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XPRESS

Facilitating green public procurement in the energy sector

Deliverable 5.1

Dissemination and Communication Plan

Partners

APRE | Eambiente | University of York | Element Energie | DIW Berlin | NTNU | Ovgroup | Linnaeus University | LOBA | INSME | CIRCE | European Green Cities | Alleanza per il Clima Italia | Climate Alliance | Slovensky zivnostensky zvaz | Eurada

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Deliverable 5.1

Dissemination and Communication Plan

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XPRESS

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1. XPRESS Executive Summary

This deliverable presents the dissemination and communication plan as well as the associated actions that will be implemented during the XPRESS project. The strategy is integrated under WP5 – Dissemination, Communication and Exploitation. LOBA as WP5 Leader, in close collaboration with the entire consortium, will carefully prepare and implement the dissemination activities during the XPRESS project implementation period.

The Dissemination and Communication Plan includes:

1. the strategy objectives;
2. the project identity (branding);
3. the main target audiences;
4. the communication channels for connecting with the relevant audiences;
5. the main activities including an indicative timeline for their implementation;
6. a set of Key Performance Indicators (KPIs), namely the criteria that will be used for evaluating partners' efforts.

The leader of WP5 (LOBA) is responsible for the overall management and support of the activities defined under the present dissemination and communication plan and develops the main tools and materials that will be used during the project.

All partners are also actively involved in the implementation of the dissemination and communication activities and are highly engaged in contributing to a successful dissemination of the project's results. More specifically, the expected contributions from partners are the following:

- Implementing dissemination activities in their own countries and at European level;
- Exploiting their contacts and networks;
- Supplying news and updates for the web portal and newsletter;
- Helping to keep the project's Social Media Accounts (SMAs) alive and active;
- Participating to conferences, workshops, events etc. in order to promote the project and its outcomes;
- Contributing to the scientific publications of the project

Important remark: This document is conceived as a "working" strategy and therefore its contents will be regularly updated and properly adjusted during the project. This document contains a revision history log. When changes occur, the document's revision history log will reflect an updated version number, the date of the new version, the author making the change, and a summary of the changes (as LOBA working document).

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2. Introduction to XPRESS project

In order to achieve high standard energy efficiency goals in the European Union, there is a need to progress towards sustainable solutions as well as to keep improving the core elements of innovation capacity. XPRESS aims to provide support to the collaboration between SMEs and public sector for the development and adoption of renewable energy sources in regions via Public Procurement.

The general approach of XPRESS is to facilitate the introduction of innovative RES technologies and increase the share of renewable energy in the final energy consumption through the following specific objectives:

1. Creating a web platform that supports the interaction between public procurers, innovative SMEs and end users of green innovations

2. Mapping low carbon energy needs of cities and municipalities with RES technologies developed by innovative SMEs

3. Improving the application of Green Public Procurements (GPPs) to innovative RES technologies

4. Increasing the awareness of innovative SMEs about RES technologies via GPPs

5. Developing a new methodology to evaluate RES technologies developed by innovative SMEs across their life cycle in order to estimate the CO2 emissions

XPRESS will focus initially on selected cities and municipalities within UK, Italy, Norway, Germany, Sweden, Spain, Denmark, Slovakia, Portugal and Belgium with the goal of extending the analysis and the involvement to wider regions within those countries. The project will demonstrate the positive impact of innovative GPPs on cities and municipalities and SMEs in terms of energy savings, energy efficiency and lower carbon emissions.

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3. Objectives of the Strategy

The main objective of the dissemination and communication strategy is to achieve the highest possible impact within the allocated budget constraint, amongst the target groups identified. To provide stakeholders at European, national and regional level, with relevant information on the XPRESS project's activities, events, achievements and respective web platform. WP5 aims to disseminate the project's results widely and beyond the borders of the XPRESS partnership including all the other European Union countries, by involving all the partner networks. WP5 draws information from the other Work Packages giving it shape (Actionable Knowledge) and providing the global coherence and structure required for appropriate dissemination activities.

4. Strategy

4.1 XPRESS Identity

As first step, at M1 of the project (September 2019) the XPRESS project identity has been created, comprising project logo and brand manual. Subsequently, at M2 XPRESS stationery has been developed.

LOBA worked on the conceptualization, design and development of all factors affecting the XPRESS Brand identity.

The complete "Communication toolkit" is available to all consortium partners via the XPRESS Google Drive cloud repository comprising: Project logo, Project official templates (Word and PowerPoint), Branded Letterhead paper, Branded email signature, Posters/ flyers/ roll-ups and a set of mock-ups for XPRESS giveaways.

All of the produced materials are representing the XPRESS brand identity. Their use across the web and during events is extremely important in order to increase the visibility of the project.

The layout and design of the upcoming production will be based on the chosen characteristics (logo, colour palette, gradient, etc.) in order to keep a consistent "XPRESS design" in all materials developed.

All dissemination materials will include both the EU emblem and the XPRESS logo.

4.2 Target Audience

The primary target audience for the XPRESS project is directly involved in the supply and demand of Renewable Energy Sources (RES): European companies (energy service companies and energy providers) and specialist audience (scientific community, politicians, regulators and legislators). The secondary target audience is composed by RES stakeholders, such as financial institutions and investors and the general public. The XPRESS consortium partners are detecting possible stakeholders by their countries.

Between M1 and M2, all Consortium partners have been required by LOBA to map local/ national actors belonging to the target groups identified.

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The initial pool of target agents (the XPRESS initial community with a significant number of contacts) has been created as a result of this mapping exercise. Specific numbers will be provided within the first reporting period.

In order to maximise the impact of the project, the XPRESS consortium partners will support LOBA with their networks in their respective countries, including personal and professional networks and contacts.

Primary Target Audience		Secondary Target Audience
1. European companies: energy service companies and energy providers 2. Specialist audience: scientific community, politicians, regulators and legislators		3. Financial institutions and investors (including Alternative Financing organizations) 4. General public
CHANNELS	• Direct mailing to promote project outputs • Presentation to business associations and intermediaries • Specialized publications • XPRESS platform • Webinars • Workshops • Final conference	• High-level lobby meetings • Presentation at conferences in the financial services • XPRESS platform • Webinars • Workshops
GOALS	• Raising attention on the platform features • Increasing awareness of business benefits of RES investments • Increasing knowledge on the state-of-the-art of RES investments in SMEs • Identifying areas of research that need further improvements	• Offering an overview on opportunities for investments • Linking them directly to European SMEs • Saving costs and time • Increasing awareness on environmental matters • Increasing confidence in GPP

Table 1 - XPRESS target audience

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4.3 Dissemination tools and channels

The aim of the dissemination plan is to promote the outputs of the XPRESS project to the widest possible audience and contribute to:

1. an increased awareness of the benefits of RES for companies in terms of enhancement of competitiveness on national and international markets;
2. increased investments in RES by raising the attractiveness of investments in renewable energy sources for financial institutions and investors;
3. a wiser use of energy and improved environmental conditions.

Project results will contribute to exploit the full potential of RES investments and therefore meet the needs for:

- More reliable statistical data on energy savings;
- Proper benchmarks;
- An increased understanding of risks and benefits related to this type of investments;
- Successful business cases on sustainable energy investments;
- Increased confidence regarding the prospects of RES investments

4.3.1 Website

At this stage, a first version of an Initial splash page has been set up at M2 of the project https://www.xpress-h2020.eu/, while the initial platform at M4 and the official final version of the platform will be set up by M12.

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Figure 1 - XPRESS splash page

All platform's contents will be revised by LOBA using the SEO (Search Engine Optimisation) best practices for a better indexation and accessibility of the project. Additionally, the project will use Google Analytics as its web analytics service to track website traffic and assess useful statistics that will help optimising the website and the communication and dissemination strategy.

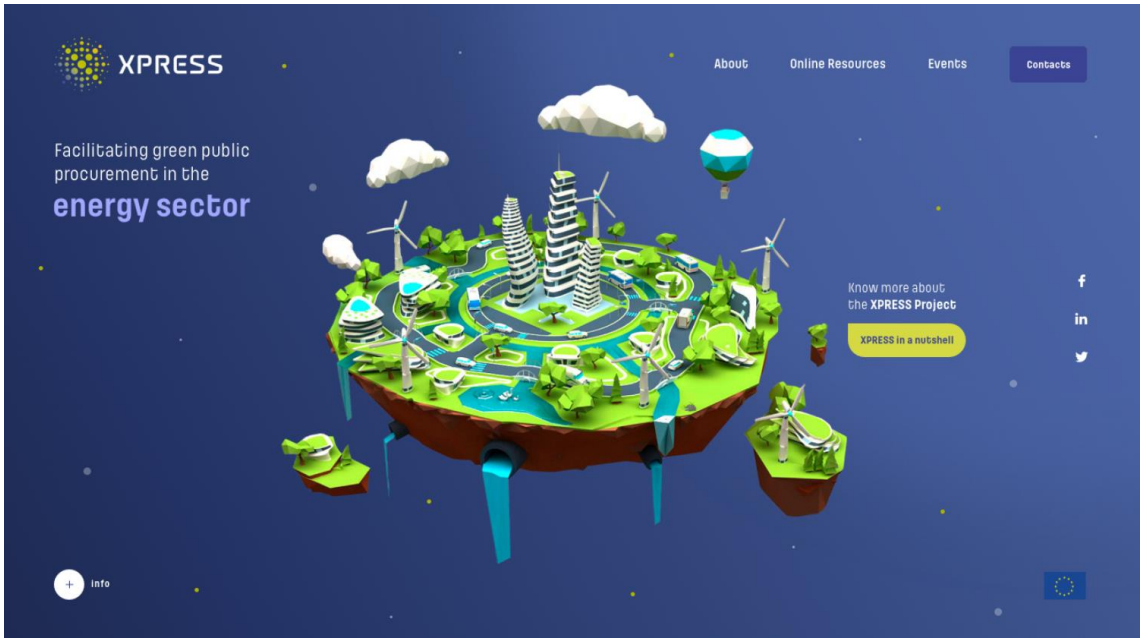

Figure 2- Initial Platform Design

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The relevant statistics that will be monitored are:

- Number of visitors;
- Number of unique visitors;
- initial links (with details about the countries of origin) generating the web traffic;
- Number of downloaded documents, newsletters, etc.;

The progress of the project will be closely monitored and reflected in the project's website.

The link for the website will be included in all promotional materials and communications developed and conducted under the frame of the project, such as brochure, poster, roll-up, PPT, Newsletter, Social Media, emailing, events, etc.

The main objective is to use strategically the various communication and dissemination actions, targeting a large and varied audience in order to direct them towards the XPRESS's official website.

4.3.2 Actionable Knowledge

When producing the Actionable knowledge material, LOBA extrapolates core information and messages from the XPRESS outputs and translates them into a graphical concept idea, while keeping a design that is consistent with the XPRESS Brand identity (in terms of color palette, logo, icons, etc.).
These are the phases that will be followed during the production process:

1. Understanding the function/output (is it for website? Is it for paper distribution?)
2. Identification of the target groups (is it for experts or the general public?)
3. Identification of the most suitable format (flyer, leaflet, brochure, etc.)
4. Definition of the main messages to be conveyed via infographic(s)
5. Definition of the key visuals (main elements, colours, feel, etc.)
6. Implementation of all the texts
7. Production of the final artwork

The whole XPRESS consortium will be consulted before delivering the final art work.

4.3.3. XPRESS Promotional Video

LOBA will deliver the XPRESS promotional video at (M7-8), following the steps below:

1) *Conceptualization*: creation and development of the strategy and concept idea,
2) *Pre-Production*: development of the final version of the script and preparation of the technical script as well the creation of storyboard and mood board;
3) *Production* – turning the script into interactive material using Filming & Digital Cinematography, 03B.Production - Video & Audio editing, 03C.Production - Graphics / 2D / 3D Animation;
4) *Post Production* – joining all the elements created in the different production areas, including VFX Production and "Colour Correction

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5) *Marketing & Distribution support* - development of various multimedia outputs in order to support the content strategy and the on-site and online promotion campaigns in order to start the distribution.

4.3.4 Press releases, scientific publications, Newsletter

As the XPRESS project progresses, LOBA will issue at least 4 press releases, 4 scientific publications and 4 newsletters to specific media and stakeholders concerned with the project. LOBA currently uses an updated database of over 800.000 contacts including relevant media and journalists with the purpose to ensure a wider media coverage and can be configured for domain-specific or geo-specific campaigns. Furthermore, the software used by LOBA allow setting personalised email distribution and obtaining email-tracking analytics for follow-up campaigns.

The first Press release has been already mass-mailed by LOBA to specific media outlets (653 recipients) and the XPRESS consortium partners have taken an active role in publicising the project via their own networks. The specific numbers of targets reached with these initial activities are published in the first reporting period of dissemination activity.

4.3.5 Posters and roll-up

LOBA has already designed two versions of XPRESS poster: a general version (Figure 3) and an activity-focused version (Figure 4).

In addition, XPRESS roll-up's final artwork has been already produced and is therefore ready for production and available for all partners via XPRESS Google Drive cloud repository.

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Figure 3 - XPRESS poster version 1

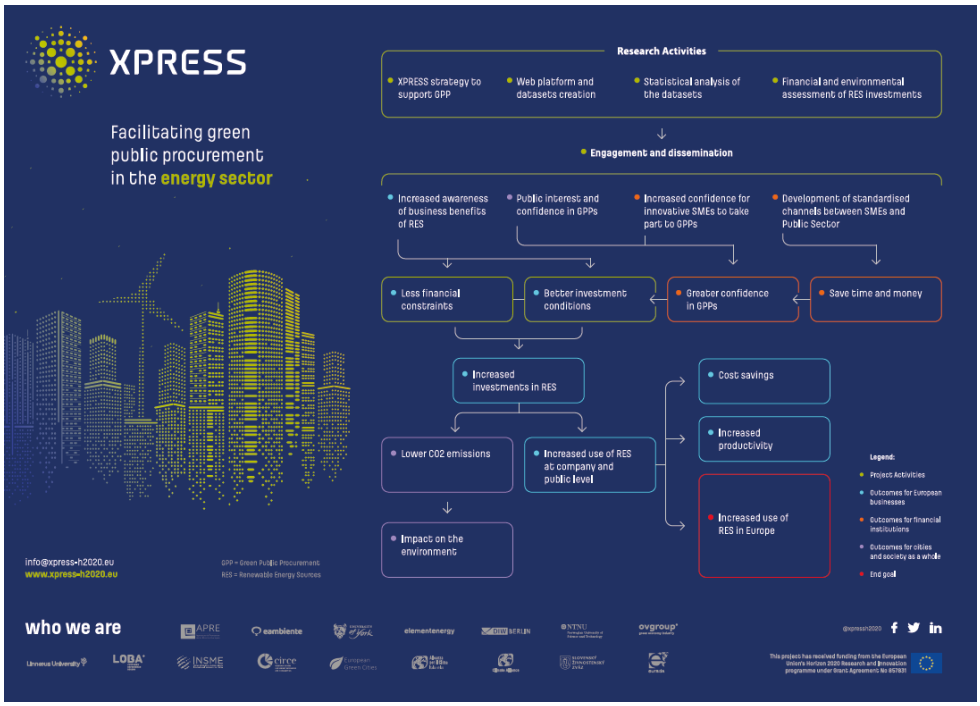

Figure 4 - XPRESS poster version 2

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Figure 5 - XPRESS roll-up

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4.3.6 Events

During the lifetime of the project, the consortium will organise several events, such as Stakeholder cafés and co-creation workshops. Such events are an important factor for promoting the XPRESS project and for engaging the XPRESS community.

External events are also an important factor for dissemination purposes and for engaging with relevant stakeholders. In the first year of the project, representatives of the XPRESS consortium plan to attend some field specific renewable-energy-related events.

A selection of suitable events already identified are shown in the table below.

Date	Name	Location	Website
20-22, January, 2020	Handelsblatt, Energy 2020 Summit	Berlin, Germany	https://veranstaltungen.handelsblatt.com/energy-summit/
2-3, March, 2020	7th International Conference on Pollution Control & Sustainable Environment	Rome, Italy	https://pollution.environmentalconferences.org/
4-6 March, 2020	World Sustainable Energy days	Wels, Austria	https://www.wsed.at/en/world-sustainable-energy-days.html
10 – 12 March, 2020	International Renewable Energy Storage Conference	Dusseldorf, Germany	https://10times.com/ires-dusseldorf
7-9, April, 2020	Energy Efficiency & Renewable Energy (EE & RE)	Sofia, Bulgaria	http://tofairs.com/expo.php?fair=102186

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15-16, June, 2020	8th World Congress and Expo on Green Energy	London, UK	https://greenenergy.environmentalconferences.org/
22-26, June, 2020	EU Sustainable Energy Week	Brussels, Belgium	https://eusew.eu/
24-27 June, 2020	EAERE 25TH Annual Conference	Berlin, Germany	https://www.eaere.org/events/annual-conferences/eaere-25th-annual-conference/
29.June-1. July 2020	Energy Evaluation Europe	London, UK	https://energy-evaluation.org/2020-europe-conference/
30 Sept – 2. Oct 2020	9th European Conference on Sustainable Cities and Towns	Mannheim, Germany	http://iclei-europe.org/calendar/?c=search&uid=EOgam0Zd
18-19, Nov, 2020	7th Global summit on Climate Change	Lisbon, Portugal	https://climatechange.global-summit.com/

Table 2 – Events 2020

4.4 Communication tools and channels

The key element for the communication strategy is the interaction with the community in order to receive appropriate feedback. For this purpose, XPRESS will rely on project website and social media.
LOBA will be in charge of ensuring the widest and best possible engagement among the stakeholders through social media communication adopting a country specific support for the entire Consortium.

4.4.1 XPRESS Social Media

The social media channels for the XPRESS project have been set up as follows:

- **XPRESS Facebook:** The XPRESS Facebook page communicates selected developments and outputs of the project (e.g. key events, activities, and important achievements) and aims to build a strong group of followers and capitalise on sharing the same interests as the ones promoted by the XPRESS project: https://www.facebook.com/xpressh2020/

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- **XPRESS Twitter:** the XPRESS Twitter account is the one used most frequently to post comments and news about the achievements and progress of the project and to promote project reports and event participation. The project intervention in discussions will be encouraged through partners' involvement within their networks or personal pages. https://twitter.com/xpressh2020

- **XPRESS LinkedIn:** The XPRESS LinkedIn page provides the visibility of XPRESS at a professional level. https://www.linkedin.com/company/30088834

Partner activities and increased visibility are key elements for the success of the XPRESS social media channels. Therefore, all partners are encouraged by LOBA to:

- **Follow** the XPRESS social media pages (Twitter, Facebook, and LinkedIn) with their company profiles (or even their own profiles).
- **Actively engage** (like, retweet, share or event comment) with the publications.
- **Mention** @XPRESS on their publications about or related to the project.
- **Propose** to LOBA publications. For example, when a partner writes an interesting news article or report they can send it to LOBA in order to have it formatted in line with the XPRESS brand identity.
- Whenever a partner attends an event on behalf of the XPRESS consortium, they shall **send pictures** to LOBA and suggest a caption so LOBA can publish it on social media preferably on the same day when the event takes place. If the partner makes a post in their personal account, they should always mention XPRESS using @XPRESS handle.
- Important events related to the XPRESS project may be accompanied with a **specific hashtag** and partners are encouraged to use it when posting about that event.
- Partners use their existing social media pages to boost XPRESS's actions. Partners will select the most suitable channels operated by them to share content from XPRESS's website and social media pages such as events, project results, relevant insights from public deliverables, fact sheets/ brochures, etc.

4.4.2 Social Media campaigns

Social media campaigns are coordinated marketing efforts to reinforce or assist with the final objective of using one or more social media platforms.

XPRESS social media campaigns will be tailored aiming at the following goal:

- Expanding and engaging the wider community
- Building email marketing list
- Increasing website traffic

Followers' campaign: in order to maximize the critical mass and visibility of the XPRESS social media pages and to build the initial roster of contacts for both newsletter and email marketing, LOBA will run a "Follower campaign" on Twitter.

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Twitter Follower campaigns are helpful to reach **actual people** (as opposed to "*fake followers*") who are the desirable followers for the XPRESS social media accounts. This campaign can be organized on the basis of duration, budget and target groups in order to make it more effective. The Follower campaign is going to be launched with a specifically tailored banner once the XPRESS promotional video is produced and ready for marketing. The professional-quality promotional video itself will be used to pitch target audience while effectively presenting the project. LOBA will stress the "Environmental- emotional" factor, attracting communities from the 10 specific target countries.

Facebook/ Twitter/ LinkedIn campaigns: as soon as XPRESS has important milestones/ deliverables/ achievements to announce, LOBA will launch specific campaigns (ads) to increase the visibility of the outputs and to attract additional followers (original and valuable contents are the most effective (and only) way to progressively enlarge the "reputation capital" of a social media profile). Moreover, we will use social media campaigns for enlarging at best the number of respondents of XPRESS RESS.

While initially, LOBA will launch the campaigns through all channels while selecting the best XPRESS social media channel (Facebook/Twitter/ LinkedIn) on the basis of the trends of previous campaigns.

LinkedIn groups: our experience in disseminating EU funded projects suggests that building up a company/organization profile or group on LinkedIn is not worth the overall effort due to longer development times with respect to Twitter and Facebook.

However, due to their critical mass, **posting on specific LinkedIn groups** is the best strategy to disseminate EU projects among the LinkedIn professional community.

LOBA will identify the relevant and beneficial groups for the XPRESS project. There are many different LinkedIn groups in the energy field with critical mass of **over 200.000 members** (i.e.: Oil & energy Recruitment; Linked: Energy (Energy industry expertise)) and many other smaller groups, but more country-specific ones that will be suggested by the local XPRESS partner.

Visuals for social media use: LOBA will design specifically tailored banners, illustrations, GIFs, etc. As well as graphics for social media profile and cover images. All outputs for social media will be produced with multiple sizes according to the social media specific requirements (for example, an image having 940x788px on Facebook, should be re-dimensioned to 1200x628px for a proper visualization on Twitter).
For better results, the image resolution will be increased at the same scale as the minimum size.

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Partner	Facebook	Twitter	LinkedIn	YouTube
APRE	**Address:** /APRE.it/ **Followers**: 4.752 **Likes:** 4.449	**Address:** /APREh2020 **Followers:** 1609 **Tweets:** 497	**Address:** /company/apre-agency-for-the-promotion-of-european-research/ **Followers**:4.277	**Address:** /APREsedeROMA **Views:** 9012 **Subscribers:** 83
eAMBIENTE SRL	**Address**: /eambienteGroup **Followers:** 1.671 Likes: 1.581	**Address:** /eambienteGroup **Followers:** 770 **Tweets:** 2.724	**Address:** /company/eambiente/ **Followers:** 1.255	**Address:** /user/eAmbiente/ **Views:** 7.171 **Subscribers:** 22
UoY	**Address:** /universityofyork/ **Followers:** 62.770 **Likes:** 60.284	**Address:** /universityofyork **Followers:** 70.5OO **Tweets:** 18.300	**Address:** /school/uniofyork/ **Followers:** 90.257	**Address:** /user/universityofyorkuk **Views:** 1.446.678 **Subscribers:** 6.200
Element Energy	NA	NA	**Address:** /company/element-energy/ **Followers:** 2.401	NA
DIW Berlin	**Address**: /diw.de **Followers:** 4.987 **Likes:** 4.494	**Address:** /DIW_Berlin_en **Followers:** 1472 **Tweets:** 927	**Address:** /company/diw-berlin/ **Followers:** 3.169	**Address:** /user/DIWBerlin **Views:** 23.395 **Subscribers:** 296
NTNU	**Address:** /ntnu.no **Followers:** 61.273 **Likes:** 61.054	**Address:** /NTNU **Followers:** 36.300 **Tweets:** 8.602	NA	**Address:** /user/ntnuinfo **Views:** 5.449.600 **Subscribers:** 10.200
OV GROUP	**Address**: /officinae.verdi **Followers:** 2593 **Likes:** 2.537	**Address:** /ovgroupspa **Followers:** 3.154 **Tweets:** 1.535	**Address:** /company/officinæ-verdi/ **Followers:** 1.015	**Address:** /user/officinaeverdi?feature=mhee **Subscribers:** 19
LNU	**Address:** /linneuniversitetet **Followers:** 24.336 **Likes:** 24.449	**Address:** /linneuni **Followers:** 5.193 **Tweets:** 3.958	**Address:** /school/linnaeus-university/ **Followers:** 39.503	**Address:** /linneuniversitetet **Views:** 755.722 **Subscribers:** 1.360
LOBA	**Address:** /LOBA.cx/ **Followers:** 7501 **Likes:** 7.432	**Address:** /loba_cx **Followers:** 116 **Tweets:** 112	**Address:** /company/loba-cx/ **Followers:** 3.045	**Address:** /channel/UCJIih-zJUKts-q4ArTyXuCg **Views:** 20.398 **Subscribers:** 75
INSME	**Address**: /INSMENetwork/ **Followers:** 193 **Likes:** 172	**Address:** /insme_ **Followers:** 1.310 **Tweets:** 1.863	**Address:** /company/insme---the-international-network-for-small-and-medium-enterprises/?trk=biz-companies-cym **Followers**: 397	NA
CIRCE	**Address:** /fcirce/ **Followers:** 1312 **Likes:** 1.116	**Address:** /fcirce **Followers:** 2.860 **Tweets:** 4.138	**Address:** /company/circe-research-centre-for-energy-resources-and-consumption/?trk=tabs_biz_home **Followers:** 3.721	**Address:** /user/CirceResearchCentre **Views:** 49.901 **Subscribers:** 258
EGC	NA	**Address**: /EuroGreenCities **Followers:** 83 **Tweets:** 112	**Address:** /company/europeangreencities/ **Followers:** 25	NA
CAI	**Address:** /AlleanzaClima/ **Followers**: 1921 **Likes:** 1.883	NA	NA	NA

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CA	**Address**: /ClimateAlliance **Followers:** 2.312 **Likes:** 1.960	**Address:** /ClimatAlliance **Followers:** 2.436 **Tweets:** 3.595	**Address:** /company/climate-alliance-klima-b-ndnis-alianza-del-clima-e-v-/ **Followers:** 769	**Address:** /user/ClimateAllianceorg/ **Views:** 6.697 **Subscribers:** 52
SZZ	**Address------:** /slovenskyzivnostensky.zvaz.9 **Followers:** 60	NA	NA	NA
EURADA	**Address:** /EuropeanAssociationDevelopmentAgencies/ **Followers:** 611 **Likes: 550**	**Address:** /eurada_rdas **Followers:** 2.815 **Tweets:** 2.356	**Address:** /company/eurada---european-associaton-of-development-agencies/ **Followers:** 1.038	NA

Table 3 – Consortium Social Media

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4.4.3 Evaluation Criteria (KPIs) of XPRESS dissemination and communication

The following table shows a quantitative overview of the dissemination and communication Key Performance Indicators that the project will set:

Tools and channels	Metrics method	Expected results
Website	Number of visits, time spent on the website and returning visitors; Number of countries	- 300 visits per month. - More than 90% of visitors spending 1 minute or more on the website - More than 50% of visits are from returning visitors. - Visits from 60 different countries
Flyers/Leaflets/ Posters/ Roll-ups	Number of items distributed vs number of contacts from stakeholders	- 800 flyers distributed - 100 contacts showing interest in receiving detailed information
Social media	Number of followers and engagement rate	- 100 members on LinkedIn - 300 followers on Twitter - More than 20% of posts are shared
Press releases	Clipping/publications coverage	- At least 4 publications
Newsletter	Newsletter dispatched	- 4 newsletters dispatched to at least 500 recipients
Promotional video	Number of visualizations and shares	- 1000 views and 100 shares

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5. XPRESS indicative dissemination and communication plan

XPRESS Outputs	Actionable Knowledge	Month
Needs and innovative ideas from XPRESS stakeholders (T1.1)	**Factsheet**: what are the needs of SMEs and local authorities? **Target**: European companies; local authorities	**M7 – M8**
Insights from stakeholders Cafés and co-creation workshops (T1.2, T1.3)	**Factsheets**: insights from XPRESS events **Target**: local authorities	Ad hoc from **M12** to **M30**
Policy recommendations and case studies (T1.3)	**Factsheets**: summary of XPRESS policy recommendations and case studies **Target**: local authorities	**M27 – M28**
RES Survey (RESS) and good practices (T2.3, T2.4)	**Infographic**: barriers and good practices for boosting RES **Target**: local authorities	**M13 – M14**
Barriers to investments in innovations in RES (T3.1)	**Factsheet:** Barriers to investments in innovations in RES **Target**: local authorities	**M13 – M14 (initial)** **M31 – M32 (final)**
	Infographic: how can GPP help your business? **Target**: European companies	**M14 – M15 (initial)** **M31 – M32 (final)**
Multivariate statistical analysis (T3.2)	**Factsheet**: key elements affecting innovation and investments in RES technologies **Target**: European companies; local authorities	**M21 – M22 (initial)** **M35 – M36 (final)**
Financial constraints for SMEs (T3.3)	**Infographic:** GPP scenarios on SMEs **Target**: European companies	**M19 – M20 (initial)** **M35 – M36 (final)**
Barriers to investments in renewables and possible solutions (T3.4)	**Infographics:** fossil fuel price volatility VS RES markets; GPP impact on SMEs propensity on issuing green bonds; etc. **Target:** European companies; local authorities	**M19 – M20 (initial)** **M35 – M36 (final)**
Framework definition and recommendations (T4.1)	**Factsheet:** how to improve the sustainability of RES usage (for SMEs and local authorities) **Target**: European companies; local authorities	**M7 – M8**
Environmental assessment (T4.2)	**Infographic:** the XPRESS environmental LCA: the environmental impact of RES scenarios **Target**: European companies; local authorities	**M35 – M36**
Cost analysis (T4.3)	**Factsheet:** the costs associated with the life cycle of a RES Technology **Target**: European companies; local authorities	**M35 – M36**
Social analysis (T4.4)	**Factsheet:** social impact of RES innovations **Target**: European companies; local authorities	**M35 – M36**
Good practices and recommendations for RES construction solutions (T4.5)	**Infographic:** XPRESS practical advices for RES producers **Target**: European companies	**M35 – M36**
Comparative fiches: economic, social and environmental impact of RES solutions **Target**: European companies , local authorities		**M35 – M36**
Dissemination tools, channels and activities		**Month**
Creation of XPRESS brand identity (T5.1)		**M2**
Mapping of XPRESS stakeholder groups (T5.1)		**M1 – M2**
Creation of XPRESS mailing list		**M2**
XPRESS splash page		**M2**
Poster and roll-up		**M3**
Social media channels launched		**M4**
XPRESS website		**M6**
Newsletter subscription form		**M6**
Brochure (1st version)		**M7**
XPRESS Platform		**M12**
XPRESS promotional video		**M7**
Newsletters		**M8, M16, M24, M32**
Press releases/ Scientific publications		Ad-hoc
Direct mailing		Ad-hoc after **M8**

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