTRATIVE BUILDING		
PILOT TEAM	PILOT LEADER	Podgorica
	MANUFACTURERS	Onyx
	KNOWLEDGE PARTNERS	VITO | KULeuven | Metabuild

Figure 11: Pilot team of Podgorica administrative building pilot.

Podgorica pilots are led by Podgorica Municipality (see Figure 10and Figure 11). Two pilots take place in Podgorica, the capital of Montenegro. A BIPV façade will be installed to an administration building, which offers opportunities for the local administration and citizens to co-design the façade. At the same time, the second pilot – a public garage – provides a chance for citizens and users of the parking space to co-design the BIPV façade, with a particular focus on colouring options and aesthetic improvements of the garage.

THE TARGET AUDIENCE THAT THE LOCAL COMMUNICATION STRATEGY NEEDS TO REACH

- **Colleagues from the National Office:** Staff members from the central or national headquarters who oversee or provide additional support and expertise for the project.
- **City architect:** The professional responsible for the architectural design and planning of the project within the city, ensuring it aligns with local regulations and aesthetics.
- **General public:** The community members who will experience or be impacted by the project, including residents and other stakeholders.
- **Architects in Podgorica and Architecture University:** Local architects and academic professionals who can contribute their expertise to the design and implementation of the project, fostering collaboration between professionals and students while integrating innovative architectural solutions.
- **DSO – CEDIS:** The distribution system operator that will play a key role in connecting the PV panels to the grid. As this is an innovative project, their involvement is critical for ensuring technical feasibility and exploring new solutions in energy distribution.
- **PV installers and companies:** Businesses specializing in the installation and maintenance of photovoltaic systems, who should be made aware of the potential of

Building-Integrated Photovoltaics (BIPV) and how this project could expand opportunities for future implementations.

COMMUNICATION AND DISSEMINATION STRATEGY

The Podgorica pilot project is managed by Podgorica Municipality, which oversees all local communication. The primary social media channel for this project is Facebook. The municipality has strong connections with local media, ensuring that those not on social media are reached through coverage in national and local outlets, including radio shows on Radio of Montenegro and online podcasts. The innovative use of IPV technology in ventilated facades is a pioneering initiative in Montenegro.

To reach colleagues from the National Office, regular briefings and detailed reports will be shared. Meetings and presentations will provide them with deeper insights, ensuring their support and expertise are integrated into the project. The city architect will be engaged through workshops and meetings to align the design with local regulations, ensuring a smooth integration of IPV into urban planning. Their input will be crucial in addressing potential heritage protection issues. To engage the general public, a combination of social media posts and traditional media outreach will be used. Public information sessions will be organized to explain the project's impact, and local forums will provide opportunities for citizens to offer feedback.

Architects in Podgorica and the Architecture University will be involved through collaborative workshops, allowing professionals and students to contribute innovative solutions. Joint events and lectures will ensure local talent is engaged in the project. DSO – CEDIS will be involved from the early stages through technical consultations, ensuring the feasibility of connecting the PV panels to the grid. Their involvement will help explore new solutions for energy distribution. PV installers and companies will be informed through industry-specific outreach and technical workshops where the potential of BIPV will be showcased. These workshops will highlight future business opportunities for these companies.

The project's messaging will focus on explaining the differences between PV and IPV, emphasizing their compatibility with heritage buildings. The upcoming national platform for green energy in September-October 2024 is an ideal opportunity to showcase the Podgorica pilot and highlight the advantages of IPV technology.

SUGGESTED OFFLINE MEDIA

- Radio of Montenegro: This leading national radio station reaches a broad audience and can feature segments on the pilot project, providing detailed explanations and interviews with project leaders.
- Vijesti: A major national newspaper known for its comprehensive coverage of regional news and events, including innovation and technological advancements.
- RTCG (Radio Television of Montenegro): The national broadcaster with extensive local coverage, providing a platform for reaching a wide audience with televised news segments about innovative projects.

SUGGESTED MESSAGES TO USE

The messages (see Figure 12) were crafted bearing in mind that it is important to make people aware of what IPV is and why it is better than conventional PV.

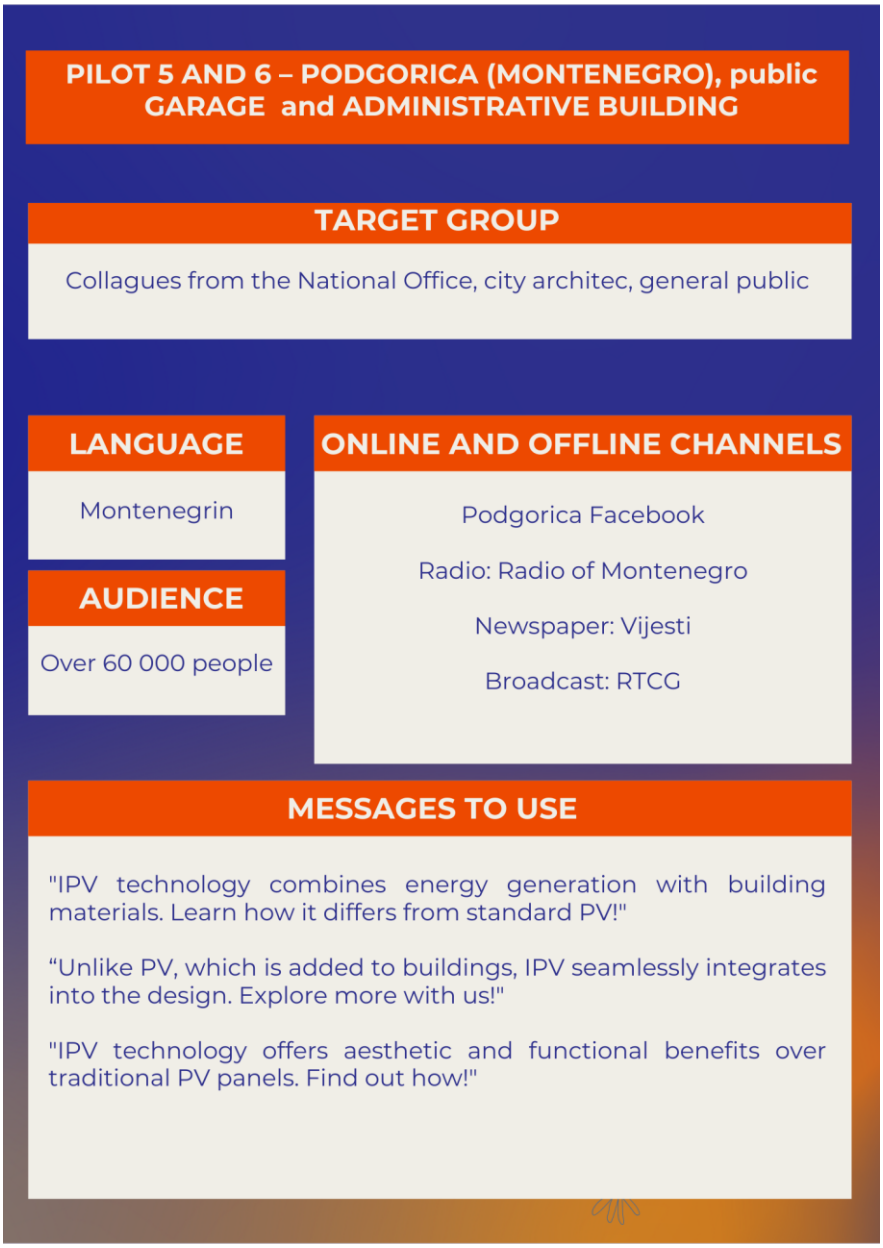


Figure 12: Overview of local strategy (Pilot 5 and 6).

PILOT 7 – LA TOUSSUIRE (FRANCE), RESIDENTIAL BUILDING

Figure 13: Pilot team of La Toussuire pilot.

La Toussuire pilot is led by Sunstyle (see Figure 13). The demo building is a house in a ski resort with rental apartments and a ski shop. An improved BIPV roof featuring the SunStyle **de-icing system** will be installed as part of the pilot in September 2026. This installation will demonstrate and further fine-tune the de-icing foil and control system, using enhanced roof tiles to showcase advancements made during the project. During the Increase project, the roof tiles will be re-used and improved to demonstrate and further finetune the de-icing foil and control.

THE TARGET AUDIENCE THAT THE LOCAL COMMUNICATION STRATEGY NEEDS TO REACH

- **Local authorities**: Involvement is mandatory for obtaining construction permits and ensuring compliance with local regulations.
- **Architects:** Architects working on other projects in the French Alps are essential for integrating the innovative solutions into their designs.
- **Construction companies:** They play a crucial role in the implementation and execution of the project.
- **Roofers:** Both managers and workers who install the tiles are key stakeholders. They need to understand how to install and connect the tiles to the grid. Feedback from roofers has already led to modifications that ease implementation.
- **Owner of the ski shop**: As a former ski champion and gold medalist, the owner can be a valuable resource and serve as a celebrity figure for local-level communication, enhancing public interest and credibility.

COMMUNICATION AND DISSEMINATION STRATEGY

The La Toussuire pilot project's communication strategy focuses on engaging key stakeholders and promoting BIPV technology across the region. LinkedIn will serve as the primary online channel, reaching over 100,000 professionals. Sunstyle's established connections with local media will ensure coverage in regional newspapers, online publications, and local TV stations, further raising awareness.

To reach local authorities, the strategy includes meetings/workshops to highlight the long-term environmental and economic benefits of BIPV systems, advocating for streamlined permit processes. Architects will be engaged through workshops, demonstrating how BIPV can be integrated into future alpine projects, promoting the technology's adaptability.

Construction companies and roofers will receive hands-on training on installation techniques, addressing technical barriers and ensuring proper system implementation. Feedback loops

will be established to refine the process based on real-world challenges encountered by roofers.

Finally, the owner of the ski shop, a former ski champion, will serve as a local ambassador, enhancing public interest through media interviews and appearances, providing credibility and a relatable figure for regional outreach.

SUGGESTED OFFLINE MEDIA

- France Bleu Pays de Savoie - A popular local radio station serving the Savoie region, perfect for reaching the local audience with updates on regional projects and developments.
- Le Dauphiné Libéré - A leading regional newspaper in the French Alps, known for covering local news, innovation, and community projects, making it a strong platform for promoting the pilot.
- France 3 Auvergne-Rhône-Alpes - A regional branch of France 3, this TV station focuses on news and events in the Auvergne-Rhône-Alpes area, providing wide exposure to local residents and businesses.

SUGGESTED MESSAGES

Messages (see Figure 14) were crafted with the understanding that roofers and construction companies need clear, practical guidance on the installation of BIPV systems. The focus is on demonstrating the ease of integration and long-term benefits, while also addressing the specific challenges of alpine environments.

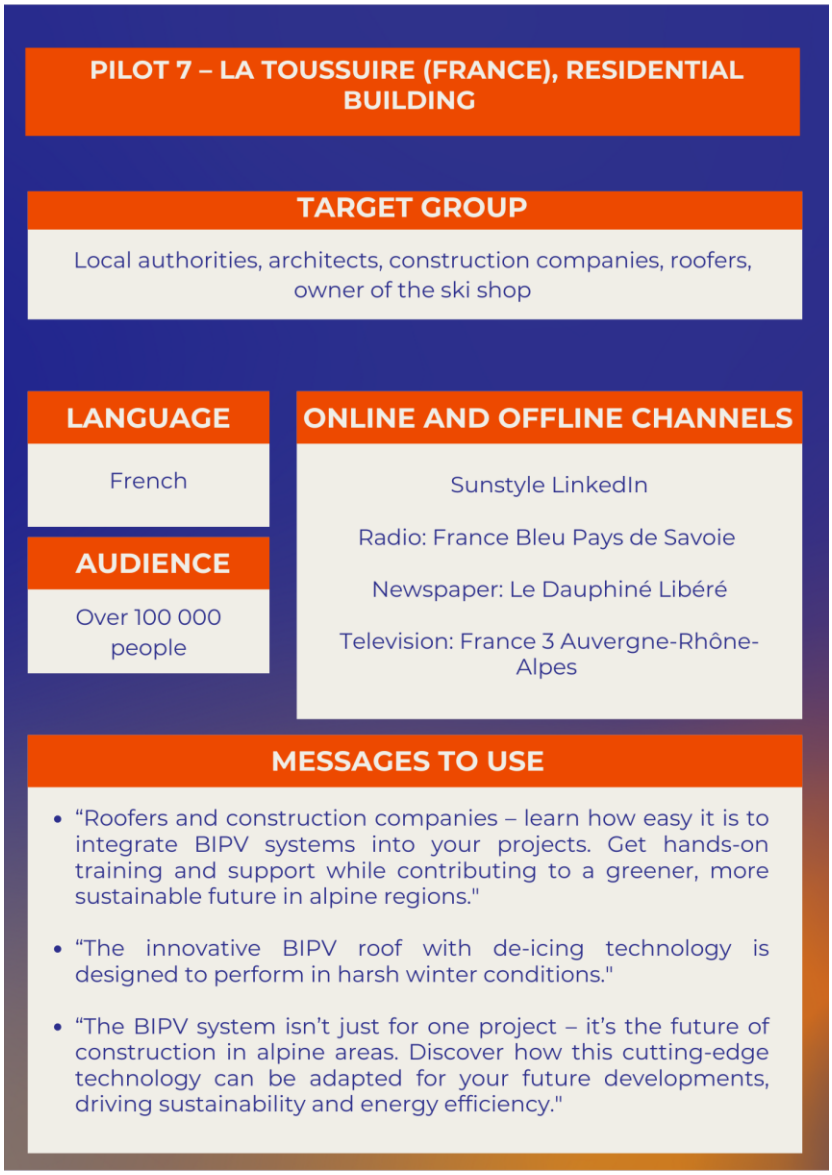


Figure 14: Overview of local strategy (Pilot 7).

PILOT 8 – ST- SULPICE (SWITZERLAND), SINGLE-FAMILY RESIDENTIAL BUILDING

Figure 15: Pilot team of St-Sulpice pilot.

St- Sulpice pilot is led by Climacy (see Figure 15). A family house built in 1990 will receive an energy upgrade to a nearly-zero-energy building. The existing roof tiles of the house will be replaced by **lightweight insulated BIPV tile elements**, in addition to changing the house's heating system from gas to heat pump. The demo also applies the Increase smart control system to test different grid strategies to maximize smart energy use.

THE TARGET AUDIENCE THAT THE LOCAL COMMUNICATION STRATEGY NEEDS TO REACH

- **Experts working on the pilot**: Professionals directly involved in the development and implementation of the IPV system in the La Toussuire pilot project, providing technical expertise and guidance throughout the process.
- **Knowledge partners:** Organizations or individuals contribute specialized knowledge and support to the project, helping to address technical challenges and enhance the overall implementation of the IPV technology.
- **Family of the pilot house:** owners of the pilot house who are directly affected by and involved in the pilot project, providing valuable feedback and real-world insights on the performance and impact of the IPV system.
- **Local authority:** Involvement is mandatory to advocate for a streamlined permit procedure.

COMMUNICATION AND DISSEMINATION STRATEGY

The St-Sulpice pilot project, managed by Climacy, oversees all local communication efforts, with LinkedIn as the primary channel, boasting over 500 followers. A key focus of the communication strategy is addressing the challenges related to the high cost of implementation and the complex permit process. To overcome these obstacles, Climacy will engage directly with local authority to advocate for a more streamlined permitting procedure, using Switzerland's simpler PV regulations as a model. By showcasing the benefits of IPV systems, such as seamless integration with building structures and their long-term economic and environmental advantages, the strategy aims to demonstrate the unique value of this technology.

To further support these efforts, the strategy will involve targeted outreach activities. Meetings will be organized with local government officials to discuss permit improvements and promote the adoption of more efficient regulatory frameworks. Presenting IPV systems at

local energy forums and through workshops with municipal authorities will build understanding and support for these innovative solutions.

Additionally, raising awareness among electricity distribution companies (utilities) has emerged as a crucial goal, as many are still unfamiliar with the potential of fully integrated solar panels. To address this, Climacy will organize webinars and information sessions for utilities, highlighting the advantages of IPV technology in modern energy grids. A white paper outlining the benefits of integrating IPV into distribution networks will be circulated through industry channels, and utilities will be invited to participate in industry conferences to further their understanding of the technology's potential.

A key aspect of the strategy also includes engaging with experts working on the pilot and knowledge partners, who play a critical role in addressing technical challenges and refining the IPV system. Regular technical meetings will be held with these stakeholders to ensure continuous feedback, while collaborative knowledge-sharing sessions and co-hosted seminars with universities and research institutions will help advance the project.

The family of the pilot house, as direct users of the IPV system, will provide valuable feedback on the system's real-world performance. Regular interviews and surveys will be conducted with the family to gather insights into the system's daily use and functionality. This feedback will be shared with key stakeholders through site visits and documentation, showcasing the practical benefits of IPV technology.

To ensure broader community engagement and social acceptance, Climacy will leverage its established communication channels. LinkedIn will feature regular updates, success stories, and visual content on the installation process, while public tours and information sessions at the pilot house will be organized to involve the local community. Additionally, articles and case studies on the benefits of IPV systems will be published in local and national PV magazines to raise awareness and encourage adoption.

SUGGESTED OFFLINE CHANNELS

- Lausanne FM (LFM) - A popular regional radio station that covers local news, events, and developments in the Lausanne area, including Saint-Sulpice, providing a good platform to reach the local community.
- 24 Heures - One of the leading newspapers in the French-speaking region of Switzerland, covering regional news and innovation, making it an ideal outlet to inform the public about the project.
- RTS (Radio Télévision Suisse) - The national Swiss broadcaster with regional programming, RTS provides significant visibility for innovative projects and news in French-speaking Switzerland, including Saint-Sulpice.

SUGGESTED MESSAGES

Messages (see Figure 16) were crafted taking into account the challenges of high implementation costs and the complex permit process. The focus is on simplifying procedures, highlighting long-term benefits, and emphasizing the distinctiveness of the IPV technology in a competitive market.

Figure 16: Overview of local strategy (Pilot 8).

PILOT 9 – BIZKAIA (SPAIN), NOISE BARRIERS FOR RAILWAY

Figure 17: Pilot team of Bizkaia pilot.

Bizkaia pilot is led by Euskal Trenbide Sarea (see Figure 17). The pilot project involves a 50-meter-long and 2.5-meter-high acoustic barrier (125 m²) designed to reduce noise while generating energy. BECS will provide the noise barrier, which **integrates special laminated PV modules for optimal acoustic insulation and absorbent material** on the source side to enhance noise absorption. Both the acoustic performance and energy generation will be closely monitored. Euskal Trenbide Sarea (ETS) is responsible for overseeing the installation.

THE TARGET AUDIENCE THAT THE LOCAL COMMUNICATION STRATEGY NEEDS TO REACH

- **Citizens living near the noise barrier**: Residents who may be impacted by the noise levels and visual aspects of the barrier, important for community acceptance and feedback.
- **Users of the railway line**: Commuters and travelers who will experience reduced noise levels and may be interested in the environmental benefits of the project.
- **Local municipality**: Responsible for engaging with citizens, facilitating co-creation activities, and gathering public input for the project.
- **ETS Maintenance and Projects group**: The team within ETS that will handle the long-term upkeep and functionality of the noise barrier solution after its installation.
- **ETS (overall):** While ETS does not engage directly with citizens, it can facilitate communication with railway users, primarily through one-way information sharing.

COMMUNICATION AND DISSEMINATION STRATEGY

The local outreach communication plan aims to ensure social acceptance of the noise barrier project by targeting key stakeholders through clear, inclusive messaging. The focus will be on highlighting the benefits of reduced noise and the integration of PV elements, which do not take up extra space, addressing potential concerns from nearby residents.

To engage citizens living near the noise barrier, the strategy will involve holding community information sessions and neighbourhood consultations, either in person or online, to explain the project and gather feedback. Door-to-door informational leaflets and open surveys will also be distributed to ensure that residents are informed about the noise reduction and environmental benefits of the barrier, and to address any concerns about visual impact or construction disturbances.

For users of the railway line, ETS will handle one-way communication through social media updates on Facebook, LinkedIn, and their website, detailing how the project will improve their travel experience by reducing noise pollution and adding environmental value. Posters

or digital displays at local train stations could provide real-time updates on the project's progress and explain its benefits, especially during peak travel times.

The local municipality will play a key role in organizing co-creation workshops to involve the community in the project design process. This will be combined with public hearings and opportunities for residents to provide input, ensuring that their concerns are addressed, and that the project has local buy-in. The municipality will also help coordinate media coverage through local newspapers and radio to promote awareness of the project.

The ETS Maintenance and Projects group will be engaged through technical workshops and regular updates on the project timeline to ensure that they are prepared for the long-term upkeep of the noise barrier. These updates will also include training on maintaining the PV components to ensure the barrier's efficiency and longevity.

For the broader ETS organization, internal newsletters and presentations will be shared to keep staff informed about the progress and environmental impacts of the project. ETS will also facilitate one-way communication with railway users, primarily focusing on the environmental and practical advantages of the noise barrier, aiming to build positive public perception.

All communications will be delivered in Spanish and Basque to reach a broad audience and ensure inclusivity. The strategy will emphasize transparency, regular updates, and engagement opportunities to avoid resistance and build strong community support.

SUGGESTED OFFLINE CHANNELS

- Radio Euskadi - A leading regional radio station in the Basque Country, providing comprehensive news coverage and reaching a wide audience, making it ideal for promoting local innovation projects.
- El Correo - One of the most prominent newspapers in Bizkaia, widely read in the region, and a good platform to communicate detailed information about innovation and sustainability initiatives.
- ETB (Euskal Telebista) - The Basque public television broadcaster, offering significant visibility for regional projects, with programming that reaches both Spanish and Basque-speaking audiences.

SUGGESTED MESSAGES

Messages (see Figure 18) were crafted keeping in mind the dual benefits of reducing noise pollution and harnessing solar energy, highlighting the project's commitment to sustainability and community improvement. The aim is to clearly communicate the environmental and practical advantages of the innovation to the local audience.

Figure 18: Overview of local strategy (Pilot 9).

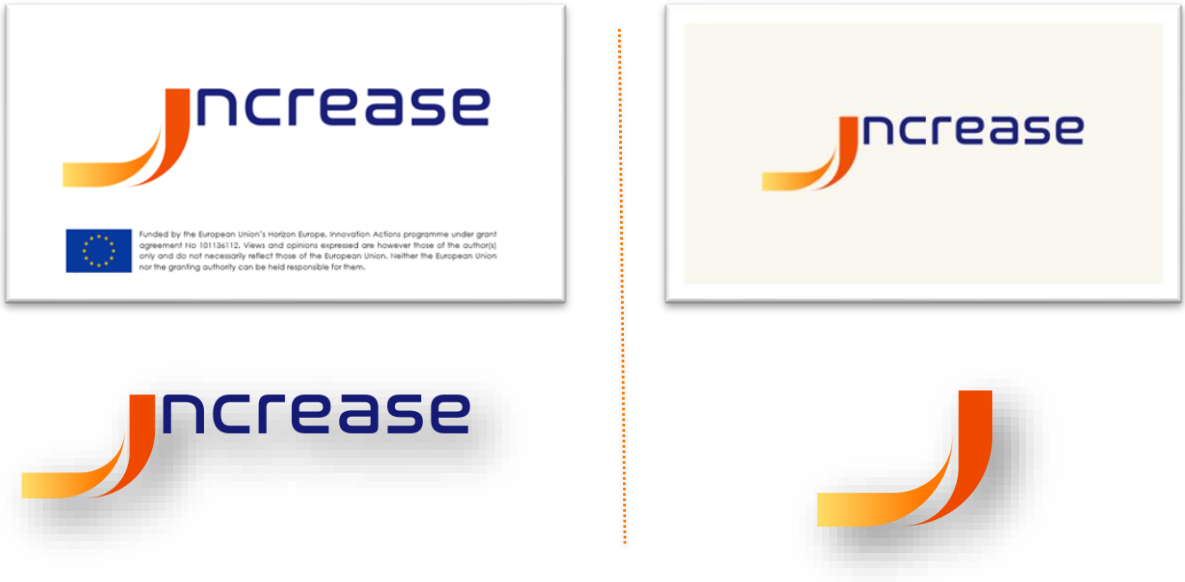
VISUAL IDENTITY

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:

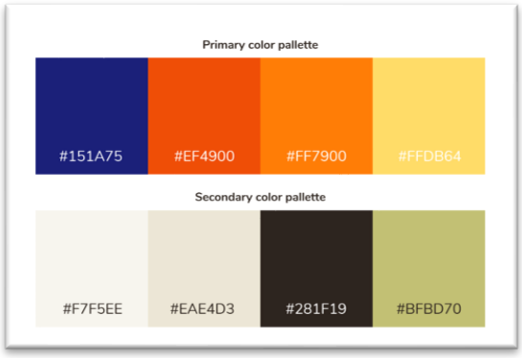
- Project logo with a defined colour scheme (*completed*);
- Visual identity guidelines, including visual elements, infographics, colour palette, fonts/typography, among others (*a comprehensive guideline is under construction*);
- Office templates (i.e. Word and PowerPoint) that was shared with partners 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 is an entry point for all the stakeholders. The website is published and can be found on https://www.increaseipv.eu/.

Increase website has been online since 1 April 2024. Up to now it had 727 site sessions and 300 unique visitors.

The website aims to:

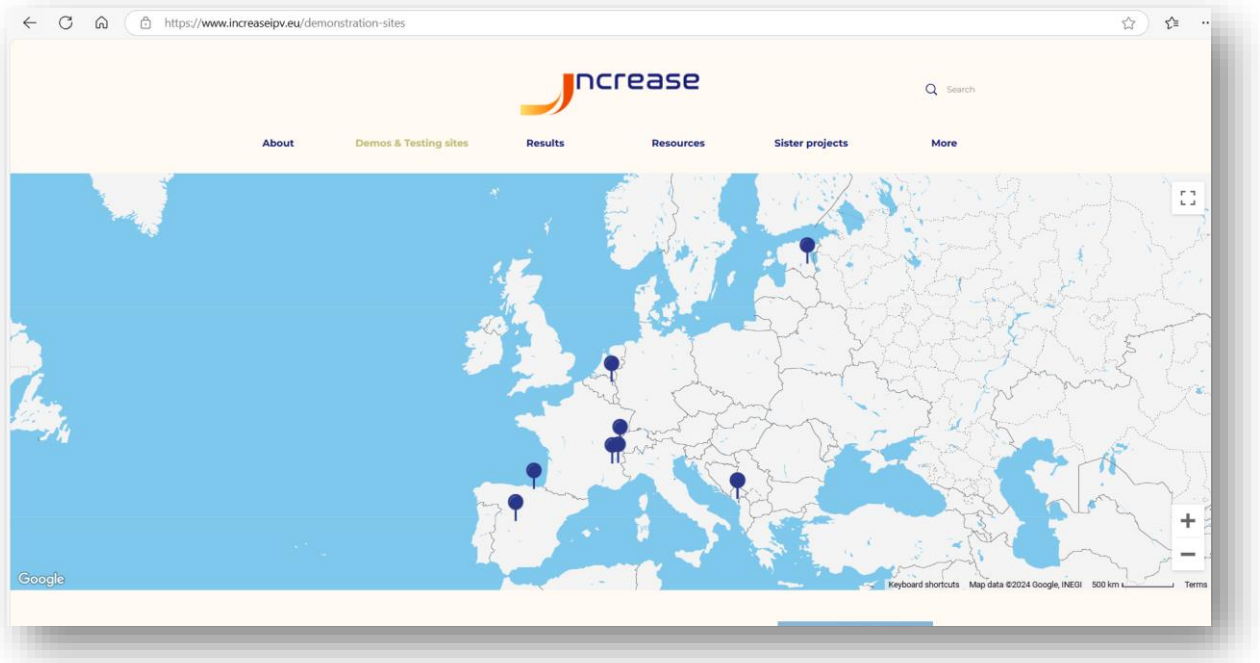
- Be engaging and have a user-friendly design with instant brand recognition;
- Be clearly structured;
- Feature regularly updated information to guarantee a good functionality. All partners will be providing updates for news, events and other activities. The material will be in English, except for local 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 is 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.
- **Demo 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.
- **Sister projects**
  This page identifies other ongoing EU Horizon projects focusing on IPV. Specifically, it includes Mass-IPV, Sphinx and Seamless-PV projects. The page leads to these projects' websites.
- **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 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

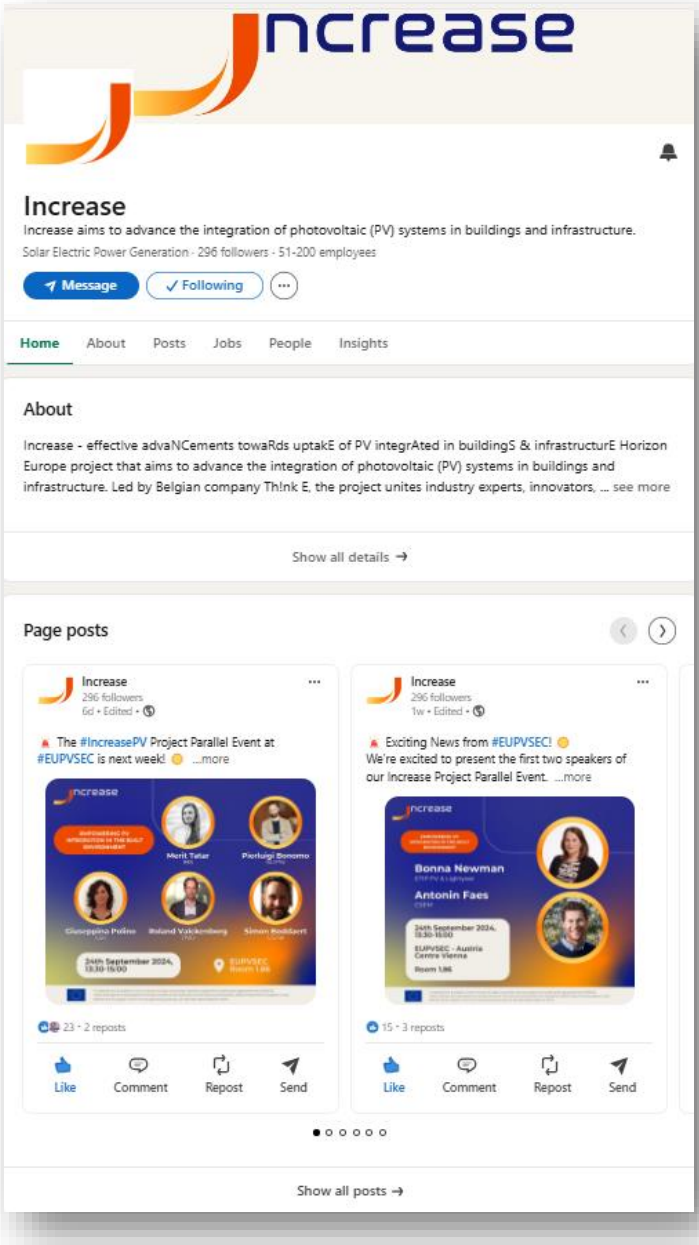
Profile: @IncreaseIPV
Official Hashtag: #IncreaseIPV
Number of followers: 38
Objectives:

- 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: 303
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 TH!NK 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 23 September 2024, the social media team has already shared 53 LinkedIn and 45 X posts starting with Increase's project presentation, consortium partner and demonstration site introductions and ongoing news, events and publications. 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
TH!NK 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/Dulq9

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
SEAMLESS-PV
MC2.0
Flex2Energy
MASS-IPV
TRUST-PV
SERENDI-PV
SolarEMR
ETIP PV
drOp
SPHINX

Other initiatives
Bridge
Smart Energy System ERA-Net (ERA-NET SES)
European Technology & Innovation Platforms - Smart Networks for Energy Transition (ETIP-SNET)
Smart Cities Marketplace (SCM)
Covenant of Mayors - Europe
The European Consumer Organisation (BEUC)
European Distribution System Operators Entity (EU DSO Entity)
European Distribution System Operators (E.DSO)
European Federation of Local and Regional Energy Companies (CEDEC)
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 participated in the European Climate, Infrastructure and Environment Executive Agency's (CINEA) workshop in Brussels on solar PV energy projects clustering. This workshop brought 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 opportunity was used to initiate collaboration with sister projects to further expand Increase's impact.

The Increase project had first meeting with sister projects, Mass-IPV, Sphinx and Seamless PV on 24/06/2024 to find synergies and align on the planned actions. The goal of this meeting was also to set up regular, three times a year meetings among sister projects to align and find synergies in future activities, and possibly organise joint workshops, 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 MATERIALS

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.

Up to now Increase has organized and participated in the following events:

EU/International

- CINEA workshop in Brussels on solar PV energy projects clustering on 25 April 2024;
- Breaking Down barriers: Advancing Integrated PV in Europe 24 April 2024;
- Empowering PV integration in the built environment advancing R&I actions towards 2030, parallel event at EU PVSEC, 24 September 2024;

Local

- Estonia, Tartu – Hackaton with students to co-design the greenhouse for the Hansa School pilot on 23 November 2023; Hansa School Family Day: Envisioning the Future of the IPV Greenhouse, 6 June 2024
- Montenegro, Podgorica - Podgorica European Projects Fair 2024, 8 June 2024

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
    - September 2024 newsletter of Smart Cities Marketplace
- EnergyVille
    - EnergyVille newsletter September 2024
    - Webiste of EnergyVille (Link)

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.

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

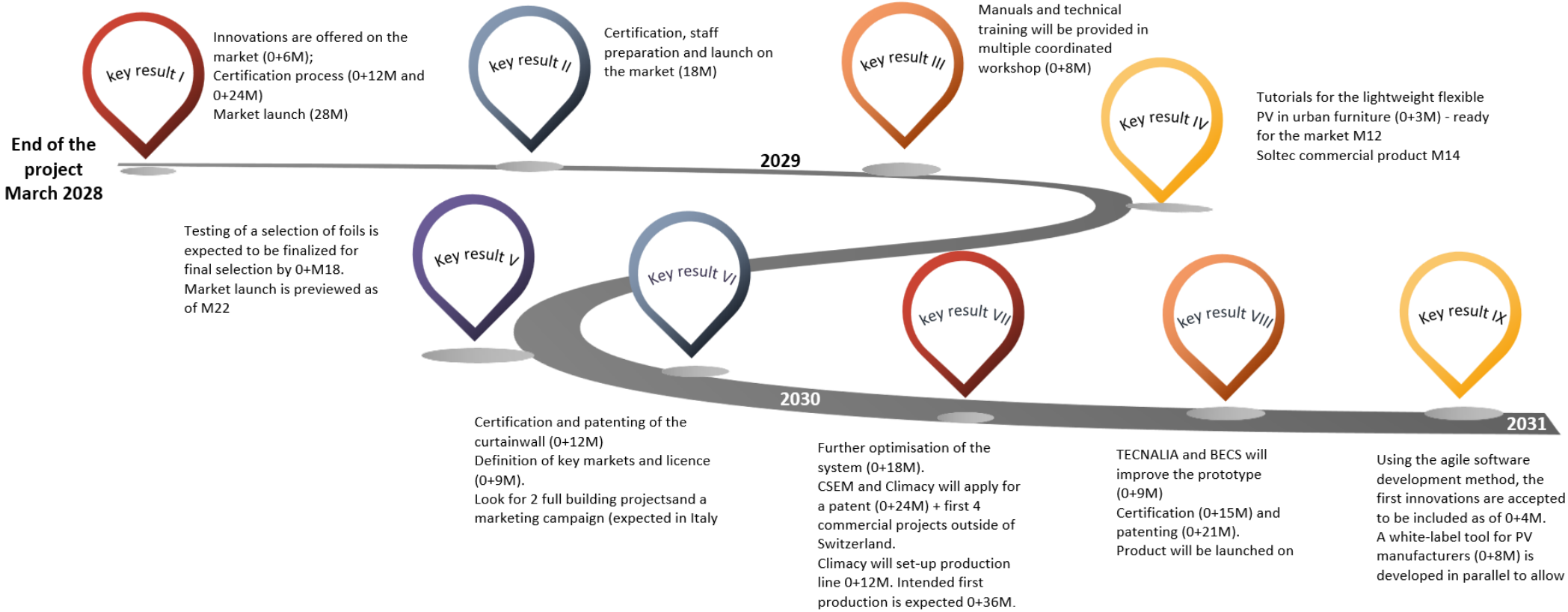
The project's key results are presented in Table 5. For each result, the link to the target group and need is made. Complementing the overview table on communication, dissemination and exploitation activities, the below table further elaborates how the result will be made available to the market during 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	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

	separation of materials				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, Sumstyle, 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.

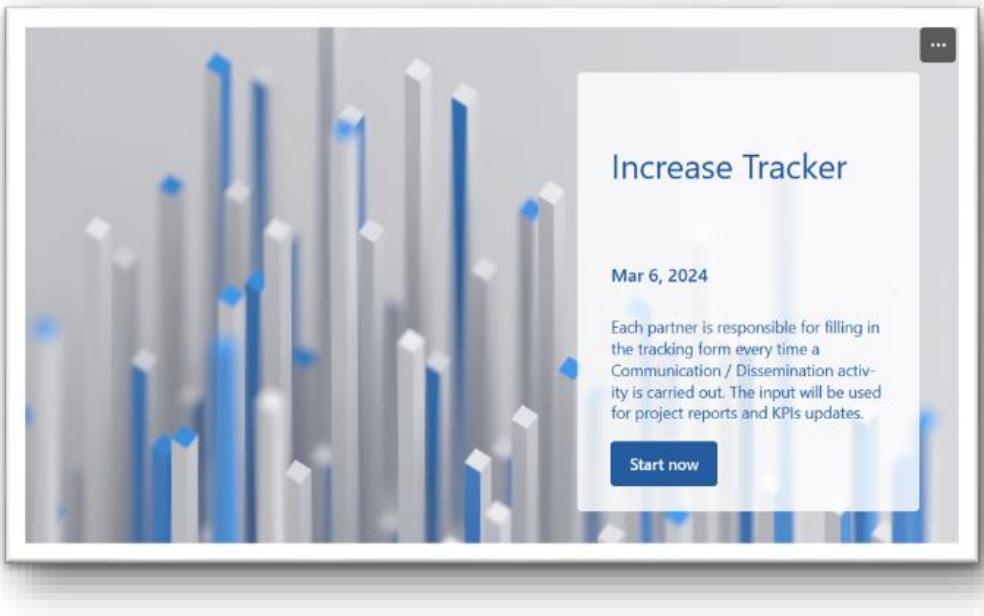
IX	Tool for optimal design of integrated PV projects, and smart control.	A-C, E also D	1,6,8	METABUILD, CSEM, VITO	METABUILD will use Increase data and the module yield prediction models, to evaluate needed adjustments and improvements to the models (more specifically the variations of the module improvements). 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.


key result I
Innovations are offered on the market (0+6M);
Certification process (0+12M and 0+24M)
Market launch (28M)
key result II
Certification, staff preparation and launch on the market (18M)
key result III
Manuals and technical training will be provided in multiple coordinated workshop (0+8M)
Key result IV
Tutorials for the lightweight flexible PV in urban furniture (0+3M) - ready for the market M12
Soltec commercial product M14
End of the project March 2028
2029
Testing of a selection of foils is expected to be finalized for final selection by 0+M18.
Market launch is previewed as of M22
Key result V
Key result VI
key result VII
Key result VIII
Key result IX
2030
2031
Certification and patenting of the curtainwall (0+12M)
Definition of key markets and licence (0+9M).
Look for 2 full building projectsand a marketing campaign (expected in Italy
Further optimisation of the system (0+18M).
CSEM and Climacy will apply for a patent (0+24M) + first 4 commercial projects outside of Switzerland.
Climacy will set-up production line 0+12M. Intended first production is expected 0+36M.
TECNALIA and BECS will improve the prototype (0+9M)
Certification (0+15M) and patenting (0+21M).
Product will be launched on
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

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 developed by TH!NK E with the support of IBS. The tracker can be easily filled out by all Increase partners once Communication or Dissemination acitivity is carried out. The communication and disemination tracker can be found here.



The C&D tracker is to 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 is made available to all partners in the internal file sharing system and via email.

KEY PERFORMANCE INDICATORS

The KPIs for the CDE plan are indicted 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	3-54	2,3,8, 10,12	E, D, U	**32 000 readers**

	newsletter				
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		**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		**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	**Over 500 downloads in total**

				of M40 also in S	
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

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