



REHVA



MODERATE WP8

Communication and Dissemination

June 2022 (M1) - May 2026 (M48)

WP Leader: REHVA

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WP8 Objectives

- Sharing objectives, progress & results with target audiences;
- Setup of over-arching structure for tailored communication & dissemination activities;
- Raise-awareness of the project and engage stakeholders;
- Support market uptake & exploitation for WP7.

What is the difference between communication & dissemination?

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Communication vs. Dissemination

Communication

Inform and reach out to society and show the activities performed, to raise awareness about the benefits the project will have for the public in general.

Dissemination

Public disclosure of results by appropriate means. Circulation of knowledge and results to the target audiences.

Communication vs. Dissemination

- Newsletter
- Press release
- Project factsheet
- Brochure
- Social Media
- Website news
- Pitch event

Communication

- Raising awareness about the project objectives & results
- Multiple audiences
- Inform and reach out to society

Dissemination

- About the results only
- To audiences that may use the results
- Enable use and uptake of results

- Scientific publications
- Policy brief / roadmap
- Training
- Sharing results on online repository
- Conference presentation

Informing about the project

Making results available for...

WP 8 Overview of Tasks

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	
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- T8.5: Clustering Activities & Projects cooperation

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T8.1: C&D Plan & Reporting [REHVA] (M1-5)

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What	Who	When - deadline
Setting up communication & dissemination reporting structure for all partners	REHVA	July 2022
D8.1: Communication & Dissemination Plan - Establishing the C&D strategy, guidelines & describing tools & channels	REHVA	October 2022 - with annual updates
Continuous collection of communication & dissemination activities by all partners	REHVA, All	Ongoing until end

T8.2: C&D Tools, Materials & Channels [REHVA] (M1 - M44)

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What	Who	When - deadline
Setup of visual identity package	REHVA with feedback from partners	August / Early September 2022
Setup of Social Media Channels (LinkedIn, Twitter, YouTube)	REHVA	Early September 2022
Website	REHVA	Early / Middle October 2022
1 st Project leaflet	REHVA	November 2022
1 st eNewsletter	REHVA	November 2022
1 st Promotional video	REHVA	May 2023

Jasper Vermaut, REHVA, MODERATE KoM, 21-22 June 2022

T8.2: Communication Channels

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1. Project social media channels will be LinkedIn, Twitter & YouTube setup in September 2022;
2. Until the channels are setup, use **#MODERATE_HEU** for project recognition in all posts related to the project;

T8.3: EU-wide Dissemination Campaign [REHVA] (M6 - M48)

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What	Who	When - deadline
T8.3.1.: Showcase webinar introducing the project (potentially organised together with sister project)	REHVA - support of WP leaders	May 2023
T8.3.2.: Minimum two workshops with building professionals & EPB experts on collection & interoperability of building data	REHVA	May 2026
T8.3.3.: Participation & organisation to professional events (potential together with sister projects)	REHVA, All	May 2026
Final event in Brussels	REHVA	May 2026

T8.4: Community-Building: Connecting Researchers & Developers [EURAC] (M6 - M48)

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What	Who	When - deadline
Workshop 1 connecting researchers, developers & building stakeholders	EURAC, CTIC	May 2023
Workshop 2 connecting researchers, developers & building stakeholders	EURAC, CTIC	May 2024
Workshop 3 connecting researchers, developers & building stakeholders	EURAC, CTIC	May 2025
Hackaton with researchers, developers & building stakeholders to actively work together on the MODERATE Marketplace	EURAC, CTIC	May 2026

T8.5: Clustering & Projects Cooperation [REHVA] (M6 - M48)

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What	Who	When - deadline
Closed workshop with ongoing projects on building data collection & standardisation (BuiltHub, BIGG, MATRYCS, BEYOND) & sister project	REHVA, EURAC	May 2023
Second closed workshop with sister projects linking into other projects clusters or the Built4People projects	REHVA	May 2026
Joint organisation of activities with sister projects	REHVA	May 2026



Interactive Session on Visual Identity

Q1: Words that describe our project

Instructions on how to use slido

- Go to: <https://www.sli.do/>

Joining as a participant?

Enter code here



- Type in code:
#MODERATE_KOM
- Answer the poll!

Question 1 (*word cloud*):

Fill in key words that describes our project (you can answer multiple times)

Q2: Key target audience

Instructions on how to use slido

- Go to: <https://www.sli.do/>

Joining as a participant?

Enter code here



- Type in code:
#MODERATE_KOM
- Answer the poll!

Question 2 (*word cloud*):

Who is our key target audience for you? (you can only answer once)

Q3: Rank the characteristics

Instructions on how to use slido

- Go to: <https://www.sli.do/>

Joining as a participant?

Enter code here



- Type in code:
#MODERATE_KOM
- Answer the poll!

Question 3 (*ranking*):

Rank your top 3 characteristics (with nr. 1 the characteristic you want the project to be most identified with)

Q4: Rank the images

Nr. 1



Nr. 2



Nr. 3



Nr. 4



Q5: What colours do you NOT want to see in the visual identity

Instructions on how to use slido

- Go to: <https://www.sli.do/>

Joining as a participant?

Enter code here



- Type in code:
#MODERATE_KOM
- Answer the poll!

Question 5 (*word cloud*):

Fill in the colours that you would NOT like to see in the visual identity of MODERATE.

Thank you!

