



DOMINO
PLAY THE ENERGY SAVING GAME

Deliverable 6.1

Dissemination Action Plan





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Author(s):	Bethany Keeley
Contact for queries	Bethany.keeley@arctik.eu
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Executive summary

The new EU Energy Union strategy, adopted in 2015, puts consumers at its core with a vision of an Energy Union 'where citizens take ownership of the energy transition, benefit from new technologies to reduce their bills, participate actively in the market.' In this context, the need for a variety of engagement actions is emphasised by the EU to achieve behavioural change towards more sustainable energy choices. The DOMINO project will nudge more than 3,400 households from the cities of Brussels, Berlin and Naples towards more energy efficient behaviour and will connect these participating households to nurture peer-learning and strengthen social bonds. The underlying goal of DOMINO is to prompt a reduction of energy use in households in these three metropolitan regions of Europe. Households will be engaged through a 'smart plug challenge' to use their electrical equipment in a more energy efficient manner and to encourage the purchasing of more energy-efficient household appliances.

As part of the challenge, DOMINO has provided smart plugs to a wide audience, along with energy saving tips and information through a smartphone app. The aim is that participants will learn about the energy consumption of their home appliances and how to reduce it. Individuals involved in the challenge will share the smart plug devices with their peers thereby creating a DOMINO effect that leads to a diffusion of energy saving behaviours.

To accomplish this goal, the specific objectives of the DOMINO project are to:

- Involve around 3,400 households in the 'DOMINO challenge' by providing them with smart plugs and a smartphone/tablet app as tools for monitoring the energy use of their household appliances.
- Provide tailored instructions on how household members can adapt their behaviour in order to reduce energy consumption, as well as advice on upgrading appliances
- Connect participating households in 'DOMINO teams', providing them with communication channels that can be used to share advice on energy-saving behaviour with other team members.

This deliverable describes the dissemination plan for the H2020 DOMINO project, outlining the activities which will be taken on by project partners to ensure that the results of the project are distributed effectively and to a relevant and interested target audience. This document will provide the framework for future activities related to Work Package 6 (Dissemination) and will use information materials developed throughout the project, primarily from Work Package 3 (Communications & Marketing), whereby the marketing materials, which have been produced in all five project languages, will provide a good basis for future dissemination activities such as mailing campaigns and presentations at workshops and seminars.





1. Introduction

This dissemination action plan, the first deliverable for Work Page 6 of the DOMINO project, lays out a comprehensive dissemination strategy for the project findings and results to a well-defined and relevant audience that will ensure maximum engagement with the DOMINO project results. There are a number of activities that will take place as part of dissemination:

- Engaging with stakeholders from various backgrounds at both local and EU level
- Mailing campaign
- Organisation of a webinar
- Development of Prezi presentation for various stakeholders
- Preparation of press releases for smart plug dissemination stakeholders
- Sharing the results with participants and general public through social media

To ensure coverage of all these points, the dissemination strategy will be structured around the following:

- Outlining the various dissemination tools which will be used during WP6.
- Target audiences for dissemination activities will be identified as being energy and consumer agencies, energy providers, academics and the scientific community, business actors, policy makers, municipalities, consumers and citizens.
- These target audience's profiles will then be expanded upon to help define concrete dissemination activities.

This report lays out the plan of dissemination by using the identified targets, messages tools and channels described in the Communication Plan (WP3 D.3.1.) and the rationale behind selecting these targets and tools. It aims to emphasise the importance that communication and dissemination of project results has in order for the project to make a notable and lasting impact.

The nature of the project results is three-fold: on the one hand a report on the data collected and an analysis of the effectiveness of the project to push for behavioural change will be a key component for the dissemination of project results. The development of policy recommendations will comprise of the second element for dissemination activities. However, there is a third additional element being that the smart plugs are made available to interested consumers after the project has ended. This requires, therefore, additional dissemination activities that should encourage long-term behavioural change in energy consumption.

This dissemination plan shall, by adhering to the above structure, identify the most appropriate targets and methods for communicating project results and contribute to understanding further the impact DOMINO's project analyses and policy



recommendations can have, in order to create lasting behavioural change in energy consumption at home.

2. Project knowledge items/products

Over the course of the project, data on participants' energy consumption patterns and energy saving results will be collected via the DOMINO app to provide an insight into the average consumption of household appliances. The effectiveness of behavioural change instigators, i.e. reminders and energy-saving tips provided in the DOMINO app, will also be analysed in order to provide a general conclusion on the impact smart plug technology has on energy consumption behaviour. This data will be collated into a research report (Deliverable D.5.1), including thorough analysis. Furthermore, a policy paper including recommendations for policy-makers (Deliverable D.5.2), which will expand upon how best to utilise smart plug technology, will be drafted and ready for dissemination at the end of the project.

A key facet of the project is ensuring long-term engagement with energy-saving activities by the general public at home. For this reason, maintaining connection with multipliers who will become key multipliers for dissemination of the smart plug technology, is highly important. Multipliers will be key in ensuring the smart plug technology developed by Plugwise, is distributed to interested citizens in Europe. This dissemination plan shall expand upon how these multipliers will be engaged and smart plugs distributed.

Lastly, the marketing materials developed for Work Package 3 will provide the visual basis for future dissemination activities. As will be described below, mailings, press releases and a Prezi presentation will be developed as part of a range of dissemination activities and the marketing materials will ensure visual consistency throughout this part of the project.

3. Dissemination tools

The dissemination tools that are proposed to be used for the period spanning WP6 will be expanded upon below, followed by explanation on who the target audiences are and how the dissemination tools will be applied to each target.

3.1 Mailing campaign

The production of a mailing campaign will be a useful tool for the dissemination of Deliverable 5.1. Primarily, an informational, one-pager mailing will be drafted and designed by Arctik and sent to all local partners and EAP for translation. The information presented will describe the project and its aims, and concisely present the project results





and findings briefly, whilst linking to the publicly available document on the DOMINO website where the full report can be read.

3.2 Webinar

A webinar provides a good opportunity to present the DOMINO project further and engage our target audiences and contacts in an interactive session. This activity, led by Arctik with support by media partner Energy Post, will aim to engage stakeholders in a debate relating to the policy recommendations presented in Deliverable D.5.2, thereby presenting the DOMINO project and its potential legacy. Arctik and Energy Post will prepare to contact potential stakeholders who could take part in an active debate. This will be done through sending personalised emails and to a dedicated list of contacts of Energy Post and Arctik, whereby the DOMINO project is presented and an invitation to take part in the webinar is offered. Efforts will be made to confirm 3-4 speakers who will debate the policy recommendations made by the DOMINO project partners and the potential opportunities that exist to put into action the energy policy recommendations at national and EU levels. Once speakers are confirmed, communication activities will focus on engaging an audience, consisting of policy makers and influencers, energy/consumer agencies, municipalities and journalists, to listen in on the webinar across Europe.

3.3 Thematic session at conference/related event with Prezi¹

Attendance to conferences with a focus on environment and energy in an international, European context will allow for the presentation of the DOMINO project results to a varied audience. Throughout the year, there are a host of conferences based in Brussels or Berlin that approach the topic of energy efficiency in Europe. Project partners Arctik and adelphi will aim to attend a relevant conference/event once project results are made available and organise a thematic session at a suitable conference. The creation of a Prezi will be the main tool used for presenting the DOMINO project to interested audiences.

3.4 LinkedIn

As mentioned in requested amendment 696074-10, after review of Deliverable 6.2. which affected Task 6.2 – Task 6.7, Arctik and adelphi came to the agreement to not create a new LinkedIn group for DOMINO, but rather join existing LinkedIn groups relevant to the project. A review of the etiquette of LinkedIn groups revealed that, though LinkedIn is the most suitable platform for getting in touch with professionals and specialists, it is a time-consuming task to become a well-known group on LinkedIn and for a short-term project such as DOMINO, it will not be possible to gain enough attention and/or trust from LinkedIn members in the timeframe that we have.

¹ Specific conferences will have to be defined during 2018 when events are announced. It is currently not possible to know which conferences will take place in 2019.





Therefore, it became apparent that DOMINO would best succeed by taking advantage of existing LinkedIn groups related to topics of sustainability, energy-saving or smart home technologies. In this way, DOMINO will be communicating to existing communities, thereby reaching a larger, interested audience. By identifying relevant and active LinkedIn groups, project partners will engage with these groups by publishing a series of articles, questions and findings from the projects. Target LinkedIn groups will be energy agencies, consumer agencies, universities, research institutes, the private sector, local/national/European initiatives on energy saving, similar projects, governmental institutions and influencers who are working with smart plug technology or could benefit from using or promoting smart plugs. Each of the target groups elaborated upon in this dissemination plan will be encouraged to follow these groups to monitor DOMINO's participation and take part in discussion regarding energy-saving behaviour at the household level in Europe.

3.5 DOMINO Facebook account

Utilising Facebook, which has been a major communication tool used throughout the project, will also aid in making contact with those involved directly with the project. Utilising the paid advertising Facebook tool also allows for us to reach out to similar audiences. By designing dedicated visuals with accompanying copy, convincing and attractive social media posts will be published and targeted to a 'DOMINO' audience to encourage engagement with the DOMINO project results, i.e. energy-saving results, Deliverable D.5.1 and Deliverable D.5.2. Through a paid campaign these social media posts should reach a relevant audience and will provide the final means of engagement with DOMINO participants.

3.6 Smart plug technology

The dissemination activities, webinar and thematic session, will be made in conjunction with ensuring the smart plug technology continues to be used after the project has ended. It will be proposed to interested energy agencies and consumer organisations in Brussels, Berlin and Naples that they take on the smart plug technology in order to lend it to consumers. This will rely upon Deliverable D.6.6 Legacy Packages being ready so that information from this deliverable can be shared after the webinar and thematic session.

This legacy package will also be important for Arctik and local partners who will encourage that any smart plugs that remain at local partner offices are used by consumers. Arctik will coordinate with local partners, ways in which the smart plugs can be distributed by monitoring local partner activities and providing communication material and advice. In Brussels it is foreseen that IBGE disseminates the smart plugs to those who visit the agency seeking advice on energy consumption; in Berlin, adelphi will review which actors are most suitable for disseminating the smart plugs, with possibility that public libraries and organisations who have supported communications outreach for



the project will be approached; in Naples they will be distributed to 35 energy agencies in Italy. To facilitate this activity, Arctik as coordinator, will provide local partners the necessary communication materials such as a press release which will need to be translated by partners. This press release will be adapted for each local partner case and encourage the relevant actors to contact the local partners for receiving the smart plug technology and legacy package.

3.7 Contact database

Most dissemination activities will rely upon having a record of contacts from relevant target audiences. A detailed Excel matrix will be designed by Arctik and shared with project partners to input the contact details of individuals from the target audiences described below. This matrix will also serve to keep a record of respondents to the webinar which will prove useful for any future outreach activities.

4. Potential end-users

The Communication Plan (D.3.1.) listed potential multipliers for future dissemination activities. This dissemination plan shall expand upon and give reason to the selection of these groups and identify the potential impact the project will have by engaging with these target audiences.

Multipliers have been and will continue to be key drivers of the Challenge. As recruiting for the Challenge began, multipliers across Berlin, Brussels and Naples were contacted by project partners to help drive up attention towards the project. These multipliers will be targeted in communication outreach activities, coordinated by Arctik and led by local partners and EAP and will be key for dissemination of project results and the smart plug technology, as will be described below.

4.1 Energy/consumer agencies & energy providers

Energy and consumer agencies provide a valuable network of individuals and companies working within the energy and electrical appliances sector. Such agencies exist at both European and national levels and by utilising the position of the project partners, a large potential number of stakeholders are available through contacting these agencies.

Arctik, having established contact with the European Committee of Domestic Equipment Manufacturers (CECED), already have access to creating a link between DOMINO and major appliance manufacturers/companies such as Philips, Miele, Groupe Atlantic and many more. With CECED having National Associations based in 25 European countries, special attention by local partners adelphi, IBGE and ANEA can also be paid towards contacting these National Associations in their respective countries. At the national level, all local partners and EAP have established contacts within energy associations who will



either be involved in the active dissemination of project results or have confirmed their interest in receiving information regarding the Challenge results.

Using contacts from within the consortium, energy providers will also benefit from receiving information on the DOMINO project results, whereby they can learn about insights into consumer behaviour and attitudes towards energy saving at home.

4.1.1 Dissemination activities

Focused communication activities will be taken on by all local partners, EAP and Arctik. Taking into account the target audience, the information disseminated will focus upon Deliverable D.5.1 and D.6.6. For dissemination of these deliverables, a mailing campaign will be the most effective means of contacting energy agency and energy provider contacts. Materials developed for deliverables in Work Package 3 will also be used as a means to package the information in an attractive format. In addition to this, the mailing will present the invitation to the 90-minute webinar whereby the project consortium and invited stakeholders will present the DOMINO Challenge, the results and their insights for the opportunities and challenges faced in each city.

EAP also hosts two major annual events at the Bulgarian national level involving energy agencies: The Annual Meeting of Energy Agencies and Centers in Bulgaria and the Annual Conference of Bulgarian Energy Agencies. Both events provide excellent opportunities to present and disseminate information about the DOMINO Challenge to energy agencies. Due to both events taking place once a year, information can be disseminated in 2019 when the DOMINO Challenge is past its half-way point as well as after the Challenge is over and project results are published.

4.2 Academics and researchers

A key facet of the DOMINO project is understanding how best to incentivise citizens to change their energy consuming behaviour. Learning further about and producing readable results on behavioural change therefore provides a good opportunity to reach out to the scientific community. Furthermore, the construction of four to seven 'typical' participating households will also provide an interesting insight into the energy consumption patterns of different socioeconomic households across three European countries.

4.2.1 Dissemination activities

Adelphi will seek to publish the report on relevant, peer-reviewed and open access academic journals. Arctik will make use of contacts made at Vrije Universiteit Brussels' Institute of European Studies and establish the possibility for the report to be shared on their relevant social media accounts.





Through the publication of the project results in a scientific paper by adelphi, dissemination of this final research report will be the main activity for targeting the scientific community. Information on energy saving and behavioural change is widely sought, and so Arctik will ensure that dissemination of this scientific paper is known throughout social media by sharing the paper on the DOMINO Facebook page, appropriate LinkedIn groups for which the DOMINO Challenge will be joining, as well as Twitter through the Arctik account. All project partners will also make an effort to share the report on their social media accounts and networks. Lastly it will be important to utilise contacts made in consumer and energy agencies: the consortium will seek that the report is shared in relevant newsletters by contacts made at these agencies.

4.3 Business actors & policy makers

The DOMINO project will target not just the scientific community, but also business stakeholders who have an interest in capitalising on the growing usage of smart plug technology within the context of 'smart homes'. Alongside business actors, policy makers and influencers are likely to attend conferences related to environment and energy.

4.3.1 Dissemination activities

With activities led by Arctik, local partners and EAP will contribute to the development of a Prezi presentation to be used at relevant conferences and events that attract a good number of business actors and policy makers. Deliverable D.5.2 and D.6.6 will be made available to attendees to the Prezi presentation. Furthermore, contact details of attendees should be collected in case future communication is needed, i.e. further project details would be requested.

Through the presentation, Arctik and adelphi will seek to engage business actors and policy-makers in understanding the potential smart plug technology has to be adopted by European households. Highlighting the effect that DOMINO incentives had upon the usage of smart plug technology, with incorporation of an app, the presentation will aim to inspire and inform business actors who work with and focus upon smart plug technology for individual use. Furthermore, framing these incentives within the policy proposals made in D.5.2 will ensure that policy-makers are informed about how energy policies can be adapted and revised to encourage behavioural change at individual and household levels, in order to reduce the consumption of energy within Europe.

Using relevant groups on LinkedIn will also be a means to disseminate project results to this target group who are most often present and active on LinkedIn.

4.4 Municipalities

To ensure the longevity and sustainability of behavioural change in energy consumption for city households, engaging local municipalities across Europe will be an effective means of demonstrating the long-term impact DOMINO has upon energy consumption





in Europe. By communicating with municipalities the effectiveness of smart plug technology and the means through which usage of these plugs can be incentivised will aid local governments and municipalities to recognise how they can change the energy consumption of their citizens.

4.4.1 Dissemination activities

Contacts at European municipalities, as provided by EAP, will be invited to take part in the webinar on the DOMINO project through the mailing sent by Arctik. The webinar will pay special attention to how municipalities can adopt energy-saving policies that will incentivise citizens to make a change in their consuming behaviour. Lessons learnt throughout the project will be presented in a way that will not only interest stakeholders in energy and consumer agencies and policy makers but also municipalities by relating the results of the DOMINO project to various actions that can be taken on to help reduce the energy consumption level in Europe.

EAP, leading this task, will be contacting municipalities across Europe and their networks, i.e. ICLEI, Climate Alliance, and Covenant of Mayors. EAP has a developed contact list with local authorities to whom to send the mailing and invitation to the webinar.

4.5 Consumers/citizens

Lastly, interested consumers/citizens will be a key target group for dissemination activities: participants to the DOMINO Challenge will be important multipliers for sharing results and insights of the DOMINO Challenge.

4.5.1 Dissemination activities

As social media has been a primary tool for sharing information about the Challenge, Facebook will continue to be used after the Challenge has ended, to communicate the results to participants. They will be encouraged to share this information among their social media networks whilst promoting smart home technologies and energy-saving behaviour. Furthermore, through the various LinkedIn groups that will be joined, this target audience shall in consequence be targeted through this social media tool.

5. Impact of dissemination

It is therefore with this dissemination plan that a string of activities will be carried out to maximise the impact of the DOMINO project results and promote the DOMINO concept to a wider European audience. By targeting a wide range of actors interested in energy and energy-efficiency in Europe, DOMINO dissemination activities will target thousands of actors through multiple platforms and methods: social media (Facebook & LinkedIn), mailing campaigns and press releases, academic journals and university networks, as well as face-to-face interaction at major EU-level conferences.



By increasing awareness about the DOMINO project, the consortium aims to demonstrate to the target audiences how new, innovative methods for energy-saving can capture the interest of the general public and how this in turn can positively affect the levels of energy consumption across Europe. The DOMINO consortium hope to ensure the legacy of DOMINO by encouraging energy agencies, municipalities and actors that maintain a good connection with citizens in Brussels, Berlin and Naples, to adopt the smart plug technology for use by citizens, or for businesses to increase their investment in such smart home technology.

Markers of impact will be taken into account and recorded. For each of the dissemination tools, the reach and impact will be measured. Collecting statistics on the number of openings will be the key indicator for measuring the impact of the mailing; for the webinar, counting the number of attendees will be a indicate the success of this dissemination activity and gaging the number of people attending the presentation as well as estimating the number of people interested in follow-up information will demonstrate the level of engagement with DOMINO project results. Furthermore, monitoring the appearance of DOMINO in publications, articles and websites will give further insight into the impact of the DOMINO project. From this, we can estimate the influence DOMINO has had within each target audience and predict DOMINO's contribution to the development of EU and national energy policies.

