InCUBE
sustainable building innovations

WP9 – D9.2

Project Website and Social Media campaign

Main authors:

NEC

HORIZON-CL5-2021-D4-01
EUROPEAN COMMISSION

European Climate, Infrastructure and Environment Executive Agency
Grant agreement no. 101069610

This project is funded by the European Union's 'Horizon Europe Research & Innovation programme' under grant agreement No 101069610. This publication reflects the authors' view only and the European Commission is not responsible for any use that may be made of the information it contains.

Project contractual details

Project title	An INClUsive toolBox for accElerating and smartening deep renovation
Project acronym	InCUBE
Grant agreement no.	101069610
Project duration	48 months (01/07/2022 – 30/06/2026)

Document details

Deliverable no.	D9.2 Project Website and Social Media campaign
Dissemination level	PU
Work package	WP9 InCUBE Communication, Dissemination and Exploitation
Task	T9.2 Communication & Dissemination Activities & Material
Due date	M6 (31/12/2022)
Actual submission date	M6 (29/12/2022)
Lead beneficiary	22 (NEC)
Contributing beneficiary/ies	n/a

Authors

Full Name	Beneficiary	Contact Information
Philo Tamis	NEC	p.tamis@newenergycoalition.org

Reviewers

Full Name	Beneficiary	Contact Information
Martina Saggiorato	ENEREN	martina.saggiorato@eneren.it
Kamil Maszczyk	K-FLEX	kmaszczyk@kflex.com

History of changes

Version	Date	Beneficiary	Changes
0.1	09/12/2022	NEC	Final Draft ready for internal review
1.0	28/12/2022	NEC	Final version after addressing comments from reviewers, ready for submission

Executive Summary

This report addresses the development of the InCUBE website and prime Social Media channels (LinkedIn and Twitter). The website aims to give public access to relevant non-IP sensitive results, downloadable activity reports and other publishable documents and to function as an information repository for the consortium and a reference for external stakeholders. LinkedIn and Twitter are the two key Social Media channels used to communicate about the project developments and results to the key target groups. Both the website and Social Media channels are part of the InCUBE Communication and Dissemination strategy (D9.1). The development of the Social Media campaign was ready since 21 July 2022 and the development of the website since 1 December 2022. This report describes both elements in more detail and how they will communicate and disseminate the project results to internal and external stakeholders throughout the project duration.

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1 Introduction

This report aims to describe the project website development and social media presence and activities, as part of T9.2 which is part of Work Package 9 "InCUBE Communication, Dissemination and Exploitation". The aim of this report is to show the progress and final result of the project website and Social Media campaign of Twitter and LinkedIn.

1.1 Aim of the deliverable

The aim of this deliverable is to illustrate the results of the project Website development and Social Media campaign as the part of T9.2. The website aims to give public access to relevant non-IP sensitive results, downloadable activity reports and other publishable documents and to function as an information repository for the consortium and a reference for external stakeholders. LinkedIn and Twitter are the two key Social Media channels used to communicate about the project developments and results to the key target groups described in D9.1.

1.2 Dependencies with other tasks

This task specifically - the development of the project Website and Social Media channels - is not depended on other tasks, but the usage of both means are. To be more specific, without any developments or progress in other tasks of the project both the website and Social Media channels have no usage. They need to be fed with input from all tasks, Work Packages, and partners. Only than they can be used by the consortium and to communicate about the project developments to key target groups.

1.3 Structure of the deliverable

First, the project website is addressed in this report including information on its domain, website development and maintenance tool, Google Analytics and information on all webpages of the website. After the website description, both Social Media channels that are used in InCUBE are described including their main target groups.

2 Website

The project website is the main access point to key information about the InCUBE project. As of 21 November 2022, the website is live, but the official public launch of the website took place on 2 December 2022 after processing the feedback of the partner consortium. After the project Kick-off meeting, NEC proposed a strategy for the website (which can be found in D9.1- InCUBE Communication, Dissemination and Exploitation Plan). The website is in accordance with the European Commission's guidelines on visual identity and acknowledgement of EU funding.

2.1 Domain

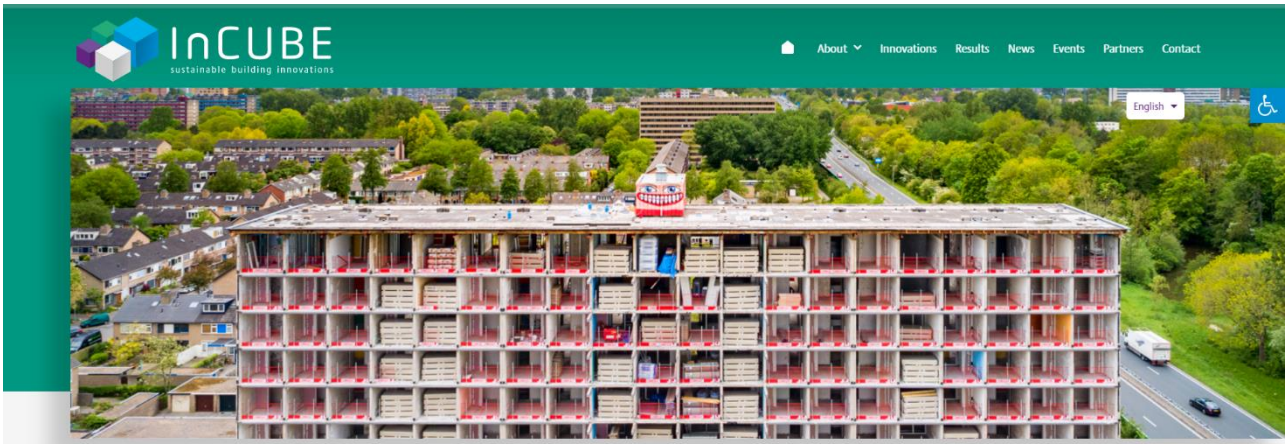
At the start of the project New Energy Coalition claimed the domain 'www.incubeproject.eu'. The website has been set up under the URL 'www.incubeproject.eu' to emphasise that the project is funded by the European Union.

2.2 Website management tool & analytics

The website has been developed in WordPress, a very popular and easy to use tool to develop and update website. However, a web designer was hired to create a template specific for InCUBE. With the creation of our own unique template, the website is tailored to the wishes, requirements and brand of the InCUBE project for all devices (desktop, laptop, tablet or smartphone). Since the soft launch of the website, data has been tracked with Google Analytics.

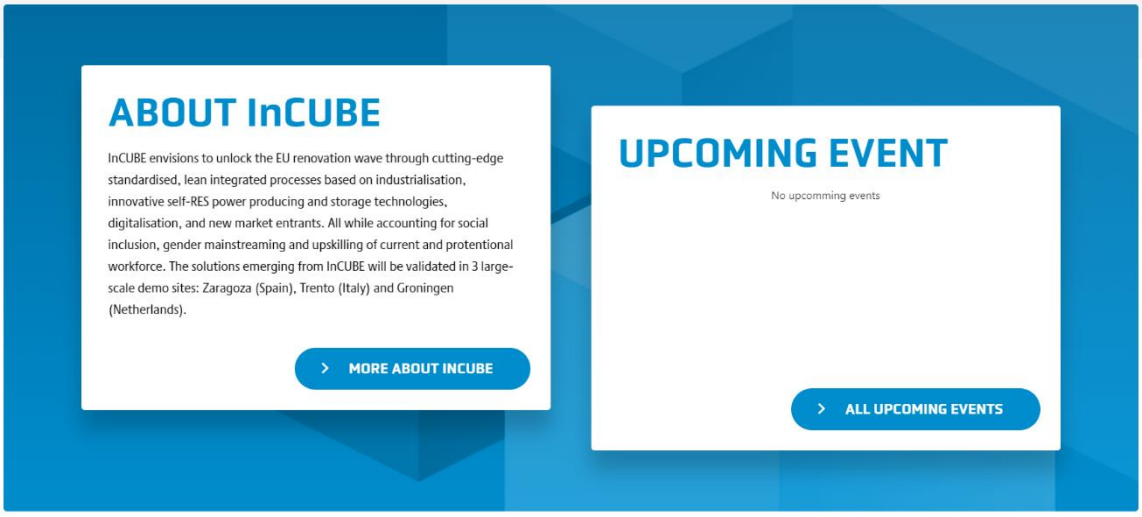
2.3 Homepage

The homepage is designed to showcase the project in one overview. The home page of the website shows a photo of a high rise building owned by Lefier and previously renovated by Van Wijnen. This photo is used as part of the project identify and represents the aim of the project. An official description of the project including the four pillars of innovation is also visible on the home page. Every time a new event is published, this will automatically be updated in the block 'Upcoming Events'. Visitors can also click on the button which will guide them to all or previous events that are no longer showcased. After news & events, it is possible for visitor to join and subscribe to the InCUBE Newsletter that is compliant with the privacy policy of the website which is compliant with the GDPR data privacy requirements. At the bottom there is the footer including: Contact, Privacy statement, Cookie statement, and Disclaimer.



InCUBE brings together **23 partners** and two affiliated entities from **7 European countries**, envisioning to unlock the EU renovation wave through cutting-edge standardized, lean integrated processes based on **4 key pillars of innovation:**

- NEW MARKET ENTRANTS
- DIGITALISATION
- NEW TECHNOLOGIES & MATERIALS
- INDUSTRIALISATION



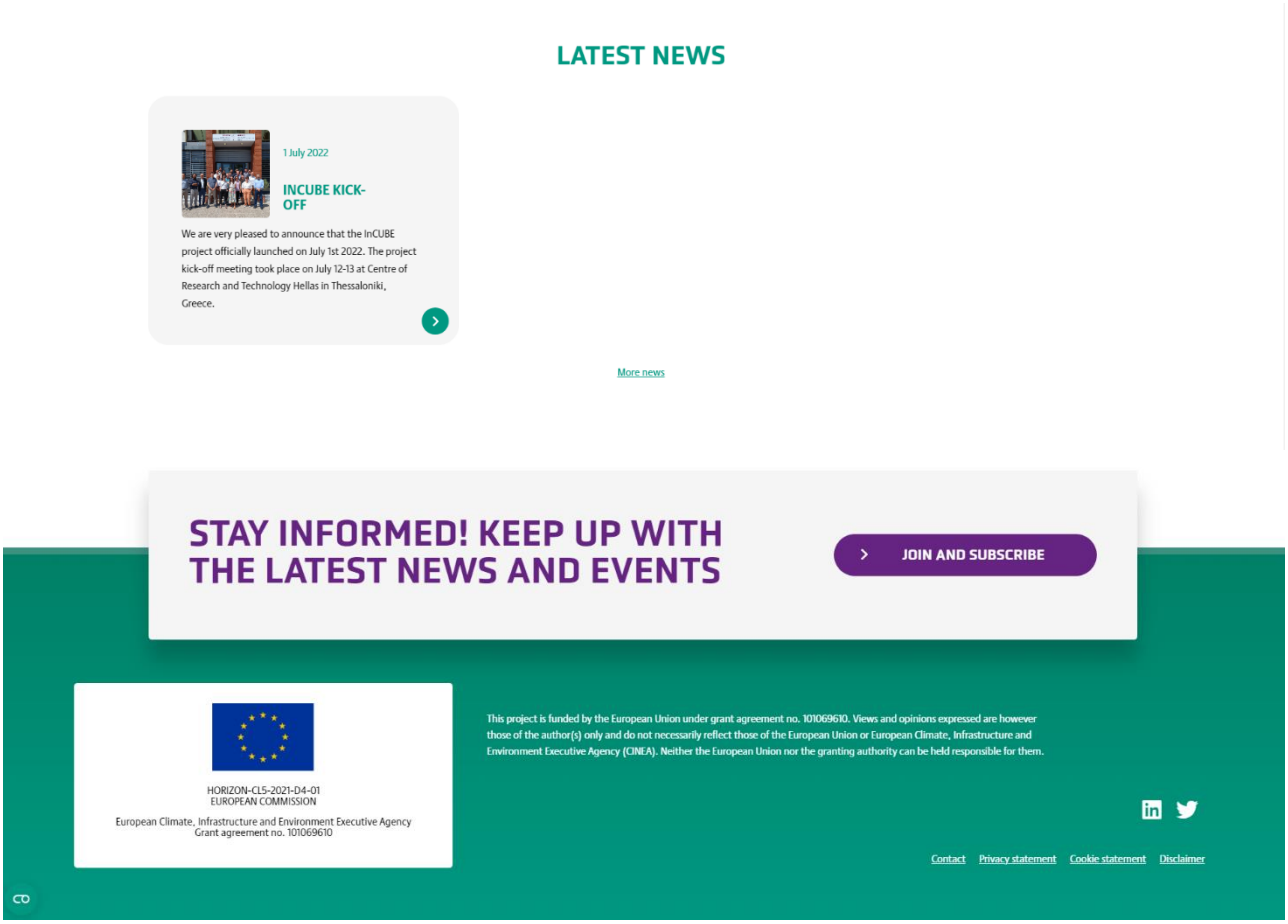


Figure 1. Homepage.

2.4 Menu

The menu is located in the top right corner of the website and includes the following elements: Home button, About (including dropdown with: Demo Trento, Demo Zaragoza, and Demo Groningen), Innovations, Results, News, Events, Partners, Contact, Language (English, Spanish, Italian, and Dutch), and an accessibility tool which will be described in more detail in 2.5.

Figure 2. Menu.

2.5 Accessibility tool

The accessibility tool is located in the top right corner and is visualised using a blue wheelchair. The accessibility tool includes: increase text, decrease text, grayscale, high contrast, negative contrast, light background, links underline, readable font, and reset.

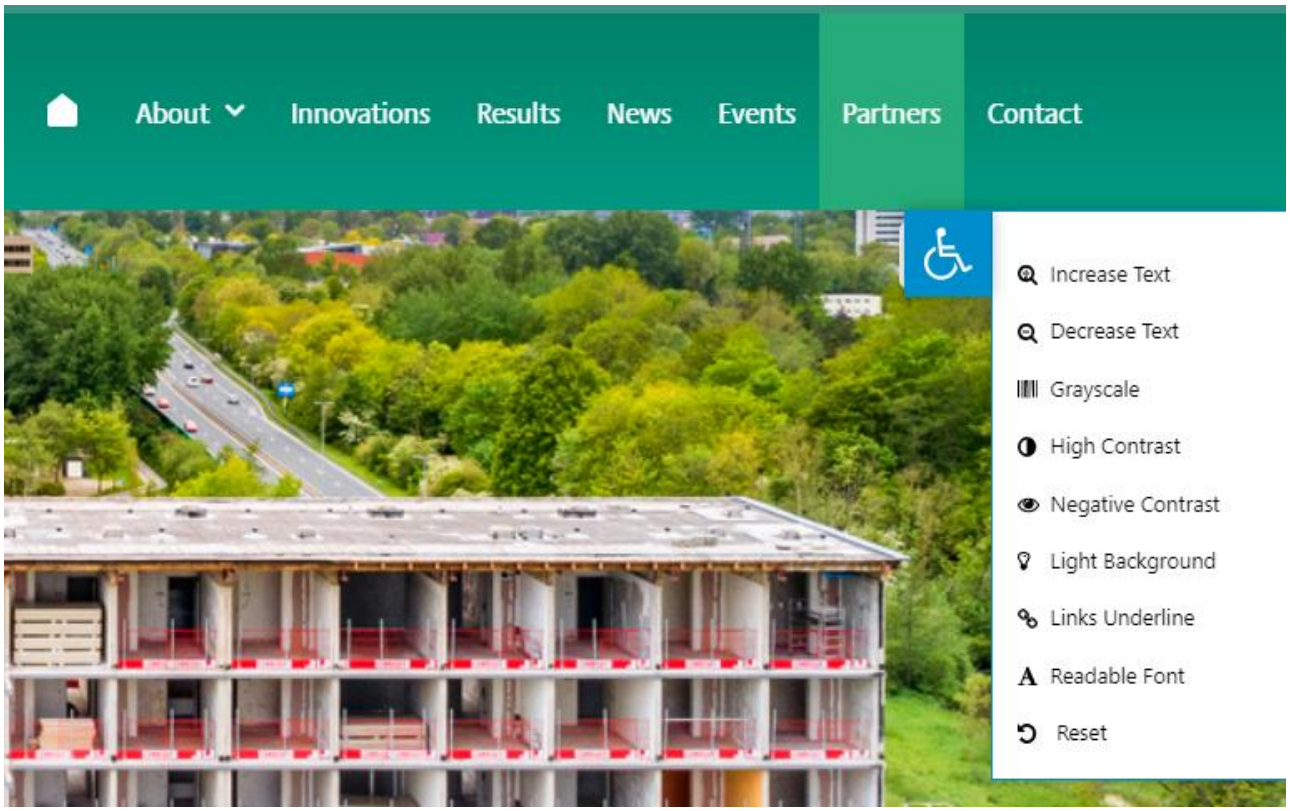
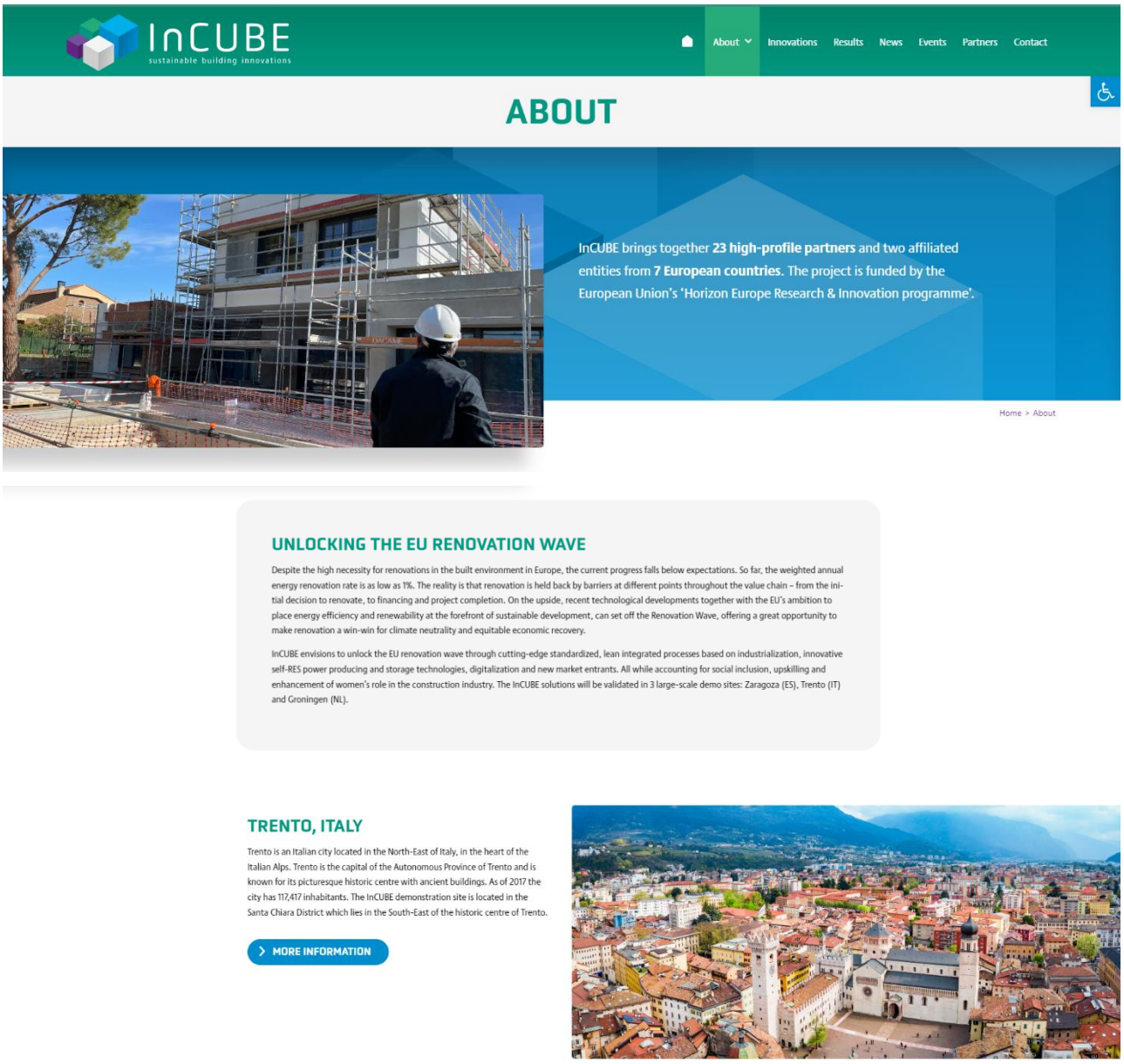


Figure 3. Accessibility tool.

2.6 About page

When a visitor clicks on the 'About' button in the Menu of the website the visitor will be sent to the webpage that gives a clear description about the InCUBE project and how the project envisions to unlock the EU renovation wave by demonstration innovations in three demo sites; Trento, Zaragoza and Groningen. Each of these demo sites are shortly described after the official description of the project. Each demo site description includes a button 'More Information'. When a visitor clicks this button they will be sent to the webpage that describes each demo in more detail.



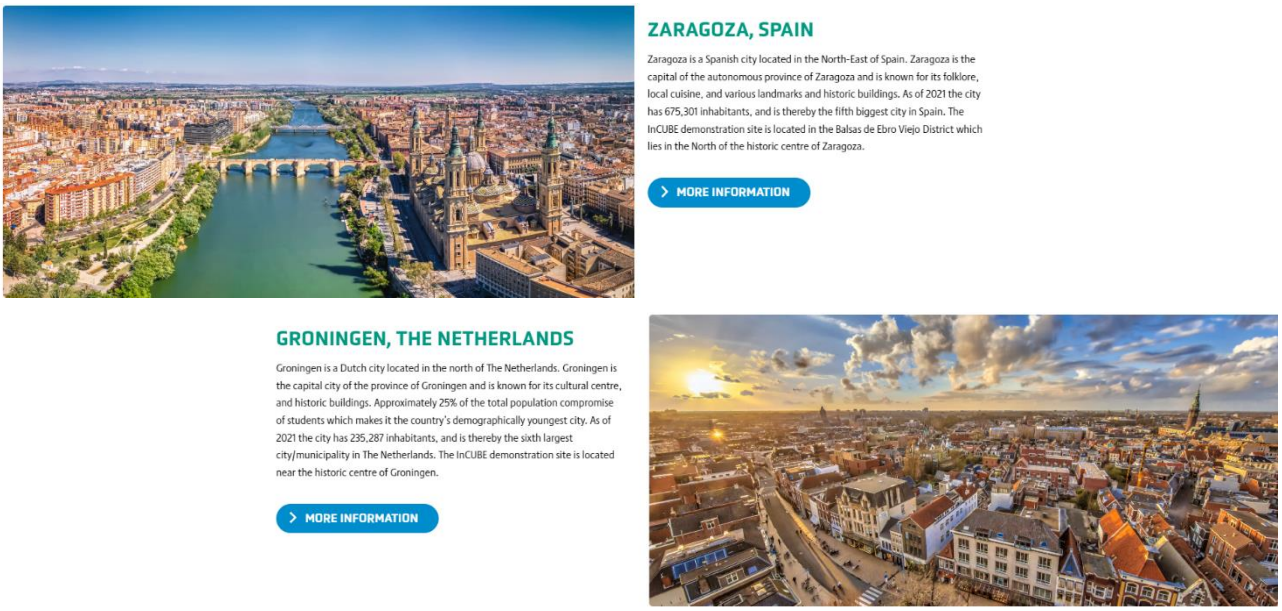
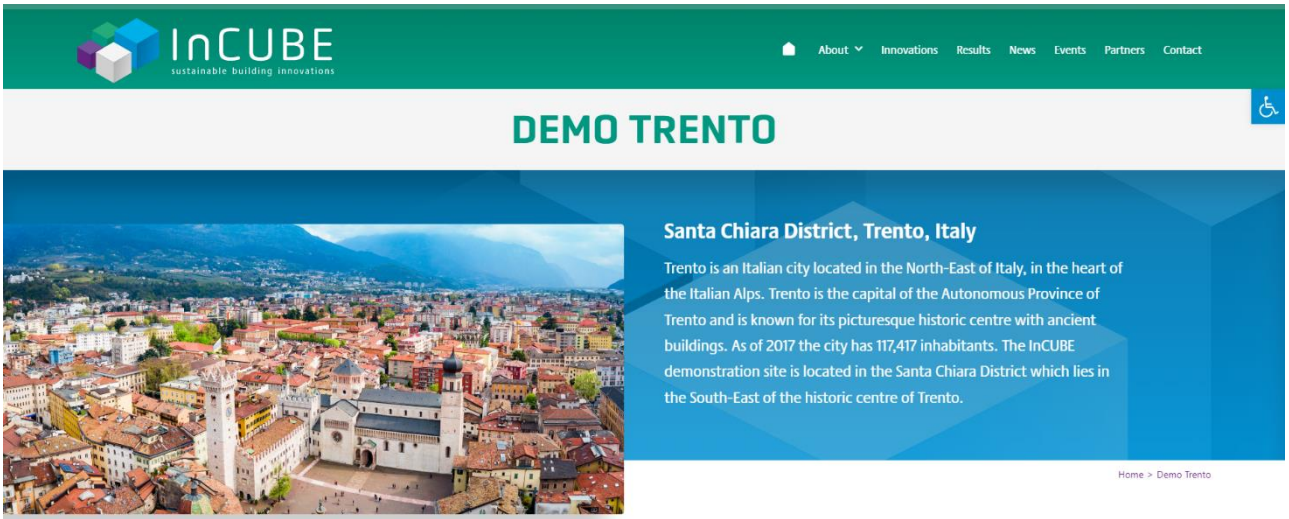


Figure 4. About page.

2.7 Demo Trento

The 'Demo Trento' webpage includes the following description about the demo site: an overview of the city of Trento and where the demo site is located within the city, specific challenges that the demo site addresses and that are common for the city and its country, how InCUBE contributes to unlocking the EU renovation wave in the demo site of Trento, replication potential of the solutions demonstrated in Trento, and before, during, and after photo's of the buildings in the demo site. To avoid repetition only the Header and Slide deck of the other two demo sites are included in 2.8 and 2.9.

Currently not all buildings in the Trento pilot have a before, during or after photo. As soon as these are available they will be uploaded in the slide deck at the bottom of the 'Demo Trento' webpage.



CHALLENGES

The Santa Chiara District is progressively abandonment since the end of the 1990 which resulted in social marginality and building decay, lack of space protection, and crime episodes.

HOW INCUBE CONTRIBUTES TO UNLOCK THE EU BUILDING RENOVATION WAVE

In 2016 the Municipality of Trento has drawn the "Program for re-functionalisation and sustainable reuse of the area Santa Chiara", involving several buildings as well as the park and has been recently funded by the Italian Government. More recently, the Municipality of Trento has decided to extend the intervention area also to the cultural heritage building called "Centro Servizi Culturali Santa Chiara", securing additional funding.

InCUBE will mainly focus on the deep renovation of the Centro Servizi Culturali Santa Chiara, owned by the Municipality of Trento and one of the most important centres of cultural and recreational activities of the city. This building was built in 1235 (as the Monastery of S.Chiara) and has around 200 users. The energy needs of the building will be reduced by half and the renewable energy production will be increased to 864 MWh per year (photovoltaic and geothermal). Besides this specific building, other five public owned buildings will be deeply renovated for tertiary uses and residential spaces to enhance the district-level approach favouring the emergence of a Renewable Energy Community.

INTERVENTIONS

InCUBE will strengthen and extend these existing initiatives through several innovative interventions at a building and neighbourhood level:

- Decreasing building energy consumption by using bio-based insulation material, thermal break windows, and LED lighting
- Increasing building renewable energy production using Building Integrated Photovoltaic Shingles and heat pumps
- Maximizing self-consumption using thermal energy storage and lithium batteries
- Maximizing renewable energy production at a neighbourhood level using a low-temperature geothermal/solar district heating/cooling network
- Supporting clean mobility with new Electric Vehicle charging stations
- Circular economy, utilisation and management of waste streams
- Decarbonising the deep renovation value chain using environmental and energy monitoring systems at building and district level
- Increasing building surveying, inspection and monitoring using drones and 3D scanning

REPLICATION POTENTIAL

The replication potential of the Santa Chiara District is huge, as the Municipality of Trento itself already manages a real estate portfolio of 1.35 million m2. In the last 10 years it was responsible for the renovation of about 167,000 m2 and in the next 10 years it planned the renovation of a further 180,000 m2.

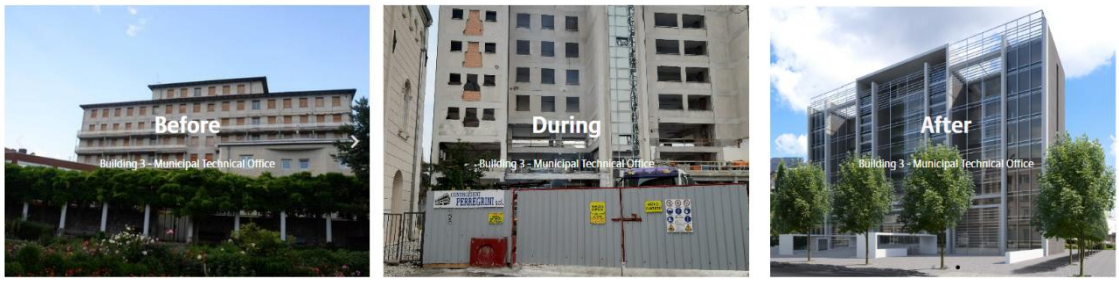


Figure 5. Demo Trento.

2.8 Demo Zaragoza

The 'Demo Zaragoza' webpage includes the following description about the demo site: an overview of the city of Zaragoza and where the demo site is located within the city, specific challenges that the demo site addresses and that are common for the city and its country, how InCUBE contributes to unlocking the EU renovation wave in the demo site of Zaragoza, replication potential of the solutions demonstrated in Zaragoza, and before, during, and after photo's of the buildings in the demo site.

Currently the building in the Zaragoza pilot has no 'during' photo's yet. As soon as these are available they will be uploaded in the slide deck at the bottom of the 'Demo Zaragoza' webpage.

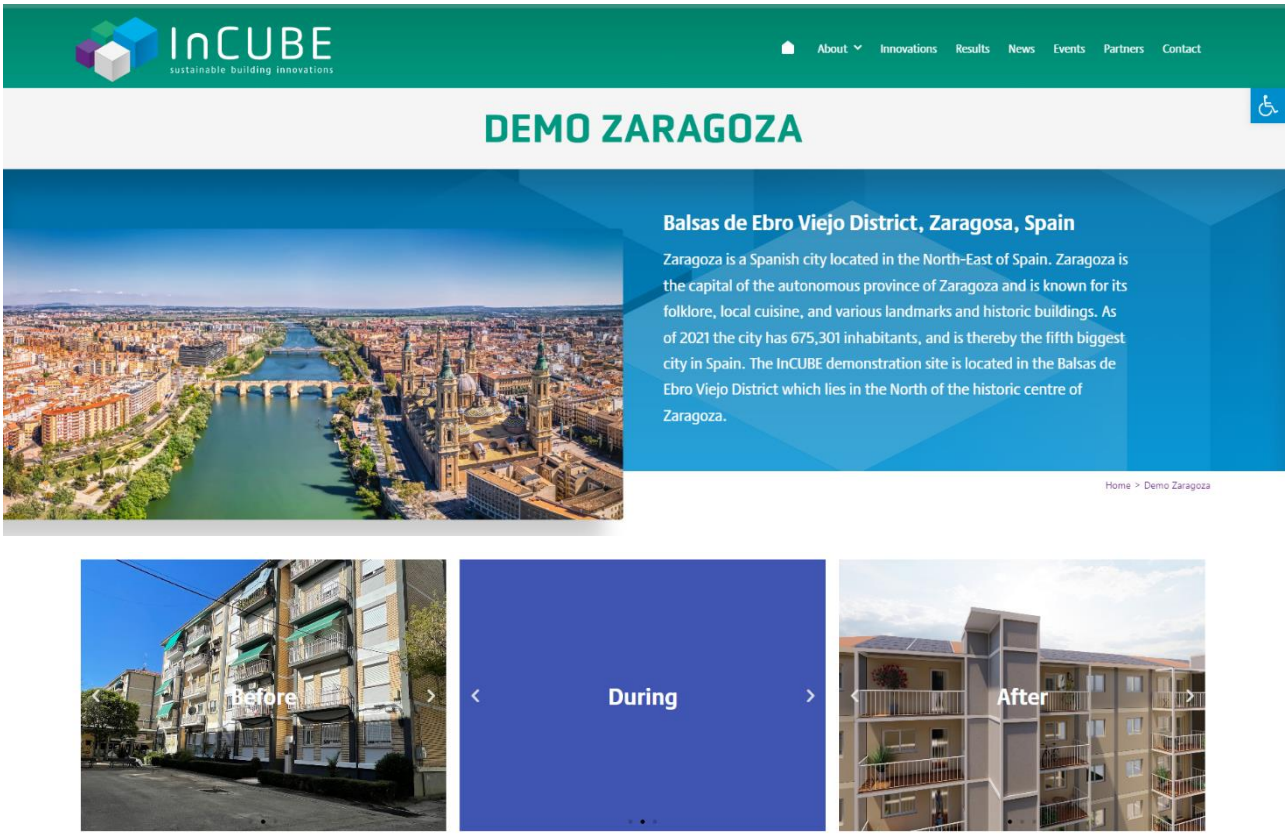


Figure 6. Demo Zaragoza.

2.9 Demo Groningen

The 'Demo Groningen' webpage includes the following description about the demo site: an overview of the city of Groningen and where the demo site is located within the city, specific challenges that the demo site addresses and that are common for the city and its country, how InCUBE contributes to unlocking the EU renovation wave in the demo site of Groningen, replication potential of the solutions demonstrated in Groningen, and before, during, and after photo's of the buildings in the demo site.

The before, during, and after photo's used in the Groningen pilot are based on a previous project. The building that will be renovated in this demo is very similar. As soon as photos are available they will be uploaded in the slide deck at the bottom of the 'Demo Groningen' webpage.

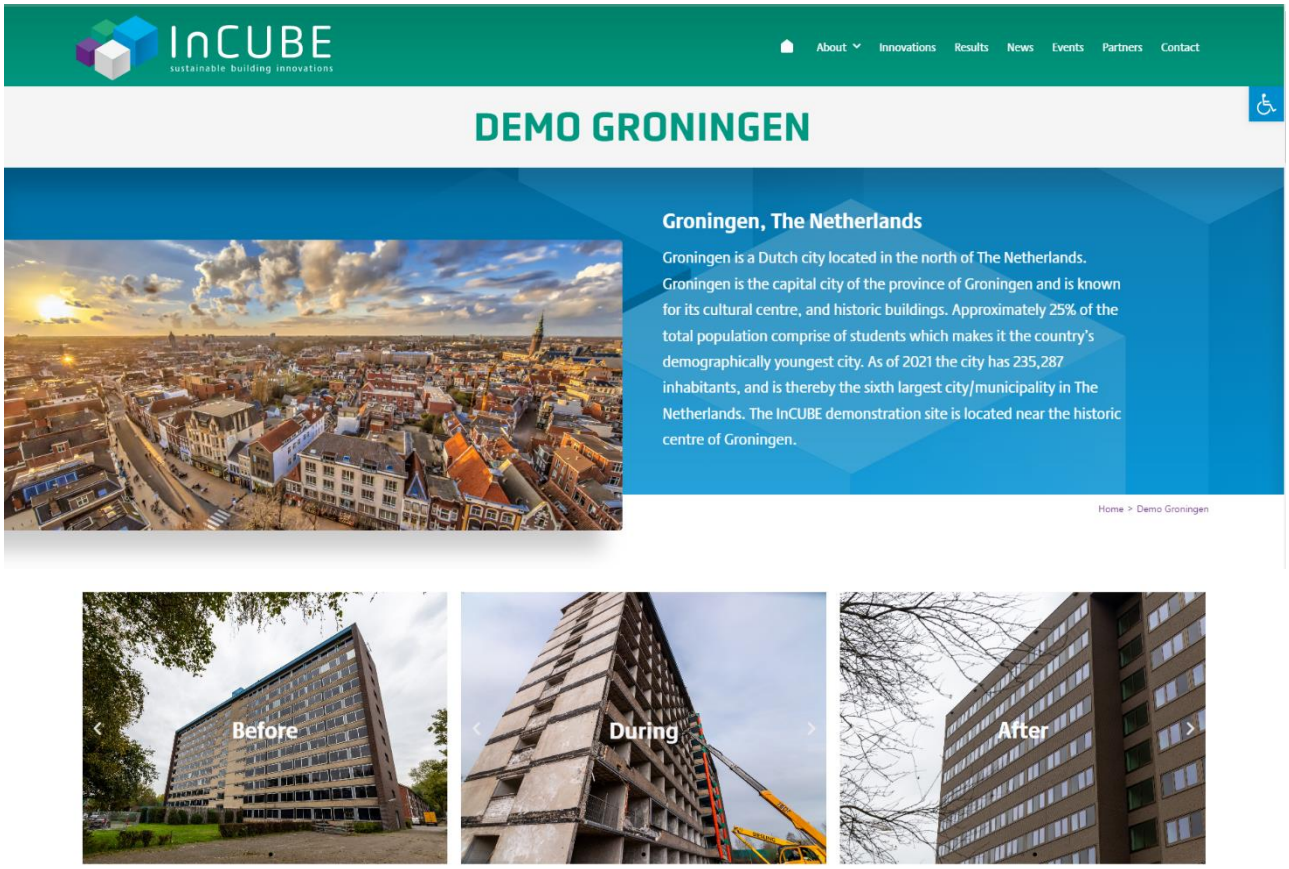


Figure 7. Demo Groningen.

2.10 Innovations

Visitors can view the innovations that are being developed and implemented in the InCUBE project by clicking on 'Innovations' in the 'Menu' located in the top right corner of every webpage. Besides that, visitors are also able to read more about each type of innovation by clicking on the pillar located on the homepage on the right side of the project description.

The innovations in InCUBE are divided over four pillars: 1) Industrialisation, 2) Digitalisation, 3) New Technologies & Materials, and 4) New Market Entrants. Each of these pillars are described in more detail on this webpage. Each demo site uses several innovations of each pillar.

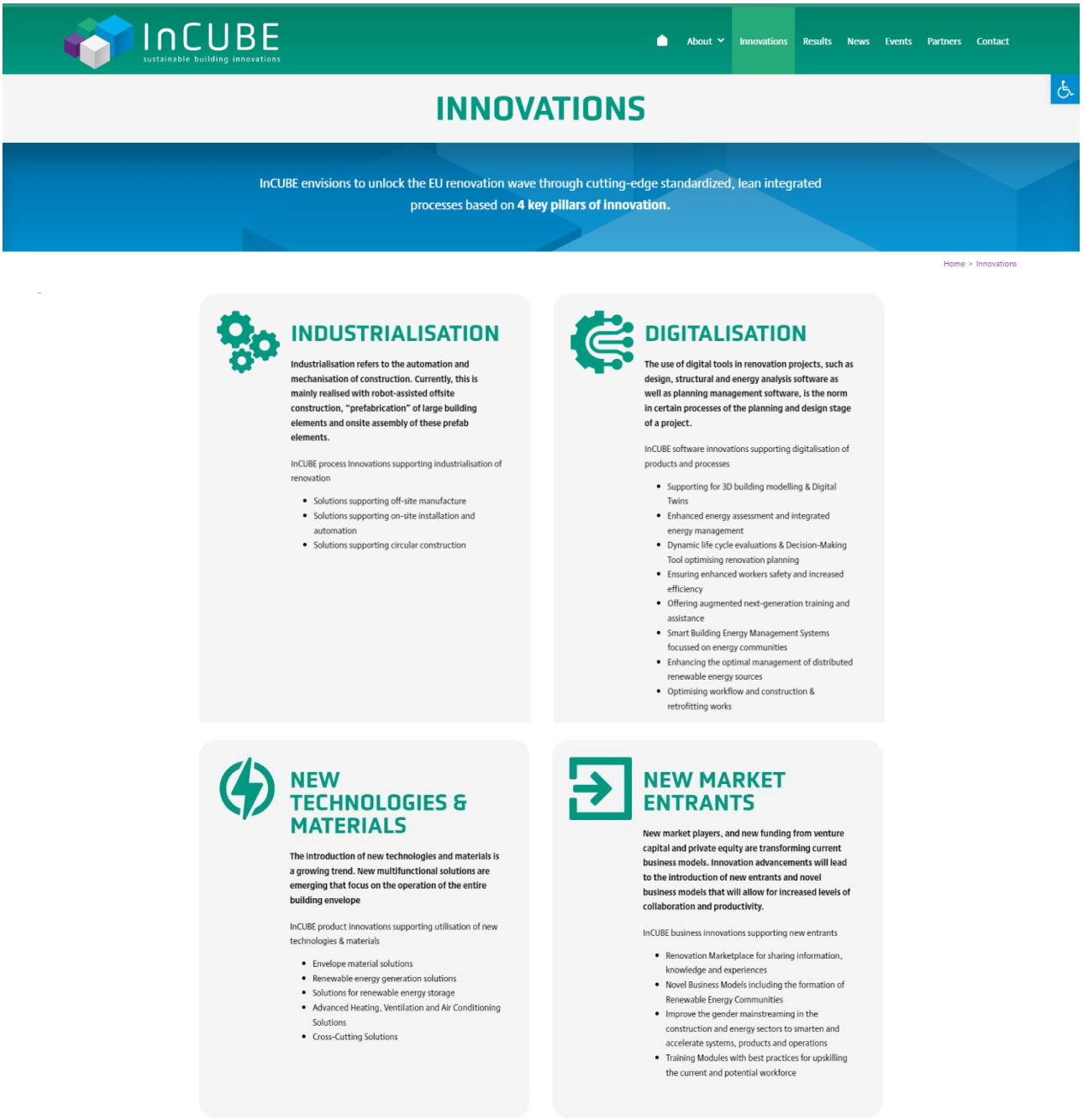


Figure 8. Innovations.

2.11 Results

Visitors can view and download the project results (e.g.; scientific publications) and public reports (e.g.; deliverables, communication material) by clicking on 'Results' in the 'Menu' located in the top right corner of every webpage. All items are sorted according to the type of usage, type of document, and language. Each item can be downloaded from this webpage by clicking on 'Download'.

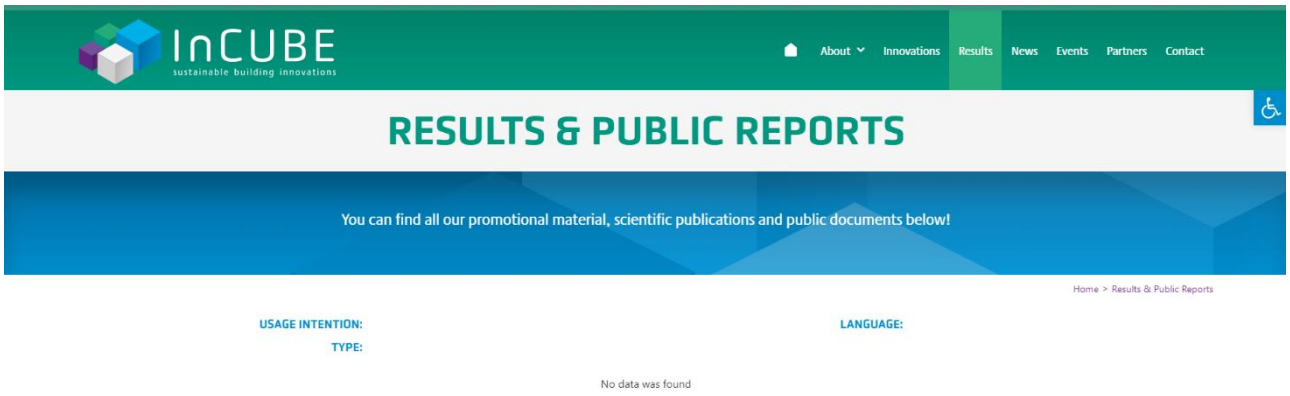


Figure 9. Results.

2.12 News

Visitors can read news items about InCUBE by clicking on 'News' in the 'Menu' located in the top right corner of every webpage. Each news item includes: Date of publication, title and short description. When a visitors wants to read more about a certain news item they can click on the green arrow pointed to the right and they will be redirected to the webpage including the full description of the news item.

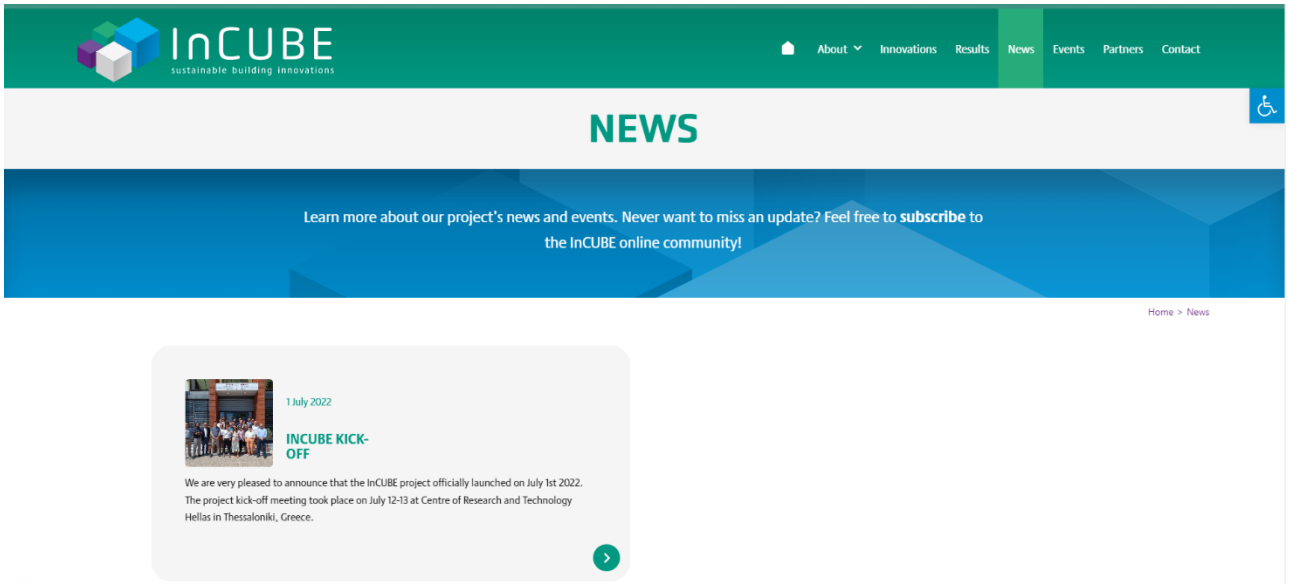


Figure 10. News.

2.13 Event

Visitors can view and sign up for upcoming events (co)organised by InCUBE by clicking on 'Event' in the 'Menu' located in the top right corner of every webpage. Visitors are also able to view any former events by clicking on 'View Events History'.

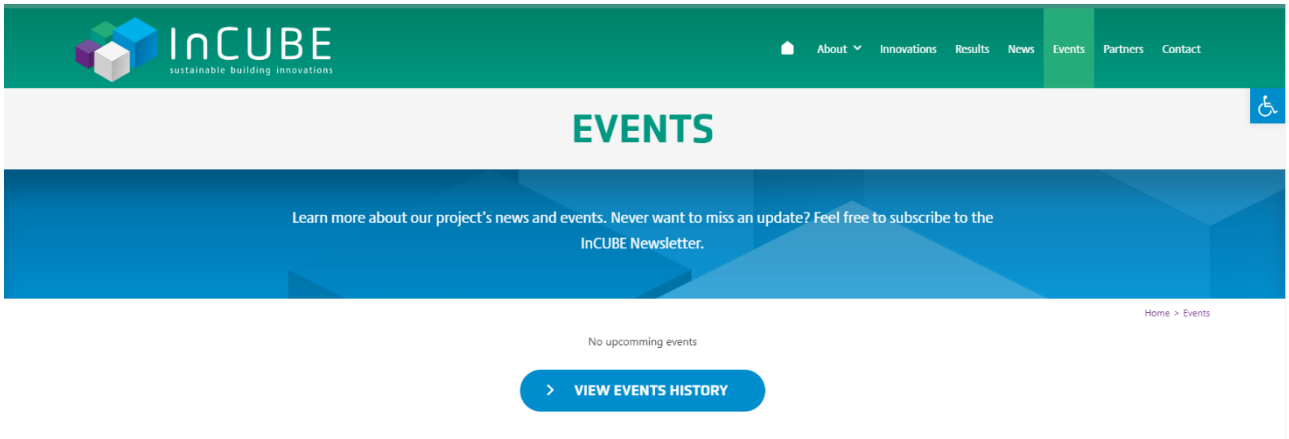
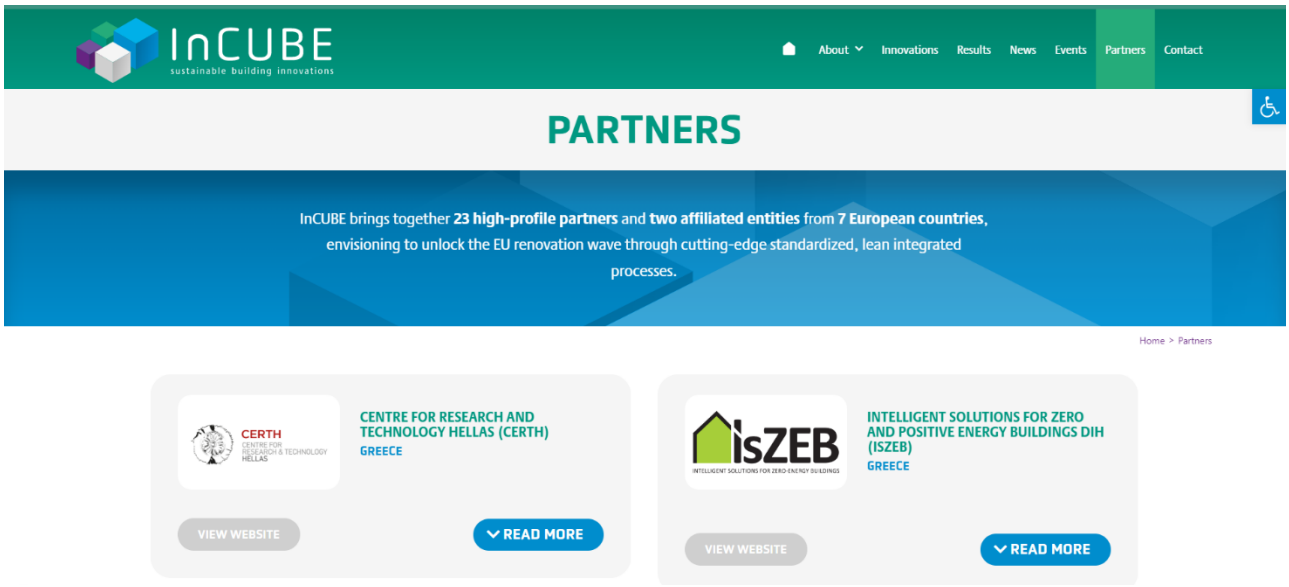
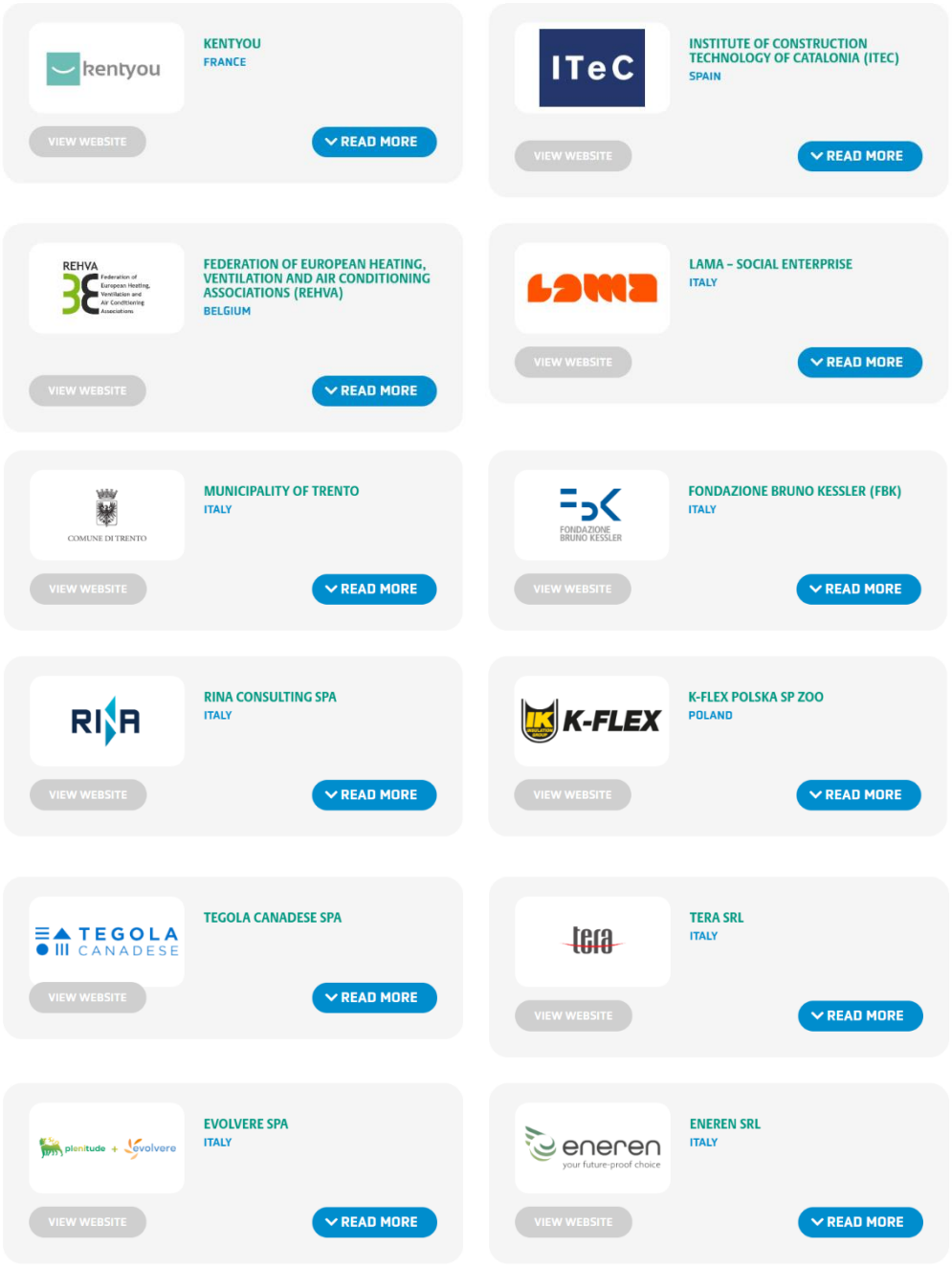


Figure 11. Events.

2.14 Partners

Visitors can see all the 23 high profile partners and two affiliated entities working in InCUBE project by clicking on 'Partners' in the top right corner of the 'Menu'. The logo, full name and short name (when applicable) of all partners are visual on this webpage. Visitors can read more about each partner by clicking on 'Read More' or visit their website by clicking 'View Website'.




kentyou
KENTYOU
FRANCE
VIEW WEBSITE
READ MORE
ITeC
INSTITUTE OF CONSTRUCTION TECHNOLOGY OF CATALONIA (ITEC)
SPAIN
VIEW WEBSITE
READ MORE
REHVA
FEDERATION OF EUROPEAN HEATING, VENTILATION AND AIR CONDITIONING ASSOCIATIONS (REHVA)
BELGIUM
VIEW WEBSITE
READ MORE
LAMA
LAMA – SOCIAL ENTERPRISE
ITALY
VIEW WEBSITE
READ MORE
COMUNE DI TRENTO
MUNICIPALITY OF TRENTO
ITALY
VIEW WEBSITE
READ MORE
FONDAZIONE BRUNO KESSLER
FONDAZIONE BRUNO KESSLER (FBK)
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ITALY
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TERA SRL
ITALY
VIEW WEBSITE
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plenitude
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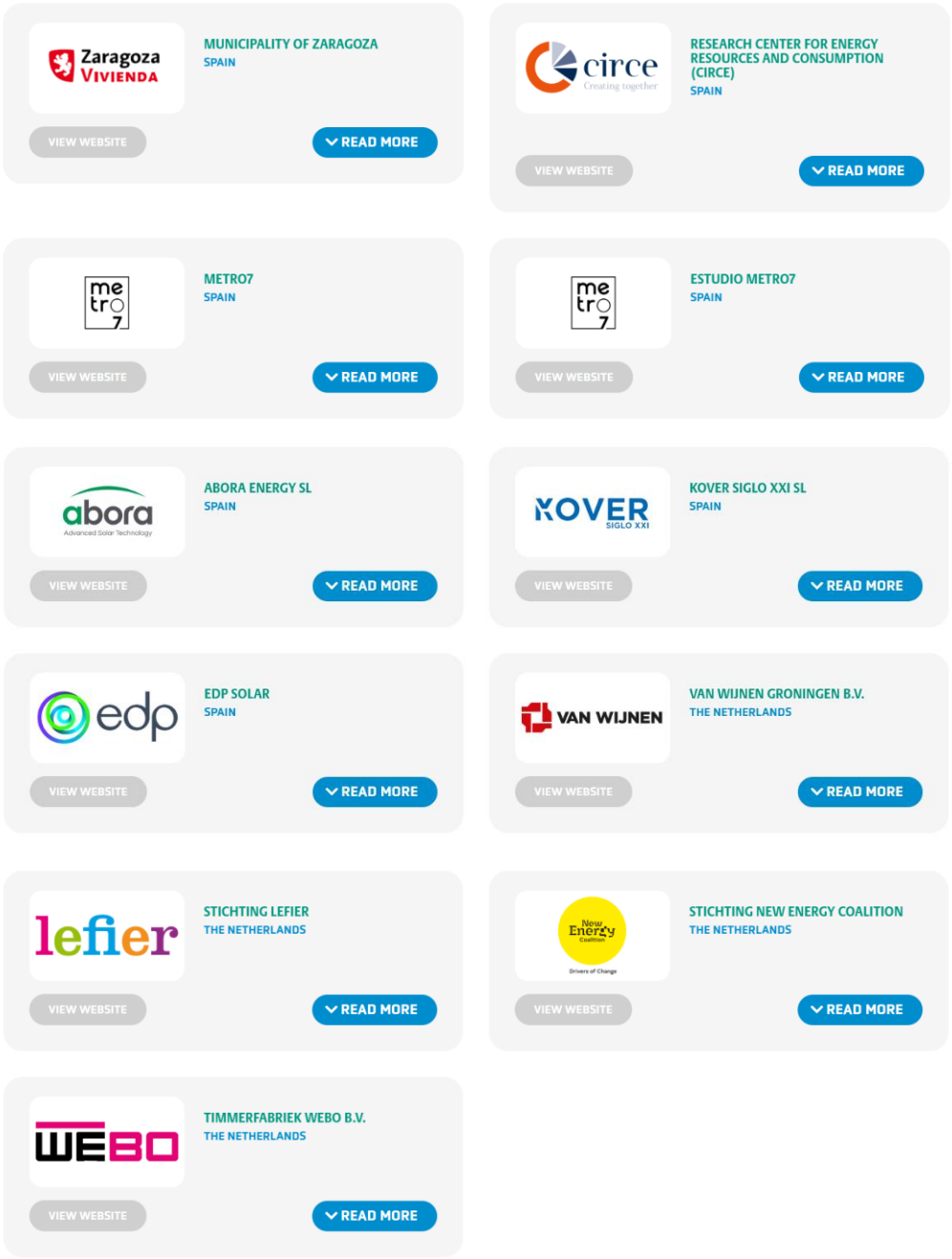

Figure 12. Partners.

2.15 Contact

Visitors can contact the InCUBE consortium by filling out a contact form, which is available by clicking either on 'Contact' in the top right corner of the Menu or in the bottom left corner of the Footer. A visitor then has to fill out their contact details including: First Name, Last Name, Organisation (if applicable), Email address, Message Subject, and Message. After everything has been filled out the visitor has to check the 'I accept the privacy statement' checkbox and click on the blue button 'Send Form'.

The message sent by the visitor will be sent to info@incubeproject.eu which is managed by New Energy Coalition. The visitor can expect a reply within five business days.

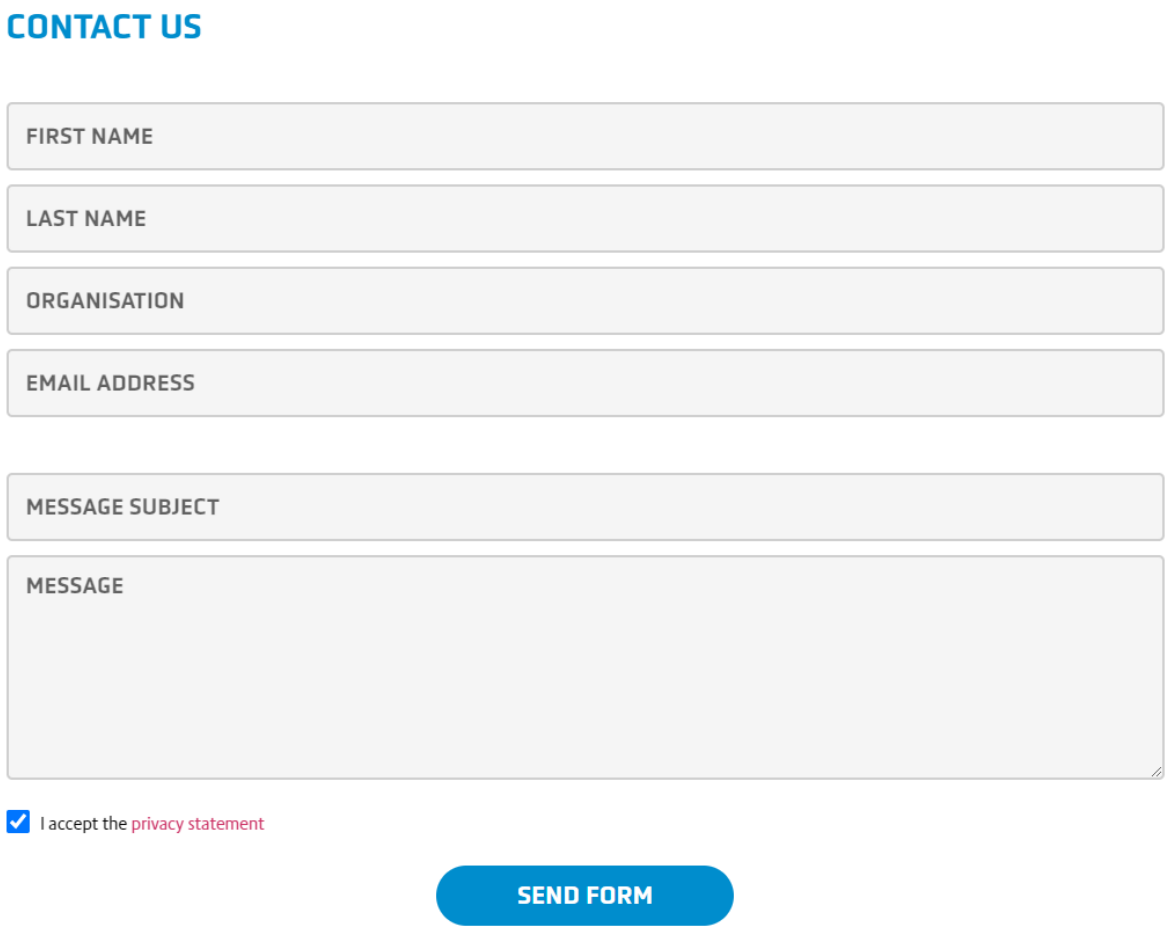

Figure 13. Contact.

2.16 Newsletter

Visitors can join and subscribe to the InCUBE electronic newsletter (E-Newsletter) by clicking on 'Join and Subscribe' which is visible in the bottom half of each page of the website. After clicking on this button visitors will be sent to the join and subscribe form where they have to fill out their contact details including: First Name, Last Name, and Email Address. After they have accepted the privacy statement by checking the checkbox they can click on 'Subscribe Now'. After they have signed up they will receive an E-Newsletter three times a year including the updates of the InCUBE project.

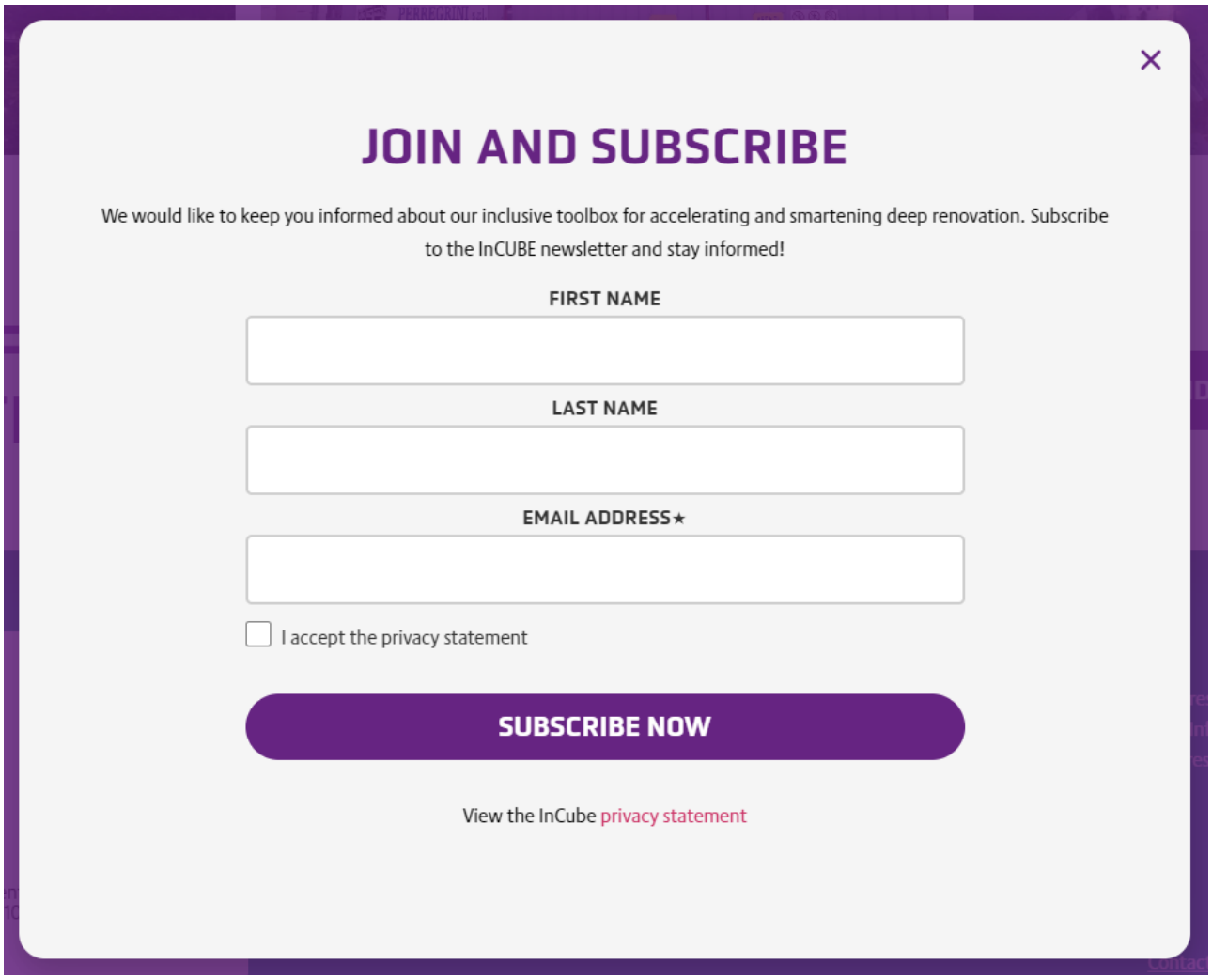

Figure 14. Newsletter.

3 Social Media campaign

3.1 LinkedIn

InCUBE is present on LinkedIn through since 21 July 2022. The LinkedIn page can be accessed through the following link: www.linkedin.com/company/incube-project-eu. Currently the LinkedIn page has 141 followers. Approximately two to three posts will be shared through LinkedIn every week to increase the frequent visibility on Linkedin (without overdoing it) and inform them about the most recent developments. Since InCUBE started in July 2022, no major developments have taken place yet. Therefore, the posts on LinkedIn are mostly about the project itself, the partners, demo sites and innovations that will be deployed. LinkedIn's primary target groups are: Utilities companies, Contractors, Technology and service providers, Researchers and Public authorities. In comparison to Twitter, LinkedIn will be used to share relatively detailed information about the project including photo's and partners information.

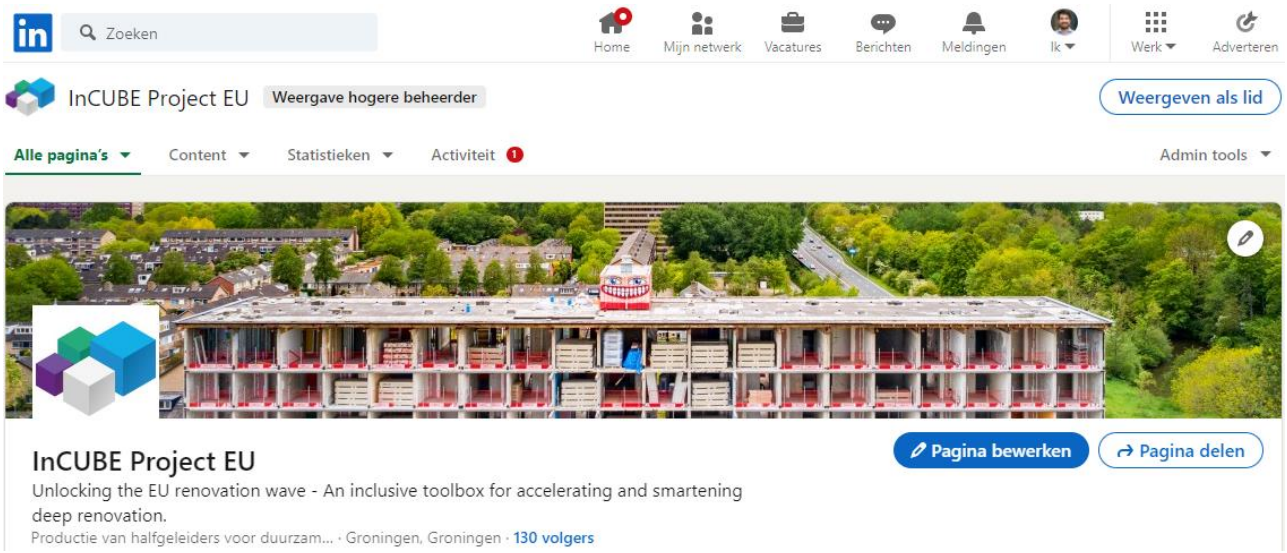

Figure 15. LinkedIn.

3.2 Twitter

InCUBE is present on Twitter through since 21 July 2022. The Twitter page can be accessed through the following link: https://twitter.com/incubeeu. Currently the Twitter page has 25 followers. Approximately two to three posts will be shared through Twitter every week to increase the frequent visibility on Twitter (without overdoing it) and to engage relevant stakeholders and inform them about the most recent developments. Since InCUBE just started, no major developments have taken place yet. Therefore, the posts on Twitter are mostly about the project itself, the partners, demo sites and innovations that will be deployed. LinkedIn's primary target groups are: Costumers and End-users, Utilities companies, Contractors, Technology and service providers, Researchers and Public authorities. In comparison to LinkedIn, Twitter will be used to share relatively short and concise information about the project.

Figure 16. Twitter.

3.3 Facebook

Initially it was also envisioned to develop a Facebook page to communicate about the InCUBE project. The foremost reason for this was to communicate about InCUBE to the Costumers and End-user target group (TG1). However, on second thoughts this is not seen as an effective platform any longer since Twitter is seen as the easier and more effective platform to use for these communication purposes. Besides, lessons learned from previous Horizon Europe and Horizon 2020 projects (e.g.; H2020 SMILE) have suggested that the impact of Facebook as a communication channel was the least effective compared to either Twitter or LinkedIn. Thus, Twitter will be the prime Social Media platform to reach the Costumers and End-users target group and Facebook will be dismissed.

4 Conclusion

In the first six months (July – December 2022) of the project, a brand identity was developed including a project website that was live since 1 December 2022 and Social Media presence since 21 July 2022. Both are fully in line with the InCUBE brand identity and in accordance with the European Commission's guidelines on visual identity and acknowledgement to EU funding. As InCUBE progresses, and more deliverables and milestones will be reached, the website will be updated in coherence. In addition, both Social Media platforms will be updated frequently to engage relevant stakeholders and inform them about the recent project developments.