



*Risk reduction for Building Energy Efficiency investments*

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## Social media online tools and website

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## **Abstract**

This document describes the communication and dissemination strategy planned for the social media online tools and the website of the Horizon 2020 project EEnvest. The aim of this deliverable is to outline the strategy, the communication materials and the dissemination activities that have been implemented through these tools in order to communicate the project value, to reach key stakeholders and to ensure a high dissemination level.

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## Document information

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<b>Quality reviewer</b>	Marco Bailo, Eurac Research
<b>Deliverable type:</b>	Dissemination tools
<b>Dissemination level:</b>	Public
<b>Deliverable number</b>	Deliverable D7.6
<b>Actual delivery date:</b>	30 <sup>th</sup> June 2022
<b>Version:</b>	Final version
<b>Keywords:</b>	Social media, Website, Energy Efficiency
<b>Project title</b>	Risk reduction for Building Energy Efficiency investments
<b>Project acronym</b>	EEnvest
<b>Project website</b>	<a href="http://www.eenvest.eu">http://www.eenvest.eu</a>

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under Grant Agreement n. 833112.

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Version Log			
Issue Date	Rev. No.	Author	Change
26/06/2022	0.1	Marta Gil, R2M Solution Manuel Gómez, R2M Solution	First draft
29/06/2022	0.2	Marta Gil, R2M Solution	Final version
30/06/2022	1	Marco Bailo, Eurac Research	Review of the final version

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# 1 INTRODUCTION

This document showcases the communication and dissemination efforts using social media and the corporate website in order to reach larger audiences throughout time. Since the outset of the project back in 2019 and throughout its entire lifetime, the communication and dissemination actions have been aimed at promoting the EEnvest main activities, events and results. To reach the targeted audience, two main communication channels have been used: social media online tools and the project's website. They are described in the following chapters.

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## 2 SOCIAL MEDIA ONLINE TOOLS

A social media strategy has been developed analysing the usage of the right social media platform according to the type of messages the project wanted to convey and the type of stakeholder it wanted to reach. Therefore, the selected social media platforms to promote the EEnvest project were Twitter (for the general public, related innovation projects, EU agencies, etc.), and LinkedIn (with special focus on the stakeholders in the financial and building sectors). The social media networks have helped to inform interested actors in the progress of the project and in the results and outputs achieved. Interaction and exchange of opinion and point of view between sister projects has been encouraged during the 3 years of life of the project.

A social media strategy was created and followed for an effective communication and dissemination of the project. This strategy included a weekly post in both social media profiles covering:

- General posting
- Scouting and following key stakeholders
- Targeted posts
- Addressed comments and hashtags

### 2.1 TWITTER

A Twitter account was created with the objective of spreading information about the project to a wider audience, as well as sharing the developments and resources of EEnvest along the course of the project's life cycle. The chosen username for the platform was @EENVEST\_EU and you can get access [here](#). As the platform has a character limit, the information showcased must be simple and straightforward, comprehensible for all kinds of users and audiences.

The main motivation of the EEnvest Twitter account was to share interesting and useful information, adapted to everyone, to ensure effective communication among the general public.

The content published within this network has covered the presentation of the EEnvest Consortium, the publication of the six newsletters, the brochure and the poster, as well as the promotion of all the General Assemblies, technical meetings, webinars and workshops both attended and organised by the EEnvest project.

The objective at the beginning of the project was to reach 500 followers, at the moment of the finalisation of the present report there are 759 followers. Therefore, the project has reached and surpassed its goal.



**Figure 1: Twitter profile page of the project**

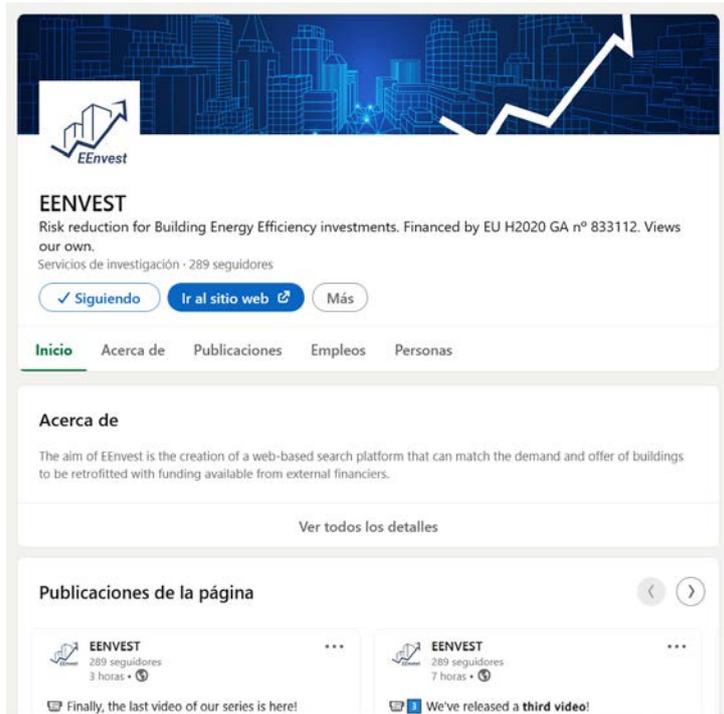
## 2.2 LINKEDIN

A LinkedIn profile was created in order to further disseminate the project among professionals in the sustainability, building and financial sectors, create debates and share useful information. The chosen username for the platform was @EENVEST and you can get access [here](#). As the platform expedites the connection with potential stakeholders, the posts shared are fully detailed and adapted to the target audience, encouraging debate.

In addition to this useful information, LinkedIn has offered the chance to promote other related EEnvest communication channels, such as Twitter or the project's website. By these means, part of the public is redirected to other communication channels, establishing a feedback process between them. The large number of link clicks on the EEnvest post, with more than 50 per month, make this a perfect platform to learn useful information while redirecting to other communication platforms to amplify information.

Finally, the hashtag feature is a perfect way to group together conversations around a certain topic and boost engagement. Topic-related words such as 'sustainability', 'energy efficiency' or 'investment' are highlighted as hashtags to engage the target audience. At the end of every post, a large list of topic-related hashtags is displayed.

The EEnvest LinkedIn account has experienced notable growth during this time, reaching 289 followers, surpassing by 89 followers the project objective. It has an average of around ten new followers per month, proving the interest in the project's activities and events.



**Figure 2: LinkedIn profile page of the project**

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### 3 Website

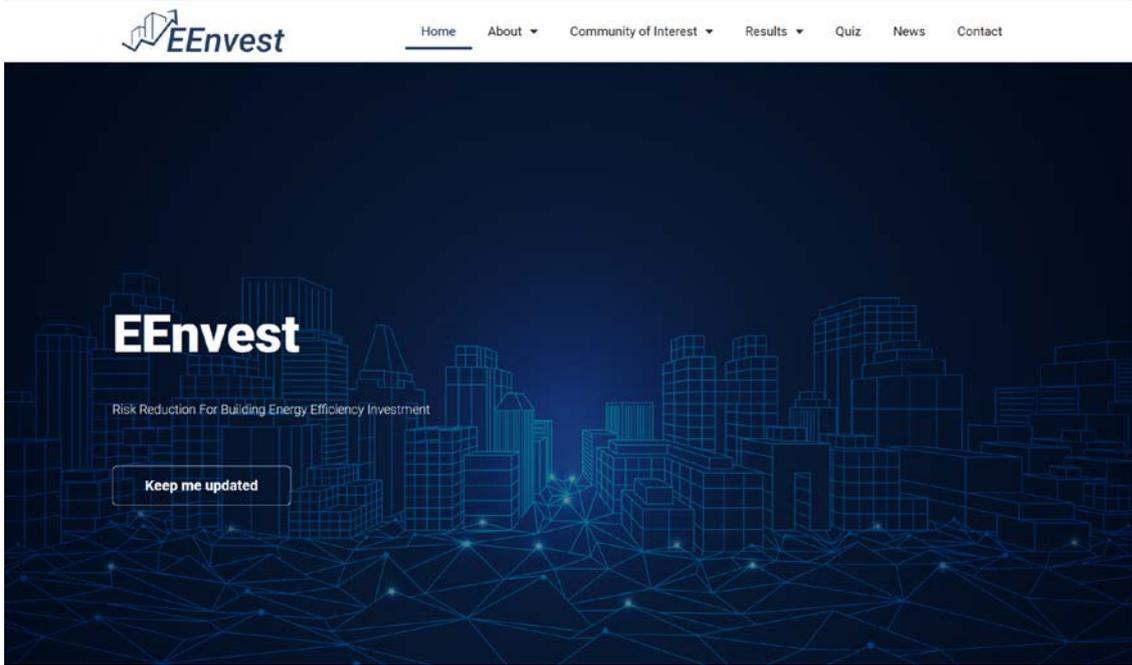
The official website has been used both as a key communication and dissemination channel for the project and its results, as well it has served as the main interface and as the first point of contact of EEnvest towards the target audience: the stakeholder community (building and financing network) and the public at large. Moreover, it has been the point to gather information and all communication and dissemination actions. The aim of the website has been to inform all audiences about EEnvest project advancements and news. The domain obtained was [eenvest.eu](http://eenvest.eu) and it redirects to <https://www.eenvest.eu/>.

The project website was set up in English within month 4 of the project. It was structured in different sections that covered summary information about the project, the Consortium partners, the demo pilots, the community of interest (stakeholders and advisory board), the communication and dissemination results, the developments and news, as well as the possibility for users to get in contact with the project directly. In addition, a new section linking to the EEnvest platform will be displayed, once it is available. Also, a box to subscribe to the EEnvest newsletter pops-in when someone enters the website and direct access to the social media profiles is provided as well by a direct link clicking in the icons of both platforms.

One of the purposes of the EEnvest website was to show a unified identity and provide an easy access and usable platform for interested parties to quickly gain access to key project facts, objectives and news as well as stimulating two-way communications, both internally and externally.

The website was designed and implemented by R2M Solution, using the open source WordPress content management system (CMS). The website has been changed and updated over time as relevant information about the project was becoming available, fostering organic growth and in full consideration of the changing demands of its users.

R2M has helped to maintain the website throughout the project lifecycle and oversees its evolution from inception to completion. Supportive communication channels heavily linked within the project website have been aligned with current digital trends, and technical standards. Some examples, as mentioned before, include Twitter and LinkedIn (at the website footer, the icons of both social media accounts are displayed, taking the users to those platforms with one click), email newsletter (a pop up was placed for enable visitors to subscribe to the EEnvest newsletter) as well as a place for stakeholders and users to get in contact with the project. Colour schemes and content order have been taken into account in order to ease the browsing process to increase stakeholders' engagement.



**Figure 3: Home page of the EEnvest website**

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## 4 Conclusions

The social media online tools and the project website have been useful tools during the 3 years of life of EEnvest. The content published in both platforms has served to communicate to a broader audience and to engage key stakeholders on the project.

The social media profiles have accomplished their function of informing the target audience and the general public about the objective and benefits of the project as well as communicating the project events. The use of these online tools has been the best way to show the results obtained throughout the project's life and to ensure a high level of dissemination and market intake. They have helped to raise awareness on the need of de-risking energy efficiency investments on buildings, to generate an understanding of the project outcomes and to engage relevant stakeholders of the financial and building sector, attracting relevant people to become pioneer users of the EEnvest platform.

It is important to remark the role that the website has had throughout the duration of the project since through it the general public has had quick and easy access to relevant and up-to-date information about the project as it has been regularly updated with scientific results, findings, and achievements. It should be highlighted that the information contained on the project website is likely to be valuable even after the project has finished, allowing also higher impacts of the final results of the project. Therefore, R2M aims at ensuring that the website will continue to exist after the project implementation period has finished.

As a part of the Horizon 2020 R&I Programme, one of the objectives of the project was to reach and impact the greatest possible number of people and the social media online tools and the website has helped to achieve that. The achieved numbers of followers and people engaged can confirm it.